

# WebSphere Software Foundation & Tools for dynamic e-business

# Agenda

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- WebSphere Market Momentum
- The Road to Dynamic e-business
- WebSphere Software Platform - The Pyramid
- WebSphere Application Server and WebSphere Studio
- Customer Highlights
- Summary
- Next Steps
- Questions and Answers

# Seminar Objectives

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- By the end of today's seminar you will know the following about IBM's WebSphere Application Server and WebSphere Studio:
  - ▶ the stages of e-business adoption
  - ▶ how WebSphere Foundation and Tools are a key component of the WebSphere Platform
  - ▶ how WebSphere Application Server (WAS) and WebSphere Studio meet the needs of customers
  - ▶ features, functions, and benefits
  - ▶ new versions of our tools
  - ▶ trends, directions, and future development for WebSphere Foundation and Tools;
  - ▶ and how we can perform an assessment of your business to determine how WebSphere Application Server and WebSphere Studio would work for you

# WebSphere Market Momentum - 2001

- ★ **+150% Growth** in Global Customers to 50,000 Including over 9,000+ Business Partners
- ★ **+180% Growth** in Certified Solution Providers Including the Training of 6,000+ Individuals
- ★ **+40% Growth** in Business Partner Fulfillment of WebSphere Products
- ★ **+300% Growth** in Business Partner Engagements at WebSphere Innovation Centers to 2,000+
- ★ **+330% Growth** in Registered WebSphere Developers to over 600,000+
- ★ **+500% Growth** in Downloads of Application Servers and Studio/Eclipse Tools to 300,000+

★ Numbers are Estimations

Market Leading  
e-business Platform



50%

WebSphere Revenue Growth in 2001 and 11 Consecutive Quarters of Double Digital Growth



221%

WebSphere Revenue Growth in 2000 on Unix and Windows NT

# What the Analysts are saying...

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**"The prize for the most impressive growth was IBM...an astronomic increase in WebSphere usage...market dynamics support an increasingly bright future for WebSphere"**



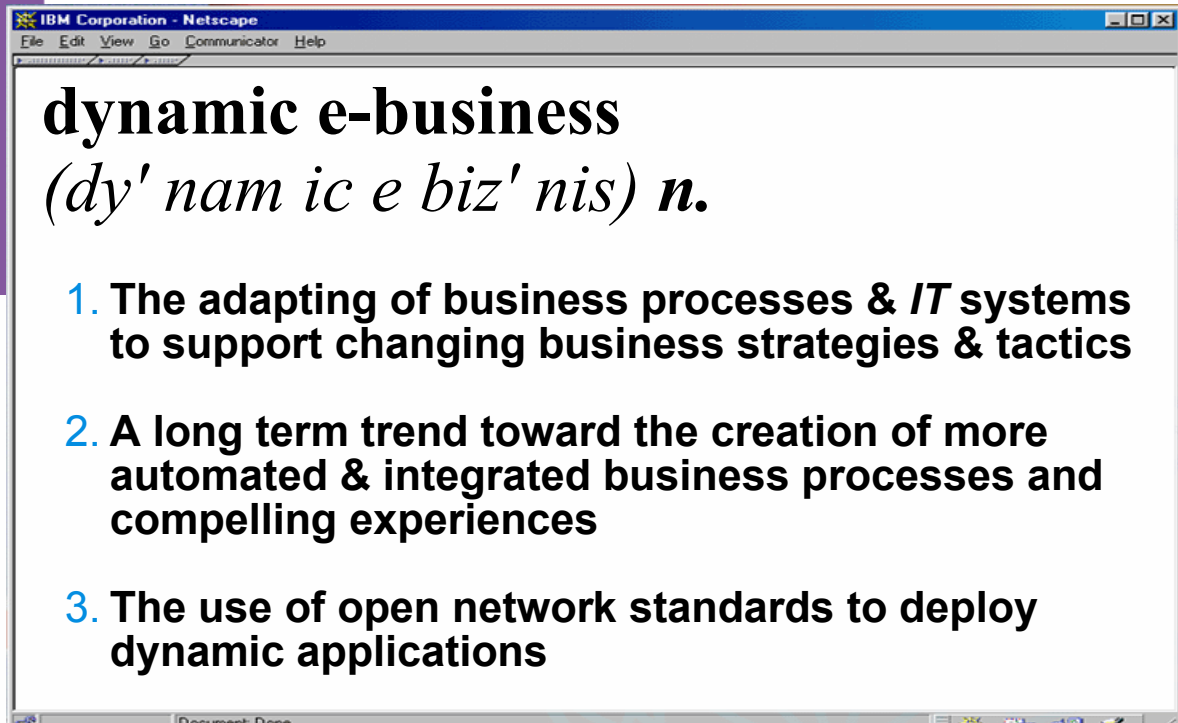
**"... [we] expect IBM to leverage its many strengths to overtake BEA as the leading app server vendor..."**



**"...[WebSphere] will threaten BEA as the #1 vendor ... enterprises looking for a comprehensive e-business platform should seriously look at IBM. "**

# The road to dynamic e-business

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*Digital  
Businesses*

*External Integration*

*Internal Integration*

*e-business Transactions*

*Web Publishing & Extending Existing Apps*

# Changing Technology Requirements

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*i*ntelligent Transactions

*i*ntegration

*i*nfrastructure

Transactional Integration of in-house applications and dynamically outsourced application functions

Web applications transparently coordinate transactions between internal and external applications

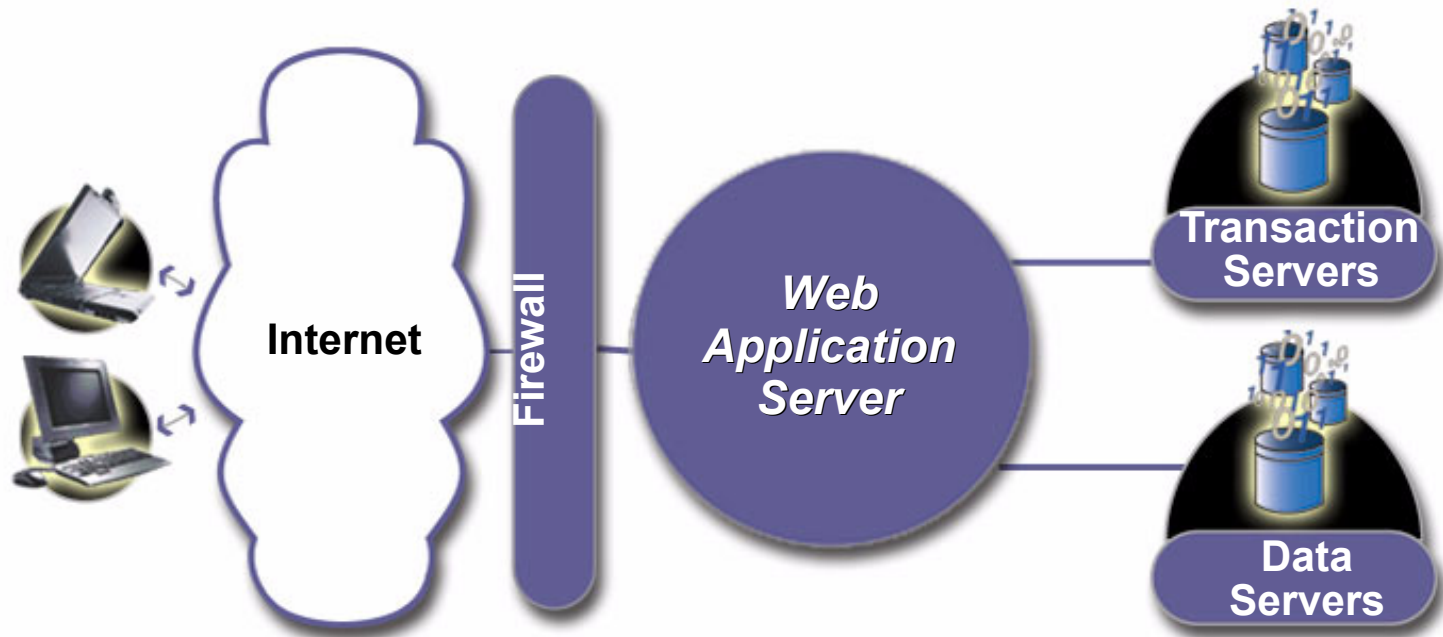
Web applications transparently coordinate transactions between different in-house applications

Web applications with separation of business logic and presentation, some transactional integrity and integration required

Static Web Serving and e-mail, evolving into limited use of dynamic web content

# e-business Adoption -

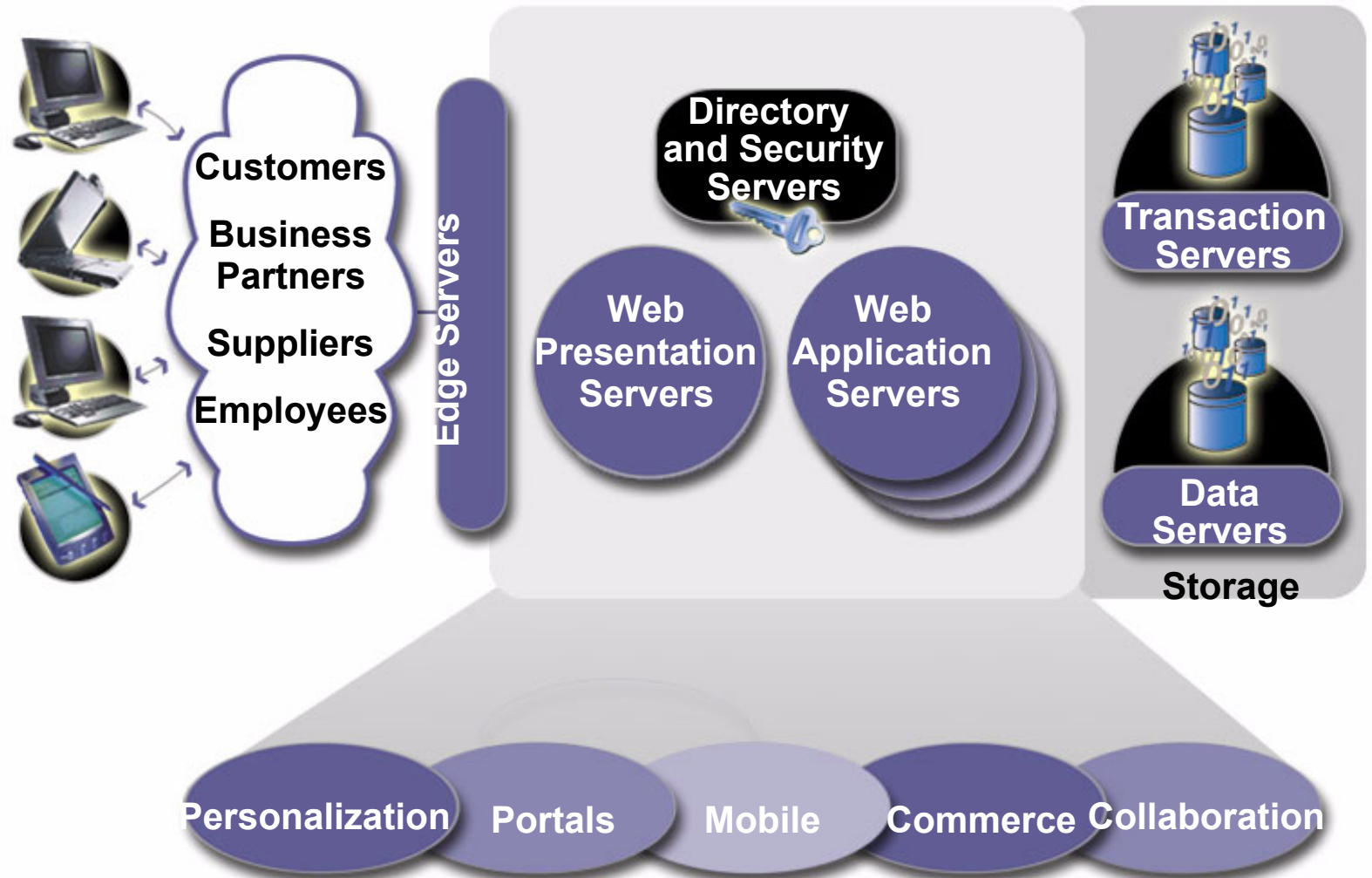
Technology Requirements changing from Web Application Server...





# e-business Adoption -

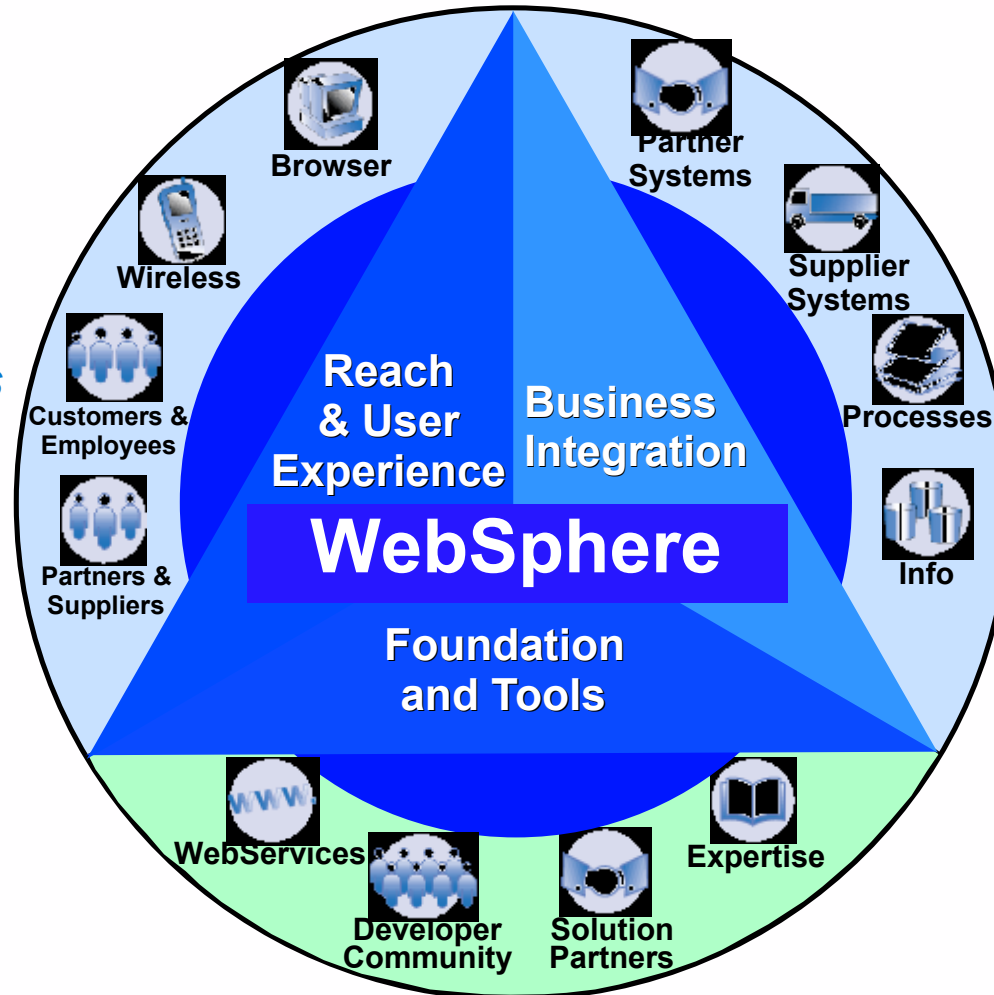
... To full e-business Infrastructure



# The WebSphere Platform

Infrastructure software for dynamic e-business

**Achieve Customer Loyalty**  
by extending & personalizing your e-business



**Achieve Business Agility**  
by integrating & automating your e-business

**Achieve Scalability and Productivity**

WebSphere software

by building, deploying, & growing your e-business



# The WebSphere Platform Delivers



## Web Services integrated in the WebSphere Application Server Family

Integrated Software Platform for e-business with Enhanced User Experience, mobile and Business Integration support

Integration of Enterprise Java, XML & the MQSeries family

Java Distributed Transactions & Tight Integration of AD Tools & App Server

**HTML** Extend Core HTTP Services with Java

*Web Publishing & Extending Existing Apps*

**XML**

**J2EE<sup>tm</sup>**

*Internal Integration*

*e-business Transactions*

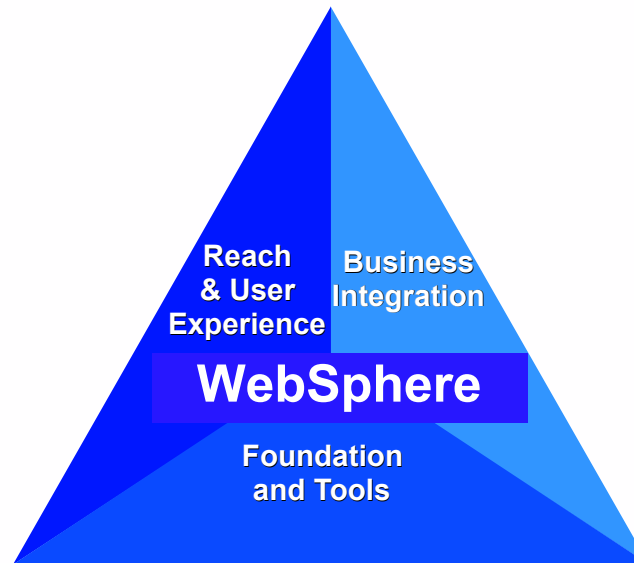
**Web Services**  
(SOAP, WSDL, UDDI)

*External Integration*

*Digital Businesses*

# WebSphere Application Server Version 4

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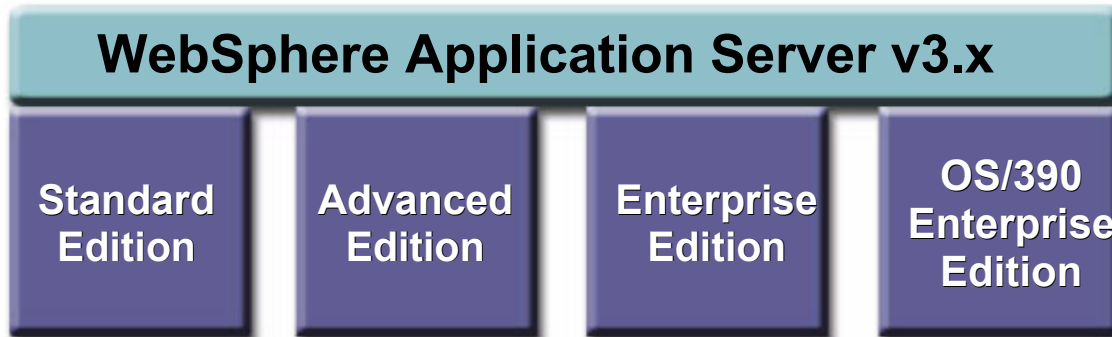


- Meet the needs of customers in different phases of e-business adoption and grow with them
- Lead Web Services implementation
- Maintain best of breed e-infrastructure capabilities to enable intelligent transactions
- Provide an open, integrated application development environment

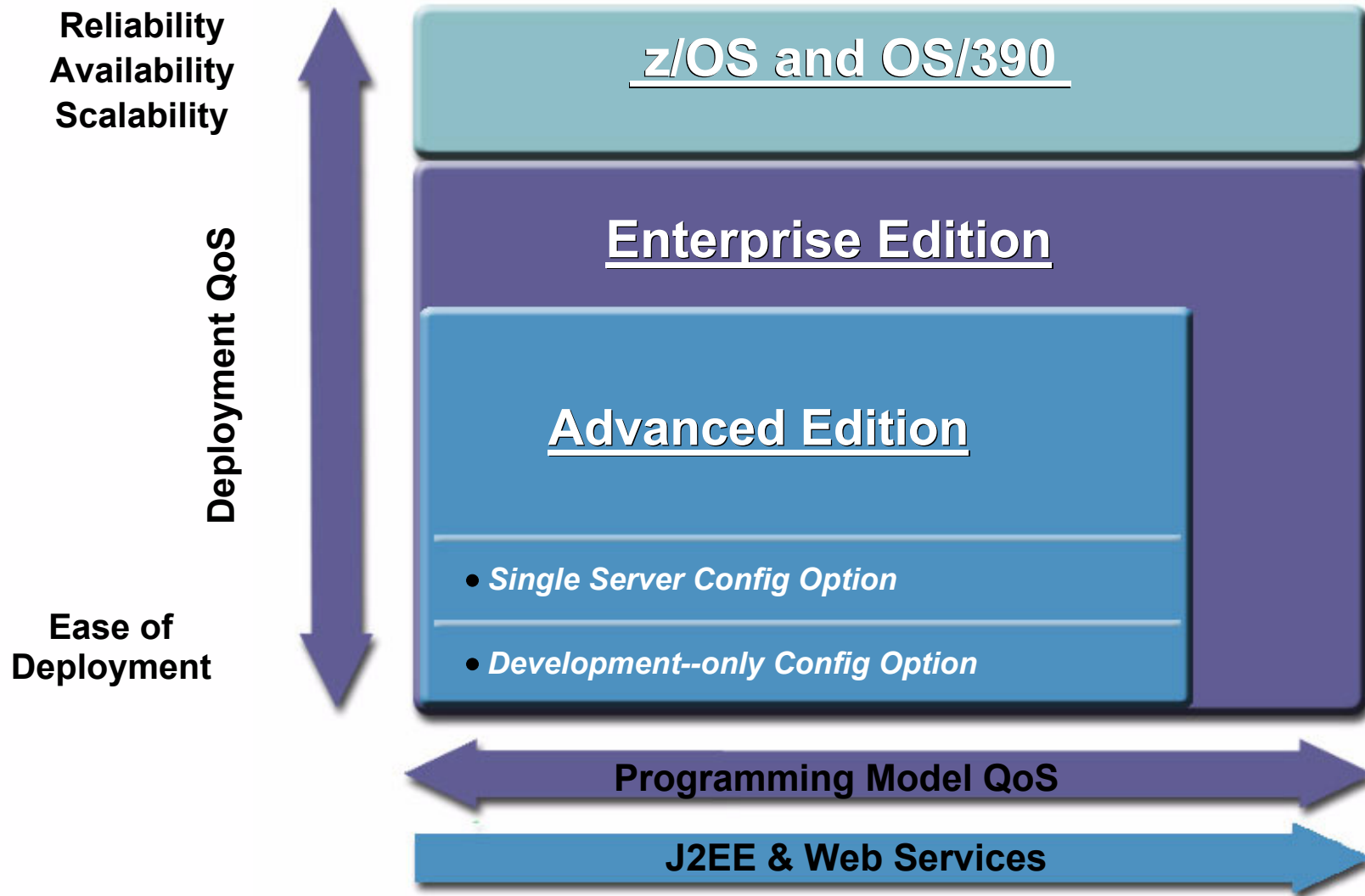
# WebSphere Application Server Version 4.0

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- A single Web services-enabled J2EE certified technology base is the core of Version 4.0
- Different configurations add or subtract services to meet the needs of different groups of customers



# WebSphere Application Server V4 Configurations



# Enterprise Edition - Strategy

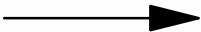
## Value Propositions

**Rapidly Changing Business Rules & Behaviors**



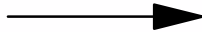
Creation of EJB applications (business process) which can be dynamically configured for rapidly changing behaviors (environmental)

**Composition of Sophisticated Processes & Distributed Transactions**



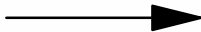
Intelligent and dynamic integration of synch and asynch business artifacts (EJBs) into composed business processes, especially in highly distributed infrastructures. Includes composition of 2PC transactions spanning heterogeneous distributed infrastructures

**Qualities of Service**  
*(RAS, SysMgmt, Interoperability)*



Systems management, RAS, and interoperability enhancements for highly heterogeneous, large distributed installations (> 50 nodes)

**Rich Media & Internationalized Business Processes**



Enhanced, more cost effective application usability and reach via extensions for rich media-based and/or internationalized business contexts (EJB artifacts)

# V4 for z/OS and OS/390: At a Glance

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- WAS V4 for z/OS provides the full breadth of services required of a J2EE web application server
- Functionally equivalent to Enterprise, satisfying the most stringent requirements in a 2-tier configuration
- Core strength is integration of data from heterogeneous back-ends
  - ▶ Range of connectors to CICS, IMS and DB2 (MQ coming)
  - ▶ Allows integration with transactional integrity
- Common development environment will be used for all WebSphere platforms
- Implementation takes full advantage of all benefits of z/OS and zSeries
  - ▶ Built from the ground up - not a Unix port!
  - ▶ Full WLM and Parallel Sysplex exploitation



# WebSphere® Technology for Developers

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**Application Server Single node**

**Full J2EE 1.3 Programming Model including:**

**JSP 1.2, Servlet 2.3, EJB 2.0,  
Java 2 Connectors, etc.**

**EJB 2.0 implementation:**

**Container-managed persistence  
Container-managed relationships  
EJB Query Language  
Message-Driven Beans  
Local interfaces**

**Standards based Interoperability support:**

**CORBA 2.3 ORB  
Interoperable Naming Service (INS)  
Object Transaction Service (OTS)  
Common Secure Interoperability (CSIv2)  
J2EE 1.3 Application Assembly Tool  
Command Line Deployment Tool  
HTTP Transport for Web request  
Webservices Enablement  
via SOAP and UDDI  
Browser based Administrative Console**

**J2EE Application Client**

**Java Message Service (JMS) /XA**

**System Management Improvements**

**Embedded JMS Provider**

**JMS 1.0.2 compliant level supporting:**

**Point-to-Point and  
Publish/Subscribe**

**Lightweight variant of IBM's WebSphere  
MQSeries**

**Browser based Administration of JMS resources**

# WebSphere Application Server 4.0 Packaging

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## Configuration Options

Advanced Edition  
Single Server Edition  
Developer Edition

Enterprise Edition  
z/OS and OS/390  
WebSphere Technology for Developers

## Platforms

Windows  
Linux  
Solaris  
HP-UX  
AIX  
OS/390, z/OS  
OS/400  
Novell Netware

WebSphere software



## GA

All configurations currently available

## Pricing

\$35,000/CPU for z/OS  
\$35,000/CPU for Enterprise Edition  
\$12,000/CPU Advanced Edition  
\$8,000/CPU Advanced Single Server  
No charge for Advanced Developer Edition download

Web Services Enabled



# Version 4.0 Technology Highlights

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- **Full Web services support (SOAP, UDDI, WSDL, XML) and J2EE 1.2 certified including robust integration and transaction technology**
- **Unparalleled connectivity including J2EE Connector Architecture, CORBA, ActiveX, and expanded database support**
- **Message Beans and JMS Listener function to complement existing JMS/XA support**
- **EJB Extensions - Internationalization, Business Rules and Process Flow**
  - ▶ **Intelligent adjustments to client locales for time zone, currency, language, etc.**
  - ▶ **Dynamic updates without re-coding when business practices change**
  - ▶ **Agile and adaptable business process flows via BPBeans technology preview**
- **Dynamic caching, enhanced security, improved manageability, and increased performance**

# Total Cost of Ownership Summary

| Configuration   | IBM Price  | BEA Price   | Delta                   |
|---|------------|-------------|-------------------------|
| <i>Three-Tier (Web Server, Presentation Services-to-Business Logic-to-DB)</i> | \$ 377,000 | \$ 508,200  | IBM 74% the cost of BEA |
| <i>Two-Tier (Web Server, Application Server-to-DB)</i>                        | \$ 246,000 | \$ 278,000  | 89%                     |
| <i>Large SMP (12-way Sun)</i>   | \$ 988,000 | \$1,084,000 | 91%                     |
| <i>Two-Tier (Web Server-to-Application Server, DB)</i>                        | \$ 483,452 | \$521,432   | 93%                     |
| <i>Small SMP (4-way Intel)</i>  | \$ 221,000 | \$ 253,000  | 87%                     |

WebSphere software

- IBM pricing ranges from 74% to 93% the cost of BEA



# Major Influencers on TCO Pricing

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- Cost of IBM software support is one-fourth that of BEA
  - ▶ New IBM maintenance plan (9/01) expected to provide standard 5x9 coverage based on a 5% OTC license fee
  - ▶ BEA support options are 20% and 28% OTC license fee (5x12, 7x24 coverage, respectively)
- BEA has no maintenance program (i.e. annual subscription fee) to handle upgrades
  - ▶ customers expected to buy version-to-version upgrades at standard prices (discounts are generally tied to special promotion periods and are applied on a customer-by-customer basis)
  - ▶ assumed the same overall annual maintenance cost structure as IBM (i.e. 20% OTC license fee)
    - works out to be an 80% discount based on BEA's historical average of one major release per year

# WebSphere Application Server

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## The proof



Hewitt

- **Hewitt Associates**
  - ▶ Major global human resources consulting firm
  - ▶ Manages \$300B retirement funds for 150 client companies
- **Direct access to accounts for business partners**
  - ▶ Full B2B integration based on open standards
  - ▶ Real time transactions with token encryption security

*We achieved full B2B integration [at Hewitt] using advanced open standards technologies running on WebSphere Application Server. And we did it under five months. We estimate it would have doubled the cost and time involved if we had built all the pieces from scratch.*

—Tim Hilgenberg, Chief Technology Strategist,  
Business Logic Corp.

# Charles Schwab

Schwab.com is one of the largest transactional web sites in the world

- #1 in online brokerage
- powered by WebSphere App Server, Edge Server & MQSeries
- 10.7 Million peak transactions/day (0.5M peak trades/day)
- 2.2+ Million customers, 110,000 peak concurrent users
- 4,000 peak trans/sec, 80 Million peak hits/day
- 150+ deployed WebSphere projects in production
- 75% of the business runs on WebSphere

The screenshot shows the Charles Schwab website homepage. At the top, there are navigation links: Login, Open an Account, My Schwab, and Contact Us. Below this is the Charles Schwab logo and a secondary navigation bar with links for Getting Started, Accounts & Services, Investments, Mutual Funds, Quotes and Research, and Smart Investor. The main content area features a 'Why choose Schwab?' section with three bullet points: 'Get an overview of what Schwab can offer you.', 'Act now: select the account that's right for you.', and 'New: StreetSmart Pro trading software'. Below this is a 'Welcome' button with a play icon and a 'Click Here' link. Further down, there is a section for 'Get answers online or in person' with text about Schwab Investment Specialists and a 'Free consultation' link. At the bottom of this section is a link for 'Updated market commentary and the implications for your portfolio'. To the right of the main content, there is a 'Customer Login' link, a 'Free Quotes & Charts' section with a search box and a 'Go' button, and a 'Today's Markets' section with a line chart for DJIA and NASDAQ. The chart shows the DJIA index at 9,060 and the NASDAQ index at 8,970.



# eBay

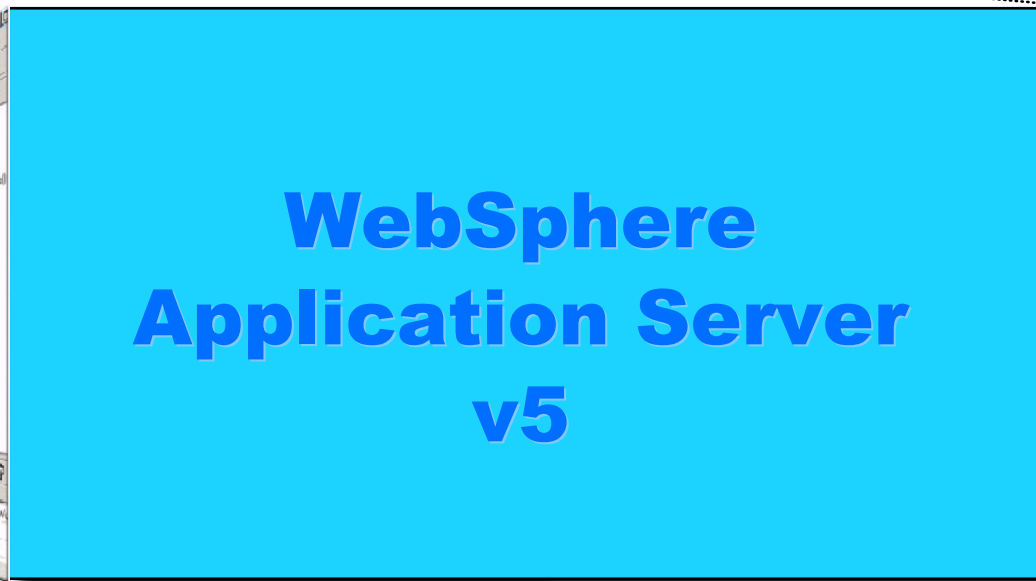
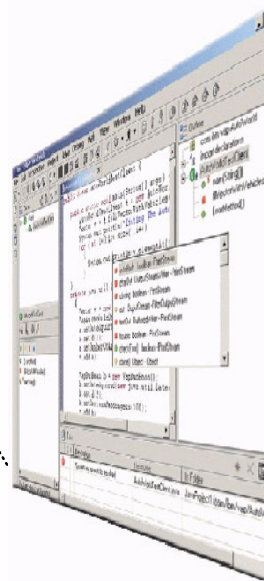
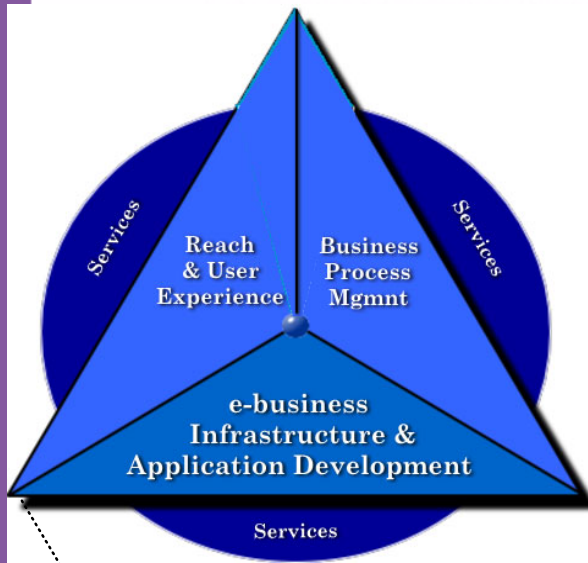


- Today - 200M dynamic pages views/day
  - 72,000 hits/sec. Built on home grown C++ application
  - ▶ Tomorrow - 15X expected growth
  - ▶ Need - improved scalability, performance, availability, developer's productivity
  - ▶ Solution - after 4 months of competitive POC
    - Selected WebSphere Application Server over BEA WebLogic and Microsoft .NET (Fall 2001)



# WebSphere Application Server Version 5

- ★ A single, deployment-agile Web services-enabled J2EE application server providing universal application & integration foundation services
- ★ Sold as the foundation of the WebSphere Software Platform at a single price point or via a flexible, configuration-based pricing model
- ★ Different configurations add or subtract services for specific usage occasions providing increased flexibility and extensibility
- ★ Optimized OEM & embedded capabilities including unparalleled extensibility options



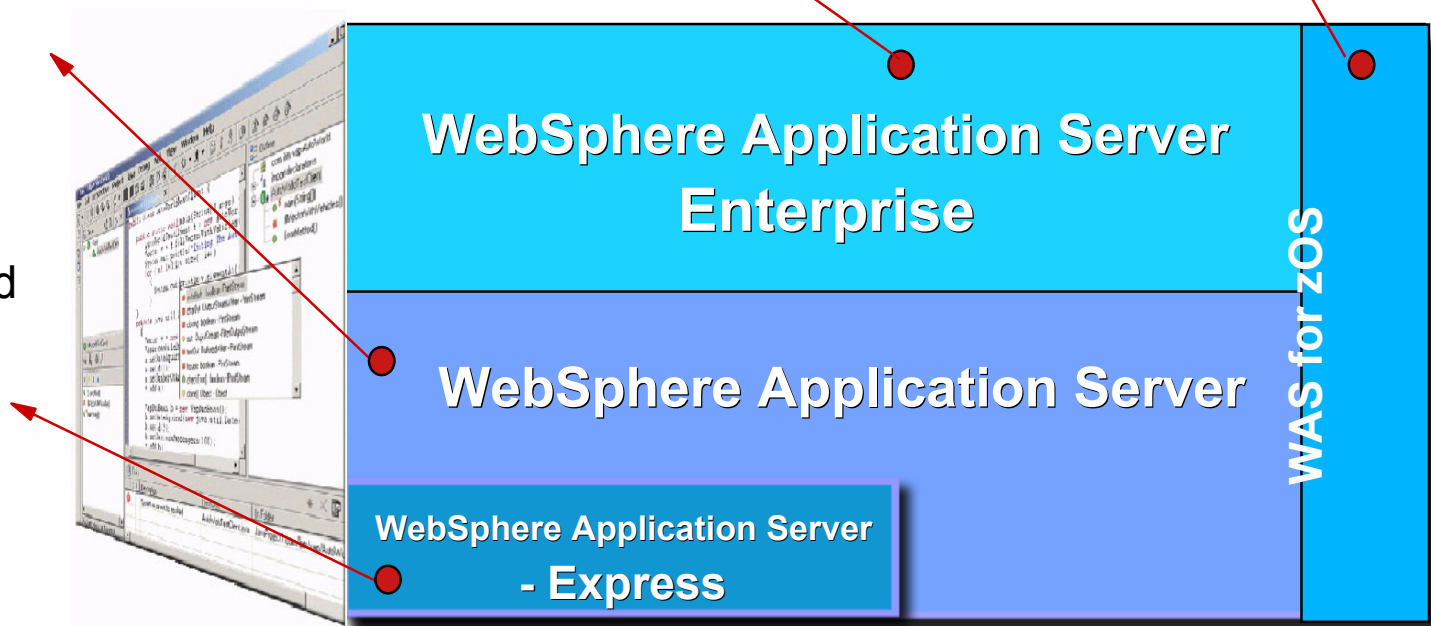
# WebSphere Application Server Version 5

..... An extended J2EE & Web services  
'build-to-integrate' platform including adapters,  
flow choreography, advanced messaging,  
dynamic rules engines and distributed  
application composition

..... The core J2EE & Web services  
certified application server  
specifically optimized to the  
unique QoS of z/OS

The core J2EE & Web  
services certified application  
server enabling industry  
leading QoS and an array of  
flexible deployment  
configurations

A solution for fast and  
easy development,  
deployment, and  
management of  
dynamic web sites

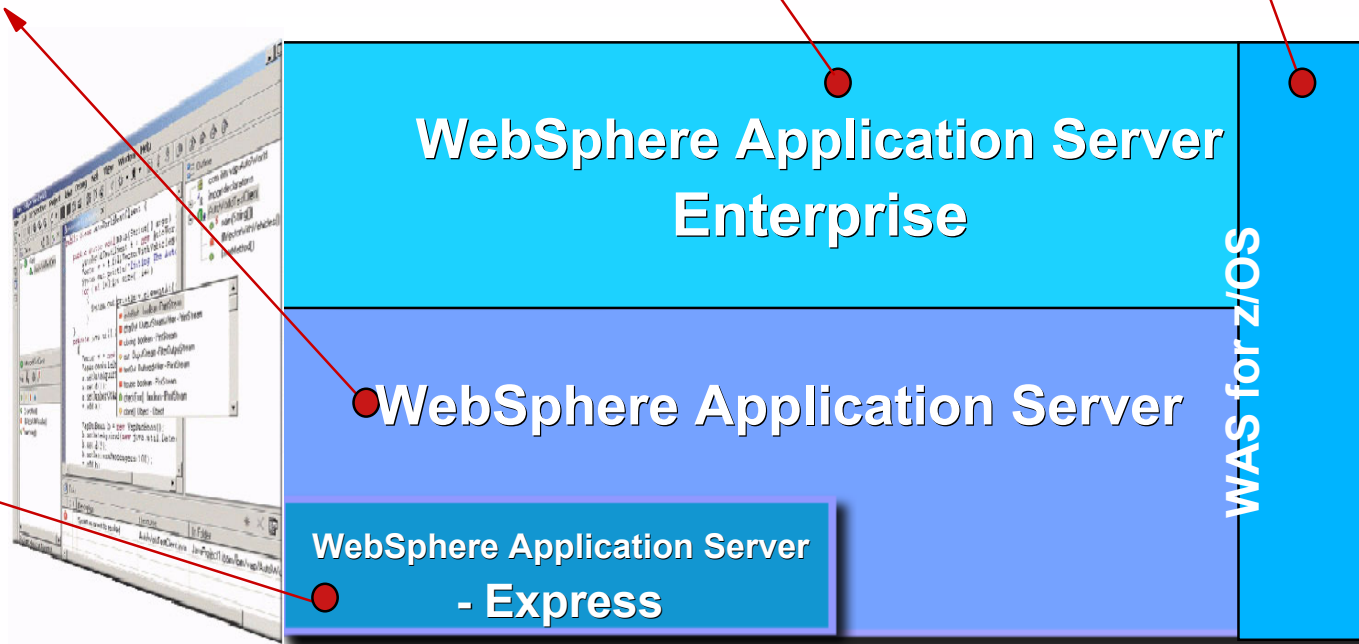


# WebSphere Application Server Version 5

## Functionality

- J2EE 1.3 certified
- Native, high powered JMS
- Extended XML & Web Services
- Web Services Invocation Framework
- UDDI Gateway & Repository
- ActiveX bridge
- JMX objects
- Administration & RAS/P enhancements
- Flexible Deployment Options
  - \* standalone
  - \* network
  - \* extended Network
- Dynamic Application Adapters (JCA++)
- Transactional, interruptable distributed WorkFlow
- State machines and compensation patterns
- Application composition
- Dynamic Business Rule Beans & Extended EJB Query
- JMS Automation - Container Managed Messaging
- Advanced Internationalization & Workspaces
- Dynamic Application Profiling
- Advanced Transaction Coordination
- JMS Messaging Extensions (WebSphere MQ5.3)
- CORBA ORB & C++ Interoperability
- Leverages advanced z/OS features and functions including parallel sysplex and WLM
- Web services and XML
- Optimized for high integration with existing z/OS data

- Tightly integrated development environment
- Wizards and samples for rapid application development
- Web services consumption
- Near-zero administration & smaller footprint
- Smooth transition to other configurations of WAS



# WebSphere Application Server Version 5

## Network Deployment Options

### Advanced deployment services & QoS characteristics for multi-server distributed configurations

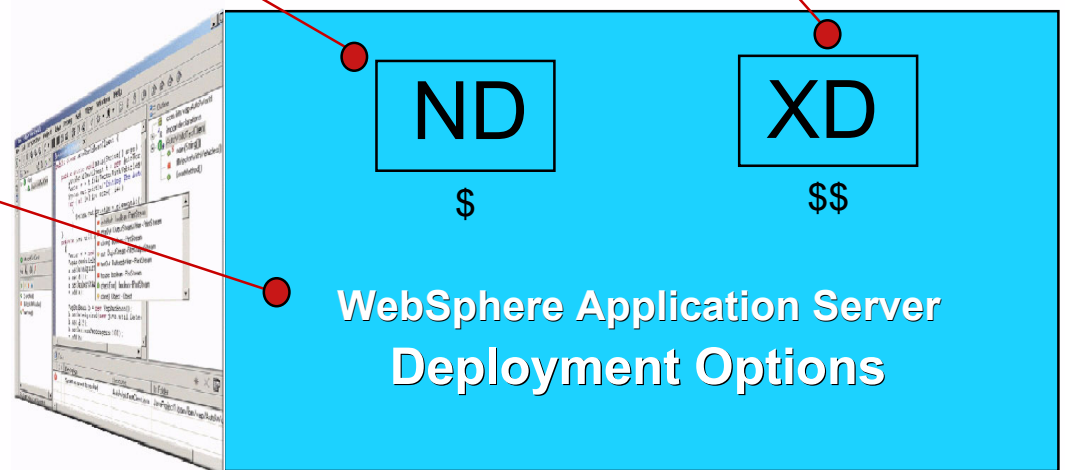
- WLM / Load Balancing / Clustering / Failover
- Distributed Security & Directory
- Distributed, Dynamic Administration
- Sophisticated network caching
- UDDI Repository & Gateway

### Cross-Enterprise deployment services & QoS characteristics for highly dynamic and decentralized distributed configurations

- Dynamic WLM with Advanced Multi-Domain Availability/Failover
- Content Distribution infrastructure
- Web Services Caching and rules-based Routing
- ESI-Based Dynamic Fragment Caching and Invalidation
- Enhanced Authentication/Access Control Security

### Standard deployment & qualities of service characteristics optimized for ease of administration in stand-alone server configurations

- Dynamic Caching
- File-based (Browser) Administration
- Single Server, non-distributed
- Extended database support



# 2001 Scorecard - Technology Priorities



|   |  |  |
|---|--|--|
| Deliver first <u>Web Services</u> Platform                          | <ul style="list-style-type: none"> <li>• <i>First application server in March</i></li> <li>• <i>First app development tools in August</i></li> </ul>   |  |
| Deliver first <u>J2EE 1.3</u> certification                         | <ul style="list-style-type: none"> <li>• <i>First Sun certification in December</i></li> </ul>   |  |
| Dominate in <u>performance</u> & QoS                                | <ul style="list-style-type: none"> <li>• <i>Won PCMag, ecPerf &amp; Trade2 benchmarks</i></li> <li>• <i>Delivered Edge Server v4</i></li> <li>• <i>Won eBay performance study</i></li> </ul>                             |  |
| Deliver integrated <u>App Dev</u> tools                             | <ul style="list-style-type: none"> <li>• <i>New Studio v4 Family</i></li> <li>• <i>Delivered 200+ new AD partnerships</i></li> </ul>   |  |
| Deliver choice of <u>infrastructure</u>                             | <ul style="list-style-type: none"> <li>• <i>100+ IBM products run on app server</i></li> </ul>   |  |
| Deliver common programming model for <u>flexible deploy options</u> | <ul style="list-style-type: none"> <li>• <i>single v4 code base w/ config flexibility</i></li> <li>• <i>13 platforms including zSeries &amp; iSeries</i></li> <li>• <i>new OEM configuration capabilities</i></li> </ul> |  |
| Deliver <u>ease-of-use</u> & <u>ease-of-admin</u>                   | <ul style="list-style-type: none"> <li>• <i>New AE single server configuration</i></li> </ul>  |  |
| Deliver <u>innovative J2EE services</u>                             | <ul style="list-style-type: none"> <li>• <i>New EE services (eg, business rules)</i></li> </ul>  |  |



WebSphere software



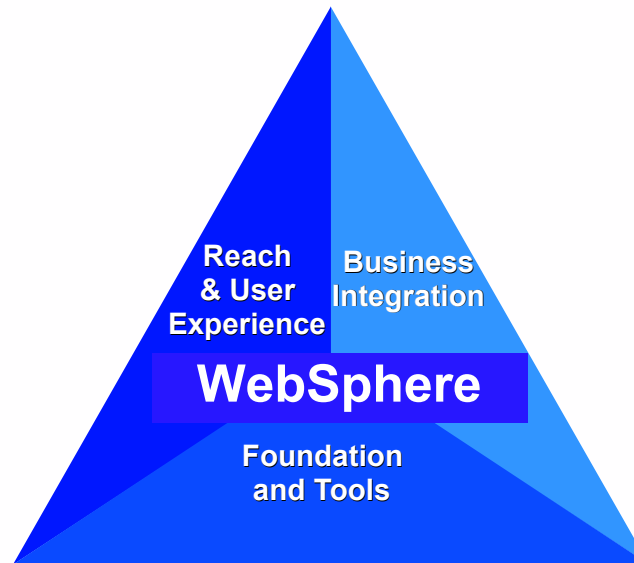
# WebSphere Studio

IBM Software Group

# WebSphere Studio

## Improved Developer Productivity

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- WebSphere Studio is the development environment for the WebSphere software platform
- WebSphere Studio provide the industry's first Web services-enabled Application Development environment
- WebSphere Studio Workbench is based on the Eclipse open development platform enabling **unparalleled cross-tool integration ([www.eclipse.org](http://www.eclipse.org))**
- IBM, in partnership with industry leading vendors, is creating a comprehensive cross life cycle development environment



# WebSphere Software Platform

## Developers, developers, developers!!!

### IBM Application Development

=

Comprehensive, integrated development environment

+

*Broad middleware and platform support*

+

*Growing developer community*

+

*Leadership in Open Technologies*



### The WebSphere software platform

**WebSphere® Developer Domain**

technical information on the WebSphere software platform for e-business

Powered by WebSphere and DB2®



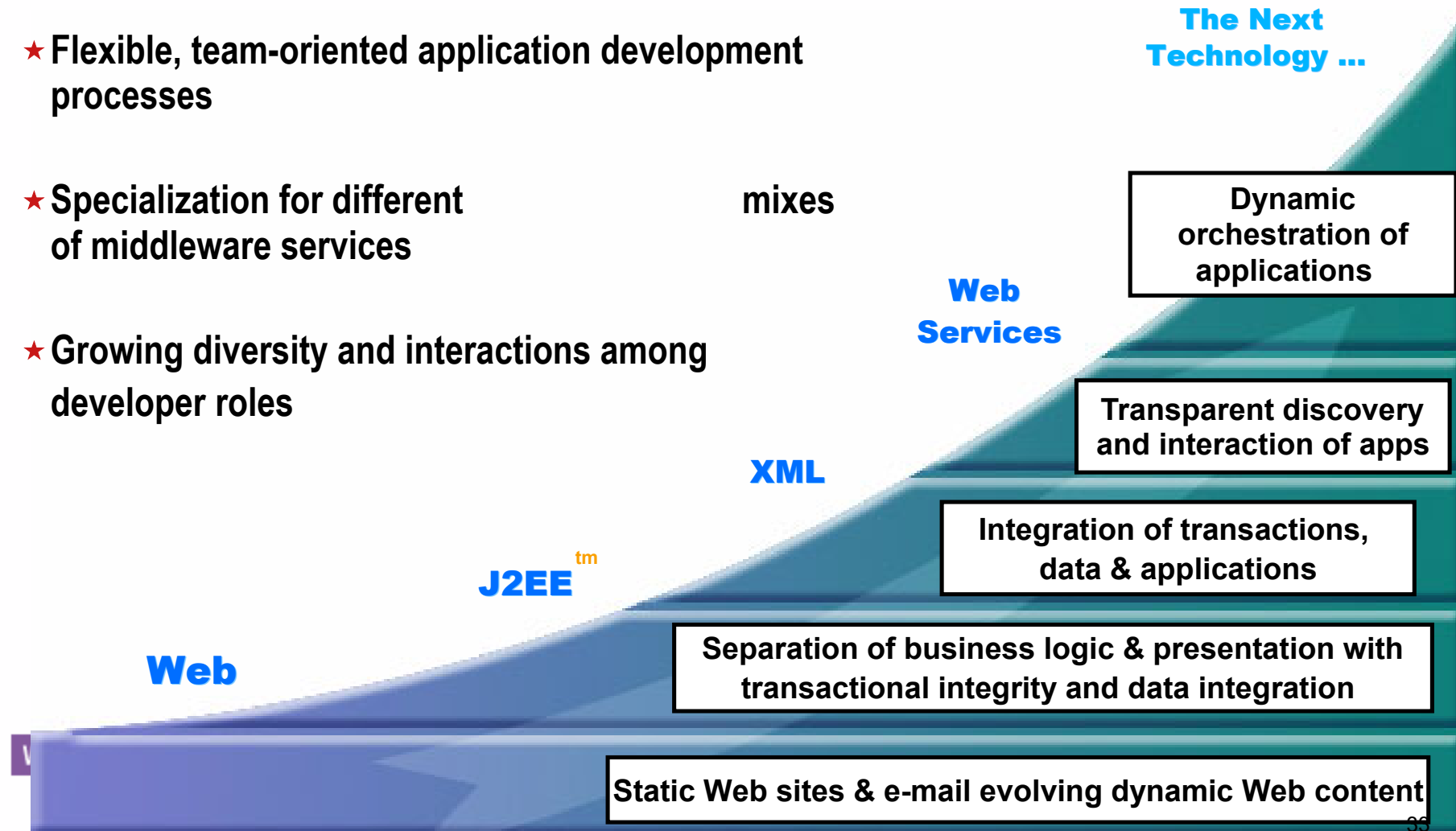
WebSphere software





# Application Development is the Key to Unlocking Dynamic e-business

- ★ Integration of emerging technologies and managing their effect on processes
- ★ Flexible, team-oriented application development processes
- ★ Specialization for different of middleware services
- ★ Growing diversity and interactions among developer roles



# Open and Integrated Application Development

## Business Problem

Productivity & quality limitations due to the inability to integrate best-of-breed tools & infrastructure in a single, seamless environment



## Technology Problem

Lack of an open application development integration platform similar in nature to open deployment platforms (e.g., Apache / J2EE / Linux)

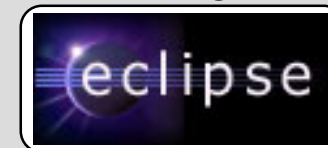


*A newly integrated, open*

**WebSphere Studio**

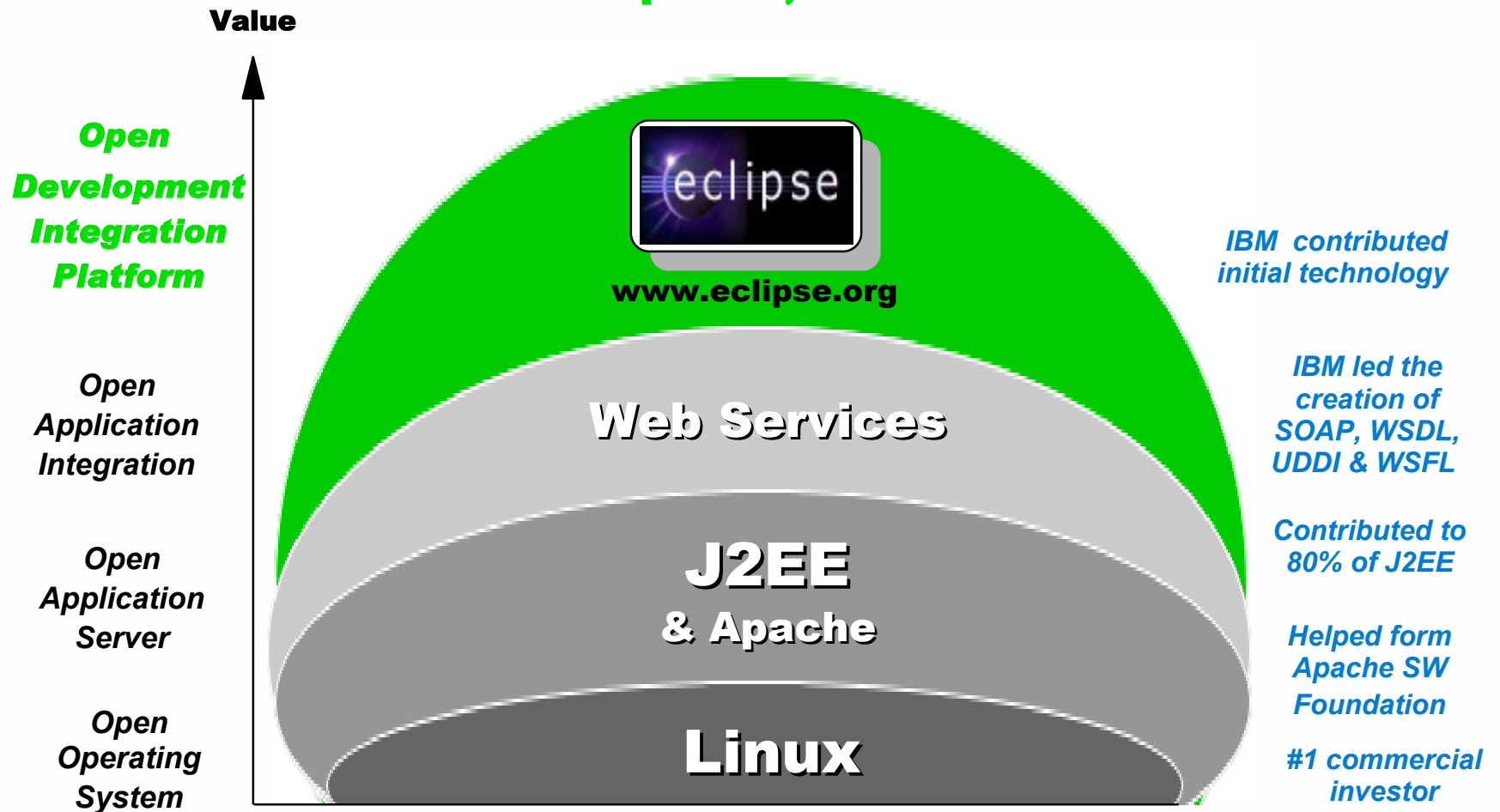


*An open tool platform contributed by IBM to an independent open source organization*



# Open Technology Leadership

**The first Application Development integration platform to fully embrace open technologies, adopting the open approach that has been successful for Apache, J2EE & Linux**

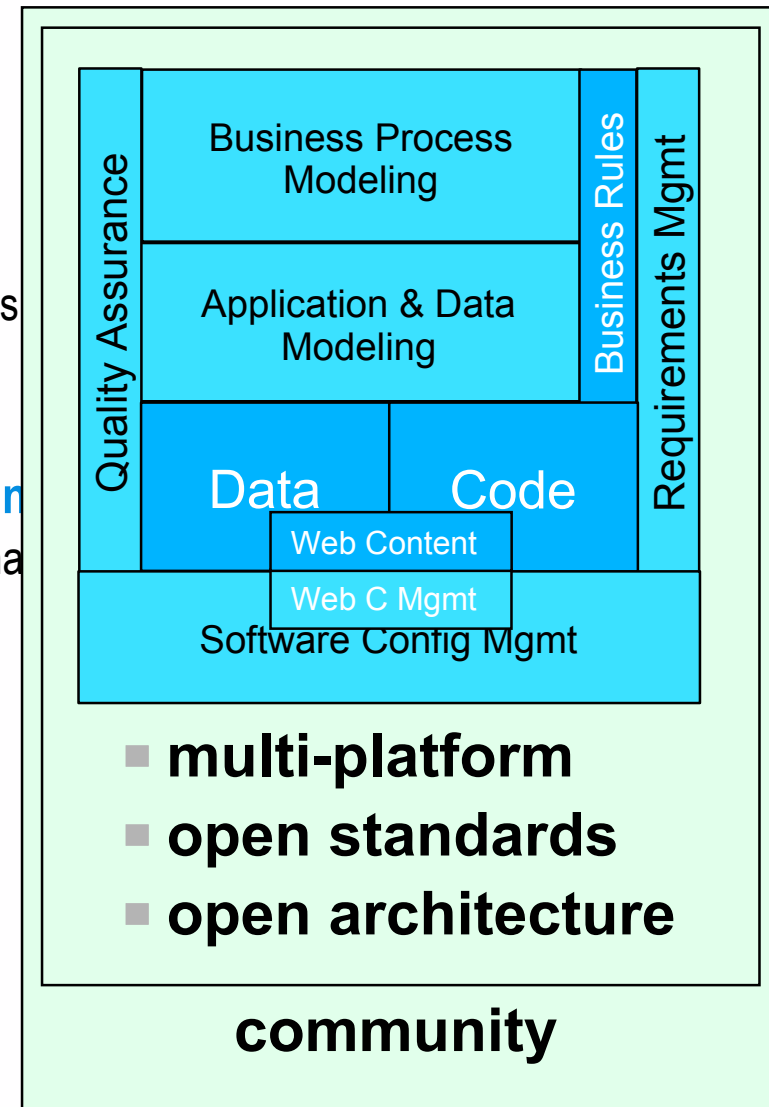


WebSphere software

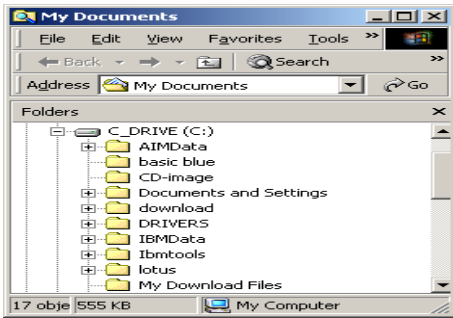


# WebSphere Application Development

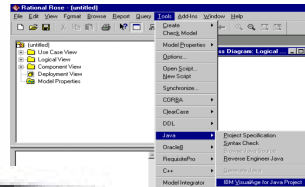
- **A flexible and extensible Tools environment**
  - ▶ Full application development life cycle
  - ▶ Leverage complementary third-party tools
  - ▶ Integrated RAD capabilities
- **An integrated open programming model**
  - ▶ Open, industry standards
  - ▶ Rapid support for new technologies (e.g., Web services)
  - ▶ Tight integration with WebSphere software platform
- **Expanding Business Partner & Developer Community**
  - ▶ WebSphere Developer Domain, developerWorks, alpha



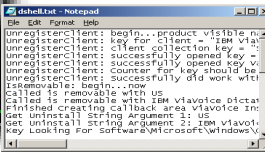
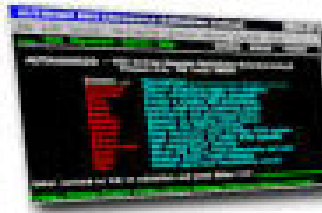
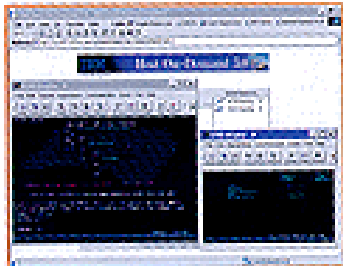
# Poorly Integrated Development Tools and Teams



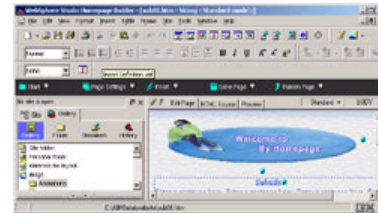
Web Site Development



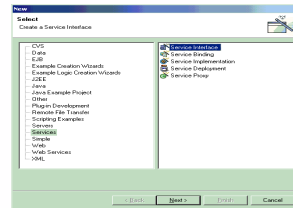
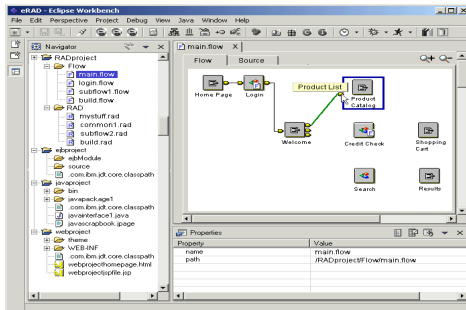
Java Development



COBOL Development



Portal Development



XML and Web Service Development



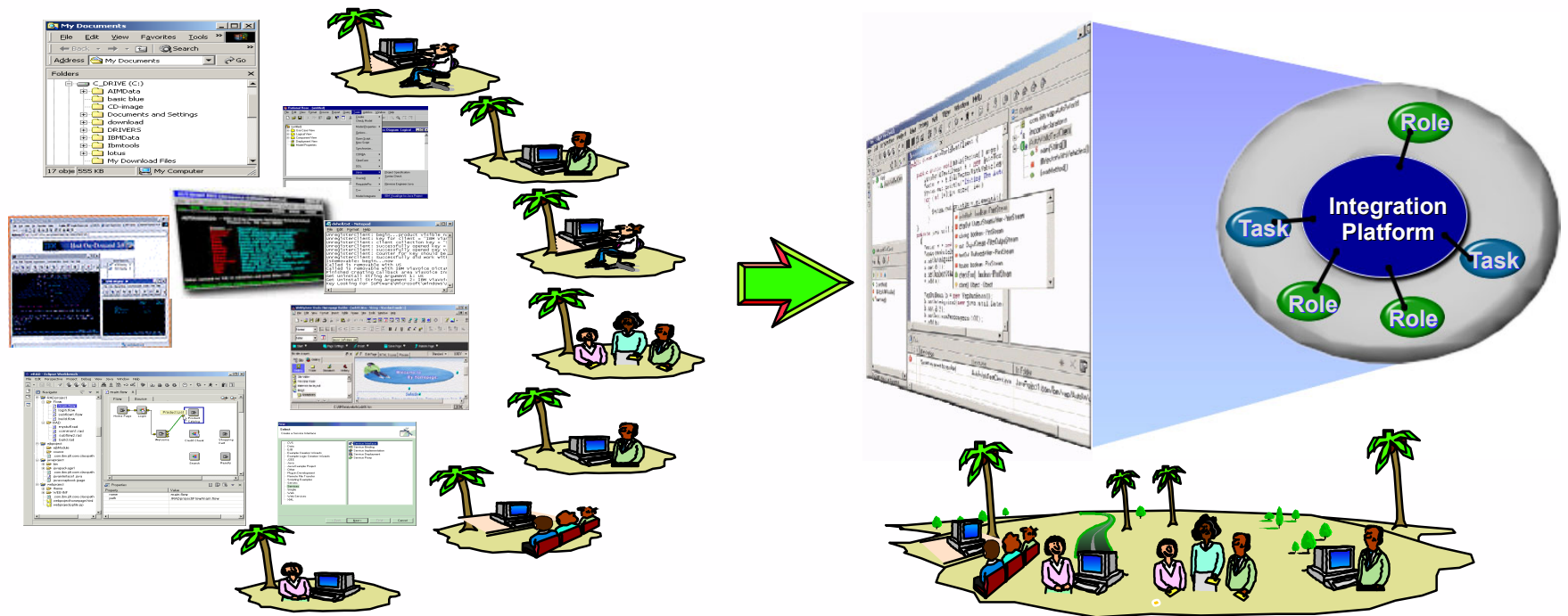
RAD Development



Application Modeling

# A "Portal-like" Approach for Developers

An integrated experience unlocks greater productivity by bringing order and collaboration to rapidly expanding e-business development teams



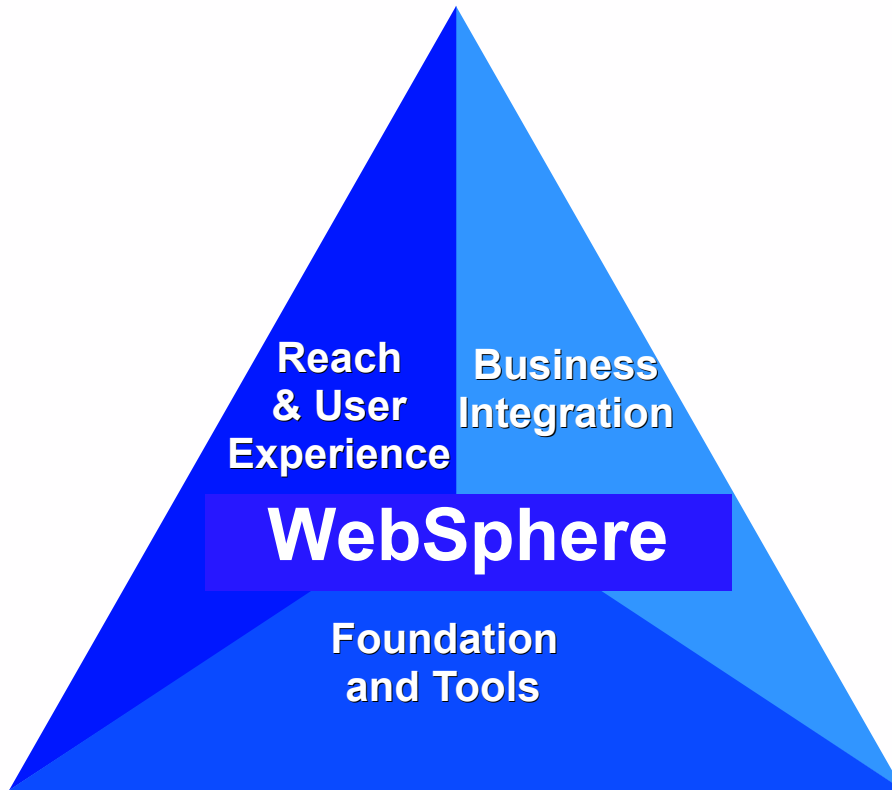
**Independent tools and poorly connected islands of development**

**Best-of-breed tools and teams working together in an integrated environment**

# WebSphere software platform

Application Development

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**Help customers  
deliver, grow &  
differentiate their  
e-business to sustain  
competitive  
advantage**

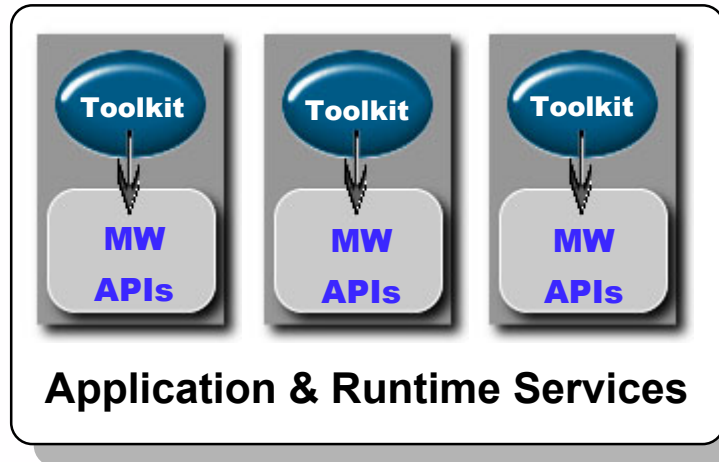
*Tools + Infrastructure +  
Open Technology + Community*

**Higher Quality Applications  
in a Fraction  
of the Time**

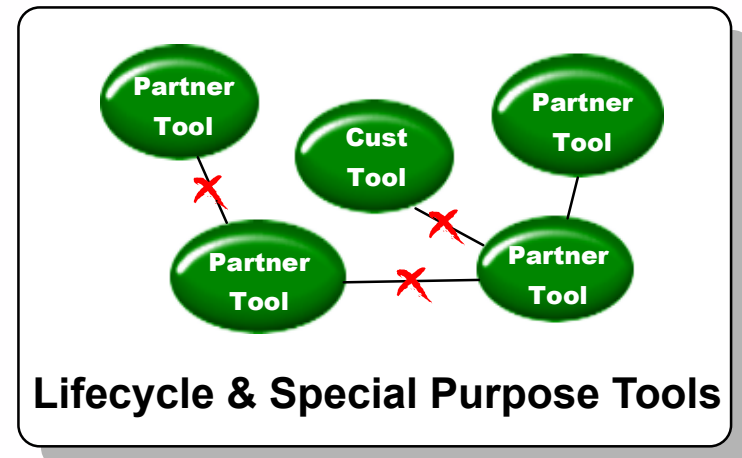
# A Comprehensive, Integrated Application Development Environment

## Leveraging the Power of Open Integration Technology

What type of application needs to be built?



What are the developer roles and processes involved?

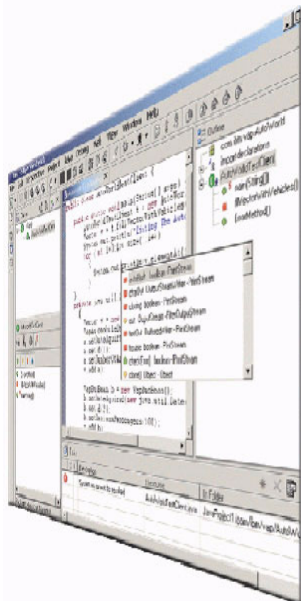
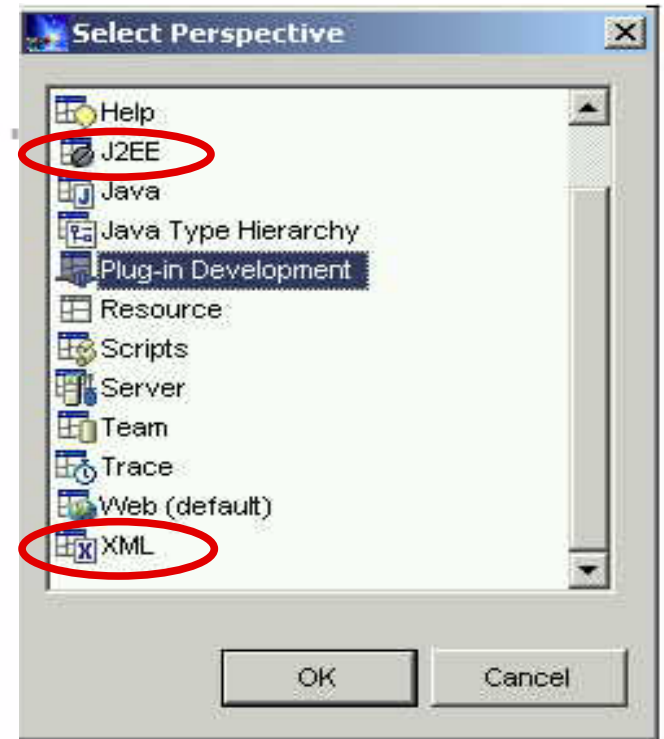




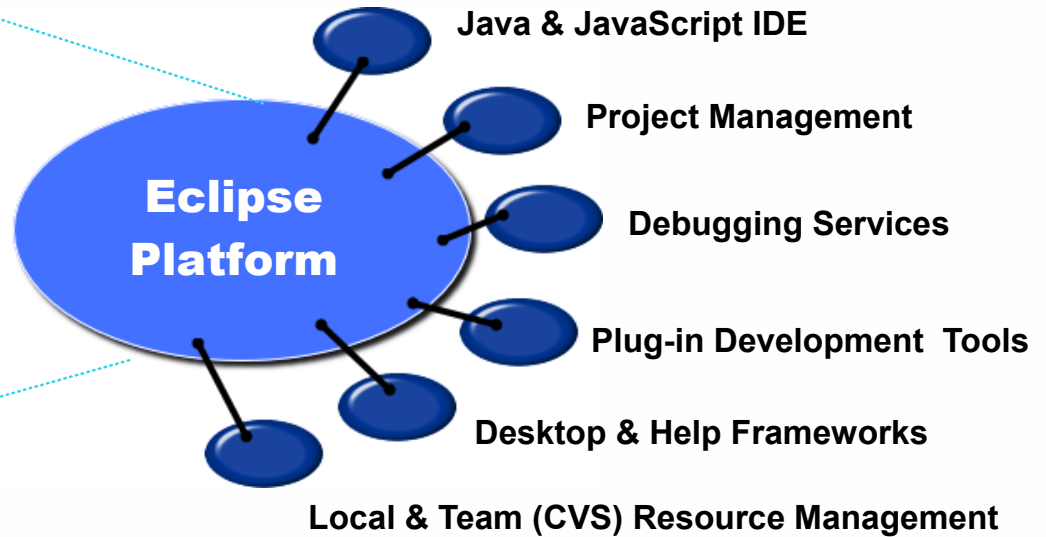
# The Open Eclipse Platform

A personalized, extensible development platform organized via developer

**"Perspectives"**

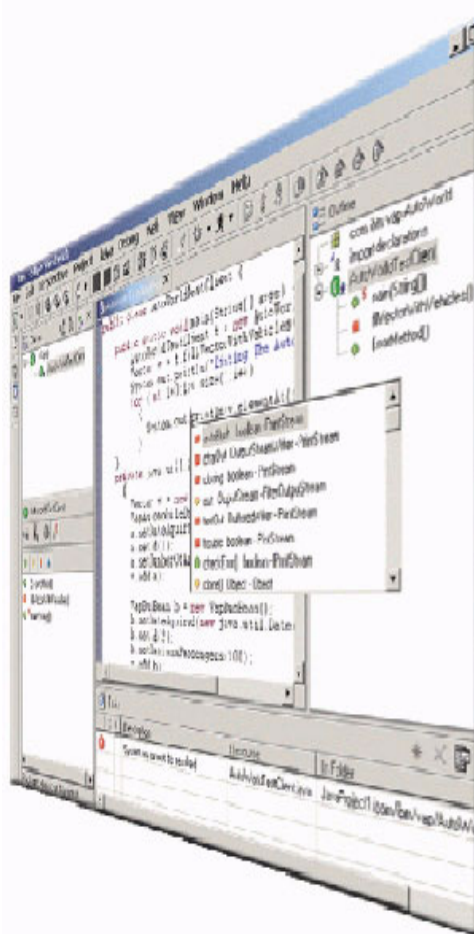


Products built with Eclipse inherit these capabilities plus 'plug-ins' built by others



# The New WebSphere Studio

## IBM's Development Solution for e-business



**IBM Server  
& Middleware  
Tools**

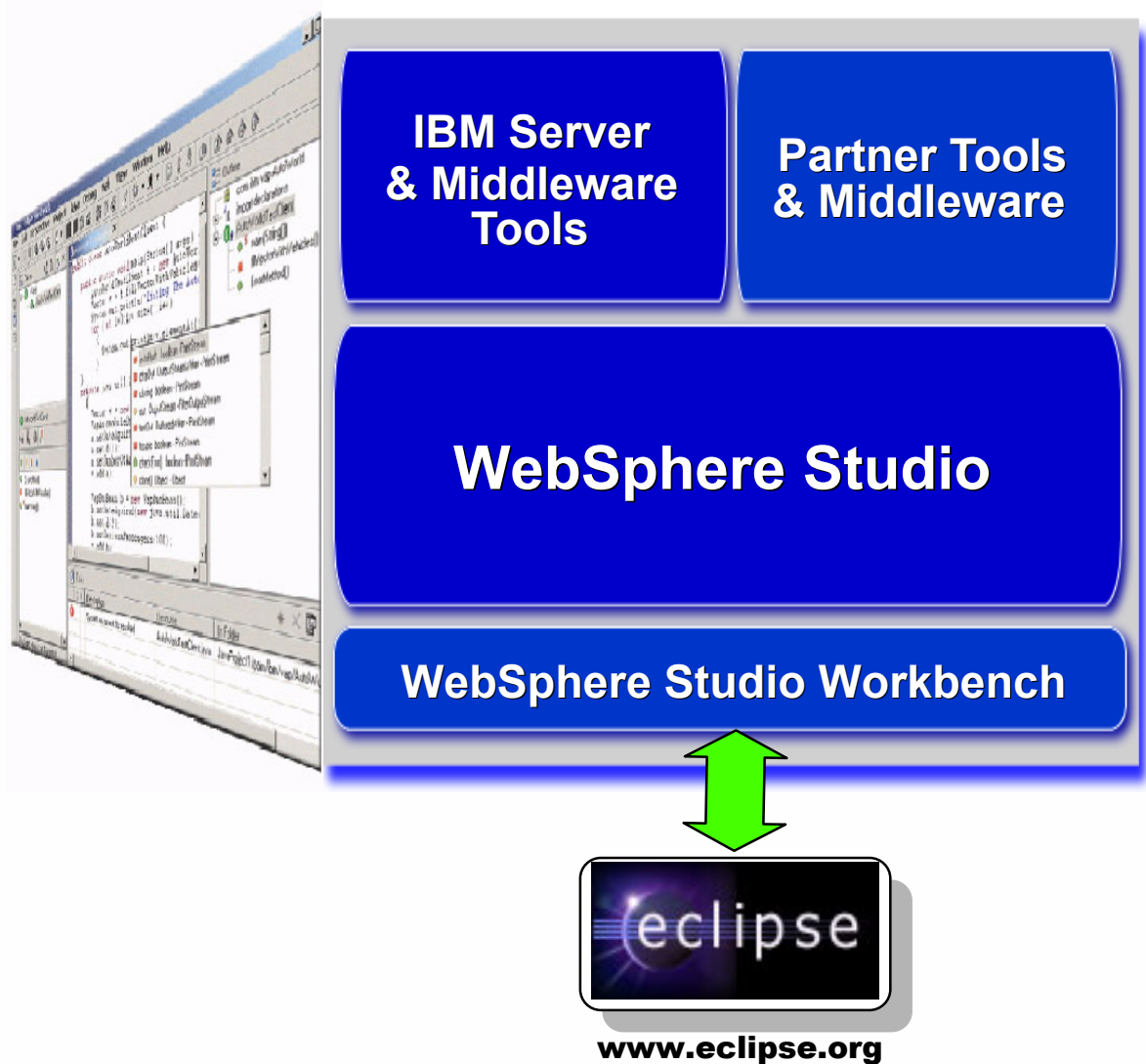
**Partner Tools  
& Middleware**

**WebSphere Studio**

**WebSphere Studio Workbench**

# WebSphere Studio

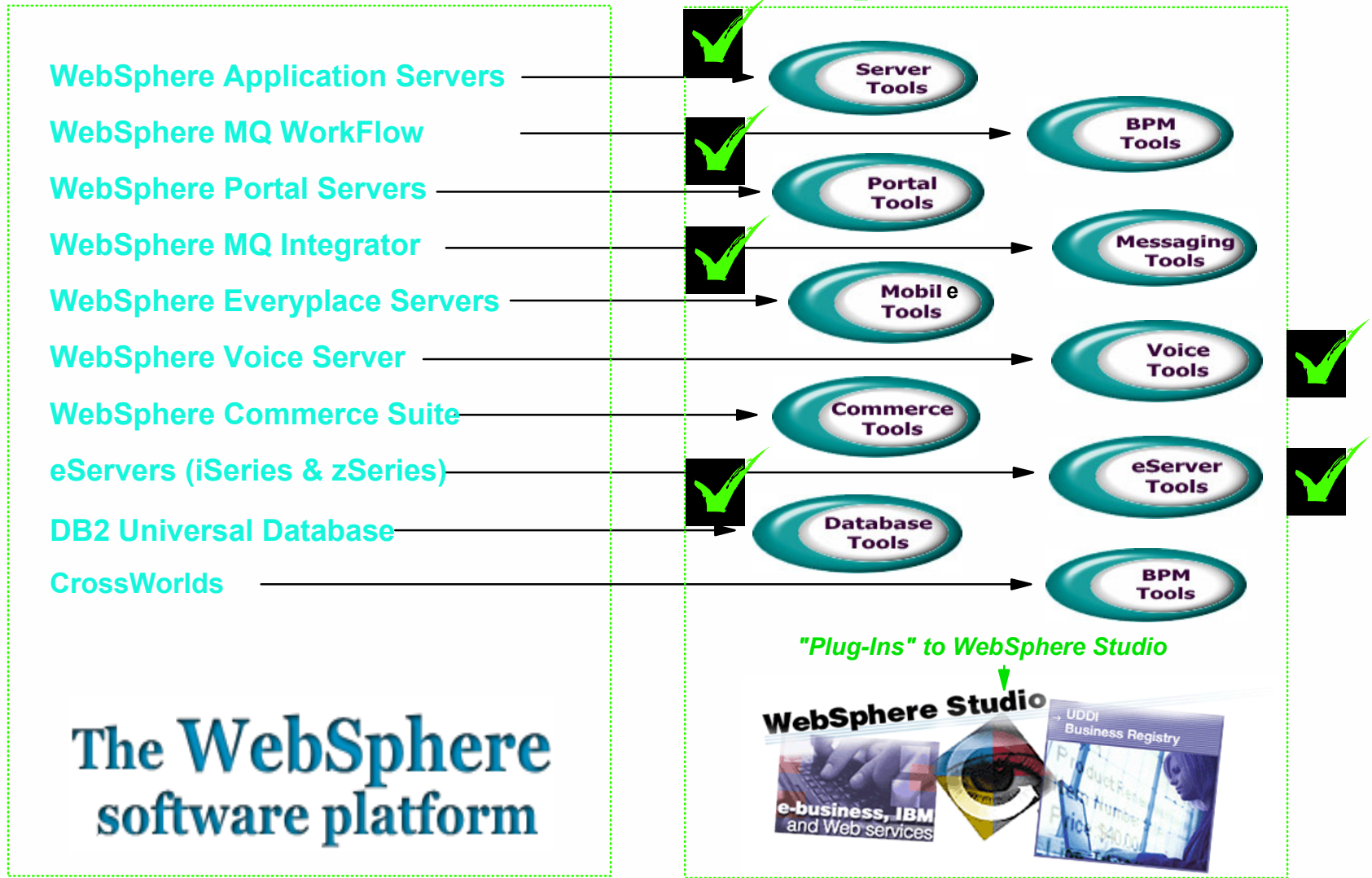
- ★ A single, comprehensive IDE with unprecedented flexibility & extensibility
- ★ Configurations add or subtract "perspectives" to meet the needs of specific developer roles
- ★ Extend and customize with partner, customer & IBM plug-ins
- ★ Common development environment across Windows and Linux



# WebSphere Studio

## e-business Infrastructure

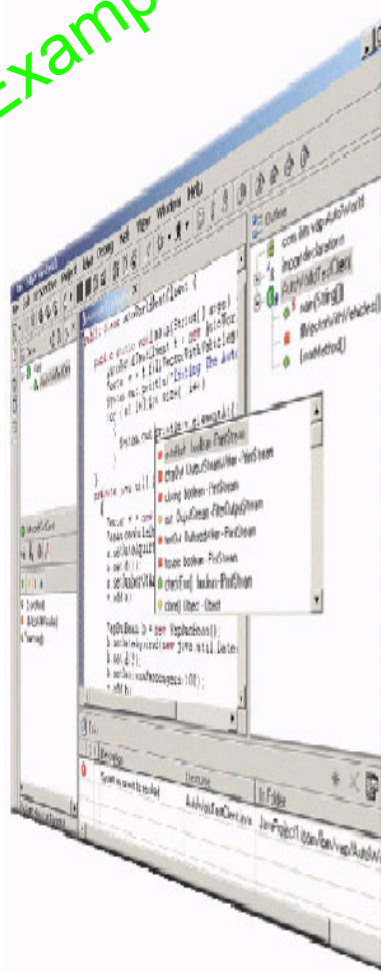
## Development Environments



# A Customized Development Environment

Creating an Adaptable, Voice-enabled B2B Commerce application .....

Example



Integrated, Roles-based Team Development

**Holosofx - Model & Simulate Business Process**

**Rational Suite - Design Application Models**

**CommerceQuest - Build and Link e-business Processes**

**WebSphere Voice Tools - Enable for Voice & Wireless**

**Versata Studio - Enable Easily Adaptable Business Rules**

Holosofx

Rational  
Suite

Commerce  
Quest

WebSphere  
Voice  
Toolkit

Versata  
Studio

WebSphere Studio Application Developer



# WebSphere Studio Business Partner Program

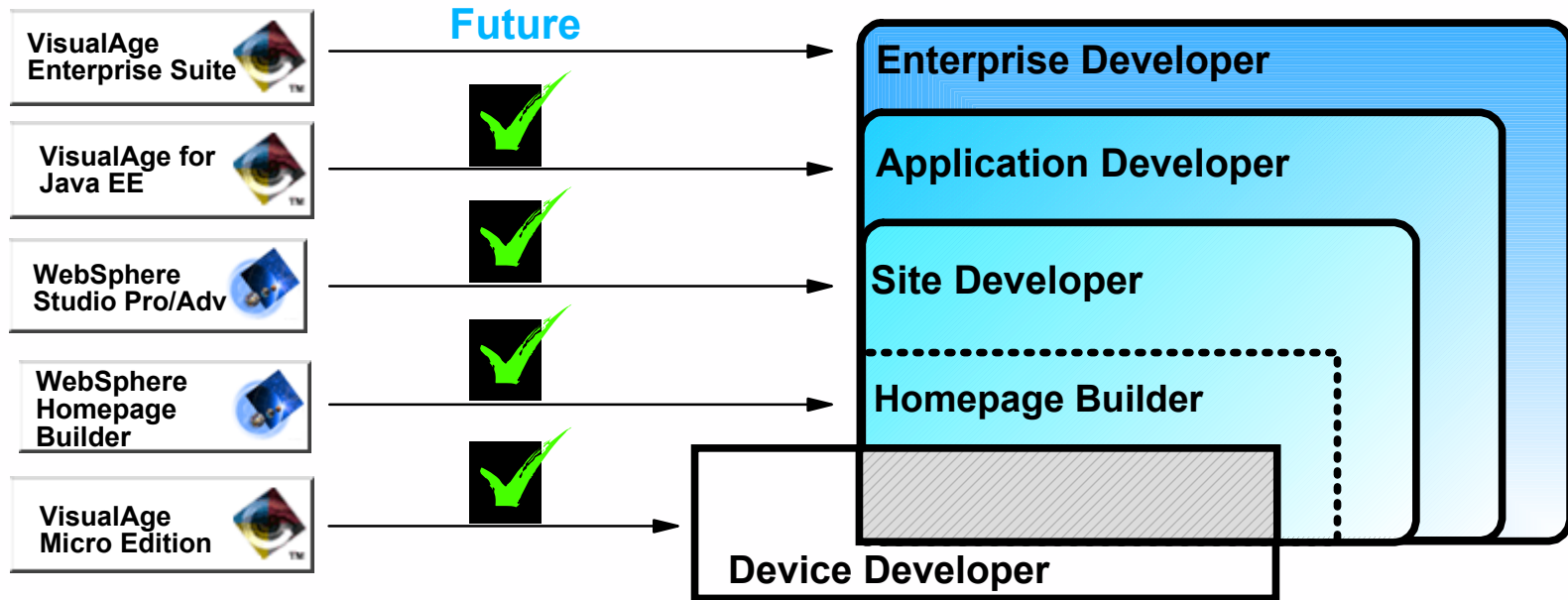
**PartnerWorld for Developers**  
[www.ibm.com/partners](http://www.ibm.com/partners)



- ★ **Access to WebSphere Studio Workbench**
- ★ **Technical & product enablement**
  - Education and Training
  - Downloads and Papers
  - Technical Support
- ★ **Ready for WebSphere Studio program**
  - Tests to validate tools meet Workbench API
  - Emblem to identify 'Ready' products
  - WebSphere Studio 'Ready' Web site & other co-marketing programs



# WebSphere Studio



| Workbench             | NOW             | no cost to partners |
|-----------------------|-----------------|---------------------|
| Device Developer      | NOW             | \$499               |
| Homepage Builder      | NOW             | \$99                |
| Site Developer        | Mid 2002<br>NOW | TBA **<br>\$1,999   |
| Application Developer | NOW             | \$3,499<br>\$5,999  |
| Enterprise Developer  | Mid 2002        | TBA **              |

\*\* Final names & pricing TBA

# WebSphere Studio

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## The proof

- **CareTouch**
  - ▶ Lifecare health company
  - ▶ Online support for patient services
- **Carepanion Application**
  - ▶ Robust e-commerce site in 85 days
  - ▶ 2500 concurrent users initially, open ended scalability



*We estimate we saved two to four weeks of development time and reduced the cost of building the solution by approximately 1.4 million dollars...Sometimes building interfaces can be a challenge, but with the integration of Visual Age for Java with WebSphere, it was very easy. ”*

*—Dr. Prasuna Dornadula Vice President, Web Development*



# WebSphere Studio Summary

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- ★ **IBM and other industry leaders are unlocking the full power of open e-business software infrastructure through an equally powerful open application development platform**
- ★ **IBM and a broad set of partners are introducing the first Application Development integration platform to fully embrace open technology, adopting the open approach that has been successful for Apache, J2EE & Linux**
- ★ **This heralds a new era promising startling productivity gains -- higher quality applications in a fraction of the time -- due to unprecedented integration of process, tools, infrastructure & assets**
- ★ **IBM expands its leadership with developers and ISVs by contributing its rich Application Development integration platform to an open source organization and by introducing the new WebSphere Studio family**

# What's Next?



**Integrated Development Resource Portal for enterprise collaboration**

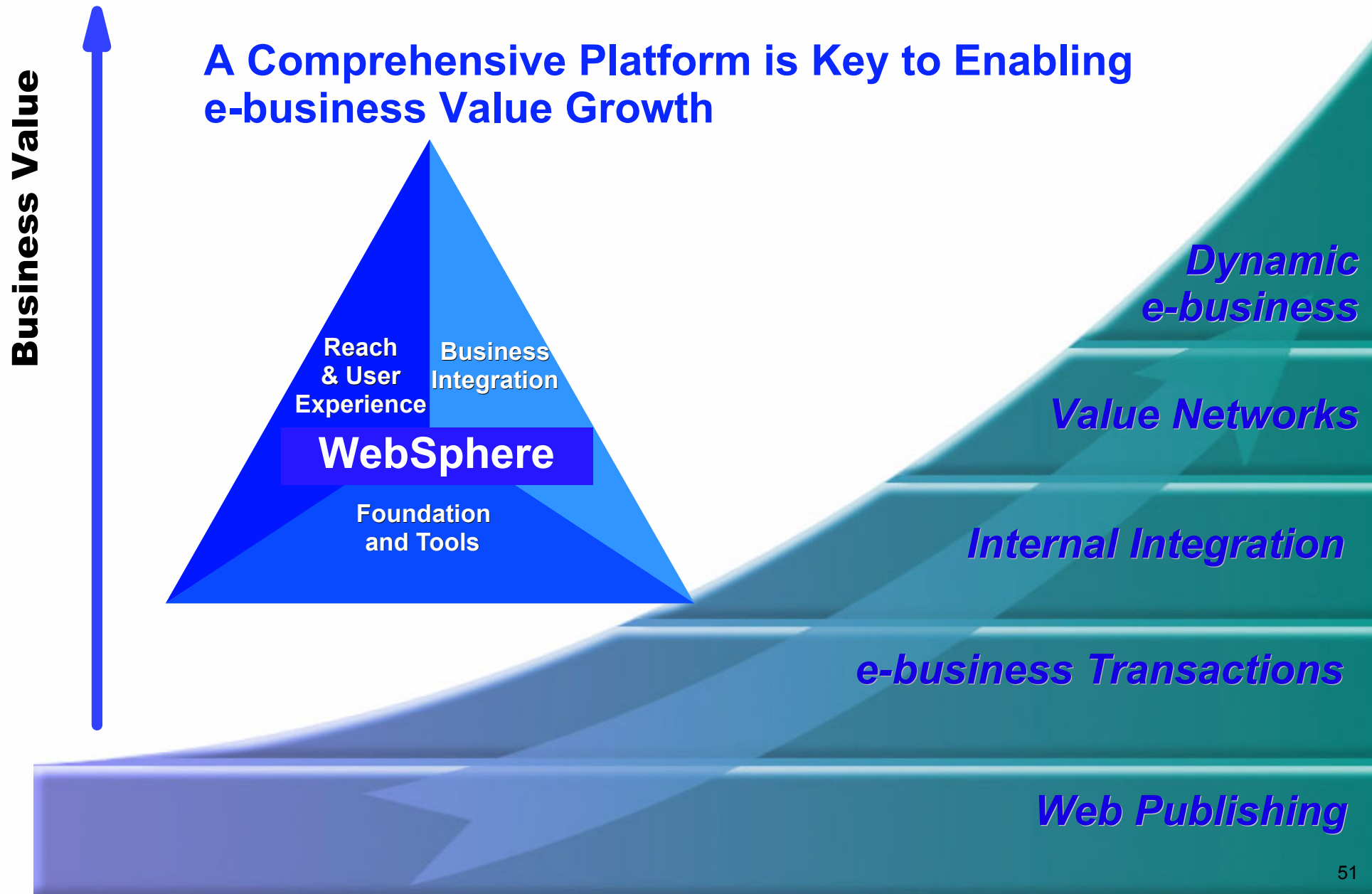
**Integrated support for J2EE 1.3 and Web services technologies**

**J2ME-based applications for devices**

**Enterprise Modernization based on Web services**

**Linux application development solutions**

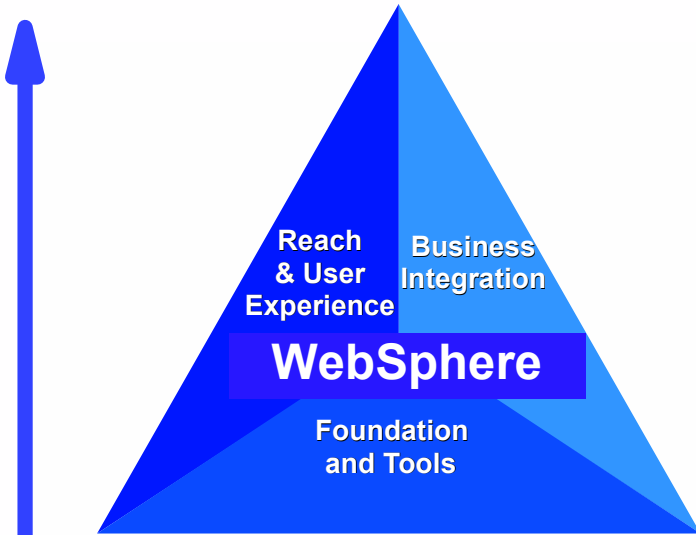
# Realizing the full potential of e-business



# Realizing the full potential of e-business

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**Business Value**



*Ability to Execute with the  
WebSphere Software Platform*

*Ability to Execute with  
Point Solutions*

# Business Partner Overview

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- This page is for the business partner to provide an overview of WebSphere Foundation and Tools; may be inserted where needed within the presentation

# Business Partner Services

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- This page is for the business partner to indicate what services they will provide to the customer

# Next Steps

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- WebSphere Application Server and WebSphere Studio Executive Assessment
  - ▶ Meet with an IBM business partner to conduct a e-business assessment of your company
  - ▶ Approximately 2 - 3 week process
  
- What the customer gets:
  - Report of Findings - recommended software and hardware
  - Prototype website (your data)
  - e-business assessment
  - e-business strategic and tactical proposal
  - competitive Website analysis, prototype, ROI analysis (where appropriate)
  
- WebSphere Application Server and WebSphere Studio executive assessment available end of June:
  - ▶ <http://www.ibm.com/partnerworld/software>

# How to find out more....

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- To learn more about the WebSphere software platform, WebSphere Application Server and WebSphere Studio, visit:
  - ▶ [ibm.com/websphere](http://ibm.com/websphere)
  - ▶ [ibm.com/software/webservers/appserv](http://ibm.com/software/webservers/appserv)
  - ▶ [ibm.com/websphere/studio](http://ibm.com/websphere/studio)