



e-business

IBM WebSphere Software Platform



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Agenda

- Introduction
- Objectives
- What the experts say
- WebSphere Solution Offerings
- What's New for WebSphere
- Solution Benefits
- Questions & Answers
- How do I get started?
- Summary & Survey





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Introduction



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Objectives

- ◆ By the end of today's seminar you should know:
 - What WebSphere Software Platform is and how it can work for you
 - What the WebSphere Self Service solution is today
 - What's new with WebSphere Software Platform
 - How to get started with WebSphere Software Platform



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What the experts say...

"Giga estimates the size of the Enterprise JavaBean (EJB) application server market to have been \$585 million in 1999. We expect it to balloon to \$1.64 billion in 2000 and to continue to grow rapidly, reaching \$9 Billion by 2003."

"We predict that the market leaders by the end of 2000 will be IBM...with about 24 percent of the market..."

Giga Information Group, '2000 Forecast for the EJB Application Server Market', - June 2000

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters. It is positioned in the bottom left corner of the slide.

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e-business: Changing The Shape Of Business

New Customers

Internet users in 2000 will grow 53% from YE99

- the number of WWW users grew to 240 million in 1999
- forecasted to reach 327 million by year end 2000 and surpass 600 million in 2003

New Channels

Avg. sale at Macys.com 40% higher than in stores

- 29% of all WWW users will purchase something online by year end 2000, and this number will grow to 38% by 2003.
- the amount of e-commerce spending will total over \$1.6 trillion in 2003, a 1999-2003 CAGR of 88%

New Ways to Connect

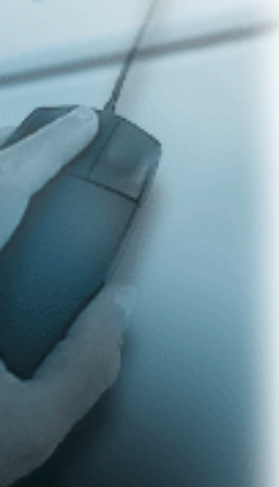
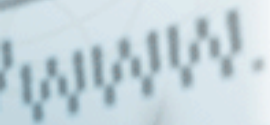
98% of 540M cell phones sold in 2003 will receive and display data

- By 2004, 600M people will connect by PC
- 1.4B by cell phone
- 1.4B by wired phone

New Ways of Doing Business

In 1999 120% growth in e-retail

- \$33B B2C revenue in 1999, growing to \$61B in 2000
- Business-to-business commerce growing to \$2.7 trillion by 2004





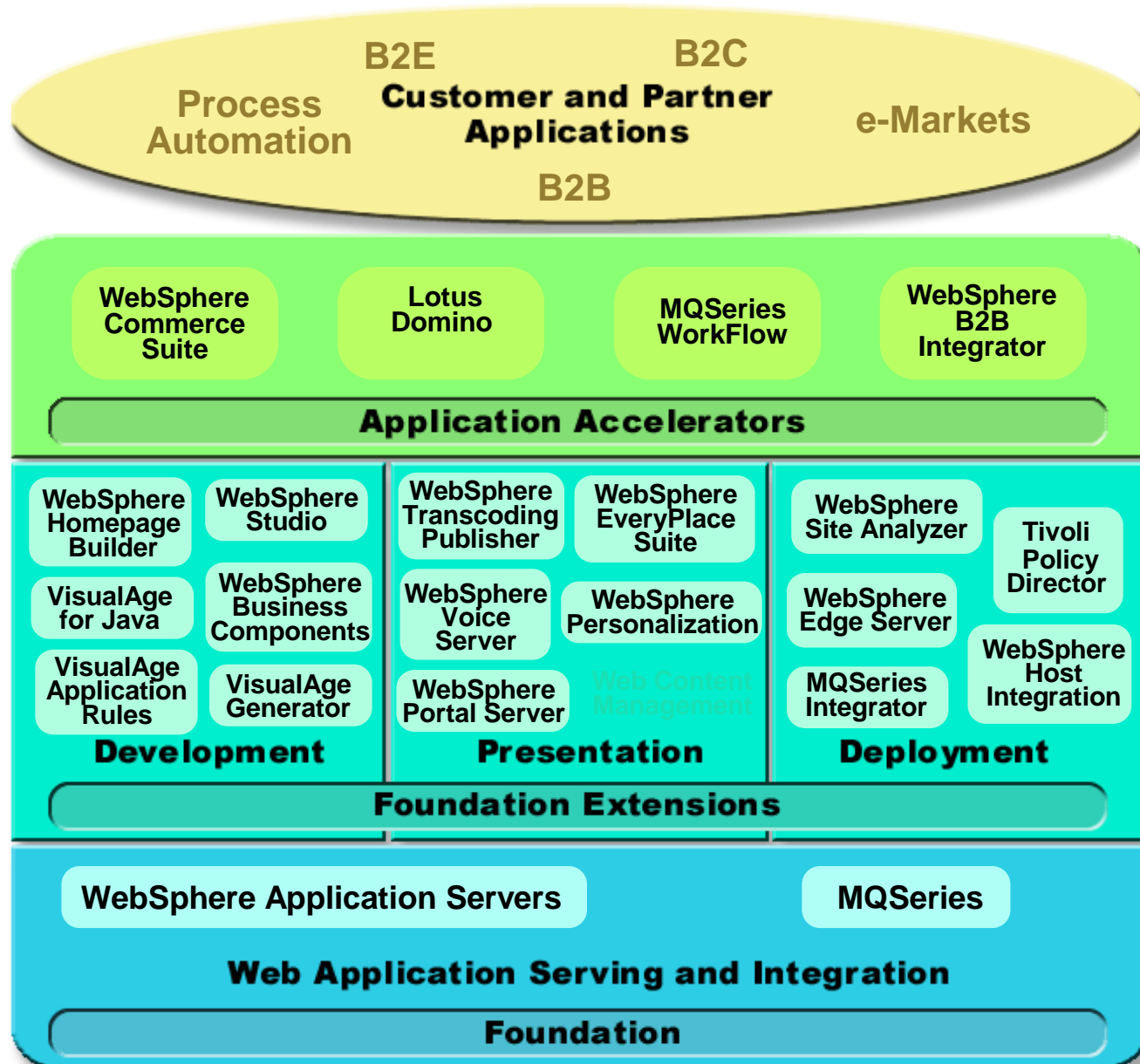
e-business Payback

	Reduce Cost	Generate Revenue	Improve Productivity	Reduce Cycle Time	Improve Quality	Customer ROI
Web Publishing	■	■				21%
Collaboration	■		■		■	40%
Supply Chain Management	■		■		■	44%
Customer Self-Service	■	■		■	■	47%
Full Back-end Integration	■	■	■	■	■	68%

Source: Meta Group ROI Study



WebSphere software platform for e-business





WebSphere Vision

To lead the enablement of the e-business revolution by providing businesses with the software and services to power e-business integration, delivery, growth, and differentiation.

WebSphere is an integrated e-business software platform based on open standards to rapidly and effectively develop and deploy web applications.





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What is the WebSphere Self Service solution?

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What is Web Self-Service?

A web self service application allows the customer, employee, business partner or supplier to access information, ask questions, get answers, make decisions and take action without human contact.

Forrester 'The Self Service Imperative'

Through 2001 Self Service applications will continue to be the dominant application -

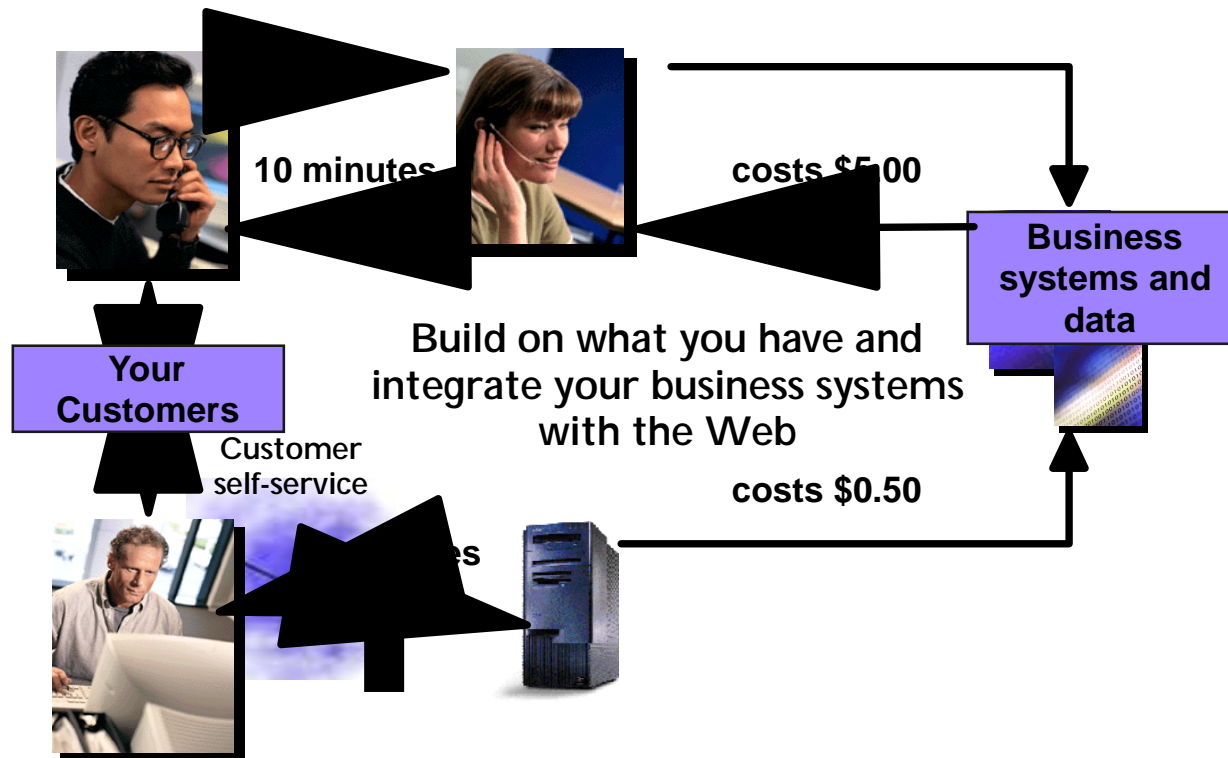
--Gartner Group

Web to legacy integration will expand at 75% from \$1.6B in 1997 to \$14.7B in 2002

--Information Week



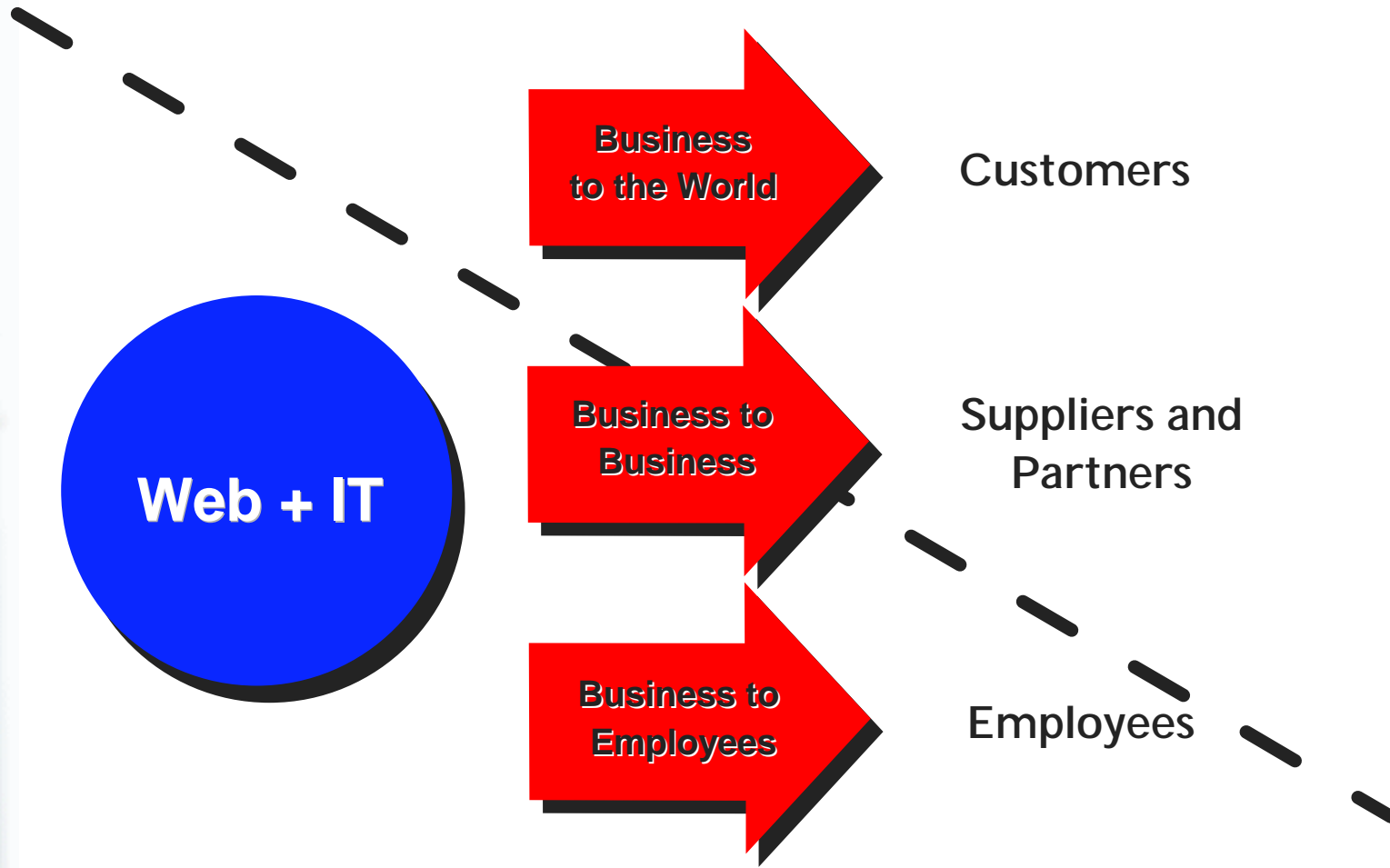
What is an Interactive and Self-Service Web Site?



Build on what you have and integrate your business systems with the Web



Extending Web Self-Service to your user community





Customers

"Managing a customer from the moment they dial our number, to the day they make their final payment on a loan."

e-business applications transform your web presence into an extension of your business relationships

- allow customers to make payments
- respond quickly to customer requests
- build relationships through community



Employees

"Enabling our global sales force beyond instantly accessing enterprise data to transform sales force experiences into permanent assets making success easy to sustain."

e-business applications turn smart people into smart teams empowered to take action

- manage orders, inventory and customer account information
- manage customer service requests and service history
 - direct product requirements to development
 - enable your sales force with thorough product and marketing information



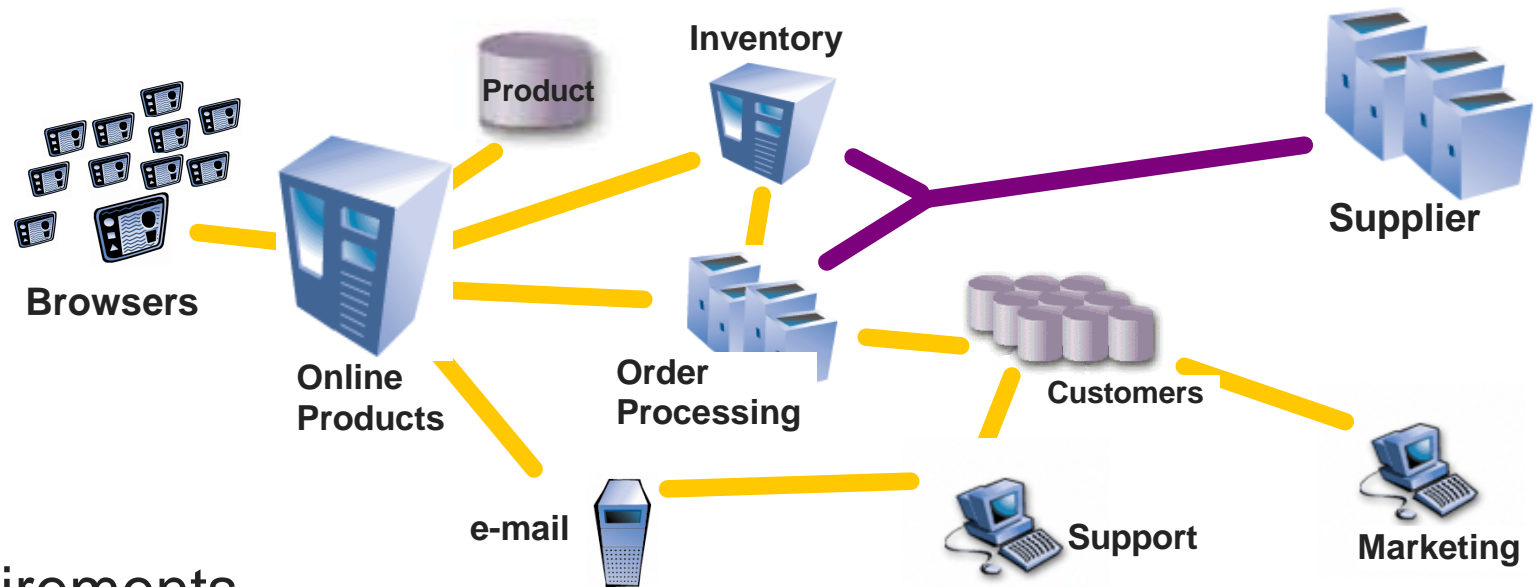
Suppliers

"Partnering with our suppliers from sharing critical business information across the value chain to committing orders and collaborating on mutual growth opportunities."

e-business applications enable a network of suppliers to respond with you to changes in customer demand

- allow suppliers to process orders for their customers
 - notify suppliers of inventory levels
- gather feedback on customer needs and process improvements

Start Simple ... Grow fast

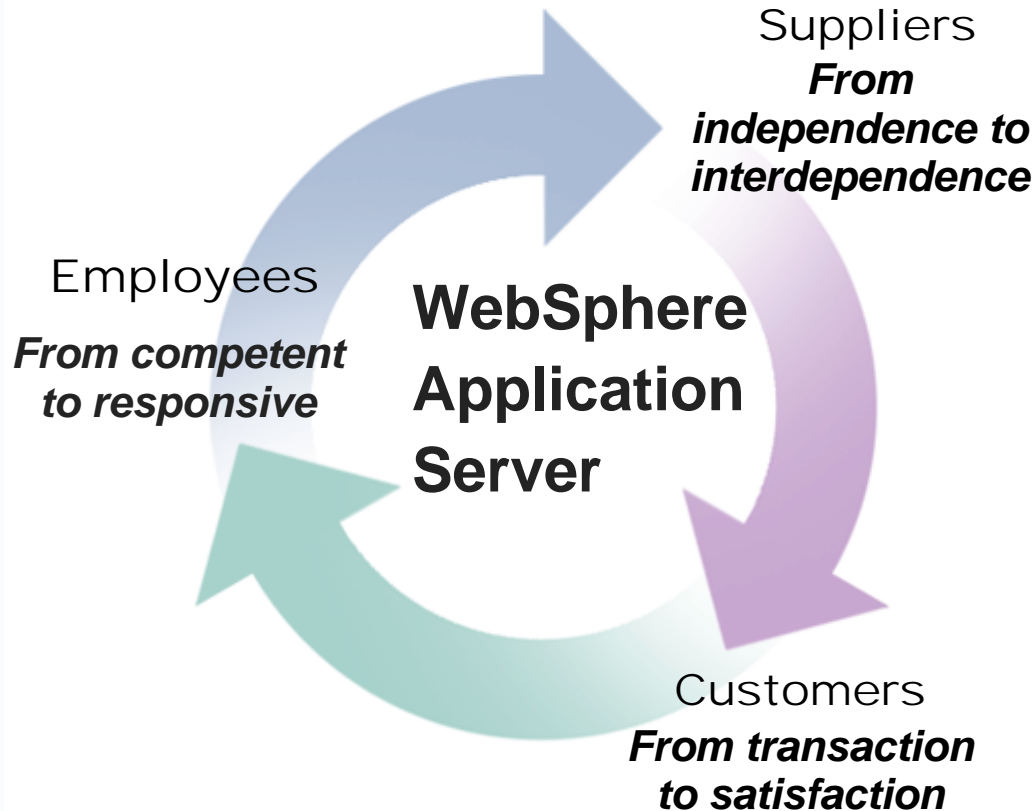


Requirements

1. From static to interactive site
 - ▶ Easy development
 - ▶ Dynamic Web pages
2. Start online shop
 - ▶ Access to product DB
3. Add inventory check
 - ▶ Real-time link to inventory
4. Add order processing
 - ▶ Link to order processing & customer DB
5. Maintain inventory level
 - ▶ Link to Supplier
6. Add customer support
 - ▶ Integrate e-mail & workflow system
7. One-to-one marketing
 - ▶ Business intelligence solution
8. Accommodate growth
 - ▶ Deploy on scalable system



WebSphere Foundation Helps You Deliver Core Business to the Web



- Leverages and extends your existing assets and systems
- Uses standards-based technology to ensure flexibility and maximum reach
- Enhances your customer, supplier and business partner relationships with powerful, flexible Web technology



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What are the new offerings?



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WebSphere Foundation

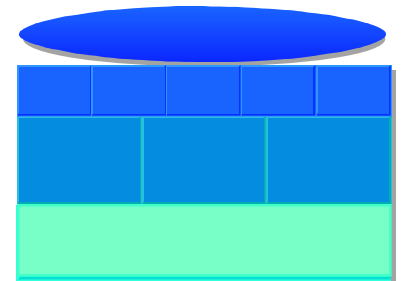
WebSphere Application Servers

■ *Version 3.5 Launched*

- ▶ Expanded Platform Support
- ▶ Improved Usability

- Produce dynamic Web PRESENTATION logic and content with ***Standard Edition***
- Deploy and manage new e-business APPLICATION logic with ***Advanced Edition***
- INTEGRATE new and existing e-business transactions with ***Enterprise Edition***

Yphise Award
Best Web Application
Server
(February 2000)

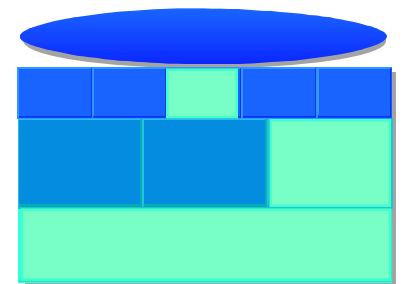




MQSeries Family with WebSphere Software Platform

- **MQSeries Workflow** - End to end process automation with tracking and auditing, links systems, people
- **MQSeries Integrator** - Business Information manipulation, content pub/sub, XML and more
- **MQSeries** - messaging services with assured delivery

MQSeries dominates the messaging market with 72% marketshare





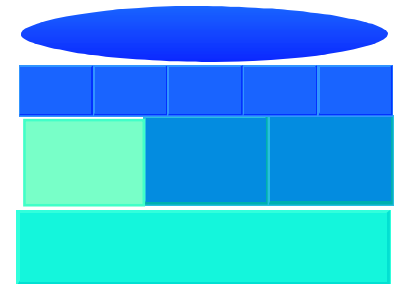
WebSphere Foundation Services

Development Services Delivery

- ▶ **WebSphere Web Page Builder** - static Web site
- ▶ WebSphere Studio - dynamic Web application content
- ▶ VisualAge for Java - back-end business logic and enterprise integration
- ▶ VisualAge Application Rules - core business processes through rules-based development
- ▶ VisualAge Generator - scalable, multi-tier applications that exploit fault tolerance, security and manageability of systems like CICS, IMS, WebSphere, etc.

WebSphere Studio
won Smart Resellers'
Editor's Choice Award

VisualAge Tools
business
grew 200%

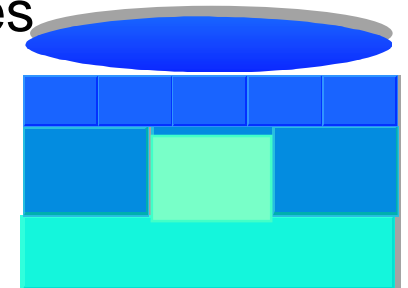




WebSphere Foundation Services

Web Site Services Delivery

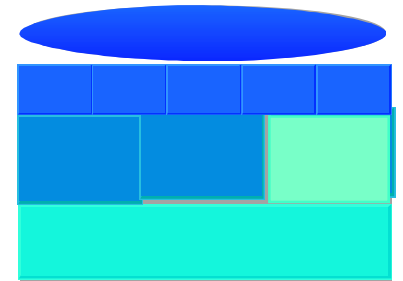
- **WebSphere Personalization** - create a site that delivers pages customized to the needs and preferences of each visitor
- **WebSphere Portal Server** - build a custom portal site serving the needs of employees, business partners, and customers
- **WebSphere Voice Server** - provides authorized information access from any telephony-enabled device
- **WebSphere Content Management** - collaborate in the creation, maintenance, and deployment of accurate and authentic web content
- **WebSphere Transcoding Publisher** - deliver content from existing assets to a variety of client devices
- **WebSphere Everyplace Suite**- all-in-one product for transforming applications and data for client devices





WebSphere Foundation Services IT Services Delivery

- ▶ **Edge Server**- creates high performance Web sites
- ▶ Host Integration - fast, easy, cost-effective way to bring legacy applications to the Web
- ▶ Tivoli Policy Director - Tivoli-ready modules for systems management and security
- ▶ WebSphere Site Analyzer - rich featured site analysis tool with machine translation capabilities
- ▶ MQSeries Integrator - link and automate IT infrastructures
- ▶ MQSeries Workflow - design and automate business process flows



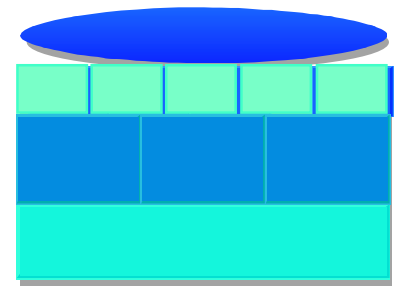


WebSphere Foundation Services

Application Services Delivery

■ Differentiate e-business Practices

- ▶ WebSphere Commerce Suite - industry-leading commerce software for commerce hosting, e-marketplaces as well as B2C and B2B commerce sites
- ▶ WebSphere Domino - support for market-leading transactional capabilities tying front-end applications to back-end transactions
- ▶ WebSphere B2B Integrator - a complete solution for managing processes between trading partners



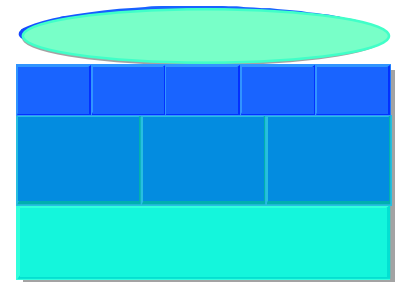


WebSphere Partner Applications

Help Extend Your Resources

- Leading ISVs such as Rational, Versate, Redhat, i2, Lucent offer 200+ applications and services for the WebSphere platform
- Leading Web Integrators such as Agency.com, Concrete Media, Razorfish, Marchfirst, Specialized Software use WebSphere platform and tools
- Leading Systems Integrators such as Anderson Consulting, Ernst & Young, Deloitte Touche Tohmatsu, SPL World Group, IBM Global Services depend build and recommend WebSphere solutions

... 20,000+ IBM
business partners
to help integrate
deliver, grow and
differentiate





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Business Partner



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Polling Questions

- Do you see WebSphere Software Platform playing a key role in growing your business?
 - ▶ Yes
 - ▶ No
- Have you installed any WebSphere Application Software Platform Solutions?
 - ▶ Yes
 - ▶ No
- If yes, what solutions are installed?
 - ▶ Customer Relationship Management
 - ▶ e-commerce B2C
 - ▶ e-commerce B2B
 - ▶ Supply Chain Management
 - ▶ Other
- What size is your business?
 - ▶ <100,000 \$100,000 - \$500,000
 - ▶ \$500,00-\$750,00 \$750,000 - \$1,000,000
 - ▶ \$1,000,000+





Questions & Answers

Please submit your questions electronically in the field provided on the "presentation" tab of your screen.





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How do I get started? What's Next?



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WebSphere Customer Relationship Management Executive Assessment

- Schedule a meeting to review your CRM vision, strategy and ROI
- What you receive after this 2-3 week process:
 - ▶ a CRM business assessment
 - ▶ a CRM strategical and tactical proposal
✓ for justifying and implementing your CRM site
 - ▶ competitive Website analysis
 - ▶ a prototype CRM solution for review





What Next?

- Check out the (IBM Business Partner name) Web site
 - ▶ www.IBMBusinessPartner.com
- Visit IBM's WebSphere Web site
 - ▶ www.ibm.com/websphere
- Visit IBM Learning Services
 - ▶ www.ibm.com/services/learning





Four Steps to Making a Difference ... to your business

- **Integrate** core business processes *within your enterprise and with your value chain partners*
- Rapidly **deliver** your core business processes to the Web *to maximize assets and enter e-commerce*
- Quickly **grow** your e-business *to meet rapidly changing market requirements*
- **Differentiate** your e-business processes *to create a competitive advantage*

Software is the Soul of e-business





Survey

How valuable did you find today's e-seminar?

Very valuable

Valuable

Neutral

Low Value

Not Valuable

Based on your experience, how likely are you to attend another WebSphere Software Platform e-seminar?

Very likely

Likely

Don't know

Not Likely

Absolutely Not

Please rate the level of information you received today, based on your expectations.

Exceeded expectations

Met expectations

Neutral

Did not meet expectations





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