

# IBM WebSphere Everyplace Access for Multiplatforms

Managing the e-business Customer Experience

# Agenda

- e-business and The Changing Environment
- What is WebSphere Everyplace Access
- Offering Components and Benefits
- Success Stories
- Competitive Highlights
- Services
- Education Roadmap
- Collateral
- Next Steps
- Summary

## Seminar Objectives

- By the end of today's seminar you will know the following about the WebSphere Everyplace Access Offering?
  - ▶ Why you would need it
  - ▶ What it is ...
  - ▶ How the offering works...
  - ▶ Value proposition and key messages
  - ▶ What services are available to you

## Delivering Dynamic e-business

### *Ability to Execute with the WebSphere Software Platform*

- 50% Code reuse
- Application running in 90 days
- Financial benefit of \$10.3M
- Reduced development cost 50%
- Reduced cycle time 30 - 40%
- 7,000 certified professionals

*Ability to Execute  
with point product technology*



# Changing Environment

**Wireless technology, the explosion in new devices and advances in speech technology are pushing e-business to new frontiers ...**

- ▶ **By 2002, only 65% of Internet access will be via PC**
- ▶ **By the end of 2002, the world will have more wireless users capable of Internet access than it will have wired users**
- ▶ **1.4 billion people will access the Internet through wireless phones by 2004**
- ▶ **Consumers will spend more than \$200 billion in mobile commerce by 2005**
- ▶ **By 2003, 30% of the U.S. work force will use voice recognition on a daily basis.**



Source: International Data Corp., Ovum

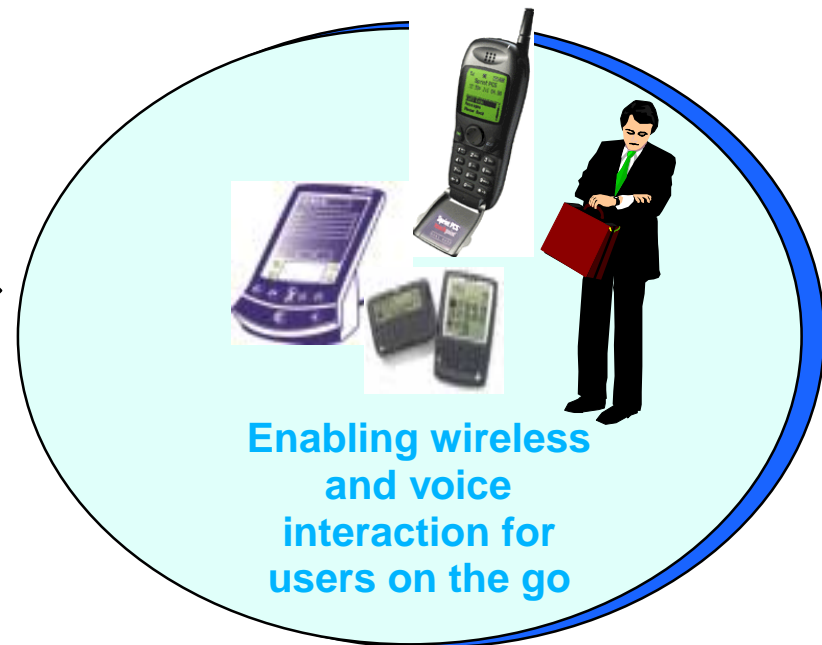
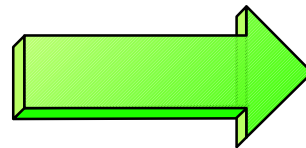
# Challenges

- Demand for anytime, anywhere access to your e-business
- Desire to protect existing Web investments and infrastructures
- Complexity of dealing with new technology

## Extending your e-business for voice and wireless interaction



Existing  
e-business for  
users on PC's



*I don't have mobile access to the site*  
*I don't have voice interaction*

## WebSphere Everyplace Access The Solution

- Easy access to your e-business from any contact point
- Lower development costs and decreased time to market
- Consistent e-business experience through multiple channels
- Scalable, integrated, standards-based solution





## Requirements for extending access



Translate content to user's language

- Customers and employees need:
- ✓ access to information and services
  - ✓ from device of choice
  - ✓ a user-friendly experience

Ability to create and manage applications

Extend to new devices  
 Manage complexity  
 Customize content  
 Avoid expense of reauthoring

Host your e-business applications on a scalable, standards-based platform

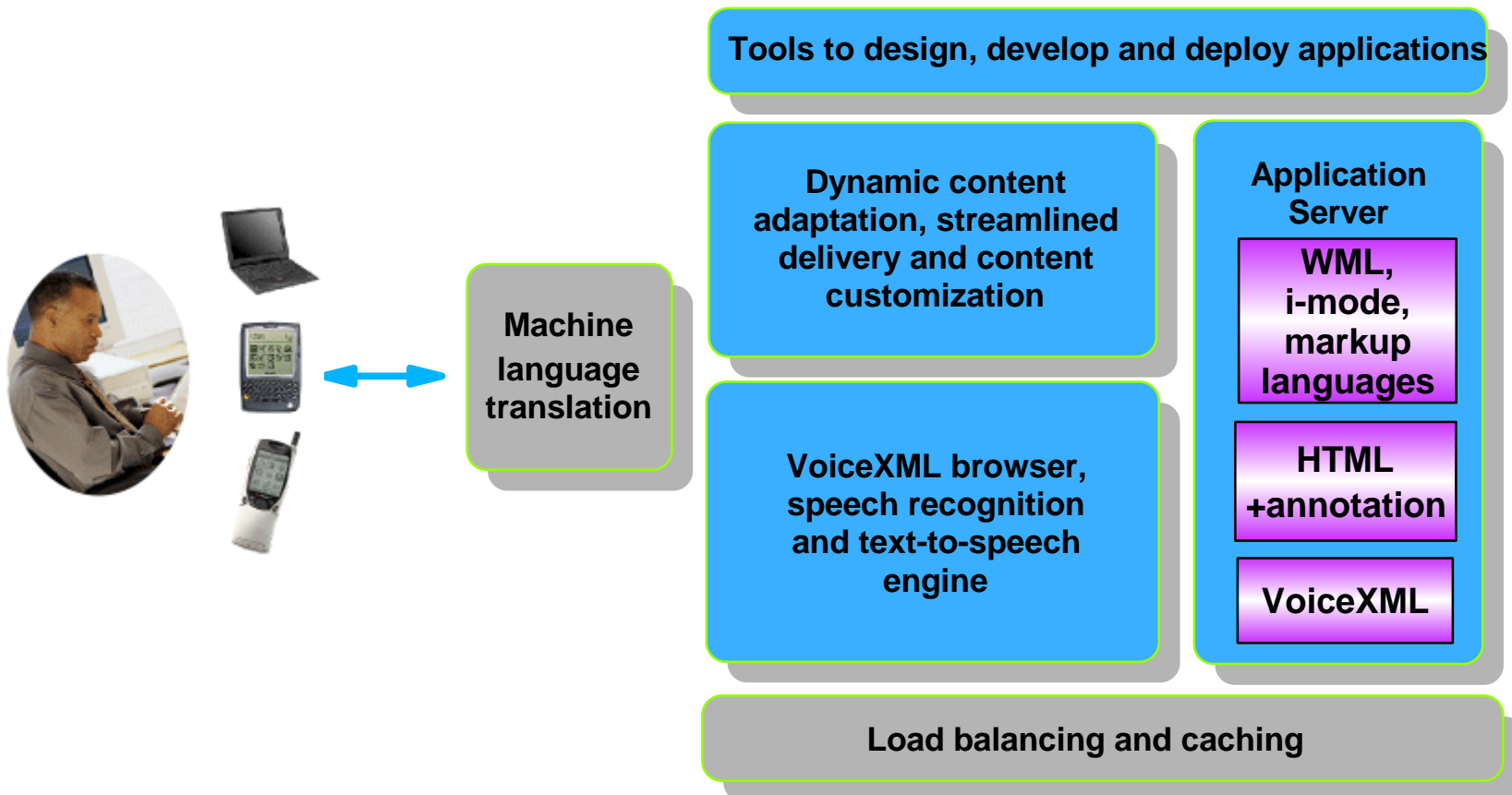


Enable access through natural voice interface  
 Leverage existing Web application framework

High performance and availability



## How it all comes together



*... extending your e-business for wireless and voice*

# Offering Details

## Offering Components

- ✓ *WebSphere Transcoding Publisher Version 3.5*
- ✓ *WebSphere Voice Server Version 1.5*
- ✓ *WebSphere Application Server, Advanced Edition, Version 3.5*
- ✓ *WebSphere Studio, Advanced Edition, Version 3.5*
- ✓ *VisualAge for Java, Enterprise Edition, Version 3.5*

## GA

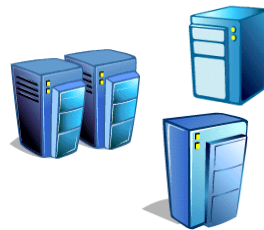
- ✓ 5/31/01

## Pricing

- ✓ \$49,500 per processor

## Configuration

- ✓ One processor license of WTP, WVS and WAS, with one developer license of Studio and VAJ



## NLS\*

- ✓ English, French, Spanish, Italian, German, Japanese, Chinese (Simp and Trad), Korean, Brazilian Portuguese

\*Voice Server speech technology supports only U.S. and U.K English, French and German

## Platforms

- ✓ AIX
- ✓ NT/Windows 2000
- ✓ Solaris
- ✓ Linux

\*Voice Server supports NT and AIX but runs on a separate machine

## Optional

- ✓ *WebSphere Edge Server*
- ✓ *WebSphere Translation Server*
- ✓ *1 Year SupportLine*

# Components and Benefits



# Extend content to wireless

## *WebSphere Transcoding Publisher*

### Benefits

- Extend content without reauthoring
- Streamline delivery across network
- Customize content

### Features

- Dynamic content adaptation without reauthoring
  - HTML to WML, to i-mode, to HDML, to PalmOS HTML
  - XML to XML variants with XSL stylesheets
  - HTML to VoiceXML
  - Image conversion
- Content selection techniques
  - Annotation
  - Device profiles

## Transcoding at work...



# Enable voice interaction

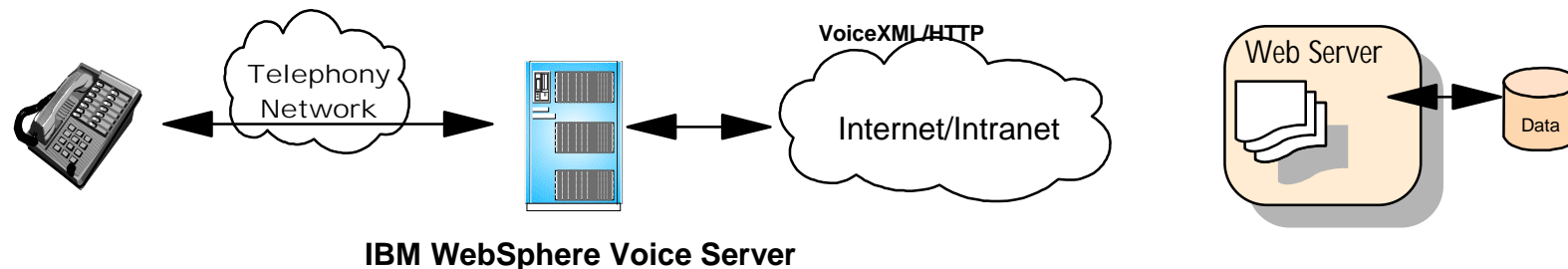
## *WebSphere Voice Server*

### Benefits

- Enable voice interaction
- Improve customer service with user-friendly interface

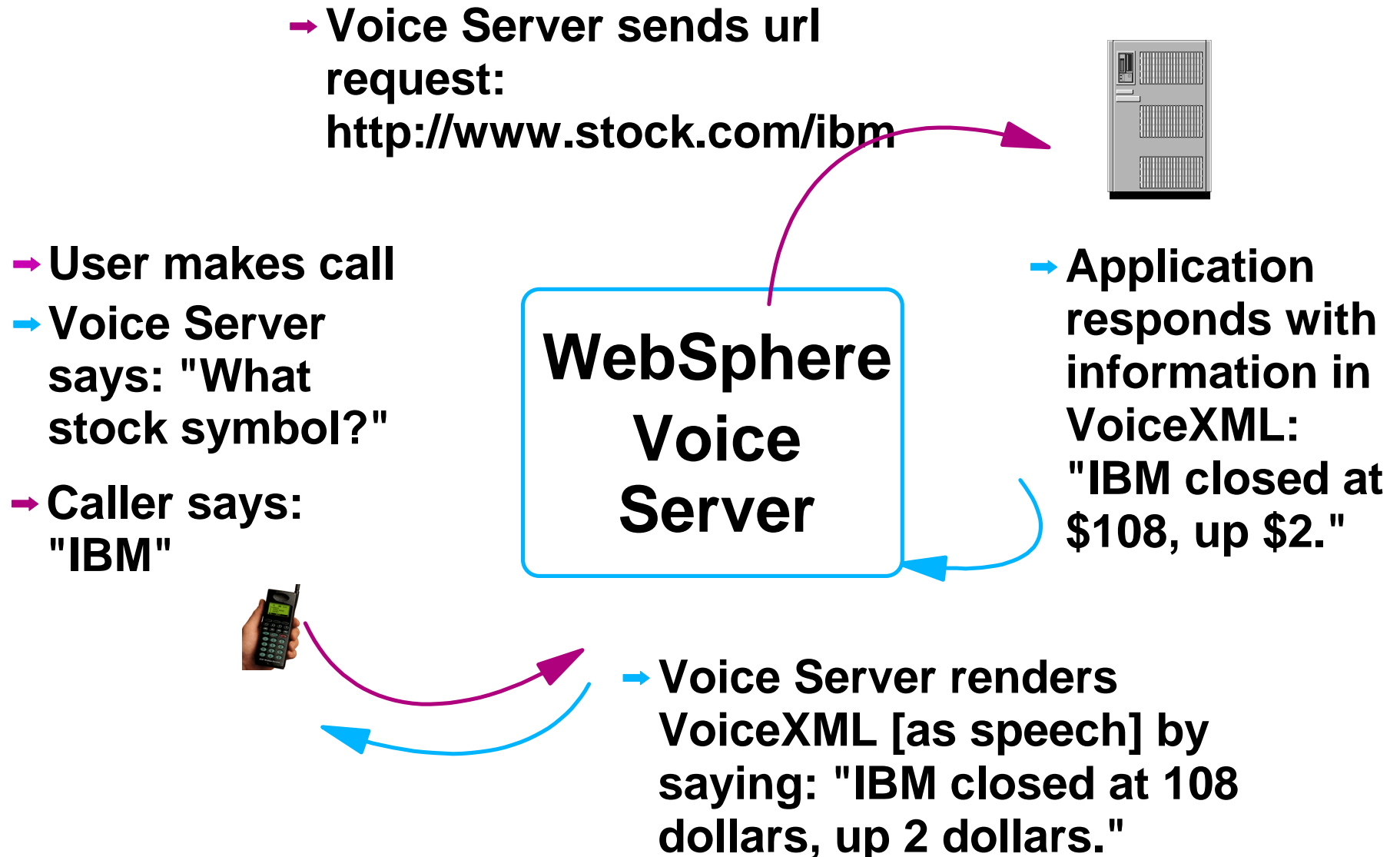
### Features

- VoiceXML browser
  - Supports VoiceXML standard
- Text-to-speech engine to generate synthesized speech
- Speech recognition engine for accepting voice input





## WebSphere Voice Server V1.5



# Foundation and Tools

## ***WebSphere Application Server***

### **Benefits**

- Proven, reliable, scalable foundation of WebSphere platform
- Provides performance and scalability

## ***WebSphere Studio and VisualAge for Java***

### **Benefits**

- Easy-to-use Web development tools
- Reduces effort and cost to build, deploy and maintain Java applications

# Extend the experience globally

## *WebSphere Translation Server*

### **Benefits**

- Reach more users
- Save expense

### **Features**

- Real-time "on the fly" machine translation (200-500 words/second)
  - English > < French
  - English > < Italian
  - English > < German
  - English > < Spanish
  - English > Japanese
  - English > Korean
  - English > Chinese (Traditional and Simplified)
- Works with WebSphere Transcoding Publisher



# Success Stories

## ★ Tom.com

- Content provider of China-related information and entertainment
- Delivered
  - Time to market - first voice portal in mainland China
  - Extended reach - Users can get information on weather, travel, news, entertainment, finance using voice interaction
  - "This voice portal platform enabled us to deploy a speech system with high accuracy which our users enjoy using and which we can easily scale as its popularity grows." Lei Lei Wang, General Manager, TOM Voice

## ★ Banesto

- Spanish bank needed to reach and retain users for its Internet banking offerings
- Delivered
  - Extended reach - Customers on mobile phones are supported

## ★ Kaifeng Securities

- WAPHead! is helping Kaifeng Securities bring mobile stock trading to China, with WebSphere technology
- "We are confident that within five years, we will generate an estimated annual profit of RMB 18 million (US\$2.25 million) through Net transactions, compared to RMB 16 million (US\$2 million) from direct sales." Mr. Hu Yanru, general manager, Kaifeng Securities.

## Business Partner response

*“WebSphere Everyplace Access is well positioned to address the needs of the mobile workforce because it enables both wireless and voice-enabled access to Web applications. We believe that WebSphere Everyplace Access will support our wireless solutions for extending access to mobile users without having to re-write entire applications.”*

*—Tod Knight, CTO, Luminant  
Worldwide Corporation*

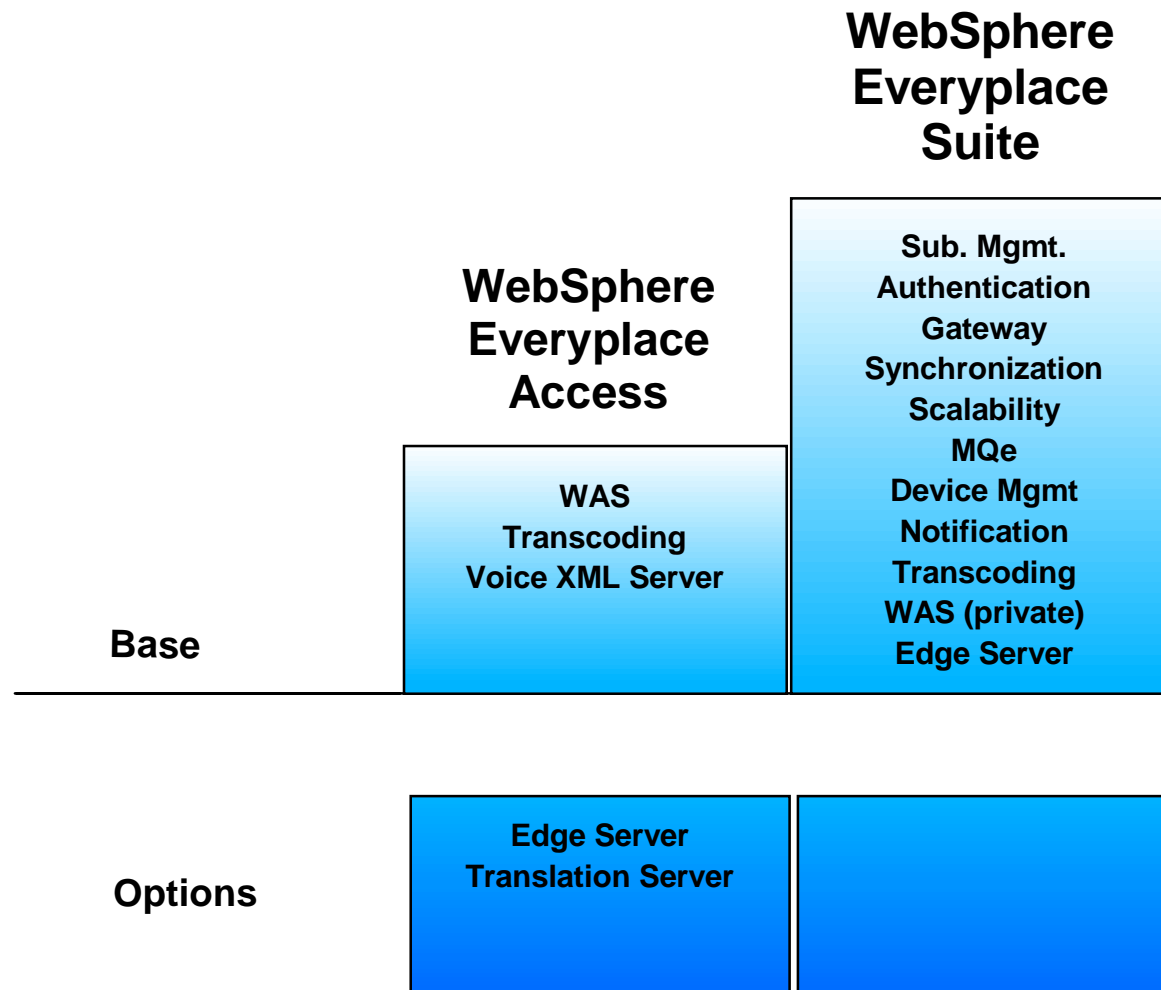
*“Websphere Everyplace Access provides an exciting tool for our company to provide solutions for the reuse of existing web content for voice response technology.”*

*—Joshua Schrager, CEO,  
VoiceRite, Inc*

*“IBM's WebSphere Everyplace Access offering is a powerful combination of software components that gives us the perfect opportunity to extend our pervasive computing services for our business customers. The offering provides our customers with transcoding -enabled, voice-enabled and native support capabilities for specific classes of mobile devices.”*

*—Ronny O. Neira, Manager, Web Solutions,  
WaveBend Solutions, LLC*

## New Everyplace Offering





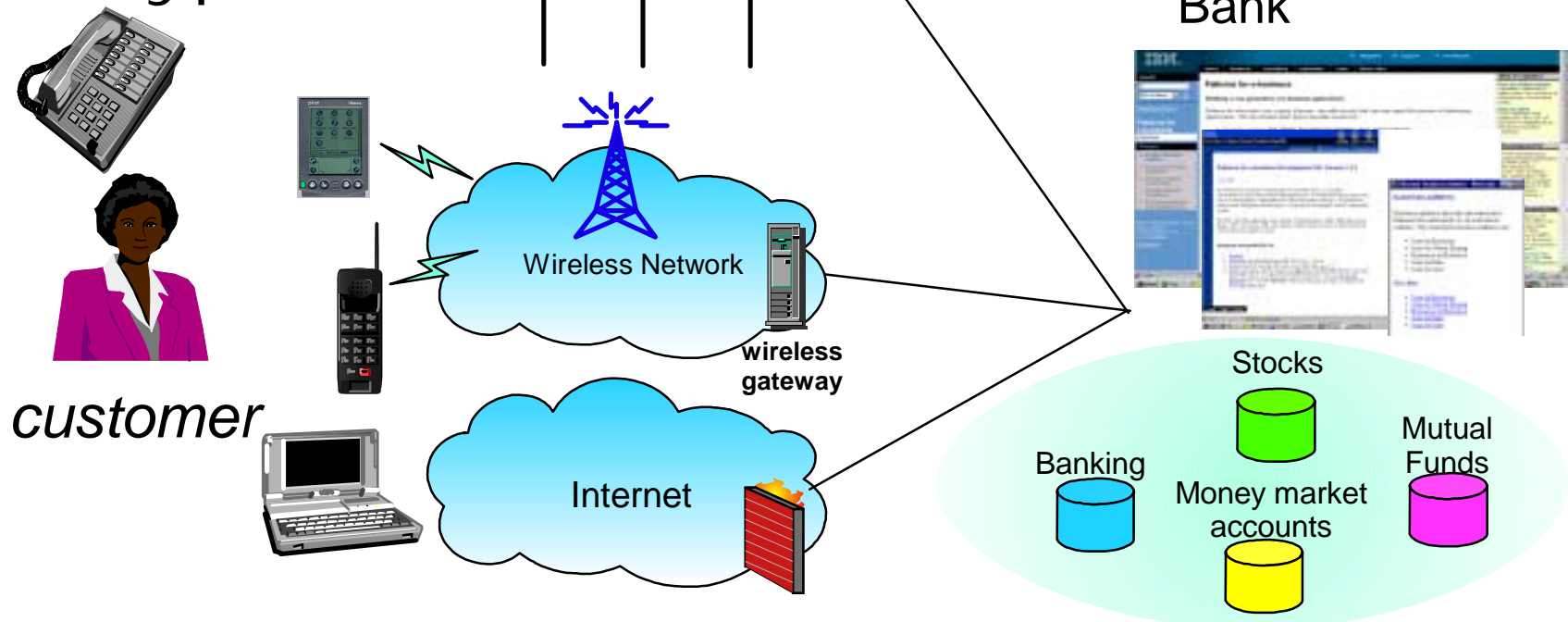
# Everyplace Positioning

	<b>WebSphere Everyplace Access</b>	<b>WebSphere Everyplace Suite</b>
<b>Target Customers</b>	Enterprises, ISPs, ASPs, NetGens	Telcos, ISPs, ASPs, Large Enterprises
<b>Business Need</b>	Extend access to Web applications to any device on any new network; address non-WAP protocols	Extend any application to any device on any network; Create new wireless services business
<b>Price</b>	\$49,500 (processor based) Entry-level offering	Subscriber based pricing
<b>Challenge</b>	How do I deal with pervasive user interfaces (voice, screens, keypad input)?	How do I deal with pervasive user interfaces and different user modalities and create subscriber-oriented business models that scale to millions?
<b>Key Strengths</b>	<ul style="list-style-type: none"> <li>• Time to market</li> <li>• Cost efficiency</li> <li>• Integration with WebSphere Application Server for security and scalability</li> </ul>	<ul style="list-style-type: none"> <li>• Supports any application, any device and any network</li> <li>• Complete platform for pervasive e-business</li> </ul>
<b>Platforms</b>	<ul style="list-style-type: none"> <li>• AIX, Solaris, Linux, NT and Windows 2000*</li> </ul> <p>*Voice technology supported on NT and AIX</p>	<ul style="list-style-type: none"> <li>• AIX, Solaris</li> </ul>

## Key Messages

- Provide **easy access** to your e-business from any contact point
- Ensure consistent experience through **multiple channels**
- **Lower development costs** and time to market
- Built on and benefits from the **WebSphere platform**

## Everyplace Access Solution Scenario



- ★ **Customer:** On Thursday morning, customer connects to the Bank from home PC to check on stock portfolio and related stock news. Has been tracking BCG stock closely to determine right time to buy.
- ★ **Customer:** While in meetings during the day, customer uses Web phone to frequently request stock quotes and related graphs from the bank regarding BCG and other stocks.
- ★ **Customer:** While driving to the vacation home on Friday morning, customer uses the bank's voice recognition system to verbally request information about BCG price. The bank's Text to Speech support indicates the stock has jumped 5%. Customer buys 1000 shares and receives confirmation of purchase.
- ★ **Benefit to the bank:** customer retention by offering multi-channel access



## Competitive Highlights

- **How is IBM leveraging its strengths against competitive strategies?**
  - ▶ By having a focused offering that integrates voice and wireless
    - Award-winning voice and transcoding technology
    - Tested solution from single vendors
  - ▶ By being quick to market, driving e-business mindshare at all levels of integration
  - ▶ Having a proven track record of e-business technology development
  - ▶ Technology integration through Strategic Partnerships and Alliances
  - ▶ Clear set of e-business offerings
  - ▶ Innovation and leadership in the e-business market

# Services

- ✓ Innovation workshop
- ✓ Solution Assessment
- ✓ Installation and configuration
- ✓ Prototyping and POC
- ✓ Skills transfer and mentoring
- ✓ Custom services
  - ✓ Customization of content to be delivered to devices
  - ✓ Extension of infrastructure to deliver voice applications



## Next Steps

- **WebSphere Everyplace Access Offering Executive Assessment**
  - ▶ Sales tool available to assist IBM business partners with selling the offering. This tool is used to meet with the customer to conduct an assessment on customers' business
  - ▶ Approximately 2 - 3 week process
  - ▶ What the customer gets:
    - Prototype website (your data)
    - business assessment
    - strategical and tactical proposal
    - competitive Website analysis
  - ▶ Executive assessment available July 2001
- Download the executive assessment at:
  - ▶ <http://www.ibm.com/partnerworld/software>



## Summary

- WebSphere Everyplace Access extends your e-business for wireless and voice interaction, building on your existing Web infrastructure
- It's scalable ... allowing your customers to start now and add support for new technology as it becomes available
- Quick-to-market solution designed to drive e-business mind share at all levels of integration