

IBM WebSphere Everyplace Access Seminar

Speaker Notes

Slide 1: IBM WebSphere Everyplace Access for Multiplatforms: Managing the e-business customer experience

- Personal introduction of the speaker
- Thank the audience for attending

Slide 2: Agenda

The agenda for today will include:

- 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

Slide 3: Seminar Objectives

At the end of today's seminar, you should know

- Why you need the WS Everyplace Access offering,
- What the offering is ...
- How the offering works...
- Value proposition and key messages
- What services are available to you

Slide 4: Delivering Dynamic e-business

Delivering Dynamic e-business

- The further an enterprise progresses in the evolution of its e-business, the more business value it can realize.
- But the various cross-vendor, point-product technologies on the market today can only take an e-business so far. Ultimately their inherent limitations cap the achievable business value at a certain level.
- Our customers are clearly articulating the gap between what they are seeing with "point technologies" and the business value they are receiving by exploiting our WebSphere Software platform. No marketing "vision" or value proposition speaks nearly as strongly as customer "results"

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But we also recognize that many companies are at different phases in their adoption of e-business technology.

- The flexibility and scalability of the WebSphere platform allows even companies taking their first steps into e-business to progress smoothly and cost effectively from a simple Web presence, to traditional transactions, all the way to total e-business integration with dynamic intelligent transactions.

The WebSphere platform addresses all of their needs at every stage, while leveraging all of their IT investments.

Slide 5: Changing Environment

- The implications of this changing market on your e-business requirements are:
 - New Web sites and applications will have to provide access by wireless and voice users.
 - Content displayed on these sites will have to be designed for smaller screen size devices and for voice response.
- Existing sites will have to accommodate the increasing number of wireless and voice access users.
- This represents significant challenges to your e-business strategy and plans.....

We are observing changes in our environment:

Wireless technology is changing the way we communicate

New devices are appearing constantly, providing new ways to interact, on the go

- Speech technology becomes even more relevant as we use various types of phones to communicate. Speech synthesis and speech recognition hold even more promise
- Here are some facts and predictions to consider:
 - 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. The voice technology market is expected to reach \$30 billion by 2006.

Slide 6: Challenges

The challenges created by this new environment:

- Users demand anytime, anywhere access to information and services. This includes customers and employees
- At the same time, enterprises need to protect their existing Web investment and infrastructure. And, the IT staff must deal with the complexity of keeping up with and implementing the new technology
- Businesses can reach markets, retain existing customers, improve the productivity of mobile employees and improve customer service

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Slide 7: WebSphere Everyplace Access: The Solution

With WebSphere Everyplace Access, enterprises can

- Provide easy access to your e-business, from any contact point
- Supports new devices such as Internet-enabled cell phones, smart phones and PDAs
- Enables the natural voice interface with speech recognition and speech synthesis

Lower costs for development and time to market

- Extends existing HTML and XML content to new devices without reauthoring
- Enables HTML content for voice interaction using the HTML to VoiceXML transcoder
- Provides easy-to-use Web development tools to create, manage, debug and deploy multi-platform Web applications

Ensure consistent e-business experience through multiple channels

- Tailors content for delivery to wireless devices or for voice interaction with Java clipping or annotation files
- Treats wireless and voice interaction as an integrated solution instead of as separate needs.

Implement a scalable, standards-based solution

- on open standards to protect your existing IT investments and enables easy integration of new devices and networks without changing your applications.
- (voiceXML)

And it's scalable so you can support and add new technology as it becomes available.

Slide 8: Requirements for Extending Access

This is what your customers and employees need:

- access to your information and services
- ability to access from the device of their choice
- user-friendly experience, such that the information is optimized for the device or method they choose

How are you going to get there.

- You have enterprise applications. You have probably already started taking these to the web, with a Web application server and tools to create and manage Web applications. The app server integrates business logic and makes info and services available to browsers (typically in HTML or XML). But this does not allow you to reach much beyond the desktop

So, to extend that web infrastructure, you have to consider the following:

- you need the ability to extend to new devices
- you need to manage the complexity that this entails. for example, there are many new markup languages for devices, as well as constraints on screen size and memory
- you need the ability to customize content for delivery through multiple channels, so that the user can get the content in the proper format
- and, at the same time, you would want to minimize the expense of reauthoring content

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- Similarly, when considering extending access, you need to consider the potential for voice interaction. [You want to consider voice and wireless at the same time rather than independently]
- you need to enable user-friendly access through voice interface
- but, unlike with a traditional IVR, you want that voice application to leverage your existing Web application framework

[traditional voice-response -- this is a separate system -- with its own programming model and logic that is NOT connected to your e-business. It is in a silo.]

[this choice is VoiceXML, a standard to drive telephony-based interaction with web applications. the benefit of this is that your voice applications are no longer separate from your web applications -- allowing you to leverage the business logic.]

Also -- options -- An ideal solution would reach users worldwide in different languages and be high performance and have high availability [reduce response time]

Slide 9: How it all comes together

WebSphere Everyplace Access helps make your e-business accessible, when and where you need it to be.

- WebSphere Application Server as the foundation.
- And WebSphere tools that allow you to design, develop and deploy applications. With Studio, you can create HTML, WML and VoiceXML content, for example.
- Then, with WTP (transcoding) you have dynamic content adaptation that will take existing HTML or XML content and transcode it on the fly -- for wireless devices. This avoids the need to reauthor. You also have the ability to customize content/
- With WebSphere Voice Server, you can also enable voice interaction, through speech recognition and text-to-speech engines and a voiceXML browser. This allows hands-free, eyes-free interaction -- with the simplicity of voice rather than keypad.

optional --

- Then, you could use machine translation so that your content is not only extended to wireless devices but also to a variety of languages. WebSphere Translation Server works with WTP.
- You can also use load balancing and caching capability of WebSphere Edge Server.

Slide 10: Offering Details

Offering Components

- WebSphere Transcoding Publisher Version 3.5.1
- WebSphere Voice Server Version 1.5
- WebSphere Application Server, Advanced Edition, Version 3.5.2
- WebSphere Studio, Advanced Edition, Version 3.5.2
- VisualAge for Java, Enterprise Edition, Version 3.5.3
- 1 Year Techline Support (optional)

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Slide 11: Components and Benefits

Intro chart ... No script needed

Slide 12: Extend Content to Wireless

Now, I'll give some more detail on the components of WebSphere Everyplace Access.

- With WebSphere Transcoding Publisher, you have the ability
- To extend content without reauthoring, which saves time and expense
- To streamline delivery of that content across the network, which again saves time and expense. For example, an image can be changed from high-res to low-res before deliver,
- You also have the techniques that allow you to customize content so that users are getting only what they want

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 -- this is new
- Image conversion

Content selection techniques

- Annotation -- the annotation is an XML-compliant language

Device profiles

Slide 13: Transcoding at Work

- This example shows both the text and image transcoders at work. Here, an HTML page is being transcoded to WML as required by this particular device type. The images have also been converted to links since this particular phone cannot handle images.

Slide 14: Enable Voice Interaction

WebSphere Voice Server enables voice interaction

- Includes VoiceXML browser, text to speech engine and a recognition engine
- For example -- Allow callers to select from a spoken menu - The VoiceXML browser supports a "Say What You Hear" algorithm for selecting items from a menu. The VoiceXML browser speaks the menu choices; users can say the menu item
- Allow callers to fill in forms and submit data to web-based applications
- Extends the WebSphere Application Server programming model to enable building voice applications through VoiceXML

Slide 15: WebSphere Voice Server V1.5

This an example of what you can do with WebSphere Voice Server:

- the user calls the phone number for stock info
- the voice server asks "What stock symbol"
- The caller then says "IBM" or any stock symbol. This is easier than entering this stock symbol on a small keypad.

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- The voice server essentially sends that as a url request to the application server.
- the application responds with the info in VoiceXML, which is a markup language
- The voice server then renders that text "IBM closed at \$108, up \$2" in synthesized speech, so the caller gets the response.
- This shows how the voice interaction builds on the programming model of the application server.

Slide 16: Foundation and Tools

The offering includes the WebSphere foundation and tools.

- With WebSphere Application Server, you get the proven, reliable, scalable foundation. It provides performance and scalability via application-level workload management and clustering
- And, with WebSphere Studio and VAJ, you get easy-to-use developer tools.

Slide 17: Extend the Experience Globally

- Optional with this offering is WebSphere Translation Server, which allows you to extend content globally.
- This allows you to reach more users and save expense.
- With real-time machine translation, you can reach more users in the language of their choice.

(Forrester Research)

- Visitors linger twice as long as they do at
- English-only Web sites
- Business users are three times more likely to buy when addressed in their language
-

Slide 18: Success Stories

- Tom.com has used WebSphere voice technology to create the first voice portal in mainland China. Tom.com values the accuracy of the IBM speech technology. Users now have voice access to a wealth of information on the Internet.

[Voice Server only. And Dialogic hardware]

- Banesto is a Spanish bank that included Transcoding technology and WebSphere App Server in its solution to improve response times and extend access to customers on mobile devices.
- An IBM business partner, WAPHead!, is helping one of its clients bring mobile stock trading to China -- using WebSphere technology.
- With the application server and the dynamic content adaptation functions of Access, Kaifeng Securities is implementing a wireless stock-trading solution. \$2.2M U.S. annual profit projected within 5 years, improved service and added value for customers is expected.
- WebSphere was chosen for its ease-of-use, cost competitiveness and its multi-lingual support.

Slide 19: Business Partner Response

- Read from the slide....these are business partners that are references for WebSphere Everyplace Access

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Slide 20: New Everyplace Offering

- WebSphere Everyplace Access is a new entry-level offering. It is one of two Everyplace offerings from IBM, each designed to address certain pervasive computing needs. The Access offering is the entry-level offering targeted at enterprises who need to extend access to their e-business for wireless and voice interaction.
- The other Everyplace offering adds functions such as connectivity, subscriber authentication, and support for location-based services. These offerings are targeted at enterprises and service providers who need a comprehensive pervasive computing solutions or are creating a wireless services business.

Slide 21: Everyplace Positioning

This provides additional detail on the different points for Everyplace Access and Everyplace Suite.

For example:

- Note that Access addresses the business need to extend access to Web applications. This is definitely about extending the web for wireless and voice interaction.
- But, Everyplace Suite addresses the need to extend enterprise applications as well, or to CREATE new wireless applications. The added function in the Suite addresses this broader need.
- The strength of Access is that it allows speed to market and cost efficiency. It also leverages and extends the WebSphere Application Server.
- Whereas the Suite is a complete platform for pervasive e-business.

Slide 22: Key Messages

The key messages for this offering are:

- 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

Slide 23: Everyplace Access Solution Scenario

- This chart depicts a Everyplace Access customer scenario using a Brokerage firm and is intended to show how an individual user benefits from multi-channel access and how it can help companies increase their interaction with customers to retain them.
- The customer is a successful individual investor who has an account with GlobalTrade. The customer makes large trades and demands exceptional service, for example, fast response times and anytime, anywhere access.
- On Thursday morning when the customer connects to GlobalTrade from the home PC, the Websphere Application Server handles the information access and any transactions directly.
- When the customer is in meetings during the day however, the customer needs to be able to access GlobalTrade without a PC. In this example, the customer uses their Web phone to interact with GlobalTrade. WS Transcoding Publisher handles transforming the stock information content and adapting it to fit the display on the Web phone, including the stock price charts.

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- When driving to the vacation home on Friday, the customer hears on the news that another company has made an offer to buy a company named BCG. The customer has been monitoring BCG and this is the event the customer has been waiting for to buy its stock. In this environment however, the customer needs voice support because they need to keep their hands and eyes free for driving. The customer purchases 1000 shares using his phone. GlobalTrade's Voice Server provides the speech recognition support to convert voice into VoiceXML. Transcoding Publisher transforms the VoiceXML input to HTML and when the transaction is completed, WTP transforms the HTML content back into VoiceXML. The Voice Server then transforms the text to speech to respond to the customer's request.

Page 24: Competitive Highlights

How is IBM leveraging it's strengths against competitive strategies?

- By having a focused offering that integrates voice and wireless
- Award-winning voice and transcoding
- 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

Page 25: Services

IBM also has Services with the offering. The types services offered:

- 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

Note: Business Partners should explain what skills they have surrounding this offering.

Page 26: Next Steps

Now we'll close by reviewing the next steps.

- As a business partner, we can meet with you with a new sales tool that IBM will have available in June for this offering. We can meet with you to conduct an assessment of your business.

What will the customer get:

- Prototype website (your data)
- business assessment
- strategical and tactical proposal
- competitive Website analysis

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Slide 27: 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