IBM WebSphere Host Integration Solution

Start Simple...Grow Fast.

Agenda

- Seminar Objectives
- What the experts say
- Solution Overview
- Solution Benefits
- Competitiors
- Customer Success Stories
- Services
- How to Get Started / Call to Action
- Summary
- Questions and Answers

Objectives

◆ By the end of today's seminar you should know:

- What WebSphere Host Integration is and how it can work for you and your customers
- What the products/solutions are today
- Solution benefits for WebSphere Host Integration
- Major competitiors with WebSphere Host Integration products
- Customer success stories where WebSphere Host Integration has been successful
- What services are available to you; and
- How to get started with WebSphere Host Integration

What the experts say...

"The Web-to-host market is continuing on its significant growth path, with revenues rising 113.6% to $240.0 million in 1999. Explosive growth will continue, with revenue reaching $1.5 billion in 2004."

"U.S. remote and mobile population in 1999 was expected to reach 35.7 million, and it will continue to grow at a 6.7% compound annual growth rate (CAGR) over the next five years.   Smart handheld devices, pagers, and cellular phones as key mobile devices in various industries and for regular business use will provide new market opportunities for Web-to-host vendors."
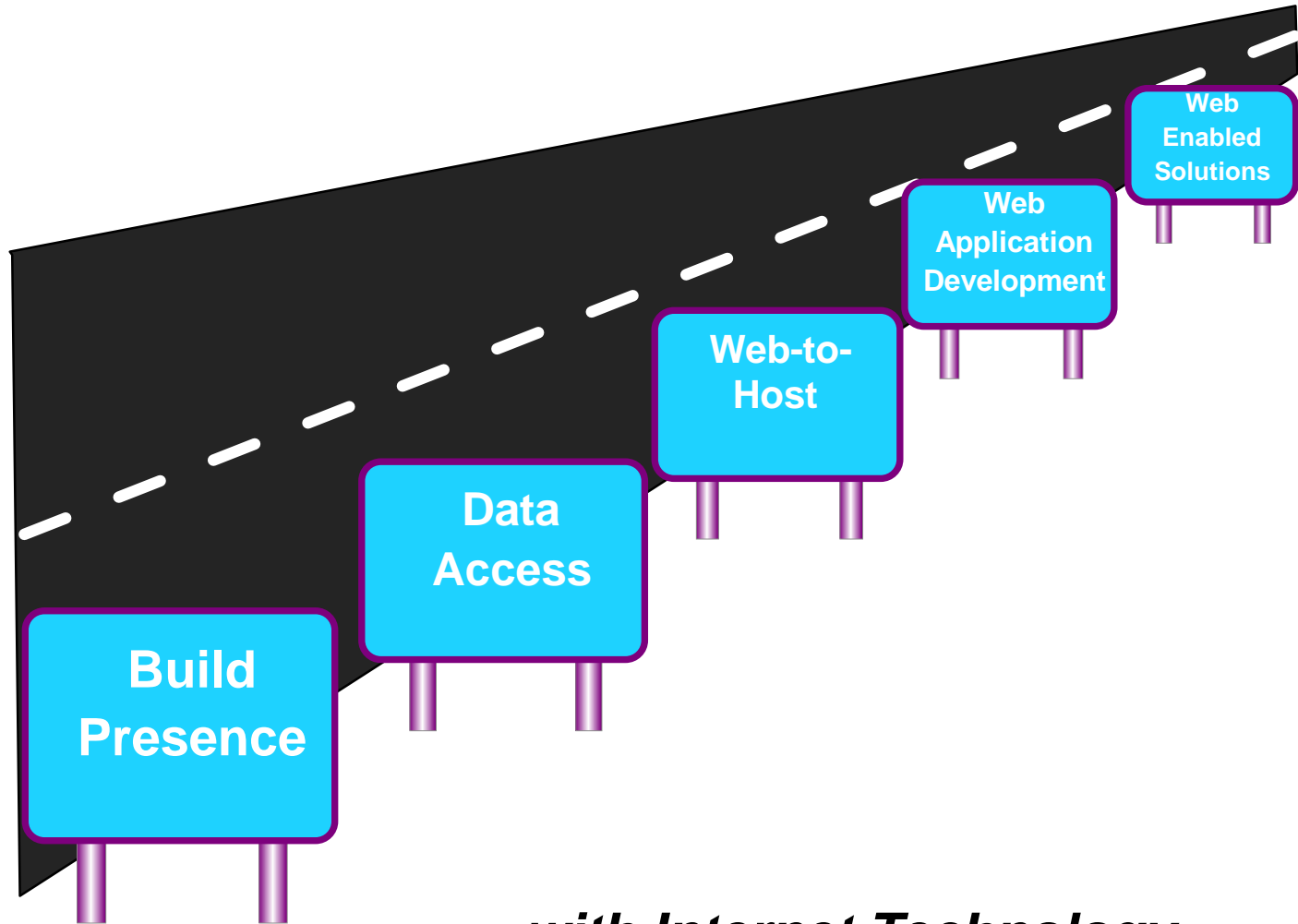
Lucinda Borovick, International Data Corporation, IDC Bulletin #22447 - June 2000
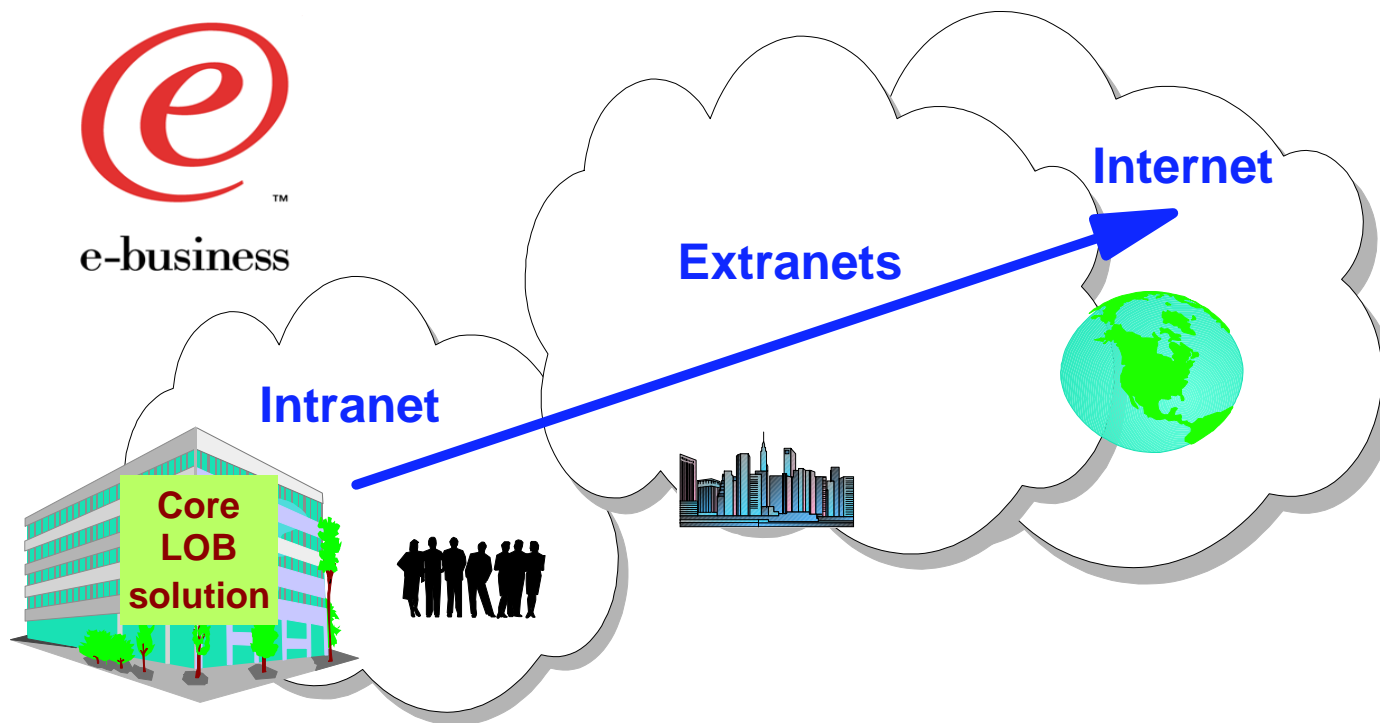
e-business challenges

- How do I reduce complexity of implementing new e-business solutions?
- How do I leverage my current investments while positioning my business to take advantage of the e-business marketplace?

Where are your customers?

Build Presence

Data Access

Web-to-Host

Web Application Development

Web Enabled Solutions

with Internet Technology

e-business strategy

Internet

Extranets

Intranet
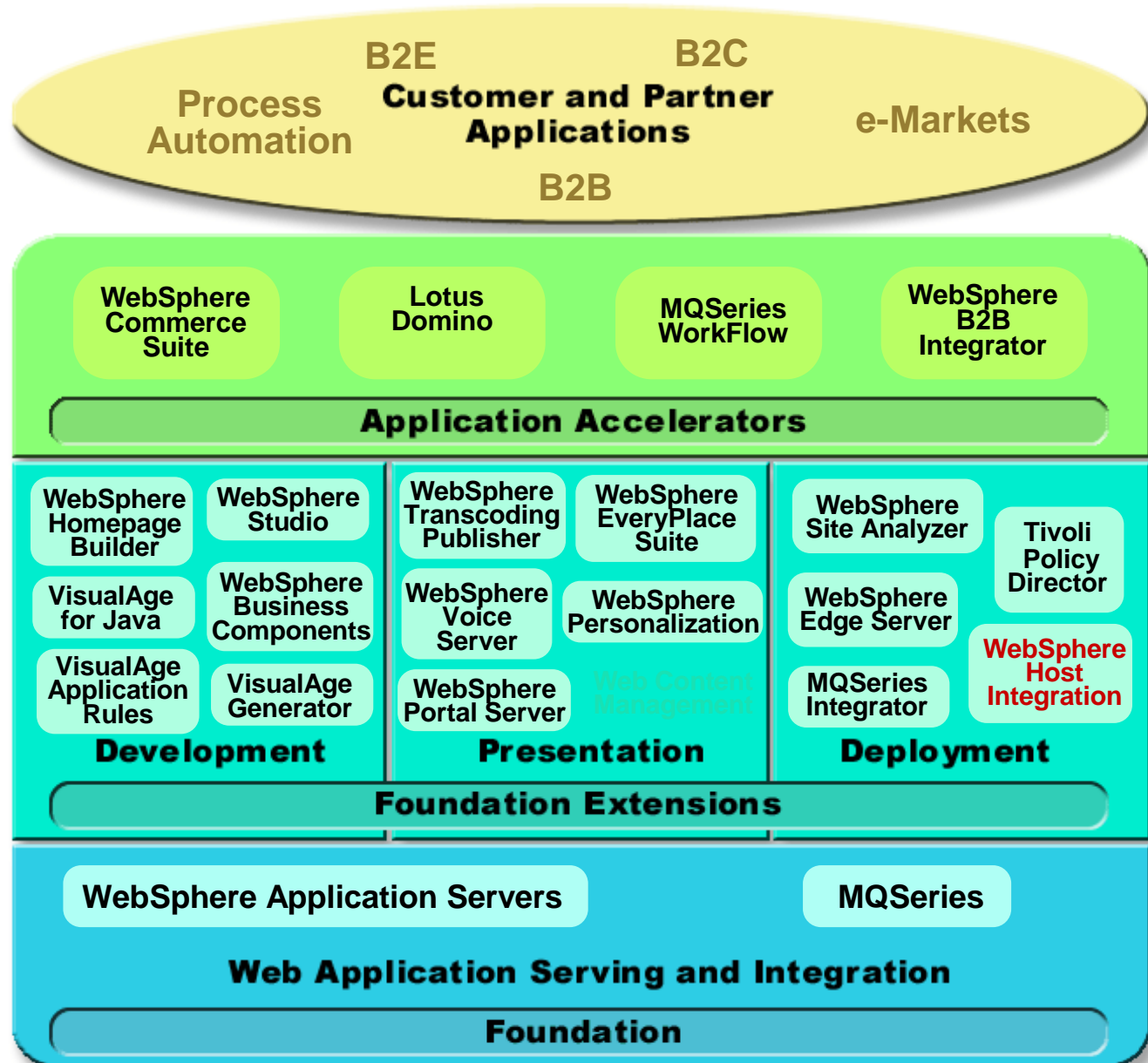
e-business

Core LOB solution

Line-of-Business business tracking and accounting solutions	"Front Office" business operations solutions: Supply Chain Mgmt, Customer Relationship Mgmt, e-Commerce

Enable integrated e-business solutions that transform key business processes with Internet technologies

WebSphere software platform for e-business

B2E   B2C

Process Automation

Customer and Partner Applications

e-Markets

B2B

WebSphere Commerce Suite	Lotus Domino	MQSeries WorkFlow	WebSphere B2B Integrator

Application Accelerators

Development	Presentation	Deployment
WebSphere Homepage Builder	WebSphere Transcoding Publisher	WebSphere Site Analyzer
WebSphere Studio	WebSphere EveryPlace Suite	Tivoli Policy Director
VisualAge for Java	WebSphere Voice Server	WebSphere Edge Server
WebSphere Business Components	WebSphere Personalization	
VisualAge Application Rules	WebSphere Portal Server	MQSeries Integrator
VisualAge Generator	Web Content Management	WebSphere Host Integration

Foundation Extensions

WebSphere Application Servers   MQSeries

Web Application Serving and Integration

Foundation

What are the products and solutions?

WebSphere Host Integration Solution

✓ Value

- Help protect and extend investment
- Improve user productivity
- Secure, scaleable and multiplatform
- Fastest most cost effective way to integrate host applications with the Web
- Leverage the WebSphere Software Platform Solutions

DEC/UNIX
S/390
AS/400
ODBC
ActiveX

✓ **IBM Personal Communications**
Professional emulation

✓ **WebSphere Host On-Demand**
Java emulator installed on a server and accessed from a web browser

✓ **IBM Screen Customizer**
For existing application rejuvenation to a dynamic graphics interface

✓ **WebSphere Host Publisher**
For existing application integration with WebSphere e-business applications

✓ **WebSphere Transcoding Publisher**
Extend Web applications to pervasive devices

✓ **IBM Communications Server**
SNA gateway and TN Server

✓ **WebSphere Application Server**
Application web server providing a multi-discipline development environment with web management tools

✓ **WebSphere Studio**
Web application designer providing a suite of tools to design, develop and publish web sites with dynamic applications

WebSphere Host Integration Solution V2

- Comprising IBM's award-winning host-access products
  - WebSphere Host On-Demand
  - Screen Customizer Run-Time and Studio
  - WebSphere Host Publisher
  - WebSphere Studio Professional Edition
  - WebSphere Application Server Advanced Edition
  - Communications Server

- When paired with WebSphere Transcoding Publisher, IBM's software for converting Web data to a format readable on handheld devices, the Solution allows businesses to extend host data all the way to appliances such as smart phones and personal digital assistants.

Personal Communications for Windows Version 5

- **Provides traditional text-based terminal emulation.**
  - ▶ Zero Administration Windows enhancements
  - ▶ System Policy Support
  - ▶ Client Certificate Authentication and Secure Sockets Layer V3
  - ▶ Personal Communications 4.3 is also available on OS/2

WebSphere Host On-Demand Version 5

■ Provides secure access to host applications via a Java-enabled Web browser.

- ► Componentization
- ► Smart Cache
- ► Deployment Wizard
- ► Express Logon
- ► Multiple Session Launch Support
- ► Policy Management/Feature Disable

Screen Customizer Version 2

- Converts host screens into a graphical user interface (GUI) with no additional programming.
  - ► Global customization and simplified screen capture process
  - ► Usability Improvements
  - ► Screen Customizer API and Beans
  - ► AS/400 Subfile Support
  - ► Host On-Demand Integration
  - ► Web link button improvements
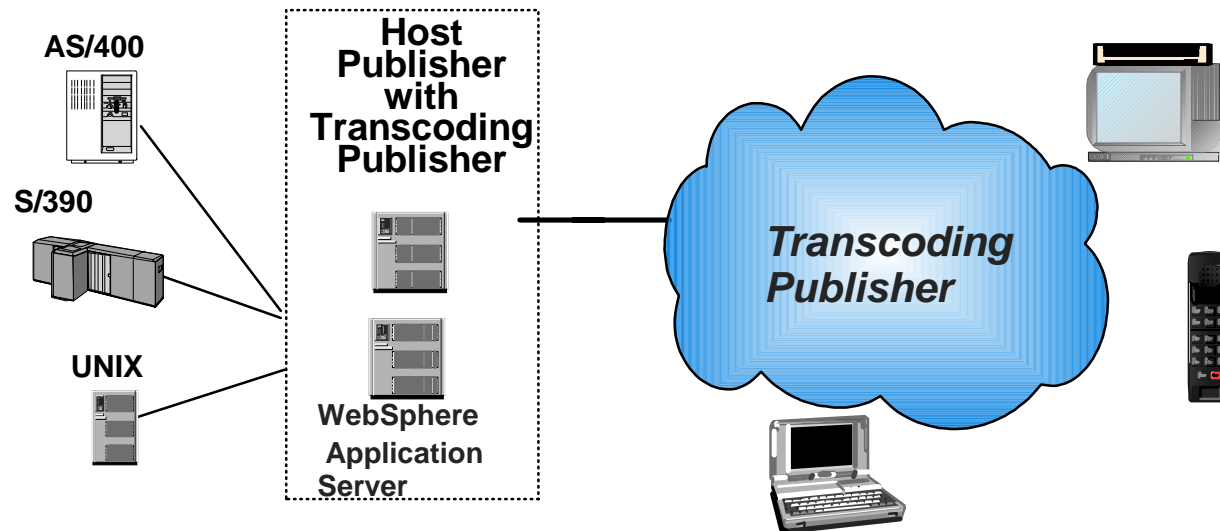 - ► Light pen support
  - ► Auto Install on AIX

WebSphere Host Publisher Version 2.2.1

■ Quickly extends host applications to the Web by consolidating multiple sources of host data into a single Web page with no additional programming

  ‣ Remote Integration Object support
  ‣ XML Legacy gateway
  ‣ HTML Mapper capability
  ‣ Addition of WebSphere Application Server Standard Edition V3.5
  ‣ Host Publisher Studio
  ‣ New Simplified Licensing

WebSphere Transcoding Publisher

Extend WebSphere Host Publisher to pervasive device users

AS/400

S/390

UNIX

Host Publisher with Transcoding Publisher

WebSphere Application Server

Transcoding Publisher

Pervasive Computing

- Leverage Host Publisher investment to new class of users
- Transcoding Publisher on same or separate server
- Different device capabilities

- Different bandwidth requirements
- Extend content for new environments including pervasive computing
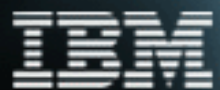- Customize the content view for the end-user

*Not available through the Host Access Client Package or the WebSphere Host Integration Solution Package - Sold Separately

IBM Communications Server

- Enterprise-Class - Advanced Networking
- Comprehensive end-to-end connectivity
- Proven, secure, enterprise-class performance
- Leading edge Web-to-host integration support
- Powerful application development infrastructure
- Manageable
- Multi-platform support

*Available through the WebSphere Host Integration Solution Package and Sold Separately

WebSphere Application Server Standard Edition

- A robust, standards based Web deployment environment for e-business applications with unparalleled connectivity to backend data
- WebSphere Application Server components let you deploy personalized, dynamic Web content and applications quickly and easily
- Connects to any database via standards based Java Database Connectivity (JDBC)
- Utilizes open Java based technologies and application programming interfaces (APIs)
- Utilizes latest Extensible Markup Language (XML) technologies

WebSphere Application Server Advanced Edition

- A robust, highly scalable, standards based Web deployment environment for e-business applications with unparalleled connectivity to backend data
- Standard Edition plus...
- Supports Enterprise JavaBeans (EJB)
- Contains clustering, cloning, and caching capabilities for a highly scalable solution
- Utilizes a relational database (Oracle, DB2, and soon to be announced MS SQL Server and Informix) for container managed persistence

IBM Host Access Client Package V1

- Simple access to host information available by combining:
  - ▸ IBM Personal Communications V5.0 and V4.3 for OS/2
  - ▸ WebSphere Host On-Demand V5.0;
  - ▸ and IBM Screen Customizer V2.0
- Only offering available in the market today that combines traditional emulation, thin client emulation and screen rejuvenation in one package.

How You Sell Host Integration Client Solutions

Today

- Host On Demand - $199/$129 (C)
- Screen Customizer- $99/$55 (C), $79/$55 (R)
- Screen Customizer Studio - $4999/$3999 (R)
- Personal Communications - $279/$109(R)
- Host Integration Solution,$329/$175(C)
  - Host On Demand
  - Host Publisher
  - Communication Servers
  - Firewall
- Host Integration Solution,$315/$168(R)
  - Personal Communication
  - Host On Demand
  - Host Publisher
  - Communication Servers
- Host Access Bundle, $299/$159 (R)
  - Personal Communication
  - Host On Demand

1Q2001*

- WebSphere HI V2 - $450/$239 (C)
  - Host On Demand 5.0
  - Host Publisher 2.2.1
  - Communication Servers
  - Screen Customizer. Runtime + Studio
  - WS App Server Adv. Edition 3.5
- WebSphere HI V2 - $360/$180 (R)
  - Personal Communications - 5.0, 4.3 for OS/2
  - Host On Demand 5.0
  - Host Publisher 2.2
  - Communication Servers
  - Screen Customizer. 2.0 Runtime + Studio
- IBM Host Access Client Package - $299/$159 (R)
  - Personal Communications for WIN, OS/2 (5.0, 4.3)
  - Host On Demand 5.0
  - Screen Customizer 2.0 Runtime + Studio

GA 1/01

GA 9/29/00

Consolidated to 3 Part Numbers

(R) - SRP registered pricing for new user/trade-up
(C) - SRP concurrent pricing for new user/trade-up

Notes:

- Firewall will not be included in Version 2 of Host Integration Solution Offering.

*HOD V5 and Screen Customizer V2 will not be announced as standalone products. Will announce withdrawal of Personal Communications V5.0, HOD V4.0, and Screen Customizer V1.0 standalone products January 2001.   ***US Dollars shown for Comparison***

Upgrade Paths for Subscription Customers

Product Subscription(s)	Want to Stay on Standalone Product only	Want to Move to Host Access Client Package (Proof Of Entitlement to all product components - (POE)) Registered User Licensing
Personal Communications	Subscription renewal defaults to Personal Communications	Pay Host Access Client Trade-up price - 1 Host Access Client license for each Personal Communications license
Personal Communications and Screen Customizer	Subscription renewal for both Personal Communications and Screen Customizer default to themselves	Pay Host Access Client Trade-up price - 1 Host Access Client license for each Personal Communications license
Host On-Demand	Special bid to renew subscription to Host On-Demand	Default subscription renewal to Host Access Client package (1-2 ratio). POE to all components with new registered user license. Higher ratios or migration before subscription renewal date are special bid.

Upgrade Paths for Subscription Customers

Product Subscription(s)	Want to Stay on Standalone Product only	Want to Move to Host Access Client Package (Proof Of Entitlement to all product components - (POE)) Registered User Licensing
Host On-Demand and Screen Customizer	Special bid renewal to Host On-Demand and Screen Customizer standalone products	Default Host On-Demand subscription renewal to Host Access Client package (1-2 ratio). POE to all components with Registered User license. Higher ratios /migration before subscription renewal date are special bid. Because Host Access Client includes Screen Customizer components, no default renewal quote given for Screen Customizer runtime or Studio.
Screen Customizer Runtime and/or Studio	Default renewal to Screen Customizer runtime and/or Studio	Upgrade based on Emulator installed
Personal Communications, Host On-Demand Bundle	Not Applicable	Entitled as part of Personal Communications, Host On-Demand bundle subscription

What are the solution benefits?

Solution Benefits

- **Enable customers to start simple and grow their e-business fast, leveraging host data with new web applications to maximize ROI**
  - ▶ Host On-Demand, Screen Customizer, and Host Publisher require no changes to existing applications and no additional programming
  - ▶ The WS Host Integration Solution is integrated into the WS Software platform, a comprehensive set of award winning solutions that enable you to quickly adapt to new market demands
  - ▶ Integrates and works with Transcoding Publisher to deliver host data to any pervasive device.

Solution Benefits

- **Provide everything customers need to create and deploy host access e-business solutions, in a single offering**
  - ▸ The solution now includes both WS Application Server Advanced Edition and WS Studio Professional edition, which can be used with any of the Host Integration programming technologies (Java beans, ActiveX controls, Host Access Class Libraries) to integrate host access with new business logic.
  - ▸ You can deliver dynamic host content using Java servlets, JavaServer Pages, XML technology, and Enterprise JavaBeans components.
  - ▸ The new Screen Customizer API enables you to enhance host applications with new business logic. The new SC Java beans enable you to provide custom host access from e-business applications.
  - ▸ Host Publisher XML Gateway extends host applications and data to customer applications

Solution Benefits

- **Offer industry leading host access solutions with unmatched flexibility for any environment**
  - ▸ Supports Java, HTML, and XML formats for delivery of host data from multiple sources, such as S/390, AS/400, VT and databases.
  - ▸ Now includes both the Screen Customer runtime and Screen Customer Studio in both the Host Integration Solution offering and Host Access Client package.
  - ▸ The Host Access Client Package enables customers to easily move from PCOMM to HOD without having to make a separate purchase
  - ▸ With HOD 5.0, customers have the ability to choose the specific HOD features to deploy to particular users

Key Competitors and Competitive Advantages

Personal Communications Competitive Advantages

► **Key Competitor - Attachmate Extra Personal Client 6.5**

- **Less complete Java implementation**
- **No SSL for TN connections**
- **No SLP support**
- **Usability - more difficult file transfer and customization tools**

► **Personal Communications Advantages**

- **Extensive protocol support including APPN, APPC, SNA, TCP/IP, and ISDN**
- **Same look and feel across multiple operating systems**
- **Based on open systems architecture for industry standard solutions**
- **Most comprehensive set of programming APIs including EHLLAPI, SNA, HACL, Java Beans, ActiveX, and ODBC / DRDA**
- **Integration with Host Integration products, including Screen Customizer and Communications Server**

Host On-Demand Competitive Advantages

- ► **Key Competitor - WRQ Reflection for Web 4.0**
  - Java applet size are comparable to HOD
  - Supports 3270,5250, VT220 and HP emulation
  - 3270, 5250, VT print capabilities
  - Support for SSL is available but additional product (Security Proxy Server) needed

- ► **Host On-Demand Advantages**
  - Broadest range of platforms in industry
  - Broadest programming support, (HACL, Ehllapi)
  - TN3270, TN5250, and VT support
  - Based on open industry standards
  - Provides default GUI and ability to create custom GUI, with no programming using Screen Customizer
  - Provides ability to run custom and default GUI in the same application using Screen Customizer

Host On-Demand Competitive Advantages

➤ **Key Competitor: Jacada Innovator - Legacy Transformation**

- **Thin client architecture - new applications are written in COBOL, RPG or other languages, delivered as Java, HTML or wireless interface code**
- **Uses Jacada Innovator Translator to automate the modifications to your existing COBOL or RPG code**
- **Deployment as a thin client without the green screen**
- **Uses Jacada's Innovator GUI builder and messaging API**
- **Uses the Automated Conversion Environment (ACE) to create Java HTML or wireless graphical screen designs from text-based display maps**
- **Jacada Innovator - Server side logic can be implemented in COBOL, RPG or Java.**

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Screen Customizer Competitive Advantages

▶ **Key Competitor - Seagull**

- Based on proprietary standards
- No printing capabilities
- No VT Capabilities
- Strengths: Supports "tabs" and other usability features
- Multiple products for multiple platform (WinJA or 5390, JWalk for AS/400)

▶ **Screen Customizer Advantages**

- IBM's Screen Customizer is a GUI rejuvenation tool that allows for non-programmatic customization of traditional host access user interfaces
- Screen Customizer's key competitive advantages are:
- Simple rejuvenation of host screens using drag and drop technology, no programming is required
- Uses Host Access Class Libraries (HACL) and Open Host Integration Objects (OHIO)
- Works with both Host On-Demand (thin client) and Personal Communications (thick client) emulators and CA/400

Host Publisher Competitive Advantages

► **Key Competitor - Jacada Connects**

- **No TN SSL on connections to data source**
- **Dedicated server-host session for each browser user**
- **Uses proprietary connectors to grab host screens - Host Publisher uses HACL**
- **No Green Screen Capabilities**
- **Not able to do VT or JDBC**

- **Provides an open Java or COM API**

► **Host Publisher Advantages**

- **Support for largest number of platforms and Web servers**
- **Speed and ease of development without a prerequisite IDE**
- **Standards based Java Host Integration objects and Database Integration objects**
- **Does not require dedicated host session per user**
- **SuperConnector for WebSphere e-business applications - common technological foundation with other IBM Web-to-host products**

WebSphere Transcoding Publisher Competitive Advantage

- ## Key Competitors
  - ► **Oracle - Portal to Go**
  - ► **AvantGo - Enterprise Online**
  - ► **Aether Software - ScoutWeb**

- ## WTP Strengths
  - ► **WTP is the only general transform solution available today -- the competition focuses on advantaging their core business rather than attacking the content transformation space directly**
  - ► **Offers plug-and-play capabilities**
  - ► **Provides the widest breadth of features including specific device and content transforms and integration into larger IBM solutions**
  - ► **Easy to customize specific transforms using the developers toolkit**
  - ► **Delivers better, easier to use administration and developers tools**
  - ► **Includes flexible configuration options for network efficiencies and ease-of-integration**
  - ► **Open, flexible and standards-based framework which makes WTP easily extensible**

Communications Server Competitive Advantages

- ► **Host Publisher**
  - ● **Web-to-Host Publishing (HP comes with CS/NT only)**
- ► **Powerful SNA Gateway**
  - ● **Most competitive SNA implementation and best performance**
  - ● **APPN, High-Performance Routing and DLUR**
- ► **Premier multi-protocol support**
  - ● **Full range of network integration capability**
- ► **Robust network security**
  - ● **SSL encryption (up to Triple DES, and client/server authentication)**
- ► **Supports Web browsers, Lotus Notes and the Internet access over SNA**
- ► **Support for legacy applications and LAN applications on an TCP/IP network**
- ► **Single vendor for total networking solutions across OS/2, AIX,**
- ► **Windows NT, Windows 2000, and OS/390**
- ► **Proven reliability and performance in large-scale enterprise environments**

Customer Success Stories

Customer Success Story

- **Name: Blue Cross/Blue Shield - NJ**
  - ▸ Industry: Insurance
  - ▸ Pain: How to provide access to member hospitals without the growing cost of rented SNA Lines
  - ▸ Solution: Delivered Host On-Demand - Green screen emulator to member hospitals, a great ROI and only needed browsers and a few dollars a month for internet access.

Customer Success Story

- **Name: Superior Essex - USA**
  - ► Industry: Wire and Cable Manufacturer with factories in Mexico
  - ► Pain: Needed to distribute information between the two country's where English and Spanish languages were spoken to the manufacturing plant and the solution needed to include bilingual user interfaces to deliver a solution to operate in a new e-Business Web environment.
  - ► Solution: Used Host Publisher with the OS/390 CIC's applications, leveraged existing information on their mainframe, using XML files and JavaBeans to deliver the HTML solution to the Web browsers.

Customer Success Story

- Name: Hawaii State Judiciary
  - ► Industry: Government
  - ► Pain: Legal documents needed for the judicial family court system. Their staff onsite was having difficulty managing the requirements. Would need to staff up administration to continue with demand. Had to go on site with limited business hours to get information, copy, etc.
  - ► Solution: Host On-Demand provided a quick easy secure solution, allowing 300-500 visits a day, making the records available 24/7

Customer Success Story

- **Name: Honeywell - USA - Aircraft Landing Systems**
  - ► Industry: Government
  - ► Pain: Legacy data - how to build integrated solutions that rapidly extend this information to the Web. They wanted to put an architecture in place that would enable us to wrap legacy business data and rules, then use that layer as they migrated their own customized applications to the Web
  - ► Solution: By using Visual Age for Java in combination with technologies such as WebSphere App.Server, WebSphere Host On-Demand, and MQSeries, IBM delivered the flexibility in software development and management to meet the business objectives on any platform and still have access to legacy business rules and data

Customer Success Story

- **Name: CMS Manufacturing Systems, Inc.**
  - ▶ Industry: Manufacturing
  - ▶ Pain: Seamless electronic order entry. CMS needed to provide remote locations and trading partners access to their CMS/400 applications. Customers needed dial-up networks and leased dedicated phone lines. CMS foresaw that the cost and installation delays associated with this technology would become a problem for its product in the future.
  - ▶ Solution: WebShere Host On-Demand and IBM SecureWay Firewall, along with IBM DB2 Universal Database, was chosen by CMS as its foundation for e-business. Now with CMS-ICS and WebSphere Host On-Demand, it only takes a few seconds for users to connect with their company's AS/400 server, whether it's in the computer room down the hall or halfway around the world

Additional Host Integration Applications/References

References	Geography	Industry	Product/ Solution	Installed
Sherwin Williams Argentina	Latin America	Chemicals and Petroleum	Host On-Demand	05/05/00
BrightPod	North America	Bus Partner	WebSphere Transcoding Publisher	10/20/00
Banco del Gattardo	EMEA	Retail Banking	PCOMM	01/04/00
Sumitomo Trust and Banking	Asia Pacific	Retail Banking	Host Publisher	03/29/00
Sterling Corporation	North America	Wholesale Distribution & Services	Host On-Demand	10/2700
Deutscher Ring	EMEA	Insurance	Host On-Demand/ Screen Customizer	11/17/00

WebSphere Host Integration Services

- **Accelerate implementation of customer e-business solutions**

- **Complementary to IGS Services**

- **Expert skills:**
  - Global team with affinity to the product development lab
  - Experienced product development engineers
  - Average 10+ years of development experience

Key Services

- **Proof of Concept**
  - Demonstrate Web-to-Host capabilities of any IBM client application within 5 days

- **Prototyping**
  - Develop application prototypes or demo code

- **Custom Engagements**
  - Solution Analysis
  - Full Implementation Services

- **Business Partner Consulting**
  - Assist in building a successful Host Integration services practice

  - **CS/390 Based and Custom Support Services**
  - CS/390 design and implementation
  - Migration planning for customers moving to e-business

Business Partner

How to get started with WebSphere Host Integration?

WebSphere Host Integration Executive Assessment

- **Meet with customer(s) to conduct a WebSphere Host Integration 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

- **To download the executive assessment, go to http://ibm.com/websphere/partners or http://www.GuerrillaGroup.com/ibm/**

e-business

IBM

Summary

- You can help solve pressing business problems with the IBM WebSphere Host Integration solution
  - ➤ Quickly, practically, affordably
  - ➤ With flexibility for the future
- You can leverage existing investments in current applications and data
- WebSphere Host Integration is an excellent entry strategy to move customers to e-business now
- For more information on IBM WebSphere Host Integration, visit the following website:
  - ➤ http://www.ibm.com/software/webservers/ hostintegration
  - ➤ http://www.ibm.com/software/webservers/
  - ➤ http://websphere.dfw.ibm.com/whidemo/