



IBM WebSphere Host Integration Solution

Leverage Legacy Data with New
e-business Solutions

WebSphere software

■ the fastest way to dynamic e-business ■

Agenda

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

Objectives

- **By the end of today's seminar you should know:**
 - ▶ **What WebSphere Host Integration Solution is and how it can work for you**
 - ▶ **What the products/solutions are and how they are packaged and sold**
 - ▶ **Benefits of WebSphere Host Integration Solution**
 - ▶ **Customer success stories**
 - ▶ **What services are available to you**
 - ▶ **How to get started with WebSphere Host Integration Solution**



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What the experts say...

"In the Web-to-Host segment, IBM reasserted its leadership with a 47.6% share of the market which is equivalent to \$150 million in revenue. This is almost double the \$80 million it took in for 1999."

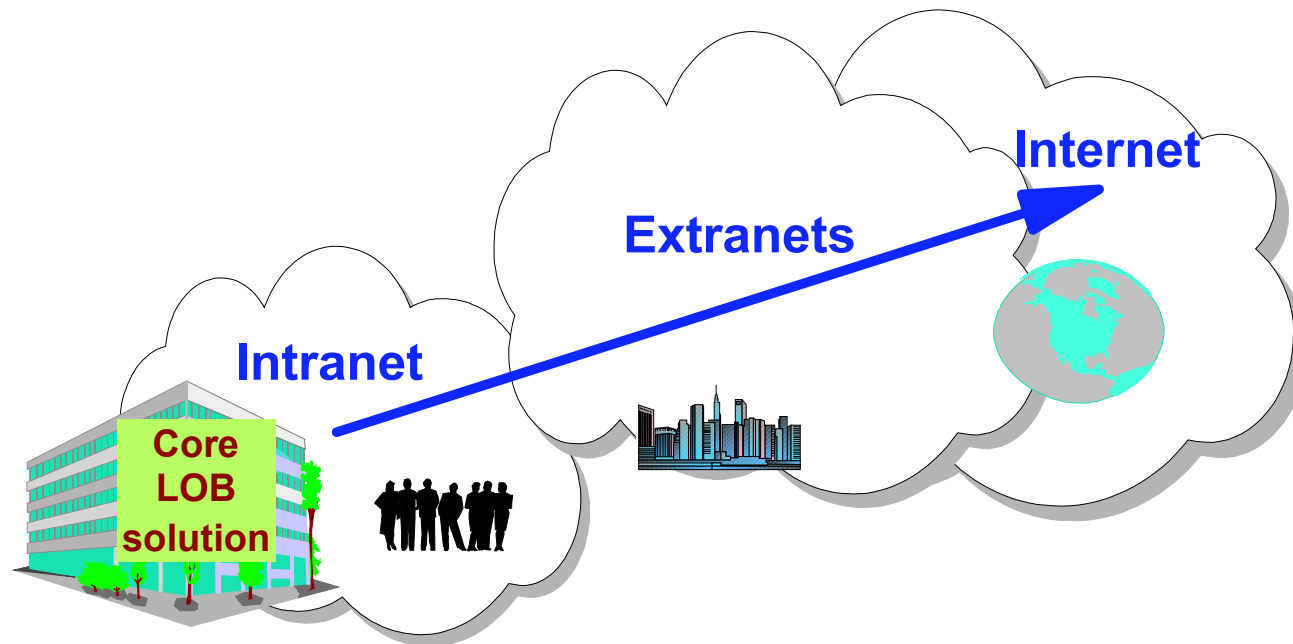
Maximilian A. Flisi and Lucinda Borovick, International Data Corporation, IDC Bulletin #25201 - August 2001

e-business challenges

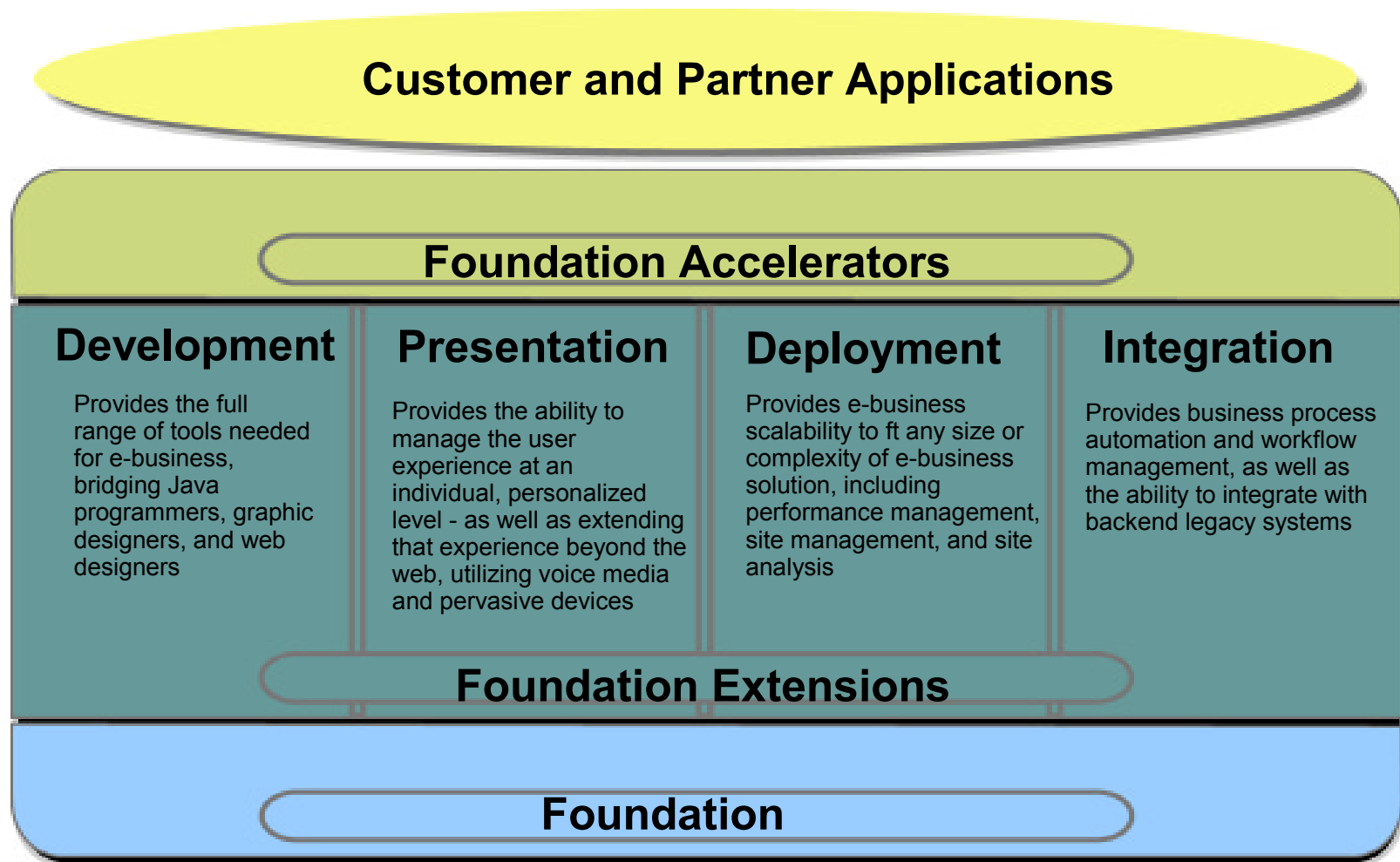
- **How do I reduce the complexity of implementing new e-business solutions?**
- **How do I leverage my current investments while positioning my business to take advantage of the e-business marketplace?**

Legacy Integration

- 70% of applications and data reside on host systems
- A March 2001 Week article found 68% of spending is on integration with legacy applications



WebSphere Software Platform: Dynamic for e-business

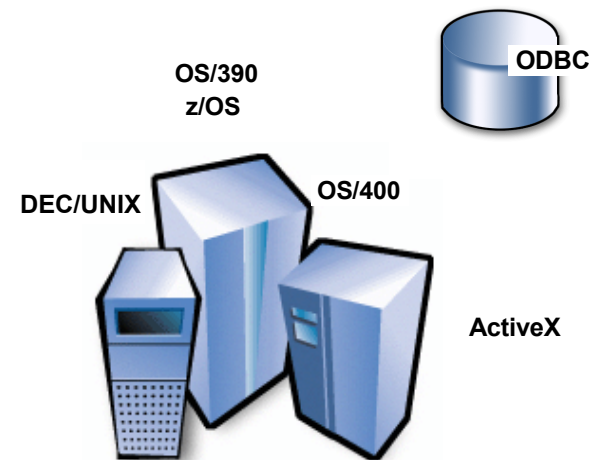


WebSphere Host Integration Solution Value Propositions

- You can start simple and grow your e-business fast, leveraging your legacy applications and data with new e-business solutions to maximize your total return on investment.
- Includes an extensive set of industry standard tools that simplify the creation and deployment of new e-business solutions.
- Provides the most comprehensive and flexible set of Web to host solutions in the industry for a single price per offering.

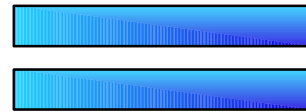
WebSphere Host Integration Solution

- **Personal Communications** professional emulation (fat client) that allows you to access the mainframe
 - **WebSphere Host On-Demand** Java emulator installed on a server and accessed from a Web Browser (thin client)
 - **Screen Customizer** a simple graphical user interface using drag and drop technology.
 - **Communication Servers** SNA Gateways, TN3270E and TN5250 servers, security and support, optional carriers for Host Publisher
 - **WebSphere Host Publisher** for existing application integration from multiple sources to an HTML/XML interface
 - **Host Access Toolkit** Host Access Beans for Java, Host Access Class Library, tools for host integration into application development projects
 - **WebSphere Studio** a visual layout tool to create dynamic applications rapidly with JavaServer Pages (JSP) components.
- **WebSphere Application Server, Advanced Edition** A Powerful deployment environment for Java applications and components.
 - **Value**
 - Help protect and extend investment
 - Improve user productivity
 - More secure, scalable, multi-platform
 - Fast, low risk and low cost way to integrate host with the Web
 - Leverage the WebSphere Software Platform solutions



One Stop Shopping for Emulation

IBM Host
Access
Client
Package



Personal Communications
Host On-Demand
Screen Customizer

- Only complete emulation and screen rejuvenation solution in the market
- Offers convenience to migrate to Web at own pace
- Create a simple graphical user interface to a host application using drag and drop technology
- Registered user pricing

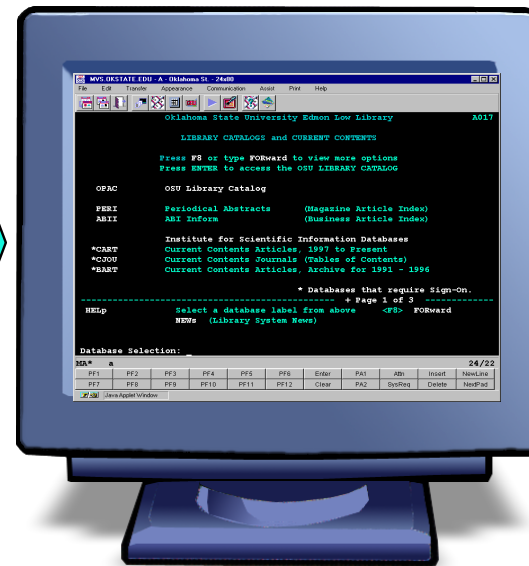
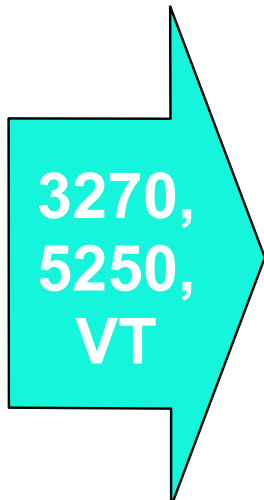
Personal Communications



AS/400



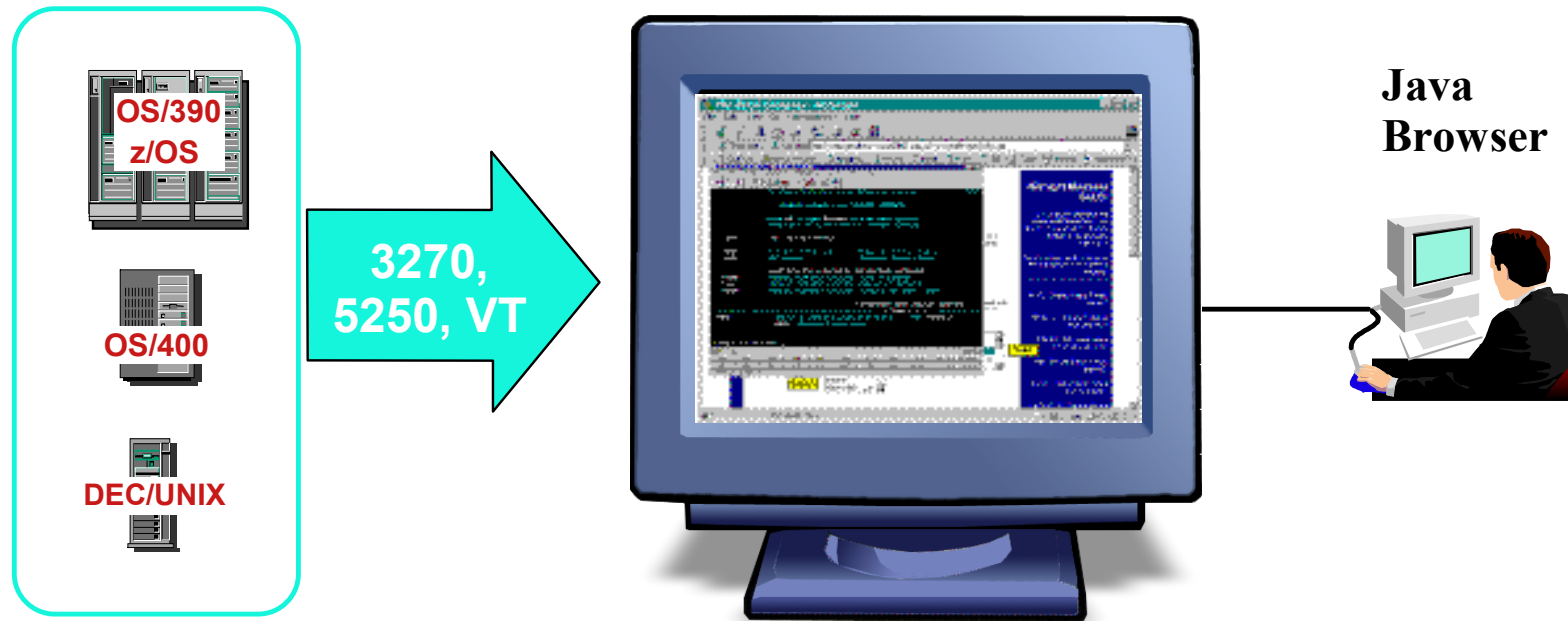
DEC/UNIX



Traditional Terminal Emulation Solution

- Industry leading emulator
- Greatest breadth of terminal emulation function
- Supports Win32 and OS/2 clients

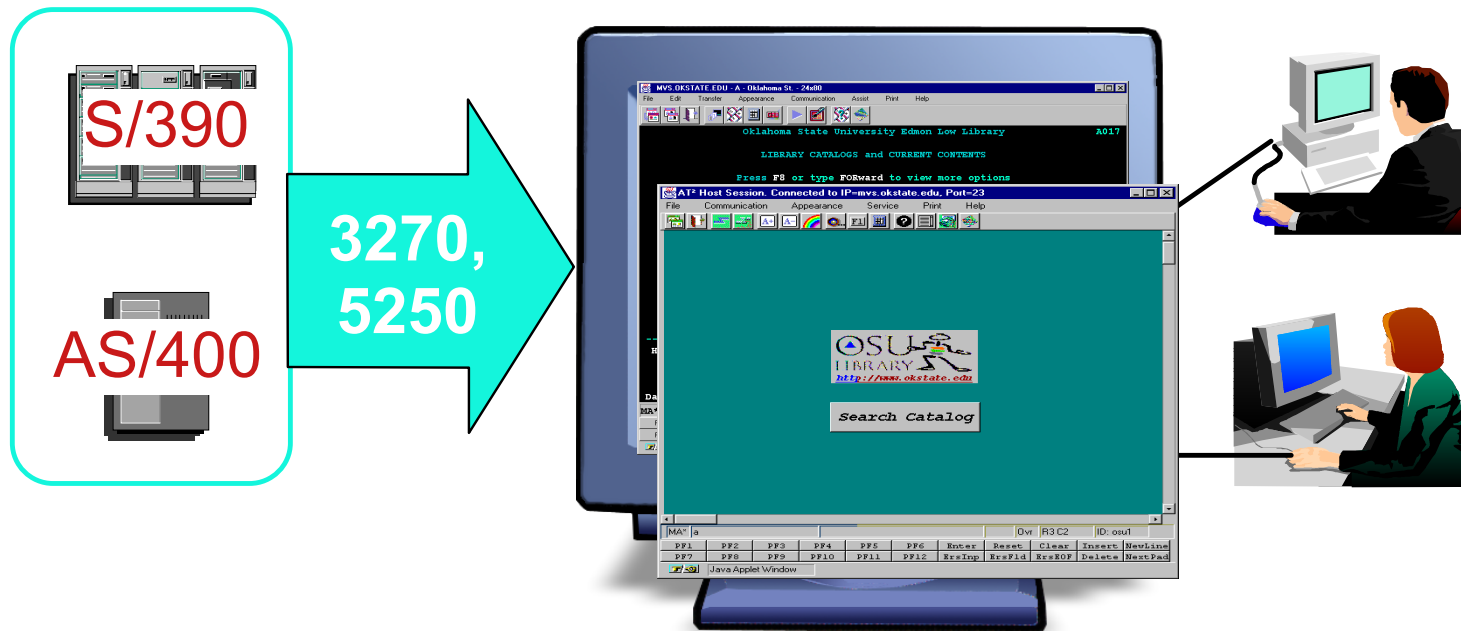
WebSphere Host On-Demand



Web-to-Host Terminal Emulation Solution

- Extends host application reach to new users
- Reduces I/T costs through centralized install and administration
- Supports client and server platforms of choice
- Requires no middle-tier runtime server
- Secure Socket Layers (SSL) Support and Client Authentication

Screen Customizer



Host Application Rejuvenation

- Creates a simple GUI using drag and drop technology
- No programming required
- Works in conjunction with Host On-Demand
- No changes to host application needed

WebSphere Host Integration Solution

Host Access Client Package:

Host On-Demand

Personal Communications

Screen Customizer



Host Publisher

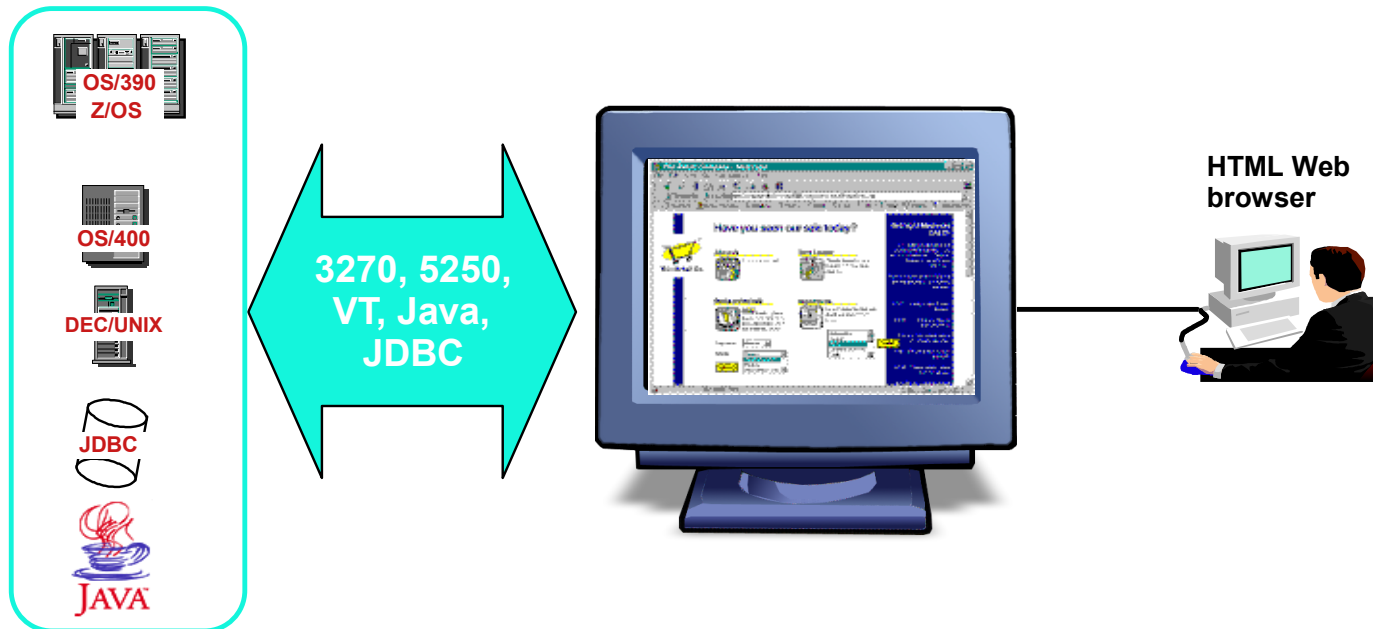
Communications Server

WebSphere Application Server,
Advanced Edition

WebSphere Studio Professional
Edition

- Provides clear migration path as customers grow their e-business
- Simplifies creation and deployment of advanced e-business applications
- Leverages features of WebSphere software platform to enable customers to respond quickly to new market needs

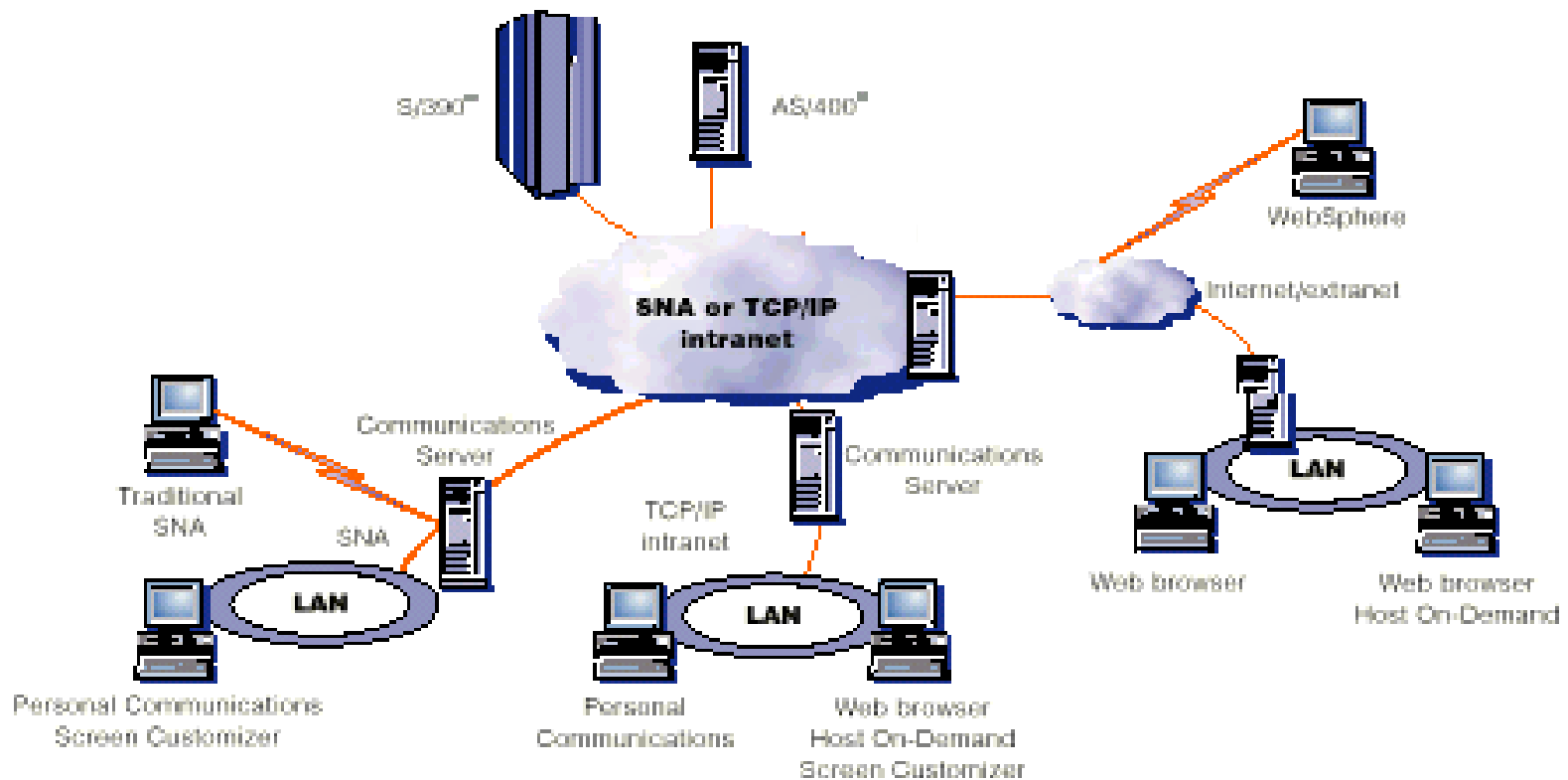
WebSphere Host Publisher



- Extends host applications to web browser users and new e-business applications
- Integrates multiple backend sources into custom HTML web pages
- Encapsulates Host Access into reusable Integration Objects
- Supports XML access to host applications
- Provides EJB support
- Protects and leverages existing I/T investments

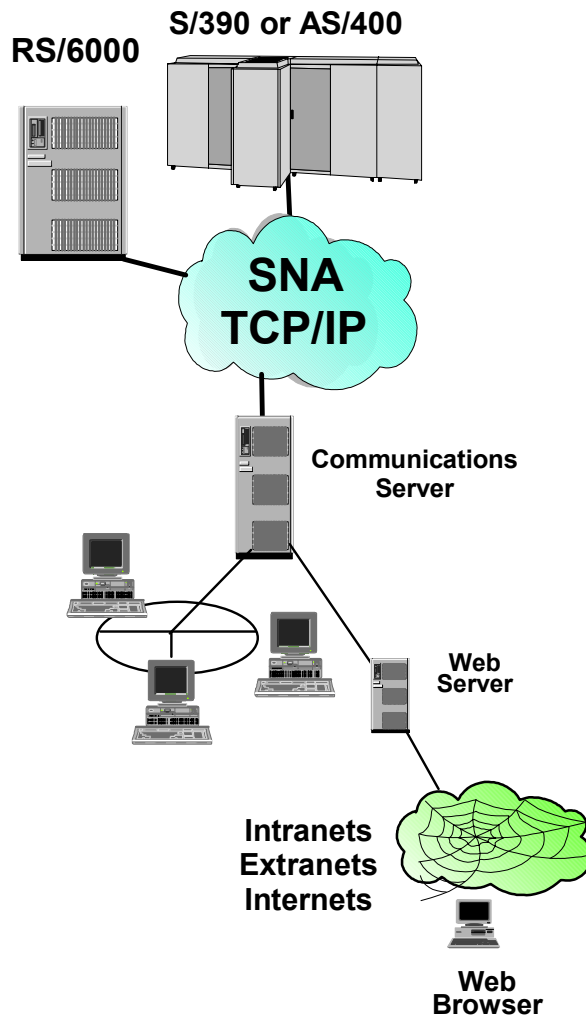
IBM Communications Server

Integrates your LANs with your hosts...



... provides Internet access, network and application integration and secure end-to-end connectivity

IBM Communications Server Highlights



- Enterprise-Class - Advanced Networking
- Comprehensive end-to-end connectivity
- Proven, secure, enterprise-class performance
- Powerful application development infrastructure
- Manageable
- Multiplatform support

WebSphere Application Server, Advanced Edition

- A powerful deployment environment for Java applications and components including support for Enterprise JavaBeans technology with clustering, caching, security and transaction support for e-business applications.
- Combines the control and portability of server-side business applications and XML with the performance and manageability of Java technologies and applications programming interfaces.
- Extends the value and versatility of your Web server with functions like graphical user interface and extensive monitoring and reporting tools.



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What are the solution benefits?

Business Value...and Benefits

- **Enhanced competitiveness by extending information and services to new & existing users**
 - ▶ **Build on existing application logic and data**
 - "Webify" without coding - No application rewrite
 - ▶ **Results:**
 - Improved responsiveness, more timely information
 - Employee driven apps become self service apps
- **Solve today's business problems with yesterday's application**
 - ▶ **Build composite applications from existing data sources**
 - ▶ **Results**
 - Quick implementation
 - Immediate ROI
- **Improve employee productivity**
 - ▶ **Modernize and streamline existing applications with a simple graphical user interface**
 - ▶ **Results**
 - Lower training costs
 - Lower help desk support costs
 - Reduce error rates and speed data entry

Solution Benefits

- **Start simple and grow your e-business fast, leveraging host data with new web applications maximizing ROI**
 - ▶ Host On-Demand, Screen Customizer, and Host Publisher require no changes to existing applications and no additional programming
 - ▶ The WebSphere Host Integration Solution is integrated into the WebSphere Software platform
 - ▶ Host Publisher integrates with Transcoding Publisher to deliver host data to any pervasive device

Solution Benefits

- **Create and deploy host access e-business solutions with a single offering**
 - ▶ The solution includes both WebSphere Application Server, Advanced Edition and WebSphere Studio Professional Edition
 - ▶ Deliver dynamic host content using Java servlets, JavaServer Pages, XML technology, and Enterprise JavaBeans components.
 - ▶ Enhance host applications with new business logic
 - ▶ Provide custom host access from e-business applications.
 - ▶ Extend host applications and data to customer applications

Solution Benefits

- **Offer industry leading host access solutions with unmatched flexibility for any environment**
 - ▶ Host Integration Solution supports Java, HTML, and XML formats for delivery of host data from multiple sources, such as IBM @server iSeries and IBM @server zSeries, VT and databases.
 - ▶ The Host Access Client Package enables customers to easily move from PCOMM to Host On-Demand without having to make a separate purchase
 - ▶ Host On-Demand wizards make defining and deploying connections a breeze
 - ▶ Host On-Demand server side installation simplifies maintenance, distribution and upgrades



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Customer Success Stories

Customer Success Story

- **Name:** **Coleman Cable**
 - ▶ **Business Partner:** Avnet Hall-Mark and 411 Computers
 - ▶ **Industry:** Cable and Wire Manufacturer
 - ▶ **Pain:** Needed to provide customers and manufacturers representatives remote access to business information
 - ▶ **Solution:** Delivered secure access to host data using Host On-Demand and Screen Customizer

Customer Success Story

- **Customer:** Charles County - USA
 - ▶ **Business Partner:** Sysinct
 - ▶ **Industry:** Government
 - ▶ **Pain:** Needed to keep pace with growing county population and high growth of Internet-enabled services. Charles County had much of its data residing on an IBM ~ iSeries and needed a Web based solution that could leverage information through a portal providing citizens with direct access.
 - ▶ **Solution:** Used Host Publisher and Host On-Demand to integrate a Host Integration Solution that enabled Charles County Government to extend its existing legacy systems to its web site.

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
- **Mentoring**
 - ▶ Provide customized skills transfer for Host Integration products

Business Partner

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



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How to get started with WebSphere Host Integration Solution?

WebSphere Host Integration Solution Executive Assessment

- Meet with an IBM business partner to conduct a e-business assessment of your company
- Process takes approximately 2 - 3 weeks
- What you get:
 - ▶ Prototype website (your data)
 - ▶ e-business assessment
 - ▶ competitive website analysis
- To download the executive assessment, go to <http://ibm.com/partnerworld/software/zone>

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**
- **WebSphere Host Integration Solution is an excellent entry strategy to move your business to e-business now**

Resources for Host Integration Solution

IBM WebSphere Host Integration Solution Web Site

- ▶ <http://ibm.com/software/webservers/hostintegration>

IBM WebSphere Host Integration - Customer Comments

- ▶ http://ibm.com/software/webservers/hi_customers

IBM WebSphere Host Integration - Business Partners

- ▶ http://ibm.com/software/webservers/hi_partners

IBM WebSphere Host Integration - Case Studies

- ▶ http://ibm.com/software/webservers/hi_casestudies



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BACKUP CHARTS

Key Competitors and Competitive Advantages

Host Integration Competitive Advantages over Attachmate

- ▶ **Security** - Attachmate emulators do NOT support SSL in a two-tier environment where as PCOMM and HOD do. Attachmate also support Server Authentication only while the IBM solution supports Server and Client Authentication. Attachmate's VPN solution from Aventail is not supported in-house.
- ▶ **Tools** - Attachmate's application development and tool support (HostPublisher Wizards and tools vs Enterprise Access Objects, for example) are very poor when compared to the IBM solutions making them much more difficult to implement.
- ▶ **Return on Investment** - It is generally accepted that Attachmate has had poor market share of their SNA-TCP/IP servers, which gives IBM an opportunity to promote "Enterprise" deals where gateway replacements (or even HOD on S390) can give significant ROI.
- ▶ **Scalability and Flexibility** - Attachmate uses ActiveX and COM in almost all of their solution, they are not as scalable, flexible, robust, or as complete as the IBM solution. Attachmate knows their solution is not as good as IBMs and therefore, tries to compete against IBM in price by almost giving their products away. This, obviously, is not a very sound business practice as Attachmate can not make much money by giving their products away.

Host Integration Competitive Advantages over WRQ

- ▶ **Security** - Both Reflections and Reflections for the Web require the use of a Security Proxy Server meaning they are a three tier implementation. Both HOD and PCOMM support either two- or three-tier implementations. Also, Reflection for the Web session and configuration files can only be uploaded to the web server via FTP. The html and configuration files are created at the time of upload. This means that potential FTP ports must be open on firewalls.
- ▶ **Scalability** - the WRQ Apptrieve server only runs on NT or Sun Solaris meaning it is not nearly as scalable as the IBM solution which will run on S/390, AS/400, AIX, or Sun giving the customer much more flexibility and scalability.
- ▶ **Incomplete Solution** - WRQ does not offer any type of TN server product meaning the customer must rely on a third party to provide this capability.
- ▶ **Open Standards** - IBM's solution is based on open standards where as several of the WRQ products are not. For example, WRQ SuperNova is a proprietary solution with no standards support.
- ▶ **Database Connectivity** - The only WRQ product that supports any type of database connectivity is VeriStream, which is a newly acquired product. The IBM Host Integration Solution provides database connectivity at many levels providing the customer with much more flexibility and scalability.

Host Integration Competitive Advantages over Seagull

- ▶ **Proprietary Standards** - The IBM Host Integration strategy is based on Open Standards while Seagull implements proprietary standards.
- ▶ **Customized GUI** - Seagull offers no easy way put a customized GUI on top of their Renex emulators like IBM Screen Customizer offers.
- ▶ **Printing** - Seagull claims to support printing and the printing of host spool files to local PC printers but this is only true of their "fat" clients not their Java or html clients. IBM provides host print capability in all of our solutions clients and also team with Interface Systems to provide even more host print options for customers.
- ▶ **Scalability** - According to Seagull, they don't recommend running more than 300-500 users per JWalk or WinJa server when running on NT. They are not anywhere near as scalable as the IBM solution.
- ▶ **Lack of host connectivity** - Seagull supports connectivity to 3270 and 5250 applications. Seagull claims they support database connectivity via ODBC drivers. They do not support accessing VT applications.
- ▶ **Flexibility** - Seagull only supports the use of their telnet server provided in their products (Seagull Wireless-to-Host Gateway, for example) and does not work with anything else. The IBM solution will work with any telnet server, even if it is not an IBM one.