*The **Intranet to Host Access** offering is for SMB customers who want to be able to access their host systems and applications across **Intranets or Extranets** using either traditional host emulation software or a Java-enabled Web browser. This is possible with **the IBM Host Access Client Package***

A - Customer target

Customer size

Nb of employees	1-50	50-100	100-250	250-500	500-1000	1 000 +++
	X	X	X	X	X	X

The low entry cost of the offering means that is can be sold to the smallest organisations. The unit cost per employee changes only marginally as the number of employees grows.

Customer Industry

Retail	X
Wholesale	X
Banking/Finance	X
Insurance	X
Telecommunications/Media	X
Government	X
Manufacturing	X
Travel/Transportation	X
Healthcare	X

Typical sponsor

Sales Exec	
Marketing Exec	
CEO	
Finance Exec	
Customer Service Exec	
IT Manager	X
Network Manager	X

Account Situation / Prerequisites

The typical host emulator type of environment.

Customers are interested in extending the reach of their current applications and need a cost effective easy to deploy solution.

- LAN, Intranet and Extranet situations only
- High to medium-bandwidth communication lines between servers and clients
- If using traditional emulation software (ie Personal Communications) then customer needs to be able to define software running on client and have physical access to clients for installation and maintenance.
- If using Java emulation through a standard Web browser (ie Host-OnDemand with Internet Explorer or Netscape) then browser must be Java-enabled on client
- Requirement for a Communications Server and additionally a basic HTTP Web Server if using browser access. (Both servers could be installed on the same physical server)

Customer Pains

- **IT Manager pains:**
- Need to replace 'dumb terminals' with intelligent clients - PCs
- Need to reduce the cost and simplify the deployment and maintenance of host emulation software
- Need to be able to access multiple host systems from a single client (AS/400, S/390, UNIX)
- Want to have existing applications exploit the Web, but have little or no programming skills or do not have access to source code.
- Need to develop e-business applications, but the cost and time to replace applications proving prohibitive
- Want to give host applications a new Web look and feel.
- Need to reduce telephone charges from off-site connections
- Training costs for new users are too high
- low employee productivity being blamed on IT infrastructure
- Need to develop links with suppliers and BPs
- Too much time and effort being spent on trying to support multiple vendor emulators, communications servers and network types.

- Need to provide secure access to host systems, concerns over security violations

10 Questions to create a vision

IT Manager questions:
- What if you could Web-enable your applications without having to re-write a single line of code?
- What if you could reduce training costs by using a user-interface that new staff were already familiar with.
- Would you like to reduce help line costs by providing your employees direct access to information?
- Would you like to be able to streamline or modernize your existing applications without having to re-write them?
- What if you could radically reduce the cost of maintaining your end user's emulators?
- What if you could satisfy all of your connectivity needs from a single supplier?
- What if you could provide your employees with easy access to information they need to make decisions?
- What if you could provide your suppliers and BPs with direct access to information?
- What if you could reduce telephone charges from off-site connections?

B - Typical Solution proposed

Benefits of Solution

- The package of products provides the most complete answer to host access and network integration in the industry. Customers can make application decisions based on business needs, not network protocols . Users can access the information they need—when they need it—from a large computer or LAN, whether they're in the office or on the road

- Provides access to applications and data residing on AS/400 (5250), S/390 (3270), and DEC/UNIX (VT) hosts via traditional and Java-enabled Web users - in SNA and intranet environments.

- Includes thin client technology to distribute host access capability to remote users, as well as users in intranet and extranet environments.

- The ability to create new graphical user interfaces (GUIs) to front end host information without programming, using drag and drop technology.

- Support for SNA, APPC, HPR and other related technologies.

- The solution provides a license which entitles the user to use either traditional or Java emulators, this lets a customer mix-and-match support to meet end-users' requirements.

- Allows you to hide navigational screens for more targeted workflow and fewer keystrokes.

- Host On-Demand Installs on a server, simplifying maintenance, deployment and upgrades

- Provides secure access across the Internet with SSL-based technology

- Includes industry standard APIs: EHLLAPI, Java and Host Access Class Libraries, ActiveX controls to quickly create new e-business applications and preserve those investments into the future.

- Available in all major languages

- Provides a consistent look-and-feel - irrespective of the client operating system.

- **Low cost.** Extending the life and useage of existing software is a far less costly than purchasing or developing new applications.

- **Low risk.** Avoids the risks associated with lengthy or complex development cycles. Additionally the key host applications have already been proven and tested.

- **Scalability and re-usability**. Multi-platform support ensures scalability, adherence to industry standards including Java and XML ensure re-usability of any components created.

- Is an integral part of the **Websphere Software Platform for e-business**, and as such shares a common infrastructure with other Websphere branded products.

- **Flexibility.** In addition to the individual product(s) listed below, options are available to purchase at a single price-per-user solutions which entitle a customer to use a combination of Web-to-Host and Internet-to-Host products. As this document is being prepared these bundling options are being reviewed, any interested party should contact their local IBM sales representative and ask for details of the IBM Host Integration Solution.

Content of Solution

- **IBM Host Access Client Package.**

This package includes:
1. **Personal Communications** for traditional emulation using standalone software installed on the client
2. **WebSphere Host On-Demand** for Java emulation via a Web browser
3. **Screen Customizer** to give host applications a Web look-and-feel, suitable for both emulators above.

... And possibly as an option to both the traditional and Java emulators above...

- **IBM Communications Server.**
   may be required in order to provide TCP/IP users with access to host appplications

Platforms

	Personal Comms. / Screen C runtime clients	Host OD / Screen C runtime servers	Screen C (Admin. & Studio components)	Communications Server
Windows NT	X	X	X	X
Windows 95/98	X		X	
Windows 2000	X	X	X	X
AIX		X		X
AS/400		X		
S/390		X		X
Linux		X		
HP/UX		X		
Sun Solaris		X		

Notes:
1. Communications servers on AS/400, AIX and other host systems normally provide access to Windows clients from that server operating system. In a 3-tier model, Windows clients trying to access host applications via other mid-range servers will often require an IBM Communications Server.
2. Host On-Demand / Screen Customiser clients can be run in any Java-enabled Web browser.
3. The Screen Customizer Administrator and Customization Studio components are used in the capture and customisation of the host applications, they are not required at run-time.

Price/PN

Intranet to Host Access : 45 K Euros
(SW 30.0 K Euros + service 15 K Euros)

Product	P/N	Quantity	Points	PriceEuros
VPO INSTL/SW SUB IBM HOST ACCESS CLIENT PACKAGE 2 ANNIV	D17H9ML	75	2*75	399*75
IBM HOST ACCESS CLIENT PACKAGE V1.1 MEDIA PACK ENGLISH	BM7H1NA	1	n/a	24
TOTAL SW				**30.0k**

Product	P/N	Quantity	Points	PriceEuros
Communications Server				
VPO INSTL/SW SUB ENTWK COMM SRVR AIX 1 SERVER 2 ANNIV	D17P2ML	1	5	1,288

VPO INSTL/SW SUB ENTWK COMM SERVER FOR AIX 1 USER 2 ANNIV	D17J4ML	1	0.5	91
IBM COMM SERVER 6.0 FOR AIX MEDIA PACKAGE US/CAN ENGLISH (ST	BE6QVNA	1	n/a	35
VPO INSTL/SW SUB COMMUNICATIONS SERVER WIN NT 1 SERVER 2 ANNIV	D17RQML	1	5	1,288
VPO INSTL/SW SUB COMM SVR NT 1 USER 2 ANNIV	D17Q9ML	1	0.5	91
IBM COMMUNICATIONS SERVER FOR WIN NT 2000 V6.1.1 MD PK US EN	BE6RTNA	1	n/a	35

Notes:

1. Prices are based on a 2 years subscription through Passport Advantage VPO contract, Band A.
2. Prices for the solution are based on number of registered users previously the pricing for Host On-Demand (when available separately) was based on concurrent users.
3. Upgrades to this package are available from **any** currently licensed full-function emulation product, including: Personal Communications, ClientAccess AS/400, or Host On-Demand.
4. Although not shown above, Communications Server is also available for OS/2 and SCO Unixware.
5. Communications Server pricing is calculated on a base charge for the server and a charge per concurrent user.
6. Please localise documentation and media pack references when available in your country.
7. Prices are given here only for evaluation, please refer to the official IBM price book for a contract.

Service offering :

The complexity of installation will depend on the following criterias :

- Dependant on the level of security required (SSL and/or client authentication).
- Dependant on whether the customer has an HTTP web Server already installed.
- Dependant on whether a Communications Server also needs to be installed and configured.

Typical Statement of work needed

- Web-to-host Consulting **2 days**
- Education and Training **1 days**
- Web-to-host Application Customization **8 days**
  Using Sreen Customizer (estimated at 4-5 screens per day) eg 40 screens
- Installation and Configuration **2-5 days**
  (Solution 2 depends on need for HTTP and Comms server. Solution 1 depends on the number of and access to workstations, and possible need for a Comms server)

Total   15 days

Estimated at 15 k euros
The price is to be checked and localise according to the countries.

This service offering is an entry point offering and could be complemented with for example

- Proof of Concept **2-5 days**
- Customized Programming **5+ days**

  (depends on complexity of requirements)

C- Business Partner Value Proposition

(why should a business partner sell and promote that offering ?)

- $ 30K average software sale in GMB in EMEA (based on 75 users)
- $ 15K average services sale in GMB in EMEA
- Incremental h/w sales if customer implements an HTTP Web Server on a separate server to the host system, this may be done to limit the impact of the additional workload.
- ROI of 60 %, (45k / 28.5k), based on the following assumptions:
  1. 15% reseller discount on 30k software licenses purchased through VPO Passport Advantage
  2. 15% rebate though ILSAP on 30k software licenses sold or influenced in non IBM named accounts

  3. 100% markup on internal costs for BP services provided to end-customers.
- This offering is part of the VAE Programme, is listed under "e-Business Web Application Server Solutions" and as such selling this offering could be all a BP with low technical skills need do to qualify to sell AS/400s or RS/6000s.
- Web-to-Host market is growing 360% per year according to IDC. IDC estimates that in 2003, 90% of host access will be done through web navigators.
- IBM offers the #1 market leader in this category of product, both in terms of market share (ref IDC report June 2000) and in functionality (ref product comparisons in InforWorld or Windows 2000 Magazine, both summer 2000)
- IBM products positioned as market leaders in the 'Magic Quadrants' produced by both IDC and Gartner for this category of product.
- Take advantage of the tendency for customers to favour and select IBM emulation products for reasons of compatibility and testing for accessing IBM host systems.
- The simplicity of the solution allows a BP to establish himself as the favoured e-business partner quickly.

D - Other information

Where to get more information ?

- **IBM Websphere Host Access Client Package**
  Http://www.ibm.com/software/network/hostaccess
- **IBM Host Integration**
  Http://www.ibm.com/software/network/hostintegration
  Brochure - G325-3785
- **IBM Personal Communications**
  http://www.software.ibm.com/network/pcomm
  Brochure - G325-3475

- **IBM Host On-Demand**
  http://www.ibm.com/software/network/hostondemand
  Brochure - G325-3738
- **IBM Screen Customizer**
  http://www.ibm.com/software/network/screencustomizer
  Brochure - G325-3917
- **IBM Communications Server**
  http://www.ibm.com/software/network/commserver
  Brochure - G325-3986

These brochures are currently part of the Host Integration Preview kit p/n GX75-0633-04

Relevant publications or deliverables

- The following redbooks are available:
  IBM Host On-Demand (SG24-2149)
  IBM Web-to-Host Integration Solutions (SG24-5237)

- Further white papers are available on the Internet.