*The **Web to Host Access** offering allows SMB customers to provide access their host systems and applications from anywhere across the Internet using only a basic Web browser. This is possible with **IBM Websphere Host Publisher**.*

A - Customer target

Customer size

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

Minimum entry cost of the offering is too high for the smaller customers who are generally unwilling to spend as much on software as on hardware.

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

Account Situation / Prerequisites

Customer wants to become an e-business and provide to his customers with access to host information. They are looking to make employee driven applications into Web based self-service applications. They are looking for a way to start to implement e-business application with WebSphere but do not have all the necessary programming talent and skills. They need a quick way to deploy these new applications and be able to reuse the components later when they start building new applications with new business logic.

• Suitable for all Intranet, Extranet and Internet situations
• Suitable for all high to low-bandwidth communication lines between servers and clients
• No need for customer to be able to define or need physical access to clients.
• No specific requirements on standard Web browser on clients (ie uses only standard HTML, no need for Java-enablement)
• No requirement for Communications Server or Web Server capabilities - they are provided with the offering.

Customer Pains

• **Sales exec pains:**
- salesforce can't place orders and check stock when they want
- sales reps are spending too much time in the office processing orders or handling inquiries.
- Orders take too long to process due to the number of systems that the information must be entered into.

• **Marketing exec pains:**
- Competition has superior web presence
- brand image not modern enough because the company is not using the web technology

• **Customer service exec pains:**
- Customers demanding 24 hours 7 days a week web access to order entry and inquiry.
- Employees, particularly in the help desk, need to simultaneously access information that resides on different systems
- Training costs for new users are too high
- Answering customer questions is taking too long

- Customer satisfaction is declining
- Improve responsiveness to customers by providing for self service access to applications and data

• **IT exec pains:**
- Need to provide host emulation in low bandwidth environments
- Want to give host applications a new Web look and feel.
- 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.
- Need to provide universal access to selected host applications or data - ie to any user with minimal browser capability using only HTML.
- Want to change or modify the business logic of existing applications AND do so in a way that could later integrate with a full Websphere application development environment.
- Need to provide external access to some but not all information shown by an application
- Need to be able to simultaneously combine information from mutiple hosts into a single HTML page
- Need to provide secure access to host systems, concerns over security violations
- Delays and errors created from multiple data entry.
- Inconsistent data in different systems.
- Too many platforms to support without consistent functionality?
- multiple hosts systems requiring multiple logons

10 Questions to create a vision
Sales exec questions:
- What if your sales force could provide instant responses to customer enquiries?
What if your sales force were able to check stock levels and place orders from customer locations.
- What if you could provide the latest sales and product information to travelling employees?

Marketing exec questions:
- What if you could gain competitive advantage by expanding your business to the Web before your competitors can?
- What if you could reduce your time to market and reach new customers by expanding your business through the web?
- What if you could improve and modernize your brand image by having a low cost and efficient web site?

Customer Service exec questions:
- 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 and customers with direct access to information?
- What if you could improve customer satisfaction by being able to respond quicker and more accurately to customer enquiries?
- Would you like to be able to simultaneously combine information from mutiple host systems when responding to a customer?

IT exec questions:
- What if you could Web-enable your applications without having to re-write a single line of code?
- 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?
- Would you like to be able to streamline or modernize your existing applications without having to re-write them?
- What if you could simultaneously combine information from multiple hosts into a single HTML page?
- What if you could provide secure universal access to selected host applications or data to any user with minimal browser capability?
- What if you could ensure that data were only entered once, irrespective of how many host systems it is stored in?
- What if you could quickly and easily modify the business logic of existing applications AND do so in a way that could later integrate with a full Websphere application development environment.

B - Typical Solution proposed

Benefits of Solution

- Provides Web integration with 3270, 5250, Virtual Terminal (VT), Java Database Connectivity (JDBC) and Java host applications without requiring any changes to the existing application itself.

- Allows for easy consolidation of multiple applications into a single composite application or Web page for presentation to Web users.

- Includes and integrates with Websphere Application Server and Websphere Studio to provide a comprehensive solution for delivering host data to Web users and to new Websphere e-business applications.

- Provides a wide range of host access options: HTML to Web browsers, XML Gateway for Java applications, and reusable Host Publisher Integration Objects for Java applets and applications.

- Helps to leverage your investment in Host Publisher by using integration objects that are based on open industry standards that can be reused in new e-business applications, and reducing the costs and risks associated with new application development.

- Can be implemented without programming, using a simple graphical wizard-like interface.

- Includes IBM Network Dispatcher, which enables the balancing of user network traffic across a pool of Host Publisher servers.

- **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.

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

- Elimination of dual entry of data.

- Installs on a server, simplifying maintenance, deployment and upgrades

- **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 Websphere Host Publisher

Platforms

Windows NT	X
Windows 95/98	
Windows 2000	x
AIX	X
AS/400	X
S/390	X
Linux	
HP/UX	
Sun Solaris	X

Price/PN

Web to Host Access : 35 K Euros min.
(SW 20 K Euros(NT/Unix) or 13 K Euros (AS400) + service 13 K Euros)

Pricing for Host Publisher is not based on the number of clients but on the principle of 'workload' on the server. With the release of HP v2.2 pricing continues to be based on workload, but has moved away from the concept of 'Integration Objects per minute' to one being based on the number of 'concurrent sessions'. For example 50 users each accessing a single host session is equivalent to 1 user accessing 50 host sessions.

The basic Server license includes connection for a number of 'concurrent sessions', additional 'concurrent sessions' are purchased through the Usage Packs. For this reason it is recommended that an initial customer review should include some form of capacity planning to forecast the workload required.

Product	P/N	Quantity	Points	Price euros
AIX,NT,Solaris environment				
VPO INSTL/SW SUB IBM SECUREWAY HOST PUBLISHER 1 SVR INS 2 ANNIV	D36F0ML	1	90	19,856
VPO INSTL/SW SUB IBM SECUREWAY HOST PUBLISHER USAGE PACK 2 ANNIV	D37BIML	1	60	13,299
WEBSPHERE HOST PUB V2.2 MULTI MEDIA PACK US ENGLISH	BE6U5NA	1	n/a	35
AS/400 environment				
VPO INSTL/SW SUB IBM SECUREWAY HOST PUBLISHER AS/400 1 SVR IN 2 ANNIV	D47UCML	1	90	13,255
VPO INSTL/SW SUB IBM SECUREWAY HOST PUBLISHER AS/400 USE PACK 2 ANNIV	D47K1ML	1	60	6,647
IBM WEBSPHERE HOST PUB V2.2 AS/400 MEDIA PACK US ENGLISH	BE6TYNA	1	n/a	35

Notes :
1 - Host Publisher requires no client licences
2 Prices are based on a 2 years subscription through Passport Advantage VPO contract, Band A.
3 - Please localise documentation and media pack references when available in your country.
4 - Prices are given here only for evaluation, please refer to the official IBM price book for a contract.
5 - Host Publisher for S/390 is not available through Passport Advantage, to order contact your local IBM sales representative
6 - The lower pricing for HP v2.2 on the AS/400 platform reflects the correspondingly lower number of 'concurrent sessions' provided. 25 instead of 50 sessions are provided with the AS/400 partnumbers.

Service offering :

The complexity of installation will depend on the following criterias :
- existing HTML authoring skills and/or Web design skills eg familiarity with products such as Front Page.
- level of security required (SSL and/or client authentication).

Typical Statement of work needed

- Web-to-host Consulting   **2 days**
- Education and Training   **1 days**
- Web-to-host Application Customization **8 days** Using Host Publisher Studio (estimated at 4-5 screens per day) eg, 40 screens
- Installation and Configuration   **2 days** (Software only, depending on the number of workstations, servers, etc.)

Total   **13 days**

Estimated at 13 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 ?)

- $ 20K average software sale in GMB in EMEA (based on 75 users requiring 50 concurrent sessions)
- $ 15K average services sale in GMB in EMEA
- Incremental h/w sales if customer implements the Host Publisher Server on a separate server to the host system, this may be done:
  1. to limit the impact of the additional 'publishing' workload
  2. for Security reasons - keep the host system protected from external attack
- ROI of 63 %, (35k / 21.5k), based on the following assumptions:
  1. 15% reseller discount on 20k software licenses purchased through VPO Passport Advantage
  2. 15% rebate though ILSAP on 20k 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.
- IBM offers the #1 market leader in this category of product (ref IDC report June 2000)
- IBM products positioned as market leaders in the 'Magic Quadrants' produced by both IDC and Gartner for this category of product.

- Tendency for customers to favour and select IBM products for reasons of compatibility and testing when accessing IBM host systems.
- Cross-selling with other e-business solutions -> give more details
- 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 Host Publisher**
  http://www.ibm.com/software/network/hostpublisher
  Brochure - G325-3932
- **IBM Host Integration**
  http://www.ibm.com/software/network/hostintegration
  Brochure - G325-3785

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 Web-to-Host Integration Solutions (SG24-5237)
  IBM Host Publisher (SG24-5385)

- Further white papers are available on the Internet.