IBM

WebSphere® software

Build an engaging, interactive Web site that puts you ahead of the competition.

In a volatile economic climate, it's crucial to develop a strategy that drives new business and increases business from existing customers. You want to reach your customers faster — before the competition does. But to do so, you must leverage current resources, respond quickly to an ever-changing marketplace and build customer loyalty — all while making the most of a limited IT budget.

Moving your business to the Web can help you gain market share, outpacing your competition. The IBM WebSphere® Leverage the Web product set can help you create Web applications that are designed to get your Web site up and running quickly. A range of dynamic e-business infrastructure software and robust application development tools enable you to develop and deploy new e-business solutions. All built on a solid, proven foundation that extends and scales easily as your business — and the marketplace — evolves.

The WebSphere Leverage the Web product set gives you:

- Flexibility. *Build at your own pace. Develop applications for simple e-business transactions to suit your particular needs-while still making use of existing critical business functions.*

- Ease of use. *Create high-quality, high-performance applications with easy-to-use tools that help you get to market faster. And that work seamlessly with your current resources and skill sets.*

Build a first-class Web site to meet your unique needs
Creating a simple Web site allows you to provide useful information to both new and existing customers. Product and service literature. Dealer and agent locations. Tips for using your products. Or news and information for investors. With WebSphere products and solutions, you can build a successful site in as little as a few days. And present your Web content securely and cost effectively.

Making your Web site interactive, with animation or small applications, can help users find needed information more readily. WebSphere software allows you to create dynamic Web pages by generating simple Web applications or rich transactional systems. And Web services support offers integration across applications, so customers and trading partners can share applications as needed — at reduced total cost to you.

Gain competitive advantage with WebSphere software
WebSphere software delivers e-business value by building on a solid foundation that gets your business on the Web quickly. The foundation of the WebSphere software platform is award-winning, IBM WebSphere Application Server. This Java™ technology-based Web application server transforms static Web sites into vital sources of dynamic Web content. With WebSphere Application Server, you can simplify access to business-critical data. Increase the productivity of your Web site developers. Enhance and improve Web site content and

performance. And build an interactive Web site that puts you ahead of the competition. The net for you? Quick return on your investment. Lower total cost of ownership. All while maintaining core business systems and Web applications more efficiently.

With IBM WebSphere Studio Application Developer, you get a premier, end-to-end Java 2 Platform, Enterprise Edition (J2EE) application development tool optimized for the WebSphere software platform. Based on IBM WebSphere Studio Workbench technology, WebSphere Studio Application Developer enables you to quickly and easily integrate WebSphere tools with those of other vendors through industry-leading support for open technologies.

Consolidate everything with IBM WebSphere Host Integration solution. Take legacy applications to the Web. Create and deploy new host access e-business applications-without having to change existing applications. Whatever your needs — simple Web page delivery, a new look for legacy applications or sophisticated Java solutions — WebSphere Host Integration solution gives you the flexibility to integrate critical business data with Web applications. .

Take advantage of dynamic e-business
Customers, suppliers, trading partners-everyone uses the Web. A strong Web presence can mean the difference between success and failure in today's marketplace. Help new customers discover you quicker. Make it easier to learn about your products and services. Increase sales-while cutting service costs. And gain competitive advantage.

For more information
Scalable. Flexible. Reliable. With products and solutions from the WebSphere software platform for e-business, you can get to the Web as quickly as you want to. Without having to sacrifice existing IT resources and skill sets. To learn more, visit:

ibm.com/URL

IBM®

e business software

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