

Taking Your Web Site from Publishing to Web Self-Service



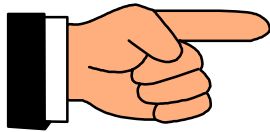


e-business software

The difference
is WebSphere.

IBM

Agenda



- What do the experts say?
- What is Web Self-Service?
- Self-Service examples
- How do you start?
- Who is using it today?
- Next Step



e-business software

The difference
is WebSphere.



What the experts say...

"Giga estimates the size of the Enterprise JavaBean (EJB) application server market to have been \$585 million in 1999. We expect it to balloon to \$1.64 billion in 2000 and to continue to grow rapidly, reaching \$9 Billion by 2003."

BEA's share dropped from 32% to 24%, while IBM is nearly drawing level with BEA Systems Inc with a dramatic increase in share from 16% to 23%.

Giga Information Group, '2000 Forecast for the EJB Application Server Market',
- June 2000 with update in December, 2000

WebSphere Application Server Software Platform market share grew 40 times faster than the market and 8 times faster than the nearest competitor.

IDC Application Server Software Platforms Forecast and Analysis, 2000-2004
(IDC #22400 - June 2000)



e-business: Changing The Shape Of Business

New Customers

Internet users in 2000 will grow 53% from YE99

- the number of WWW users grew to 240 million in 1999
- forecasted to reach 327 million by year end 2000 and surpass 600 million in 2003

New Channels

Avg. sale at Macys.com 40% higher than in stores

- 29% of all WWW users will purchase something online by year end 2000, and this number will grow to 38% by 2003.
- the amount of e-commerce spending will total over \$1.6 trillion in 2003, a 1999-2003 CAGR of 88%

New Ways to Connect

98% of 540M cell phones sold in 2003 will receive and display data

- By 2004, 600M people will connect by PC
- 1.4B by cell phone
- 1.4B by wired phone

New Ways of Doing Business

In 1999 120% growth in e-retail

- \$33B B2C revenue in 1999, growing to \$61B in 2000
- Business-to-business commerce growing to **\$2.7 trillion** by 2004



e-business software

The difference
is WebSphere.

IBM

WebSphere Vision

To lead the enablement of the e-business revolution by providing businesses with the software and services to power e-business integration, delivery, growth, and differentiation.

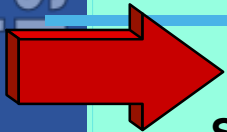
WebSphere is an integrated e-business software platform based on open standards to rapidly and effectively develop and deploy web applications.



e-business software

e-business Payback

The difference
is WebSphere.



	Reduce Cost	Generate Revenue	Improve Productivity	Reduce Cycle Time	Improve Quality	Customer ROI
Web Publishing	■	■				21%
Collaboration	■		■		■	40%
Supply Chain Management	■		■		■	44%
Customer Self-Service	■	■		■	■	47%
Full Back-end Integration	■	■	■	■	■	68%

Source: Meta Group ROI Study



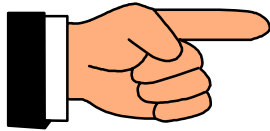


e-business software

The difference
is WebSphere.

IBM

Agenda



- What do the experts say?
- What is Web Self-Service?
- Self-Service examples
- How do you start?
- Who is using it today?
- Next Step



e-business software

The difference
is WebSphere.

IBM

What is Web Self-Service?

A web self service application allows the customer, employee, business partner or supplier to access information, ask questions, get answers, make decisions and take action without human contact.

Forrester 'The Self Service Imperative'

Through 2001 Self Service applications will continue to be the dominant application -

--Gartner Group

Web to legacy integration will expand at 75% from \$1.6B in 1997 to \$14.7B in 2002

--Information Week



e-business software

The difference
is WebSphere.

IBM

What do you expect from your Web site?

- Radically lower the cost of reaching and serving customers
- Increase global reach with virtually zero incremental cost
- Support multiple steps in the transaction life-cycle
- Reach millions of customers with individualized information



e-business software

The difference
is WebSphere.



What if you could transform...

Employees

From competent
to responsive

Customers

From one
transaction to
lifetime loyalty

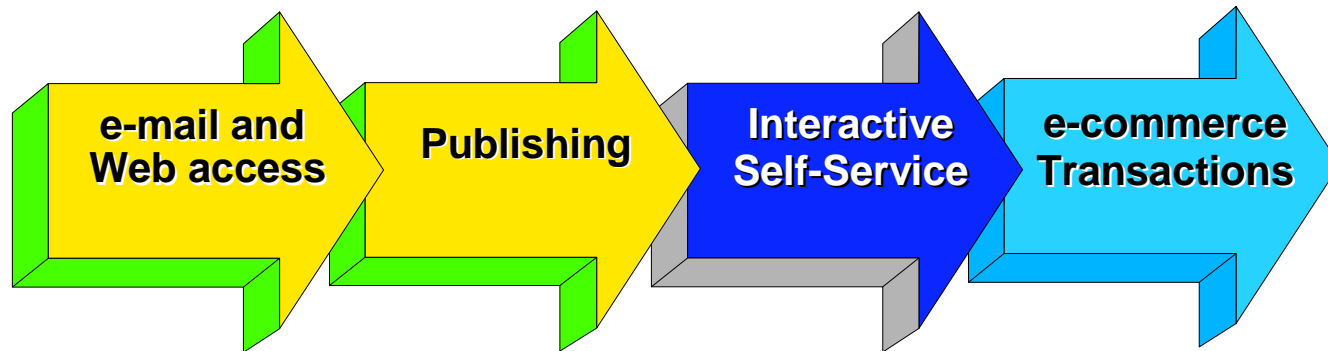
Suppliers & Distributors

From
independence to
interdependence

*Providing value
across the entire
business process*



What are the drivers?



- ▶ Turn visitors into customers
- ▶ Reduce costs
- ▶ Improve customer satisfaction/
Increase revenue
- ▶ Shorten sales cycle
- ▶ Keep up with competitors

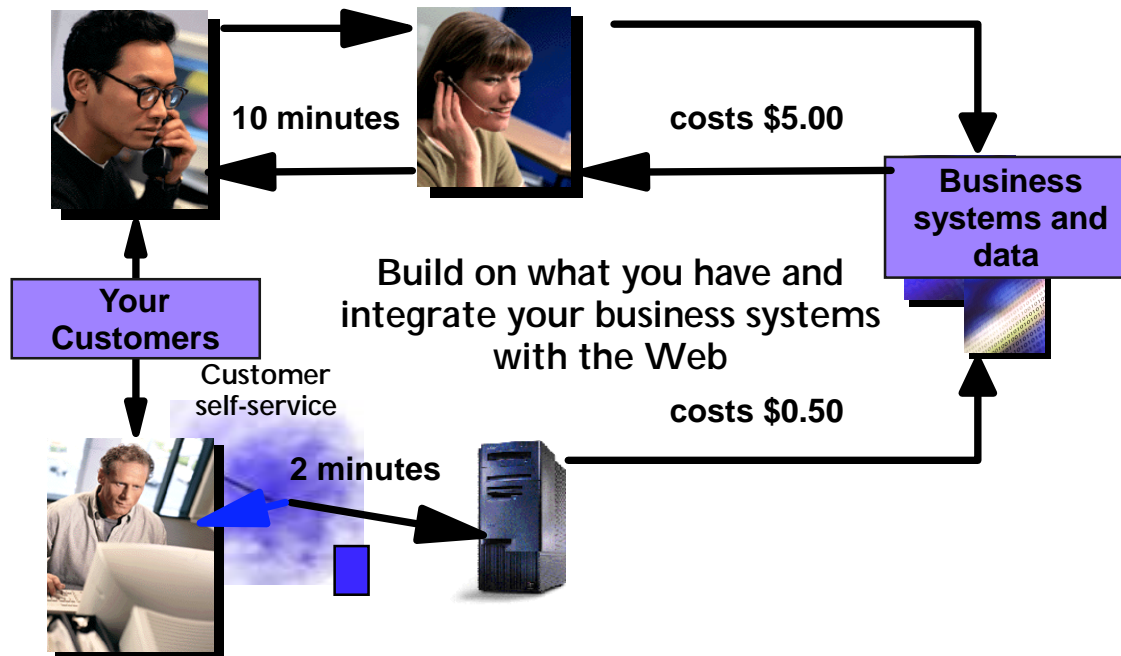


e-business software

The difference is WebSphere.



What is an Interactive and Self-Service Web Site?



Build on what you have and integrate your business systems with the Web
Save money while customers save time

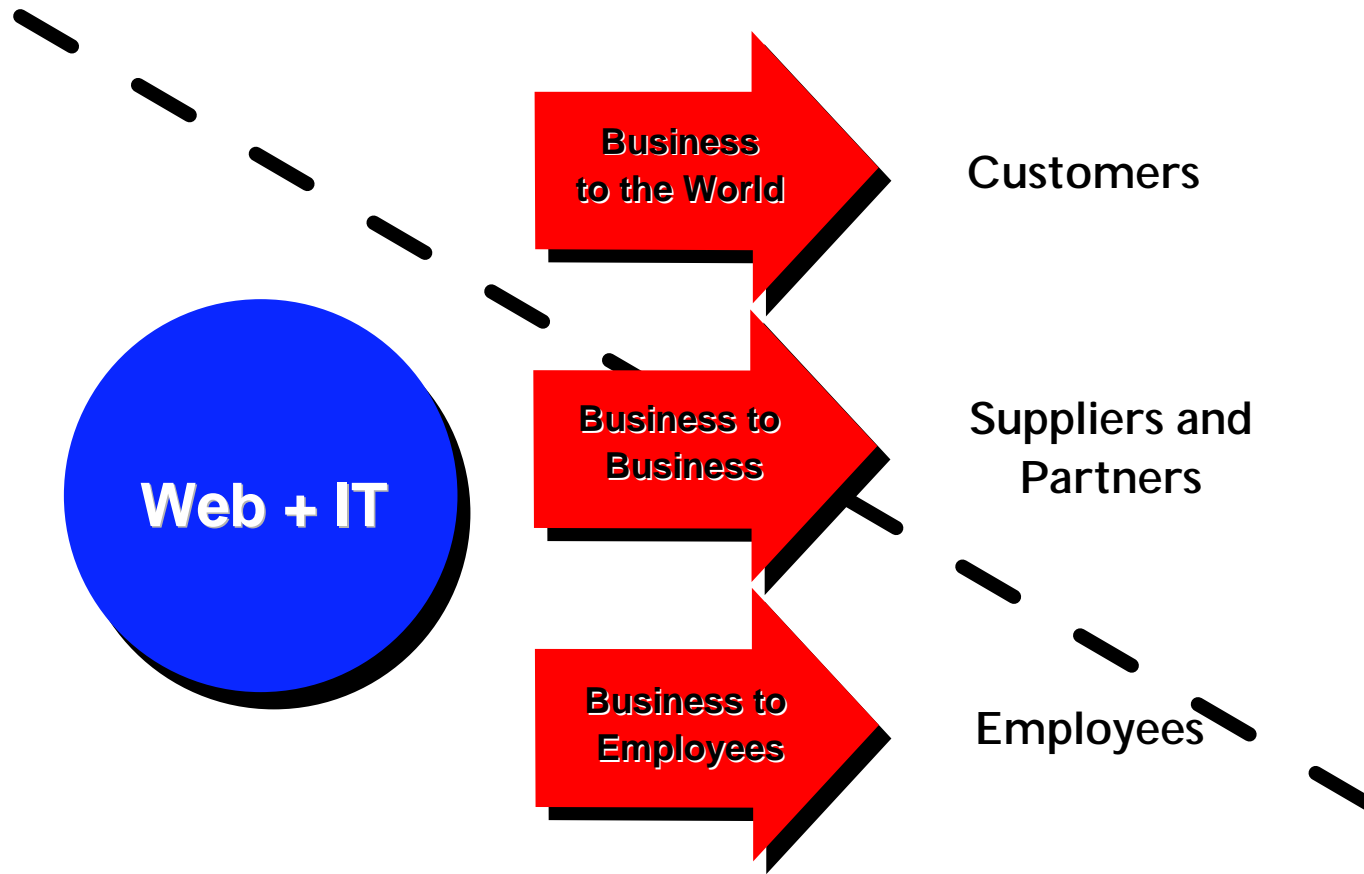


e-business software

The difference is WebSphere.



Extending Web Self-Service to your user community



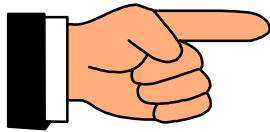


e-business software

The difference
is WebSphere.

IBM

Agenda



- What do the experts say?
- What is Web Self-Service?
- Self-Service examples
- How do you start?
- Who is using it today?
- Next Step



Customers



*From a transaction
to lifetime loyalty*

"Managing a customer from the moment they dial our number, to the day they make their final payment on a loan."

e-business applications transform your web presence into an extension of your business relationships

- allow customers to make payments
- respond quickly to customer requests
- build relationships through community



e-business software

The difference
is WebSphere.

IBM

Employees



*From competent to
responsive*

"Enabling our global sales force beyond instantly accessing enterprise data to transform sales force experiences into permanent assets making success easy to sustain."

e-business applications turn smart people into smart teams empowered to take action

- manage orders, inventory and customer account information
- manage customer service requests and service history
 - direct product requirements to development
- enable your sales force with thorough product and marketing information



e-business software

The difference
is WebSphere.

IBM

Suppliers



*From independence
to interdependence*

"Partnering with our suppliers from sharing critical business information across the value chain to committing orders and collaborating on mutual growth opportunities."

e-business applications enable a network of suppliers to respond with you to changes in customer demand

- allow suppliers to process orders for their customers
 - notify suppliers of inventory levels
- gather feedback on customer needs and process improvements



Progression of Pains

"I want to get my host applications out to the Web quickly and without any application development"



Start Simple

"I need to transform my static Web sites into dynamic Web applications and deliver 24/7 services to my customers."



Deliver Business Services

"I need to deliver large-scale transaction applications via the Web"



High Volume Transactions

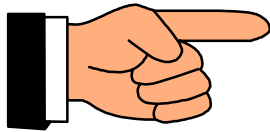


e-business software

The difference
is WebSphere.

IBM

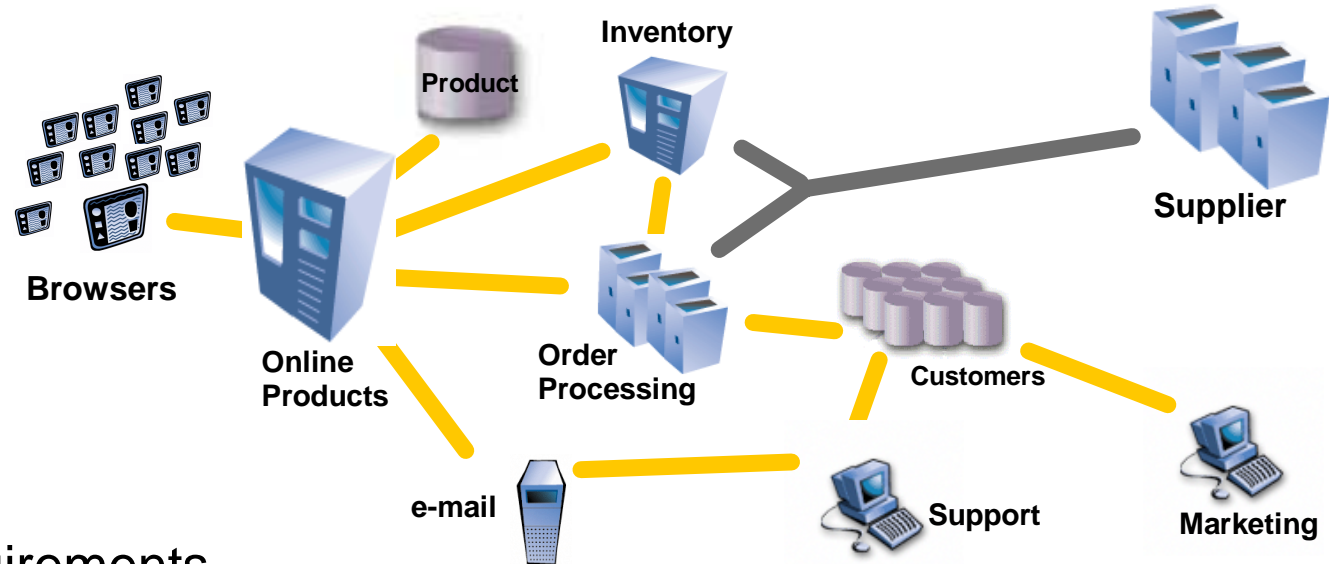
Agenda



- What do the experts say?
- What is Web Self-Service?
- Self-Service examples
- How do you start?
- Who is using it today?
- Next Step



Start Simple...Grow Fast



Requirements

1. From static to interactive site
 - ▶ Easy development
 - ▶ Dynamic Web pages
2. Start online shop
 - ▶ Access to product DB
3. Add inventory check
 - ▶ Real-time link to inventory
4. Add order processing
 - ▶ Link to order processing & customer DB
5. Maintain inventory level
 - ▶ Link to Supplier
6. Add customer support
 - ▶ Integrate e-mail & workflow system
7. One-to-one marketing
 - ▶ Business intelligence solution
8. Accommodate growth
 - ▶ Deploy on scalable system

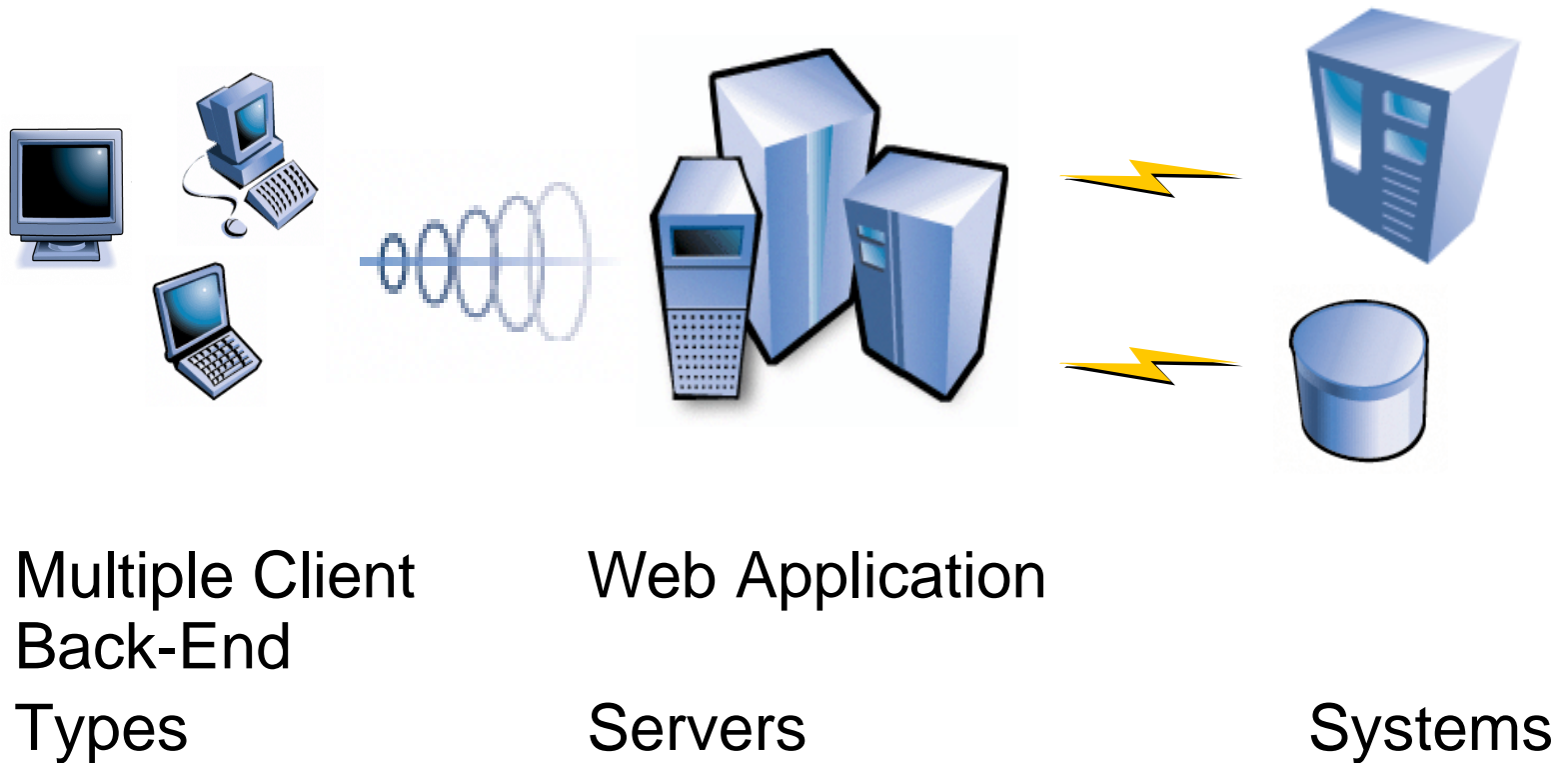


e-business software

The difference is WebSphere.



Build the Web Infrastructure





e-business software

The difference
is WebSphere.



What are Web Application Servers?

- The new enterprise-wide application platform
- Attributes of other enterprise products:
 - ▶ Web servers
 - ▶ transaction monitors
 - ▶ database gateways
 - ▶ collaboration
- Known by several names:
 - ▶ component servers
 - ▶ object transaction monitors
 - ▶ Web application servers

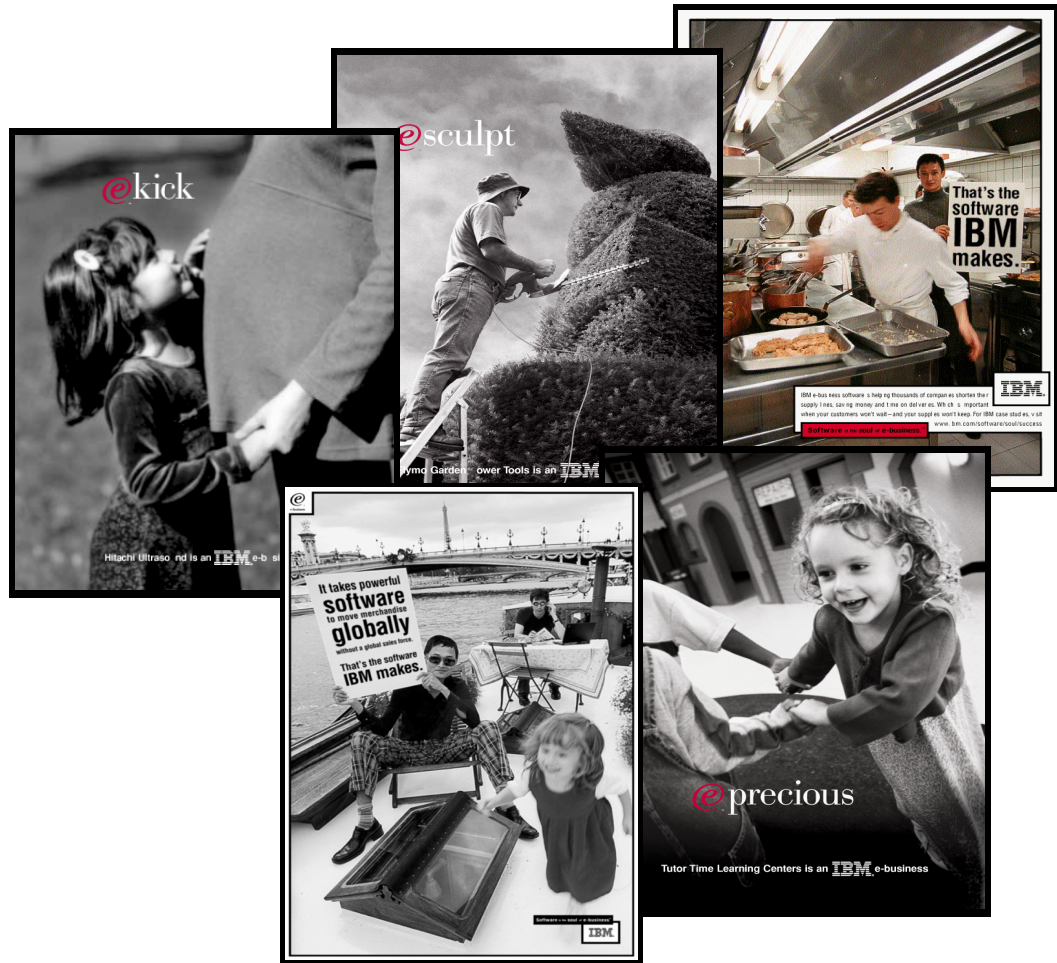


e-business software

The difference is WebSphere.



What are the new offerings?



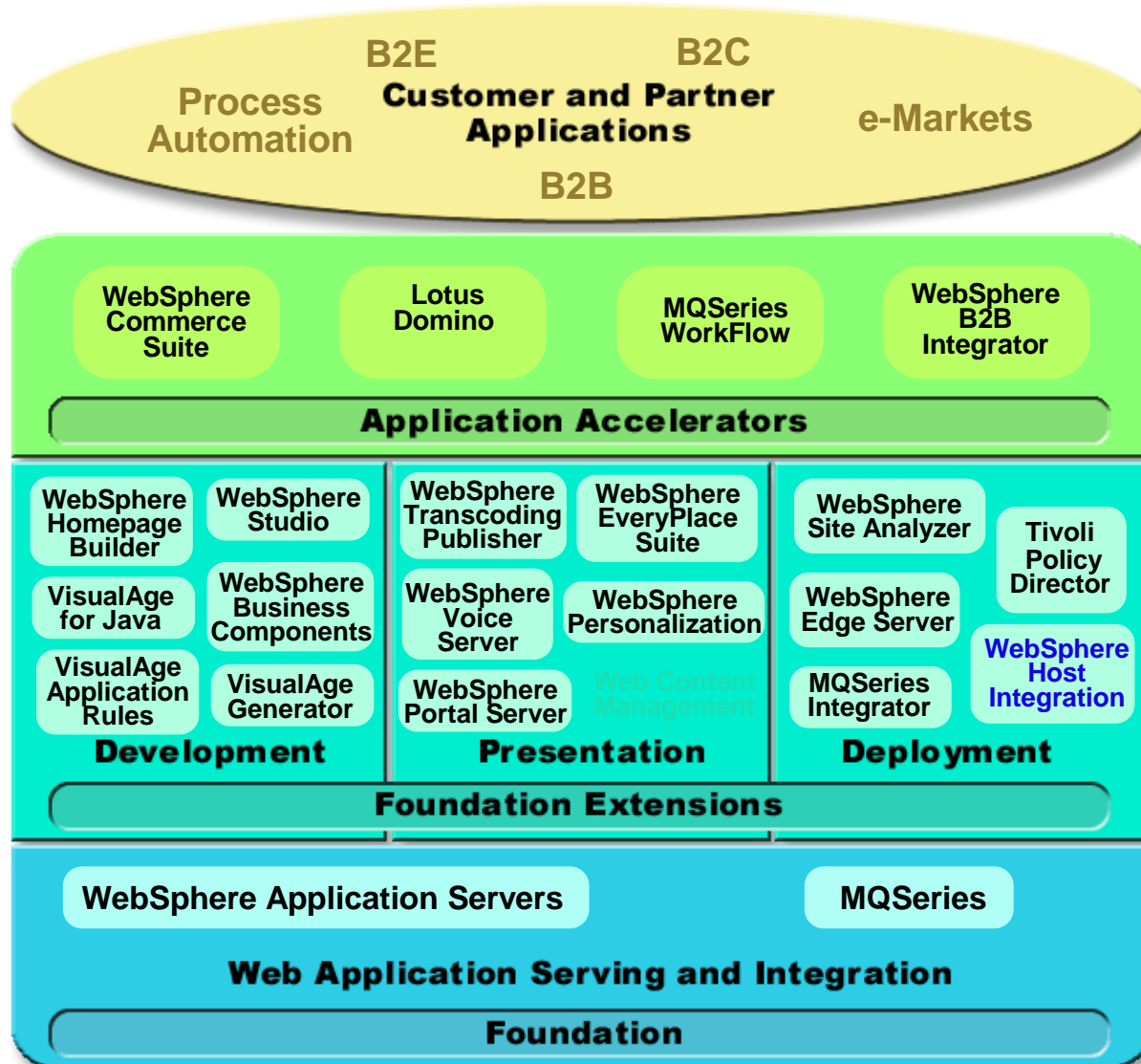


e-business software

The difference is WebSphere.



WebSphere software platform for e-business





e-business software

The difference
is WebSphere.

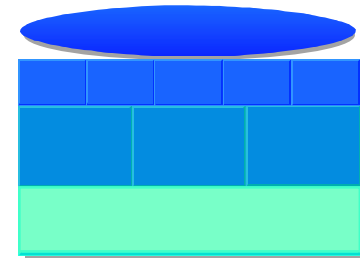
IBM

WebSphere Foundation

WebSphere Application Servers

- **Standard Edition** -- Produce dynamic Web PRESENTATION logic and content
- **Advanced Edition** -- Deploy and manage new e-business APPLICATION logic
- **Enterprise Edition** -- INTEGRATE new and existing e-business transactions

CRN Editor's Choice
Best Web Application Server
November 2000
"because of its technical
excellence and astounding
channel program"





e-business software

The difference
is WebSphere.

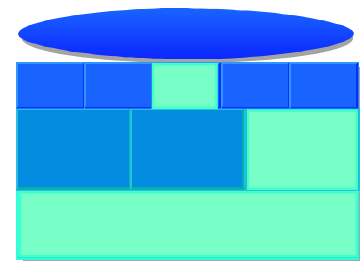
IBM

WebSphere Foundation

MQSeries Family with WebSphere Software Platform

- **MQSeries Workflow** - End to end process automation with tracking and auditing, links systems, people
- **MQSeries Integrator** - Business Information manipulation, content pub/sub, XML and more
- **MQSeries** - messaging services with assured delivery

MQSeries dominates the messaging market with 72% marketshare





e-business software

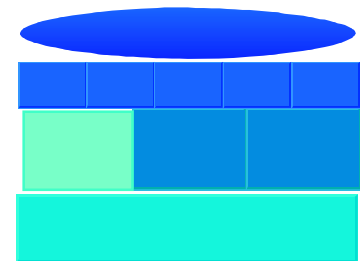
The difference
is WebSphere.

WebSphere Foundation Extensions Development

- ▶ **WebSphere Web Page Builder** - static Web site
- ▶ **WebSphere Studio** - dynamic Web application content
- ▶ **VisualAge for Java** - back-end business logic and enterprise integration
- ▶ **VisualAge Application Rules** - core business processes through rules-based development
- ▶ **VisualAge Generator** - scalable, multi-tier applications that exploit fault tolerance, security and manageability of systems like CICS, IMS, WebSphere, etc.

WebSphere Studio
won Smart Resellers'
Editor's Choice
Award

VisualAge Tools
business
grew 200%





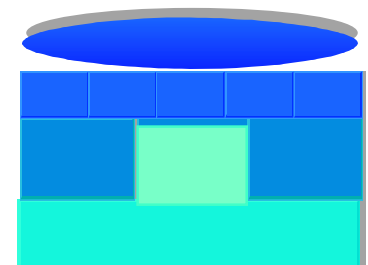
e-business software

The difference
is WebSphere.

IBM

WebSphere Foundation Extensions Presentation

- **WebSphere Personalization** - create a site that delivers pages customized to the needs and preferences of each visitor
- **WebSphere Portal Server** - build a custom portal site serving the needs of employees, business partners, and customers
- **WebSphere Voice Server** - provides authorized information access from any telephony-enabled device
- **WebSphere Content Management** - collaborate in the creation, maintenance, and deployment of accurate and authentic web content
- **WebSphere Transcoding Publisher** - deliver content from existing assets to a variety of client devices
- **WebSphere Everyplace Suite**- all-in-one product for transforming applications and data for client devices





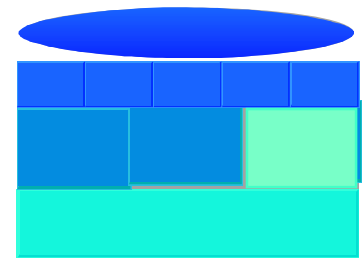
e-business software

The difference
is WebSphere.

IBM

WebSphere Foundation Extensions Deployment

- ▶ **Edge Server** - creates high performance Web sites
- ▶ **Host Integration** - fast, easy, cost-effective way to bring legacy applications to the Web
- ▶ **Tivoli Policy Director** - Tivoli-ready modules for systems management and security
- ▶ **WebSphere Site Analyzer** - rich featured site analysis tool with machine translation capabilities
- ▶ **MQSeries Integrator** - link and automate IT infrastructures
- ▶ **MQSeries Workflow** - design and automate business process flows





e-business software

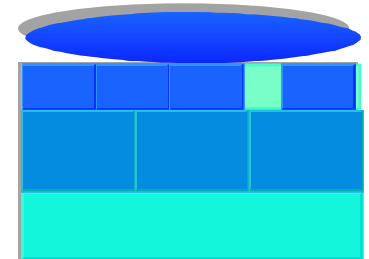
The difference
is WebSphere.

IBM

WebSphere Application Accelerators

■ Differentiate e-business Practices

- ▶ **WebSphere Commerce Suite** - industry-leading commerce software for commerce hosting, e-marketplaces as well as B2C and B2B commerce sites
- ▶ **WebSphere Domino** - support for market-leading transactional capabilities tying front-end applications to back-end transactions
- ▶ **WebSphere B2B Integrator** - a complete solution for managing processes between trading partners





e-business software

The difference
is WebSphere.

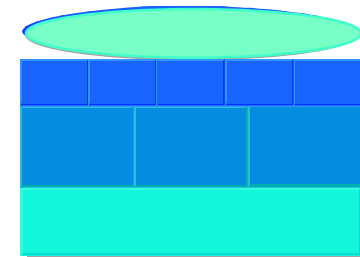
IBM

WebSphere Partner Applications

Help Extend Your Resources

- **Leading ISVs such as Rational, Versate, Redhat, i2, Lucent offer 200+ applications and services for the WebSphere platform**
- **Leading Web Integrators such as Agency.com, Concrete Media, Razorfish, Marchfirst, Specialized Software use WebSphere platform and tools**
- **Leading Systems Integrators such as Anderson Consulting, Ernst & Young, Deloitte Touche Tohmatsu, SPL World Group, IBM Global Services depend build and recommend WebSphere solutions**

... 20,000+ IBM
business partners
to help integrate
deliver, grow and
differentiate



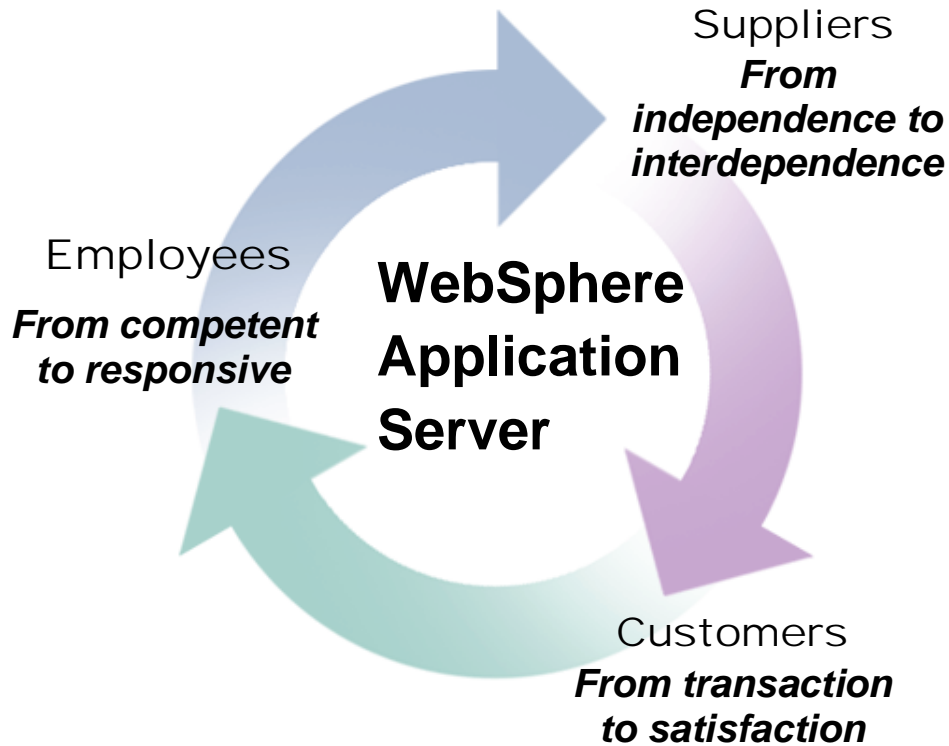


e-business software

The difference
is WebSphere.



WebSphere Foundation Helps You Deliver Core Business to the Web



- Leverages and extends your existing assets and systems
- Uses standards-based technology to ensure flexibility and maximum reach
- Enhances your customer, supplier and business partner relationships with powerful, flexible Web technology

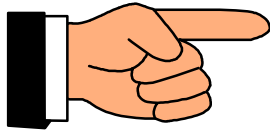


e-business software

The difference
is WebSphere.

IBM

Agenda



- What do the experts say?
- What is Web Self-Service?
- Self-Service examples
- How do you start?
- Who is using it today?
- Next Step



e-business software

The difference
is WebSphere.

WebSphere Software Platform Market Acceptance

- WebSphere has garnered over 35,000 customers, including:
 - 90% of the top commercial banks in the US
 - 90% of the largest US telecommunications companies
 - 80% of the top US healthcare companies
- WebSphere Application Server software has grown over 200% in 2000 on the Unix and Windows NT platforms
- WebSphere Commerce Suite powers more than 40% of the top 100 retailers
- MQSeries leads the enterprise application integration software vendors with 70% market share
- WebSphere runs circles around top competitor with:
 - 3 times as many referenceable customers
 - 200% more industry awards
 - 1000% more press coverage



e-business software

The difference
is WebSphere.

WebSphere Software Platform for Business Interactive Corporation

- **Subscription.com invents media and publishing e-marketplace**
 - ▶ **Application:** Turnkey B2B and B2C Internet subscription e-marketplace for publications, information services
 - ▶ **Business Benefits:** 100% ROI in less than 24 months; projected revenues of \$1 to \$10 million in 18 months
 - ▶ **Software:** IBM WebSphere Application Server, Advanced Edition, IBM DB2 Universal Database, IBM Net.Commerce, IBM Net.Data, IBM VisualAge for Java
 - ▶ "The combination of WebSphere Application Server, DB2 Universal Database and Net.Commerce is hard to beat in terms of suitability for e-business. Their flexibility is invaluable in both development and transaction processing." Guy Vales, Vice President, e-business and Web Application Development, Business Interactive Corp.



e-business software

The difference
is WebSphere.

WebSphere Software Platform for iDC

- **Information Development Consultants reforms government accounting with WebSphere solution**
 - ▶ **Application: Web-enabled public sector accounting software intranets**
 - ▶ **Business Benefits: 10- to 15- fold increase in speed-to-market; 100% preservation of investment in legacy business rules**
 - ▶ **Software: IBM WebSphere Application Server, Advanced Edition, IBM DB2 Universal Database, IBM VisualAge for Java, IBM HTTP Server Prolifics Panther for IBM WebSphere**
 - ▶ **"We evaluated competitive solutions, but decided that the EJB solution with WebSphere Application Server would require the fewest IT resources, the least training in Java and would get the product to the market fastest." Rick Adams, Chief Software Engineer, iDC**



e-business software

The difference
is WebSphere.

WebSphere Software Platform for Degussa-Huls AG

- **Degussa-Huls AG go to market with IBM e-business solutions**
 - **Application:** Web-based front end for legacy order entry and fulfillment systems.
 - **Business Benefits:** Reduces workload and increases customer satisfaction by making it easier to perform common transactions
 - **Software:** IBM WebSphere Application Server, Advanced Edition, IBM DB2 Universal Database, IBM MQSeries, Java(TM), IBM Patterns for e-business
 - **"We were able to demonstrate our online capabilities at an important global e-business conference, allowing our other divisions to see that IBM could deliver in weeks what other vendors had taken months to develop." Marvin Mohler, Manager of Information Technology Architecture, Degussa-Huls**



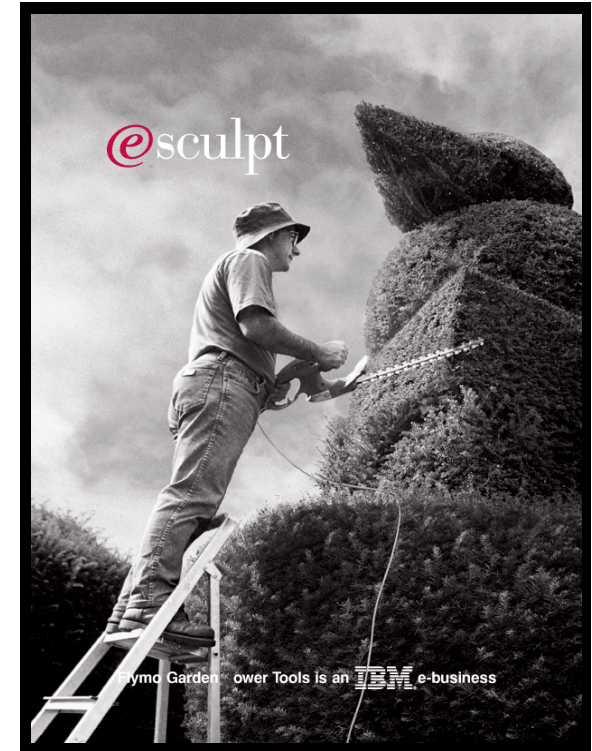
e-business software

The difference
is WebSphere.

IBM

Why Choose IBM and WebSphere Software Platform?

- ★ **Relentless e-business vision and leadership**
- ★ **Industry's most flexible and reliable e-business platform -- to integrate, deliver, grow and differentiate your e-business**
- ★ **Organized blend of award-winning products vs. scattered mix of acquired technologies**
- ★ **Unified programming model**
- ★ **Experienced business partners, consulting services and support to help you implement and manage award-winning solutions**



Because Failure is not an Option

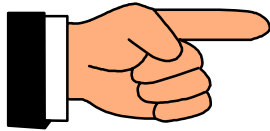


e-business software

The difference
is WebSphere.

IBM

Agenda



- What do the experts say?
- What is Web Self-Service?
- Self-Service examples
- How do you start?
- Who is using it today?
- Next Step



e-business software

The difference
is WebSphere.

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, enclosed in a black rectangular box.

Four Steps to Making a Difference ... to your business

- **Integrate** core business processes within your enterprise and with your value chain partners
- Rapidly **deliver** your core business processes to the Web to maximize assets and enter e-commerce
- Quickly **grow** your e-business to meet rapidly changing market requirements
- **Differentiate** your e-business processes to create a competitive advantage

Software is the Soul of e-business



e-business software

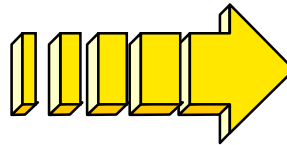
The difference is WebSphere.



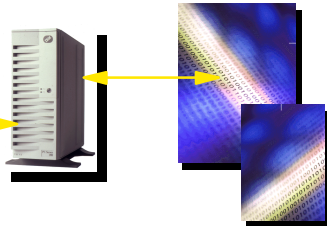
Getting Started with the IBM WebSphere Solution



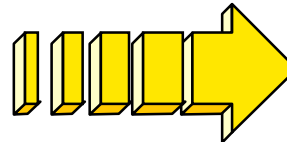
For planning assistance



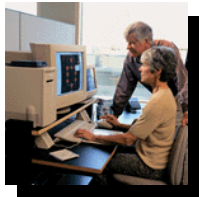
■ Sign up today for a personal consultation



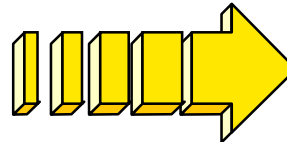
Purchase self-service web software



■ Add Your Call to Action here



For implementation services



■ Add Your Call to Action here



e-business software

The difference
is WebSphere.

IBM

Useful Web Sites

- **Check out the (IBM Business Partner name) Web site**
 - ▶ www.IBMBusinessPartner.com
- **Visit IBM's WebSphere Web site**
 - ▶ www.ibm.com/websphere
- **Visit IBM Learning Services**
 - ▶ www.ibm.com/services/learning





e-business software

The difference
is WebSphere.

WebSphere

is

 - **business**

Software

