

# IBM WEBSHERE HOST INTEGRATION SOLUTION

## SPEAKER NOTES

**Note to Business Partner:** This educational piece is intended for your use in selling. It is not a deliverable for your customers".

### **Slide 1 - IBM WEBSHERE HOST INTEGRATION SOLUTION...**

#### **Leverage Legacy Data with New e-business Solutions**

- Personal introduction of the speaker and thank the audience for attending.
- It gives me great pleasure to join you today to talk about the IBM WebSphere Host Integration Solution.
- In today's seminar, you will learn how the IBM WebSphere Host Integration Solution not only offers the flexibility to meet today's complex business and technology needs, but also enables simple and cost effective transformations that allow businesses to capitalize on new opportunities.

### **Slide 2 -Agenda**

So let's get started. For the next 1 1/2 hours, I will give you an overview of the WebSphere Host Integration solution. The agenda for today will include:

- Seminar Objectives
- What the experts say
- Solution Overview
- Solution Benefits
- Competitors
- Customer Success Stories
- Services
- How to Get Started with WebSphere Host Integration
- Summary
- Questions and Answers

### **Slide 3 - Seminar Objectives**

By the end of today's seminar you should know:

- What WebSphere Host Integration is and how it can work for you and your customers
- What the products/solutions are today
- Solution benefits for WebSphere Host Integration
- Major competitors with WebSphere Host Integration products
- Customer success stories where WebSphere Host Integration has been successful
- What services are available to you and;
- How to get started with WebSphere Host Integration

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### Slide 4 - What the experts are saying

New research from International Data Corporation (IDC) reports that the Web-to-Host market is continuing on a significant growth path, with revenues rising to \$836 million, and shipments growing from 4.5 million to 15.5 million by 2005. Dominating the Web-to-host market, IBM led with a 47.6% share. The closest Web-to-host vendor claims only 11.1% of the market. IBM's upgraded offerings further strengthen IBM's ability to provide companies with comprehensive, cost-effective solutions for modernizing their enterprise.

### Slide 5 - e-business Challenges

- Business today demands that companies be fast, flexible, and fearless. For many companies the prospect of becoming an e-business may seem overwhelming, but it doesn't have to be. Merging Web technology with your existing information systems defines e-business. And building an e-business means finding a solution that provides fast and cost effective way to access, integrate and publish host information to Web-based clients.
- With the IBM WebSphere Host Integration Solution you can reduce the complexity of implementing new e-business solutions and leverage current investments while positioning your business to take advantage of the e-business marketplace.

### Slide 6 - Where are your customers?

- Although there has been tremendous growth in e-business, 70% of applications and data still reside on host systems. Many companies believe that there is a need to rewrite their applications to extend them to the web. But creating new e-business applications is a very large investment.
- A recent eWeek article stated that a great deal of money is being spent on integrating legacy applications with the web.
- The WebSphere Host Integration Solution provides a number of products that allow companies to integrate their current back-end legacy systems regardless of their Intranet, extranet or Internet needs.
- You can start simple and grow your e-business fast, leveraging your legacy data with the web to maximize your total return on investment

### Slide 7 - WebSphere Software Platform - Dynamic for e-business

- The WebSphere software platform for e-business includes a variety of products. WebSphere is the brand name encompassing each product category.
- The foundation is made up of servers including WebSphere Application Server and MQ Series.
- The foundation extensions are subdivided into four separate pillars which include: development, presentation, deployment and integration.
- The development pillar provides the full range of tools needed for e-business, bridging Java programmers, graphic designers, and web designers.
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- The presentation pillar provides the ability to manage the user experience at an individual, personalized level, as well as extending that experience beyond the web, utilizing voice media and pervasive devices.
- The deployment pillar provides e-business scalability to fit any size or complexity of e-business solution, including performance management, site management, and site analysis.
- The integration pillar is where WebSphere Host Integration Solution resides. This pillar provides business process automation and workflow management, as well as the ability to integrate with backend legacy systems.
- WebSphere Host Integration is one part of this strategic solution to get applications to the Web quickly and continue to develop java applications by using the java development tools and the websphere platform to host your applications.

### Slide 8 - WebSphere Host Integration Solution Value Propositions

- With the IBM WebSphere Host Integration Solution, our customers can start simple and grow their e-business fast, leveraging legacy data with the Web to maximize their total return on investment. Our customers get everything they need to create and deploy advanced e-business applications that rely on host systems, in a single offering. Customers can choose to give their host applications a Web look and feel without programming, integrate multiple legacy applications in a single Web page, or use any of the host integration programming technologies to create new e-business applications with ties to legacy systems. The WebSphere Host Integration Solution offers unmatched flexibility for any environment.
- Our tools make the move from host applications to the web simple and efficient. Host Publisher Studio for example, creates integration objects, also known as Java beans, that can be used to provide legacy access to WebSphere e-business applications.
- The WebSphere Host Integration Solution provides the most comprehensive and flexible set of Web to host solutions in the industry for a single price per offering.

### Slide 9 - WebSphere Host Integration Solution

- The Websphere Host Integration Solution comprises several products enabling customers to bring legacy applications to the Web.
- Personal Communications is a key communications client for local area network, wide area network, remote access and connectivity. It provides the optimal platform for traditional access to data and applications on mid-range and enterprise servers.
- Websphere Host On-Demand provides secure Web to host access and e-business application programming support. It requires no client installation or middle tier server, and it supports your choice of platforms!
- Screen Customizer helps convert host screens into a graphical presentation that is easily customizable without any programming. Screen Customizer is available for WebSphere Host On-Demand and Personal Communications.

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- Communications Servers provides secure, scalable connections to IBM hosts.
- Websphere Host Publisher provides the quickest and easiest way to implement e-business by extending the reach of mission-critical applications to new users across the internet requiring no changes to existing applications.
- The Host Access Tool kit consists of the Host Access Class Library, the Host Access Beans for Java, and the Host Access ActiveX controls. These are Application Programming Interfaces that help programmers write custom applications to either run with the IBM Host On-Demand product or run standalone as a custom host access application.
- WebSphere Application Server, Advanced Edition is an e-business application deployment environment built on open standards-based technology. It is the cornerstone of WebSphere software application offerings and services.
- The WebSphere Host Integration products provide value to our customers by allowing them to start simple and grow their e-business fast, leveraging legacy data with the Web to maximize their total return on investment.

### Slide 10 - One Stop Shopping for Emulation

- Most WebSphere Host Integration products are only sold at a solution level. For example, WebSphere Host On-Demand, Personal Communications and Screen Customizer are only available by purchasing the Host Access Client Package or the WebSphere Host Integration Solution. As noted later in the presentation Host Publisher, Communication Servers and WebSphere Application Server, Advanced Edition can be purchased separately or as part of the WebSphere Host Integration Solution.
- The Host Access Client Package, provides full support across 3270/5250/VT systems, and nearly any network: TCP/IP or SNA
- It also gives companies a choice of deployment strategies: a desktop image build with SMS or Tivoli or the ability to deploy centrally from a web server
- Market leading solutions with full features for the occasional, professional, and power user
- Registered user pricing
- Create host access e-business applications using the Host Access toolkit which includes the Host Access Class Libraries and the Host Access Beans for Java

### Slide 11 - Personal Communications

- IBM offers Personal Communications for traditional "green screen" emulation. Quite simply, it is a 3270/5250/VT emulator for both SNA and mixed TCP/IP & SNA environments.
- In addition to TN3270E, TN5250, 3270, 5250 and VT emulation clients, it offers a variety of application programming interfaces (APIs) to enable custom applications.
- Personal Communications offers an extensive set of productivity features (macros and hot spots for example) that improve the usability of traditional 3270/5250/VT applications.
- It also provides Secure Socket Layer (SSL) protection.

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### Slide 12 - WebSphere Host On-Demand

- IBM WebSphere Host On-Demand provides users a simple way to reach critical host data without requiring any software to be installed on the client.
- Centralized deployment means that you always have the latest version of code, and software maintenance costs are minimized, with only the Web server needing code installation.

### Slide 13 - Screen Customizer

- Screen Customizer works in conjunction with both Host On-Demand and Personal Communications clients. It provides the capability to completely rejuvenate the way a host application looks, without having to change the application itself. As with Host On-Demand, it installs on a web server with the rejuvenation processing occurring on the client.
- With Screen Customizer, you can suppress information, add buttons that will automatically execute tasks you define, create pull-down menus, radio buttons, and more. It will give the user interface of a host application a Web look-and-feel.

### Slide 14 - WebSphere Host Integration Solution

- As mentioned earlier in the presentation, most products within the WebSphere Host Integration Solution are available only at the solution level (can only be purchased as part of the Host Integration Solution or Host Access Client Package. The products that can be purchased separately include Host Publisher, Communications Server, WebSphere Application Server, Advanced Edition and Websphere Studio Professional Edition.
- With the WebSphere Host Integration Solution, 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.
- This solution offers industry-leading host access with unmatched flexibility for any environment.
- You get everything you need to create and deploy advanced e-business applications that rely on host systems in a single offering.

### Slide 15 - WebSphere Host Publisher

- Host Publisher provides the quickest and easiest way to implement e-business by extending legacy applications to web users and to new WebSphere applications being developed.
- By using Host Publisher, customers can reduce operational costs and increase revenues.
- Host Publisher can be used as an application development tool and as a bean generator to create the Java beans that can provide legacy access within a new WebSphere application development project. This eliminates the programming that would otherwise be needed for the legacy access component, the project is completed sooner and it is completed at a lower cost.
- The XML Legacy Gateway provides an application programming interface also referred to as an API, that can be used by customer programs to receive the entire contents of a 3270 or 5250 screen in an XML format.

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- Host Publisher protects today's investment in legacy applications and future investments in web-to-host implementations as customer needs change over time.

### Slide 16 - IBM Communications Server

- IBM Communications Servers offer unparalleled availability and enterprise class dependability for your mission critical applications. IBM Communications Servers provide host and Internet access, network and application integration and end-to-end connectivity solutions to

provide the foundation for IBM's network computing framework for e-business. With the integration of Web-to-host publishing, IBM gives you fast and easy access to enterprise applications and databases using your web browser. Communications Server interconnects people and applications, even over diverse platforms and network configurations, and allows companies to choose applications based on their business needs, not on their network

### Slide 17 - IBM Communication Server Highlights

- Enterprise-Class - Advanced Networking
  - High Performance Routing (HPR) offers usability, consistent response time and optimal throughput
  - Dependent LU Requester (DLUR) support for APPN
  - Branch Extender enables large networks with many remote branches
- Comprehensive end-to-end connectivity
  - TN3270E server: Access to S/390 SNA based transaction processing applications from TCP/IP based telnet clients
  - TN Redirection: provides pass-through TCP/IP host access to TN3270, TN3270E, TN5250 and VT clients
  - Enterprise Extender: Offers benefits of SNA in TCP/IP networks
  - Host On-Demand Entry: Internet to SNA access for Web users
  - Broad connectivity: Ethernet, Token Ring, FDDI, SDLC, X.25, Frame Relay, HPR/IP (EE), S/390 channel, etc.
- Proven, secure, enterprise-class performance
  - Optimal performance and availability with load balancing
  - SSL security provides client & server authentication & Triple DES encryption for TN3270 users
  - MPC+ for high performance access thru S/390 channel
- Leading edge Web-to-host integration support
  - Optional Host Publisher Feature: Integrate mission-critical data from various sources onto a single Web page
- Powerful application development infrastructure
  - Rich set of APIs
  - Easy-to-use graphical user interface simplifies configuration and systems management

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- Manageable
  - Local, remote and Web based administration
- Multiplatform support
  - Products for Windows NT/2000, AIX, OS/2 Warp, OS/390, NetWare

### Slide 18 - WebSphere Application Server, Advanced Edition

- IBM WebSphere Application Server Advanced Edition is a powerful deployment environment for Java applications and components, including support for Enterprise JavaBeans (EJB) technology with clustering, caching, security and transaction support for e-business
- applications. WebSphere Application Server Advanced Edition combines the control and portability of server-side business applications, and Extensible Markup Language (XML) with the performance and manageability of Java technologies and application programming interfaces (APIs). It integrates with enterprise applications and systems to enable powerful interactions with enterprise databases, transaction systems and e-business applications. WebSphere Application Server Advanced Edition also extends the value and versatility of your Web server with such functions as a simple graphical user interface and extensive monitoring and reporting tools.

### Slide 19 - What are the solution benefits?

No Script Needed

### Slide 20 - Business Value and Benefits

- The products within the Host Integration enhance business value and provide several competitive advantages. For example, the drag-and-drop technology of IBM Screen Customizer is designed to eliminate the need for programming, making it a cost-effective, quick solution that allows you to leverage investments in legacy applications. IBM Screen Customizer converts host screens into simple graphical presentations, which are easily customizable without programming. Working in conjunction with WebSphere Host On-Demand, Screen Customizer is based on innovative screen recognition technology, requiring no access to source code. WebSphere Host On-Demand and Screen Customizer are just some of the products within the Host Integration Solution that enhance competitiveness by extending information and services to new and existing users.
- With IBM WebSphere® Host Integration Solution, you can leverage your legacy data with new e-business solutions to help maximize your total return on investment. In a single offering, you get everything you need to create and deploy advanced e-business applications that rely on host systems. Whether you want to give your host applications a Web look and feel without programming, or integrate multiple legacy applications into a single Web page, IBM WebSphere Host Integration Solution software has the answer.
- The same IBM WebSphere Host Integration Solution that extends the reach of SNA and TCP/IP networks within your enterprise can also enable your employees to access the information and applications they need from Web-based clients. For high-performance access to your business applications across an intranet, IBM WebSphere Host On-Demand lets you use a traditional green



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screen emulation interface —installed on and distributed from a Web server —to help you save money in product deployment and maintenance.

### **Slide 21 - Solution Benefits - Start Simple and grow your e-business fast**

- 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, a comprehensive set of award winning solutions that enable you to quickly adapt to new market demands
- And, to help companies deliver host applications to the newest breeds of handheld devices, WebSphere Host Publisher integrates with Transcoding Publisher to extend the reach of host data and applications beyond the web to pervasive technologies such as Smartphones and personal digital assistants.

### **Slide 22 - Solution Benefits - Create and deploy host access e-business solutions**

- The solution includes both WS Application Server, Advanced Edition and WS Studio Professional Edition, which can be used with any of the Host Integration programming technologies (Java beans and Host Access Class Libraries) to integrate host access with new business logic.
- You can deliver dynamic host content using Java servlets, JavaServer Pages, XML technology, and Enterprise JavaBeans components.
- The Screen Customizer API enables you to enhance host applications with new business logic. The new Screen Customizer Java beans enable you to provide custom host access from e-business applications.
- Host Publisher XML Gateway extends host applications and data to customer applications

### **Slide 23 - Solution Benefits - Offer industry leading host access solutions**

- Is your company looking for a cost-effective way to provide Web-based access to legacy applications and data? If so, IBM's host access solution, WebSphere Host On-Demand Version 6.0 is highly recommended. In addition to its compatibility with OS/390, OS/400, Solaris, HP-UX, and Linux systems, WebSphere Host On-Demand supports a multitude of emulation types including TN3270, TN3270E, TN5250, VT100, and VT220 to name only a few of the many types available.
- The Host Integration Solution supports Java, HTML, and XML formats for delivery of host data from multiple sources, such as IBM ~ iSeries and IBM ~ zSeries, VT and databases.
- The Host Access Client Package enables customers to easily move from PCOMM to HOD without having to make a separate purchase



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- Because WebSphere Host On-Demand installs on a server rather than on client systems, it simplifies maintenance, distribution, and upgrades, and its configuration wizards are designed to make defining and deploying connections a breeze.

### Page 24 - Customer Success Stories

No Script Needed

### Page 25 - Customer Success Story - Coleman Cable Inc.

Coleman Cable Inc., a leading cable and wire manufacturer based in Chicago, recognized that to remain competitive, the company needed to provide customers and manufacturer's representatives faster and more reliable remote access to business information stored on two IBM ~ i Series servers.

- With IBM Websphere Host On-Demand and IBM Screen Customizer, a fast and cost effective way to access, integrate and publish host information to Web-based clients was delivered.
- For Coleman Cable, the Host Integration Solution enables manufacturer's representatives and distributors to use their PCs to reliably and securely obtain business information at any time. Users can enter orders, track order status, check shipping status and check inventory for their customers.
- All software administration and updates are performed centrally on the IBM ~ i Series servers.

### Slide 26 - Customer Success Story #2 - Charles County - USA

- To Keep pace with the expansion of the county population and the high growth of Internet-enabled services, the Charles County Government sought to make its services more available to constituents through a Web-based application. The government had much of its constituent data residing on an IBM ~ i Series and needed a Web-based solution that could leverage information through a portal that provided citizens with direct access.
- To engineer this Web-based solution, the Charles County Government turned to the e-business consulting expertise and systems integration of Sysinct, an IBM Business Partner.
- Sysinct implemented IBM WebSphere Host Publisher and Host On-Demand to integrate a Host Integration Solution that enables the Charles County Government to extend its existing legacy systems to its web site.
- The e-Charles County application has provided the Charles County Government with a Web-based solution that makes real-time information and services available to constituents

### Slide 27 - Key Services

Here are just a few services IBM offers via IBM skills or Business Partner skills

- Proof of Concept - is a short engagement offer to prove the concept of the product solution
- Prototyping is designed for the Host On-Demand environment and is targeted for the client who is looking for assistance in getting application prototyping or demonstration code developed using Host On-Demand or the Host Access Class Libraries. This offering is of significant benefit to clients

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looking for quick technical validation of the Host On-Demand/Host Access Class Library technologies or a quick capability to validate this approach with their applications.

- Custom Engagements for solution and customer consulting offered by IBM services and Business Partners
- Mentoring is available to provide support on Host Integration software installation and configuration, application assessment for use of Host Integration software, Host Integration solution design, development of the appropriate customized web pages and integration objects for the client's application, and testing the Host Integration solution.

### Slide 28 - Business Partner Services

This page is to be used as a customizable page for the Business Partner to present to review what services they offer

### Slide 29- How to get started with WebSphere Host Integration?

**No Script Needed**

### Slide 30 - WebSphere Host Integration Executive Assessment

- A recognized IBM WebSphere Host Integration business partner will work with you to gather the information walk you through a structured analysis of your business and your competitive environment.
- At the end of this assessment, which takes approximately 2 to 3 weeks, you will have the opportunity to review a prototype website, a business assessment and a competitive website analysis.

### Slide 31 - Summary

No script needed - follow the bullets on the chart

- 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 in current applications and data
- WebSphere Host Integration is an excellent entry strategy to move customers to e-business now

### Slide 32 - Resources for Host Integration Solution

- The following are websites that you may access to learn more about WebSphere Host Integration. I encourage you to visit these sites at your convenience

### Slide 33 - Key Competitors and Competitive Advantages

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- These are backup charts. If the business partner gets posed questions about how Host Integration compares to our competition, refer to these supplemental charts

### Page 34 - 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 must use three tier if they want to use SSL). Attachmate also support Server Authentication only while the IBM solution supports Server and Client Authentication. Also, Attachmate's VPN solution is OEM'ed from Aventail and they have no people in-house that can use or support this product.
- 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.
- 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 ours and, therefore, tries to compete against us 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.

### Slide 35 - Host Integration Competitive Advantages over WRQ

- Security - Both Reflections and Reflections for the Web require the use of a Security Proxy Server if SSL is required; meaning they are a three tier implementation. Both HOD and PCOMM support either two- or three-tier implementations (assuming the telnet server supports SSL). Also, Reflection for the Web session and configuration files can only be uploaded to the web server via FTP (even if it is physically the same box). 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. This means that all "adapters" and applications for SuperNova are also proprietary (no JSP, servlet, EJB, J2EE Connectors, etc).
- Database Connectivity - The only WRQ product that supports any type of database connectivity (DB2, Oracle, SQL Server, etc) is VeriStream, which is a newly acquired product for them. The

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IBM Host Integration Solution provides database connectivity at many levels (Host Publisher and HOD, for example) providing the customer with much more flexibility and scalability.

### Slide 36 - Host Integration Competitive Advantages over Seagull

- Proprietary Standards - The IBM Host Integration strategy is based on Open Standards (HACL and JSP, for example) while Seagull implements proprietary standards. For example, Seagull supports Seagull Script instead of JavaScript, WSPs instead of JSPs, and they do NOT support XML (although they are claiming they will in the future). Another example would be that both WinJa and JWalk require programming via a proprietary Seagull API to add any new logic to the rejuvenated host apps. Any customization requires the use of VisualBasic or C++ - not Java - meaning they are not as open as we are.
- Customized GUI - The only way for Seagull to put a GUI on their interface is to use their WinJa, JWalk or TigerRay/Wireless-to-Host product. They offer no easy way to offer a way to put a customized GUI on top of their Renex emulators like the IBM solutions Screen Customizer product 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 (have to physically install the JWalk or WinJa client on the PC), not their Java or html clients. We provide 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. It is unknown how many users they can drive when an AS/400 or S/390 is being used as a server but we are confident it is significantly below the number of clients we can drive. This means they are not anywhere near as scalable as our 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.