

PartnerWorld

***PartnerWorld for Software
Broadcast IV
2001 Series***

**IBM WebSphere Updates
and Announcements**

October 17, 2001



Agenda

- Introduction and Welcome
 - Terease Baker-Bell, ISV Marketing Manager
- WebSphere Portal Family Overview
 - Jeff Henry, Director, WebSphere Solutions Marketing
- WebSphere Portal - IBM Business Partner View
 - Dick Diefenderfer, Director en technologies Corporation
 - Peter Kuske, Director Branham Group
- WebSphere Innovation Connection Online
 - Paul Mignini, Manager Application and Integration Middleware, Worldwide Distribution Channels Marketing
- Global Mid-market Business Offerings
 - Jeff Henry, Director, WebSphere Solutions Marketing
- Beacon Awards Program/Marketing Updates
 - Terease Baker-Bell, ISV Marketing Manager
- Q & A



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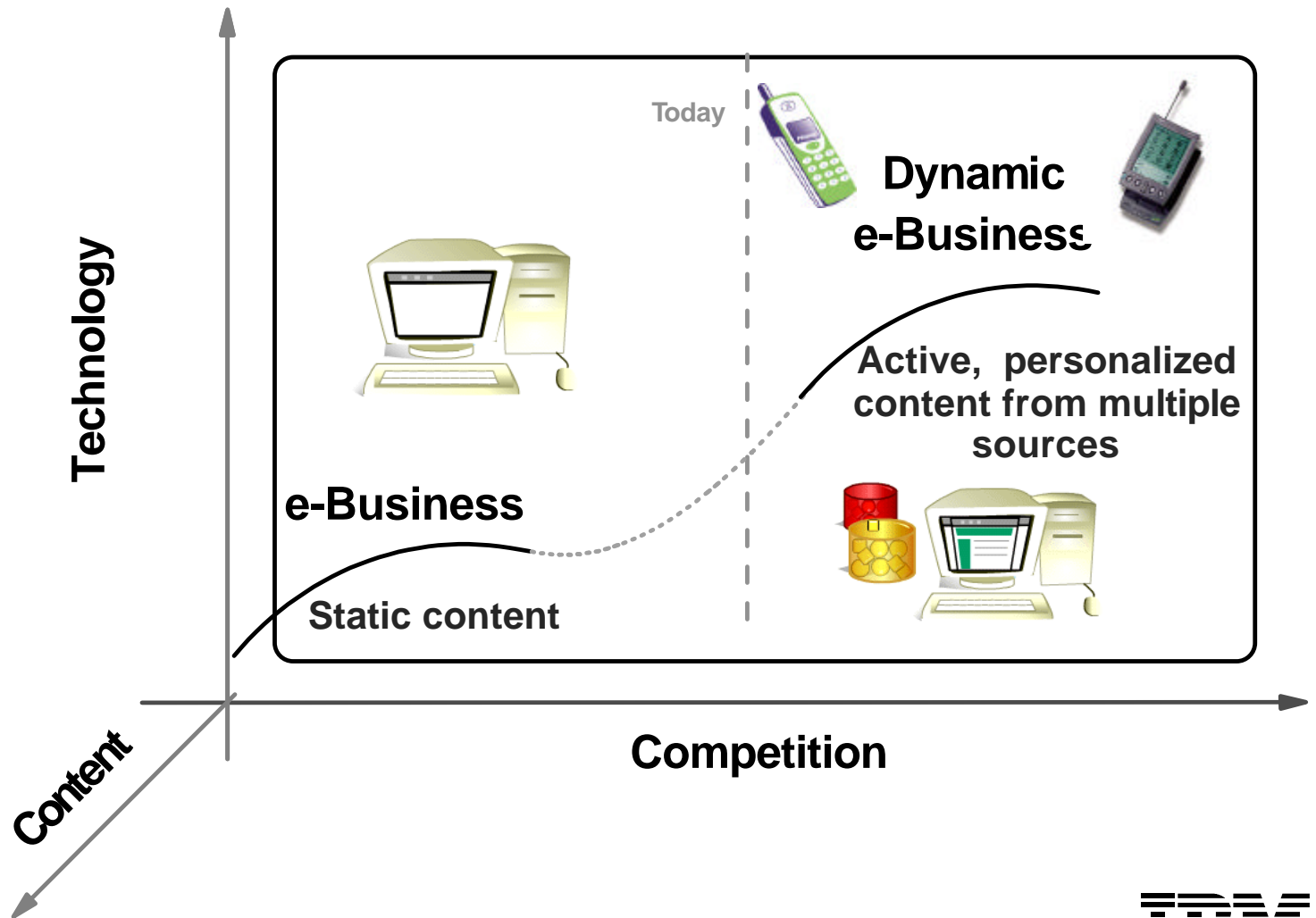
WebSphere Portal Family Overview

Jeff Henry, Director
WebSphere Solutions Marketing



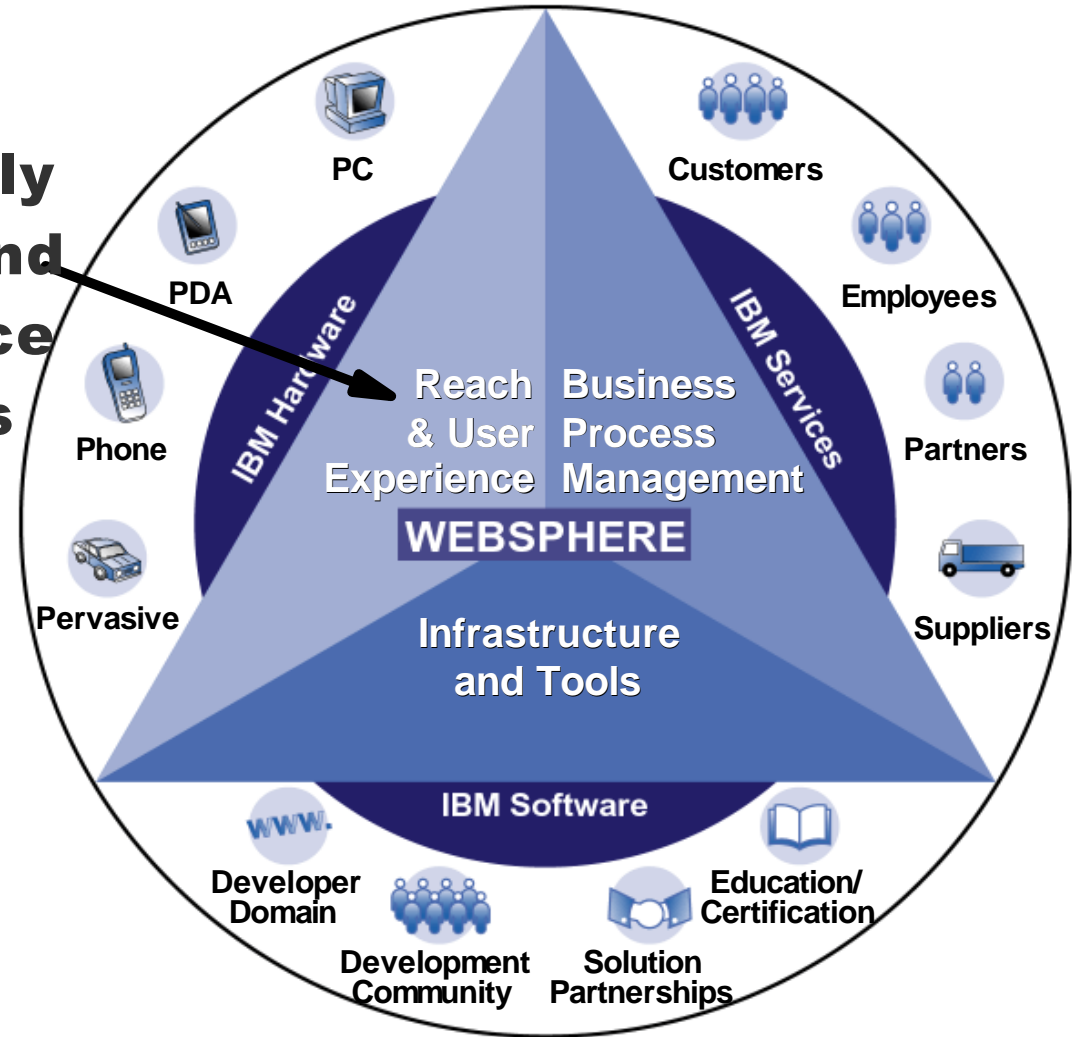
The Second Wave of e-business

Driving the need to improve Return on Investment

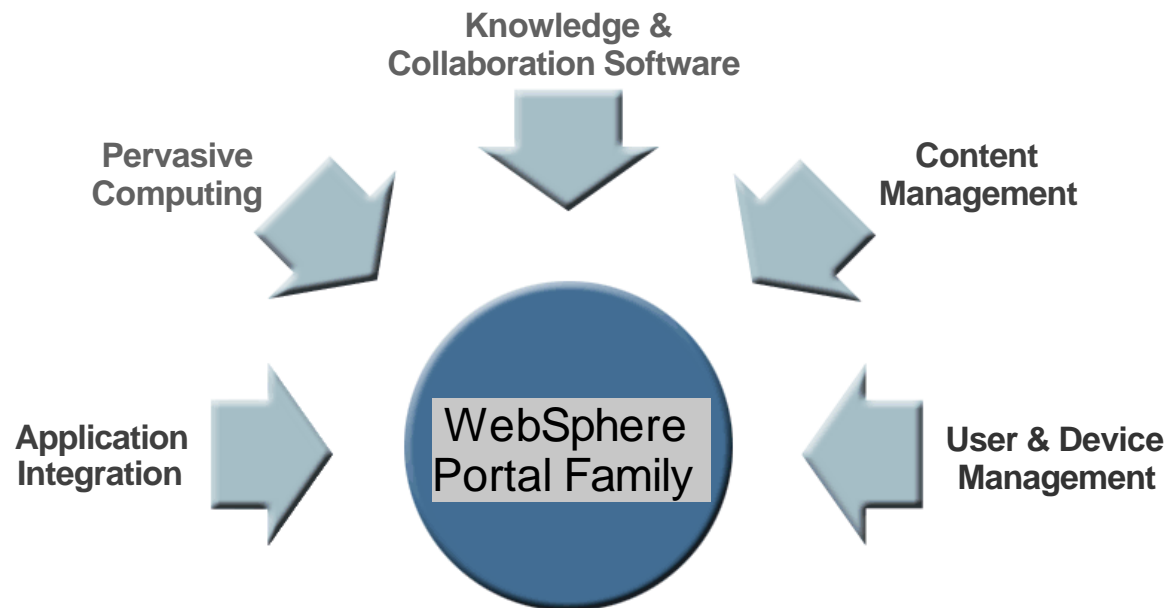


Total IBM Value for Total e-business Solutions

WebSphere Portal Family creates personalized and collaborative experience for employees, partners and customers

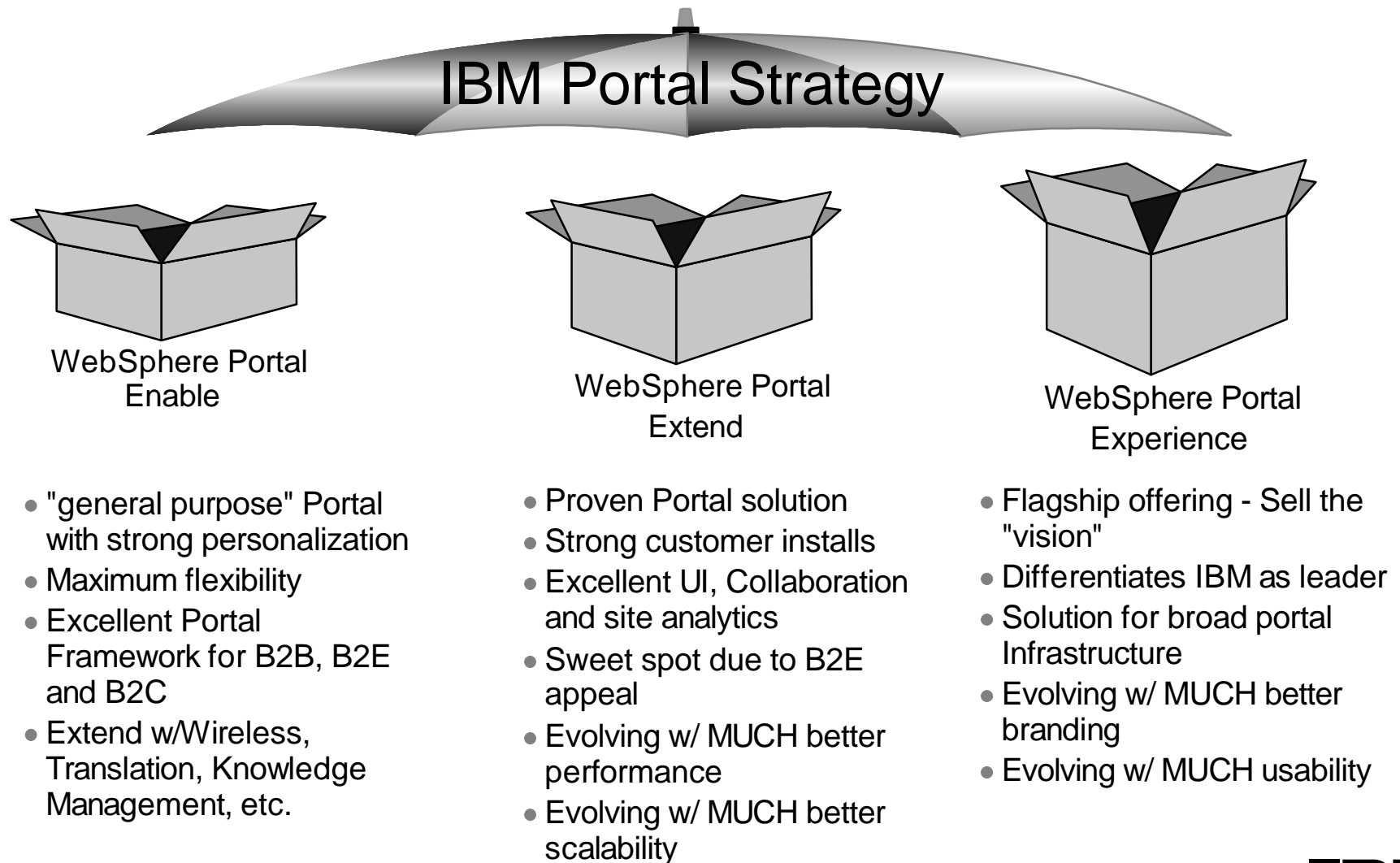


WebSphere Portal Server and Lotus K-station Merge into Portal Family

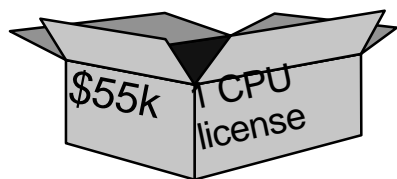


- Result = WebSphere leads the next generation of Portals with collaboration, personalization and portlet integration

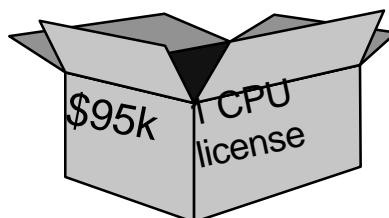
WebSphere Portal Family Positioning



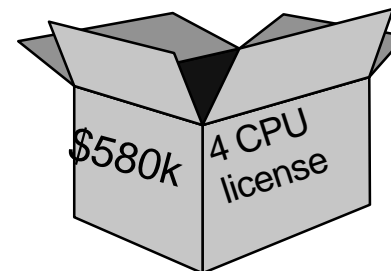
WS Portal Family: Content, Pricing, Licensing



WebSphere Portal Enable



WebSphere Portal Extend



WebSphere Portal Experience

Content

- Portal Framework
- WebSphere Application Server, Advanced Edition, V3.5
- WebSphere Personalization, V 3.5
- SecureWay Directory (LDAP)
- DB2 UDB

Licensing

- Components to be used only in conjunction with Portal Enable

Content

- Contents of WS Portal Enable plus
- WebSphere Site Analyzer, Version 4.0
- Lotus Domino Extended Search
- Lotus K-station V1.1

Licensing

- Components to be used only in conjunction with Portal Enable

Content

- Contents of WS Portal Extend plus
- Tivoli SecureWay Policy Director V3.8;
- IBM Content Manager V7.1
- IBM EIP Client Kit for CM V7.1.2
- Lotus Sametime V2.5 and Quickplace V2.08

Licensing

- 10000 registered Policy Director users
- 1000 named users for SameTime and QuickPlace full functionality
- Limited to one physical node for IBM Content Manger, Gateway feature limited to 5000 unique user per month

From Access to Action with Portal Extend

Lotus K-station - Microsoft Internet Explorer

Address: <http://raven.lotusphere.com/servlet/lp?command=0&placeid=3566B1A95A1858F1C12569BA005C7463>

iREEL Studios **iREEL Personal Portal for Beverly DeWitt**

Hello Beverly DeWitt, Your portal is the fly for you based upon iREEL's corporate standard. The links below to gain access to applications within iREEL's Intranet and to add some portable content to your page. You can rearrange them, and add new content.

Executive Forum

Date	Topic
12/22/2000	Budget for Love Notes location shoot
12/22/2000	Movie Release Project Plan
12/22/2000	Post-production contractors
01/07/2001	Please send me the new scripts

Notes Web Access **To Do List**

To Do	Due Date	Status
Final Rewrite of script changes are due	01/16/2001	Current
Make reservations for conference	01/26/2001	Current
Pick up tennis racket	01/20/2001	Current
Post the new documents to iREEL	01/29/2001	Current
Rewrite scripts	01/19/2001	Current
Send Scott the new script for Love Notes	01/15/2001	Current
First draft of "Omni" script due	01/16/2001	Current
Move offices	01/10/2001	Current
Send in form for HR Review	01/02/2001	Current

People

Other people I may want to contact

- HR
- Lotusphere 2000
 - Richard Pearson/CAM/Lotus
 - Steven Halling/CAM/Lotus
 - Elizabeth McKay/CAM/Lotus
 - Scott Eliot/CAM/Lotus
 - Jim Cavalier/CAM/Lotus
 - Rich Bernardo/CAM/Lotus
 - Paul Haverstock/Iris

Show all contacts

Taskbar: Start, Explor..., Samet..., Acrob..., Freela..., Mail..., Lotus i..., Welco..., Lotu..., 2:30 PM



Ad Hoc Collaboration

new... | edit | check out... | copy | move | delete

Gartner
insight for the connected world

welcome
discussion
library
calendar
tasks
index
customize
members

search:
advanced search
news: daily | weekly
chat | notify | print | tutorial | help
home

Welcome to Your QuickPlace!

A QuickPlace is a secure place on the Web that you can use to communicate with and keep track of your project. To get started, click any of the links in the table of contents.

Tool set

- 1 Add Content.**
Click the **New...** button at the top of this page to add pages to the QuickPlace.
- 2 Customize.**
Click the **Customize** link in the table of contents on the left to choose how to customize it in many other ways.
- 3 Invite Members.**
Click the **Members** link in the table of contents to add members to this QuickPlace.

Search
Workflow
Sametime Chat

this Welcome page at any time by clicking the **Edit** button, above.)

QuickPlace 2.5

- ▶ 100% Browser Based
- ▶ Out of the box functionality
- ▶ Self Service
- ▶ Customizable
- ▶ MS Office Integration
- ▶ Integrated Workflow
- ▶ Integrated Sametime
- ▶ Form / HTML Importing
- ▶ Mail-in application
- ▶ Off-line Services
- ▶ QuickPlace Types

Personalized Portlets

The image displays three overlapping portlets from a web application:

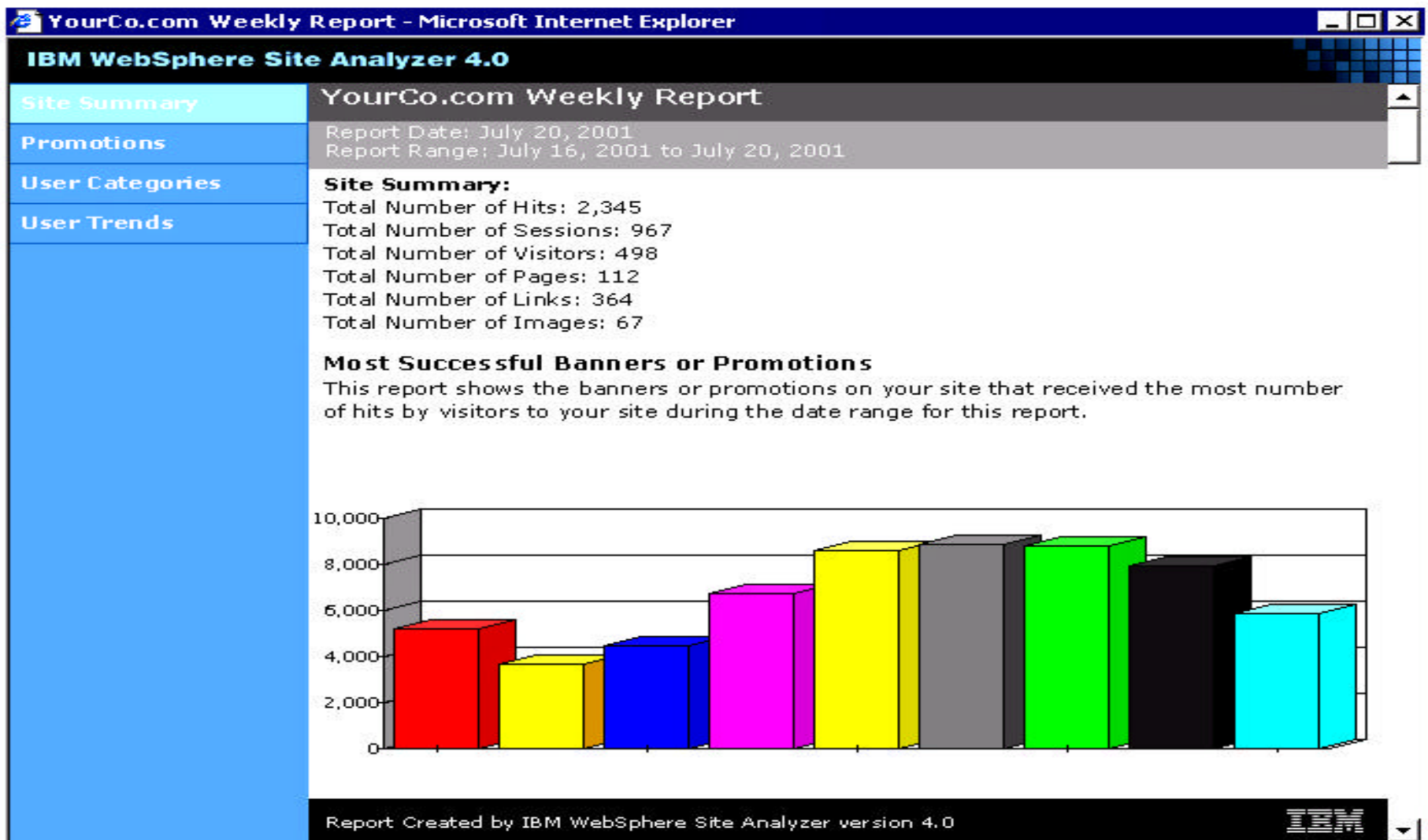
- Demo: News Portlet**: Contains sections for "World Politics" and "Business".
 - World Politics**:
 - [Donations to Political Parties](#): The annually updated lists of all known political donations to the main political parties is now available...
 - [Shoppers Will Soon Find "Good for You!" Food Labels](#): Americ fruits, ...
 - Business**:
 - [MORNI](#) Produc
 - [AFTERM](#) Produc
- MS Exchange Calendar Portlet**: Shows a calendar for July 23, 2001 - July 29, 2001.

Monday, July 23	Thursday, July 26
Tuesday, July 24	Friday, July 27
Wednesday, July 25	
- Demo: Stocks (USD)**: Shows stock price changes.

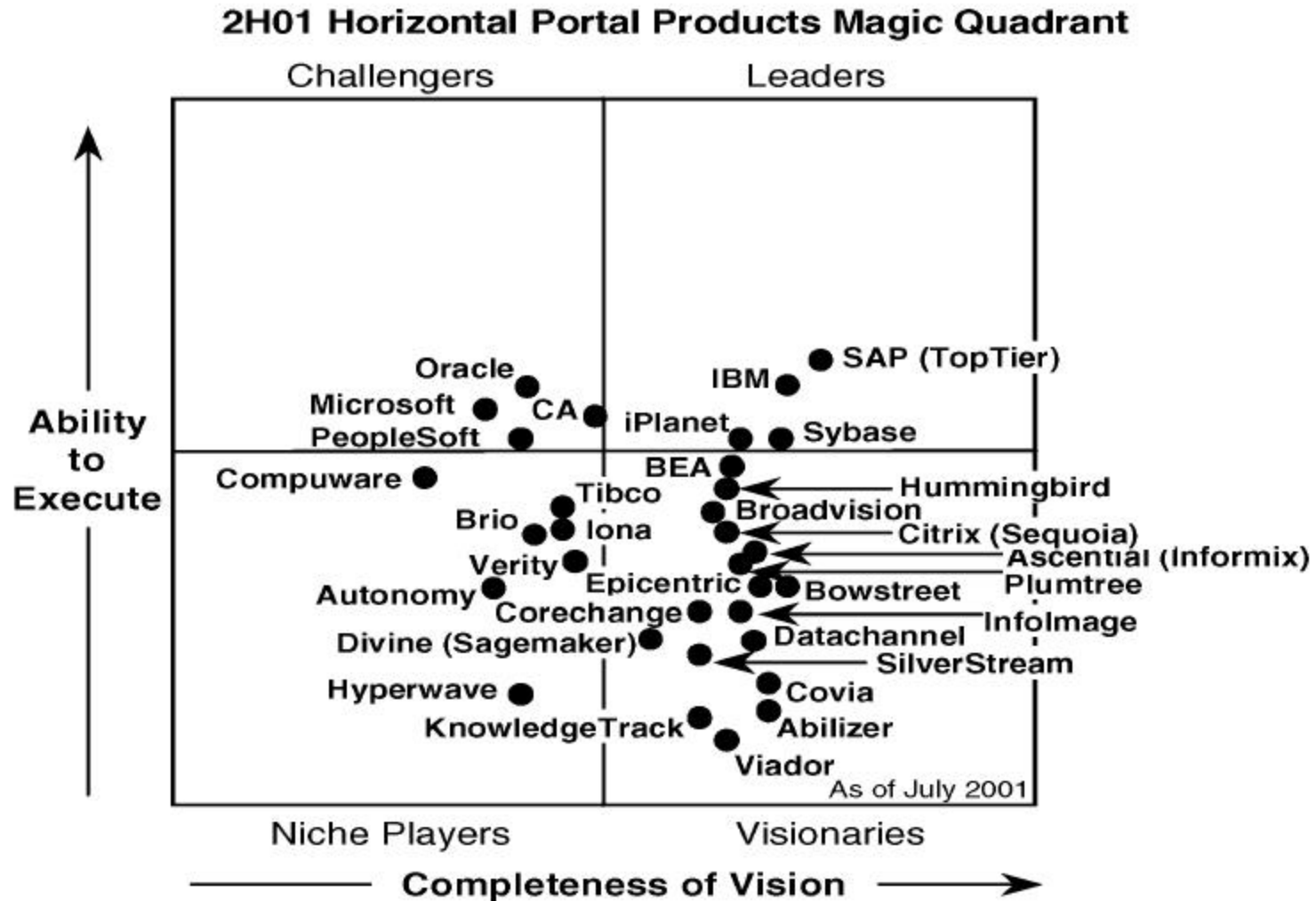
BLUE	93 1/4 USD	+6 15/16 USD
GREEN	15 5/16 USD	-1 3/4 USD
RED	2 1/4 USD	-1/4 USD

Click on the symbol for more information. Or enter a symbol or company name:

Continually Improve Your Portal



IBM's Leadership in the Portal Market



Source: Gartner Research



WebSphere Portal Family

- Why do we need it ?
 - Solves specific customer/business pains
 - Employee productivity, Customer Loyalty
 - Simplifies buying/selling cycle
- What is it ?
 - A family of integrated solutions focused on providing the best portal experience for customers, suppliers and employees
- How do we sell it ?
 - IBM is a leader with WebSphere Portal Experience

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WebSphere Portal Experience

**Dick Diefenderfer, Director
Worldwide Sales
en technologies Corporation**



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en technologies corporation

●●●●●●●●●● **WELCOME**

Dick Diefenderfer - Director of Worldwide Sales

en technologies corporation
1500 San Remo Avenue . Suite 280
Coral Gables . Florida . 33146
305 . 328 . 0410 / 305 . 328 . 0411 fax

www.entechnologies.com



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- Headquartered in Coral Gables, Florida
- Offices in London, England & Johannesburg, South Africa
- Over 500 technical resources worldwide

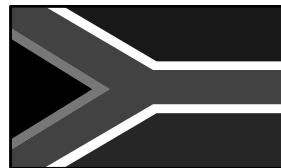
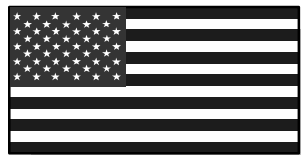


Strong WebSphere Portal Server presence in both EMEA & US

IBM Content Management, Federated Search, Web Content Management and Lotus Collaborative teams based in US

Broad skill sets across multiple platforms, IBM middleware and application development

- Strategic partnership with MGX Holdings in South Africa
- Recognized as IBM's premier partner in Portal integration



WebSphere Portal Experience

Architecture & Design

- Entertainment
- Finance & Banking Industries

POC

- Insurance
- Manufacturing
- Securities and Brokerage

Pilot

- Finance & Banking



Customer Requirements

Internet-based common desktop for internal users

Leverage existing security servers and databases /
line-of-business systems

Skills transferred to customer resources

Security features, such as single sign on

Personalization and branding

Restricted content based on user permissions

In-house portlet development

Provide access to company news and stock information

Easy to deploy

Easy to administer at multiple levels

Ability to run on any major platform

Extendable/scalable

Delivery of Portal Solutions

How we deliver a solution . . .

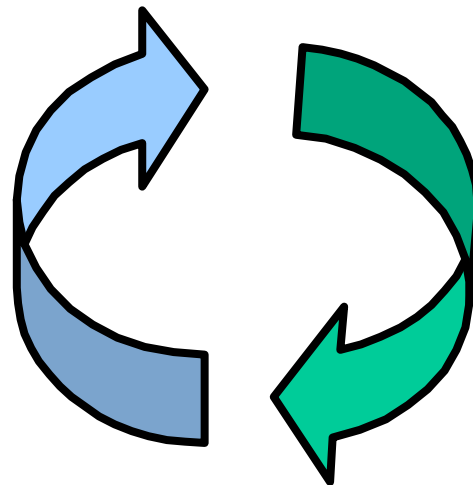
Requirements gathering and skills assessment (1 week)

Architecture and design (2 weeks)

Development and mentoring (2 weeks)

Off-site supports (2 weeks)

Follow up / wrap up (1 week)



The Future of Portals

- Portal will go from limited POCs to enterprise-wide roll out, but customers will use their own resources to implement.
- Portals will replace the majority of current desktops as a result of their flexibility and single point-of-access.
- Organizations will take legacy applications and make them web-friendly through the portal
- Ultimately, portals will move from being a delivery mechanism to being truly transactional.
- Thousands of portlets will be available to surface information and applications

eSolution Components - WebSphere Portal Server



Allied Irish Bank

Portals are a flexible, dynamic "delivery mechanism" for surfacing:

- Applications and application-specific data (LOB's, legacy systems, CRM, ERM, etc.)
- Enterprise content (structured and unstructured data)
- Content from aggregators (i.e. Screaming Media, iSyndicate)
- Specific functionality (Shareware, IM etc.)

The screenshot displays the AIBlink portal interface for user Jeanne Smythe on July 19, 2001. The interface is organized into several functional areas:

- Navigation:** My Homepage, My Work, Collaborative.
- To Do list:** Shows tasks for the day, including a department meeting, a review with Paul, a customer focus seminar, and rowing practice.
- Actionables:** Lists tasks such as reviewing reports, annual reviews, and completing an IT survey.
- E-Mail:** A list of incoming emails with columns for From and Subject.
- Search:** A search bar with filters for 'the web', 'AIBlink', and 'Enterprise Networks'.
- News & Information:** A table of stock prices for various companies, including Allied Irish Banks, C R H, Eircom, ESAT Telecom, and Iona Technology. A 'Portfolio Total' is also shown.
- Calendar:** A calendar widget for the current date.
- Staff Alert:** A message regarding the acquisition of a large multinational bank.
- Welcome Message:** A personalized message from Tom Mulcahy.
- Footer:** Includes sections for 'Enterprises', 'Fresh Today!', and 'Business Areas' with dropdown menus and search buttons.

WebSphere Portal Competitive Intelligence

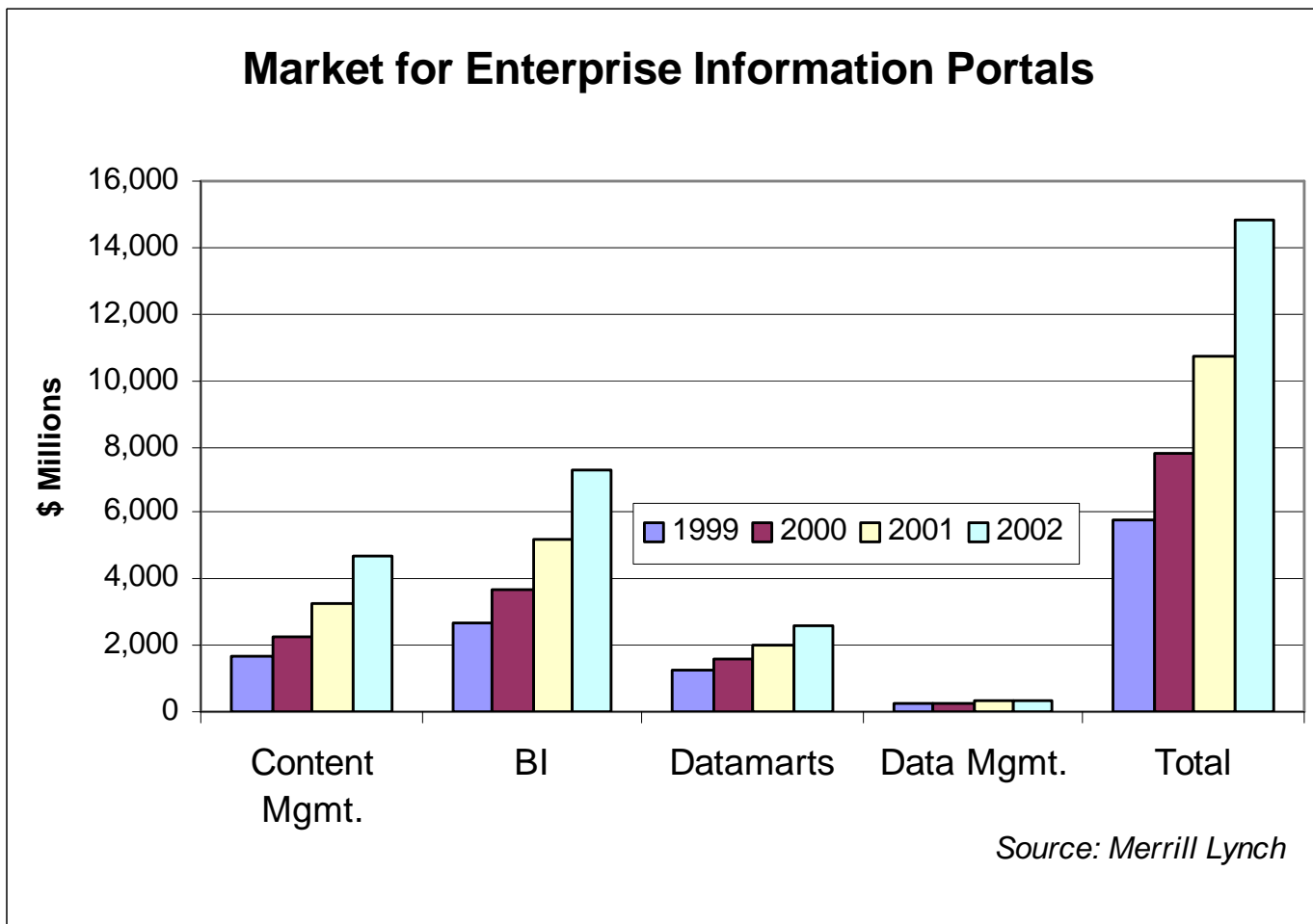
**Peter Kuske, Director
eBusiness Market Analysis and Service
The Branham Group**



Portal Market Today

- Market Size
- What's Driving Portal Growth?
- Defining a Portal
- Key Functionality Considerations
- Competitive Landscape
 - SAP
 - BEA
 - Plumtree
 - Oracle

Portal Market Size



What's Driving Portal Growth?

- Move from public eMarketplaces to private or consortium eMarketplaces
- Low entry price relative to other enterprise-wide IT endeavors
- Many vendors pushing portal product
- Quick to implement
- One thing leads to another

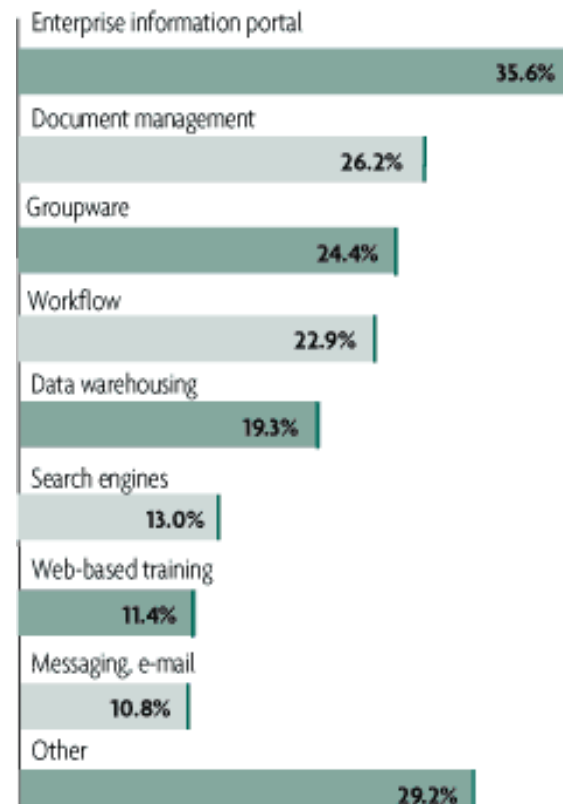
Defining a Portal

- Portals have been around as long as the Internet
- Portal is an elastic term applied to many software offerings
- Definition:
 - "A portal is a purpose-driven Internet site targeted to a specific audience that may embody a wide variety of information and functionality critical to their interests."
- The many new Portal flavours:
 - Megaportals
 - Vortals or vertical portals
 - B2B, B2C, E2E, B2S portals
 - Enterprise Information Portals (B2E)
 - Voice Portals
 - Personal Portals

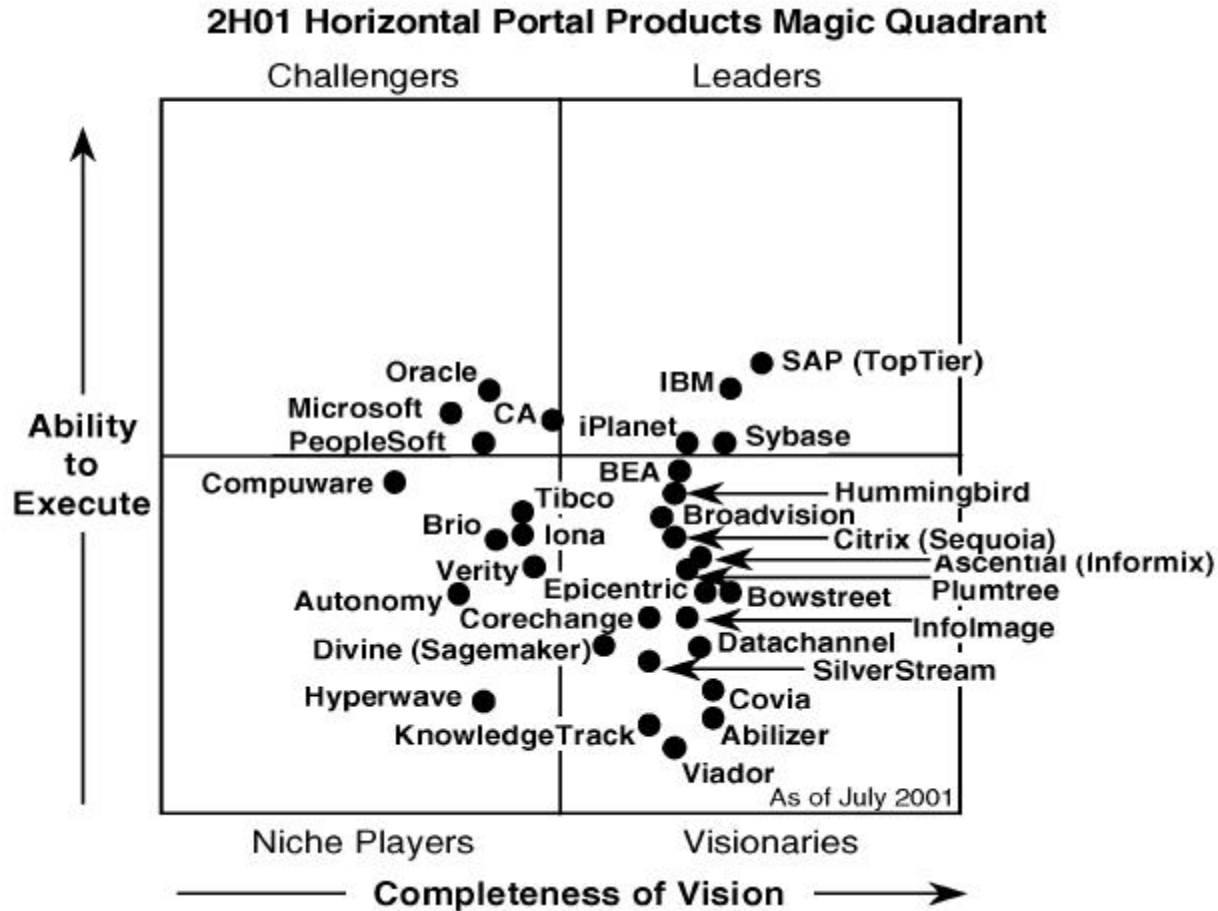
Key Portal Functionality Considerations

- Presentation (People)
- Personalization
- Search
- Workflow/process
- Push - Publishing & Distribution
- Content Management /Categorization
- Enterprise Application Integration (Structured)
 - Data Warehousing
 - Business Intelligence
- Collaboration (Unstructured)
 - Training/eLearning
 - Messaaina/email

SOFTWARE BUDGET ALLOTMENTS



Portal Competitive Landscape



Source: Gartner Research

SAP Portals - Strengths

- Positioned as #1 in the Gartner Group Magic Quadrant
- Exploit existing R/3 customer base
- Search capabilities
 - Natural language querying, TREC, Boolean, taxonomy, linguistic and fuzzy search
- Third party connectivity via iViews
 - Connect to multiple ERP legacy applications
 - SAP has its own portlet iViews site at www.iviewstudio.com.

SAP Portals - Vulnerabilities

- SAP Portals relies on its own SAP Web Application Server
 - Microsoft reliant - availability and scalability issues
 - SAP Web Application Server not available separately
- Weak collaboration offering
 - Personalization vs. Collaboration
 - No instant messaging
- No Web Services offering
- No comprehensive IDE
- Overlapping product line and inconsistent marketing message

BEA WebLogic Portal - Strengths

- Campaigns and Promotions functionality
 - Now available
- BEA WebLogic Server v6.1
- Web Services
 - XML and SOAP
- Portal Star Solution
 - Autonomy, ScreamingMedia, Documentum, Interwoven, Vignette, Caput.com, Netegrity and Securant

BEA WebLogic Portal - Vulnerabilities

- Late to market with Portal solution
- Limited involvement in the development of Web Services standards
 - J2EE Connector Architecture is actually derived from IBM's Common Connector Framework (CCF)
- Low ranking in its ability to execute a portal offering (Gartner Group)
- Mobile offering relies heavily on third party vendors
- Limited integration capabilities
- No real collaboration tools
- Poor IDE environment
 - BEA relies on WebGain Visual Cafe and 3rd party tools

Plumtree Corporate Portal - Strengths

- Administration Console
 - industry recognized
 - facilitates ease-of-use
- Search Capabilities
 - supports native search capabilities
 - integration of leading search technologies
- Scalability
 - separation of job, web and application processing
- Back-End Connectivity and Integration
 - offers hundreds of Gadgets for connectivity to common enterprise applications
 - CRM, ERP, SCM, KM and BI
- Mindshare in Portal Space
 - 250+ customers
 - Forrester Survey

Plumtree Corporate Portal - Vulnerabilities

- Niche Focus
 - Plumtree does not offer an end-to-end portal solution
 - Financial Stability / Longevity
- Dependence on third-party Vendors
 - while connectivity is impressive, Corporate Portal provides very little in terms of native functionality
- Web Services Support
 - Plumtree relies on proprietary APIs
- Personalization is Weak
 - lack of personalization engine or native personalization functionality

Oracle 9iAS Portals - Strengths

- Integrated out of the box solution
 - Minimizes implementation time (Accelerator)
- Hosted Solutions
 - Reduce internal costs of development, hosting, and maintenance
- Pre-built feature functionality (Portal Catalog)
 - Oracle Portal Partner Initiative
- Extending to Mobile Portal Users
 - 9iAS Enterprise Edition Wireless Option

Oracle 9iAS Portals - Vulnerabilities

- Freedom to Choose (Best-of-Breed)
 - DB2 or Oracle for database
 - FatWire, Interwoven, OpenMarket, or Vignette for Content Management
- Real-time Collaboration
- Web Services Support
 - Open Standards vs. Proprietary Portlet
- Customization capabilities
 - One-size does NOT fit all

IBM Websphere Portal - Strengths

- IBM has the industry recognition
- IBM provides the flexibility of three editions
- IBM has the strongest collaboration capabilities in the market today
- IBM is a leader in the development and adoption of Web Services standards
- IBM has a strong mobile offering
- IBM has the ability to integrate to third party vendors
- IBM is the only vendor to provide a complete end to end offering
 - WebSphere Portal provides a complete e-business platform

IBM Websphere Portal - Vulnerabilities

- Prior to August 14:
 - Competing with themselves (Lotus)
 - Daunting task to aggregate the multiple products required for an extensive EIP offering
- New and unproven
 - Based on many existing IBM and partner technologies
- Enhanced Application Server feature/functionality
 - Not available until Q1 2002
- Platform Support
- Third party integration - SAP iViews
- No Push technology for Campaigns and Promotions
- IBM Global Services - Competes with itself

Conclusions

- Start your Portal evolution now
- Pick a solution that will grow with your needs
- If you have legacy applications, choose a solution that connects well
- Don't paint yourself into a corner with proprietary or old technology solution
- Back a winner that will emerge from the economic-driven consolidation

PartnerWorld

WebSphere Innovation Connect Online

**Paul Mignini, Manager
Application and Integration Middleware
Worldwide Distribution Channels Marketing**



WebSphere Innovation Connection Online
For IBM Business Partners

WebSphere software

WebSphere software platform Analyst InSight For Software Business Partners

WebSphere Innovation Connection introduces Analyst InSight for Business Partners
Read what the analysts are saying about the WebSphere software platform. Now IBM WebSphere Business Partners have access to the latest reports from Meta Group, Forrester, Gartner Group and Giga Information Group for use with your customers. [Log onto Sales Enablement Zone to access Analyst InSight.](#)

WebSphere Commerce Business Edition
Sept. 18 announcement: an "out-of-box" offering that helps customers to build profitability through strengthened relationships while managing the complexities of business processes associated with a B2B infrastructure. [Log onto Sales Enablement Zone to learn more.](#)

VARBusiness: IBM Sees Success In Building Worldwide Partners
IBM ranked second place overall in this year's polling for Application Development and Deployment Tools and was the favored performer in channel strategy, the overall top-ranked winner. This sort of performance has more than 9 million partners building solutions atop IBM's WebSphere portfolio. [Read the rest.](#)

Business Partners announce WebSphere Innovation Center facilities
IBM Business Partners in the U.S. and U.K. have announced the first facilities to become affiliated with the IBM WebSphere Innovation Center program; Santa Ana, California-based value-add distributor Ingram Micro; Wimbledon, U.K.-based system integrator Strategic Thought; and Phoenix, Arizona-based value-add distributor Avnet. Each of these partner-operated facilities promotes the partner's own products and services in conjunction with the WebSphere software platform. [More.](#)

Co-market with the IBM Codernauts: New incentive now available to Business Partners in North America through October 31st
WebSphere Innovation Connection is pleased to offer an incentive to WebSphere Business Partners in North America that participate in the "Visitors" campaign through Campaign Designer. [More.](#)

WebSphere GMB messages: targeting the midmarket
In September, IBM will communicate to Business Partners three Global Midmarket Business (GMB)

WebSphere 101
Learn online how to sell the WebSphere software platform

Sales Enablement Zone

- Learn to sell the WebSphere platform: WebSphere University 101
- New Executive Assessment Tools available
- Demonstrate Business Process Management with WebSphere

Education Zone

- Teleconferences and Webcasts
- New WebSphere Voice Systems certification
- Free WebSphere Top Gun training

Technical Support Zone

- White paper: Designing high-performance WebSphere apps
- E-commerce product integration test reports available
- WebSphere daily tech support teleconference

Partner Promotion Zone

- Financial Fusion launches cooperative WebSphere site

Navigation Menu:

- ← Software
- WebSphere**
- Products
- Solutions
- News & events
- Case studies
- Education
- Support
- Downloads
- How to buy
- Library
- Resources

IBM Business Partners:
WebSphere Innovation Connection Online

Related links:

- Developers

PartnerWorld links:

- PartnerWorld
- PartnerWorld for Software
- PartnerWorld for Developers
- Global Solutions Directory
- Software Partner Directory

- A web-based resource that provides WebSphere specific support for Business Partners.
 - Sales Enablement Zone
 - Education Zone
 - Technical Support Zone
 - Marketing Zone
 - Partner Promotion Zone

Sales Enablement Zone

- Password protected with your existing PartnerWorld for Software/Developer password and ID
- Provides access to many of the same tools IBM's direct sales force leverages:
 - Analyst Insight: Access to reports from Giga, Forrester, Meta and Gartner on many products in the platform
 - Quick Competitive Guides: WebSphere vs. the competition for over 18 WebSphere, MQ and Commerce competitors.
 - Single jump off point to Solution Sales Resource, Software Marketing Information, WebSphere Selling Model and Executive Assessment Tools.

→ Select a country

Analyst InSight for
 IBM Business Partners
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 Business strategists
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Analyst InSight

For IBM Business Partners

Latest Reports [read report use policy](#)

- ▶ [10/04/01-Calculating the ROI of Your Enterprise Portal](#)
- ▶ [10/04/01-SharePoint Portal Server: For Microsoft Shops Only?](#)
- ▶ [10/04/01-FileNET Corp. Panagon Content Services](#)
- ▶ [09/20/01-Oracle Exaggerates Its Position in Enterprise Content Management](#)
- ▶ [09/20/01-Versata - IBM Toolset Useful to Web Services Pioneers](#)
- ▶ [09/20/01-Web Content Management for Lotus Notes?](#)
- ▶ [09/19/01-WebSphere to Learn from K-Station](#)
- ▶ [09/18/01-Its Not Just E: Its SME](#)
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Analyst Firms
 Forrester Research
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Segment Focus
WebSphere Platform Foundation
 Application Server
 MQSeries
Foundation Extensions Development:
 Homepage Builder
 WebSphere Studio
 VisualAge for Java
 Versata Studio
 Business Component
 VisualAge Generator
Presentation:

Segment Focus
WebSphere Platform Foundation
 Application Server
 MQSeries
Foundation Extensions Development:
 Homepage Builder
 WebSphere Studio
 VisualAge for Java
 Versata Studio
 Business Component
 VisualAge Generator
Presentation:
 Portal Server
 Content Management
 Personalization
 Voice Server
 Transcoding Publisher
 Everyplace Suite
Deployment:
 Edge Server
 Site Analyzer
 Tivoli Policy Director
Integration:
 MQSeries Integrator
 MQ Adapter Offering
 Host Integration
Application Accelerators
 MQSeries Workflow
 Commerce Suite
 Business Integrator
Competition
[back to top](#)

- Provides consolidate access to education events and resources across the WebSphere family.
 - Telconferences/Webcasts: Single view of teleconferences and webcasts across the platform
 - WebSphere University 101: Ten online multimedia courses to tech you how to sale the WebSphere software platform.

 Search

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WebSphere University 101 Online

The WebSphere Sales University is the first layer of sales education. It introduces the IBM WebSphere software platform portfolio of products at a high level, discusses strategy and implementation, how the products work together, how to beat the competition, and more importantly, how you can make more money by leveraging the strength of IBM!

In the sessions, you will hear a practical approach to selling the individual products and solutions that are part of the WebSphere Software Platform. You'll learn about:

- Identifying prospects in your territory
- Typical WebSphere sales scenarios
- Moving deals successfully through the sell cycle
- Product benefits
- Competitive differentiators
- WebSphere pricing
- Sales resources
- And, customer references.

Special focus will also be given on to how to work with IBM to sell WebSphere Solutions and how to leverage additional sales on the WebSphere software platform by selling the new solution offerings.

Select a Course To View:

- [WebSphere Software Platform Overview](#)
- [Selling WebSphere Application Server](#)
- [Selling IBM Application Development Solutions](#)
- [Selling IBM Host Integration](#)
- [Selling WebSphere MQ](#)
- [Selling WebSphere Commerce Suite](#)
- [WebSphere Competition: The Who's and How's](#)
- [Selling e-business Solutions: Pulling It All Together](#)
- [Working With IBM/Conclusion](#)

Technical Prerequisites and Notes

Your computer must be equipped with Real Networks Real Media Player to view these presentations.

You can [download a free version](#) of the Real Player.

Technical Support Zone

- Provides one-click access to common technical support resources and training.
 - Support Center: One click access to IBM redbooks, FAQs, newsgroups and other support resources.
 - WebSphere 4.0 Migration Tutorials: A series of over 15 online presentations detailing what's new in WebSphere 4.0 and migration best practices from WebSphere 3.5.

IBM WebSphere software platform: Business Partners: WebSphere Innovation Connection - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address [=/software/info/webSphere/partners/techsupport.html&S_TACT=100AWW30&S_CMP=campaign](#) Go Links WIC Online WebSphere w3 IBM w3 WS Platform

[Developers](#)
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- [Get on the WebSphere Commerce Suite road to success](#)
- [First install customer assistance for WebSphere Application Server available](#)
- [Technical support news archive](#)

Support Center

<p>WebSphere Application Server</p> <ul style="list-style-type: none"> → WebSphere QuickSupport → Installation, Deployment, Configuration → Performance → Application Development → FAQs → SupportPacs & Fixes → Sample Code → RedBook QuickSearch → Newsgroups → User Groups → User Group Technical News Group 	<p>MQSeries</p> <ul style="list-style-type: none"> → MQSeries QuickSupport → FAQs → PartnerWorld for Developers → V5 technical & installation → V5 installation & technical planning → V5 general planning → MQSeries Integrator V2 → SupportPacs & Fixes → Sample Code → RedBook QuickSearch → Newsgroups → User Groups
<p>VisualAge for Java</p> <ul style="list-style-type: none"> → VisualAge for Java QuickSupport → VisualAge for Java Online Help → FAQs → SupportPacs & Fixes → RedBook QuickSearch → Newsgroups 	<p>CICS</p> <ul style="list-style-type: none"> → FAQs → SupportPacs & Fixes → RedBook QuickSearch → Newsgroups → User Groups

Resources

[Web Integrator Initiative Technical Support Handbook](#)
 Need support, software or skills education? Need all three? Not sure what you need? Find it all here in the IBM Web Integrator Initiative Technical Support Handbook. Find out how to access 24/7 technical support, how to get IBM to update your skills sets for free and how to connect to a slew of Business Partners whose expertise can complement yours.

[IBM Transformation & Integration Practice Accelerator Program](#)
 This program helps qualified Business Partners become experts in installing and servicing IBM's e-business software solutions, primarily for the WebSphere software platform.

[Migrating WebLogic applications to WebSphere Advanced Edition](#)
 This new technical redbook explains how to migrate an application developed for BEA WebLogic Server to an application that will run on WebSphere Application Server Advanced Edition.

[Redbooks QuickSearch](#)
 (Click link for results)

- [WebSphere](#)
- [WebSphere Studio](#)
- [WebSphere Personalization](#)
- [WebSphere Transcoding](#)
- [VisualAge for Java](#)
- [MQSeries](#)
- [MQSeries Integrator](#)
- [MQSeries Workflow](#)
- [CICS](#)
- [Host Integration](#)

I Need to...

- [Port, test and enable](#) my application on IBM platforms
- Receive IBM server proven validation [on site](#) or [via the Internet](#)
- Get [not-for-resale code](#) for development purposes
- Get assistance in [developing a pervasive application](#)
- [Train my development](#)

Internet

Results:

51 items found

Name	Posted
Building Business Solutions with WebSphere [Technical Article] This document provides examples and scenarios that lead users through the development of an application that spans all editions of WebSphere Application Server. It demonstrates application development and recommended programming practices across the WebSphere family. Examples demonstrate how to begin with the Standard Edition, progress to the Advanced Edition, and move to the Enterprise Edition, including information on development practices that make future migration as simple as possible.	08/14/2000
Configuring multiple WebSphere Version 3.5 administrative domains on a single Windows® NT or 2000 machine [Technical Article] While developing EJBs, would you like to administer several application servers as if they were one? An administrative domain makes this possible. This article describes how to configure multiple administrative domains on WebSphere Application Server Version 3.5, so you can support multiple EJBs without having to change the naming information during the EJB lookup process.	06/25/2001
Configuring Multiple Web Applications in the VisualAge for Java WebSphere Test Environment [Tutorial] VisualAge for Java's WebSphere Test Environment (WTE) is a built-in WebSphere Application Server run time that makes it easy to interactively test servlets and JSPs. This tutorial shows how to configure the multiple Web applications support in the WTE, and then quickly verify that the configuration is correct.	05/23/2001
Deploying and Using Enterprise JavaBeans Components [Technical Article] The third part of a series of articles "What are Enterprise JavaBeans" covers the deployment process, run-time services, and the relationship between EJBs and CORBA components.	11/15/2000
EJBs and Transaction Management in WebSphere Advanced Edition [Technical Article] One of the most useful, yet trickiest aspects of the EJB programming model is the ability of EJBs to participate in transactions and have the transaction context manage the state of the EJB. Vesselin Ivanov outlines programming techniques and product configuration details to help you successfully manage concurrent transactions and avoid database deadlock.	08/14/2000
Enterprise Java Tutorial Part 6: Migrating to VisualAge for Java, Version 3.5 [Sample, Technical Article, Tutorial] Tim Biernat continues his series on the Online Banking System (OBS) demo created using VisualAge for Java. This article, the sixth in the series, describes the steps required to migrate the OBS demo from VisualAge for Java, Version 3.0 to Version 3.5.	03/07/2001
Establishing database failover support with High Availability Cluster Multi-Processing (HACMP) [Technical Article] This document describes a high availability database failover scenario for IBM WebSphere Application Server using two AIX systems and a shared external disk that stores the databases used by WebSphere applications.	08/14/2000
FAQs across the WebSphere platform [FAQs, Product Documentation] The WebSphere technical support team answers the most frequently asked questions (FAQs) about WebSphere software, including the Application Server, Studio, and WebSphere Studio Workbench.	11/22/2000

Marketing Zone

- The Marketing Zone is designed as a single point of entry where Business Partners can access a wide variety of marketing resources and tools to enable them to be successful in the marketplace.
 - Co-marketing Opportunities
 - ▶ WebSphere co-marketing materials from the IBM Software Group "visitors" campaign featuring the Codernauts
 - ▶ Keep up-to-date with a calendar of IBM Events and Tradeshows
 - Marketing Tools
 - ▶ Find content and materials to help you host a successful seminar whether it is traditional, an e-seminar, or a teleseminar
 - ▶ The MediaKit will help you to create a press release, put together a press kit, launch a press tour and conduct a product review
 - Marketing Collateral
 - ▶ Find a series of solution-focused brochures to help you position the WebSphere software platform



Partner Promotion Zone

- Resource that allows business partners the opportunity to promote their relationship with the WebSphere software platform.
 - *Coming soon:* Upload your partnership announcement, press release, whitepaper or brochure to the promotion zone.
 - *Coming in 1Q 2002:* The WebSphere Cooperative Web site program allows partners to build dynamic WebSphere Newsfeeds into your company's Web site.

WebSphereManagement.com - Microsoft Internet Explorer

Address: http://www.dirig.com/compnmt/ibm/

WebSphereManagement.com

WebSphere News Feed

WebSphere Newsfeeds

eBay to be Powered by IBM WebSphere

EBay, the leading online auction site, recently announced that the IBM WebSphere software platform will serve as the foundation for their next generation trading platform. eBay selected WebSphere because of its open standards as well as its strong reputation as a reliable platform for managing high-volume transactions. [More](#).

WebSphere News

- [Salmon Smith Barney Says WebSphere Preferred Application Server Choice](#)
- [What is WebSphere?](#)
- [Webcast Series Overviews the WebSphere Software Platform](#)

WebSphere MQ News

- [WebSphere MQ: The next step in the evolution of MQSeries](#)
- [The Power of Dynamic Business Integration](#)
- [Web Services and Business pOrcess Mangement](#)

WebSphere Tools News

- [The Next Generation of WebSphere Tools](#)
- [Creating a Wizard in VisualAge for Java](#)
- [IBM Announces VisualAge for Java 4.0](#)

WebSphere Commerce Suite News

- [B2B and B2C with WebSphere Commerce Business Edition](#)
- [WebSphere Commerce Suite Supports Linux on the Mainframe](#)
- [White paper: Confident Commerce -- WebSphere](#)

The #1 issue of WebSphere clients identified by IBM Usability study: *Performance Management*

Backend Resources	28%
WebSphere AS	24%

New Cooperative WebSphere/Partner Internet or Intranet Sites

Partner can subscribe to IBM news channels to incorporate into a dedicated WebSphere page on their Web site.

7 news channels currently available, including WebSphere, MQSeries, WebSphere Commerce Suite, WebSphere Developer, etc.

Easy to implement. Partner only needs to include one line of javascript code in their page HTML for each news channel they want to receive.

This site sponsored by:

Done | Address | Go | 97% | 12:21 PM

Freelance Grap... | Microsoft Power... | One more cybra... | Word Pro - [Oct... | WebsphereM...

Register at:
www.ibm.com/websphere/partners

It's a different kind of world. You need a different kind of software.

WebSphere software platform

WebSphere Connect: e-news for WebSphere Business Partners

September 2001

Table of Contents

[Up Front](#)

[See more articles](#)

→ **Product announcement:** *WebSphere Commerce Business Edition*

[Sales Enablement](#)

[See more articles](#)

→ **Seminars:** *On the road to dynamic e-business*

[Education](#)

[See more articles](#)

→ **WebSphere and Java:** *New WebSphere V4.0 classes available*

[Technical Support](#)

[See more articles](#)

→ **A new look:** *We've given the Technical Support Zone a makeover*

[Partner Promotion](#)

[See more articles](#)

→ **Nordisk Sprakteknologi:** *Working with IBM to bring Voice Solutions to Scandinavia*

[In this Issue](#)

Up Front

→ **Product announcement:** *WebSphere Commerce Business Edition*
Business-to-business e-commerce functionality typifies the new release of WebSphere Commerce Business Edition announced on Sept. 18. Access replays of the product announcement, and discover how WebSphere provides quick-and-easy e-business processes, such as business-relationship management, order management, and member management. Launch kits, teleconferences, and more are available to help you learn about and sell this exciting new product. (Log onto Sales Enablement Zone to

Register

REGISTER
to receive
WebSphere
Connect
e-news for WebSphere
Business Partners

Featured Tip

Do you know about IBM WebSphere Extended Personalization?

WebSphere Extended Personalization, Version 1.0, is an integrated offering composed of four powerful products. Working together, these applications allow you to build and deploy a personalized site, analyze how visitors are using it, and then use these insights to further enhance the site. The result is a next-generation Web site that attracts, engages and retains users. The offering is comprised of the following products:

- IBM WebSphere Personalization

PartnerWorld

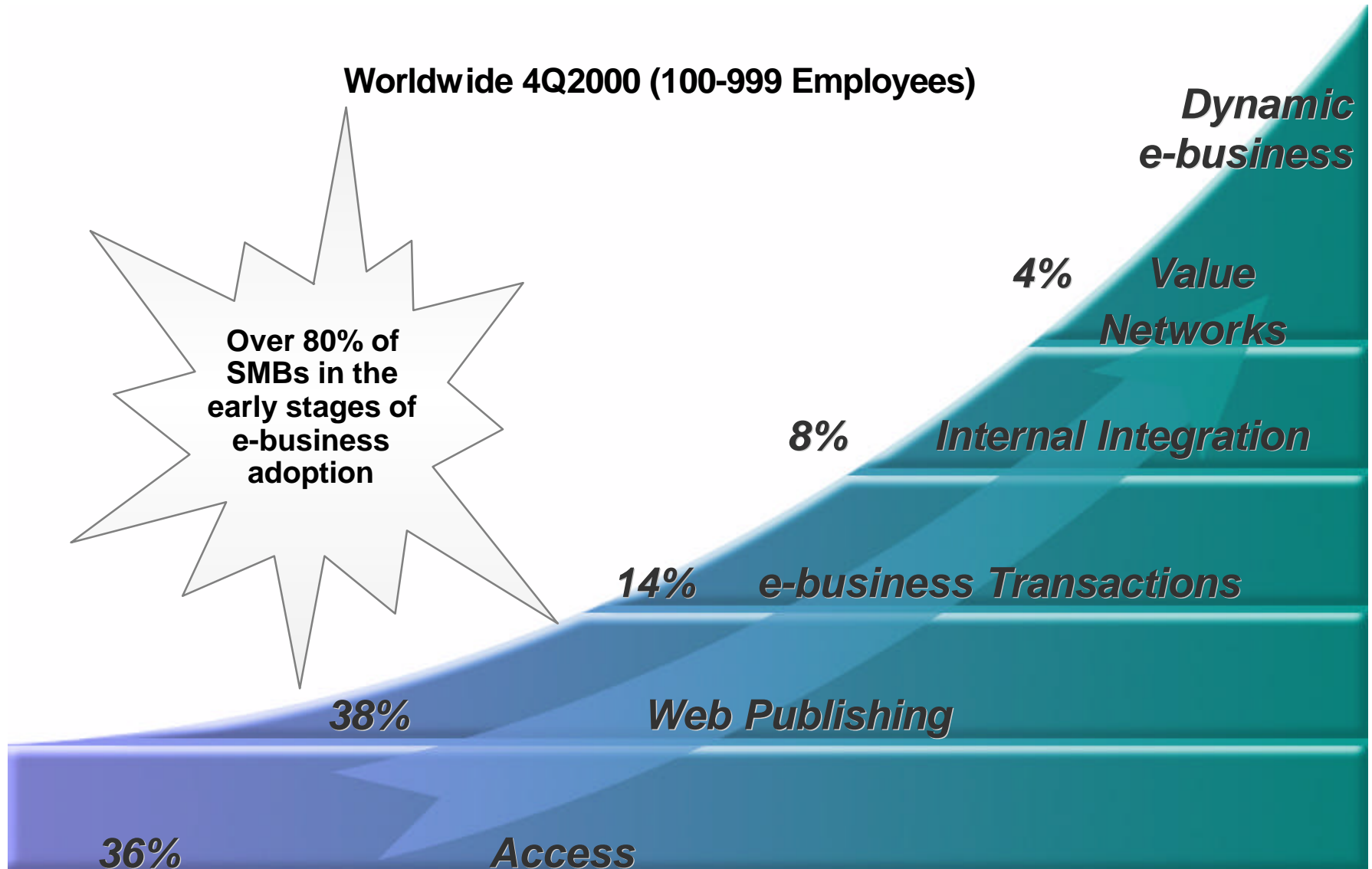
Global Mid-market Business

Jeff Henry, Director
Websphere Solutions Marketing



- Opportunity!!!!
- Solutions powered by IBM WebSphere
 - Leverage the Web
 - Strengthen Customer Loyalty
 - Fast Forward to the Web
- Get Started TODAY!

Small & Medium Businesses e-business Adoption



Small & Medium Businesses e-business Adoption

Worldwide 4Q2002 (100-999 Employees)

Moving towards higher levels of e-business adoption:

- To improve productivity
- Be more responsive to customers

SMBs Moving Quickly to Next Stages in the Next 12 Months

Dynamic e-business

6.7% *Value Networks*

13.8% *Internal Integration*

19.1% *e-business Transactions*

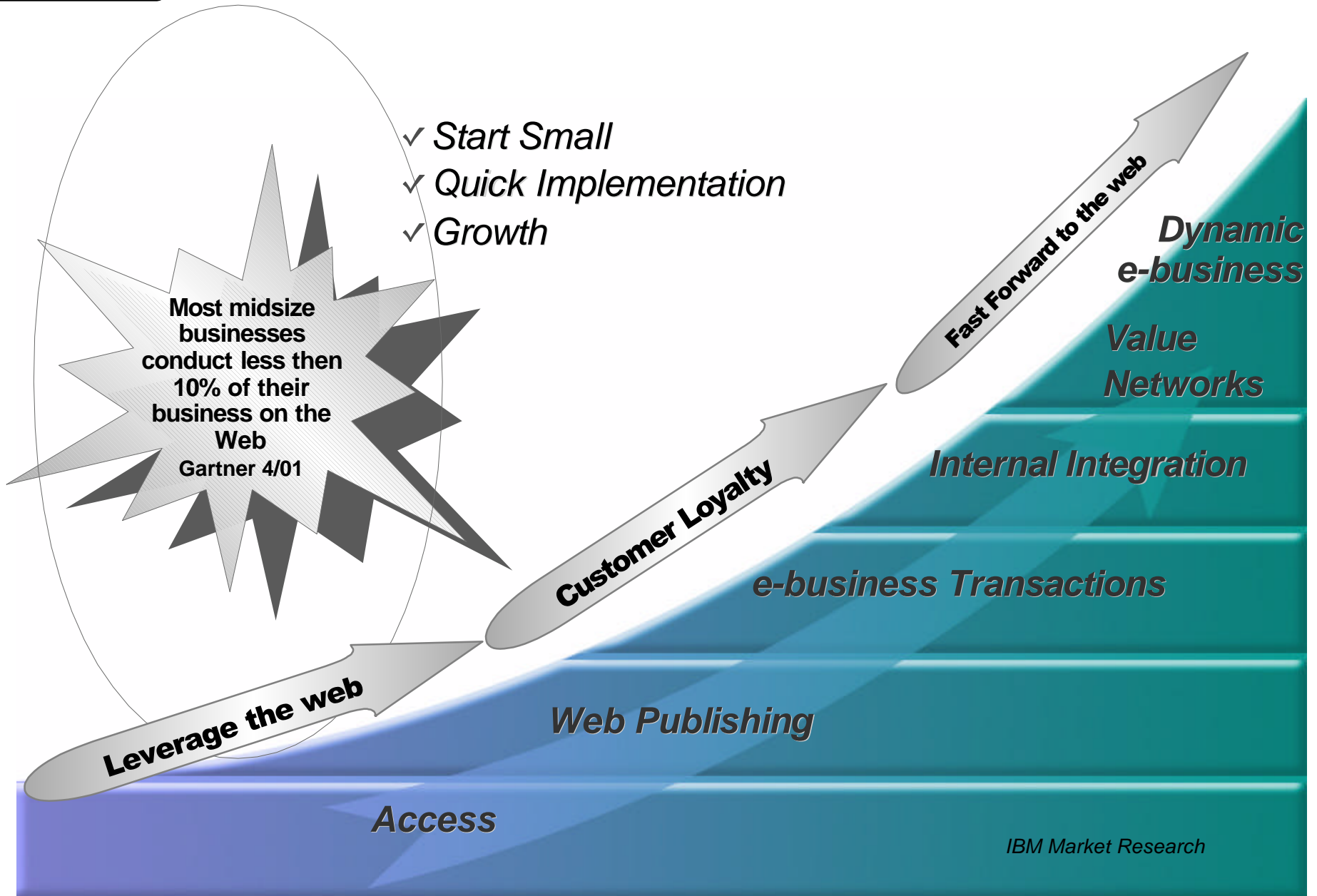
34.5% *Web Publishing*

25.5% *Access*

IBM Market Research



We Hit The Sweetspots!



Components of Leverage the Web

Base Offering

- ✓ **WebSphere Application Server, Advanced Edition**
- ✓ **WebSphere Studio**

- ✓ **Business Partner Services**

Upsell Opportunities

- ✓ **WebSphere Commerce Suite**
- ✓ **WebSphere Personalization**
- ✓ **WebSphere Extended Personalization**
 - ✓ WebSphere Personalization
 - ✓ WebSphere Site Analyzer
 - ✓ WebSphere App Server, Advanced Edition
 - ✓ WebSphere Studio
- ✓ **WebSphere Edge Server**
- ✓ **WebSphere Everyplace Access**

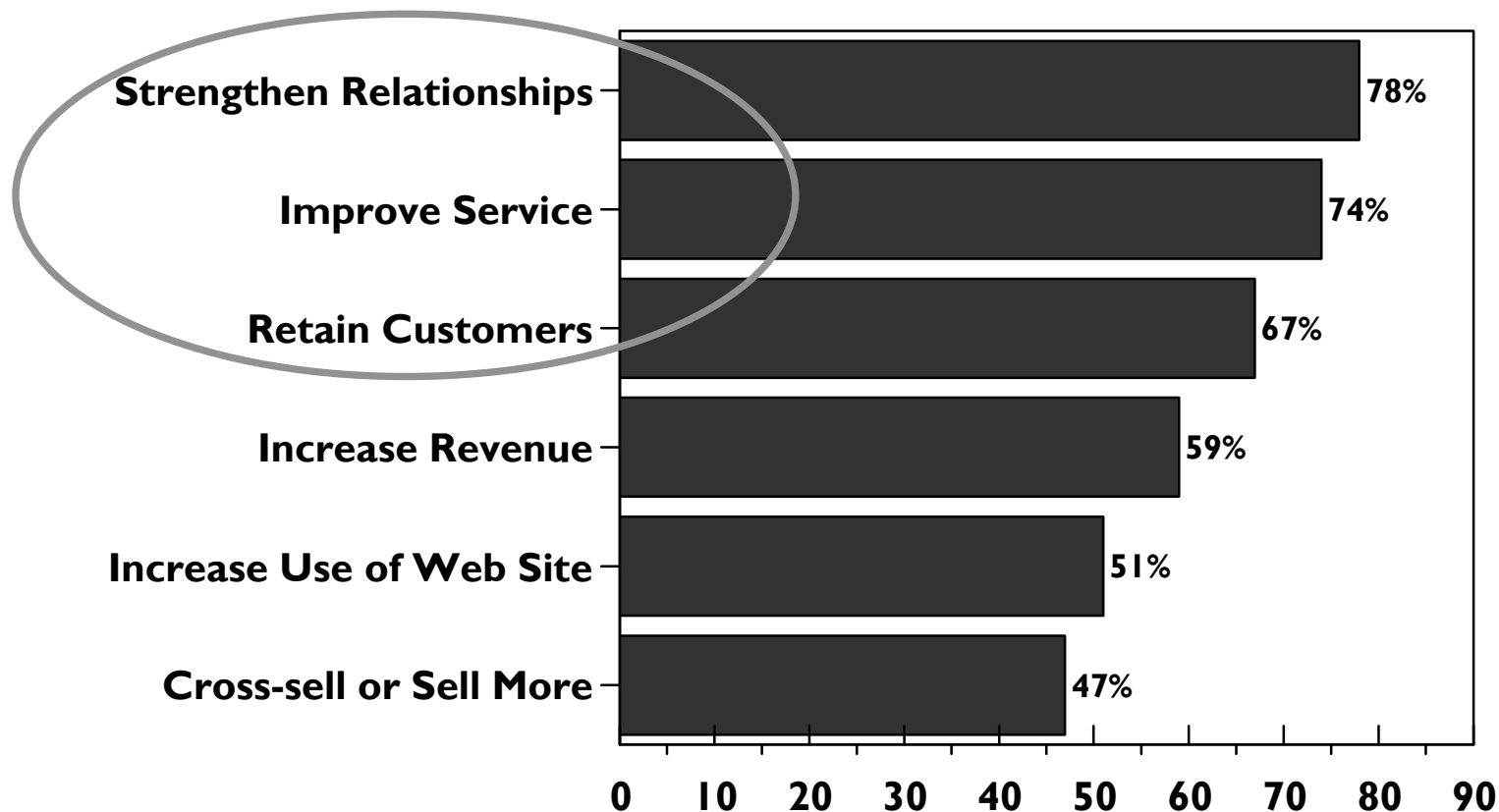
Platforms

- ✓ AIX
- ✓ Windows NT
- ✓ OS/400
- ✓ Microsoft NT/2000
- ✓ Sun Solaris
- ✓ HP Unix
- ✓ Linux



Strengthen Customer Loyalty - Reasons to Personalize

- Percentage of companies that cite these goals for personalizing customer interactions:



Components of Strengthen Customer Loyalty

Base Offering

- ✓ **WebSphere Extended Personalization**
 - WebSphere Personalization
 - WebSphere Site Analyzer
 - WebSphere App Server, Advanced Edition
 - WebSphere Studio

- ✓ **Business Partner Services**

Upsell Opportunities

- ✓ **WebSphere Portal Server**
- ✓ **Interwoven Team Express**
- ✓ **WebSphere Edge Server**
- ✓ **WebSphere Everyplace Access**
- ✓ **WebSphere Commerce Suite**

Platforms

- ✓ AIX
- ✓ Windows NT
- ✓ OS/400
- ✓ MS NT/2000
- ✓ Sun Solaris
- ✓ HP Unix
- ✓ Linux



Components of Fast Forward to the Web

Base Offering

- ✓ **WebSphere Application Server**
- ✓ **Business Partner Services**

Upsell Opportunities

- ✓ **WebSphere Extended Personalization**
- ✓ **WebSphere Business Integrator**
- ✓ **WebSphere Edge Server**
- ✓ **WebSphere Business Components**

Platforms

- ✓ AIX
- ✓ Microsoft Windows NT
- ✓ OS/400
- ✓ Microsoft Windows 2000
- ✓ Sun Solaris
- ✓ HP Unix
- ✓ Linux



Impact of e-business on your Business

Leverage the Web

Customer Loyalty

Fast Forward Web

Software		24K		23K		26K
Services	Solution Assessment Installation Education Customization	29 days		38 days		30 days
Upsell Software	WebSphere Extended Personalization or Commerce Suite	40K	WebSphere Portal	60K	WebSphere Personalization	22K
Upsell Services				15 days		15 days

Getting Started - Resources and Support for You

- To Get More Details.
 - Download Booklets, Presentation
 - ibm.com/websphere/partners
 - Click on Sales Enablement Portal
- To Get Ready to Deliver these Services
 - Look to partner with those having complementary skills
 - www3.software.ibm.com/cgi-bin/d2w/reseller/resell/input
 - Educate your Team
 - PartnerWorld for Software - Education
 - PartnerWorld for Software - Technical Support
 - Signature Sales Resource
 - Signature Sales Methodology
 - Technical Training and Certifications

The Beacon Awards/Marketing Updates

Terease Baker-Bell
ISV Marketing Manager





What is the IBM Beacon Awards?

- Recognition for Business Partners worldwide who have excelled:
 - in providing quality e-business solutions
 - services to customers
- Winners/finalists announced at PartnerWorld 2002 conference, February 17-20 in San Francisco
- Different from Lotus Beacon Award



2002 Beacon Award Categories

- Best WebSphere e-business Solution
- Greatest Midmarket Success
- Greatest Innovation in e-business
- Excellence in Partnering
- Distinguished Achievement Award



Nomination and Judging Process

- nominations currently open through November
- judging to take place in December by IBM internal and external press judges



Winners/Finalists Recognition



- Beacon Award Logo



- Wall Street Journal Advertisement



- Crystal Award



What's Next?

- For more information on the IBM Beacon Awards and to submit your nominations go to: <http://www.ibm.com/partnerworld/software>



New Portal Offering Drill-Down Teleconference

- Thursday Oct. 18
- 11:00- 12:00 EDT
- to attend call: 888-551-9016; International # 719-457 2577
- Passcode: WebsphereBP

PLEASE PLAN TO JOIN!



IBM Web Services Strategy Teleconference

- Thursday, Oct. 25
- 11:00- 12:00 EDT
- Call in number: 888-551-9016 International # 719-457-2577
- Passcode: WebsphereBP

PLEASE PLAN TO
ATTEND!



Websphere University 201 Schedule

	Atlanta	Austin
Date	October 18	October 23
Location	IBM Corporation: 1600 Riveredge Room 27A09 Atlanta, GA	IBM Corporation: AUS-9436-Briefing Room 30 400 West 15th St. Austin, TX

Prerequisites: Premier or Advanced partner; attended IBM's 2-day Signature Selling Methodology class; attended IBM's 2 day Websphere University 201 class.

To register: send an email to rsvp@us.ibm.com with the date that you attended IBM's Signature Selling class and the date and location of the class you'd like to attend.



Competitive Teleconference

"Branham's View of the Middleware Market"

- November 6 & 28th (Oct. 15 for 201's attendees only)
- Topics include: BEA; Oracle; Microsoft, I Planet, Broadvision and more

To register: dial 800-289-0579 or 719-457-2550
provide the operator with the appropriate
confirmation

code:

November 6.....408864

November 28.....650546



PartnerWorld

Remote TV Participants Only

Broadcast IV - IBM WebSphere Updates and Announcements

Name: _____ Location: _____ Phone: _____

We value your input!

Please circle your answers to the questions asked on the broadcast and return this form immediately by either Fax or Mail.

FAX

Ann Barnhart, IBM PartnerWorld for Software at 972-280-6394

MAIL

IBM Corporation
Attention: Ann Barnhart
5th Floor
1507 LBJ Freeway
Dallas, TX 75234

Thanks for your cooperation.

The broadcast was of interest to me

- A. Yes
- B. No



Web Sites Referenced

- **IBM PartnerWorld for Software**
 - www.ibm.com/partnerworld/software/zone
 - Enter name and password
- **IBM Learning Services Network**
 - www.ibm.com/services/learning/satellite, or
 - www.etnetworks.com
- **IBM WebSphere**
 - www.ibm.com/websphere
- **WebSphere Innovation Connection**
 - ▶ www.ibm.com/websphere/partners
- **WebSphere Innovation Connection - Sales Enablement Portal**
 - www.ibm.com/websphere/partners
 - Select Sales Enablement Portal
- **Beacon Awards Nomination**
 - www.ibm.com/partnerworld/software
- **en technologies Corporation**
 - www.entechnologies.com
- **Branham Group**
 - www.branhamgroup.com



- **We Pay Offerings**

- www.ibm.com/partnerworld/software/zone
- Select Education, We Pay Offerings

- **You Attend We Pay Programs**

- www.ibm.com/partnerworld/software/zone
- Select Education, We Pay Offerings

- **Education Roadmap**

- <http://www-3.ibm.com/services/learning/spotlight/db2/advise.html>

- **Certification Roadmap**

- www.ibm.com/certify

- **IBM PartnerWorld for Software Calendar of Events**

- www.ibm.com/partnerworld/

- **Communications/Conference Calls**

- <http://www.ibm.com/partnerworld/software/zone>
- Select Events, Teleconference

Remote TV Sites (TEN-TV, PartnerWorld I)

- Input from remote TV sites
 - Fax answer sheets to 972-280-6394

Thank You

- Thank you for your attendance and support of IBM PartnerWorld for Software
- We appreciated your input today
 - Additional input
 - Membership Centre at 1-800-IBM-1822
 - FAX 1-972-280-6394
 - E-mail
PWSWNA@US.IBM.COM

