# WebSphere Transcoding Publisher Version 4.0

## Overview Presentation
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www.ibm.com/websphere/transcoding/

# Agenda

- **Business need for transcoding**
- **Value Proposition**
- **Key benefits for Business AND Technical Audience**
- **Features and functionality**
- **Competitive advantages**
- **Awards and references**
- **Announcement details**
- **Backup charts**

# Companies need to extend Web content and applications to mobile devices...

**Wireless technology, the explosion in new devices and advances in speech technology are pushing e-business to new frontiers ...**

- **By 2002, only 65% of Internet access will be via PC**
- **By the end of 2002, the world will have more wireless users capable of Internet access than it will have wired users**
- **1.4 billion people will access the Internet through wireless phones by 2004**
- **Consumers will spend more than $200 billion in mobile commerce by 2005**
- **By 2003, 30% of the U.S. work force will use voice recognition on a daily basis.**
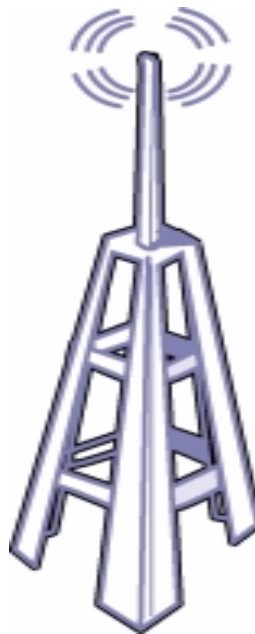- **Source: International Data Corp., Ovum**

# ...but wireless Internet is at its infancy, and the market complexity is high

**Content**

**Wireless Networks**

**Devices**

HTML, XML, cHTML, HDML, WML, iMode, etc.

PDAs, HDML-based Phones, WAP Phones, iMode Phones, Mobile Companions, VADs, etc.

GSM, CDMA, TDMA, etc.

- High cost of creation and maintenance of Web content and applications in multiple formats
- Never ending investment in reacting to constantly emerging new standards and devices
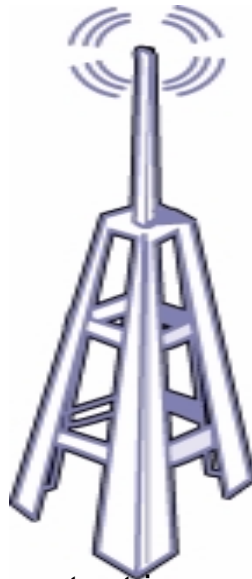
# Transcoding Publisher addresses the complexities of the wireless Web:

**Extend Content**

**Streamline Delivery**

**Customize Presentation**

Translates content between different markup languages and image formats

Facilitates customization of display to end user based on preferences and device capabilities

Simplifies content in response to wireless network constraints

- WebSphere Transcoding Publisher is a server-based, software that dynamically translates Web content and applications into multiple markup languages and optimizes it for delivery to mobile devices
- No need to reauthor and maintain multiple versions of the Website

# Transcoding Publisher responds to the concerns of Line of Business Executives:

- **Helps to create new channels to reach new and existing customers**
  - ► **Makes Web content and applications available on mobile devices**

- **Increase productivity of mobile employees and help them better service customers by extending the reach of the enterprise applications to mobile devices**
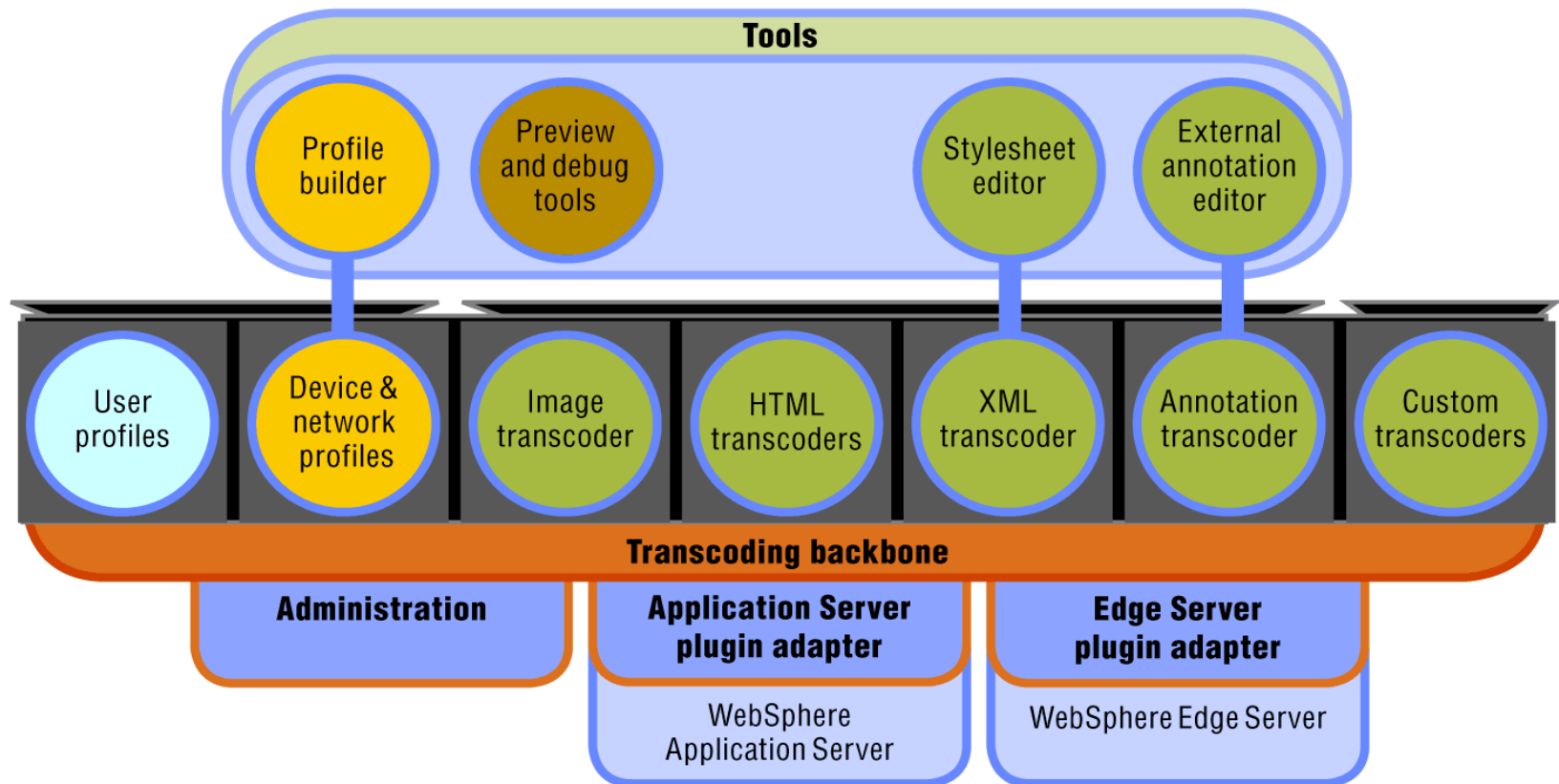  - ► **Real time access to mission critical data and business applications**

- **Improve the end user experience by helping customize content presentation to device type and user preferences**
  - ► **Existing device profiles for basic customization**
  - ► **Additional customization tools and user preferences**

# Transcoding Publisher responds to the concerns of CTOs:

- **Leverage existing investments in HTML and XML-based content to maximize ROI**
  - ►**Simultaneous content adaptation to many devices and languages eliminates need to maintain multiple versions of a Web site**
  - ►**Real-time transformation does not require updating multiple versions of the Website every time content is edited**
- **Helps to quickly react to new developments in technology**
  - ►**Extensible framework allows quick deployment of new transcoders for supporting new content formats**
  - ►**New profiles can be added easily to support emerging device types**
- **Helps optimize performance of content delivery to constrained networks and devices**
  - ►**Deck fragmentation and image transcoding**
  - ►**Customization based on network and device type**
- **Offers flexible architecture, ease of deployment and superior administration tools**
  - ►**Multiple deployment methods**
  - ►**New External Annotation Editor and XSL Stylesheet Editor facilitate easy manipulation of existing content**
  - ►**Improved features include remote administration capability**

# WebSphere Transcoding Publisher 4.0 Flexible and extensible structure:



**Tools**

Profile builder

Preview and debug tools

Stylesheet editor

External annotation editor

User profiles

Device & network profiles

Image transcoder

HTML transcoders

XML transcoder

Annotation transcoder

Custom transcoders

**Transcoding backbone**

**Administration**

**Application Server plugin adapter**

**Edge Server plugin adapter**

WebSphere Application Server

WebSphere Edge Server

# Transcoding Publisher Version 4.0
# New features and functions:

- **Additional transformation functions**
  - ► **HTML to Voice XML and PalmOS HTML for Palm.Net devices**
  - ► **Machine Translation plug-in helps translate 10 languages**
- **New GUI-based content manipulation tools**
  - ► **External Annotation Editor**
  - ► **XSL Stylesheet Editor**
- **Can leverage end-user preferences from external data source**
- **Improved administration and monitoring tools**
  - ► **Centralized Administration through external data source, like LDAP directory**
  - ► **Request viewer for remote monitoring of separate WTP servers**

# WebSphere Transcoding Publisher
## Competitive Advantages (I)

- ✓ **Can transform <u>any</u> Website rather than accessing only pre-defined content**
- ✓ **Transforms content "on-the-fly" so any change to source content is presentable to desktop <u>and</u> mobile viewers**
- ✓ **Easy creation and modification of Preference Profiles, which instruct how content adapts to device and network characteristics**
- ✓ **Supports variety of server platforms (AIX, NT/2000, Solaris, several flavors of Linux)**
- ✓ **Product toolkit also supports various platforms, not just Windows NT/2000**
- ✓ **Supports multiple deployment options, giving customers the power and flexibility they desire (proxy, reverse proxy, servlet in WebSphere Application Server, JavaBeans)**

# WebSphere Transcoding Publisher
## Competitive Advantages (II)

✓ **Provides wide variety of standard transcoders and plugable framework**

➡ **Ease to modify or add new transcoders**

✓ **Provides dynamic content fragmentation**

➡ **More effective communication with devices with limited storage capacity**

✓ **Does not require client code to be installed on end-user's device**

✓ **Provides image transcoding**

✓ **Real-time transcoding requires no database**

# WebSphere Transcoding Publisher Awards

- **Transcoding Publisher has won various awards for its robust capabilities**
  - ►**Best of Show at last spring's 2001 XML One Show**
  - ►**InfoWorld's Technology of the Year Award in 2000**

# WebSphere Transcoding Publisher Customer References

- **Enterprise / Content Owners**
  - ► **Banca Popolare di Milano / We@Bank (EMEA)**
  - ► **Sanwa Bank / Ewing Securities (AP)**
  - ► **Commerce Scout (NA)**

- **Service Providers and Consulting Services**
  - ► **BT Cellnet (EMEA)**
  - ► **Brightpod (NA)**
  - ► **YacCom (EMEA)**
  - ► **Luminant (NA)**
  - ► **WAPHead! (AP)**

# Product Availability & Pricing

- **Availability**
  - ► **Launched at Solutions 2001 Conference, San Francisco**
  - ► **Worldwide announcement: 8/21**
  - ► **General availability: 8/31**

- **Pricing**
  - ► **$30K ($US) per processor**

- **Platforms**
  - ► **AIX, Windows NT & 2000, Solaris, and several flavors of Linux**
    - – **RedHat, SuSE, Caldera and Turbo Linux**

# Additional Information

- **Information on WebSphere Transcoding Publisher:**
  www.ibm.com/websphere/transcoding
- **The XML zone is a resource for developers on the use of XML and other open standards:**
  www.ibm.com/developer/xml
- **Information on the WBI toolkit, on Alphaworks:**
  http://alphaworks.ibm.com/
- **Almaden's WBI page:**
  http://www.almaden.ibm.com/cs/wbi/
- **Information on the Servlet API:**
  http://java.sun.com/products/servlet/index.html
- **DeveloperWorks Java pages:**
  http://www.ibm.com/developer/java/
- **WTP** *Developer's Guide* (included on the WebSphere Transcoding Publisher product CD)
- **IBM Redbook on WTP, #SG24-5965**