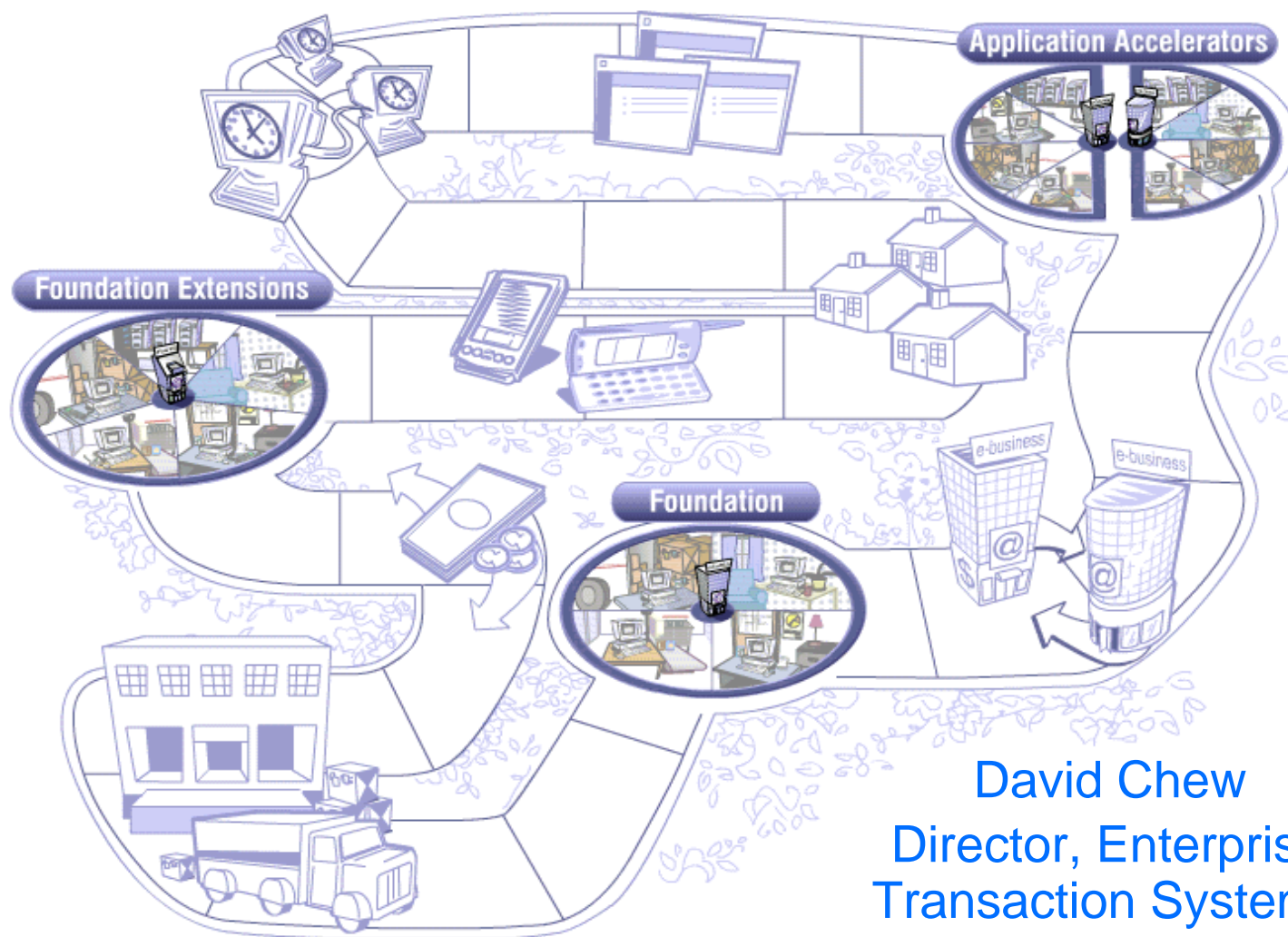




e-business software

The difference is WebSphere.

WebSphere Makes Open Standards Real for Business



David Chew
Director, Enterprise
Transaction Systems





e-business software

The difference
is WebSphere.



Market Trend and Direction

Real Products, Real Business

What's Coming Up

Web Application Integration Evolved



Applications which interact with each other using Web standards

2000+

Web application standards = Web Services

Late 1990s

Web standards appear e.g., HTTP, HTML, XML, OBI, Rosetta Net, cXML

Early 1990s

Application integration standards appear e.g., EDI

Pre-1990s

Custom static apps integration



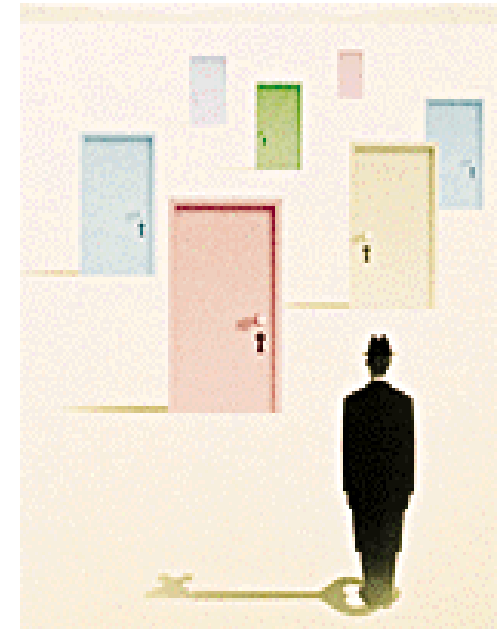
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Open Standards Unlock Opportunity

"Proprietary standards often lock solution providers and their customers into one vendor's technology. Open standards allow for the use of technology from many different vendors."

CRN, 2001/2/23

[Open Standards Unlock Opportunity](#)



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IBM



Solution providers say IBM is leader of the pack

On XML and Microsoft's recent BizTalk Server 2000 release:

With the recent release of its BizTalk Server 2000, Microsoft has caught the attention of solution providers in the XML-based B2B integration arena. When it comes to support for XML standards, however, solution providers say IBM is leading the way.

"It's IBM by a margin," says Bruce Peat, president of eProcess Solutions, Silver Spring, Md. "IBM deserves kudos from the developer community for its Alphaworks [developer] site, support of ebXML and UDDI, and for working hard with the W3C [to support XML standards]."

On open standards implementation:

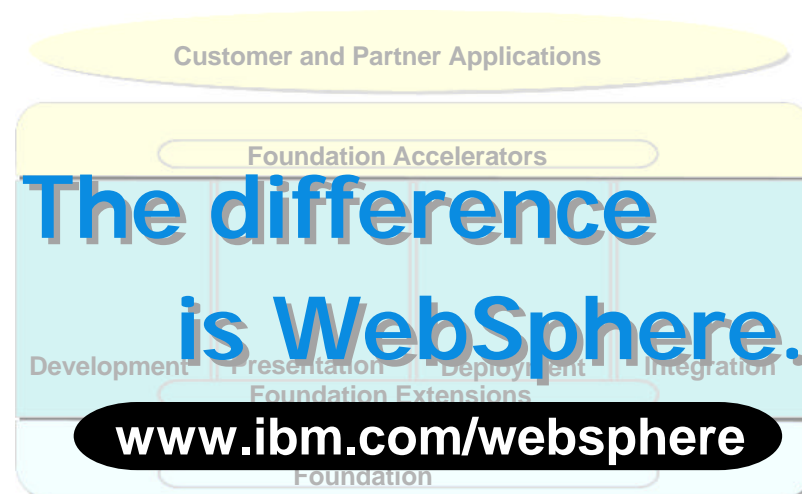
Bojan Vukojevic, director of technology and lead architect at ASU, a software consulting firm in Santa Clara, Calif., cites IBM's WebSphere platform as a strong product for solution providers deploying standards-based solutions.

"What we find out is a lot of companies are claiming to implement standards, but when you dig deeper, it's only 70 [percent] or 80 percent," says Vukojevic. "Whatever [standards] WebSphere claims to implement, [IBM] implements 100 percent."



WebSphere Solidifies Leadership in 2000

- WebSphere experienced seven consecutive quarters of triple-digit revenue growth
- WebSphere leads Microsoft and Oracle in customer e-business recognition; BEA not visible.
- Recent Morgan Stanley Dean Witter survey shows IBM WebSphere chosen for strategic implementation more than twice as often as BEA and more than four times as often as Oracle
- The industry's leading transaction server products, WebSphere, CICS, IMS and TPF, process over 80 billion transactions per day, representing a commercial value of several trillion dollars/week



The difference is WebSphere.





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WebSphere Makes Open Standards Real for Business ... from vision to standards to usable products

- **IBM consistently leads in open standards for dynamic web services, bringing together the key standards - XML, VXML, SOAP, UDDI, WSDL and J2EE**
 - ▶ **WebSphere Technology for Developers**
- **IBM is the first to bring Enterprise Java to zSeries, providing unparalleled quality of service to web application serving**
 - ▶ **WebSphere Application Server V4 for z/OS and OS/390**
 - ▶ **CICS Transaction Server V2.1**
- **IBM continues to advance enterprise tooling**
 - ▶ **VisualAge Enterprise Suite V2.0**
 - ▶ **WebSphere Studio Asset Analyzer V1.0**
- **IBM delivers highly productive Business Process Management**
 - ▶ **MQSeries Workflow 3.3**



First Class Developer Support

- **Recognized industry leadership in development tools**
 - ▶ Development tools have won 26 industry awards in the last 3 years
- **Building developer communities via the Web**
 - ▶ developerWorks / alphaWorks
 - ▶ VisualAge Developer Domain
 - ▶ WebSphere Developer Domain
- **Partnerships with leading vendors of complimentary technology**
- **Delivering advanced technology via alphaWorks**
 - ▶ XML Tools
 - ▶ Web Services Tool Kit
- **Rapidly moving advanced technology to products**
 - ▶ XML & Web Services Development Environment
 - ▶ WebSphere Application Server for Developers

The difference
is WebSphere.





Web Services Industry Leadership

- Starting in December 1999, IBM first to outline Web Services strategy
- IBM first to define and deliver the technology standards (SOAP, UDDI, XML, WSDL)
- First to deliver technology to developers
- First to deliver standards into real, integrated products



The difference is WebSphere.





e-business software

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is WebSphere.



IBM WebSphere
consistently leads in open
standards for dynamic web
services



WebSphere Technology for Developers

- **IBM is first to deliver a comprehensive, integrated, open standards platform for J2EE and Web Services**
 - ▶ Web Services-enabled application server supporting UDDI4J, SOAP, XML, WSDL
 - ▶ Includes Web Services tools
 - ▶ Represents the broadest and deepest implementation of J2EE

- **Part of IBM's continuing leadership in providing Preview Technology to developers**
 - ▶ Allows developers to try out new Web Services and J2EE standards in advance of the release of production application servers
 - ▶ Builds on IBM's leadership in developer support

- **Available March, 2001**
 - ▶ Demo at WebSphere 2001
 - ▶ Nominations through sales teams

The difference is WebSphere.





WebSphere Technology for Developers IBM Delivers Web Services

- **Allows you to author, deploy, and manage secure and authenticated web services based on J2EE**
- **Supports new and existing applications accessible via WebSphere platform as Web services**
 - ▶ **MQ, CICS, IMS, DB2, SAP, etc.**
- **Interacts with any available web service via Internet**

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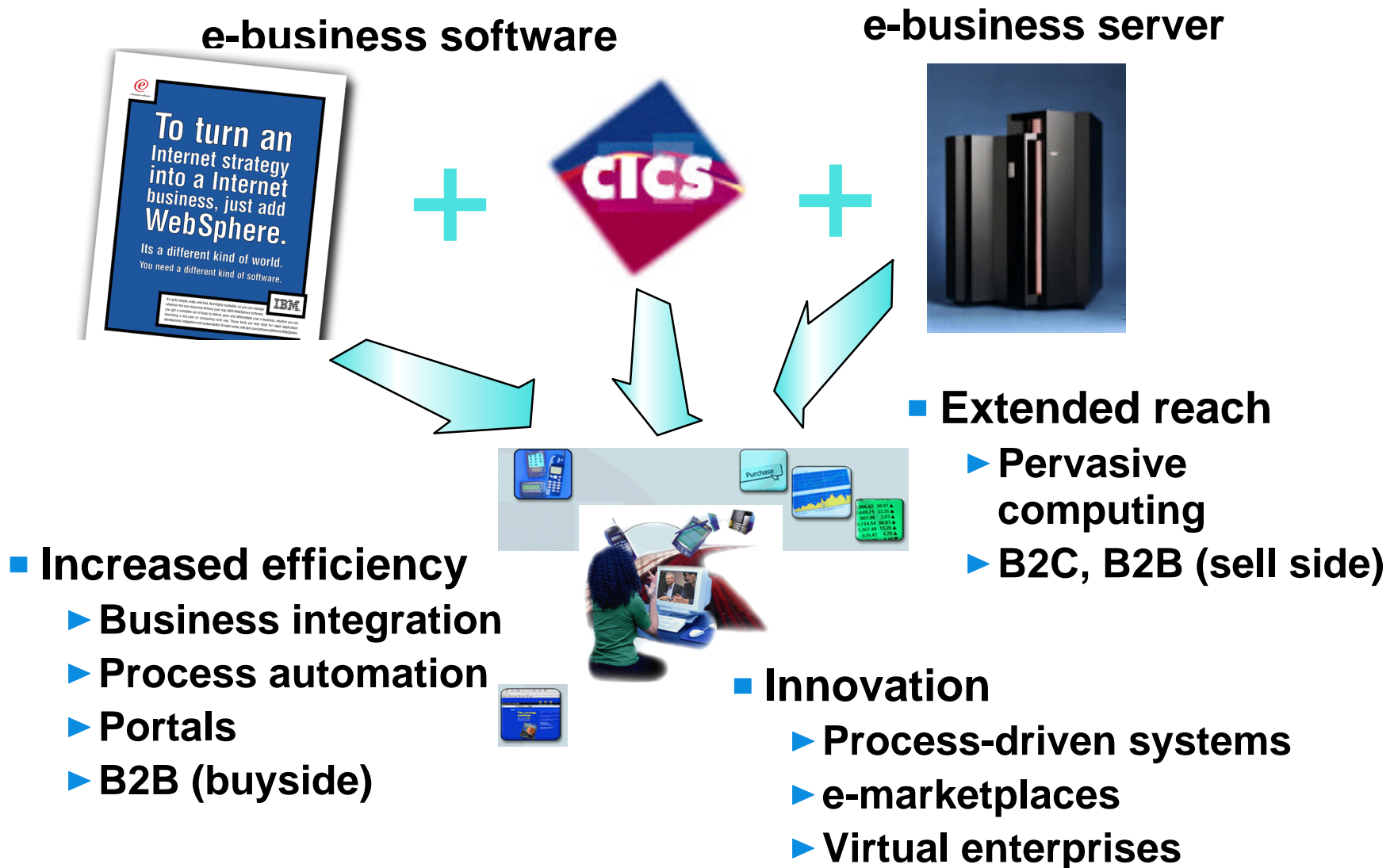
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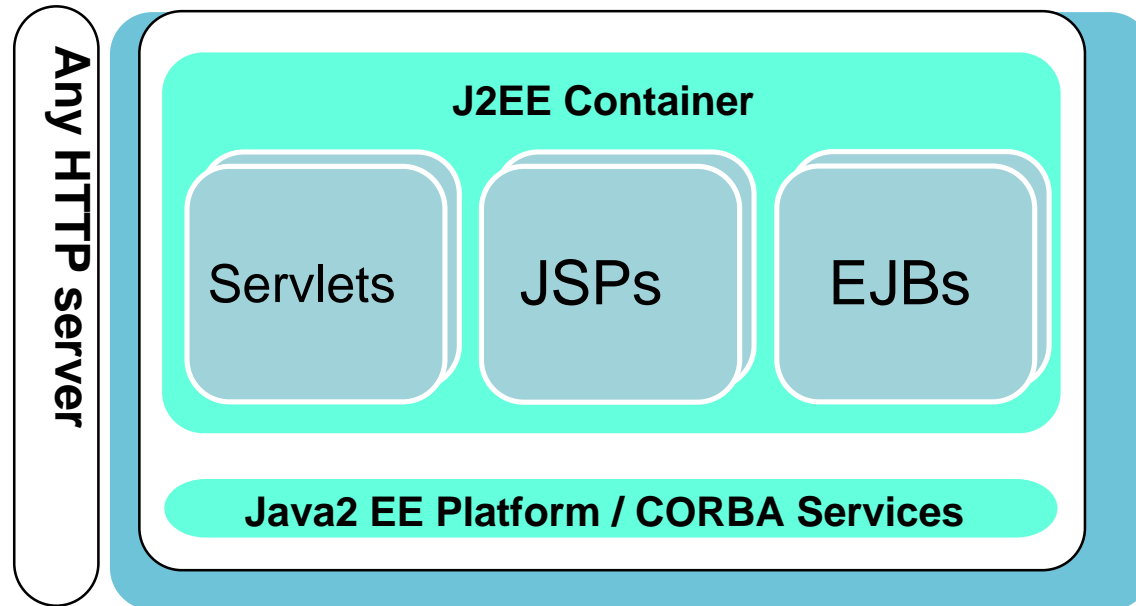
WebSphere, CICS, and zSeries ... IBM unmatched in breadth and depth





WebSphere Application Server V4 for z/OS and OS/390

The difference is WebSphere.



- IBM's J2EE compatible version of web application server for z/OS and OS/390
 - ▶ Consolidated container for Web and EJB components
- Support for CORBA components
- Full exploitation of z/OS qualities of service
- Common tooling will be used for all WebSphere platforms
- Priced consistent with other platforms
 - ▶ OTC \$35K/CPU, IPLA (service/subscription additional)





CICS Transaction Server V2.1

.....the perfect complement to WebSphere

- **CICS Transaction Server V2.1 delivers the key parts of Enterprise Java required by its customers**
 - ▶ Customers can reuse their existing CICS application investment along with their existing CICS skills
 - ▶ CICS provides a single run-time environment for building e-business logic with Enterprise JavaBeans mixed with other languages

- **Highlights include ...**
 - ▶ CICS-specific deployment tooling aimed at CICS system programmer
 - ▶ Session Bean Support
 - ▶ Next-generation JVM

- **WebSphere platform integration and productivity**
 - ▶ Common Application Development Solution, Common Connectors, Common Application Framework
 - ▶ Perfect complement for EJB development and integration with legacy applications

The difference
is WebSphere.





Exploiting zSeries Software Quality Of Service

- **Parallel Sysplex exploitation**
- **Work Load Manager (WLM) exploitation**
- **Automatic Restart Manager (ARM) exploitation**
- **Optimization of connection protocols and communication protocols between WebSphere Application Server, CICS Transaction Server, DB2 and IMS**
- **Security integration with RACF**

The difference
is WebSphere.





WebSphere Application Server and CICS Transaction Server

Deployment options for EJBs

- **Common Enterprise Java technology is embodied in both WebSphere Application Server and CICS Transaction Server**
 - ▶ Ensures commonality of Application Development solution and tools
 - ▶ Ensures seamless interoperability
 - ▶ Means there is no 'wrong choice'

- **Choice of run-time for initial EJB deployment driven by ...**
 - ▶ Enterprise Java needs - breadth of J2EE required
 - ▶ Application investment reuse - heterogeneity
 - ▶ Breadth of z/OS skills and existing infrastructure

- **Not a binary decision**
 - ▶ Expect all CICS customers to also become WebSphere customers at their own pace
 - ▶ Best way to connect between WebSphere and CICS is using EJBs - end-to-end common technology

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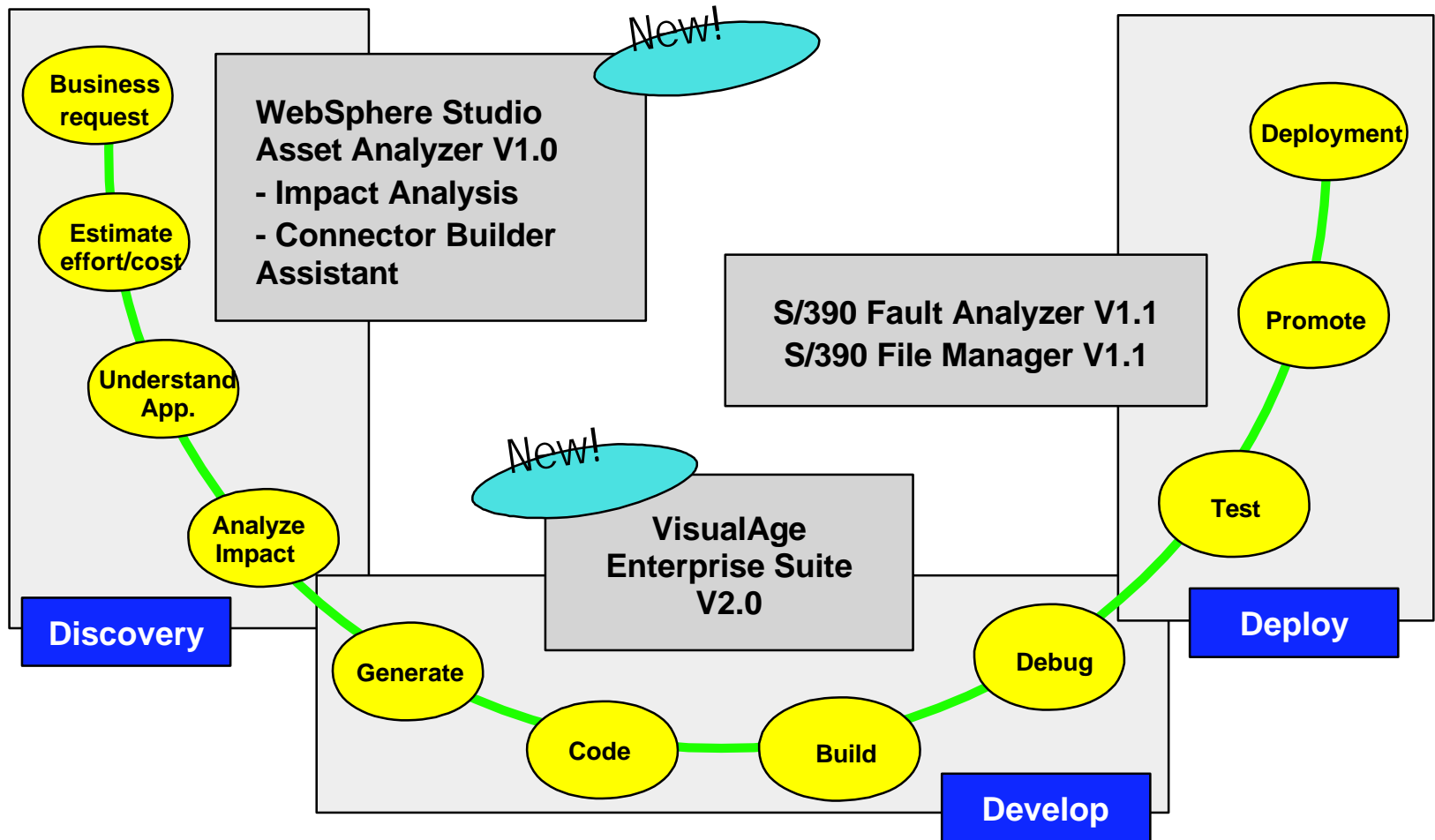
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IBM WebSphere
advances
enterprise tooling and
access

zSeries Enterprise Application Development Offerings

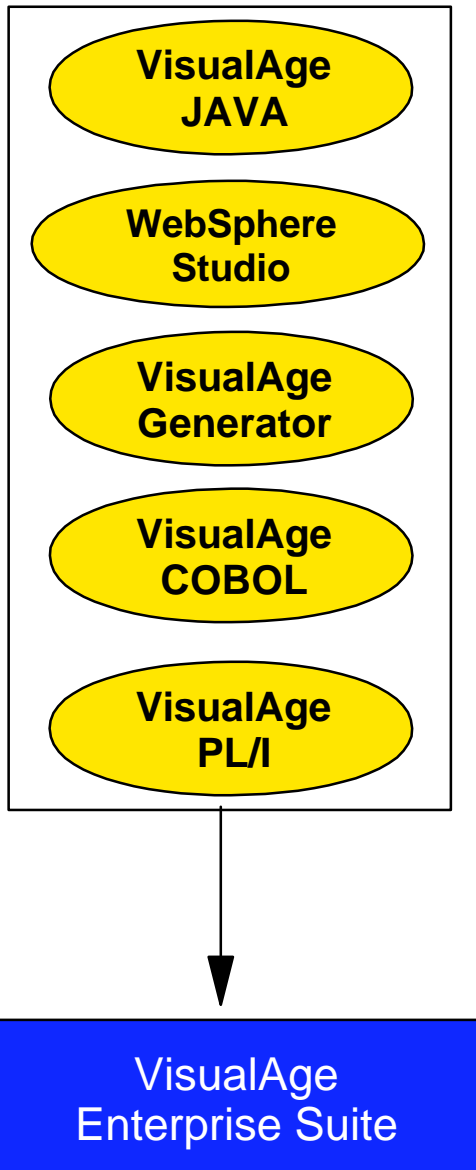
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A solution to promote the discovery, development, and delivery of WebSphere applications !



VisualAge Enterprise Suite V2.0



- Value bundle of latest e-business and traditional enterprise tools
- Single attractively priced package
- Optimizes I/T Expenditure
 - ▶ Eliminate shelfware
 - ▶ Any developer can use any of the tools in the package
- Gain organizational flexibility
 - ▶ Uniform tool set allows customer to redeploy AD resources based on changing business needs

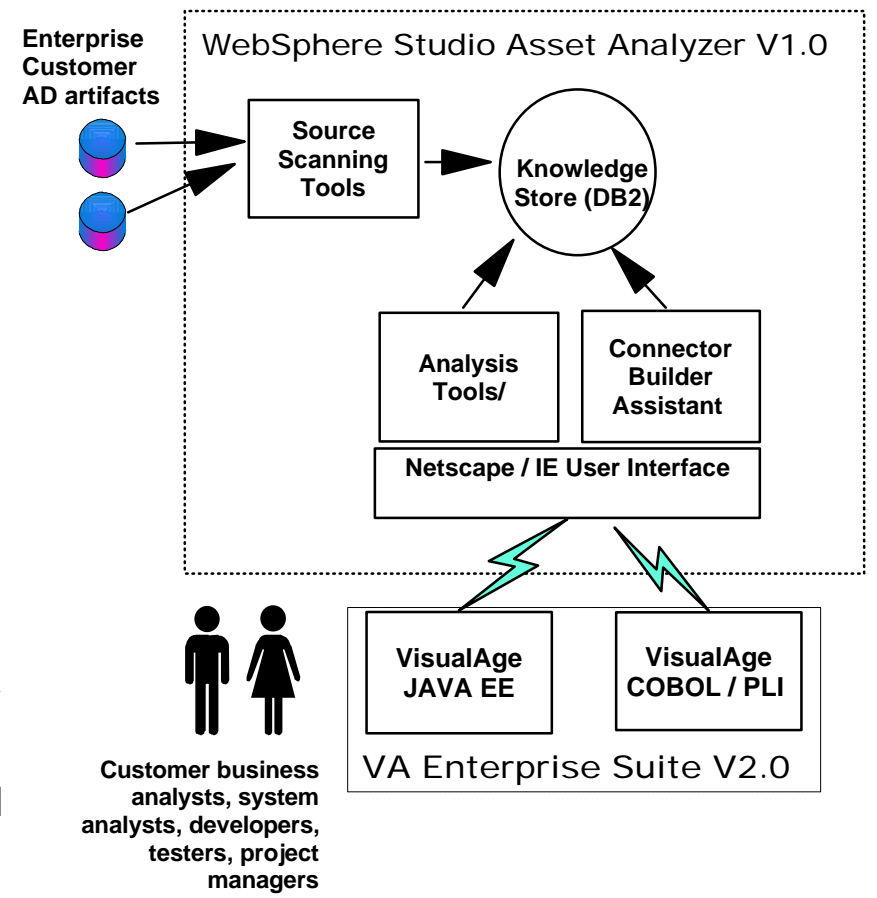
The difference is WebSphere.



WebSphere Studio Asset Analyzer V1.0

- Speed transformation to e-business
- Automate WEB connection to the Enterprise via EJB
- Accelerate transition to component architecture

- Application Impact & Understanding Tools
- SCM Adapters (Serena & SCLM)
- Application Asset Scanners
 - ▶ Batch JCL
 - ▶ Online Transaction / File Definitions
 - ▶ Application Program Source
 - ▶ Record definitions, call data element use
 - ▶ COBOL, PL/I and Assembler
- Connector Builder Assistant
 - ▶ Constructs connector definition consumable by Connector Builders for EJB
 - ▶ Supports CICS ECI, CICS BMS, IMS TM





e-business software

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IBM WebSphere delivers highly productive Business Process Management



MQSeries Workflow 3.3

... the Business Process Management Engine for z/OS, OS/390, and Java

- **The platform for mission critical business processes**
 - ▶ 24 x 7 truly scalable Business Process Management
 - ▶ Allows your business to be AGILE
 - ▶ Makes your business visible and measurable
 - ▶ Rapid solution development and deployment supporting web standards
 - ▶ Industry based business process templates

- **Peerless e-business Support with WebSphere**
 - ▶ JSP wizard integration with WebSphere Studio
 - ▶ Comprehensive web integration support
 - ▶ Oracle 8 support
 - ▶ Asynchronous event handling
 - ▶ Dynamic sub-process invocation
 - ▶ Staffless performance

The difference
is WebSphere.





Bekins Van Lines

Challenges

- Improve customer service through web based 'track and trace' capability
- Leverage existing legacy systems
- Deploy into production in 90 days

Solution

- WebSphere Application Server, Advanced Edition
- VisualAge for Java, IMS, DB/2

Business Value

- \$10,000,000 projected incremental revenue
- Immediate \$250,000 reduction in operating expenses
- "On time, on spec" delivery of web-based access
- Currently evaluating deployment to S/390, z/OS based upon success of project



Walker

Challenges

- Extending the reach of existing core business solutions for our customers
- Gaining operational efficiency and cost saving through the Web for our customers
- The ability to re-use and transform components of the core-business in the creation of new solutions

Solution

- WebSphere Application Server
- CICS Transaction Server

Business Value

- Immediate reduction in expenses for customers
- "On time, on budget" delivery of e-procurement solutions

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WebSphere Makes Open Standards Real for Business ... from vision to standards to usable products

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Market Trend and Direction
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What's Coming Up



Upcoming Events

- **Product Launch**

- ▶ **March 13, 2001**

- ▶ **WebSphere 2001 at Las Vegas (March 12-15)**

- **Sales Enablement Events**

- ▶ **Business Partners Workshop (March 12)**

- **WebSphere Innovation Connection**

- **Web Services: The Connection Necessary for Next Generation e-business**

- ▶ **Sales Rally (March 12)**

- **WebSphere Makes Open Standards Real for Business**

- **Making the Most of WebSphere 2001: A Session and Solution Center Roadmap**

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Sales Support Information

- Sales kits will be available on SMI (Software Marketing Information) database by March 13, 2001
- A cover letter to highlight the launch messages as well as the linkages for sales support information will be sent to IBM sales teams and business partners, target date is March 13.
- Information contact: J C Yao (jcy@us.ibm.com)

The difference
is WebSphere.

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



Customer and Partner Applications

Foundation Accelerators

**The difference
is WebSphere.**

Development Presentation Deployment Integration

Foundation Extensions

www.ibm.com/websphere

Foundation