Rapidly extend, deploy and develop dynamic e-business applications.

Gear up your e-business to go mobile

Increasing mobile employee productivity. Improving process efficiency. Driving revenue growth. Reducing development costs. Protecting your existing investments in applications, systems and intellectual property. This is your strategic e-business plan. Reaching your goals means reliably and securely extending your e-business applications, content and data to customers, employees and trading partners, whenever and wherever they need it. Using any device they choose. With the IBM WebSphere® Everyplace Server software family, you can.

Robust, easy-to-use development tools, get you to market quickly. For consumers, that means providing convenient, dependable access to your e-business around the clock, worldwide, using almost any mobile device. For service providers, that means offering a cutting-edge mobile e-business development solution—using integrated tools that help you deploy existing Web applications to pervasive devices or create new pervasive device applications. The bottom line? Your enterprise will have greater market reach and a competitive advantage. Because WebSphere Everyplace Server software employs an open, standards-based development environment, your developers can work as a collaborative team to save time and money while improving quality.

A comprehensive solution meets your evolving e-business needs

The growing demand for anywhere, anytime access to Internet content and business data is shifting e-business attention from personal computers to a variety of new devices. To help enterprises attract mobile customers and equip their workforces with dynamic e-business services, application providers need to rapidly develop applications for a wide range of pervasive devices. With WebSphere Everyplace Server software, you can meet challenges unique to mobile computing with solutions that are easy to implement *and* meet your e-business objectives. You can respond quickly to increasing consumer, trading partner and mobile employee needs with improved access, extended support for new devices and dynamic content adaptation. WebSphere Everyplace Server offerings help you keep business data fresh, Web content compelling and customers connected—with dependable transaction security, so nothing is lost in transit.

Save time, reduce employee workload and add convenience by delivering e-business applications through mobile devices.

Driving a rental car out of state, a traveler is distracted by a scenic view. The car drifts quickly over the shoulder and collides with a guardrail, crumpling the passenger side of the vehicle. Over-compensating, the driver steers abruptly away from the rail, pinning a wheel in the bent front fender. The car slides to a halt, inoperable.

The driver regains composure and reaches for his cellular phone. His service provider created Web-based access to information directories with enhanced features that automatically list towing companies based on his location. At the rental company's Web site, the driver reports the accident and electronically approves charges for a replacement vehicle. He arranges for a ride to the nearest office through an automated system. To verify that accident coverage was secured, he views the details of his contract on his mobile device's display. An accident report is automatically sent to the driver's insurance company based on his updated rental contract information. Moments later, his insurance agent sends an instant message confirming that his policy covers accidental damage to rental vehicles.

In just a short time, the car is ready to be towed to a repair station. A rental agent has arrived and uses her handheld computer to digitally send a new contract back to the field office for authorization. She processes the driver's credit card and records an electronic signature. With a receipt in hand, the driver continues on his way.

With the modular offerings of the WebSphere Everyplace Server software family, IBM helps you deliver your e-business to the wireless Web, and offers solutions to help you develop and deploy Web services to mobile devices. You can extend consistent, reliable e-business access to people on the move with IBM WebSphere Everyplace Access offering. Transform your Web applications so they work on available mobile devices and support new devices as they're developed. And gear up to build mobile device applications from scratch that extend your reach into new markets. IBM WebSphere Everyplace Server family offerings include:

- IBM WebSphere Everyplace Access offering

- IBM WebSphere Everyplace Server, Enable offering

- IBM WebSphere Everyplace Server, Service Provider offering

Developers can use the award-winning tools they're already familiar with—IBM WebSphere Studio and IBM VisualAge® for Java™—to access the tightly integrated WebSphere Everyplace offering services for pervasive computing. WebSphere Everyplace offering components can be easily installed and quickly deployed, or adapted to support emerging devices and networks—without adversely affecting existing applications. For instance, you can extend the life of existing applications by adding voice interaction technology. IBM WebSphere Everyplace Access offering employs IBM WebSphere Voice Server to give your customers and mobile employees hands-free, eyes-free connectivity to Web services and information. Give employees remote access to applications, e-mail and business data to improve productivity. Offer your customers 24x7 global access to your e-business to drive revenue, improve satisfaction and build loyalty.

WebSphere Everyplace Server offerings help you modify existing applications—or create new content and applications—to deploy to mobile devices with various screen types and sizes. IBM WebSphere Transcoding Publisher dynamically converts Web content and business data on the fly so you can deliver consistent messaging, information and services to unique devices. Build an application once; deliver it to any device. With WebSphere Everyplace Server software, you eliminate the need to create multiple versions of Web applications. You save time, get to market faster and significantly reduce your development costs.

With support for most major wired and wireless networks and multiple devices, WebSphere Everyplace Server components help you provide cost-effective, reliable remote access to e-business applications. WebSphere Everyplace Server offerings extend e-business content to Wireless Access Protocol (WAP) phones, wireless personal computing devices, intermittently connected devices—such as IBM WorkPad® PDAs and PocketPC handheld devices—and landline devices like residential gateways, Internet access devices and Digital Set Top Boxes.

For more information
To learn how you can leverage IBM WebSphere Everyplace Server family offerings to gain a competitive advantage in pervasive e-business development, visit:

ibm.com/pvc

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