Cambridge Interactive shortens time to market with WebSphere Application Server.

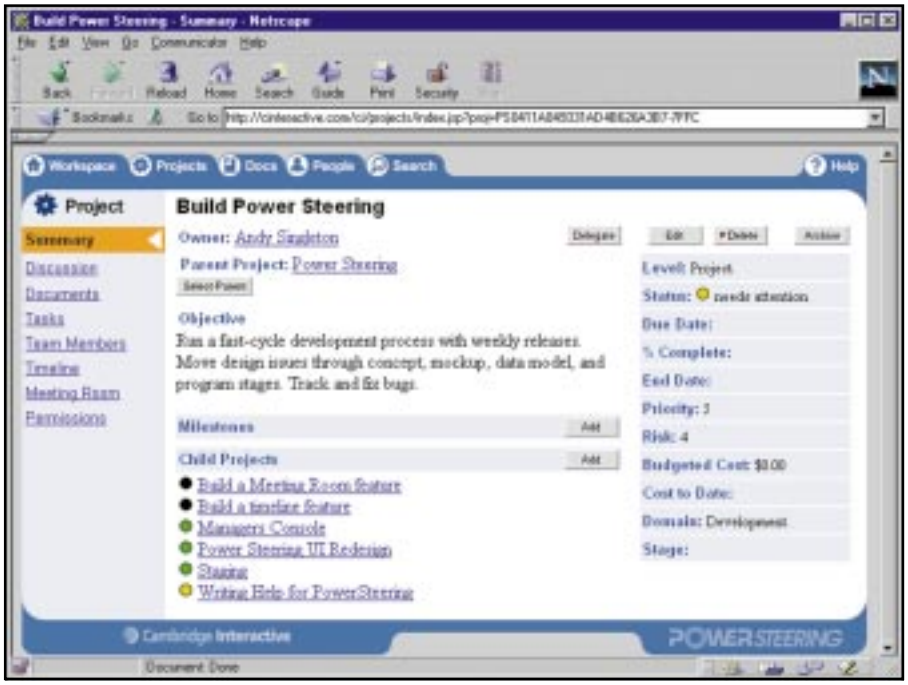
In today's business world, high-speed telecommunications technology is bringing together the collaborative efforts of highly dispersed teams. Where companies once had to centralize their resources in office buildings, people can now work from just about anywhere, provided they have access to what has become the office environment of the technological age—the Web. The challenge created by this new work environment is managing the efforts of these teams and guiding business change initiatives to completion.

"We chose WebSphere Application Server and VisualAge for Java because we wanted the fastest product development cycle in the business. Together, they have doubled our programming productivity."

—Andy Singleton, President, Cambridge Interactive

Now, Boston-based Cambridge Interactive has developed a Web-based application, Power Steering, that provides powerful tools for project management. The application was developed using IBM WebSphere Application Server and IBM VisualAge for Java. "WebSphere Application Server and VisualAge for Java enabled us to develop Power Steering in less than four months," says Andy Singleton, president of Cambridge Interactive. "This fast development cycle is what positioned us to achieve revenue growth at the rate of 100 percent each quarter."

Application	Business-to-business software development
Business Benefits	High development productivity and weekly release cycles drive revenue gains of 100% per quarter; 100% increase in development productivity
Software	IBM WebSphere™ Application Server IBM VisualAge® for Java™



Power Steering allows enterprisewide collaboration through the Internet.

e-business

Boosting productivity

In looking for a Web application development environment, Cambridge Interactive sought a solution that offered both flexibility and productivity. The company evaluated a number of products, including J-Run from Live Software, Inc. Says Singleton, "We needed an application server that could provide database connection pooling, support Java Server Page (JSP) technology and allow us to embed our own Java code. WebSphere Application Server has all these features and more in one application suite."

That, according to Singleton, is what enabled Cambridge Interactive to get its product to market fast. "We chose WebSphere Application Server and VisualAge for Java because we wanted the fastest product development cycle in the business," recalls Singleton. "Together, they have doubled our programming productivity and allowed us to move to weekly product releases. WebSphere Application Server and VisualAge for Java are a dynamite combination."

Three-tiered construction with Java technology

Power Steering was designed with a three-tiered architecture, making it accessible across multiple computing platforms. It comprises a set of server-side applications, run by WebSphere Application Server. All project-related information—including participant profiles, project goals and scheduling information—is stored in a relational database. Power Steering manages this stored data and enables communication between team members using a common Web browser. "The ability to design Power Steering with a three-tiered architecture is one of the most important benefits that WebSphere Application Server brought to our development team," says Singleton.

Cambridge Interactive's developers use VisualAge for Java to debug the Java code in Power Steering incrementally as it is compiled. Notes Singleton, "Running our application server from within the VisualAge debugging environment greatly increased our productivity." The presentation layer of Power Steering is created using JSP technology—supported by WebSphere Application Server. This allows Cambridge Interactive to customize the look-and-feel of Power Steering easily, according to the needs of its customers.

Full team participation

With Power Steering, Cambridge Interactive is helping companies manage complex projects such as mergers and acquisitions. In fact, one of the world's largest consulting firms is using Power Steering to assist in merger integration engagements. "Many mergers fail to achieve their goals because projects do not get underway fast enough to hold the interest of those involved," notes Singleton. "That is when companies lose their key people. Power Steering helps keep all participants actively involved in the project by setting goals clearly in the foreground."

Like its customers, Cambridge Interactive understands the need to adapt to a dynamic marketplace. Says Singleton, "Our developers have to meet very demanding schedules to serve a quickly changing industry. WebSphere Application Server enables us to meet those demands consistently."

For more information, please contact your

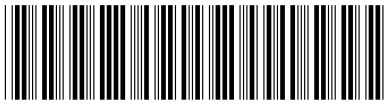
IBM marketing representative or IBM Business Partner.

Visit us at:
www.ibm.com/e-business

For more information about Cambridge Interactive, visit:
www.cinteractive.com

IBM Corporation
Internet Division
Route 100
Somers, New York 10589

Produced in the United States of America
8-99



G325-1386-00