**IBM**

# esävio builds on WebSphere platform to target e-commerce market.

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| **Application** | e-business software solutions |
| **Business Benefits** | For customers: 100% ROI in two months; significant increases in revenue; global market reach For esävio: 50% to 67% reduction in time to market |
| **Software** | IBM WebSphere® Application Server, Advanced Edition IBM Net.Commerce IBM DB2® Universal Database™ for AIX® and Solaris™ IBM MQSeries® IBM Payment Server, Advanced Edition |

Research organization International Data Corporation estimates that the demand for e-business software solutions will skyrocket from $115 billion in 1999 to $430 billion in 2004.[1] The opportunities are staggering, but there's a catch. Companies providing e-business solutions must make an investment in training and development for every product they intend to pass along to their customers. In other words, they have to pick their products and their partners very carefully.

*"DB2 Universal Database is a natural choice as the data repository for Net.Commerce because of its excellent performance characteristics, robustness and cost-effectiveness."*

*– Joe DiMauro, Practice Manager, esävio*



*Seamless, holistic solutions are the esävio trademark, and the WebSphere software platform for e-business plays a key role in delivering on this promise.*

e-business

# e-business — using value networks to reach new markets



*For esävio's click-and-mortar and dot-com clients alike, time to market is everything.*

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*– Joe DiMauro*

It was with this spirit that Berwyn, Pennsylvania-based esävio, a 350-employee provider of integrated services to e-businesses, recently sought a partner that could provide a robust software infrastructure for its e-business solutions. As Joe DiMauro, practice manager at esävio, explains, "We needed a partner whose solutions met a large variety of problems and whose products were easy to deploy, extremely configurable, customizable and affordable for our clients. IBM and its WebSphere software platform for e-business met all of those criteria admirably."

In 1999, esävio, now an IBM Business Partner, began using IBM Net.Commerce (now part of the WebSphere Commerce Suite family of products) with IBM DB2 Universal Database to build catalog-based e-commerce applications. "We discovered that Net.Commerce gives us the most for our dollar," DiMauro explains. "And DB2 Universal Database is a natural choice as the data repository for Net.Commerce because of its excellent performance characteristics, robustness and cost-effectiveness."

As the company's engagements increasingly required the higher performance of server-side Java™ technology and integrated payment options, esävio added other components of the WebSphere software platform to its arsenal: IBM WebSphere Application Server, Advanced Edition, IBM Payment Server (now IBM WebSphere Payment Manager, part of the WebSphere Commerce Suite family of products) and IBM MQSeries enterprise application integration software.

WebSphere Application Server was a key factor in enabling esävio to take its applications to the next level and deliver them quickly. Says DiMauro, "We looked at [Allaire] JRun, [SilverStream Software] SilverStream, [Bluestone] Sapphire and WebSphere Application Server. IBM WebSphere Application Server came out on top in terms of speed to market, performance and load-balancing characteristics."

With this integrated technology platform, esävio has shortened its start-up time for typical new applications from six months to sixty-to-ninety days, and new projects are coming in steadily. Says Dave Simon, director, e-business strategies and solutions, "The out-of-the-box functionality that IBM brings to WebSphere Application Server and Net.Commerce helps us and our customers get to market before the competition."

## Universal Payment Processing grows new business

Universal Payment Processing (UPP), an esävio customer, handles transactions for credit cards, debit cards and checks for more than 60,000 small and medium-size merchants around the country. Based in Milwaukee, Wisconsin, UPP previously operated with swipe machines on dedicated telephone lines. The bank wanted to add the ability to take payment information over the Internet from the point of sale in order to cut costs and sign up more merchants.

UPP asked esävio to design a virtual terminal that would emulate the type of computer built into most cash registers, with a standard, local telephone line dialed into the Internet. esävio was able to design a proof-of-concept in two months using WebSphere Application Server, convincing the bank that the solution would work under real-world conditions. The new solution was up and running just five months later. Because of this implementation, UPP has convinced several major e-commerce providers to use the UPP solution and its integrated credit card processing switch.

In the UPP solution, WebSphere Application Server drives the Java servlets that accept merchant input from the virtual terminals, verify the merchants' status against data residing in DB2, transmit a credit authorization request to the credit card companies, and return an acceptance or rejection notice to the virtual terminal.

The application software resides on multiple Sun servers and links to UPP's back-end databases. In an offshoot from the recent development, the bank has decided to migrate several of its databases to DB2 Universal Database. According to James Hollywood, chief technology officer for UPP, "Compared to Oracle, DB2 Universal Database is more cost-effective for us. Plus, it's easier to use and has a high degree of security."

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*esävio deploys IBM software on a variety of platforms, ensuring flexibility for its customer's diverse environments.*

**Respecting customer preferences**

esävio considers its partnership with IBM ideal, because as Pete Pizarro, executive vice president and chief operating officer at esävio puts it, "IBM is able to provide integrated solutions, from hardware through various applications, yet also has designed its products to integrate with outside parties' packages. It's a win for us, for IBM and for our customers." esävio deploys IBM software on IBM AIX, Sun Solaris and Microsoft® Windows NT® environments, so it can satisfy the demands of customers who want complete IBM solutions as well as those who ask for other options.

In the future, esävio anticipates becoming more of a driving force in the market for e-business solutions due to its partnership with IBM. Says DiMauro, "By adhering to Java Enterprise standards and giving us the ability to use XML in our development, IBM has made a tremendous move forward in helping us serve clients who need back-end integration and a high degree of collaboration across their entire enterprise."

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