

# Top Reasons to Implement IBM WebSphere

WebSphere is an IBM *Brand* of software designed to work together to help deliver dynamic e-Business quickly. WebSphere provides solutions for positively touching a customer's business; for connecting their people, systems and applications with internal and external resources. WebSphere® is based on infrastructure software (middleware) designed for dynamic e-business, delivering a proven, secure and reliable software portfolio that can provide an excellent return on investment (ROI). This paper depicts only a few of the many reasons to implement WebSphere.

## Clearly the IBM strategic direction for cross platform deployment of enterprise applications

Most Java application servers target a specific platform - Unix for example. WebSphere has been built for scalable applications deployed across multiple hardware and operating system platforms. It is supported within IBM's xSeries (NT), pSeries (AIX), iSeries (OS400) and zSeries (zOS) eServers as well as Linux. In addition, Websphere supports many non-IBM platforms such as certain Sun and HP platforms. Java's biggest strength is its "open systems" capability. A Java application server that is not widely accepted and supported across multiple platforms is simply not a player in the open market place. Ideally, customers and ISVs should be able to implement their critical solutions on their platforms of choice rather than on only those that support a single environment. IBM is committed to standards based open computing with Java and the Websphere Application Server as the core of that strategy - available on IBM as well as many non-IBM platforms.

## Leading edge technology from the world's premier technology company

IBM WebSphere Application Server provides leading edge technology including Web Services (SOAP, UDDI, XML and WSDL), J2EE certification, CORBA and ActiveX interoperability as well as J2EE programming model extensions such as internationalization, encapsulated business rules and shared work areas. These extensions are required for building and deploying industrial strength applications to the world wide Web. WebSphere contains a wealth of tooling including Resource Analyzer and a Performance Tuning Wizard. It offers robust support for mail and directory services, multi-node administration, distributed security, workload management and integration with Lotus Domino. The Websphere platform has won many awards such as recent Readers Choice - **Best Application Server of the Year, Best Enterprise Application Tool of the Year, Best E-Commerce Product of the Year** and these are only a handful of the volumes of awards depicting market status and appreciation of the IBM Websphere Brand. Leading edge technology equates to better business applications that *deliver*.

[http://www-3.ibm.com/software/info1/websphere/index.jsp?tab=awards&S\\_TACT=102BBW01&S\\_CMP=campaign](http://www-3.ibm.com/software/info1/websphere/index.jsp?tab=awards&S_TACT=102BBW01&S_CMP=campaign)

## Best Java application server on the market for scalable transaction oriented J2EE applications

There are a number of Java application servers available on the market today. WebSphere Application Server is built for high transaction rates in scalable applications with J2EE support for OLTP (Online Transaction Protocol) and large database access. The real value of the Java Application Server is the value it delivers to an Independent Software Vendor or customer because of the outstanding tooling and supporting products that surround it. Java is a good choice for buying or building applications because it also opens your choices to many hardware vendors, and does not lock you in to an INTEL-ONLY decision.

### **Fast, powerful, cost-effective tools to modernize your application development environment**

WebSphere platform incorporates a full function set of application development tools from IBM that help support modernization/extension of existing applications as well as creation of new applications built around the application server. IBM provides a complete range of application development tools built from the ground up to integrate with its premier application server - WebSphere Application Server. Whether you are a novice page designer or a sophisticated applications programmer, IBM tools enable the you to use a single development environment. IBM Websphere Studio, which is based on Studio Workbench (an open tool integration platform using source code from Eclipse.org) offers configurations that progressively add functionality to meet the needs of specific developer roles. And since it is based on an open technology, the development team can take advantage of best of breed products from other vendors supporting this technology. Not only are IBM products integrated with WebSphere, so are the third party products! IBM provides a treasure chest of open tools fully tested and supported in the WebSphere environment, designed specifically for creating world class e-business applications, so even if you don't develop applications yourself, your Solution Providers will find it easier to build exactly what you need for your business with WebSphere.

### **World class performance**

Java applications running on WebSphere have consistently been one of the leaders on the accepted benchmark tests for several years on multiple IBM server platforms. These benchmarks include the ECperf, Trade 2 Benchmark, VolanoMark, TPC-C, SPECJBB2000, SPECweb99 and Lotus Notesbench. While other vendors rise and fall in these scenarios, WebSphere based applications have consistently occupied top positions. Performance of your eBusiness applications is paramount to your success. IBM is constantly improving the performance of both WebSphere and all IBM eServers.

### **Flexible packaging for a variety of customer requirements**

WebSphere Application Server is available in several packages tailored to the customer needs and requirements along with the types of business organizations and sizes. Depending on the version... WebSphere is available in different flavors. A new WebSphere Application Server - Express will be a starter version designed to help customers and ISVs new to Java and WebSphere, get started with a smaller investment and an easier implementation capability. Advanced Editions are functionally richer offerings that (depending on server platform) come in both single server and multi-server editions. Single server contains the technology for deployment of Java applications, focused toward the departmental and smaller business application environment. It also provides support for some features such as Web Services, J2EE certification, tools and debugging support (depending on version). If greater integration and distributed application support is required, advanced editions provide support for Enterprise Java Beans, connection pooling, multi-node administration and clustering/cloning. At the high end, Enterprise Editions are available for customers and ISVs requiring very large, enterprise applications most commonly found in Fortune 500-type global corporations. The ability to touch small, medium, large or very large companies with solid e-Business middleware that allows growth and scale means your evolving e-Business is in good hands for your future..

### **Fundamental point of integration for other IBM Software Group applications**

WebSphere Application Server is at the heart of the entire Websphere family of IBM Software Group products. Whether a solution provider or customer wants to reface an existing application (WebFacing Tool / Host Publisher), extend an application by adding new browser based function (WebSphere Development Studio), process payments from web based applications (Websphere Payment Server), create catalog based commerce applications (WebSphere Commerce Suite), customize web applications for individual users (Websphere Portal Server), deploy applications internationally (Websphere Translation Server) or leverage worldwide computing grids, the WebSphere Application Server is the backbone of all those e-business components. Try to find another Java application server that can support these robust e-business infrastructure building blocks. Strength and integration of your entire end-to-end operation should be a strong consideration when choosing middleware.

[www.ibm.com/websphere](http://www.ibm.com/websphere)

[ibm.com/websphere/analyst](http://ibm.com/websphere/analyst)

### **Supported by WW IBM global services and other IBM and Business Partner support organizations**

Technology is valuable, but technology without comprehensive technical support has limited value in today's world of application development. WebSphere Application Server support can be provided by IBM on a world wide basis and on a 7x24x365 clock. In addition, IBM Global Services organization is staffed with experts and business consultants available for projects on a contract basis. And the IBM PartnerWorld organization has deep WebSphere technical skills to help ISVs extend and modernize their applications using the WebSphere Application Server. There are additional WebSphere support centers worldwide including the WebSphere Integration Centers and facilities operated by IBM Business Partners. IBM hosts dozens of WebSphere help and support sites on the worldwide web including developerWorks, a premier site for technical information and downloads. [www.ibm.com/websphere](http://www.ibm.com/websphere) [www.ibm.com/solutions](http://www.ibm.com/solutions)

### **A complete implementation of open systems for cross platform deployment of enterprise applications**

Most customers and vendors in the computer industry accept that open standards are vastly preferable to closed proprietary standards. There are 2 main reasons -

**Speed of deployment:** The phenomenon of e-business is based completely on open standards, for example, TCP/IP, HTML, XML and Java. Without open standards, and the quick establishment within the IT industry thereof, e-business would probably never have happened the way it did so quickly. The possibility of many vendors to work on multiple facets of e-business with the confidence that their technology would work together is due to the unifying force of open standards. Similarly, by buying software and hardware that implements open standards, companies can build e-business solutions quickly and safely

**Reduced cost:** Open standards are good for technology buyers because they promote competition which in turn can result in lower prices and better quality. This is now true for software as well as hardware. Furthermore components built using open standards can be fairly easily swapped for competing components which means vendors need to pay increasing attention to the maintenance of customer satisfaction.

WebSphere is designed to provide open standards (such as the increasingly popular Java programming language) for scalable applications that can be deployed across multiple hardware and operating system platforms. As was mentioned, it runs on IBM eServers (zSeries, iSeries, pSeries, xSeries), Linux OS on all platforms and many non-IBM platforms such as Compaq, Dell, Sun and HP and others. This means that customers and ISVs can implement their critical solutions on their hardware platforms of choice rather than being forced to switch to another server. Whether you are building or buying applications, it is in your company's best interest to *insist* on Open Standards

### **Product Viability: IBM + Websphere = Confidence**

As you research the many Web application servers and infrastructure solutions that have come and gone these past few years into the eBusiness arena, confidence in their ability to not only survive but to flourish becomes paramount. IBM WebSphere® Application Server is moving to the front of the application server market and growing faster than the competition. It is good to have that *safe* feeling that the strength of IBM and WebSphere together will serve you for the long haul, and assist your business in becoming the best eBusiness it can be. IBM Websphere - an excellent, rock solid, long term business investment that can contribute to your successful future.

**Best wishes!**