

2819 IBM WAS Feature Pack Multimedia Interactive

Voiceover	Visuals
<p>As you move toward tomorrow’s challenges, one thing remains the same: your business must remain agile, while optimizing costs. It’s critical that the infrastructure that supports your business applications also support these goals.</p> <p>Luckily, IBM knows exactly how to get your business on the road to success with WebSphere application infrastructure software.</p>	<p>Come into Downtown</p> <p>We see a road before us POV from the front seat of a car. The car pulls into the Downtown Garage.</p>
<p>And if you have WebSphere Application Server, then you know it provides a solid foundation that enables business agility by helping you build, deploy and manage robust, agile and reusable SOA applications and services – all while reducing costs.</p>	<p>We stop at Downtown Garage.</p> <p>Inside, we see the frame, the foundation, of a car. We move into the garage. We focus on a car hood ornament that says “WAS”.</p> <p>Then we see a man in street clothes (not a mechanic) nearby.</p>
<p>IBM decided to build upon this foundation by creating WebSphere Application Server Feature Packs so you can access the latest technologies to efficiently develop innovative and high performing applications all while avoiding costly and time-consuming upgrades.</p>	<p>We see signs like old advertisements: “Innovative Applications”, “Efficient Development and Management”, and “Highly Effective Performance” around the store.</p>
<p>Feature Packs give you the option to add new capabilities to an existing version of WebSphere Application Server without disrupting business operations.</p>	<p>The man looks at the great car foundation.</p> <p>We zoom back in on the hood ornament. We see: New capabilities Without disruption</p>
<p>Feature Packs give you more for your applications like access to the latest standards and programming models – all at no additional charge for existing WebSphere Application Server V7 customers.</p> <p>Choose a Feature Pack to learn more.</p>	<p>We move back to the man who is looking at the car.</p> <p>It starts to run (idle) as if it’s ready to go.</p> <p>4 signs appear over the car frame: Service Component Architecture OSGI Applications and Java Persistence API 2.0 Web 2.0 XML Communications Enabled Applications</p>
<p>SCA Feature Pack</p>	

<p>Take a look at the Feature Pack for Service Component Architecture, or SCA.</p>	
<p>The open-standards-based SCA gives you flexibility <u>across</u> your business applications so you can respond faster to changing customer needs.</p> <p>SCA does this by helping software developers easily change and share components, <u>across</u> multiple applications, like a service that retrieves and displays customer account information.[clip this in from recorded audio if possible]</p> <p>Because the software components are joined loosely together through SOA principles, your applications can take advantage of the flexibility inherent in SOA, and reuse it in different applications. For example, you can use the same customer account information service, like product purchase history, in both your online store and customer service applications.</p>	<p>We see another car next to our WAS car. Pieces are swapped in and out between the cars (the second car to the WAS one) while the foundation of the WAS car stays the same. Then we see a dashboard (a computer dashboard on a car dashboard) that shows customer information on the 2 cars above.</p> <p>The information is funneled into different applications (dashboards?) for inventory (showing what they've got) and purchasing (showing options they could purchase)</p> <p>We see the above info (inventory) but from the POV of a customer information dashboard. It shows what customer Robert Taylor has purchased, shipping information and customer service interaction.</p>
<p>OSGi Applications and Java Persistence API 2.0</p> <p>The Feature Pack for OSGi Applications and Java Persistence API, or JPA, 2.0 is all about making your application development more efficient.</p> <p>OSGi support helps developers take advantage of modularity so it's easy to change "parts" <u>within</u> an application.</p> <p>With JPA, developers can deliver applications faster by using a standard way to access key information stored in databases.</p> <p>For example, developers of a back-end inventory application for a car accessory web site can change or upgrade a module that retrieves availability and pricing information without downtime for the application. In this case, the upgraded module allows access to additional options for customers browsing the site looking for a product, like new tire rims. Software modularity and standardization of database access make this possible.</p>	<p>We notice the blasé tires on the WAS car. They are flat, bald and not very efficient.</p> <p>On a computer screen, we see an entry for 4 new tires being added to the WAS car's service log. They have deep tread and look ready for the road.</p> <p>We get an alert that they are in stock. The tires are swapped out. We hear the zzz zzzt of a pneumatic wrench, etc.</p> <p>One that is not needed, a spare, goes into the trunk. Then we see an auto part accessory web site (Amazon.com-like) that lists available tire rims. A software module is upgraded and we now see "new products from our partners". A partner's rims that spin, blink and play music are chosen and we see "there are 12 currently</p>

	<p>in Stock." A set is added to his cart. [show the car getting the new rims as well]</p>
<p>Feature Pack for Web 2.0</p> <p>Now, the Feature Pack for Web 2.0 will make your applications more innovative, helping you deliver the kind of interactive web experience your customers demand.</p> <p>Your static web pages can act more like applications becoming more dynamic and updating in real-time, helping you deliver rich user experiences which can drive up customer satisfaction.</p> <p>So, let's say your customer wants to customize his GPS dashboard. You can gather information from other sources, in this case weather and traffic reports, to create and maintain a dashboard that is updated in real time.</p>	<p>With the basics built, we move inside the car and its navigation/GPS system. It goes from being a boring text "you are here" to a dynamic graphic.</p> <p>We see our transparent car driving along, a road is missed (the text version) then we see it take the right route b/c it's giving real time information.</p> <p>We see the navigation dashboard: weather updates, news feeds re: traffic reports, etc. are all brought in and updated in real time (we see a weather alert come in).</p>
<p>XML Feature Pack</p> <p>XML is the defacto standard for data and documents today. The Feature Pack for XML helps you easily search, access, and retrieve documents stored in XML on file systems, databases, and across the web.</p> <p>It provides standards-based XML support which makes your software development more efficient as you use and highlight key company data in your web applications.</p> <p>And this feature pack enhances the WebSphere Application Server runtime so that your applications that use XML data will also be more efficient and perform at their best.</p> <p>With this feature pack you quickly create a Web application that reads information from an XML formatted spreadsheet and integrates it with other XML-based data to use in your application.</p> <p>For example, an auto insurance provider which allows its customers to apply online for coverage can efficiently develop a web application that incorporates data from a XML-based spreadsheet, like actuarial risk</p>	<p>We move from the GPS to the car's dashboard computer. This central computer "unlocks" information housed in different places.</p> <p>An XML-formatted data stream is also seen. This data which is coming from other sources (file systems, database, RSS feeds, etc.) is being funneled onto the dashboard.</p> <p>The data moves faster over time.</p> <p>We hear an alert from our guy's PDA. He's gotten a message. ZOOM IN: PDA SCREEN He's gotten an email re: his insurance application. We see his information, rate quote, etc. from the screen.</p> <p>[Need to show the risk data coming into the application through a spreadsheet]</p> <p>He clicks the "Get this rate" button.</p> <p>We pan out from the screen, to the dashboard</p>

<p>based on age and driving record. The application can also consistently and rapidly display XML-formatted rate information even when customers apply through devices such as PDAs and SmartPhones.</p>	<p>and then to our guy.</p>
<p>CEA Feature Pack</p> <p>With the Feature Pack for Communications Enabled Applications, or CEA you can easily add communications features, such as click to call and co-browsing, to your applications without having to learn complex technologies such as Session Initiation Protocol, or SIP.</p> <p>That means you can simplify development for interactive user sessions..</p>	<p>We hear the phone ring. We pan from our guy then back to the PDA screen. We see a screen that has icons to make a call, surf the web, etc.</p> <p>Then we these bullets on the screen: Click to Call Co-Browsing Two-way Synchronized Forms</p> <p>Link to CEA Demo (a sign to the right appears)</p>
<p>WebSphere Application Server Feature Packs give you access to the latest open standards and programming models so you can efficiently deliver innovative and high performing applications.</p> <p>Best of all, there's no additional charge for WebSphere Application Server version 7 customers.</p>	<p>Our guy leans against the transparent WAS car with his arms crossed across his chest. Next to him the following appears on screen:</p> <ul style="list-style-type: none"> • Innovative applications • Efficient Development • Highly Effective Performance • Benefits version 7 customers
<p>Visit ibm.com to learn more.</p>	<p>ibm.com/websphere/featurepacks (hood ornament)</p>