

**IBM Web services technology is ready to help you increase your revenues and lower costs.**



**Connect people, applications and data  
with Web services**



**Big results from small changes**

You've heard the success stories: companies pushing the edge of e-business across corporate boundaries to build integrated, collaborative value chains. By sharing information and applications securely and efficiently, they're reeling in more customers, more partners—and more profits.

But then you think: they seriously overhauled their infrastructure to achieve all that. And where is your company going to get those kinds of resources in an economy like this?

Actually, it's easier than you might imagine. IBM can show you how to leverage Web services to do all of this—without rebuilding your e-business infrastructure. And you can start now by asking yourself these simple questions:

- *How can we get a greater return on investment from our existing e-business infrastructure?*
- *Do we have applications and data we could profitably share with other companies?*
- *Could we create efficiencies and better integration in a particular area of our enterprise and benefit immediately?*
- *Do we want to provide our customers enriched access to information or enable key partners and customers to enhance their processes using our business services?*

With minimal changes to the applications and databases in your e-business infrastructure, you can extend them where they are needed to generate the greatest benefit—even across platforms, programming models and languages. IBM Web services solutions can help you make your IT assets work together to create new value.

*“We can deploy Web services by using IBM WebSphere software together with the associated Web services tools from IBM. IBM showed us that the technology for building a Web services infrastructure is not in the future. It's right here and now.”*

*—Tim Hilgenberg, Chief Technology Strategist, Hewitt Associates*

## IBM makes emerging technologies robust

The term Web services refers to new methods for integrating programs through standardized XML technologies and open, standardized interfaces that mask application program interfaces (APIs). The results are simple, programmatic interactions within networks or over the Web.

Web services are based on emerging Internet standards such as:

- *XML schema*
- *Simple Object Access Protocol (SOAP)*
- *Web Services Definition Language (WSDL)*
- *Universal Description, Discovery and Integration (UDDI).*

IBM has played a major role in the creation of these new standards and works with the industry to keep them open and promote their ratification to help ensure a stable development environment. IBM is also one of the first companies to offer software products enabled with these technologies. IBM Web services capabilities are production-hardened and robust. In short, there's no need to wait. Web services are ready for your deployment—thanks to IBM's solid, pragmatic and business-oriented approach to Web services.

## Build it right the first time

By layering software products from IBM on top of your existing infrastructure, you can get your Web services off to the right start. These products include:

- *WebSphere® software platform. WebSphere Application Server, Version 4.0, provides the functionality needed to deploy, integrate and manage Web services-enabled e-business applications. WebSphere Studio Application Developer is the first development environment that enables you to create open, platform-neutral Web services for deployment across heterogeneous systems. Wizards make it easy to get started with minimal, if any, programming.*

- *DB2® data management software. More than 60 million users and 300,000 companies rely on IBM data management solutions. DB2 Universal Database™ supports Web services-initiated calls through stored procedures and includes tools such as XML Extender to help you access databases as Web services.*
- *Lotus® collaboration, e-learning and knowledge-enabling software. Lotus tools enable person-to-person interaction in context with enterprise information discovery and e-business transactions. With the Lotus Web Services Enablement Kit, you can transform Lotus Domino™ documents into Web services and publish Web services within Domino documents.*
- *Tivoli® technology management software. The core set of Tivoli performance management products helps you manage the applications that run your Web services for maximum availability, stability and security. For instance, Tivoli Policy Director enables you to establish policies for the secure execution of your Web services.*

## Find out how you can benefit from IBM Web services

Now is the time to look at your e-business operations to see how you can create more value with the infrastructure you already have. Bring about tighter, more enduring relationships with partners and customers. Streamline your operations to help lower total cost of ownership. Explore new channels for incremental revenue. And improve your company's competitive position. IBM makes Web services available now—why not start today?

To learn more about IBM Web services, visit:

**[ibm.com/webservices](http://ibm.com/webservices)**

To find out how IBM can help jump start your Web services project, visit:

**[ibm.com/software/ebusiness/jstart](http://ibm.com/software/ebusiness/jstart)**



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