WebSphere Transcoding Publisher

Version 4.0

www.ibm.com/websphere/transcoding/

WebSphere software

| the fastest way to dynamic e-business |

Agenda

- **Business need for transcoding**

- **Value Proposition**

- **Features and funtionality**

- **Competitive advantages**

- **Awards and references**

- **Announcement details**

Companies need to extend Web content and applications to mobile devices...

Wireless technology, the explosion in new devices and advances in speech technology are pushing e-business to new frontiers ...

- By 2002, only 65% of Internet access will be via PC

- By the end of 2002, the world will have more wireless users capable of Internet access than it will have wired users

- 1.4 billion people will access the Internet through wireless phones by 2004

- Consumers will spend more than $200 billion in mobile commerce by 2005

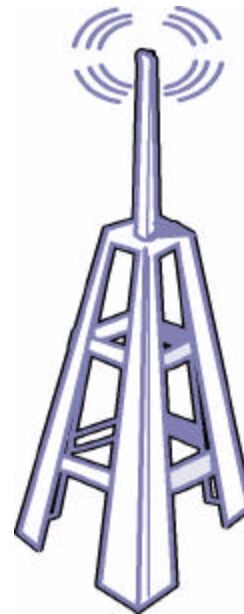- By 2003, 30% of the U.S. work force will use voice recognition on a daily basis.

Source: International Data Corp., Ovum

...but wireless Internet is at its infancy, and the market complexity is high

Content

Wireless Networks

Devices

HTML, XML, cHTML, HDML, WML, iMode, etc.

GSM, CDMA, TDMA, etc.

PDAs, HDML-based Phones, WAP Phones, iMode Phones, Mobile Companions, VADs, etc.

- High cost of creation and maintainance of Web content and applications in multiple formats
- Never ending investment in reacting to constantly emerging new standards and devices
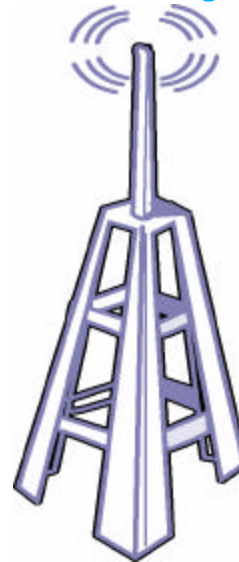
Transcoding Publisher addresses the complexities of the wireless Web:

Extend Content

Streamline Delivery

Customize Presentation

Translates content between different markup languages and image formats

Facilitates customization of display to end user based on preferences and device capabilities

Simplifies content in response to wireless network constraints

- WebSphere Transcoding Publisher is a server-based, software that dynamically translates Web content and applications into multiple markup languages and optimizes it for delivery to mobile devices
- No need to reauthor and maintain multiple versions of the Website

Value Proposition for the Line of Business Executive

- Helps to create new channels to reach new and existing customers
  - ►Makes Web content and applications available on mobile devices

- Increase productivity of mobile employees to better service customers with enterprise applications on mobile devices
  - ►Real time access to mission critical data and business applications

- Improve the end user experience by helping customize content presentation to device type and user preferences
  - ►Existing device profiles for basic customization
  - ►Additional customization tools and user preferences

- WTP is an ideal way to start the customer on a "Multi-channel" strategy today with a simple solution and grow into a more comprehensive solution.

  Not only this, but they want to do it fast!!!

WTP responds to the concerns of CTOs

- **Leverage existing investments in HTML and XML-based content to maximize ROI**
  - ▶ Simultaneous content adaptation to many devices and languages eliminates need to maintain multiple versions of a Web site
  - ▶ Real-time transformation does not require updating multiple versions of the Website every time content is edited

- **Helps to quickly react to new developments in technology**
  - ▶ Extensible framework allows quick deployment of new transcoders for supporting new content formats
  - ▶ New profiles can be added easily to support emerging device types

- **Helps optimize performance of content delivery to constrained networks and devices**
  - ▶ Deck fragmentation and image transcoding
  - ▶ Customization based on network and device type

- **Offers flexible architecture, ease of deployment and superior administration tools**
  - ▶ Multiple deployment methods
  - ▶ New External Annotation Editor and XSL Stylesheet Editor facilitate easy manipulation of existing content
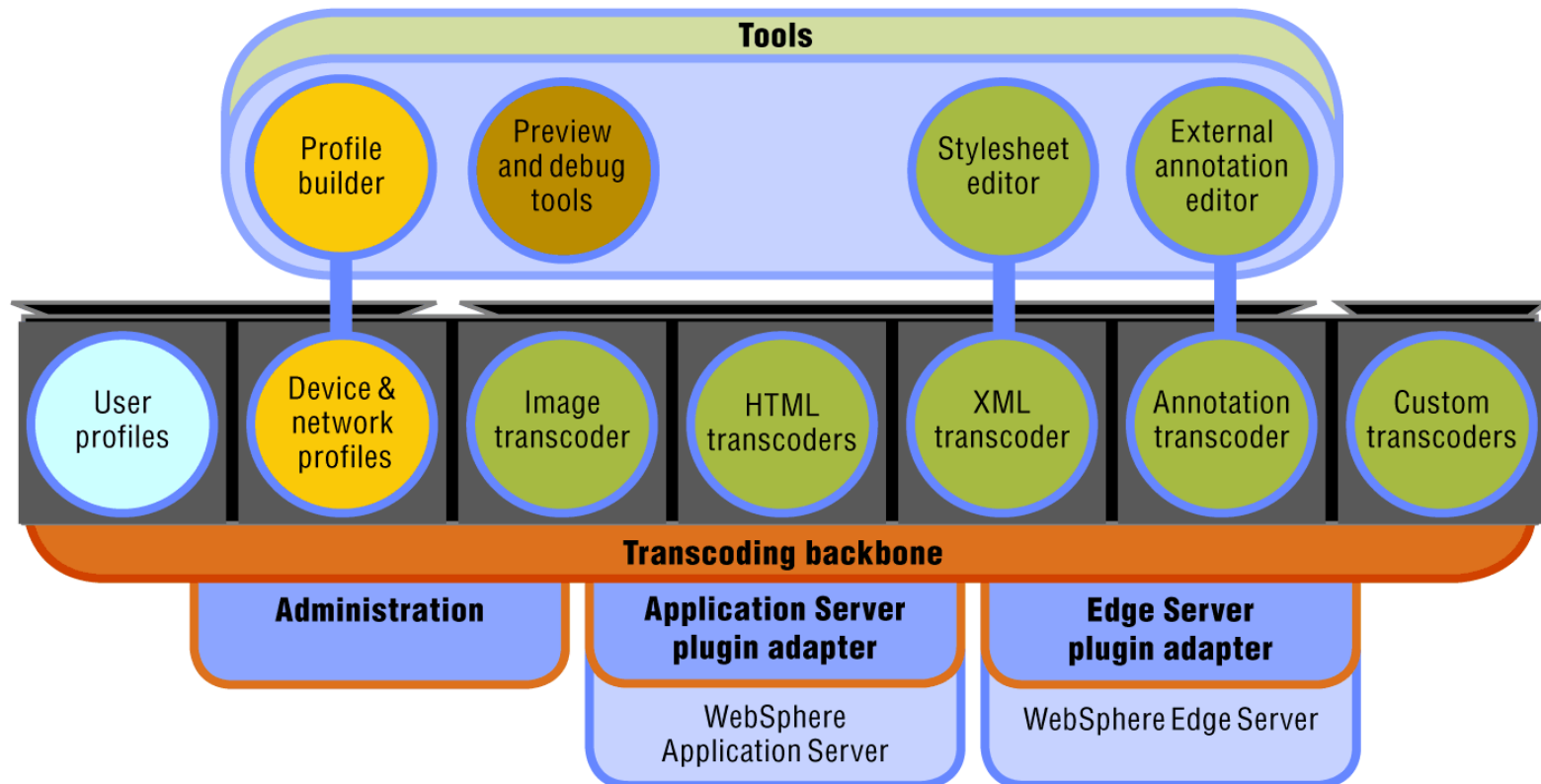
How Do I Know if I Need Transcoding?

- Would I like my Web Applications to reach every possible device and user?

- What Web Applications do I have or plan to have?

- Which of these applications would be useful to my mobile employees and customers?

- Do I want to re-write all of these applications and maintain them for each of the different clients I want to service?

Chances are, you already need WTP...

WebSphere Transcoding Publisher 4.0 Flexible and extensible structure:

WTP Version 4.0 New features and functions:

- **Additional transformation functions**
  - ►**HTML to Voice XML and PalmOS HTML for Palm.Net devices**
  - ►**Machine Translation plug-in helps translate 10 languages**

- **New GUI-based content manipulation tools**
  - ►**Easy-to-use External Annotation Editor**
  - ►**Easy-to-use XSL Stylesheet Editor**

- **New deployment as Edge Server caching proxy plug-in**
  - ►**Improved performance and scalability through Edge Server**
  - ►**Leverages additional security capabilities through SSL**

- **Can leverage user preferences from external data source**

- **Improved administration and monitoring tools**
  - ►**Centralized Administration through external data source, like LDAP directory**
  - ►**Request viewer for remote monitoring of separate WTP servers**
  - ►**XML-based configuration for mass-deployment of configuration updates**

Competitive Advantages (I)

✓ **Can transform __any__ Website rather than accessing only pre-defined content**

✓ **Transforms content "on-the-fly" so any change to source content is presentable to desktop __and__ mobile viewers**

✓ **Easy creation and modification of Preference Profiles, which instruct how content adapts to device and network characteristics**

✓ **Supports variety of server platforms (AIX, NT/2000, Solaris, several flavors of Linux)**

✓ **Product toolkit also supports various platforms, not just Windows NT/2000**

✓ **Supports multiple deployment options, giving customers the power and flexibility they desire (proxy, reverse proxy, servlet in WebSphere Application Server, Edge Server plugin, JavaBean transcoders)**

Competitive Advantages (II)

✓ **Provides wide variety of standard transcoders and plugable framework**

➡ **Ease to modify or add new transcoders**

✓ **Provides dynamic content fragmentation**

➡ **More effective communication with devices with limited storage capacity**

✓ **Does not require client code to be installed on end- user's device**

✓ **Provides image transcoding**

✓ **Real-time transcoding requires no database**

WTP Awards

- **Transcoding Publisher has won various awards for its robust capabilities**
  - ► **Best of Show at last spring's 2001 XML One Show**
  - ► **InfoWorld's Technology of the Year Award in 2000**

Customer References

- **Enterprise / Content Owners**
  - ►**Banca Popolare di Milano / We@Bank (EMEA)**
  - ►**Sanwa Bank / Ewing Securities (AP)**
  - ►**Commerce Scout (NA)**
  - ►**Sony (AP)**

- **Service Providers and Consulting Services**
  - ►**BT Cellnet (EMEA)**
  - ►**Omnitel (EMEA)**
  - ►**YacCom (EMEA)**
  - ►**Luminant (NA)**
  - ►**WAPHead! (AP)**

Availability & Pricing

- **Availability**
  - ▶ **Launched at Solutions 2001 Conference, San Francisco**
  - ▶ **General availability: 8/31**

- **Pricing**
  - ▶ **$30K ($US) per processor**

- **Platforms**
  - ▶ **AIX, Windows NT & 2000, Solaris, and several flavors of Linux**
    - − **RedHat, SuSE, Caldera and Turbo Linux**

Additional Information

- **Transcoding Publisher Website:** www.ibm.com/websphere/transcoding

- **IBM Pervasive Computing:**
  www.ibm.com/pvc/products/transcoding/index.shtml

- **The XML zone:** www.ibm.com/developer/xml

- **Alphaworks:** alphaworks.ibm.com

- **Almaden Research's WBI page:** www.almaden.ibm.com/cs/wbi/

- **Information on the Servlet API:**
  java.sun.com/products/servlet/index.html

- **DeveloperWorks Java pages:** www.ibm.com/developer/java/

- **WTP Redbook, #SG24-5965**