

Why WebSphere Commerce on Linux for zSeries?

Take the next step in e-Commerce

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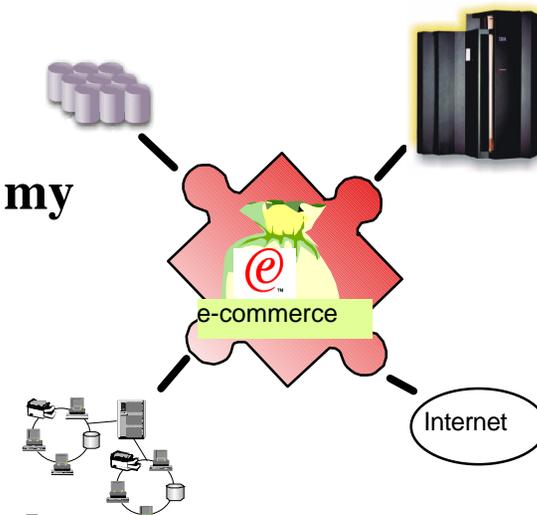
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Today, Customers ask important questions

- **How can I handle serious e-Commerce?**
- **How can I reduce time and cost to optimize my gross margins?**
- **How can I dynamically update, track and analyze my campaigns?**
- **How can I personalize my target product and services to improve customer service?**
- **How can I increase my vendor relationships?**
- **How can I reduce the complexity of my system and build a robust e-Commerce environment?**



How can I turn my information into competitive assets?

Customer Pain Points

■ High IT costs

- ▶ High server farm administration costs
- ▶ New servers require new operating system licenses
- ▶ Large headcount required
- ▶ No money to retrain or hire

■ Slow ROI

- ▶ Projects need too much time to show value
- ▶ Many tools difficult to integrate

■ Low revenue

- ▶ Hard to attract and retain customers
- ▶ Unplanned server down time reduces customer satisfaction and revenue

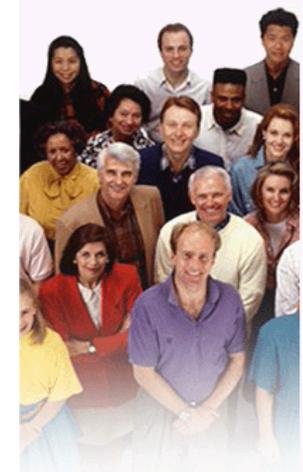
■ Insufficient customer services

- ▶ Customer service delivered inefficiently
- ▶ Differentiated services missing
- ▶ No customer profiling

The mainframe can help on these pain points

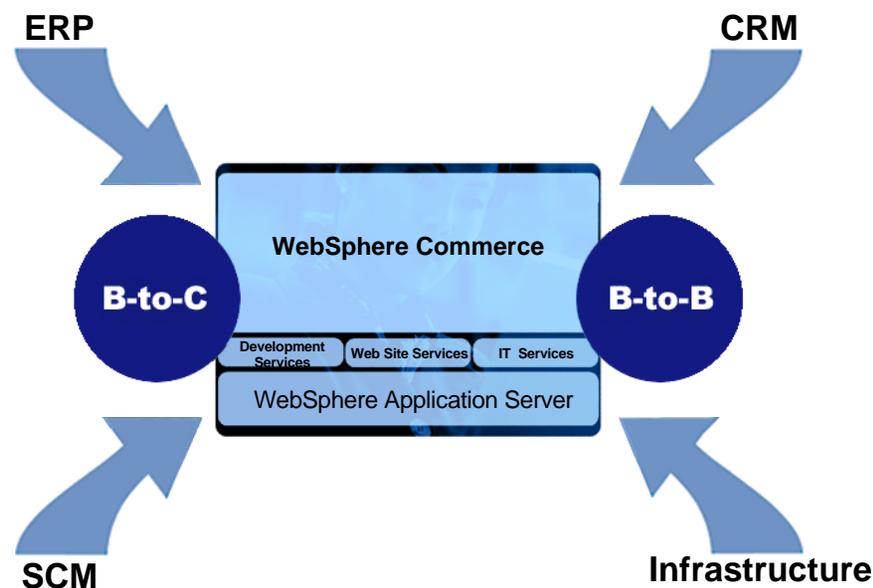
B-to-B and B-to-C e-Commerce: Common Grounds

- **Business integration**
 - ▶ You must integrate your e-Commerce solution with your legacy and back-end SCM, ERP and CRM systems
- **Customized content, goods and services**
 - ▶ Your business customers demand personalized service improved customer convenience
- **Integrated customer support**
 - ▶ Your site should facilitate customer self-service; product-specific advice helps your customers to get more value from your goods and services
- **Dynamic decision making**
 - ▶ Your e-Commerce solution needs dynamic tools for decision making, implementation and auditing to streamline business processes
- **Consumers shop for exactly what they want, when and where they want**
 - ▶ In-store, Online/Web, Catalog, Kiosk, Cell phone, fax, e-mail, PDA, ...



Consistent, high quality service and product availability in any channel

WebSphere Commerce - The Heart of an e-Commerce Solution



Included functionality

- Merchant Center
- Integration with back-end systems
- Personalization
- Auction
- Multicultural functionality
- m-commerce enabled
- Payment Manager
- WebSphere® Commerce Analyzer®

*The foundation of your e-Commerce site is built on
the IBM® WebSphere Application Server*

WebSphere Commerce Highlights

- **Easy to install integrated solution**
- **Tools to help you build your e-Commerce site**
- **Tools to create targeted marketing campaigns**
- **Includes purchasing, fulfillment, payment and settlement functions**
- **Support of m-commerce offers additional flexibility**
- **Multicultural support for the global economy**
- **Leverages Java® technology to deliver a flexible, portable and easy-to-maintain solution**
- **Full integration with business processes and applications**
- **An open industry standards-based architecture**
- **Based on WebSphere Application Server and integral part of WebSphere family**

Benefits of WebSphere Commerce on Linux for zSeries

■ WebSphere Commerce is a complete solution

- ▶ Personalized campaigns, promotions and pricing to enhance relationship marketing
- ▶ Multi-cultural support provides culturally sensitive interaction
- ▶ EJB object model, command beans, JSP/databeans
- ▶ Includes Commerce Suite Accelerator and WebSphere Commerce Analyzer

■ Linux is suitable for Web and e-Commerce servers

- ▶ Linux® enables easy porting of applications to the IBM® @server zSeries™
- ▶ It runs on multiple platforms – no other OS has this quality
- ▶ Based on open standards, it is suitable for innovative technology
- ▶ Add new Linux images within minutes

■ zSeries enables Consolidation and Business Integration

- ▶ Memory based communication provides high speed interconnection
- ▶ Proximity between Web server, application server and database
- ▶ zSeries workload-balancing capacities to handle peak workloads
- ▶ Industry leading reliability, availability and serviceability

Compelling value proposition for customers desiring e-Commerce functionality on mainframe quality

zSeries - how does WebSphere on Linux benefit?

■ **Server Consolidation capabilities**

- ▶ Traditional and Linux workloads execute concurrently
- ▶ Very large numbers of virtual servers executing concurrently
- ▶ Physical and logical scalability

■ **Application Flexibility**

- ▶ 64-bit z/Architecture™ extends choice of application flexibility
- ▶ Concurrent 32-bit and 64-bit operating environments support
- ▶ Front-end to back-end integration

■ **Simplified system management**

- ▶ Centralized system management with less administrative intervention and technical support
- ▶ Nondisruptive capacity increase

■ **Ultimate platform for data transport speed**

- ▶ Increase the capacity of served applications
- ▶ Interprocess communication speed dwarfs any current network traffic speed

■ **Maximum e-business reliability, availability and serviceability**

- ▶ zSeries is designed to avoid or recover from failures
- ▶ zSeries components are very high reliable



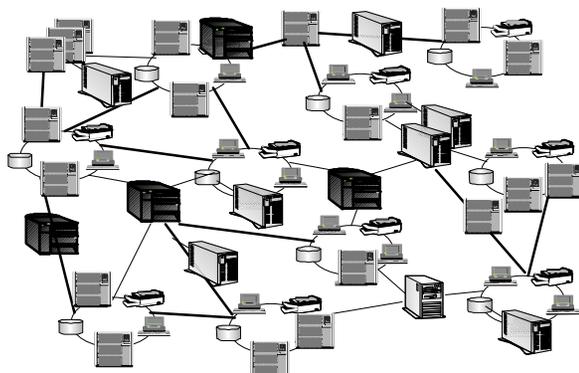
Results:

- High reliability
- Largest number of servers possible
- Rapid deployment of virtual servers
- High speed communication



Physical Consolidation of e-Commerce Servers

Traditional Server Farm



- Discrete servers consume incremental expense
- Hardware price and maintenance
- Power, cooling, floor space
- Additional support staff
- Per server (engine) software fees
- Connectivity requires kilometers of cables
- New server deployment requires days
- High availability ensured by spares/re-boots
- Disaster recovery rarely successfully tested
 - ▶ **High complexity**

Server consolidation on zSeries



- Reduce costs without sacrificing server autonomy
- Virtual, high speed, inter-server connectivity
- Deploy new servers on demand
- Architecture designed for high availability
- Mainframe infrastructure & practices
- Proven disaster recovery services
 - ▶ **Easy manageability**

IBM @server zSeries
provides the capabilities for server consolidation

Why run WebSphere Commerce on Linux for zSeries?

- **Quick implementation, fast and efficient solution development**
 - ▶ Product configuration and functions are exactly the same as on other platforms
 - Trained implementors can start to work on Linux for zSeries
 - ▶ Minutes to eliminate or create new virtual machines
 - ▶ Ideal for consolidation scenarios
- **Integrated e-Commerce solutions - easy and fast on zSeries**
 - ▶ Highest integration of many applications and workloads on the same platform
 - ▶ Integrate new and existing applications and bring them where the data is
 - ▶ Many ISV products available on Linux
- **Virtual machine environment**
 - ▶ zSeries host the equivalent of hundreds of distributed physical machines
 - ▶ High degree of resource sharing
 - ▶ Share single copy of code among many virtual servers
 - ▶ HiperSockets™ high performance inter-server communications
- **More Linux skills available versus proprietary operating system skills**

***Linux openness and flexibility combined with
zSeries Quality of Service***

Support and Services & More Info

WebSphere Commerce for Linux on zSeries

- **WCS Support**
 - ▶ Support: Passport Advantage for defect and Q&A support
 - ▶ Services: WebSphere Commerce Planning, Design and Implementation

- **For more Information**
 - ▶ ibm.com/software/websphere/commerce
 - ▶ ibm.com/linux/support

- **To order WebSphere**
 - ▶ Contact your local IBM representative
 - ▶ or Business Partner

Linux on zSeries

- **IBM Global Services**
 - ▶ Support: Support Line
 - ▶ Services: z/VM and Linux for zSeries Planning, Design and Implementation

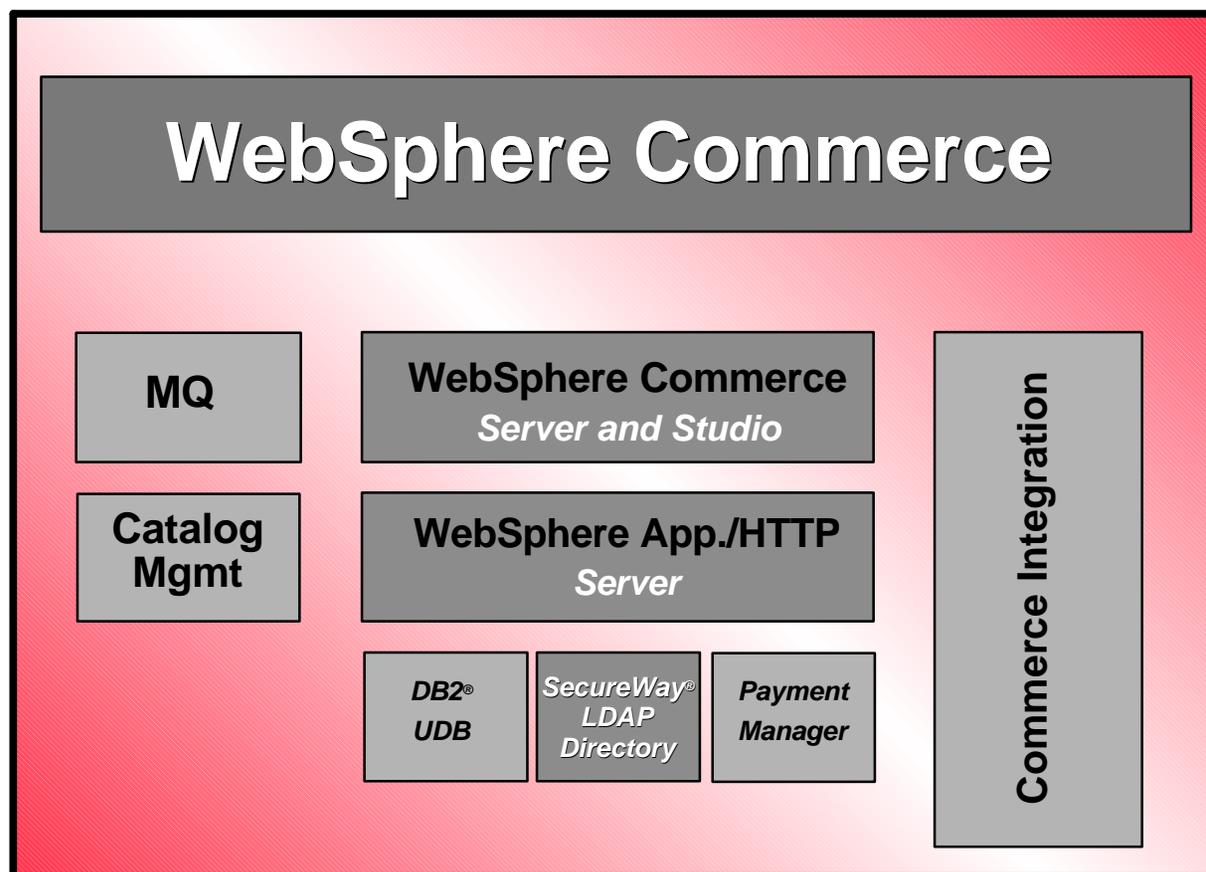
- **Distribution Partners for Linux**
 - ▶ Support contracts and Service Offerings are also available from the distribution partners

- **For more Information**
 - ▶ ibm.com/zseries/linux
 - ▶ ibm.com/linux
 - ▶ ibm.com/linux/support

- **To order Linux**
 - ▶ www.redhat.com
 - ▶ www.suse.com
 - ▶ www.turbolinux.com

Backup

WCS6P_zLinux The WebSphere Family - A Complete e-Commerce Solution



WebSphere Commerce: More than Software. A Solution.

Globalization

Cultural barriers no longer an inhibitor

- Catalog/products with multilingual descriptions and attributes
- Shoppers select their cultural preferences
- View personalized to culture
- Jurisdiction specific logic
- Multi-currency support

Customer Management

Superior service and support

- Customer service
- Order tracking
- Shipment tracking
- Registration and profile

Marketing

Valuable information for the customer

- Pricing and promotions
- Advertising
- Catalog browsing
- Personalization
- Up-sell and cross-sell
- Loyalty programs
- Business intelligence

Fulfillment

Delivery management

- Shipping calculation
- Shipping logistics
- Electronic delivery

Order Management

Turn browsers into buyers

- Negotiations
- Shopping cart and order form
- Inventory
- Order calculation
- Tax
- Payment processing

Content Management

Attract new customers and retain existing ones

- Catalog information Management
- Site asset management

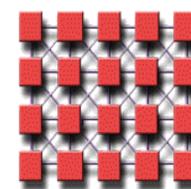
Basic Truths of Server Consolidation

■ What is the meaning of "Consolidate?"

- ▶ Webster: To unite into one system or whole; combine.
To make strong or secure; strengthen.
- ▶ Noah: The act of combining into an integral whole.

■ Considerations

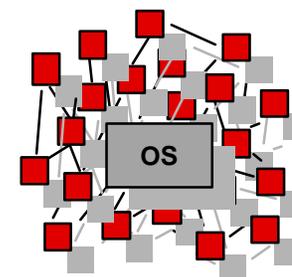
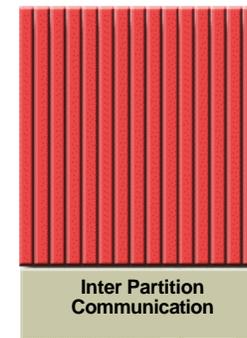
- ▶ IT Cost Analysis and Savings Opportunities
- ▶ Systems management headaches
- ▶ Infrastructure optimization and simplification
- ▶ Application Migration/Upgrades
- ▶ Resource Realignment
- ▶ Disaster Recovery Plan
- ▶ Backup Strategies
- ▶ Implementation of High Availability
- ▶ Architectural integration
- ▶ Growth and scalability



Single purpose servers



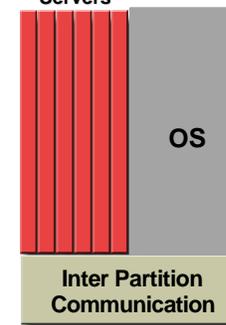
Linux for zSeries images



Application integration



Linux Virtual Servers

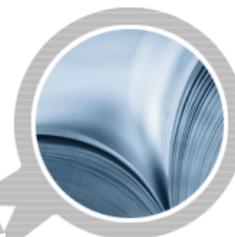


Meet Customers Where They Shop Multichannel Marketing

Mobile commerce
enabling business
any time, any
place



Catalogs become
primary off-line
vehicle for targeted
promotions



Web becomes
primary channel
for developing
and maintaining
customer
relationships



Stores support Web
effort with local
services and
showrooms

- Buy any product from any channel at a similar price with consistent service
- Be rewarded for loyalty

The Solution - WebSphere Commerce on Linux for zSeries

■ Helps manage IT costs

- ▶ Server consolidation on zSeries reduces incremental costs of adding servers (processor utilization, hardware price and maintenance, power/cooling/floor space)
- ▶ Linux enables growth without cost of proprietary OS
- ▶ Leverage existing zSeries skills

■ Quick ROI

- ▶ WebSphere Commerce Suite is 100% Java - easy integration with existing systems
- ▶ Fast time to market by easily adding virtual servers and capacity

■ Increases revenue

- ▶ Continuous availability by running on zSeries
- ▶ Create online campaigns in less than 5 minutes

■ Attracts and retains customers

- ▶ WebSphere Commerce Suite provides multicultural, personalization, and campaign functionality that attracts customers
- ▶ Increases customer satisfaction running on continuously available zSeries