

T. Rowe Price builds quality into new application development.

Overview

■ Application

Web-based financial applications for customers of mutual funds and retirement funds

■ Business Benefits

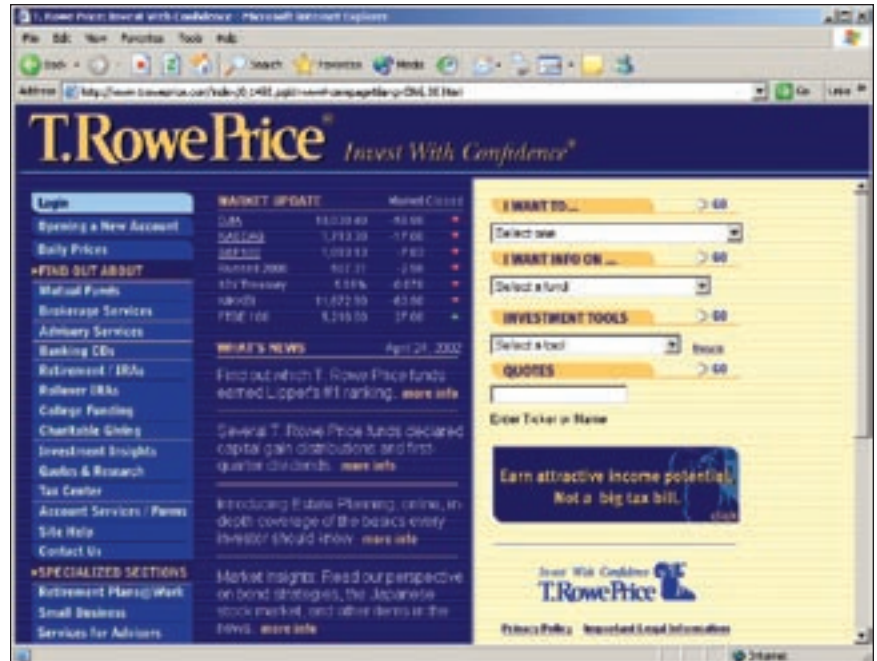
Cost-effective application development and production support; easier staff training; consistently higher application quality; reduced maintenance costs; easier integration with backend systems and third-party tools

■ Software

IBM WebSphere® Application Server, Advanced Edition, Version 3.5; IBM WebSphere MQ; IBM DB2® Universal Database™; IBM VisualAge® for Java™

■ Servers

IBM @server zSeries™ (formerly IBM S/390® Parallel Enterprise Server™)



T. Rowe Price standardized on WebSphere Application Server to power its many Web-based applications, such as the content management application for its e-commerce Web site.

With 8 million customers worldwide and \$158.6 billion in assets, Baltimore, Maryland-based mutual fund manager T. Rowe Price Associates, Inc. (T. Rowe Price) knows the value of providing quality Web-based investment and educational tools to help its customers make well-informed, timely investment decisions.

“By moving to the WebSphere software platform, we’ve acquired a comprehensive and robust server platform upon which to develop Web applications for the enterprise.”

— Andrew Chernoff, Senior Technical Manager and Architect, T. Rowe Price Associates, Inc.

Faster, better-quality applications

Using IBM VisualAge for Java to develop and test Java applications and WebSphere Application Server, Advanced Edition, Version 3.5, as its Java runtime environment, T. Rowe Price has accelerated the development cycle for its new applications. "By leveraging a standardized J2EE architecture across many projects, we can deploy quality applications more quickly than we could using CORBA alone because we have more consistency in how applications are built," says Chernoff. "Standardizing our architecture based on J2EE using WebSphere allows us to move projects through the development process more quickly over time by re-using common development approaches over and over again."

Typical WebSphere project durations at T. Rowe Price are anywhere from 8 to 16 weeks. "On their first project experience, the development team will of course incur a learning curve with the new tools," says Chernoff. "It took us five to six months to complete our first WebSphere project, which, in addition to application development work, also involved implementing the

WebSphere infrastructure at T. Rowe Price for the first time. Once familiarity and re-use kicks in fully for the team during the second or third project, costs go down dramatically. Re-use of the J2EE architecture and common design patterns across many projects and applications also help keep ongoing support costs manageable, which is particularly important for IT shops during tight economic times."

Along with shorter time-to-market, T. Rowe Price has experienced another welcome benefit—better application quality. Says Chernoff, "With the newer applications based on WebSphere Application Server, we're seeing definite improvements in quality because the patterns and framework we use to accelerate development also ensure quality. This in turn reduces our ongoing development and maintenance costs."

Another reason for these improvements is the standardized training available for WebSphere developers. "It was harder to teach people to develop a scalable application in CORBA alone than it is with WebSphere Application Server," Chernoff concludes. "We can provide the training ourselves or leverage the expertise of IBM Learning Services. With the WebSphere software platform, we can not only meet our functional and performance requirements, but we can also do so consistently and with high quality."

For more information

Please contact your IBM marketing representative or IBM Business Partner.

Visit us at: ibm.com/e-business

For more information about T. Rowe Price Associates, Inc., visit: www.troweprice.com



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