IBM® WebSphere® *Integrate and Extend* Product Set

Integrate and Extend addresses the needs of companies who already have an established Web presence, but now have a need to integrate other business functions to the Web. The solution is built on IBM WebSphere Partner Agreement Manager Entry and the WebSphere MQSeries® family of products.

With an e-business solution built on IBM's WebSphere platform, organizations can reach new markets, speed time to market, increase operating efficiency, reliability and security, reduce costs and Web-enable vital applications for tighter trading partner linkages.

Integrate and Extend expands the foundation created by providing the expanded tools and applications necessary to integrate existing business processes to the Web - thus offering customers, unmatched scalability, cross-platform support and the widest span of integrated e-business applications.

About Integrate and Extend
Having already established a presence on the Web, Integrate and Extend expands these capabilities with the advanced features of IBM WebSphere Partner Agreement Manager Entry, IBM WebSphere MQSeries .

A – Product Set

IBM(R) WebSphere(R) Partner Agreement Manager Entry is a comprehensive, packaged application for business-to-business (B2B) integration. It enables an organization to automate its interactions with business partners to increase revenue, reduce cycle time and cut costs.

WebSphere MQSeries is IBM's industry-leading, messaging-oriented middleware. It enables diverse applications to communicate securely and reliably, with enterprise-level performance, and more than 35 platforms. WS MQSeries is installed in more than 7000 customer sites and has captured broad partner support.

- WS MQSeries is the 'de facto' standard for application integration with over 70% market share. Daily, WS MQSeries send more than 250 million messages between applications throughout the world
- WS MQSeries supports any-to-any application connectivity across over 35 different operating systems
- There are many business applications already available, which have been MQ-enabled and are therefore ready for easy integration with other applications. Examples include Lotus Notes/Domino, Siebel 2000, JD Edwards, PeopleSoft, Oracle, Sybase, and Informix. Even Microsoft ships an adapter to interface with WS MQSeries
- For applications that are not already MQ-enabled there is a single, easy to use, application programming interface
- APIs allow customers to focus at application level - all networking and operating system issues are dealt with
- Time independent communication - in fact MQ is capable of both synchronous or asynchronous connectivity between applications
- Provides assured, one-time delivery of information
- As the complexity or number of links between information-sharing applic ations increases, there is a clear migration path for customers to IBM's Advanced Application Integration offering
- Saves you time and money in becoming an e -business by handling the communications protocols between systems
- High throughput - able to transmit millions of messages per day

- Testing can be done in a stand-alone environment, thereby simplifying the process and reducing development times
- More than 2000 Certified specialists available in 650 different companies worldwide

WebSphere MQSeries Everyplace integrates existing applications across a broad range of platforms and variety of devices. It runs on laptops and handheld devices like mobile phones and palmtops, giving mobile workers reliable access to business information anytime, anyplace, and anywhere.

MQSeries Everyplace is firewall friendly and provides dependable security. It minimizes the cost of set up and administration making it suitable for unmanaged networks.

MQSeries Everyplace messages can be held and transmitted at the most economical rate and with its compression capabilities minimal data is sent, lowering transmission costs.

MQSeries Everyplace integrates seamlessly with the MQSeries family of products. MQSeries Everyplace helps grow your mobile environment.

Advanced technology and open standards
IBM is a global leader in advanced Java technology and open standards, which provides end customers a more complete choice of solutions and integration paths:

- Easier development of interactive sites with Java Server Pages and Java servlets
- More IT flexibility from platform independence and standards-based, cross-platform integration granted by JavaBeans and Enterprise JavaBeans (EJB)

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components with full Java 2 platform Enterprise Edition (J2EE) certification.

- Powerful data interchange between applications made possible by Extensible Markup Language (XML) Document Structure Services and Extensible Style Language (XSL).

This comprehensive WebSphere platform provides many additional software expansion opportunities spanning the e-business life cycle and needs.

Integration – for service and transactions

To give end customers access to company order, inventory, service or support systems:

- Use WebSphere Application Server connectivity with SAP, PeopleSoft, Oracle ERP Financials, J.D.Edwards, IBM CICS ®, IBM IMS ™ and Host On-Demand applications provided by a preview implementation of J2EE Connector Architecture (JCA) through a corresponding set of IBM application adapters
- Add WebSphere Business Integrator to create reliable, rules-based connections for messages, transactions and workflow with applications running on more than 35 platforms

Managing growth – conserving funds

To support a growing user community as well as exploding page volumes, add WebSphere Edge Server:

- Serve user requests for static pages from a cache to reduce the load on the core Web server
- Defer hardware and software upgrade costs

Web Services – plug-and-play business

To use or offer powerful industry or market-specific Web Services such as combined catalogs, customer support, financial services and more, in a plug-and-play construction, add WebSphere Business Components based on de-facto open standards built into WebSphere Application Server:

- Define Web Services with Web Services Description Language (WDSL)
- Locate new components from Universal Description, Discovery and Integration (UDDI) directories.
- Access and use components with Simple Object Access Protocol (SOAP)

B - Customer target

Customer size

No. of employees	0-500	500-1000	1000 -5000
		X	X

Target ranges from small SMB customers to larger SMB accounts that want to preserve development investment, experience and skills while they grow and scale from a low-cost entry solution (single server configuration) with full J2EE capabilities up to an industrial-strength platform accepting the widest range of e-business solutions in the industry (full configuration).

Customer Industry

Retail	X
Wholesale	X
Banking/Finance	X
Insurance	X
Telecommunications/Media	X
Government	
Manufacturing	X
Travel/Transportation	
Healthcare	X

Typical sponsor

Sales Exec	X
Marketing Exec	X
CEO/President/Owner	X
Finance Exec	X
IT Manager	X
Line of Business Manager	X

Account Situation / Prerequisites

- Broad cross-platform support including Microsoft® Windows NT, Microsoft Windows 2000, IBM AIX, IBM OS/400, Sun Solaris, HP-UX and Linux operating environments.
- A Web browser that supports HTML 4.0 and Cascading Style Sheets

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Customer Pains

CEO/CFO/President/Owner:
- Improve business efficiency
- Eroding market share and loss of customers
- Declining revenue growth and lower margins
- Need to provide for future business models
- Needs measurable ROI and benefits for Web expenditures

Sales Exec:
- Flat or negative sales with increasing costs
- Increasing requirements to serve Internet-savvy customers and niche segments at affordable cost
- Significant hurdles sell via the Web

Marketing Exec:
- Eroding market share and customer base
- Difficulty maintaining accurate product literature
- Difficulty satisfying customers' individual preferences and interests cost effectively

Customer Service Exec:
- Declining customer service levels (satisfaction)
- High cost of customer service
- High Customer Service Representative turnover
- Unacceptable turnaround time on service requests
- Increasing requirement to enable customer self-help for product/ service data and account/ shipment information

I/T Exec:
- Lack of skilled resources
- Difficulties enabling transaction systems for e-business

- Concerns over scalability of applications and IT infrastructure
- Can't develop and update applications quickly enough in response to the dynamic market
- Existing infrastructure can't adapt quickly enough to meet changes in the marketplace

Questions to create a vision

CEO/CFO/President/Owner questions:
- What if you could use the Web to promote your products and services to a much wider market?
- What if it were easier for your customers to do business with you than with anyone else?
- What if you could reduce operating costs by enabling a more effective sales and service channel utilizing the web?
- What if you could shorten time-to-market in response to evolving customer needs?

Sales exec questions:
- What if prospects could discover you, obtain up-to-date information and purchase your product immediately?
- What if you could do this cost-effectively through secure applications on your company's Web site?

Marketing exec questions:
- What if you could easily provide all your product and service literature to both new and existing customers?
- What if your customers could interact on your web site revealing emerging needs?

Customer service exec questions:
- What if you could slash response and issue resolution times by using your company's web site for service delivery, customer self-help and problem solving?
- What if you could reduce service costs, CSR turnover and increase customer satisfaction through improved Web self-service?

IT exec questions:
- What if you could establish a Web presence quickly and cost-effectively?
- What if you could build a web platform that can grow as your business needs evolve?
- What if you could adopt a leading development environment that would motivate your developers to stay on your team?

C - Typical Solution Proposed

Benefits

Businesses are surrounded by a network infrastructure. An increasing share of growth and profit depends on the success of direct relationships (B2B, B2C, business to employee) mediated through Web and Internet-standard transaction interfaces.

IBM WebSphere products enable organizations to thrive in this environment by reaching new markets, speeding time-to-market, integrating with their value chain, increasing operating efficiency, deepening customer loyalty and reducing costs.

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Awareness

IBM WebSphere helps extend business processes to the Web to serve new distribution channels and customers with dynamic e-business applications offering unparalleled connectivity and wide-open scalability.

- Provides any user or device business with streamlined access to customized content
- Integrates and manages business processes to maximize business agility
- Builds, connects and manages applications
- Delivers a complete and tightly integrated end-to-end solution for building and connecting applications with a foundation and tools for a robust infrastructure

Sales Promotion

WebSphere provides IBM and IBM Business Partner Representatives with a significant software and services revenue opportunity including…

- A low-cost way to pick up new customers early in the cycle of moving to the Web and e-business
- Superb, productive development tools and a rapid development cycle to enable profitability even for low-dollar, simple starter sites
- Significant and on-going up-sell opportunities based on WebSphere e-business offerings
- Services opportunity for consulting, software customization and system design and implementation

Competitiveness need to replace with SMI

With WebSphere Application Server, businesses have more control over connecting there back-end business processes to the web. They can choose the manner and size of investments for meeting the changing

marketplace. This control comes from WebSphere Application Servers' use of the J2EE programming model across all platforms, editions, and configurations, offering many quality service levels for performance, reliability, integration and cost.

WebSphere Application Server allows businesses and integrators to leverage applications and skills, both today and tomorrow, in the flexible development and deployment of repeatable solutions, using industry-standard technology, the broadest range of complementary middleware, across the widest span of operating systems in the industry.

Platforms

Platform	WAS
Microsoft Windows NT	X
Microsoft Windows 2000	X
Microsoft Windows 98	
Microsoft Windows ME	
IBM AIX	X
IBM AS/400	X
Sun Solaris	X
HP/UX	X
Linux	X

* *New WebSphere software delivers double the performance of nearest competitor for same cost, IBM press release, May 30,

Up-sell Opportunities

A WebSphere strength is the many complementary products and solutions that leverage the core WebSphere Application Server.

IBM WebSphere MQ Integrator – connects business software together to form one efficient, community-wide system, by providing an open, scalable, industrial-strength messaging information backbone, to unite business processes across different computing platforms.

IBM WebSphere MQ Adapters – create applications that exchange information with popular packaged software from Ariba and SAP more quickly and easily.

- Provide solutions for connecting application servers, legacy systems and packaged solutions, using technology that can be integrated in both the development and production environments
- Give applications the equivalent of their own business-standard language, so they can easily work together
- Reduce the risk, complexity and cost of managing point-to-point application integration

Service Offering:

Assumes installation involves full configuration. Installation of advanced server configuration. The complexity of installation depends on…

- How well defined the customer's requirements are prior to services being engaged and the level of pre-existing environments for development, staging and deployment.
- The skill level of the customer in object-oriented java programming.
- The complexity of the data the customer would like to present on the site and how that data is accessed, including integration with other platforms.

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Typical Statement of Work needed

▪	Solution assessment	**5-10 days**
▪	Installation, education and training	**5-10 days**
▪	Custom development	**5-10 days**
Total		**30 days**

This service offering is an entry point offering and could be complemented with for example:

▪	Proof of Concept	**7 days**
▪	Further custom development	**10+ days**

D - Support and Additional Opportunity

- Leverage IBM's marketing investments to create demand among customers and prospects
- Training investment is protected via integrated WebSphere software platform
- Software up-sell and associated services take a customer through all stages of e-business
- Incremental hardware sales if customer implements the WebSphere Application Server on a separate server to the host system
- Additional hardware sales from supply of servers in the case of Edge Server up-sell

E - COMPETITION

Main competitors

This is a highly competitive area with the major competitors being BEA and Oracle in J2EE-compliant Web application servers realm. They provide complete functionality for J2EE, however each has technology gaps that must be filled with third party (or recently acquired) solutions. Microsoft is a third strong Web application server competitor, offering a mix of proprietary technologies and selected Internet standards.

The WebSphere brand includes the widest range of add-on capabilities for e-business and the assurance that they are compatible with WebSphere Application Server family. Furthermore, customer-developed applications can be upgraded and deployed within the Enterprise Edition based on global requirements and utilizing the z/OS Edition for the highest performance and qualities of service.

Major WebSphere competitors include:
- BEA
- Microsoft
- Oracle

WS MQSeries and Partner Agreement Manger competitors include:
- Microsoft
- TIBCO,
- SeeBeyond,
- Vitria
- WebMethods
- BEA

F-Other information

Where to go for more information

Sales and Marketing Information
Sales and Marketing and materials for WebSphere Partner Agreement Manager, WebSphere MQSeries, WebSphere MQ Adapters and other WebSphere products can be accessed by:
IBM Personnel at:
http://w3.ibm.com/software/websphere

Business Partners at:
http://www.ibm.com/partnerworld/software

Partner sales support information is also available through the WebSphere Innovation Connection Web site at sales enablement zone at:
http://www.ibm.com/websphere/partners

External Web sites

WebSphere MQ
http://www-3.ibm.com/software/ts/mqseries/

WebSphere Partner Agreement Manager
http://www-3.ibm.com/software/webservers/pam/index.html

IBM WebSphere Adapters
http://www-3.ibm.com/software/ts/mqseries/adapter/ws/