

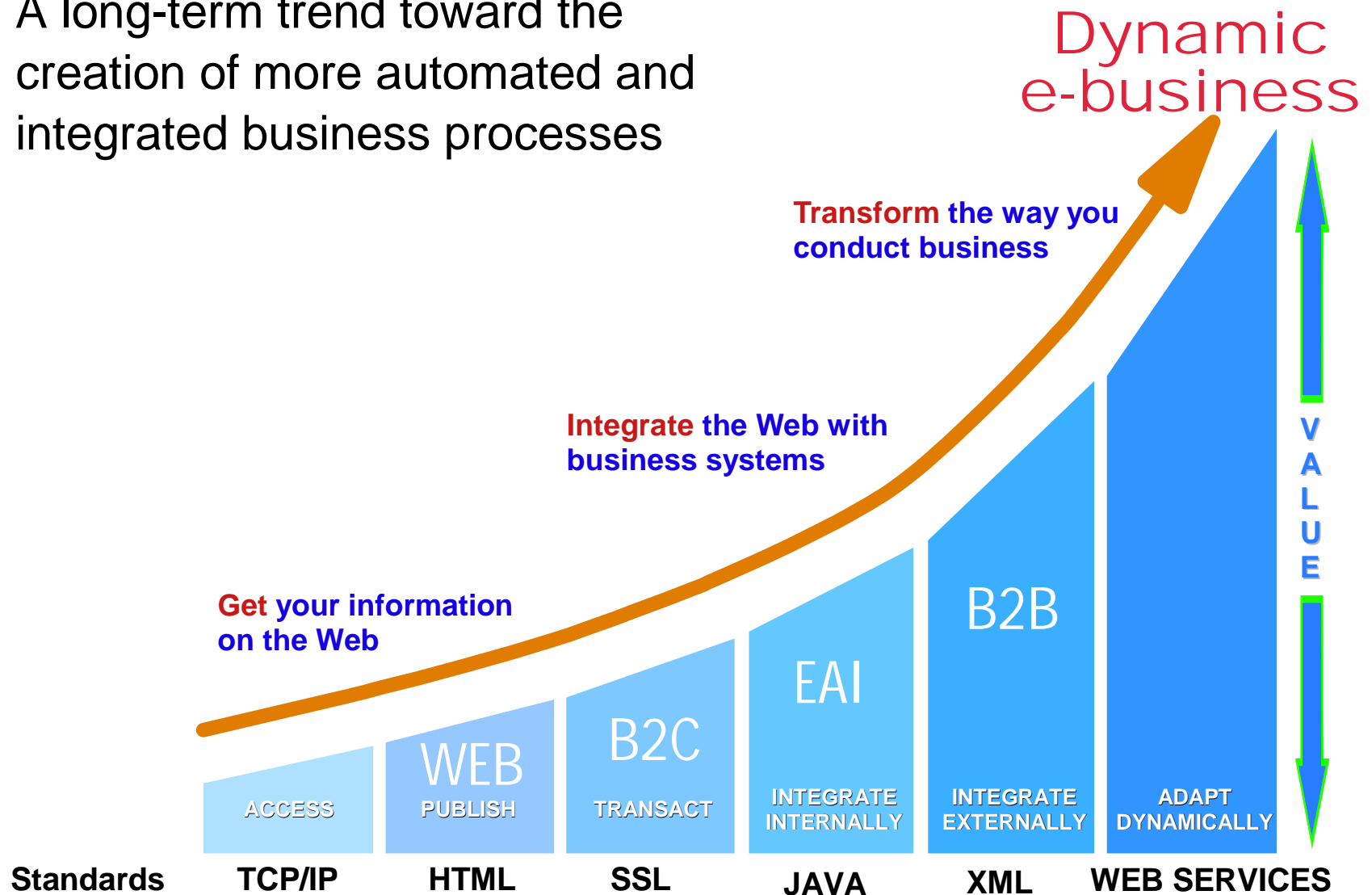
WebSphere Summit

Introduction

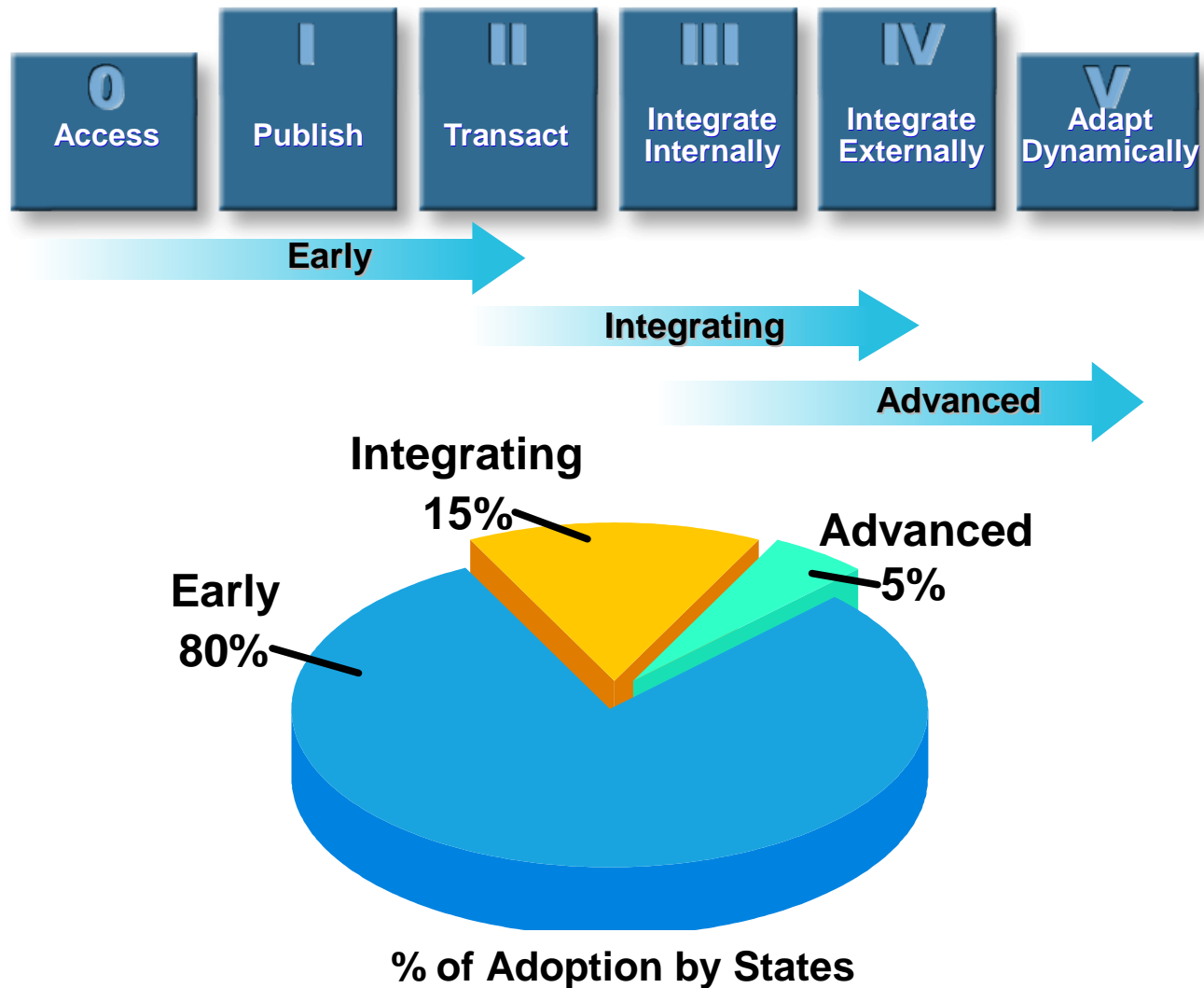
Dr. John J. Shedletsky
Vice President of Competitive Technology Laboratory

Evolution of e-business

A long-term trend toward the creation of more automated and integrated business processes



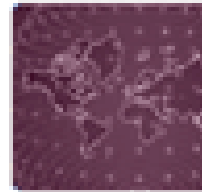
Where we are now - states of e-business adoption



Business drivers to e-business technology

*MOVE
QUICKLY*

**Dynamic
e-business**



Adapt dynamically

- ◆ Rapid adaptation to new business requirements

*REDUCE
COSTS*

**External
process
integration**



**Execute new business models across
Virtual Enterprises**

- ◆ Boundary-spanning information systems across supply chain create business agility
- ◆ Improve customer relationships, satisfaction

**Internal
process
integration**



Break down organizational silos

- ◆ Integrate applications
- ◆ Automate & manage business processes

**e-business
transactions**



**Move from "Brochureware" web content to
online transactions**

- ◆ Reach new markets
- ◆ Increase effectiveness of current channels (e.g. brick-and-mortar storefronts)

*MORE
REVENUE*

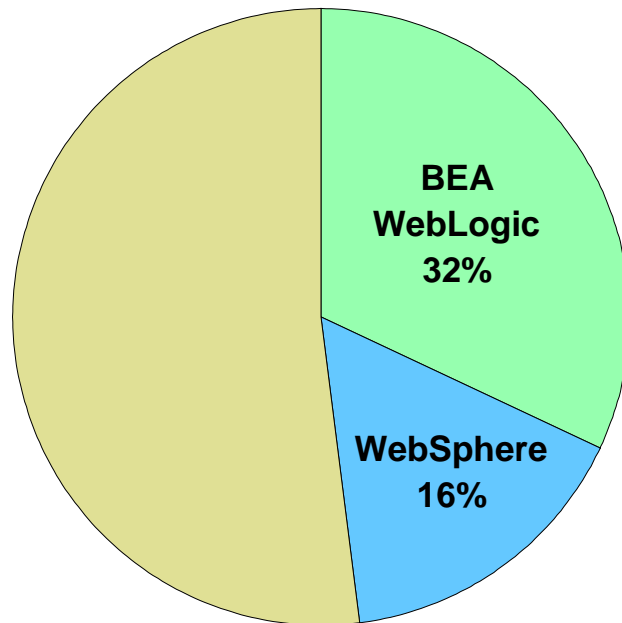
WebSphere is the leader in e-business

- ★ **50,000** global customers
- ★ **600,000** active developers
- ★ **9,000** partners (500% YTY)
- ★ **1,300** certified solution providers
- ★ **5,000** trained global integrators
- ★ **1,000** engagements via WebSphere Innovation Centers
- ★ **2:1** top CIOs prefer WebSphere to nearest competitor

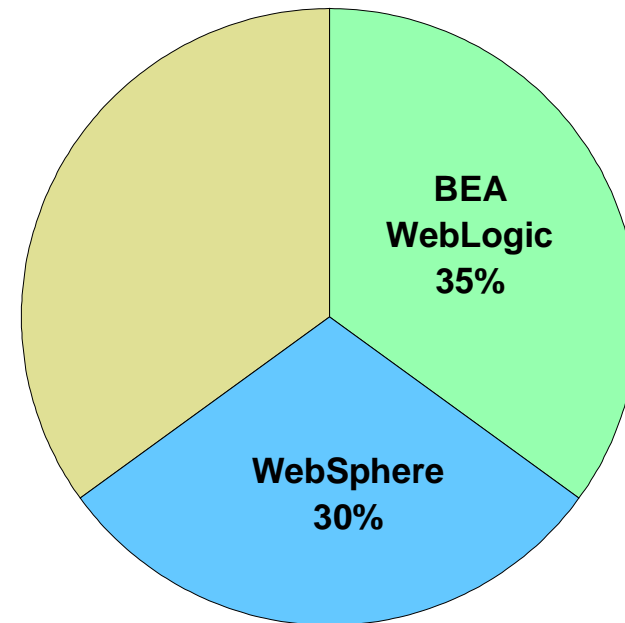
Most Rapidly growing
e-business platform

WebSphere grew 10 times faster than WebLogic in 2000

**Web Application Servers
1999 Market Share**



**Web Application Servers
2000 Market Share**

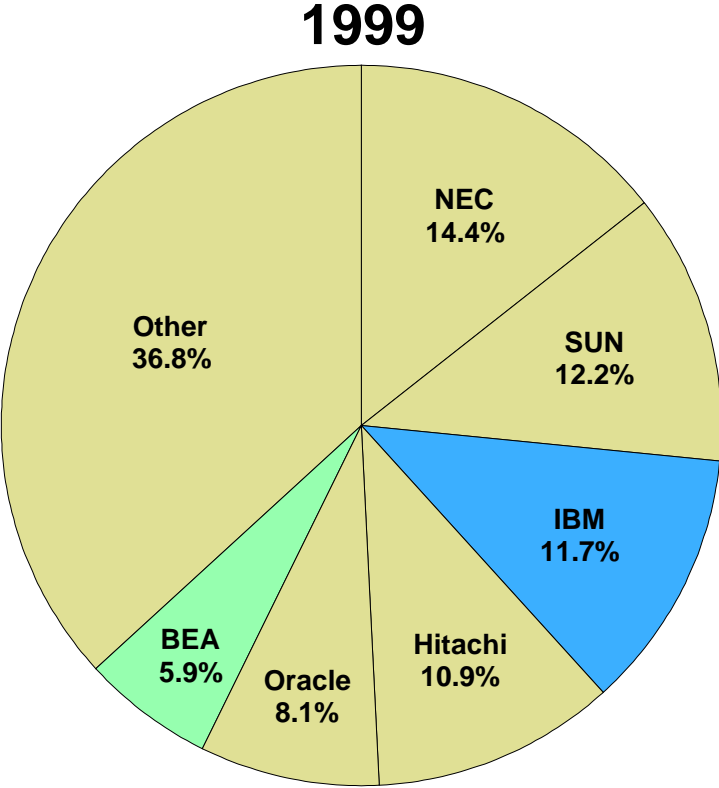


WebSphere Market Share Increase 90%

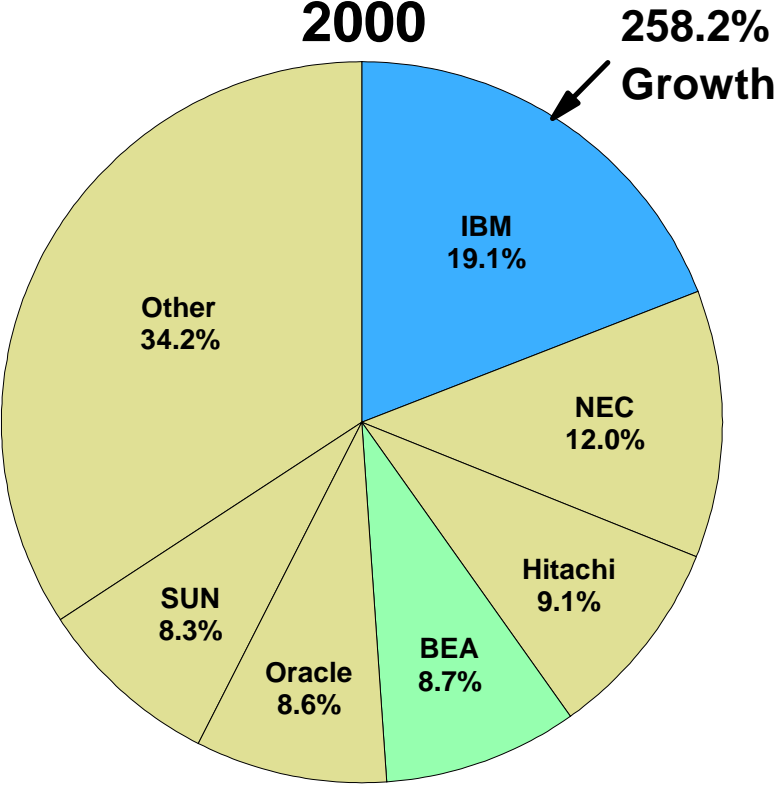
WebLogic Market Share Increase 9%

Source: GIGA Market Share

WebSphere is leading in Asia Pacific

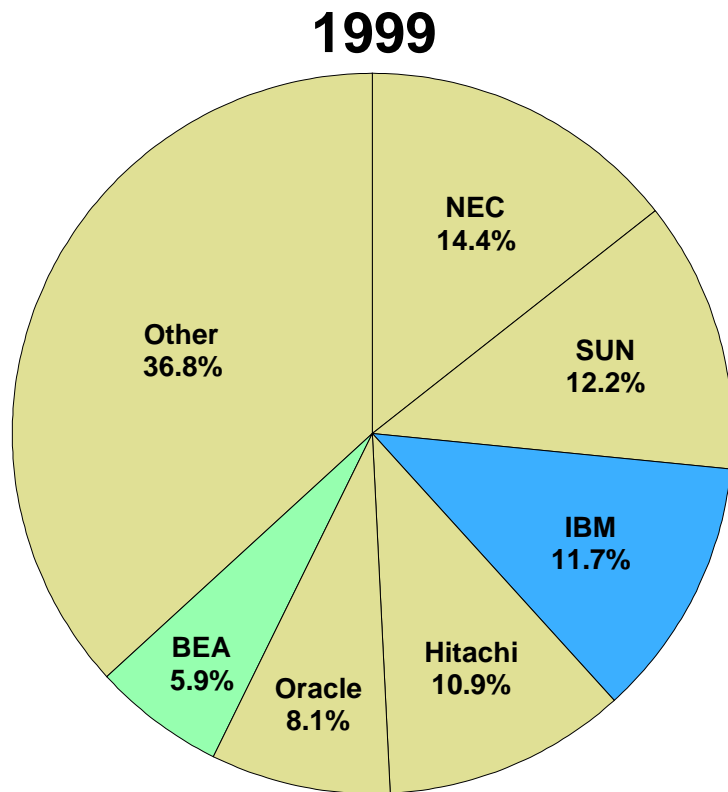


\$145M Total

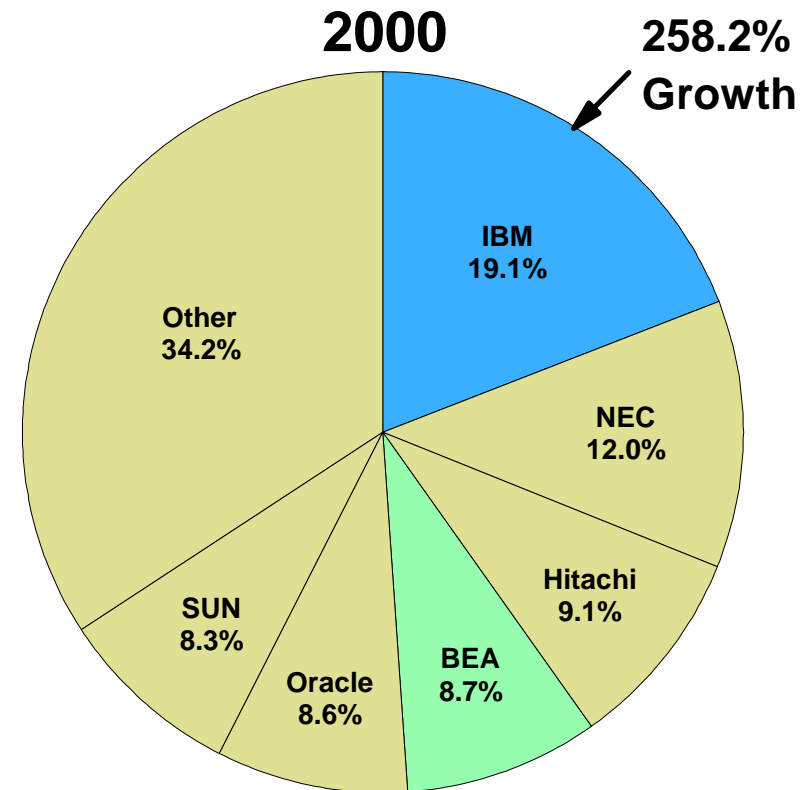


\$317M Total

WebSphere is leading in Asia Pacific



\$145M Total



\$317M Total

Total market opportunity of \$576M in 2002 !

WebSphere market leadership

★ **\$5B** annual revenue

★ **44%** YTY revenue growth 4Q01

★ **11** consecutive quarters double-digit growth

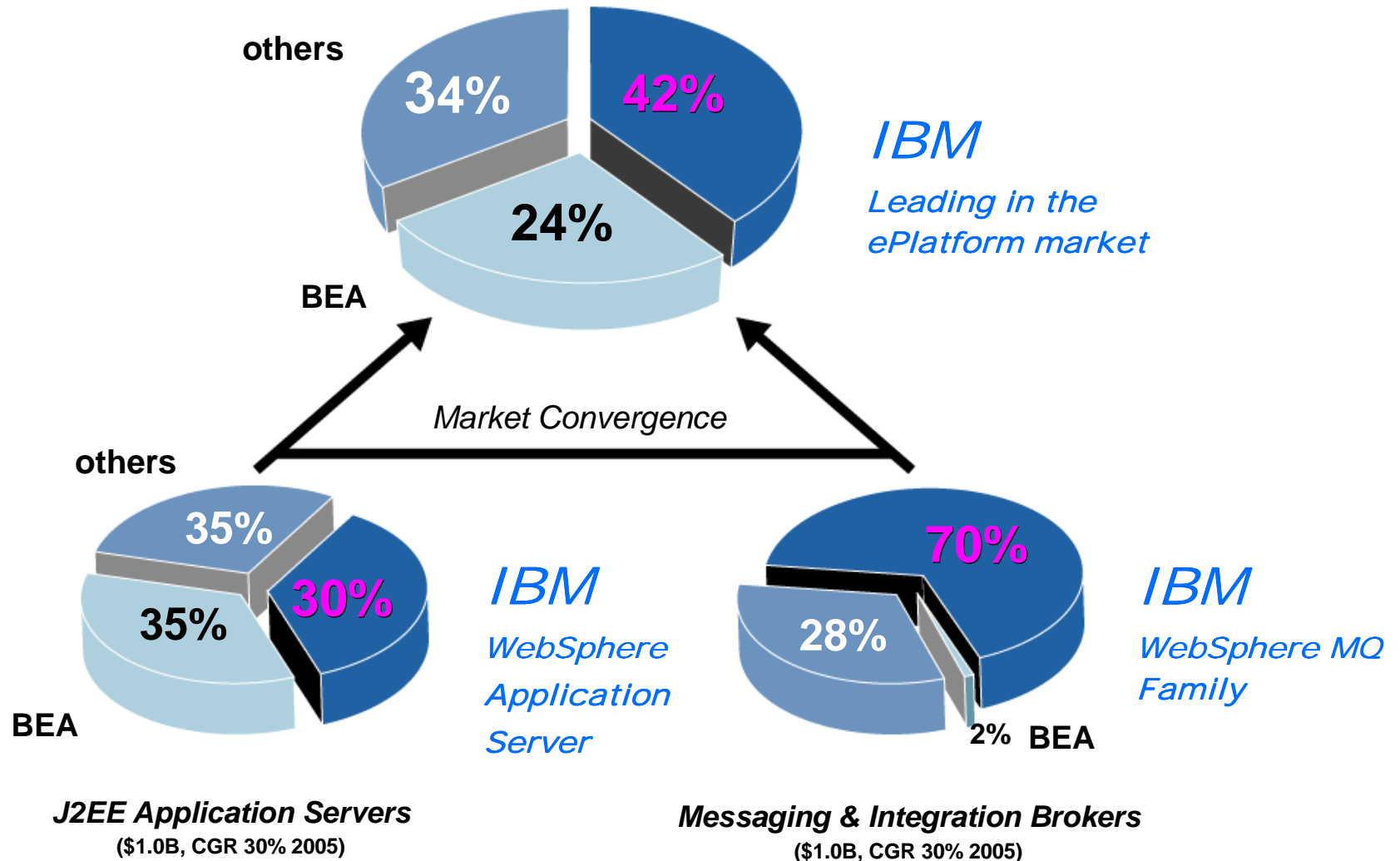
★ **75%** of top commercial banks worldwide

★ **80%** of US healthcare companies

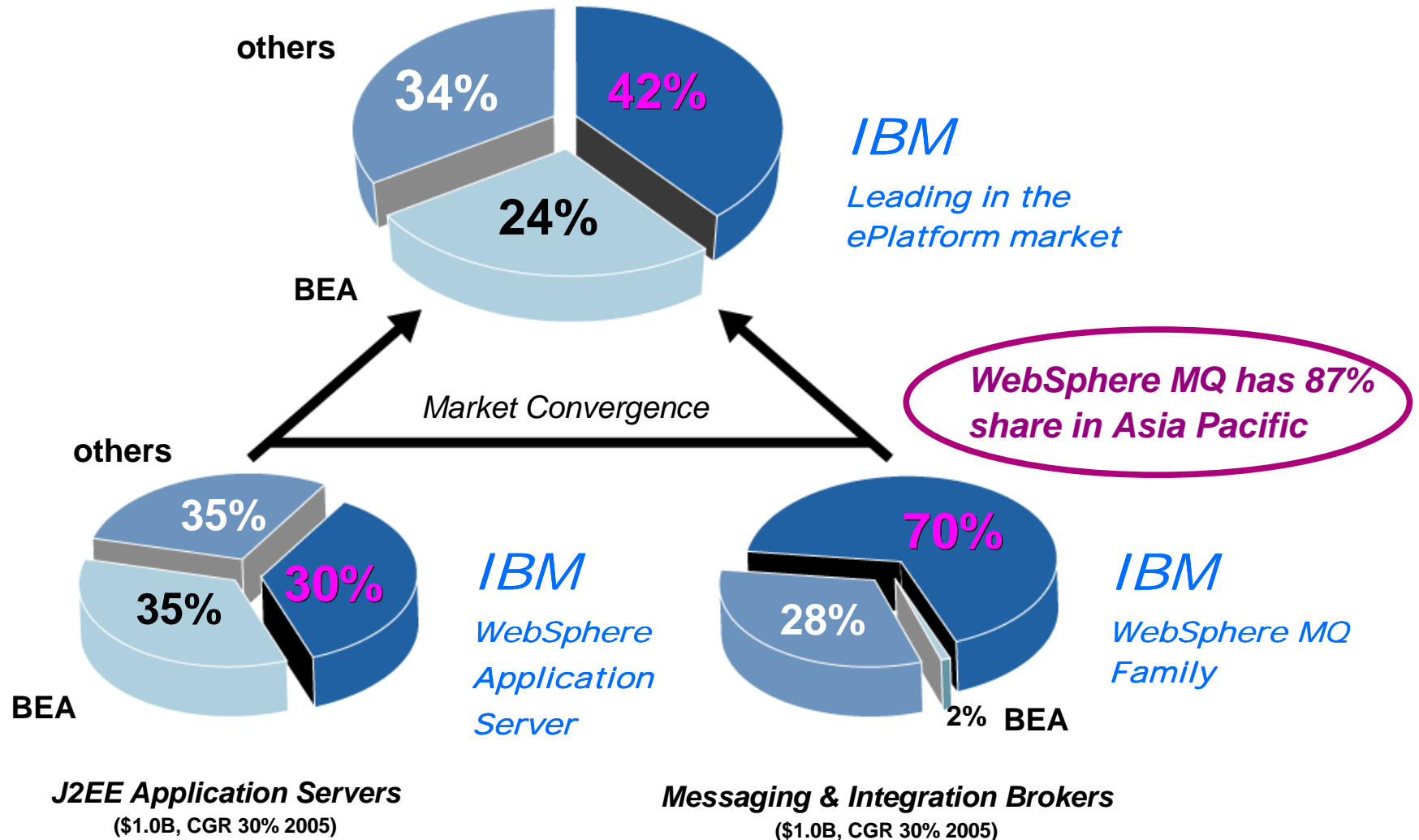
★ **15** top Wall Street brokerage firms

★ **7** top US telecoms

Market share - Application + Integration



Market share - Application + Integration



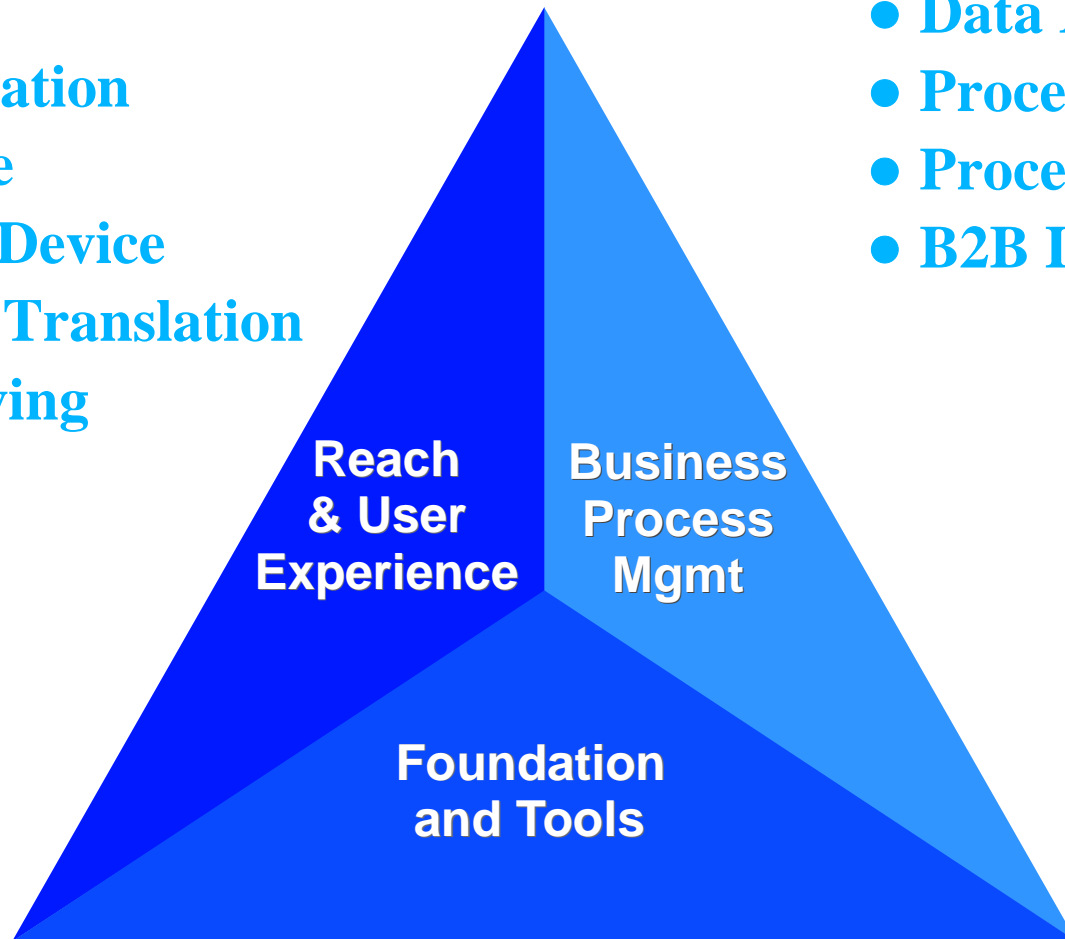
WebSphere Competitive Advantages

- **Better performance**
- **Lower license and support cost**
- **Be twice as productive with WebSphere tools**
- **Richer portals, including B2E**
- **Wireless support built-in**
- **Closed-loop merchandising**
- **Voice support and machine translation built-in**
- **Message backbone capability**
- **More productive J2EE/CA tools**
- **More comprehensive XML and web services tools**

The WebSphere Platform - Breadth and Depth

- Portals
- Personalization
- Commerce
- Pervasive Device
- Language Translation
- Voice Serving

- Data Integration
- Process Integration
- Process Automation
- B2B Integration



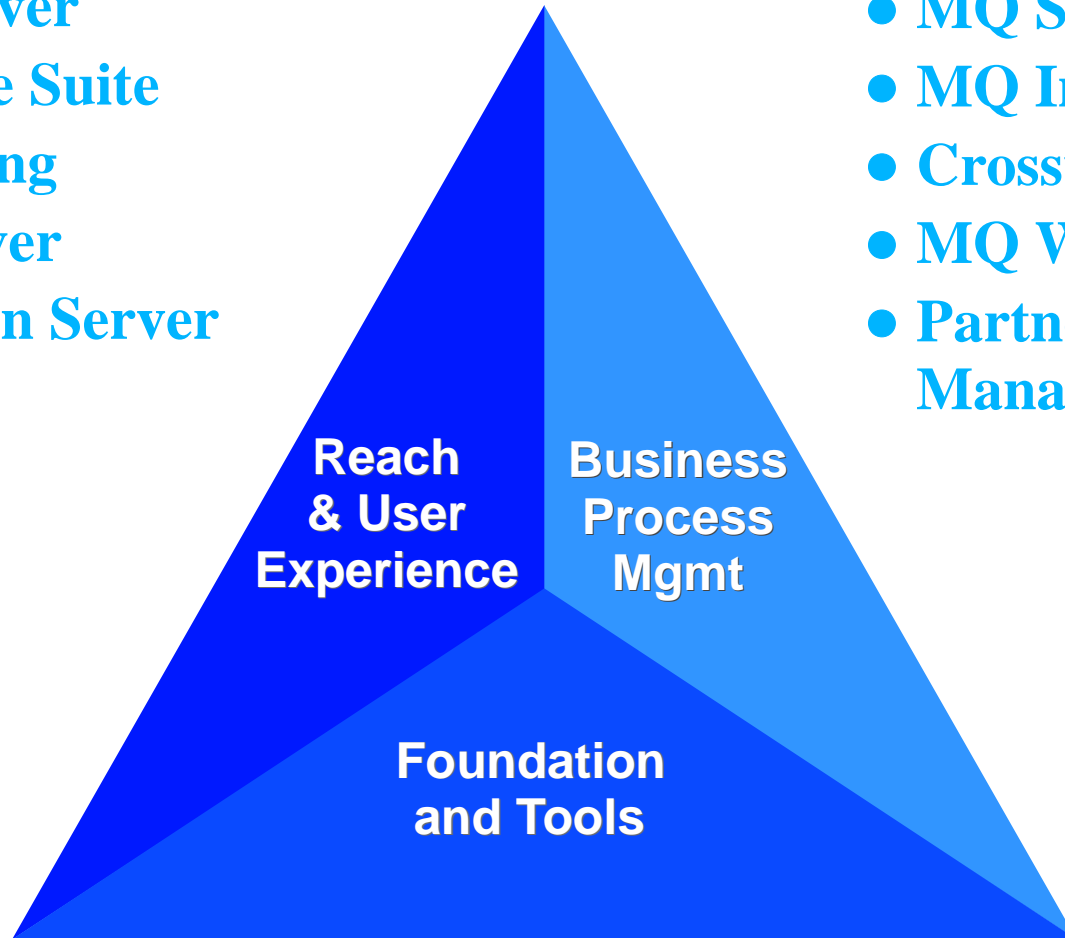
- Application Servers
- Edge of Network

- Development Tools
- Analysis Tools

WebSphere Products

- Portal Server
- Commerce Suite
- Transcoding
- Voice Server
- Translation Server

- MQ Series
- MQ Integrator
- Crossworld
- MQ Workflow
- Partner Agreement Manager



- Application Server
- Edge Server

- Studio
- Application Developer

Eclipse.org broad industry participation

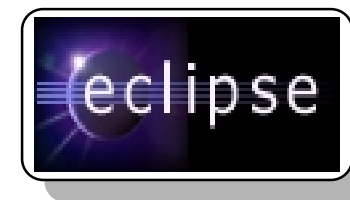
Over 100,000 developers are participating in the Eclipse project, including these industry leading companies ...

- **Altoweb**
- **Asist**
- **Bowstreet**
- **Borland**
- **BrowserSoft**
- **Cast Software**
- **CollabNet**
- **CommerceQuest**
- **Computer Assoc.**
- **Compuware**
- **Crystal Decisions**
- **Embarcadero**
- **Holosofx**
- **Instantiations**
- **Interwoven**
- **LegacyJ**
- **LogicLibrary**
- **Macromedia**
- **Merant**
- **Mercury Interactive**
- **Midcomp Intl.**
- **MKS**
- **NeuVis**
- **Peregrine**
- **QSSL**
- **Rational**
- **Red Hat**
- **Serena**
- **Sitraka**
- **Skyva**
- **Starbase**
- **SuSE**
- **Telelogic**
- **TogetherSoft**
- **Versant**
- **Versata**
- **Wily Technology**
- **WebGain**

"Rational Software has been an early adopter of the Eclipse platform because we believe it delivers high value to software teams. We've been working closely with IBM to integrate our products into Eclipse...."
Dave Bernstein, Sr VP of Products, Rational Software

"The Eclipse community will allow developers to collaborate on enhancements to the Workbench technology and more rapidly integrate it within their own applications."
Brian Behlendorf, co-founder and CTO, CollabNet

"This has long been a dream of developers, and now IBM is providing the integration framework to make it possible."
Arun Gupta, CTO, NeuVis Software



www.eclipse.org

The Competition

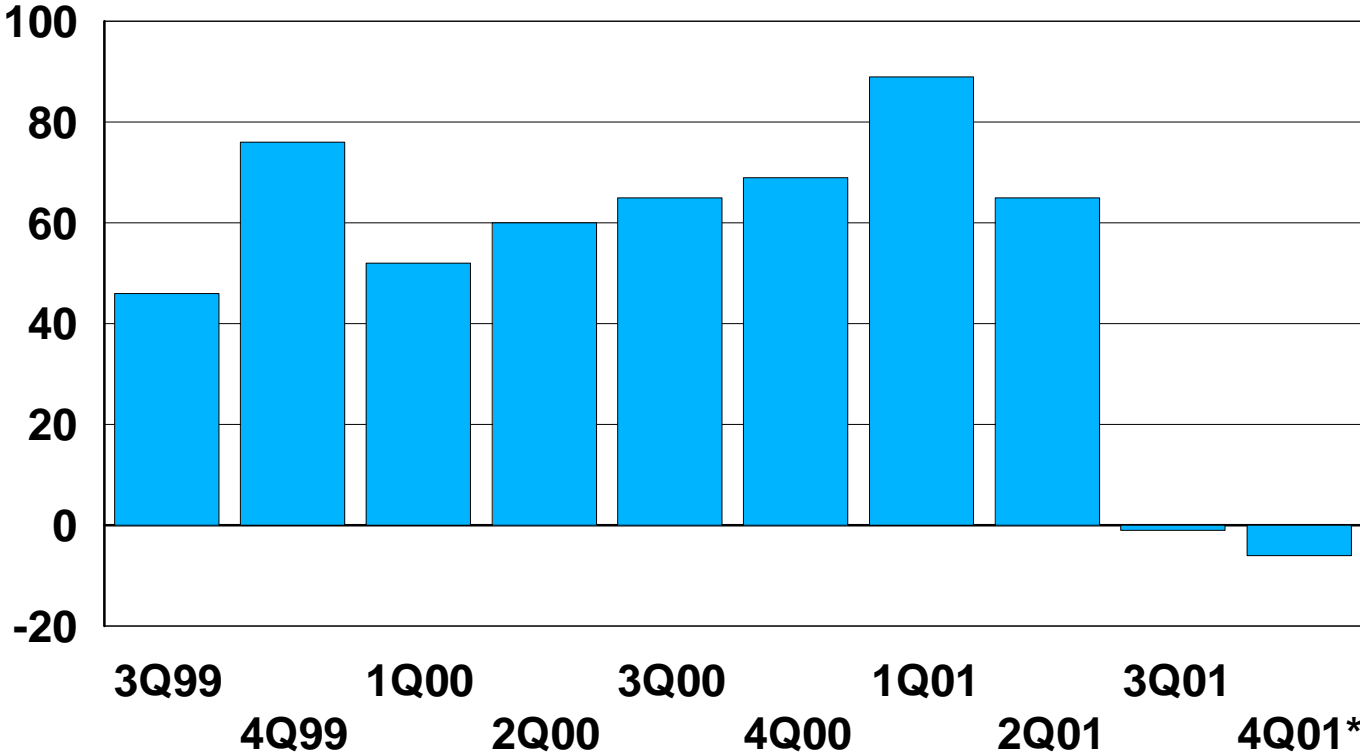


Application
Server

Integration

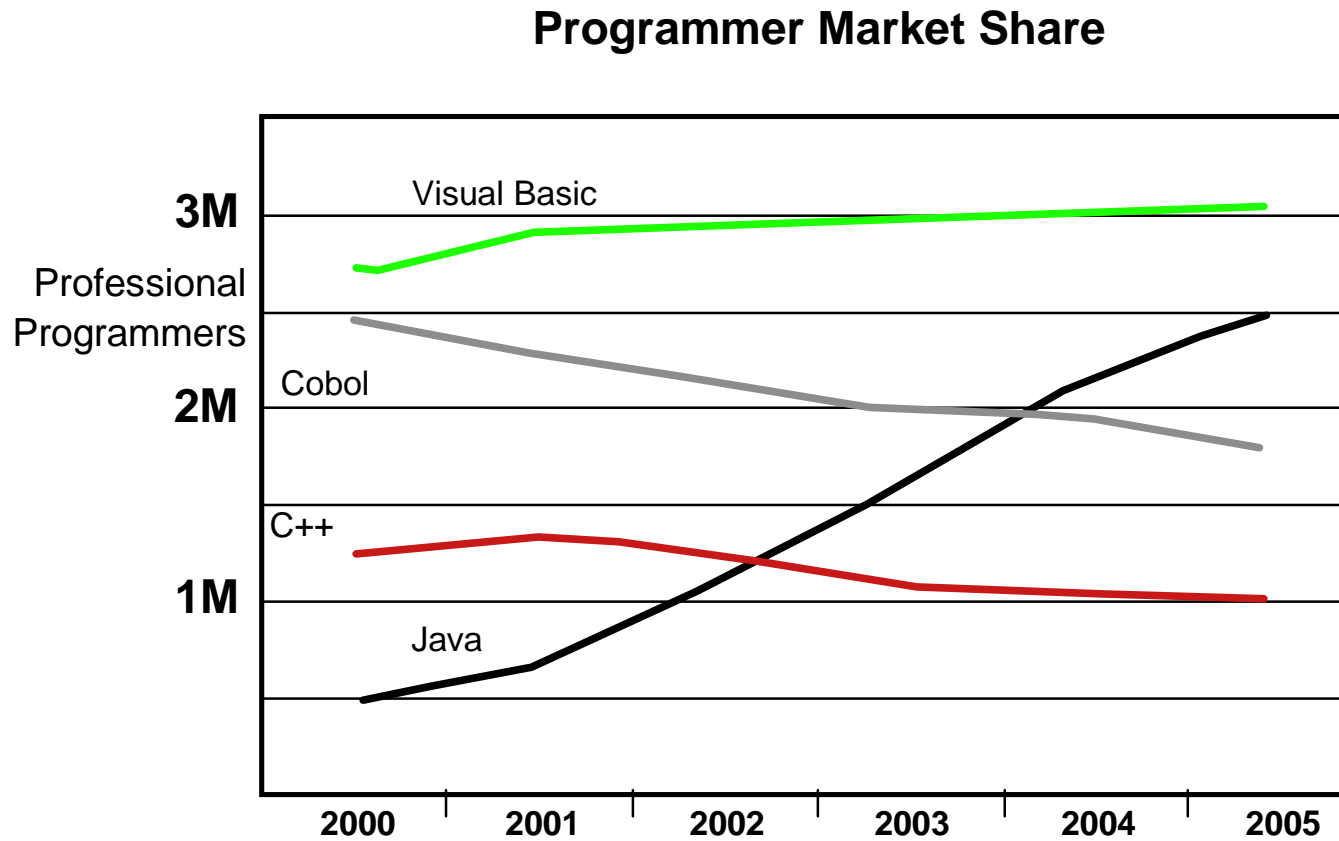
BEA license revenue has stopped growing

BEA License Revenue Growth
Percentage growth by Quarter YTY



* estimated. BEA 4Q ends January 31

Increasing Momentum Towards Open Standards



What is .NET ?

A recognition by Microsoft that they have fallen behind the success of the J2EE standard platforms like WebSphere

A new language and object framework which "copies" many features of J2EE but still falls short

An attempt to re-establish a central role for Windows desktops and other clients

A proposal to shift to a subscription pricing model for software

A new name for old technology in the "back office" servers

Putting it all together with WebSphere



The World's Online Marketplace™

Challenge: Create eBay's next generation trading platform

- Increase developer productivity
- Enhance ability to easily add new features and tools
- Enable greater flexibility in adding new businesses
- Improve site dependability
- Improve overall user experience
- Handle 15x expected growth in workload

Solution: Use **WebSphere** for their e-infrastructure

- Open Standards
- Reliability for managing high-volume transactions

"WebSphere, with its Java-based J2EE technology framework, gives us tremendous business advantages."

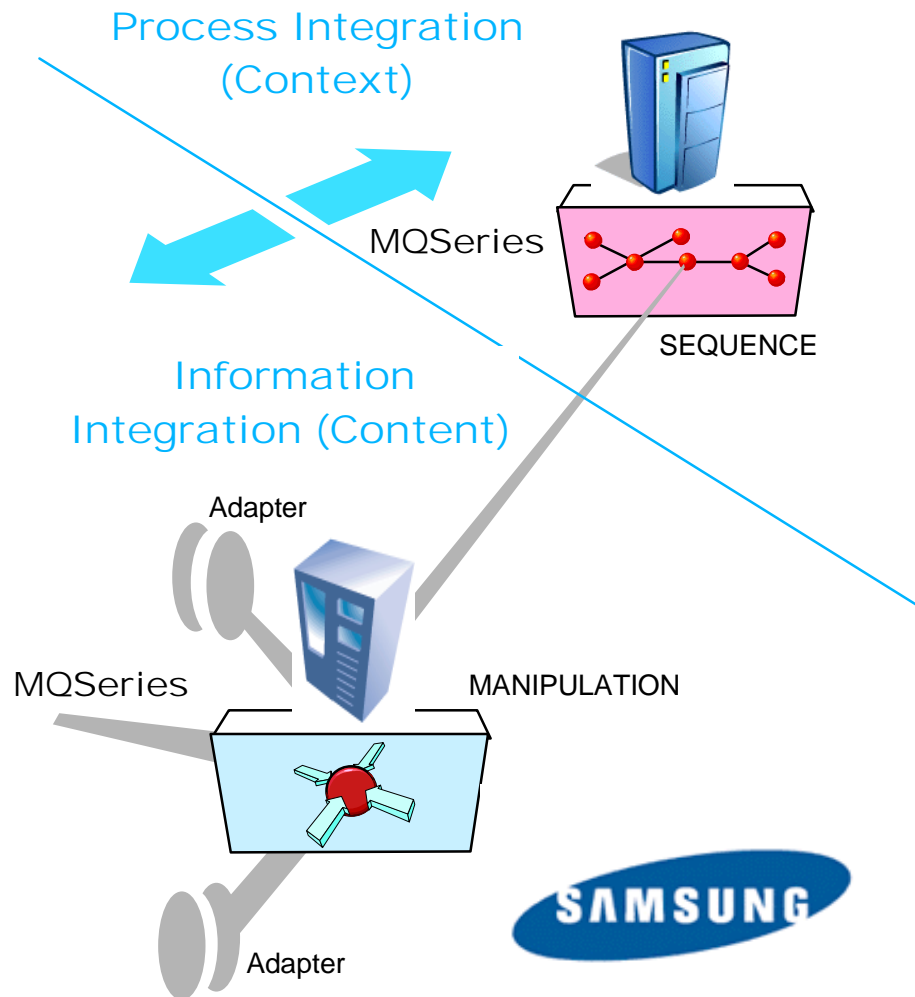
*-Maynard Webb
President eBay Technologies*

Australian Stock Exchange

- Challenge
 - ▶ Migrate toward a more standardized infrastructure for more rapid application development and lower support costs.
- Solution
 - ▶ Employed **WebSphere Application Server** to develop its Electronic Lodgement Service
 - ▶ **MQSeries** facilitates sharing of data between platforms and mission-critical back-end systems, accelerated development of the solutions
- Benefits
 - ▶ ASX expects to speed its application development cycle—thereby improving speed to market and achieve significant reductions in application support costs.
 - ▶ Time to present a cached web page fell by more than 40% to 2.8 seconds
 - ▶ Server utilization reduced from 80% to 15% for comparable workloads



Samsung



Business Challenge

- ▶ Needed reliable way to integrate global business applications with chosen ERP system

Solution

- ▶ Standardized business process management system linking ERP processes with those in other best-of-breed applications
- ▶ Built with **MQSeries Workflow** and **MQSeries Integrator**

Business Value

- ▶ Centralized integration of 56 subsidiaries and 21 overseas manufacturing functions
- ▶ Monitoring and control of tightly linked business activities.
- ▶ Productivity improved by 30%
- ▶ Investment recovery in less than five years

The Bekins Company

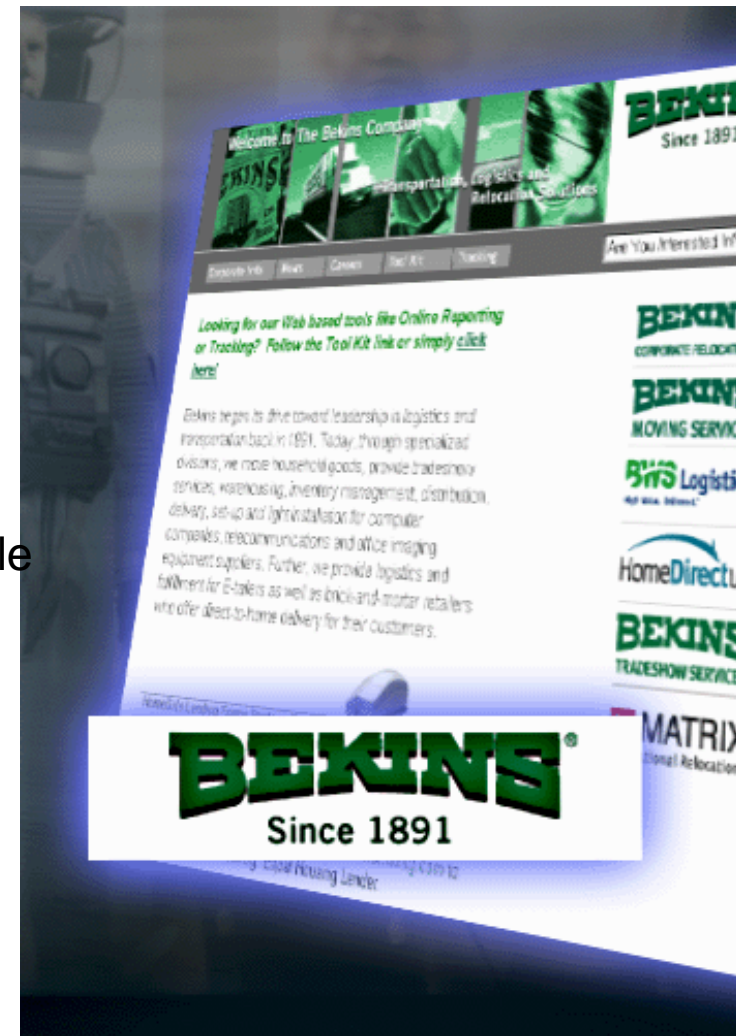
Challenge: Quickly develop new ways to provide services to customers and authorized agents

Solution: Publish parts of Web-based shipping and tracking system as **web services** and integrate the services with existing workflow

- ▶ Create private e-marketplace to broker shipping orders to authorized agents
- ▶ Offer customers automated access to available capacity

Benefit: "The potential benefits from extending our business capabilities through Web services will make the \$10.3 million payback we attributed to our first B2B e-business application seem like a drop in the bucket."

-- Randall Mowen, Director of Data Management & e-business Architecture



e-business Imperatives Today

Reduce Costs

Respond Quickly

What's the Best Strategy to Reduce Costs and Move Quickly?

- Open Standards
- Developer Productivity
- Price/Performance
- Comprehensive Platform

What's the Best Strategy to Reduce Costs and Move Quickly?

- **Open Standards**
 - ▶ WebSphere has broader and deeper standards support
- **Developer Productivity**
 - ▶ Be twice as productive with WebSphere tools
- **Price/Performance**
 - ▶ WebSphere has better TCO and performance
- **Comprehensive Platform**
 - ▶ WebSphere takes less time and money to build complete solutions

Friendly Finance Business Needs

**Friendly
Finance**



Acquire more customers

Do more business

Supply better service

Make employees more efficient

Be easier to do business with

Automate business processes

Friendly Finance Business Needs

**Friendly
Finance**



- Acquire more customers → Improve customer reach and retention
- Do more business → Extend trading to online customers
- Supply better service → Extend account management to online customers
- Make employees more efficient → B2E portal
- Be easier to do business with → One contact point
- Automate business processes → Extend investment advice to affiliates

Friendly Finance Business Needs

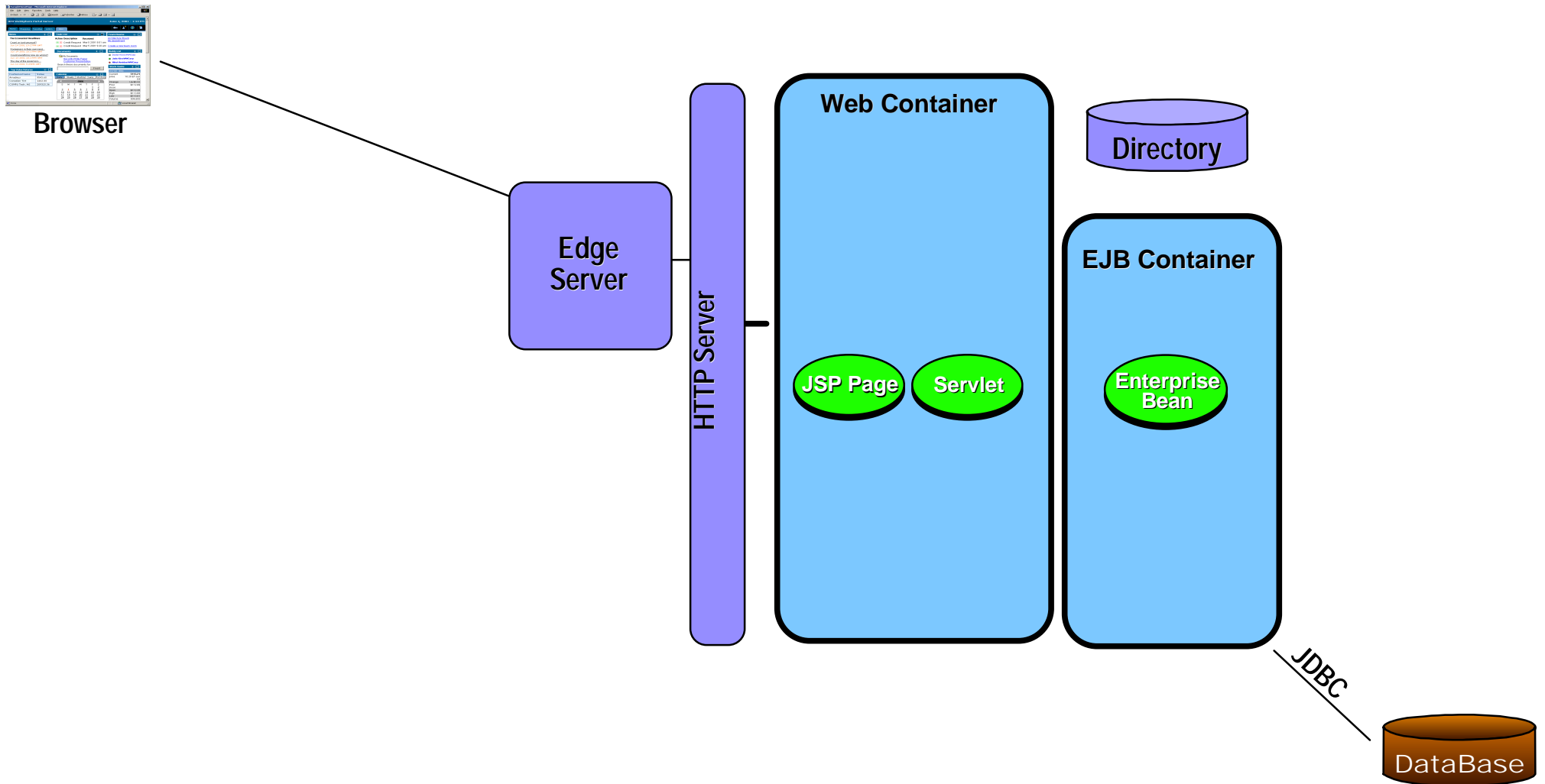
**Friendly
Finance**



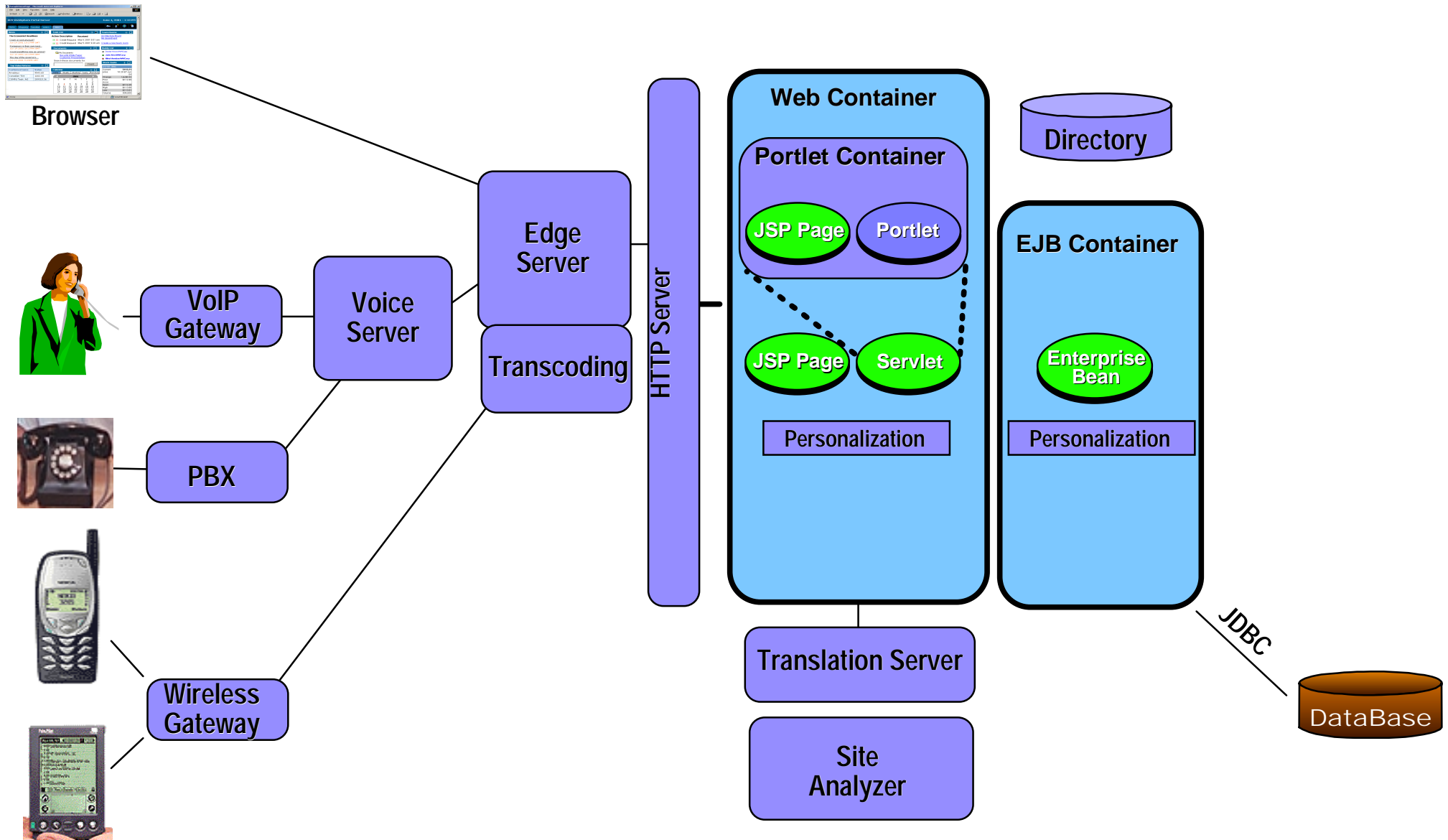
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Handle growth in workload
Fast time to market
Lowest cost

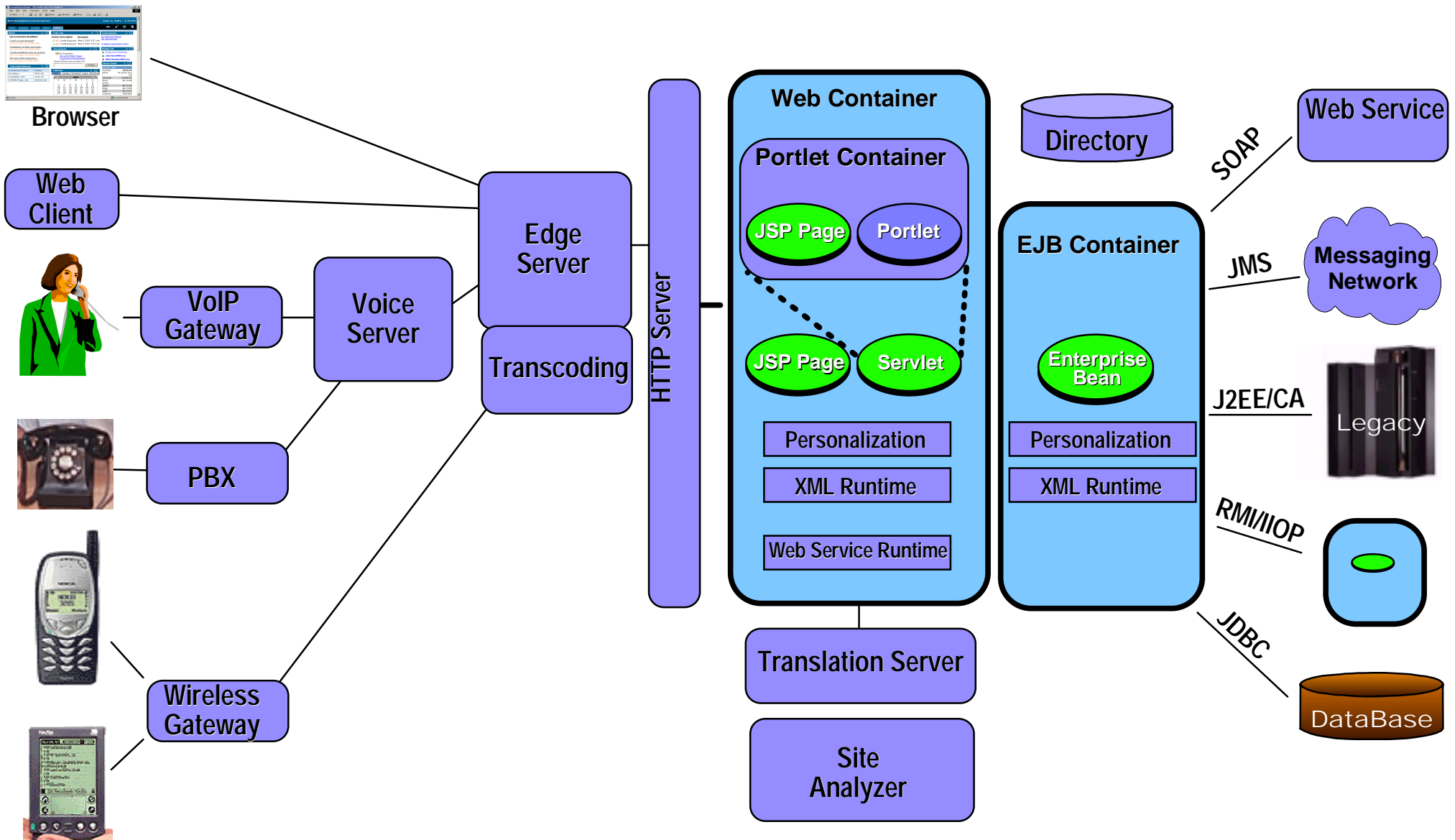
Friendly Finance e-Business Platform



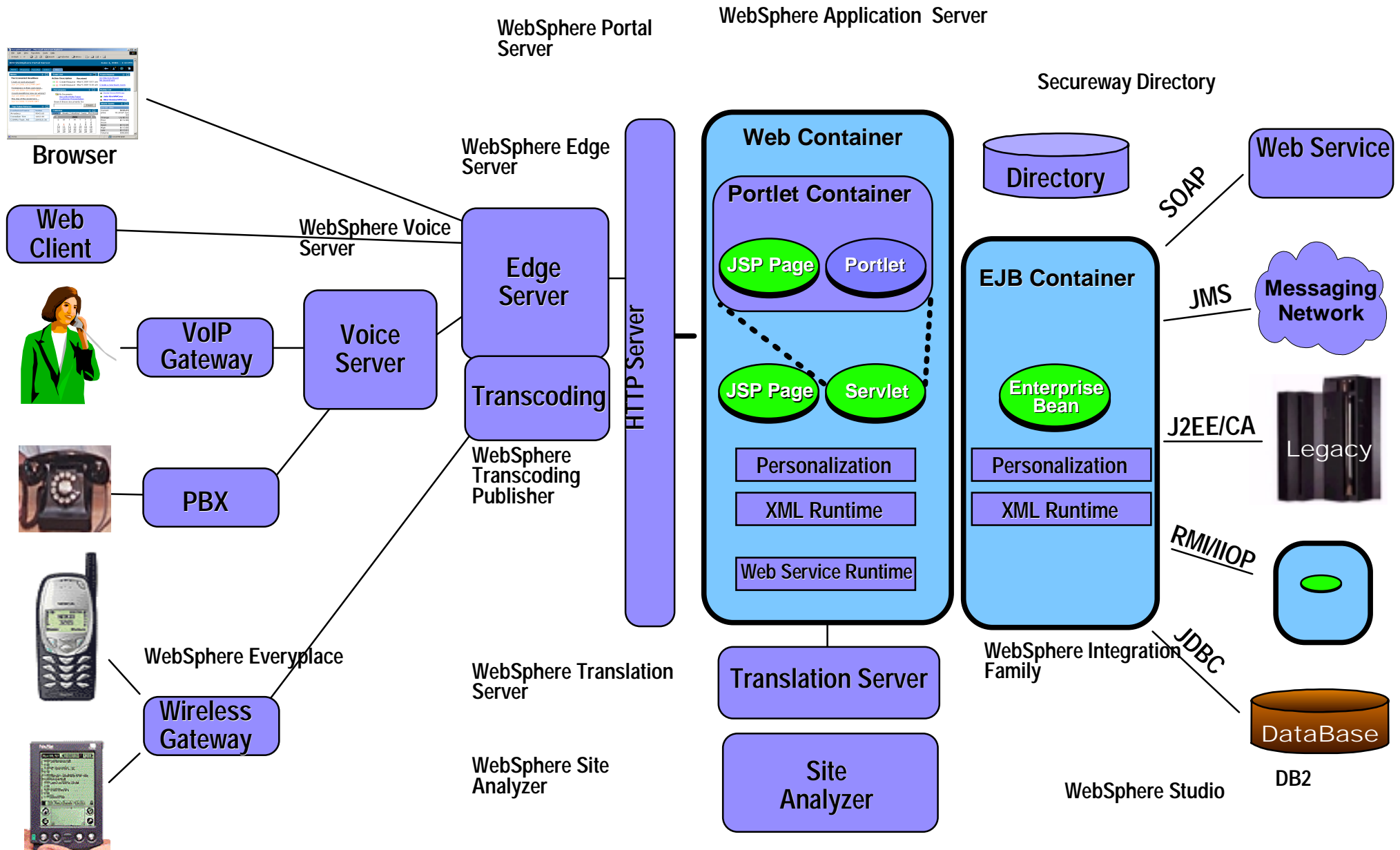
Friendly Finance e-Business Platform



Friendly Finance e-Business Platform



Friendly Finance e-Business Platform

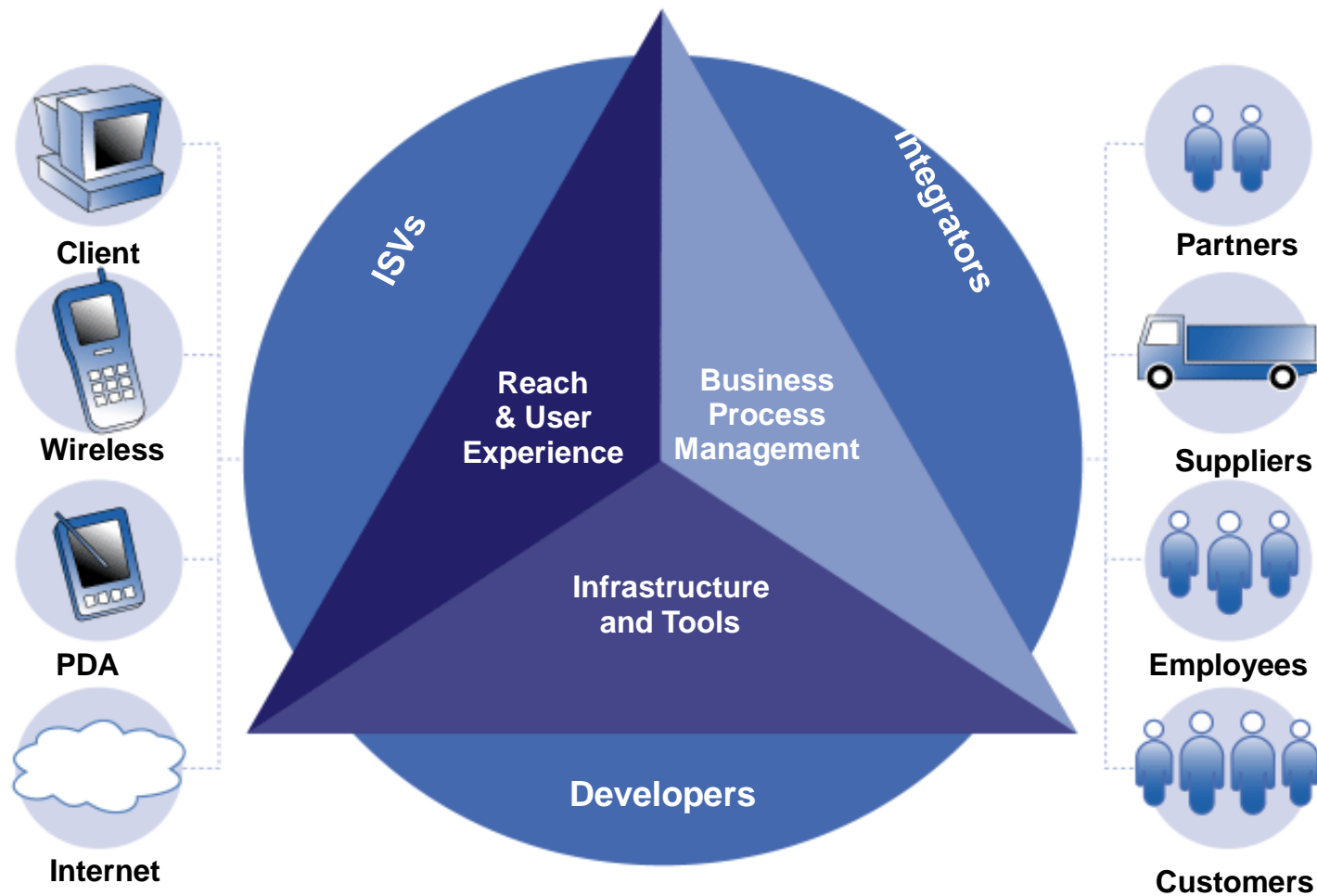


Agenda

- 9:00 - 9:30** Introduction
- 9:30 - 10:00** J2EE and Microsoft .NET
- 10:00 - 10:40** WebSphere Application Server and Programming Tools
- 10:40 - 11:00** BREAK
- 11:00 - 11:45** Scalability and Performance
- 11:45 - 12:20** Portals
- 12:20 - 1:00** Personalization and Site Analysis
- 1:00 - 2:00** LUNCH
- 2:00 - 2:15** Introduction to Integration
- 2:15 - 3:30** WebSphere Integration (J2EE/CA, XML, JMS, Web Services)
- 3:30 - 3:45** BREAK
- 3:45 - 5:00** Information and Process Integration
- 5:00 - 5:10** Summary

WebSphere

Complete Solution for e-business



Thank You

Thank You!