DB2® Data Management Software

DB2 and the next chapter of your e-business strategy.

IBM DB2 Universal Database isn't just powerful data management software…

…it's also part of a comprehensive, integrated e-business solution

Successful e-businesses are leveraging four key capabilities provided by IBM e-business software solutions, which work in concert to provide a total, balanced infrastructure.

WebSphere
Web-enables your business processes

DB2
Uses data to increase competitiveness

Lotus
Enables collaboration inside and outside your organization

Tivoli
Manages your e-business infrastructure for high availability

It's an "e" world out there. Companies like yours are using e-business to reduce costs, deepen customer loyalty, reach new markets, increase operating efficiencies, accelerate time to market and integrate their value chain.

Of course, you're aware of that opportunity, and you recognize the need to capitalize on it now or fall behind the curve…and the competition. That's why you're considering a powerful e-business data management solution: IBM DB2® Universal Database™ software. Using robust security to help businesses like yours to collect, analyze, manage and distribute data, DB2 is now relied upon by more than 40 million users and 300,000 companies worldwide.

Beyond data management: a complete e-business solution
Clearly, with DB2 you've got data management covered. So what's next? If you're like most organizations, you'll want to fully leverage your e-business capabilities by extending your current applications to the Web…by using the Web to better collaborate with colleagues, customers and suppliers… and by maintaining the performance and availability of your e-business infrastructure.

How well you meet those goals will depend largely on the software you choose. And here, you can take one of two courses: Assemble an array

of multiple vendors' disparate solutions. Or select your e-business software with an eye toward a larger goal: building a total solution of tightly knit software that works together to form a comprehensive, integrated e-business infrastructure.
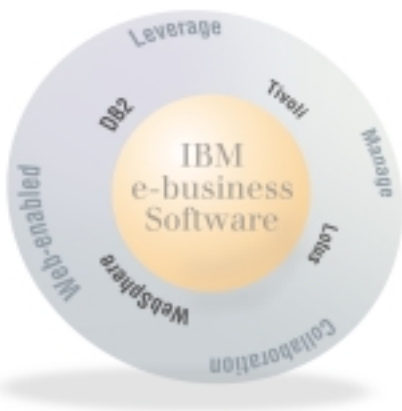
If you're leaning toward the latter, consider IBM e-business software products, created and tested by IBM specifically to complement DB2 — and each other.

WebSphere® software helps you extend your existing business-critical processes to the Web.

Lotus® software enables your staff to be more productive by collaborating with colleagues, suppliers and customers.

Tivoli® software helps you monitor and manage the performance and availability of your e-business infrastructure.

These e-business solutions can significantly enhance and support DB2 capabilities. Want proof? On the following pages, you'll find a few examples of how IBM WebSphere, Lotus and Tivoli software can optimize your DB2 Universal Database.

Lotus LearningSpace at a glance…

- *Use e-learning to train DBAs in DB2 skills*
- *Provide consistent training to your entire enterprise, even in remote locations*
- *Dramatically reduce the costs of educating employees, customers and suppliers.*

Bridge your DB2 skills gap with a powerful e-learning solution

IBM Lotus LearningSpace

So you're interested in the DB2 data management solution. It's a smart move. Here's another: enabling your database administrators (DBA) — including those in remote locations — to be fully versed on how to use it. After all, even a powerful tool like DB2 is only as useful as the knowledge level of its users.

Enter IBM Lotus LearningSpace®, the industry's most powerful e-learning solution. You can use this Web-based tool to quickly and cost-effectively train your employees in DB2 skills, wherever they are. And there's no need to create DB2-focused courseware; it's available — from novice to expert levels — in the LearningSpace solution.

Create a virtual, global classroom

With LearningSpace, your organization has one comprehensive and flexible solution to meet the varied training needs of departments across your enterprise and around the world.

Marketing, for example, can bring products to market faster by equipping the sales force and dealer network with the product knowledge and skills to sell effectively. And Human Resources can train employees on updated industry regulations, compliance concerns and other issues — and track training results as well.

Lower your training costs

E-learning with LearningSpace can dramatically reduce training costs by eliminating the travel and lodging expenses normally associated with enterprisewide training sessions.

Generate professional development opportunities

LearningSpace enables your organization to create an environment of professional development. That can help you attract and retain talented employees and maintain high employee morale.

Three powerful ways to learn

With LearningSpace, you have unmatched training flexibility because you can choose from three delivery methods:

- *Self-paced learning.* Individual learners access content and work on their own in a rich learning environment.

- *Collaborative learning.* Learners and instructors can chat with others online, share class materials and collaborate on learning exercises at their own convenience.

- *Live virtual learning.* Create a realtime, richly interactive online classroom, complete with a virtual whiteboard, in which instructors share content that engages learners.

Use DB2 across your enterprise

Once you begin using LearningSpace for other training activities across your enterprise, you can use DB2 as a powerful repository for your education-based knowledge assets. That saves you the cost of purchasing or creating additional data repositories.

If you're considering DB2, consider Lotus LearningSpace — a comprehensive e-learning delivery and management system that goes well beyond the capabilities of any other e-learning product.

Web-enable your current DB2 applications for e-business

WebSphere Studio Application Developer at a glance…

- *Leverage your existing IT investment to extend legacy applications to the Web.*
- *Take full advantage of Java support for e-business applications.*
- *Deploy portable, high-performance Web applications on multiple platforms.*
- *Establish a team development environment with software configuration management.*

IBM WebSphere Studio Application Developer

If your organization is like most, you have several legacy applications running on DB2. And if you're building an e-business, you'll need a development tool that makes it easy to move those applications to the Web. That's IBM WebSphere Studio Application Developer.

WebSphere Studio Application Developer takes full advantage of Java™ support for Web-based applications and Web services. With the first IBM commercial product built on Eclipse, your staff can use existing code to build, test and deploy Java applications, servlets and Enterprise JavaBeans™ (EJB) components, and Web services components on a variety of platforms.

Team up on a big job…or on several

If you've purchased several DB2 licenses for a large-scale application development effort, you'll need a development tool that can handle the project. WebSphere Studio Application Developer is that tool, working seamlessly with DB2.

With WebSphere Studio Application Developer, you can establish a flexible team environment with built-in software configuration management support. Use the Rational software that comes with the application or — should you wish to leverage your current repositories — software configuration management adapters that are available from other vendors.

Several developers can work in their individual workbenches and make periodic changes to a "team stream." This allows development team members to work on one massive project — or multiple projects — sharing resources, managing changes and versions as they're created, and accessing the work of other developers as the project evolves. Workbenches can be updated at anytime simply by submitting or retrieving changes made to the team stream.

Spanning the full spectrum

WebSphere Studio Application Developer enables you to leverage the complete range of WebSphere products and supporting platforms. It can cover the entire spectrum, from your first JDBC data bean to EJB persistence to CMP beans into relational databases. It's also the only Java development environment that supports developing and managing Java programs. Plus it easily scales from Windows® NT™ to OS/390® application servers. The result: flexible applications for e-businesses of any size.

A perfect DB2 complement

IBM WebSphere Studio Application Developer gives you an application development environment that complements DB2. Combine the two, and you'll have not only the industry's most robust database for e-business but also a powerful, easy-to-use tool for extending your legacy applications to the Web.

5

Tivoli Storage Manager at a glance…

- *Provides automated, unattended incremental file backup and recovery*
- *Helps you reduce the costs of archival data storage*
- *Helps you establish 24x7 system availability*
- *Provides a tool for high-speed, policy-based disaster recovery.*

IBM Tivoli Storage Manager

When you begin to deploy your applications on DB2, a little voice will probably be whispering three little words in your ear: "quick file recovery."

Whisper three words back: Tivoli Storage Manager. Designed to work in concert with DB2, it uses advanced technologies to protect and manage the mission-critical information in your DB2 database. And that, in short, gives you a proactive backup and recovery solution.

Reduce your data archiving costs

For organizations with large DB2 storage capacity, Tivoli Storage Manager can help reduce the costs of storage. You can back up archival data on less costly tape or optical drives and retrieve that data as quickly as if it were stored on your server.

High-speed data restore

In a global 24x7 economy, there's no such thing as a Web site crash in the middle of the night. Somewhere, it's the middle of the day. So any problems must be detected and remedied immediately. Tivoli Storage Manager helps maintain availability and quickly gets your system up and running again. In fact, its high-speed data restore capability is among the fastest in the industry.

Proactive problem solving

Since Tivoli Storage Manager lets you set policy and thresholds, you can be alerted immediately if you ever reach a critical point of data storage. That means you'll be able to take action

before the Help Desk calls. And due to policy-based management, you can align your storage policies with business policies, coordinating data types with multiple backup requirements.

Monitor and manage your data

Tivoli Storage Manager manages a broad range of data, from laptops to corporate servers. From more than 35 different operating platforms, you can gain:

- High-speed, policy-based disaster recovery
- Centralized administration for data storage and management
- Space management file migration
- SAN features, such as LAN-free backup and tape sharing
- Space management file migration
- Compatibility with hundreds of storage devices, LANs, WANs and SANs
- Customized backup solutions for major Enterprise Resource Planning applications and database products
- Optional data protection for most popular e-mail, databases and applications.

For DB2, a speedy recovery

A sophisticated solution for automated, unattended file backups, Tivoli Storage Manager can reduce your IT administrators' workload and free them to work on other projects. Find out why it's installed in more than a million systems worldwide, including 80 of the Fortune 100 companies.

Use DB2 e-commerce data to deploy e-business applications

IBM WebSphere Application Server

In DB2, you have a powerful database that's Web-ready. Now, how can you leverage it for e-business?

The answer is IBM WebSphere Application Server. The industry's premier Java-based Web application server, it enables you to integrate DB2 enterprise data into dynamic e-commerce transaction applications — quickly and painlessly.

WebSphere Application Server at a glance…

- *Supplements your DB2 database with a robust environment for deploying e-commerce applications*
- *Easily Web-enables and integrates enterprise data and transactions for e-business.*

Exploit DB2 for e-commerce

With WebSphere Application Server, you have a single, high-value database that has proven, real-life interoperability with and support for DB2. The benefits: reduced costs, maximized return on investment, better customer service (and greater customer satisfaction) and a sizable advantage over the competition. And whatever speed your e-business grows, this software combination lets you scale your database, applications and Web services to keep pace.

A world of e-business capabilities

Integrating enterprise data and transactions with the dynamic world of e-business, WebSphere Application Server supports applications such as data warehousing and online analytical processing. It offers you a complete set of services, including capabilities for:

- Transaction management
- Enhanced security
- Clustering
- Superior performance
- Availability
- Connectivity
- Enhanced scalability.

Its versatility is readily apparent

As the foundation of the IBM WebSphere software platform, WebSphere Application Server:

- Provides powerful e-business benefits for building new applications, including support for documents, images, audio and video

- Includes fully integrated Web technology so that data can be easily accessed from the Internet or your company's intranet

- Manages and integrates enterprise-wide applications while leveraging open technologies and APIs

- Provides J2EE compliance and future support of new open standards

- Includes integrated support for open standards and key Web services and runs on multiple platforms

- Supports a full range of applications — from dynamic Web presentation to sophisticated transaction processing — whether they're 100% custom-built, based on integrated WebSphere platform products or provided by a partner such as an ISV or systems integrator.

That's IBM WebSphere Application Server — a powerful tool to leverage the Web-readiness of DB2.

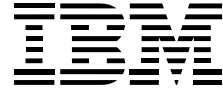## *Enter the next chapter of e-business*

These pages have shown you a few snapshots of how IBM e-business software can work together to help you build and manage an IT infrastructure that can easily handle the growing demands of e-business today...and tomorrow.

Needless to say, there's a lot more to the story. IBM e-business software continues to set new standards for interoperability, flexibility, reliability and scalability. And we're a key supporter of open standards and open technologies, which means you can confidently use your legacy applications and hardware — from IBM and other vendors — to interact with customers and suppliers on virtually any IT platform.

In short, when you choose IBM e-business software, you're not just adding to your infrastructure. You're entering the next chapter of e-business.

For more information on how IBM WebSphere, DB2, Lotus and Tivoli software offer a total e-business infrastructure solution, contact your IBM representative, call **1-888-SHOP IBM** or visit our Web site at **ibm.com**/ software.

IBM

Lotus Part No. CC04ENA

For Position Only

e business software

G325-5486-00