IBM

WebSphere. software

WebSphere software and the next chapter of your e-business strategy.

If you thought WebSphere software from IBM offered powerful tools for e-business…

*…wait until you see what happens when you link
it with other IBM e-business software*

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 the industry's most powerful e-business software platform. The IBM WebSphere® family of products provides the tools you need to Web-enable your business processes and develop and maintain a first-class, personalized Web presence.

Making a great site greater
So what's next for your e-business initiative? If you're like most organizations, you'll want to leverage e-business data to increase your competitiveness…use the Web to better collaborate with colleagues, customers and suppliers…and maintain 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 WebSphere software — and each other.

DB2® software gives you the power to turn e-business data into usable business intelligence.

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

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

***Add a valuable human element to
your e-commerce Web site***

*Lotus Sametime and Lotus
QuickPlace at a glance…*

- *Increases sales by enabling live
  help on your e-commerce site*
- *Fosters teamwork to respond
  to complex customer issues
  and strengthen customer
  relationships*
- *Builds online user communities
  that enhance customer service
  and loyalty*
- *Adds instant collaboration
  and team workspaces to your
  Web environment.*

**Combine IBM WebSphere Commerce
with IBM Lotus Sametime and IBM
Lotus QuickPlace**

If you're looking to build an advanced
e-commerce Web site, there's no better
way to do so than with IBM WebSphere
Commerce. Supporting thousands of
users, this comprehensive e-commerce
software solution manages the most
complex online selling applications. And
with easy-to-use interfaces to support
personalization and site analysis, it
enables you to quickly target campaigns
to your most profitable customers.

The powerful e-commerce site you build
with WebSphere Commerce becomes
even more sophisticated when you
add Lotus Sametime™ and Lotus
QuickPlace™. That sophistication can
differentiate your site from your
competitors' — even while it reduces
your customer service costs.

**Increase sales and improve
customer satisfaction**

With Lotus Sametime, your online
customers can interact with your
customer service representatives in
realtime, directly from your site. While
they're on your site, customers can
simultaneously chat and exchange
data with agents, who can answer
product questions, help complete
transactions, and cross-sell and
upsell other products.

**Promote teamwork and build stronger
customer relationships**

For more complex sales situations, you
can use Lotus QuickPlace to create
a protected Web environment that's
accessible by internal and external
parties you specify. Providing project
tracking, threaded discussions and
instant messaging, it facilitates the kind
of collaboration that can help resolve
even the toughest selling issues.

For example, a customer could post a
complex RFP to QuickPlace, and several
people in the seller's organization can
collaborate on formulating a timely
response. Questions and responses
involving customer input could also be
tracked in QuickPlace, fostering a closer
relationship with the customer while
simultaneously improving the quality of
the response.

Create an online user community

Here's another QuickPlace benefit:
It empowers your customers to
form their own online user groups,
workspaces and team rooms, where
they can exchange product information
and ideas with their peers. That's the
kind of community-building that fosters
satisfaction and keeps customers
returning to your Web site.

For today's businesses seeking ways
to add value to their e-commerce
sites, adding Lotus Sametime and
Lotus QuickPlace to IBM WebSphere
Commerce provides a powerful way to
build a loyal customer base and keep
pace with — or gain a step on — the
competition.

Create an e-learning environment for employees and suppliers

Combine IBM Lotus LearningSpace with IBM WebSphere MQ

If you're familiar with IBM WebSphere MQ, you already know why it's the industry's most popular messaging system. An open, scalable, industrial-strength information backbone, it connects business applications across multiple computing platforms.

Lotus LearningSpace at a glance…

- *Uses e-learning to train IT staff on WebSphere MQ in multiple locations*
- *Dramatically reduces the costs of educating employees and suppliers*
- *Creates virtual classrooms for more efficient training in all departments*
- *Uses available WebSphere MQ courseware, or you can write your own.*

You've just made a smart move installing WebSphere MQ. Here's another one: Since WebSphere MQ touches nearly every IT professional in your organization, maximize your investment by educating all IT staff enterprisewide on how to best integrate it into your organization's applications, processes and systems.

Enter Lotus LearningSpace®, the powerful e-learning solution. Using its preexisting content modules for WebSphere MQ, you can use this Web-based training tool to build a team of knowledgeable application programmers and developers…or show systems administrators and integrators how to create a messaging infrastructure covering multiple platforms.

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.

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.

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.

If you have IBM WebSphere MQ, consider Lotus LearningSpace. It's a comprehensive e-learning delivery and management system that goes well beyond the capabilities of any other e-learning product.
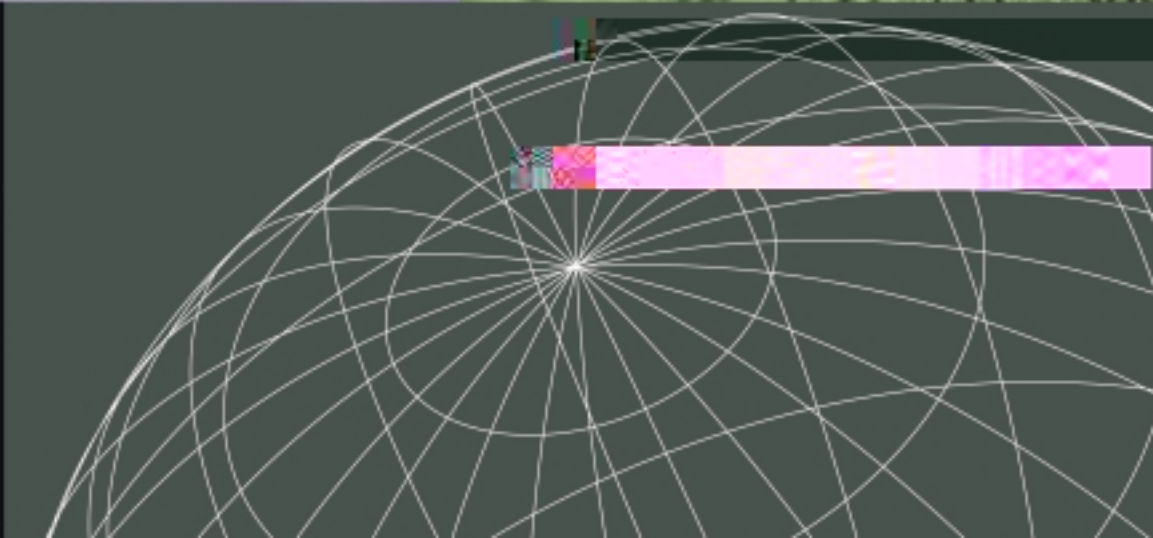
Gain valuable marketing intelligence from your e-commerce transactions

Add IBM WebSphere Commerce Analyzer Advanced Edition to IBM WebSphere Commerce

It's 2002. Do you know who your customers are?

With IBM WebSphere Commerce, you're building a powerful e-commerce site that lets customers purchase your products over the Web. And every one of those transactions contains valuable profiling and marketing data for usable business intelligence.

Add IBM WebSphere Commerce Analyzer Advanced Edition, and you can analyze your WebSphere Commerce business-to-consumer or business-to-

WebSphere Commerce Analyzer Advanced Edition at a glance…

- *Quickly and easily obtain the information you need to make intelligent decisions about your e-commerce site.*
- *Identify customer profiles and trends that reveal true buying behavior and enhance customer satisfaction and loyalty.*
- *Target and personalize marketing campaigns and promotions.*
- *Can be out of the box and running in three days or less.*

business transaction data from any Web browser and gain insights that enable you to:

- Segment markets and profile customers to reveal true buying behavior
- Identify buying trends
- Increase revenues by targeting the most profitable customers
- Personalize promotions to individual customers based on their history on your site
- Improve the effectiveness of your marketing campaigns and promotions
- Enhance customer satisfaction and loyalty by providing a 24x7 shopping experience
- Sharpen your business decisions, regardless of where data resides within your organization.

Comprehensive datamart analytics

WebSphere Commerce Analyzer Advanced Edition supercharges the analytical capabilities of the WebSphere Commerce Analyzer V5.1 or later that comes standard with WebSphere Commerce. While V5.1 or later can answer common business questions, WebSphere Commerce Analyzer Advanced Edition offers a truly comprehensive, robust and easy-to-install datamart.

Using powerful data mining techniques to provide sophisticated insights into your e-commerce activity, WebSphere Commerce Analyzer Advanced Edition can identify 60 key e-commerce measurements. Among them:

- Units of each item sold/abandoned

- Web traffic and order trends by hour, day of week and/or season
- Groupings of important shoppers
- Top sellers or laggards
- Effectiveness of e-marketing campaigns
- Catalog performance
- Inventory levels
- Trends in order size
- Sales by geography, demography and/or account representative
- Click-through and order patterns.

Analyze multichannel transaction data

If you're moving toward multichannel marketing — integrating Web, call center, point-of-sale and kiosk efforts — you're probably looking for a way to measure customer buying behavior across all channels. WebSphere Commerce Analyzer Advanced Edition gives you the power to analyze high-volume transaction data for each channel and gain a total profile of your customers and transactions.

Not months — hours

Your WebSphere Commerce Analyzer Advanced Edition can be up and running in just one to three days. Right out of the box, it starts loading and reporting on data, producing hundreds of reports. That's a departure from the months that competitive products typically take.

If you're installing WebSphere Commerce, consider adding WebSphere Commerce Analyzer Advanced Edition. The insights it provides can help give you a competitive edge…quickly and cost-effectively.

Create a powerful combination: e-commerce and e-collaboration

Team IBM Lotus Domino with IBM WebSphere Application Server
e-business does not live by transactions alone.

With IBM WebSphere Application Server, you're ready to create a robust Java™-based e-commerce site for deploying transactional applications. Now think of how valuable that environment would be if you added collaboration capability — the capability provided by Lotus Domino™.

Lotus Domino at a glance…

* *Add collaboration capabilities to your e-business environment.*
* *Give your site enhanced customer service functionality.*
* *Promote teamwork over the Internet or your intranet.*
* *Build new business practices in collaborative design, forecasting and quality management.*

When you team Lotus Domino with WebSphere Application Server, you're creating a powerful e-business environment that facilitates both e-commerce and e-collaboration.

WebSphere software for e-commerce
The e-commerce capabilities of WebSphere Application Server are ideal when your site needs to cost-effectively handle heavy transactions such as order placement and procurement. It excels in applications like industrial-strength transaction management and scalability or where business logic is encapsulated in distributed components such as servlets, Java Server Pages™ and/or Enterprise JavaBeans™.

Domino for e-collaboration
You can add the collaboration capabilities of Domino to your e-business environment when you want to:

* Deploy Web-based applications geared toward unstructured data
* Use your internal portal to improve project teamwork, planning and decision making
* Offer sophisticated e-collaboration capabilities such as mail-enabled applications, workflow or distributed content authoring
* Build new e-business practices in collaborative design, forecasting and quality management
* Improve your site's customer service capability without consuming significant time and resources.

Strengthen your business relationships
Domino offers built-in connection services that provide live access to leading relational databases, transaction systems and Enterprise Resource Planning applications. It also offers integrated security, workflow and content management features, which combine to promote rapid delivery of your collaborative Web applications — which, in turn, can initiate and strengthen key business relationships.

The choice is yours
Versatility is a Domino hallmark. It supports:

* All popular platforms, including Windows® NT™, OS/2®, UNIX®, AS/400®, Linux® and S/390®
* Your choice of clients, including Lotus Notes® R5, Microsoft® Outlook and Eudora
* A variety of handheld e-business tools such as PDAs, cellular phones and pagers
* Leading third-party Web development tools, as well as Domino's integrated development environment.

With Lotus Domino, you bring collaboration and easy, seamless integration to WebSphere Application Server. Together, they enable you to rapidly build high-value e-business applications.

Support the premier Java-based server with a powerful database

DB2 at a glance…

- *Quickly build e-business applications and get to market faster.*
- *Access data easily from the Internet and your intranet.*
- *Use a single, scalable database for all your application needs.*
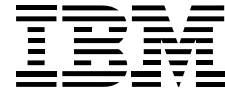- *Analyze enterprise data for real business intelligence and a competitive edge.*

Add IBM DB2 Universal Database to IBM WebSphere Application Server
IBM WebSphere Application Server gives you the industry's top Java-based Web application server — a robust environment in which e-business applications can be easily deployed and managed. To fully leverage that environment, many organizations are installing one of the industry's most powerful databases for meeting the demands of e-business: IBM DB2 Universal Database™.

A Web-ready, multimedia relational database management system, DB2 can be seamlessly integrated with WebSphere Application Server, enabling you to:

- Access large amounts of data easily from the Internet or your company intranet
- Quickly build e-business applications and get to market faster
- Mine enterprise data for the real business intelligence that facilitates better decisions, improved customer service, reduced costs and a competitive edge.

Reduce costs with a scalable database
With DB2, you won't have to incur the additional expense of a specialized e-business database. Because your entire organization can use a single, scalable database for all its application needs, your costs are minimized while productivity is maximized.

Fully integrated with Web technology, DB2 can be used across the entire enterprise for all data management needs, from OLAP to OLTP. And it runs on nearly any system in your enterprise — from mobile users' laptops to massively parallel systems with terabytes of data and thousands of users.

Open, multiplatform support
One of the most open database platforms available anywhere, DB2 supports all major industry standards, including JDBC and SQLJ interfaces. That means it can be accessed from nearly any client workstation using thousands of existing tools and applications and flexibly managed in an open network computing environment. And, of course, DB2 runs on the most popular UNIX and Intel® server platforms, including AIX®, HP-UX, Solaris™, Linux, NUMA-Q®, OS/2 and Windows (XP, 2000, NT, 98 and 95).

Low total cost of ownership
According to a recent comparison of leading Internet platforms by industry ratings agency D.H. Brown*, DB2 beats the competition in five-year cost of ownership.

That's just one more reason to consider the combination of DB2 and WebSphere Application Server — and create the e-business applications that can help you get to market quickly.

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 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 comprehensive
e-business infrastructure solution,
contact your IBM representative, call
1-888-SHOP IBM or visit our
Web site at **ibm.com**/software.

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ⓔ business software

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