

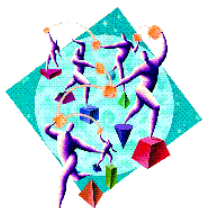
# MQSeries Everyplace

Phil Wilkinson  
MQSeries Everyplace Channels



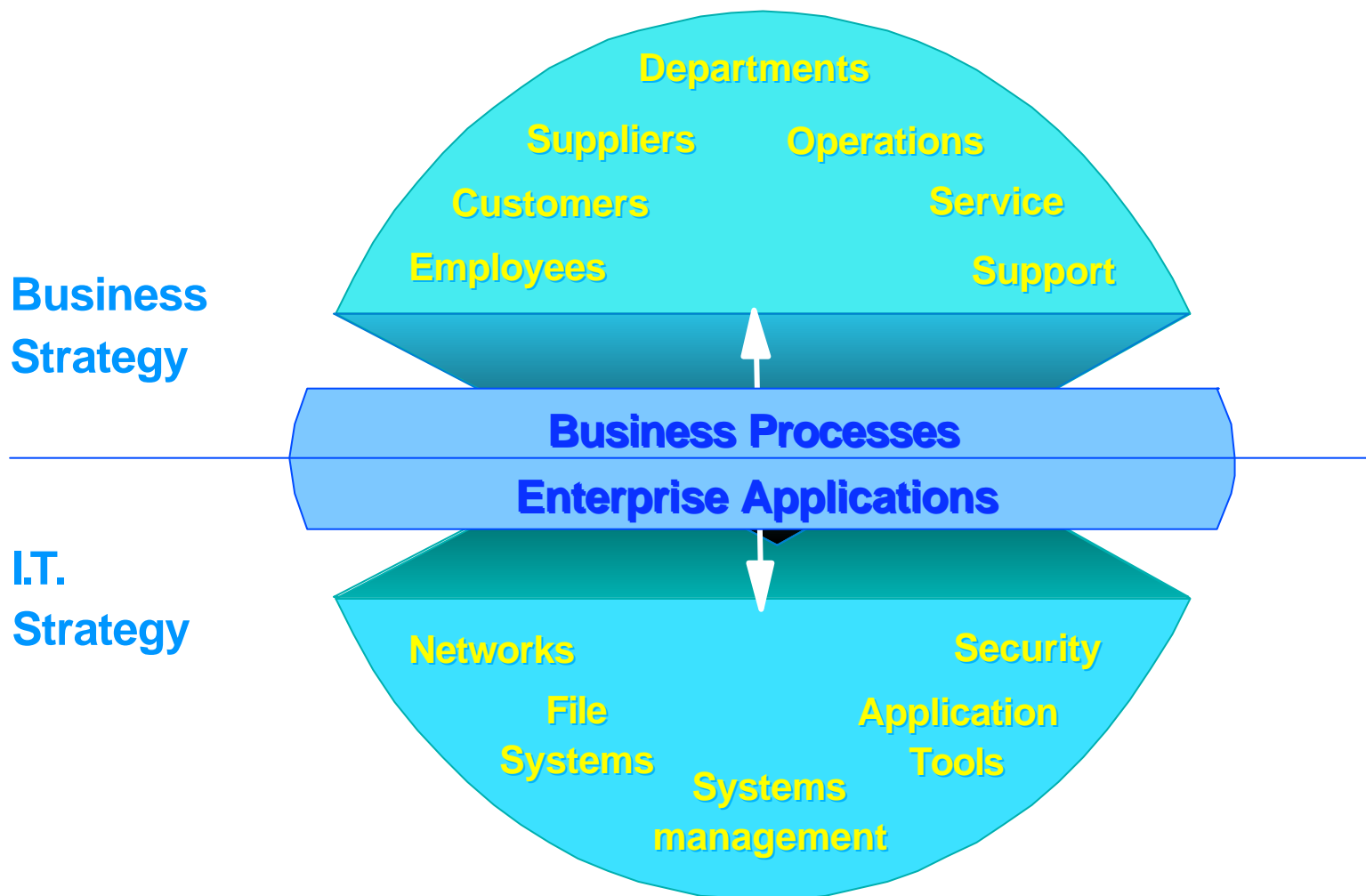
"...a billion people interacting with a million e-businesses  
with a trillion intelligent devices interconnected ..."

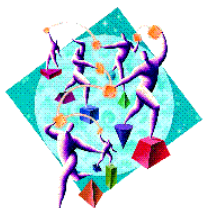
(L.V.Gerstner)



# What is business Integration all about ?

## Integrating & aligning I.T. with business strategy





# Application Integration Issues

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## Multiple Platforms

Many and varied protocols

## Complexity

Change one thing effect something else

## Connections between systems not always available

Particularly true with e-business

## The task of integration

Cost, Complexity, Timescales

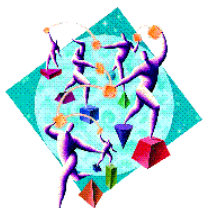
## ....and now the mobile challenge...

lots of new devices

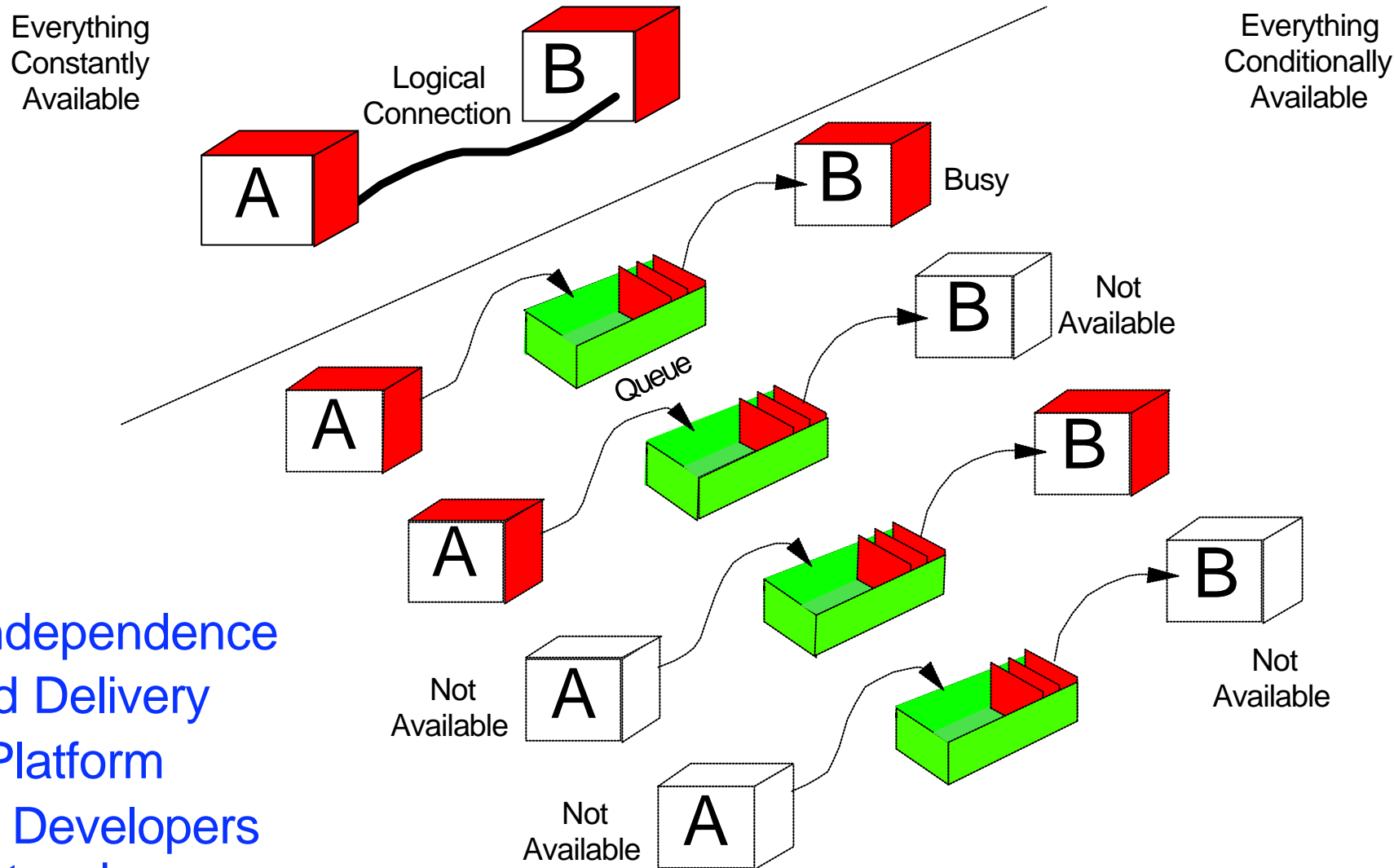
lots of new operating systems

new communications links and protocols

integration, deployment, systems management

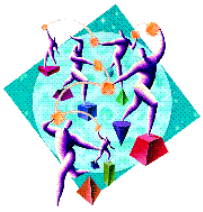


# MQSeries Messaging and Queuing



1. Time Independence
2. Assured Delivery
3. Cross Platform
4. Shields Developers from network complexity

**MQSeries Everywhere**  
*Commercial Messaging on the Move*



# What MQSeries Everyplace provides

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## MQSeries optimised for mobile devices

The benefits of Industrial strength messaging in minimal footprint

## Assured, once-only delivery of messages

Customers will know their important message will get through

## Applications can work off-line

Integration of the Enterprise outside the office networked environment

Deferred message delivery through asynchronous communication

## Security and Compression

Extensible rich security features

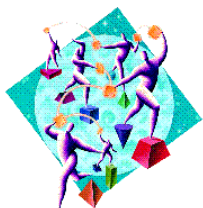
## Access to back end systems and data

access to corporate systems via 35+ MQSeries platforms

Operates through firewalls

## Rules based communication

Allows the adoption of flexible communication policies



# MQSeries Everyplace Scenarios

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## Mobile Sales Agent



- Using PDA to access enterprise systems.
- Takes orders off-line
- Parallel enquiry with back-end systems

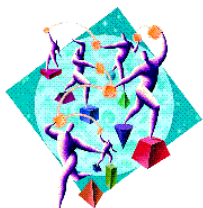
Gets workforce away from desks and in front of customer

## Executive Workflow scenario



- Executive with netBook approves high-value transactions
- Integral part of Workflow solution
- Urgent receipt of high priority messages

Workflow and personal productivity



# MQSeries Everyplace Scenarios

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## Mobile Workers



- Utility Engineer uses robust device to report progress and receive new jobs.
- Loses signal down hole
- Could also request more information or assistance.



- Medical worker uses device to access and update centralised patient records
- Work Off-line
- Security and Assured Delivery important

## Scheduling and business optimisation

## On the Road...



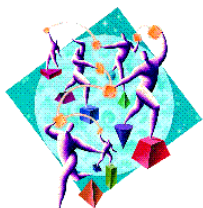
- Intelligent Cars
- Report their own faults
- Efficient delivery of travel information to and from vehicles



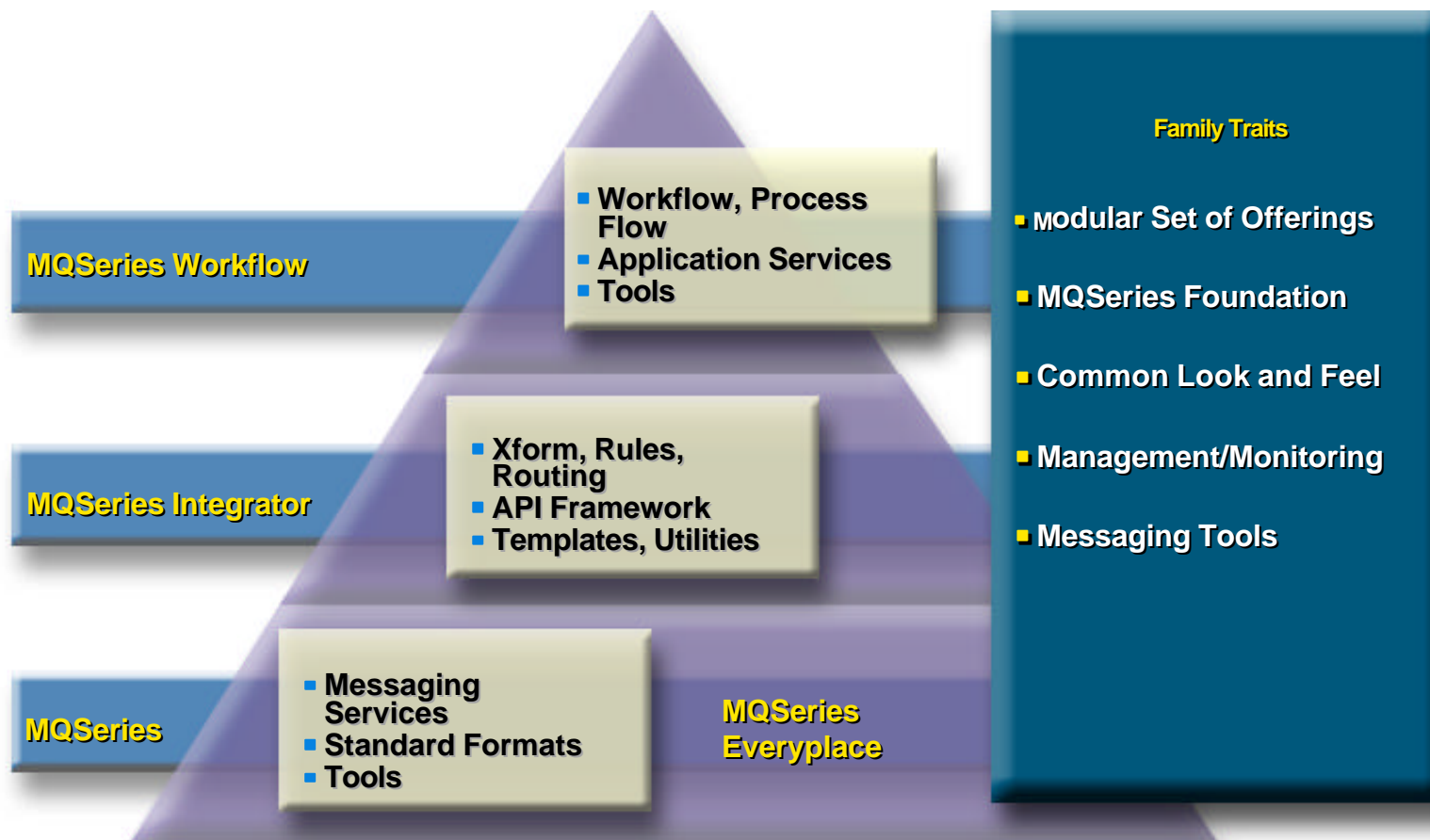
- Delivery driver gets new pick-ups and records deliveries

- Police Forces accessing numerous Federal and State data systems
- Security !
- Work Off-line - Asynchronous

## True Pervasive Opportunity

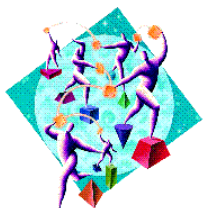


# Positioning within the MQSeries Family

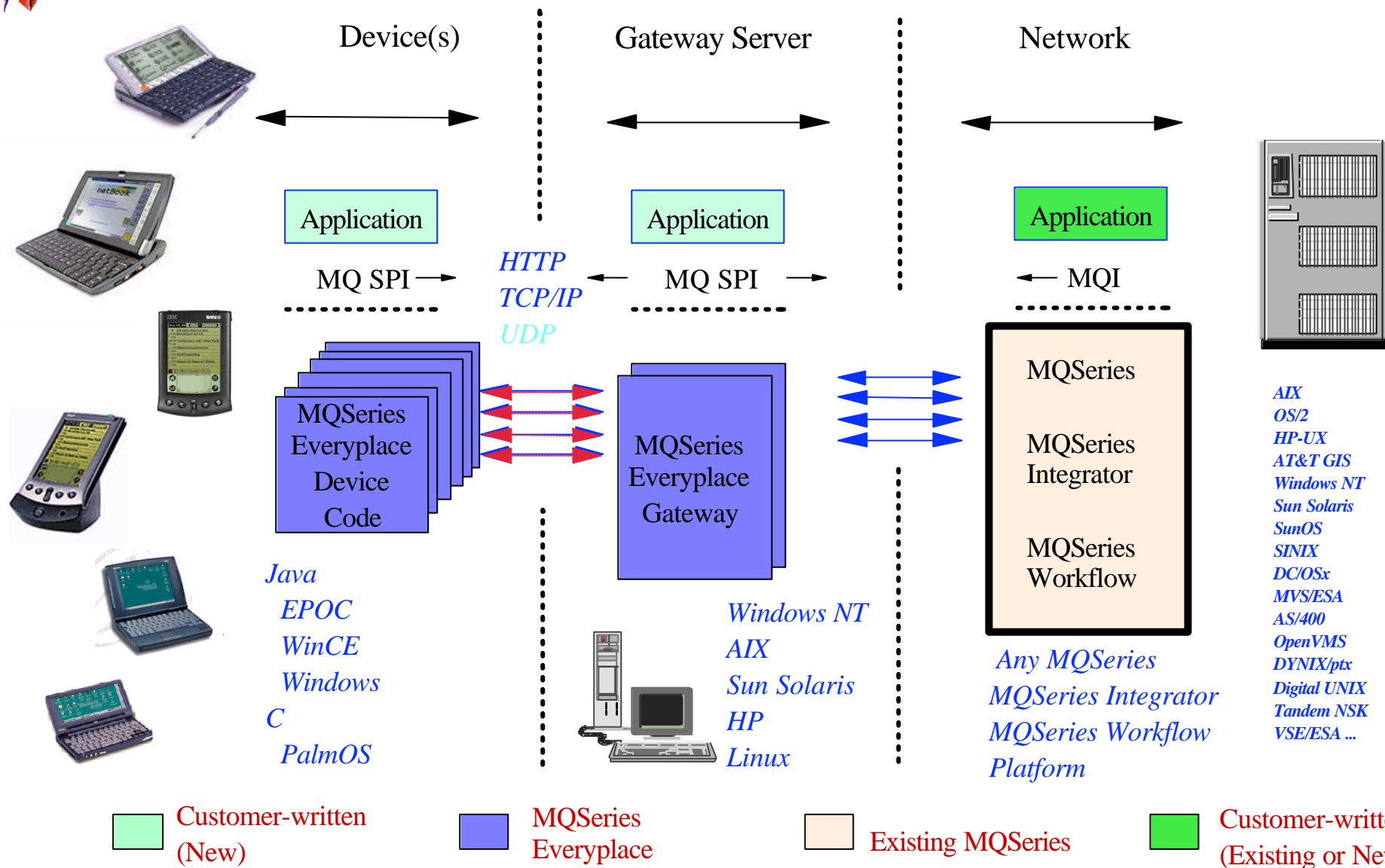


- MQSeries Everyplace delivers MQSeries messaging to yet more environments
  - the obvious way to provide an optimised solution for pervasive computing





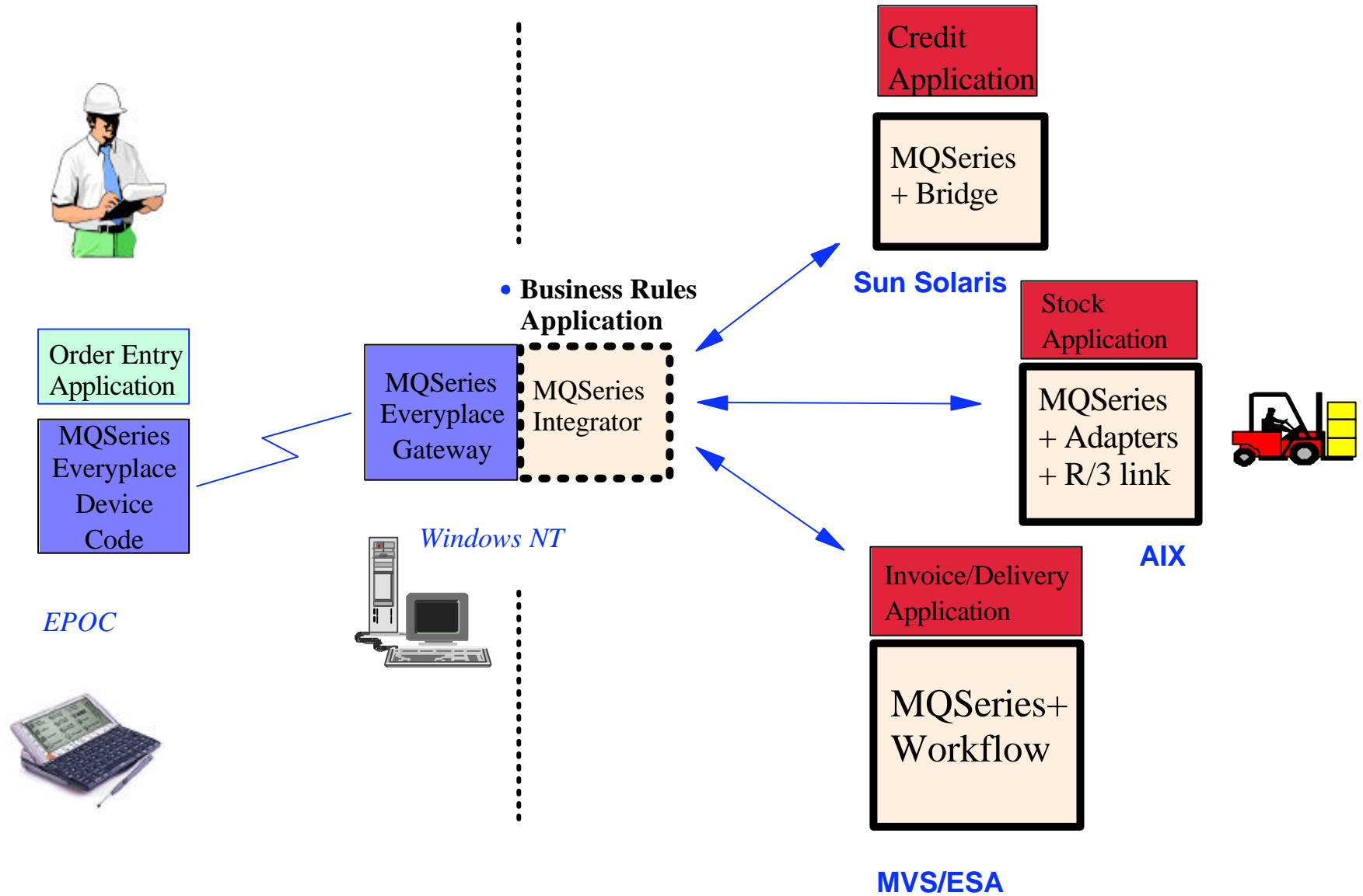
# MQSeries Everyplace Solutions



**MQSeries Everyplace**  
*Commercial Messaging on the Move*



# Salesman Scenario Diagram



**MQSeries Everyplace**  
*Commercial Messaging on the Move*



# MQSeries Highlights

## *IBM MQSeries*

## *Partner Industry*

### ■ Usage

- ▶ >7000+ customer sites
- ▶ >350 of IBM's top 500 customers
- ▶ >66% of NA and European banks
- ▶ In heavy production usage >25M messages per day

### ■ Achievement

- ▶ >industry leader in messaging middleware
- ▶ 75% WW market share

### ■ Recognition

- ▶ Widespread press coverage
- ▶ 5 major industry awards
- ▶ Strong analyst interest

### ■ Brand

- ▶ MOM category established, MQSeries effectively de facto standard
- ▶ AMI accepted by OAG as standard
- ▶ Investing for growth

### ■ Fast growing Industry

- ▶ >431 partners with MQSeries offerings in the marketplace
- ▶ Established companies, start-ups
- ▶ Channel, product, services, consultants

### ■ Skills+Services

- ▶ >2000 Certification test passes from nearly 500 companies
- ▶ 150 listed services companies

### ■ Product Development

- ▶ >1250 members of PID program
- ▶ >200 supporting ISVs with ~350 products in market place.

5 industry awards

**MQSeries Everyplace**  
*Commercial Messaging on the Move*

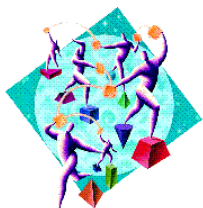


# Customer Value Proposition

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## ◆ MQSeries Everyplace brings a reliable connection into an unpredictable world

- Get the freedom of a mobile handheld device, do your work any place, any time
- Check your inventory, quote the latest prices, win your order - at a customer location, walking down the street, riding in a cab
- Keep your work force on the move - give them the location of the next customer to visit, confirm a parcel has been delivered, process a meter reading immediately
- Collect data automatically and remotely, from sensors on an oil pipeline or daily inventory from a regional department store



# Key messages

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With IBM MQSeries Everyplace, mobile workers communicate just once, and the message is delivered just once -- no retries by the worker, no lost messages, no duplicated messages.

IBM MQSeries Everyplace allows mobile workers to communicate with IT systems to access corporate data and update business processes just as dependably as office staff.

**More Information:**

**Internal Site:**

<http://w3.software.ibm.com/sales/aim/prod/mqseries/everyplace/index.html>

**External:**

<http://www-4.ibm.com/software/ts/mqseries/everyplace/>