



IBM WebSphere MQ Version 5 Release 3

Customer Benefits

Please refer to the WebSphere MQ Family section for other Objective Feature Benefit Charts.

Note: The attachment included in this document contains a simple spreadsheet for estimating Return on Investment

Customer	Customer Objectives	Product Features	Benefits to Customer
Independent software vendors and value added remarketers	A key component that can be adopted to stay at the leading edge of client/server application development	<ul style="list-style-type: none"> • Assured delivery of messages • Deliver once, and once only • Time-independent processing • Heterogeneous any-to-any connectivity • Standard API • Built-in productivity through built-in access to Lotus(R), WWW, and SAP R/3 • Network transparency 	WebSphere(R) MQ not only delivers this customer objective but also reduces time to market and maintenance costs for application development. Customers business information flow is protected.
Strategic information technology management	Comprehensive management of information flow across an enterprise in a multiplatform client / server environment	<ul style="list-style-type: none"> • Assured delivery of messages • Deliver once, and once only • Time independent processing • Heterogeneous any-to-any connectivity • Standard API 	WebSphere MQ not only delivers this customer objective but also enables the delivery of secure, flexible, cross-functional applications that the business demands
Application development	A standard means of programming information exchange within and between applications on multiple hardware and software platforms	<ul style="list-style-type: none"> • Consistent single API • Built-in productivity through built-in access to Lotus, WWW, and SAP R/3. • Network transparency 	WebSphere MQ not only delivers this customer objective but also reduces time and cost of application development by removing the need for multiplatform programming of data-security and reliability
Department	Enabling the next generation of cross-functional, enterprise-wide applications	<ul style="list-style-type: none"> • Assured delivery of messages 	WebSphere MQ not only delivers this customer objective but also allows the

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