IBM Business Partner-Software Program Broadcast IV 1999 Series
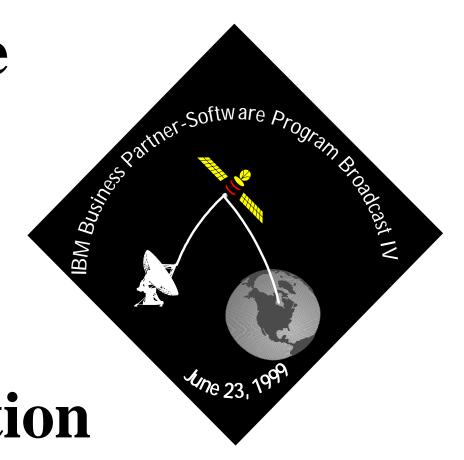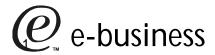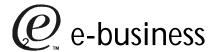
Business Integration is BIG
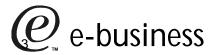
IBM Business Partner-Software Program Broadcast IV

June 23, 1999

e-business

IBMTV (FTN) and TEN Participants Only
Broadcast IV - Business Integration is BIG

Name: _____   Location: _____   Phone: _____

We value your input!

Please circle your answers to the questions asked on the broadcast and return this form immediately by either Fax or Mail.

FAX

    Ann Barnhart, IBM Business Partner Software Program at 972-280-6394

MAIL

    IBM Corporation
    Attention: Ann Barnhart
    5th Floor
    1507 LBJ Freeway
    Dallas, TX 75234

Thanks for your cooperation.

Question 1	A	B	C	D	E	Evaluation Question 1	A	B	C	D	E
Question 2	A	B	C	D	E	Evaluation Question 2	A	B	C	D	E
Question 3	A	B	C	D	E	Evaluation Question 3	A	B	C	D	E
Question 4	A	B	C	D	E	Evaluation Question 4	A	B	C	D	E
Question 5	A	B	C	D	E	Evaluation Question 5	A	B	C	D	E
Question 6	A	B	C	D	E						
Question 7	A	B	C	D	E						
Question 8	A	B	C	D	E						
Question 9	A	B	C	D	E						
Question 10	A	B	C	D	E						

Broadcast IV - Business Integration is BIG

Name: _____

Company: _____

Program #: _____

Voice #: (Must be included) _____

FAX # (Must be included) _____

E-mail: _____

Please limit your questions to Business Integration solutions discussed in today's broadcast.

_____

_____

_____

_____

_____

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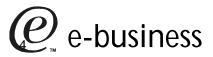
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Coming Events

- August 4   WebSphere

- September 23   Database Management

- October 21   On Demand Server
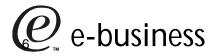
- December 8   WebSphere

Agenda

2:00 ▪ **Welcome**

  ● **Glenda Hill, Manager**
     NA Software Program Partner Services

▪ **Business Integration Overview**

  ● **Rakesh Mistry**
     NA Marketing Manager, eNetwork Software

▪ **Product Solutions Overview**

  ● **Paul Mignini/Robert Gage**
     Internet Channels Development and Marketing

▪ **Business Partner Testimonial**

  ● **Stellar Software**

▪ **Education, Certification, Demand Generation**

  ● **Mike Ryan**
     NA Channel Marketing Manager - Business Integration

▪ **Call to Action**

  ● **Mike Ryan**
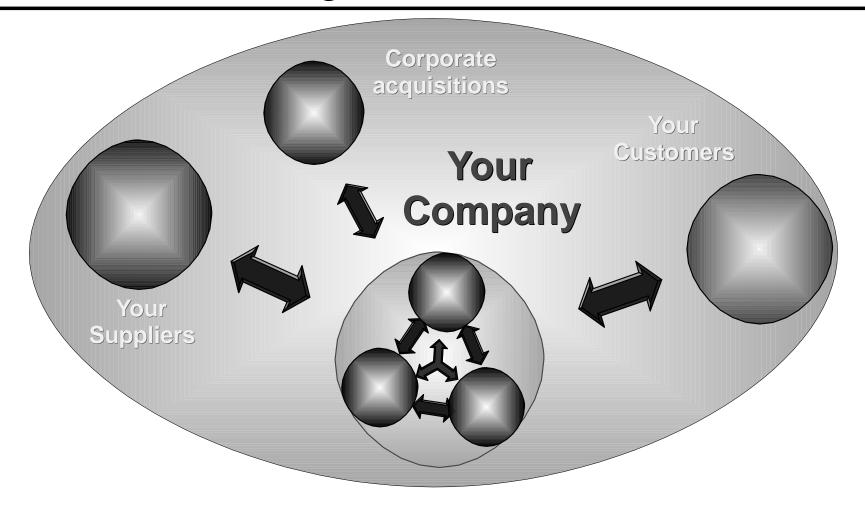   **NA Channel Marketing Manager - Business Integration**

▪ **Close**

4:00

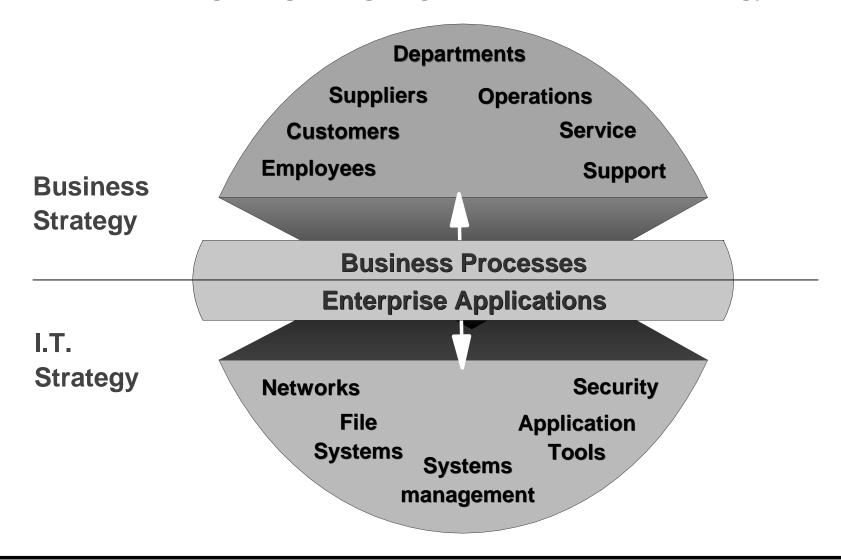# Business Integration Overview

Rakesh Mistry
NA Marketing Manager
eNetwork Software

What needs to be integrated?

Corporate acquisitions

Your Company

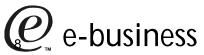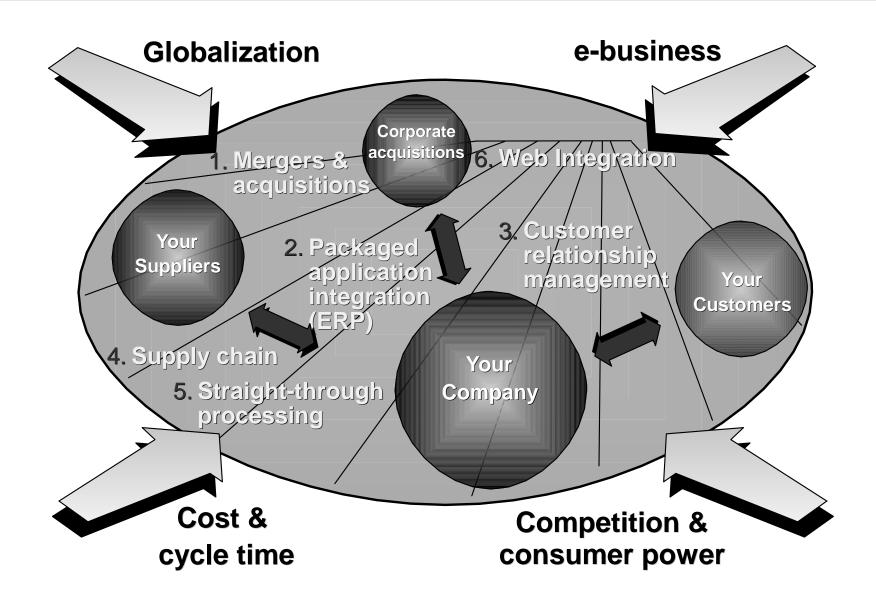**Your Customers**

Your Suppliers

The entire value chain

e-business

What is business integration all about?

Integrating & aligning I.T. with business strategy

Business Strategy

Departments

Suppliers   Operations

Customers   Service

Employees   Support

Business Processes

Enterprise Applications

I.T. Strategy

Networks   Security

File Systems   Application Tools

Systems management

e-business

Business integration issues
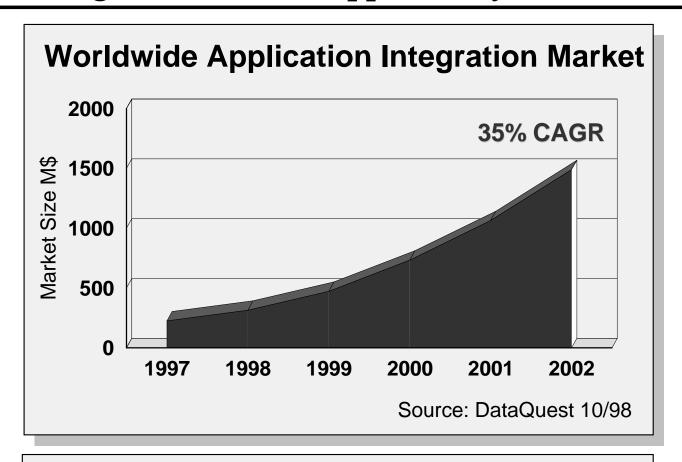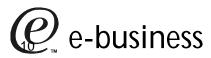

Globalization

e-business

Corporate acquisitions

1. Mergers & acquisitions

6. Web Integration

Your Suppliers

2. Packaged application integration (ERP)

3. Customer relationship management

Your Customers

4. Supply chain

Your Company

5. Straight-through processing

Cost & cycle time

Competition & consumer power

e-business

Business integration market opportunity

Worldwide Application Integration Market

Chart showing Market Size M$ (y-axis, 0 to 2000) by year (1997–2002) with 35% CAGR growth curve.

Source: DataQuest 10/98

- **>50% of large enterprises** installing business integration solutions by 2001
- message-based business integration market will be **$1.1 Billion** by 2001

Source: Garther Group

Value of business integration

1. Mergers & acquisitions

- Ensure the merger is a success
- Bring diverse businesses together -- faster

2. Packaged application integration

- Install ERP systems faster and less expensively
- Make ERP systems more responsive and flexible to business change

3. CRM integration

- Get a single customer view
- Gain the ability to cross sell
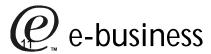
4. Supply chain integration

- Make the supply chain more effective
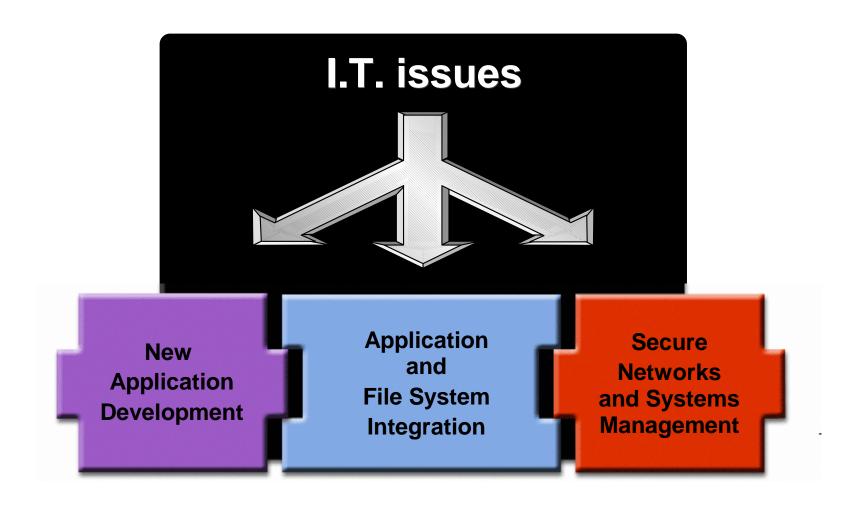
5. Straight-through processing

- Reduce business risk
- Achieve 'zero latency' trading

6. Web integration

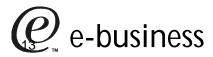- Tie the Web into your core business systems for competitive advantage

What are the business integration I.T. issues?

I.T. issues

| New Application Development | Application and File System Integration | Secure Networks and Systems Management |

Application integration issues

- **Multiple platforms**

- **Complexity**
  - **Change one thing, effect something else**

- **Connections between systems not always available**
  - **Particularly true with e-business**

e-business

File system integration issues

Multiple formats
- "rich" text files
- scanned images
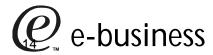- web pages
- audio/video files
- software binary files

Multiple platforms & networks
- UNIX (multiple versions)
- Windows NT
- LINUX
- Macintosh
- S/390, AS/400, & others

Multiple sites
- Your company
- Your suppliers
- Your customers

Multiple access methods
- Network
- Web

How do you bring them all together?

Programming skill issues

Legacy applications

- **COBOL**
- **IMS**
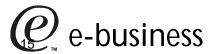- **Assembler**
- **C++**
- **SmallTalk**
- **Basic**

e-business applications

- **Java**
- **Web-based**

Key issues:

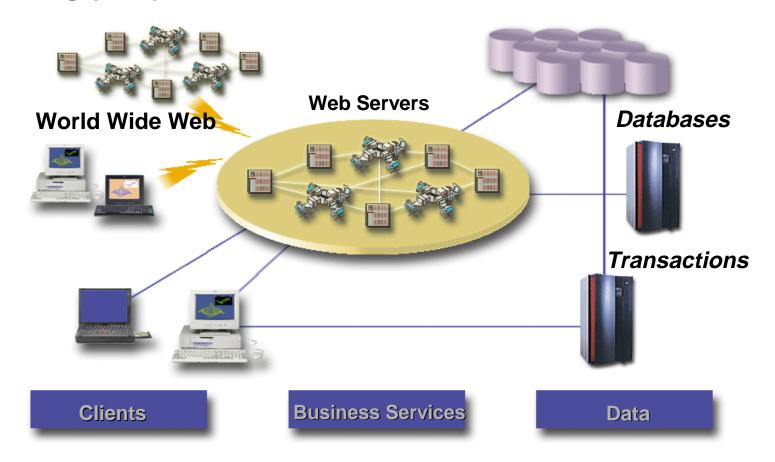- **Finding people skilled in multiple programming languages**
- **Mixed platforms (NT, mainframes, UNIX, AS/400)**
- **Development takes too long**
- **Application code is not being re-used**

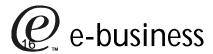# *e-business has created a new development model*

Client to Services...instead of Client-Server

World Wide Web

Web Servers

Databases

Transactions

Clients

Business Services

Data

How do you exploit the new opportunity?

Network integration issues

Where networks are at today

Proprietary protocols

SNA   IPX/SPX

TCP/IP   NetBIOS

Client-specific applications

3270

5250

Telnet

PC Desktop (Windows)

Text user interfaces

Where e-business networks are going

Internet protocols

TCP/IP

Client-independent applications

Browser
(Any client)

Graphical user interfaces

Network security issues

Mobile employees

Hackers

Verification & certification

| Internal Network (Intranet) | Internet | Extranet |

Customers, partners & suppliers

Viruses

Access control

Systems management issues

LANs

Desktops

Applications

Middleware

Portable Devices

- Operations
- Availability
- Deployment

Enterprise Servers

Local Servers

WANs

What business integration needs to address

Three issue areas

| New Application Development | Application and File System Integration | Secure Networks and Systems Management |

Issue → Requirement

- Business change → Flexible infrastructure
- I.T. diversity → Connectivity and change
- Disparate file systems → File system integration
- Programming skills → Common development tools
- e-business programming → e-business development platform
- Multiple network protocols → Protocol integration
- Security issues → End-to-end security
- Complex environment → End-to--end systems management
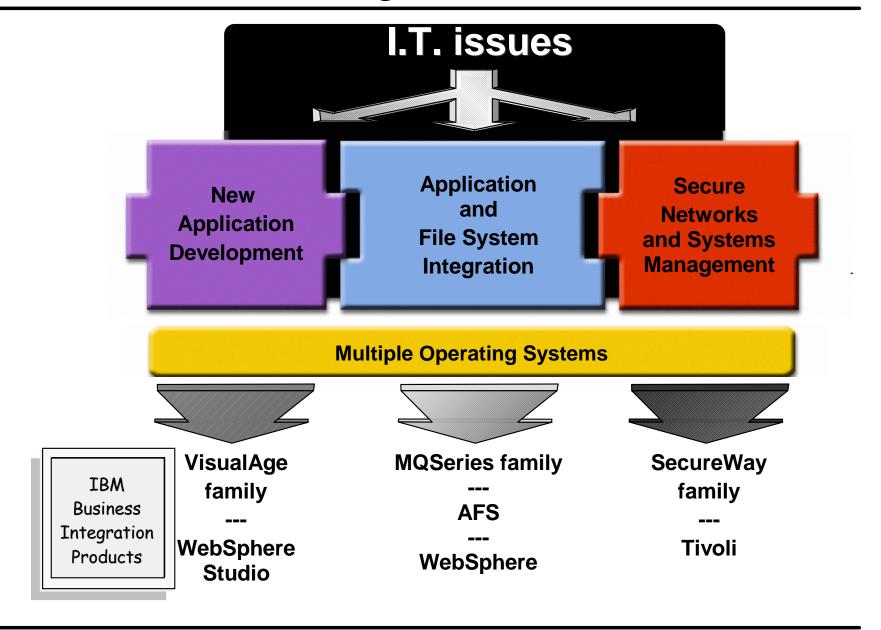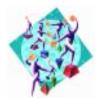
Businesss Integration Products Overview

Paul Mignini
Software Campaign Manager -
Business Integration

What are the business integration I.T. issues?
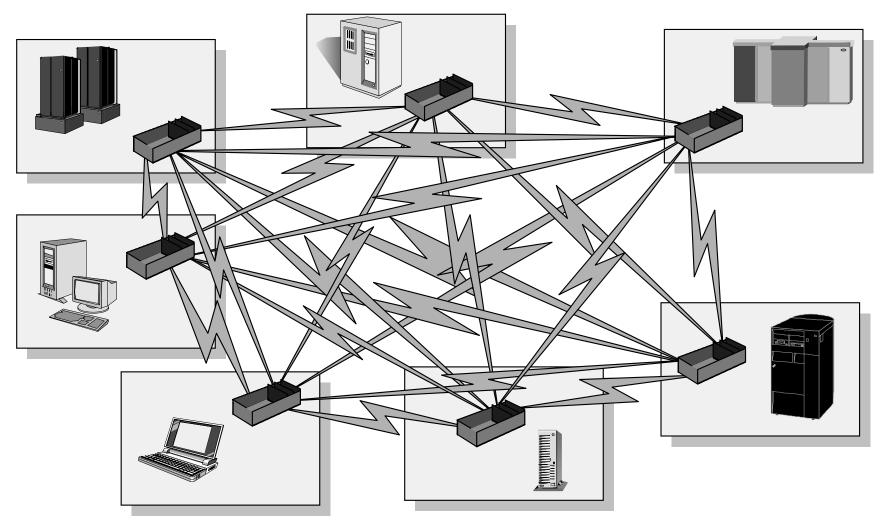
I.T. issues

New Application Development	Application and File System Integration	Secure Networks and Systems Management

Multiple Operating Systems

IBM Business Integration Products

VisualAge family

WebSphere Studio

MQSeries family

AFS

WebSphere

SecureWay family

Tivoli

e-business

The MQSeries Family

MQSeries Workflow

- Workflow, Process Flow
- Application Services

MQSeries Integrator

- Transformation, Rules, Routing
- API Framework
- Templates, Utilities

MQSeries

- Messaging Services
- Standard API
- Assured Delivery
- Time Independent

Family Traits

- Modular Set of Offerings
- MQSeries Foundation
- Common Look and Feel
- Management/ Monitoring
- Messaging Tools

IBM Business Partner-Software Program

Connecting over 35 different platforms

MQSeries Integrator:
Making application integration easier

Message Hub/Broker

- Business Rules
- Transformation
- Intelligent Routing

MQSeries Workflow:
Defining the business processes

e-business
26

Integrating disperse file systems within and between enterprises

Site A   Site B

AFS Servers

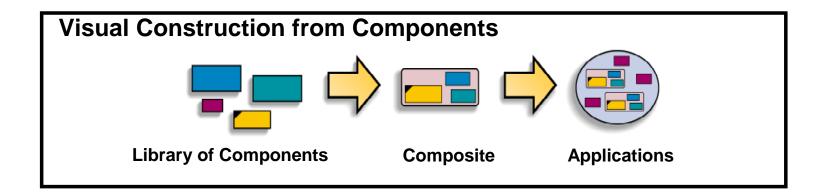**AFSDesktop Users**

AFSDesktop Users

AFS Web Users

- **Regardless of location or organization**

- **Across UNIX, LINUX, Windows (95, 98, & NT), Macintosh and NetWare**

- **Via network or web environments**
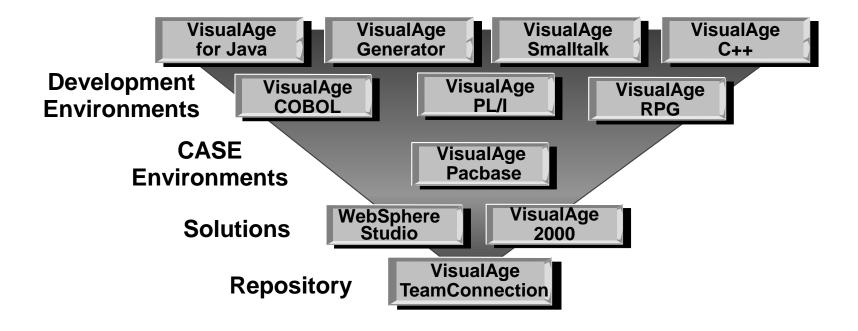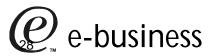
e-business

IBM Business Partner-Software Program

VisualAge:
One advanced development environment

Visual Construction from Components

Library of Components   Composite   Applications

Development Environments

| VisualAge for Java | VisualAge Generator | VisualAge Smalltalk | VisualAge C++ |

| VisualAge COBOL | VisualAge PL/I | VisualAge RPG |

CASE Environments

VisualAge Pacbase

Solutions

WebSphere Studio   VisualAge 2000

Repository

VisualAge TeamConnection

Making programming faster & easier

e-business

IBM Business Partner-Software Program

e-business means a new development model: Client-to-services development

World Wide Web

Databases

Web Servers

Transactions

| Clients | Business Services | Data |

WebSphere -- putting e-business development and execution all in one place

VisualAge for Java

IBM WebSphere Studio

NetObjects BeanBuilder

NetObjects SCRIPTBUILDER

NetObjects FUSION

Component Broker
Composed Business Objects

TXSeries
Ent. Distributed Transactions

Enterprise JavaBeans Enterprise Java Server

Java Servlet Engine

ORB

Base HTTP Server

Connectors

Application Adaptors

WebSphere Performance Pack

Database

Transactions

Mail & Groupware

Commerce Pack

e-business

SecureWay Host Integration:
Make host applications Web ready
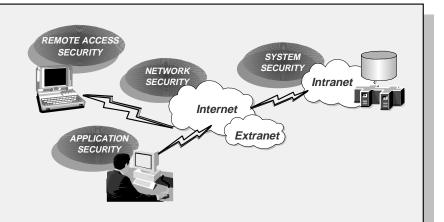

- SecureWay Host Integration

SecureWay FirstSecure:
Addressing the security challenge

What customers face:

- Complexity
- Lack of single policy
- Escalating security costs
- Security inhibiting e-business

REMOTE ACCESS SECURITY

NETWORK SECURITY

SYSTEM SECURITY

Intranet

Internet

APPLICATION SECURITY

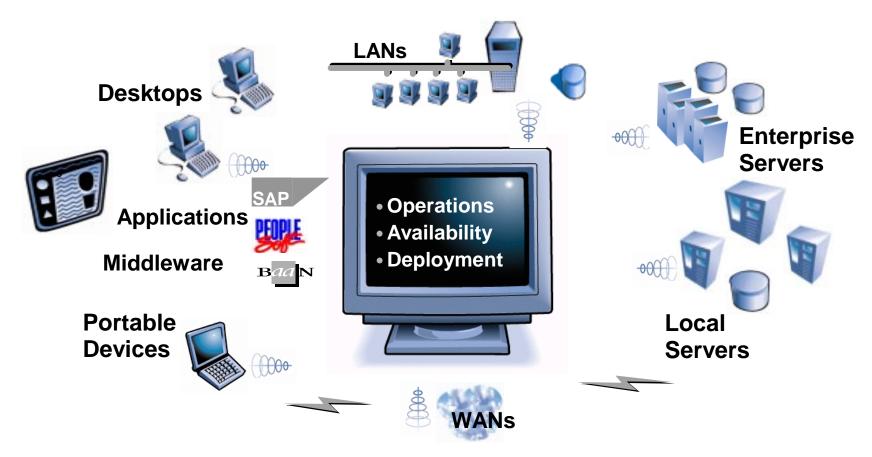Extranet

What customers need:

One integrated security solution to

- Protect end-to-end network resources
- Detect security threats
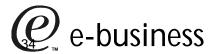- Direct security environment with a policy-based security

One touch management. Of everything.

LANs

Desktops

Applications

Middleware

Portable Devices

SAP

PEOPLE Soft

B**aa**N

- Operations
- Availability
- Deployment

Enterprise Servers

Local Servers

WANs

- **Built in agents reduce network traffic, ensure systems scalability**
- **Server managed clients reduce total cost of ownership**
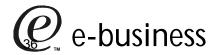- **Tested to manage 200,000+ clients**

Which business integration issues do your customers need to address?

What kind of integration do customers need?	
• Business/IT strategy alignment consulting	✓
• Enterprise application integration	✓
• File systems	✓
• New application development	✓
• Networks	✓
• Security	✓
• Systems management	✓
What IBM and you can do for customers?	
• All or any of the above	✓

Education/Certification Demand Generation

Mike Ryan

NA Channel Marketing Manager -
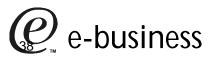
Business Integration

Demand Generation

- **Web Banner Advertising**

- **Direct mail campaign**

- **Customer teleconference July 14**

- **Print advertising**

- **End User Seminars**
  - **Ten NA Cities in September**

- **e-business Application Framework Education Classes**

- **You Pass We Pay**

- **Business Integration with MQSeries Sales Training**

- **Business Integration Solution Selling Class**

- **MQSeries Competency Centers**

- **Partnering with Partners**

Channel Marketing Programs

- **Seminar in a Box**

- **TeamPlayers**

- **Joint Marketing**
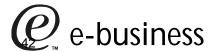
Lead Management

- **Limited number Business Partners with Business Integration Skills**

- **Business Partner campagin Leads**

- **BPSMs Link Partners with Skills to Customer Opportunity**

- **Leverage Partnering with Partner Events**

Business Partner Call to Action

- **Broaden Skills to Cross-sell IBM Software**
  - e-business Application Framework

- **Partnering with Partners**
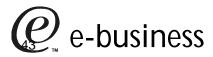
- **Execute Business Integration Channel Marketing Programs**

Web Sites Referenced

■ **IBM Business Partner Software Program Information**
- ● **http://www.ibm.com/software/partnerweb/na**
  - ▲ **Select Program Information**

■ **PartnerWorld**
- ● **http://www.ibm.com/partnerinfo**

■ **We Pay Offerings**
- ● **http://www.ibm.com/software/partnerweb/na**
  - ▲ **Select Education and Events, then We Pay Offerings**

■ **Education Catalog**
- ● **http://www.ibm.com/software/partnerweb/na**
  - ▲ **Select Education and Events, then Certifications and Specialty Qualifications**

■ **Year 2000 Information**
- ● **http://www.ibm.com/year2000**

■ **Financing Information**
- ● **http://www.financing.ibm.com**

■ **PartnerInfo**
- ● **http://partnerinfo.software.ibm.com**

■ **IBM Business Partner Executives Institute**
- ● **http://www.ibm.com/partners/bpei**

IBMTV and TEN

◼ **Input from IBMTV and TEN sites**

⬤ **Fax answer sheets to 972-280-6394**

Thank You

■ **Thank you for your attendance and support of IBM Business Partner Software Program**

■ **We appreciated your input today**

  ● **Additional input**

    ▲ **Partner Services at 1-800-IBM-1822**

    ▲ **FAX 1-972-280-6394**

    ▲ **E-mail IBMSWNA@US.IBM.COM**