Enterprise Selling Model and August Launch Overview

Mike Rhoads, BUE, WW WebSphere Sales
Jeff Henry, Director, WebSphere Solution Marketing
Stefan van Overtveldt, Program Director, WebSphere Technology Marketing

WebSphere software

‖ the fastest way to dynamic e-business ‖

Agenda

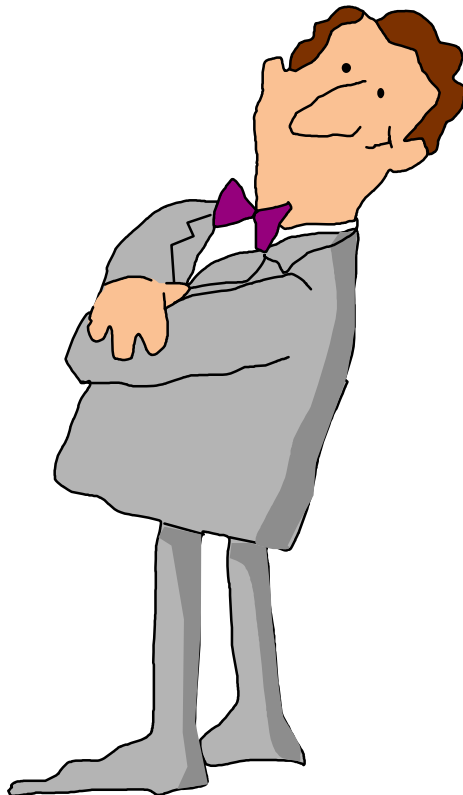**Enterprise Selling Model**

WebSphere Leadership
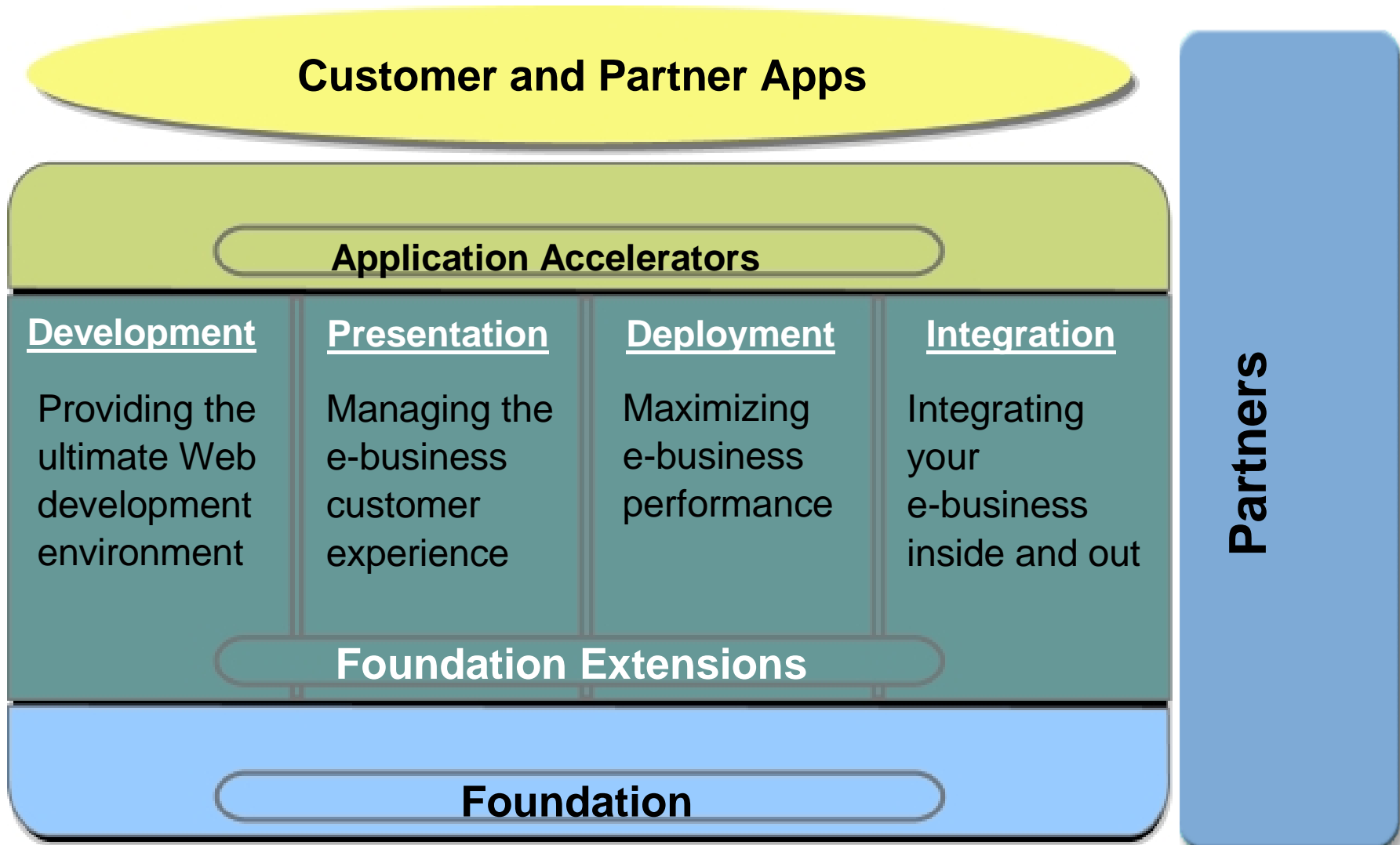
August Launch Overview

What's coming

Q&A

The "layer-cake" has been a great marketing picture.....

Customer and Partner Apps

Application Accelerators

Development	**Presentation**	**Deployment**	**Integration**
Providing the ultimate Web development environment	Managing the e-business customer experience	Maximizing e-business performance	Integrating your e-business inside and out

Foundation Extensions
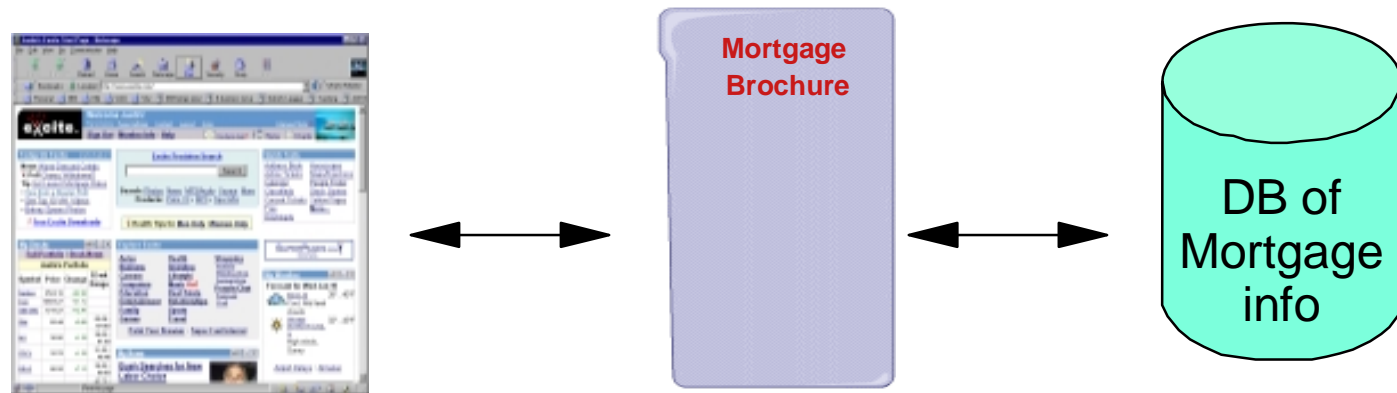
Foundation

Partners

...now let's paint the customer scenario

(Even better if customized for the industry)

Infrastructure Evolution

Simple Web presence ...

Mortgage
Brochure

DB of
Mortgage
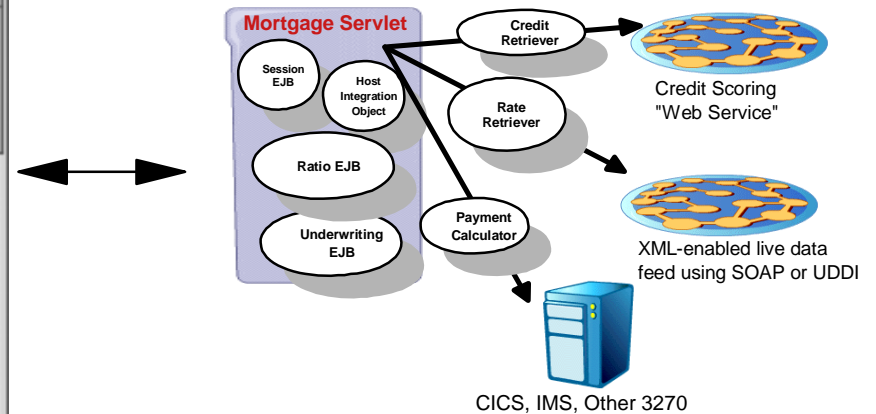info

Infrastructure Evolution

... add <u>transactional</u> access for real e-business...

Mortgage Servlet

- Session EJB
- Host Integration Object
- Ratio EJB
- Underwriting EJB
- Payment Calculator

Credit Retriever

Rate Retriever

Credit Scoring algorithm

Rate business logic in C++

CICS, IMS, Other 3270
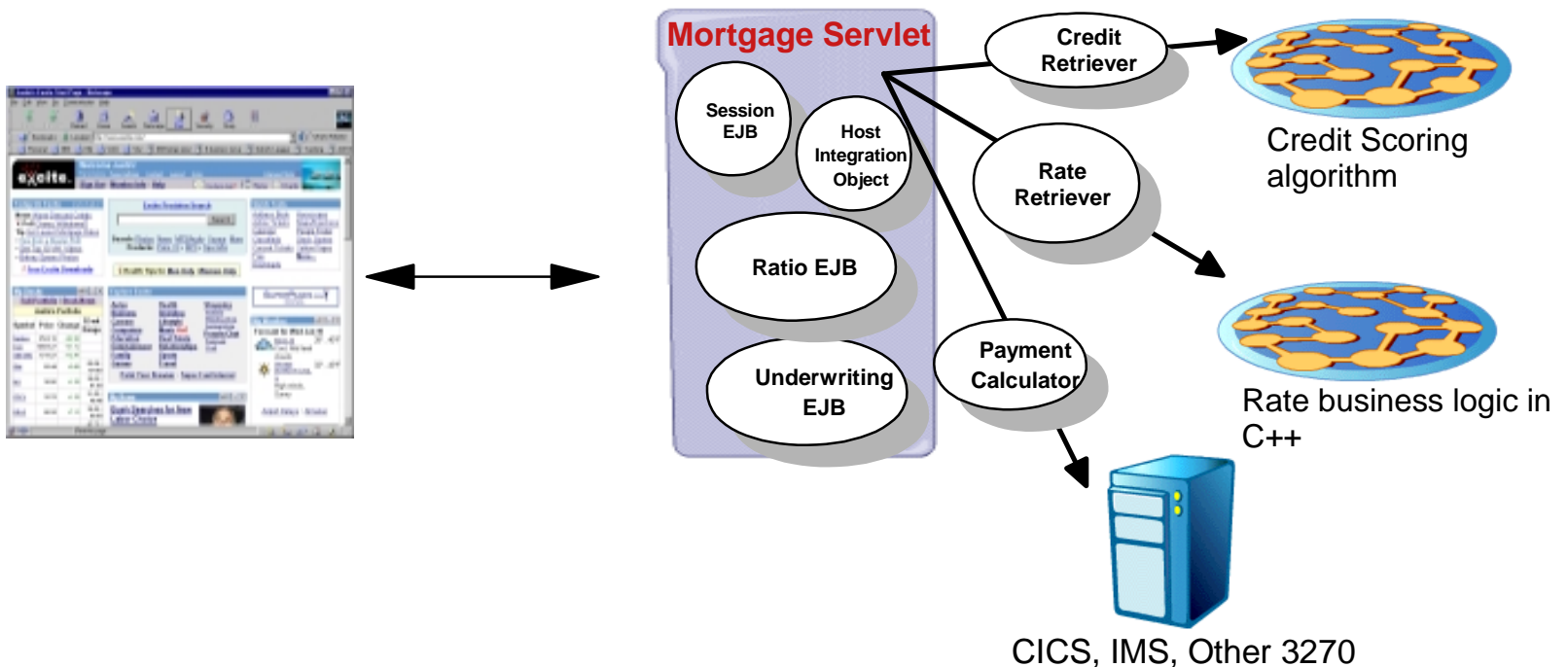
Infrastructure Evolution

... user interfaces can be <u>personalized</u> to improve customer satisfaction and cross sell ...

Mortgage Servlet
Session EJB
Host Integration Object
Credit Retriever
Rate Retriever
Ratio EJB
Underwriting EJB
Payment Calculator

Credit Scoring "Web Service"

XML-enabled live data feed using SOAP or UDDI

CICS, IMS, Other 3270
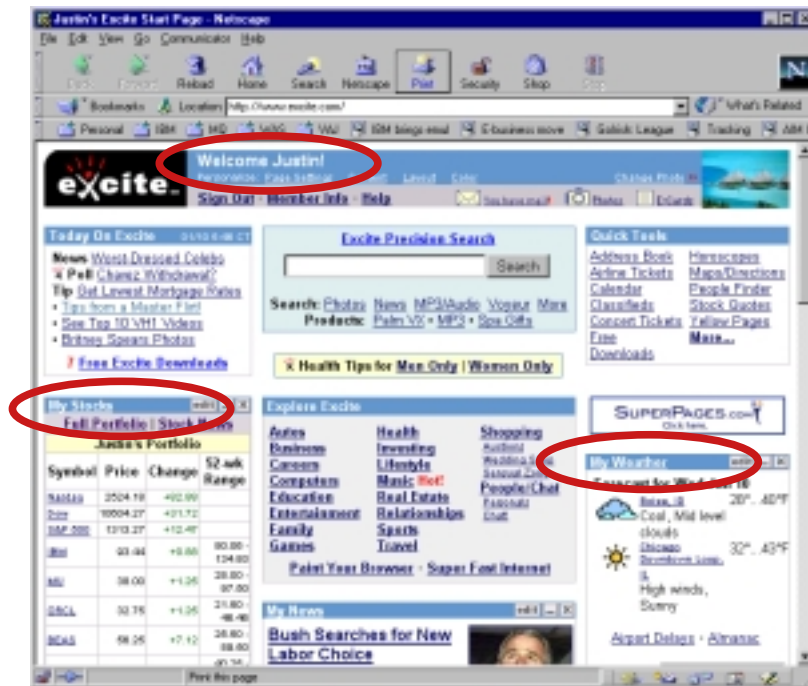
Infrastructure Evolution

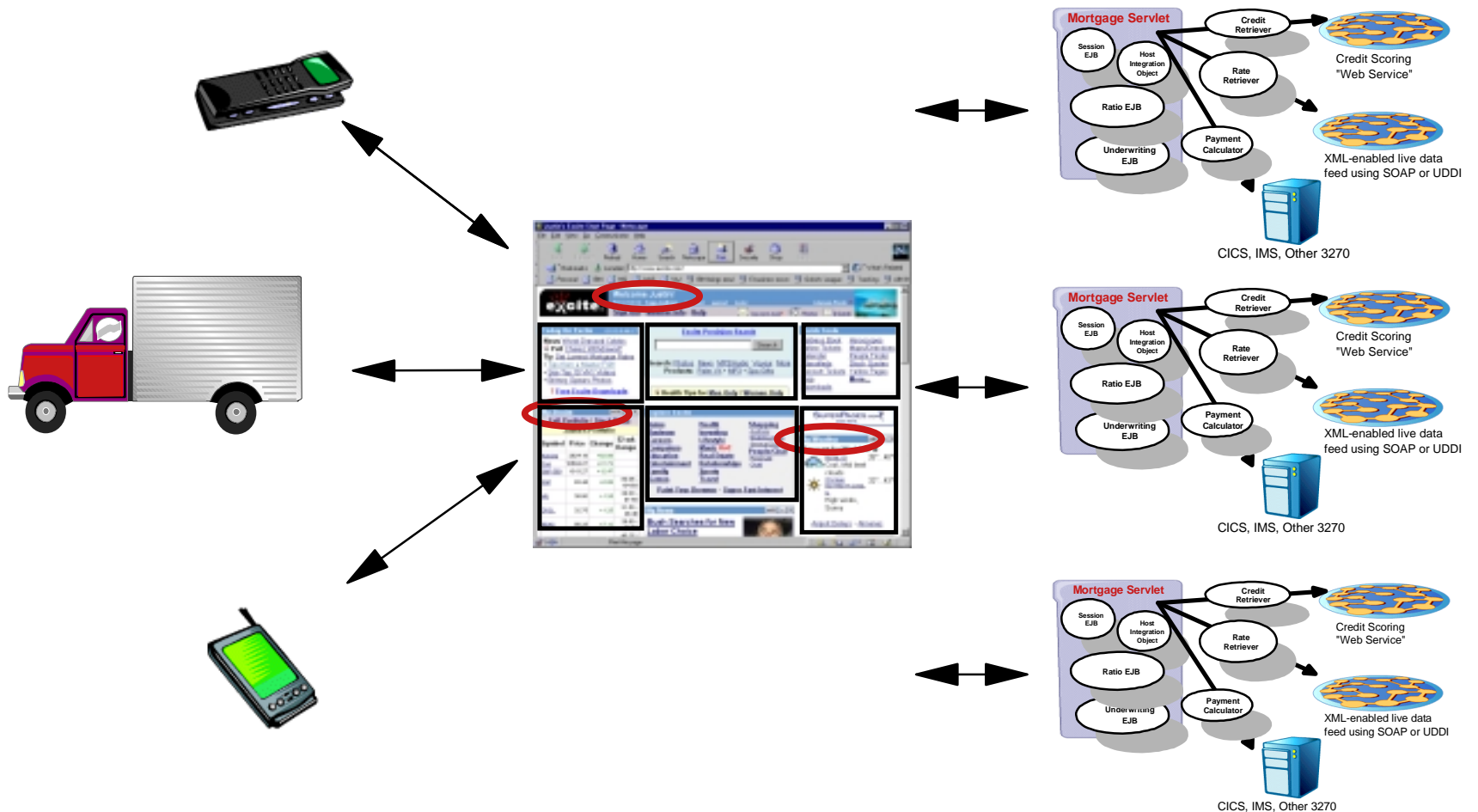**... multiple applications can be aggregated into a <u>Portal</u>, for easy access and common look-and-feel ...**
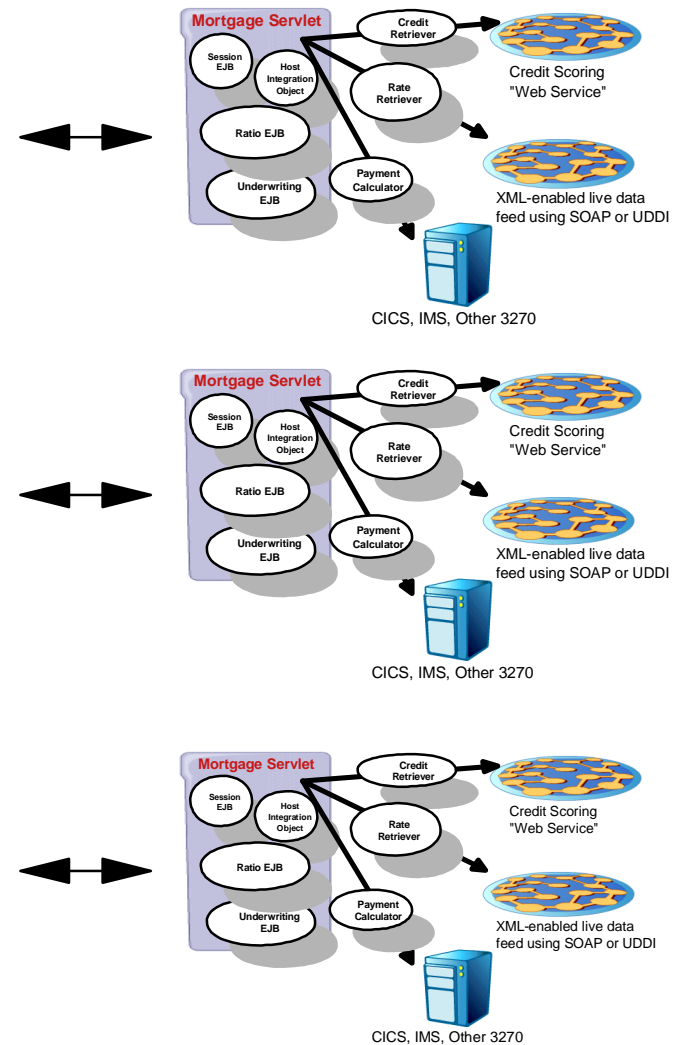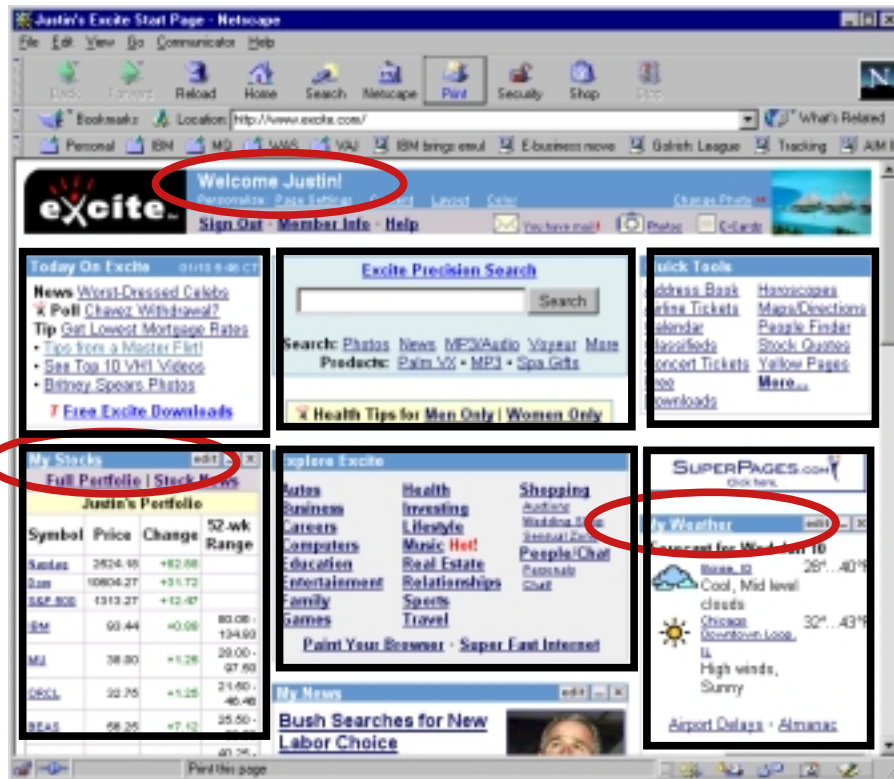
Infrastructure Evolution

... access can be extended to pervasive devices ...

Infrastructure Evolution

**... applications can be <u>integrated</u> with other internal
applications or with partners across the web**

Business Process Management
e-marketplace
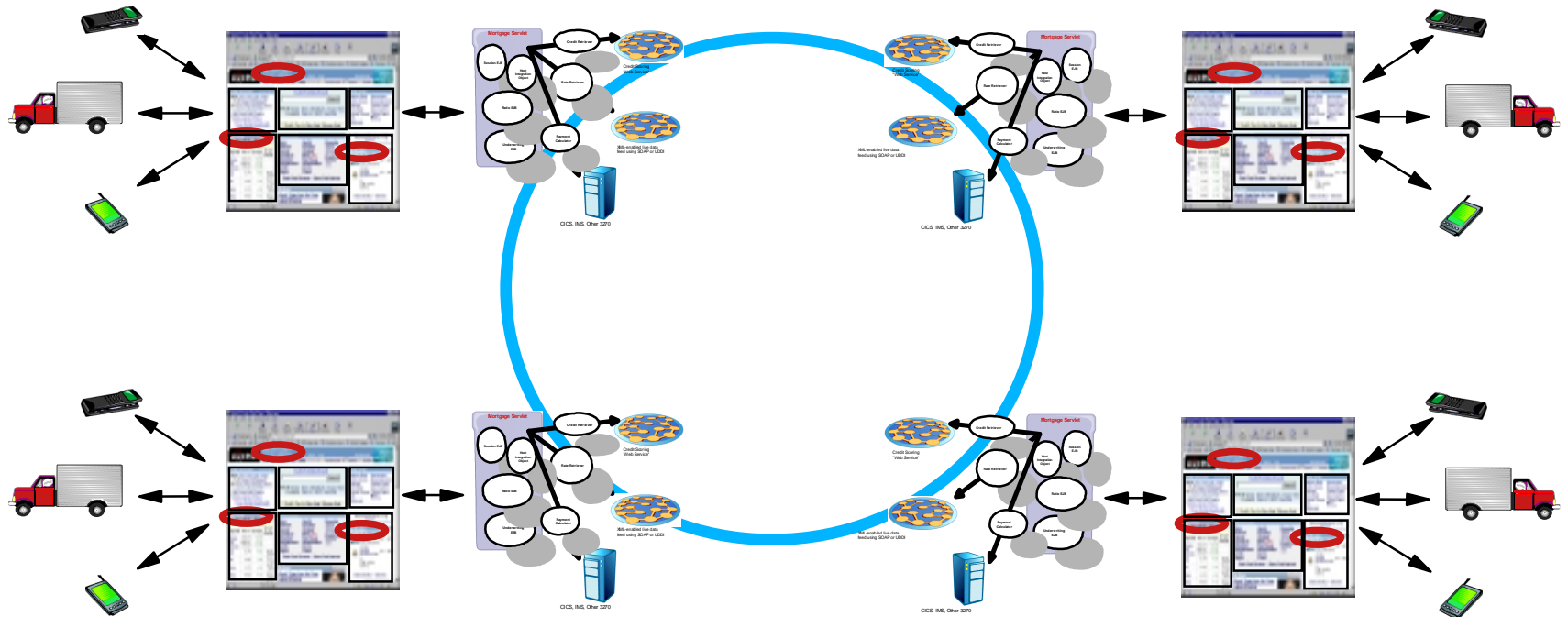
...finally, let's simplify our sales message to meet the scenario

WebShpere helps customer's do three primary things...

1. Manage User Experience
2. Build and deploy transactional applications
3. Integrate systems and processes

e-business Application Evolution
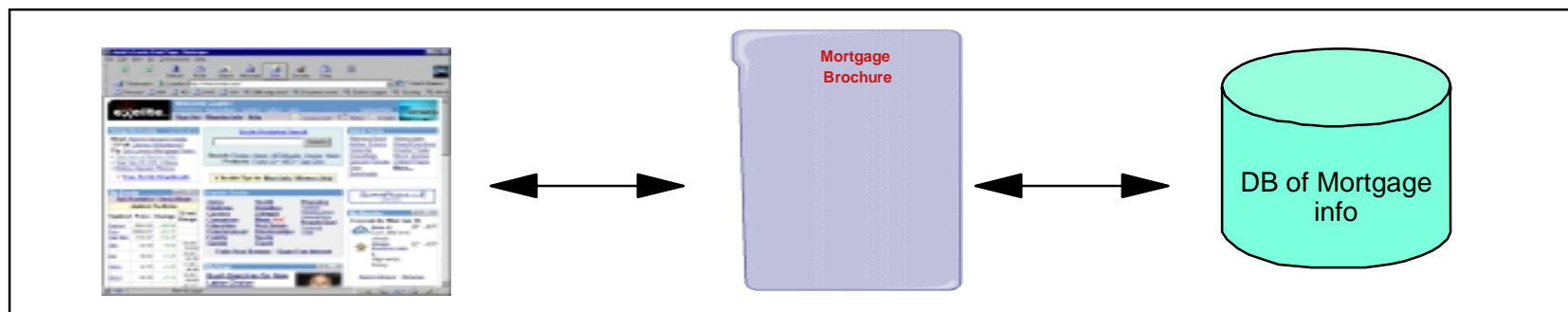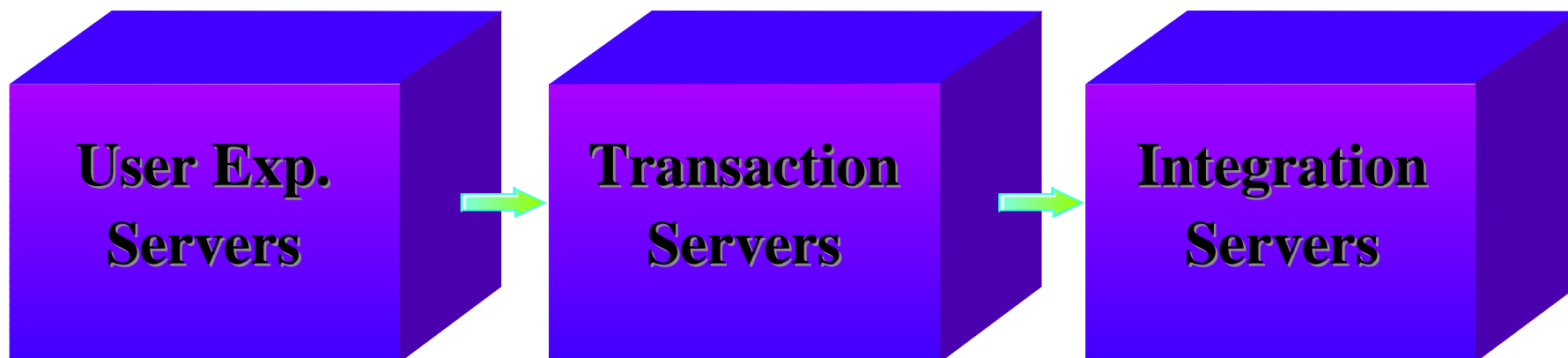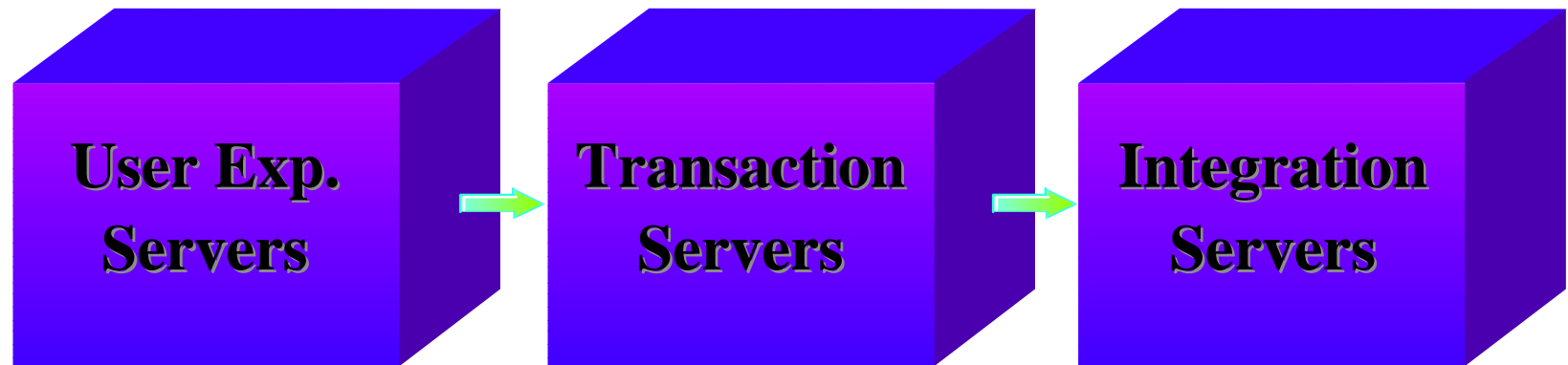
Mortgage
Brochure

DB of Mortgage
info

WebSphere Solutions

**User Exp.
Servers**

**Transaction
Servers**

**Integration
Servers**

WebSphere Solutions

User Exp. Servers	→	Transaction Servers	→	Integration Servers

Personalization	Web App Server	Message Brokers
Portals	Edge Ntwk Server	Workflow
Wireless	Development Tools	B2B Marketplace

WebSphere Solutions

User Exp. Servers	Transaction Servers	Integration Servers
WS Personalization	WS App Servers	MQ Series
WS Portal Servers	WS Edge Server	MQSI
WES, EP Access	VA-Family, Versata	MQ Workflow
WS Voice & Transl.	WS Studio	WS PAM
		WS Bus Integrator
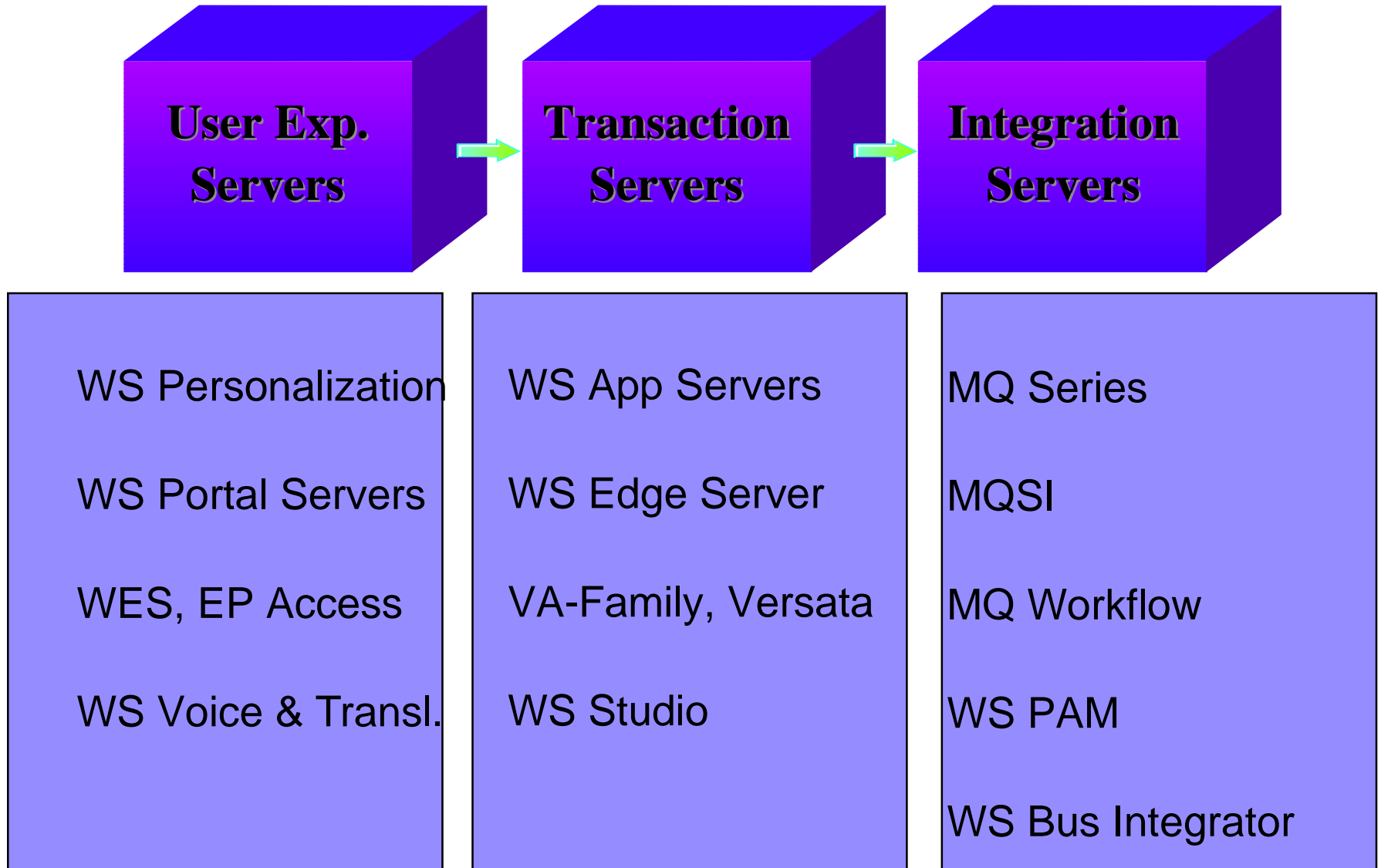
Enterprise Selling Model
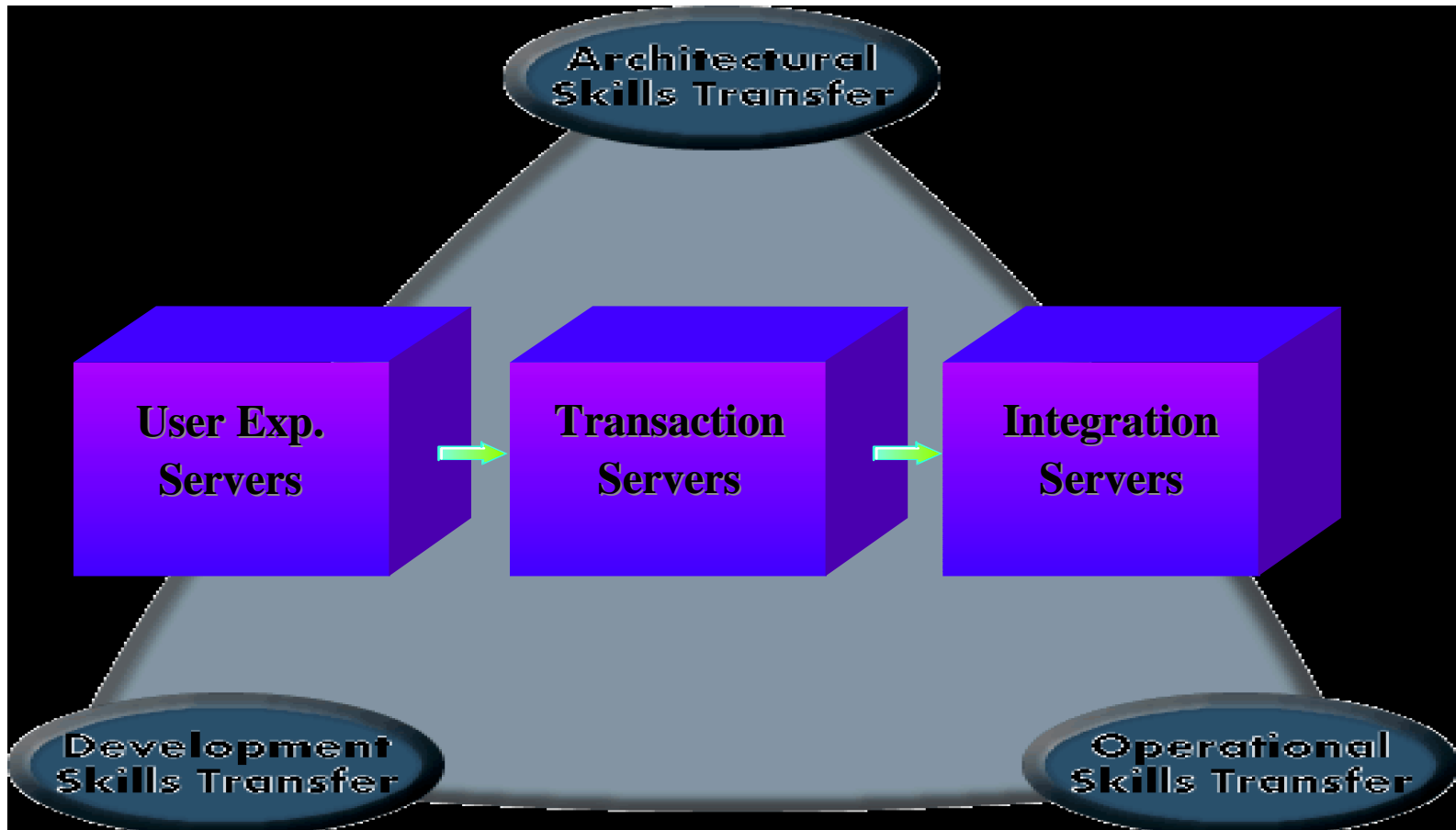
Repeatable Services to expand "vision" and make the sale stick

Summary

WS Platform as key mktg message

Scenarios to set "vision"

Simplify sales msg & broaden each transaction

WebSphere Software Platform for e-business

What is the WebSphere SW Platform value proposition?

- **Breadth**
- **Depth**
- **Service and Support**

Customer and Partner Applications

Application accelerators

Development Presentation Deployment Integration

Foundation Extensions

Foundation

e-business Application Evolution

Mortgage Brochure

DB of Mortgage info
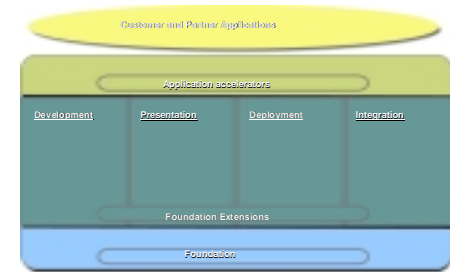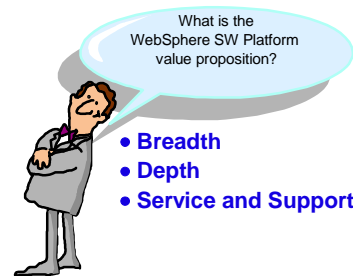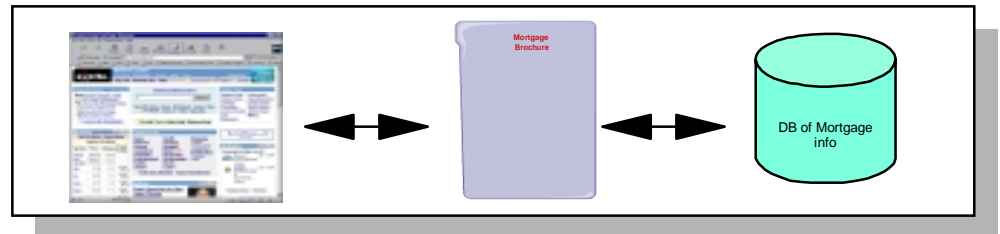
WebSphere Enterprise Selling Model

User Exp. Servers

Transaction Servers

Integration Servers
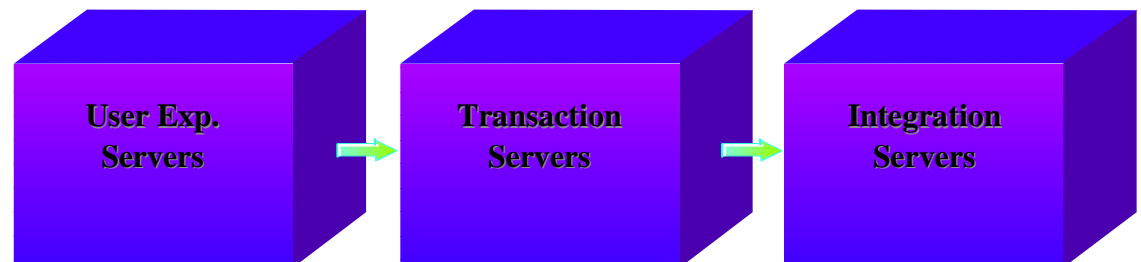
Agenda

Enterprise Selling Model

WebSphere Leadership

Open Standards and Performance Leadership

Return on Investment and Customer Loyalty

August Launch Overview

What's coming

Q&A

The WebSphere Story: A Customer's Point of View

Experience Integration

C-Level Executives

Business Integration

Open Internet Standards

All Customer Touch Points →

PC

PDA

Phone

All Employee Touch Points →

Appliances

Wireless

All Partner Touch Points →

Translation

Voice

Front-end

e-business Solutions

Technical Offerings

WebSphere

Products & Tools

The WebSphere Movement - Mindshare Programs

Open Internet Standards

Developers

e-commerce

↑

CRM

↑

ERP

↑

Supply Chain

Legacy Systems

Back-end

← Markets

← Customers

← Departments

← Partners

WebSphere is the Common Ground, the Center of Gravity, the Infrastructure for e-business

---

How to Build an e-business: a Simple Analogy

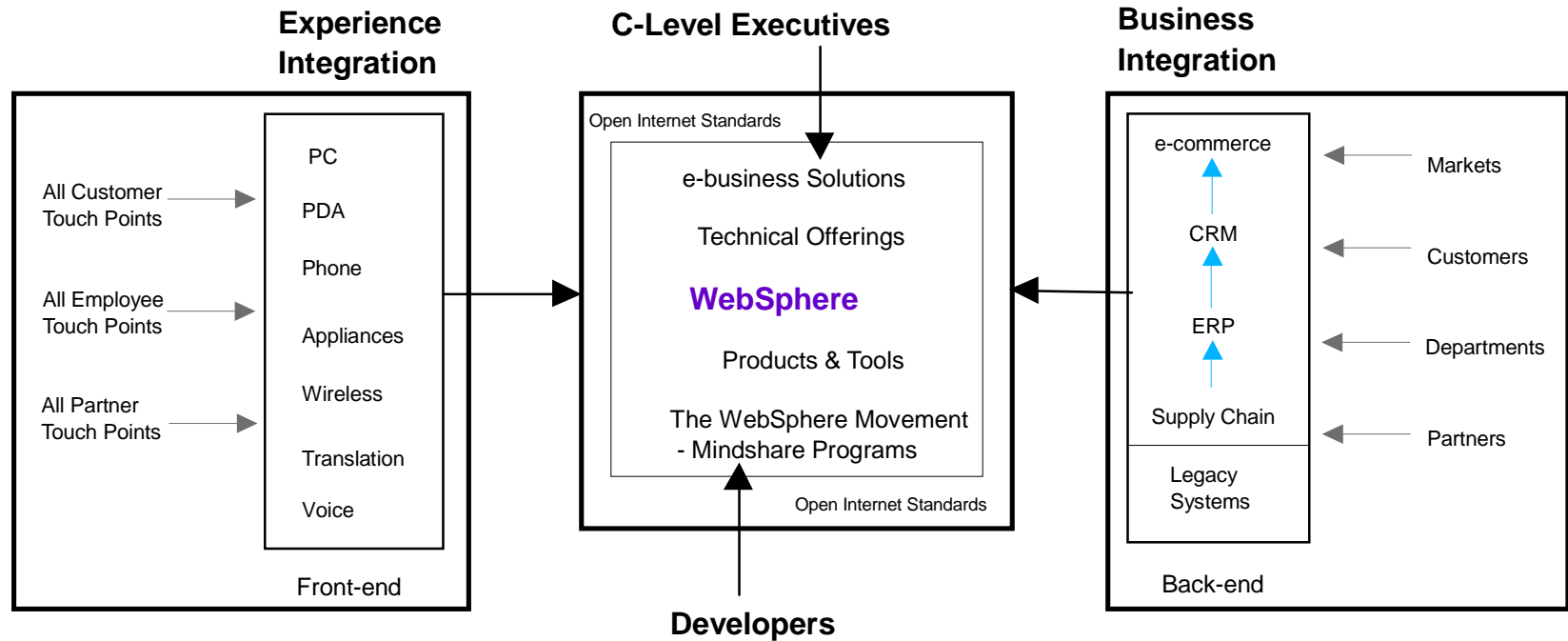Early car drivers needed to be skilled mechanics. Now, systems and standards are in place, so drivers can just focus on where they want to travel - and adjusting the AC and sound system to enjoy the experience.

Today, a business must buy significant technical skills to build an e-business. The promise of WebSphere is to bring standards and comprehensive systems (tools, partnerships, support) to e-business development so businesses can focus on where they want to go - while improving the customer experience along the way.

The WebSphere Story: Extending Leadership

C-Level Executives

Experience Integration

Business Integration

* User Experience V1.2

* Business Process Mt.
* UDDI Registry

WebSphere

* VA Java & WS Studio
* Developer Domain

* Enterprise Modernization
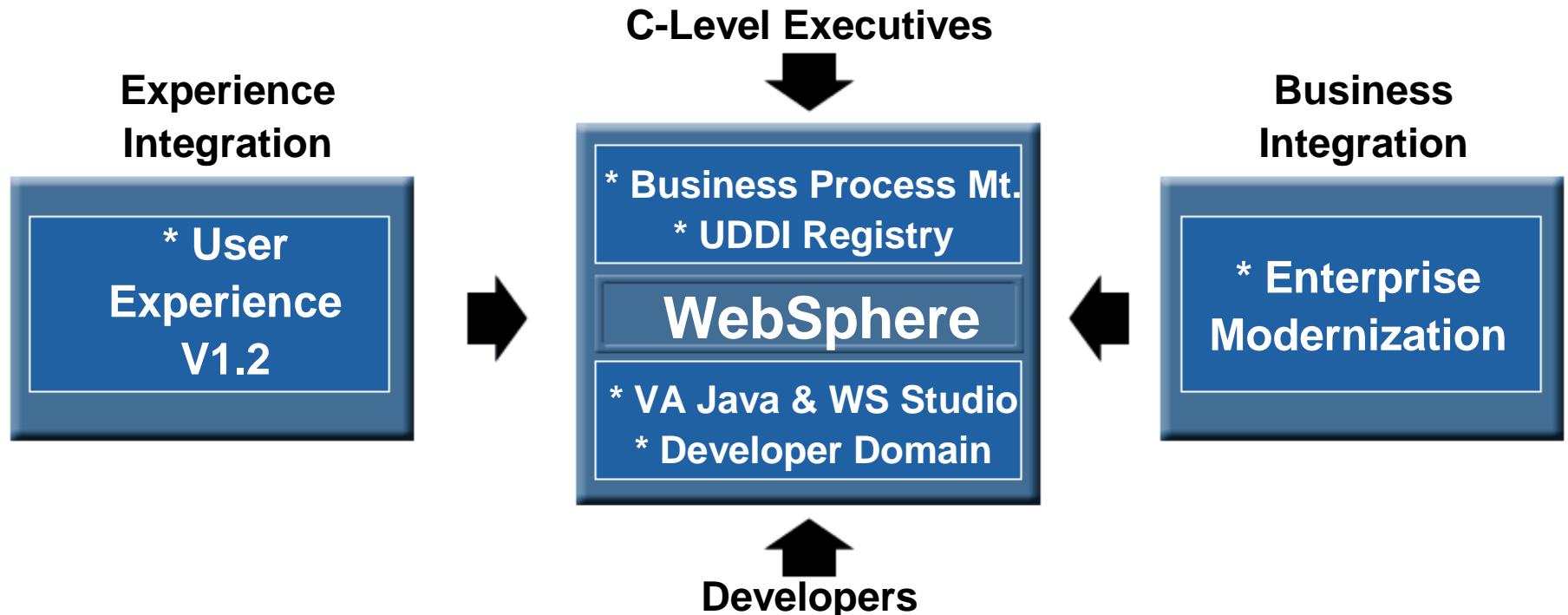
Developers

Keeping the Promises made to you in May

1. Most Productive Developer Environment via Integrated AD Tools
    = V4 Web Services Tools GA, Developer Domain
2. Deliver technology required for dynamic e-business = UDDI Registry
3. Start with an e-business platform adaptive to change = BPM
4. Leverage existing assets to build robust e-business infrastructure
    = Enterprise Modernization
5. Realize greatest business value vs. competition = User Experience v1.2

Market Leadership

- **Over 35,000 + Global Customers**

- **9,000 partners (500% YTY) incl. 1,300 certified Solution Providers**

- **4,700 trained Global Integrators**

- **1000 Partner / Customer Engagements via WebSphere Innovation Centers**

- **Nine consecutive quarters of double-digit growth (1999/2001)**

- **Most Rapidly Growing e-business platform**
  - ►**Marketshare, developers, downloads**

The WebSphere software platform is IBM's software solution for e-business

Fundamental Market Shift:
e-business Infrastructure = App Servers
+ Integration Servers

Application servers increasingly involve integration and messaging. These markets are converging: our competitors say the same thing. IBM's long time sweet spot of integration, BPM, & transactions is just starting to take hold and that will drive further IBM leadership and growth...

Market Convergence

others

35%

35%

30%

BEA

IBM
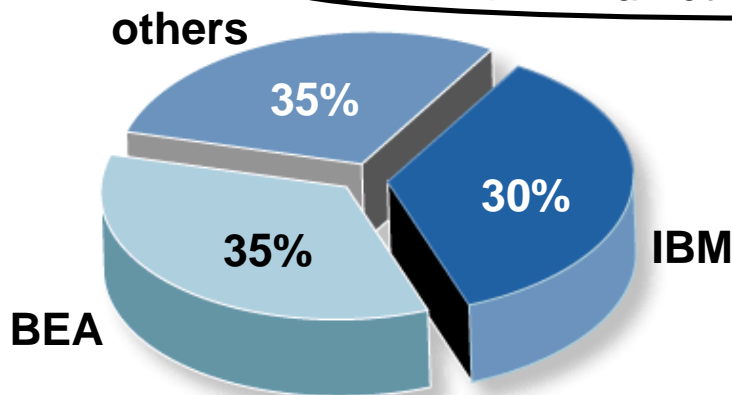
J2EE App Servers Market
($1.6B, CGR 38% 2005)

IBM

65%

others

33%

BEA
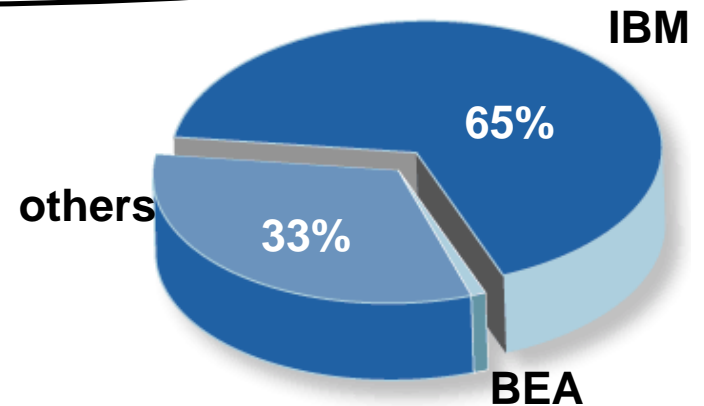
**Messaging & Integration
Broker Market**
($1.0B, CGR 30% 2005)

WebSphere Leadership: Meeting Real Customer Needs

- **WebSphere increases Return on Investment**
  - ►Enhancing productivity via open standards leadership
    - "The potential benefits from extending our business capabilities through Web services will make the $10.3 million payback we attributed to our first B2B e-business application seem like a drop in the bucket." - Randall Mowen, Director of e-business Architecture, Bekins (Winner: RealWare Best Overall B2B e-business application)
  - ►Better use of assets via performance leadership
    - "We estimate we saved two to four weeks of development time and reduced the cost of building the solution by approximately $1.4 million. With the integration of Visual Age for Java with WebSphere, it was very easy." -- Carepanion

WebSphere Leadership:
Meeting Real Customer Needs

- **WebSphere increases Customer Loyalty**
  - ► **Offering a better customer experience via the first integrated dynamic e-business tools to implement web services that provide better and easier access to your offerings.**
    - – WebSphere User Experience allows you to take portlets (From IBM or partners like SAP) and wrapper them as WebServices, making them available through our common WebSphere Tools, publishing them to our UDDI repository, and deploying them using WebSphere Application Server.
  - ► **WebSphere scalability leadership means that you will never outgrow your e-business infrastructure**
    - – PC Magazine's Editor's Choice For Scalability, Speed And Performance (5/01): "IBM's WebSphere Application Server, Advanced Edition 3.5, was by far the fastest and most scalable server on the scenario test. If your business is looking for a complete scalable and high performance environment for Web applications, WebSphere Application Server is ready."

Agenda

IBM Application = Development

Comprehensive, Integrated Development Environment

+ **Broad Middleware & Platform Support**

+ **Growing Developer Community**

+ **Leadership in Open Technologies**

2001 Key AD Themes

1 **Deliver Dynamic e-business standards**

2 **Deliver Open AD Tools platform**

3 **Provide unparalleled AD lifecycle flexibility and extensibility through Partnerships**

4 **Enterprise Modernization tools with Web Services exploitation**

5 **Wide De veloper Community Support**

WebSphere Studio Workbench :
Delivering a Comprehensive Development Environment

A fundamental change in AD Tooling paradigm

Tool | Tool | Tool

Tool Function — Tool Services

Tool Function — Tool Services

Tool Function — Tool Services
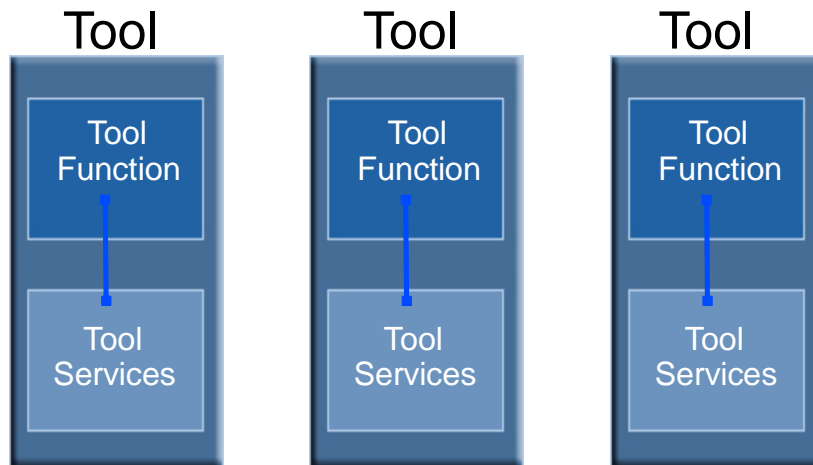
■ **Challenges**
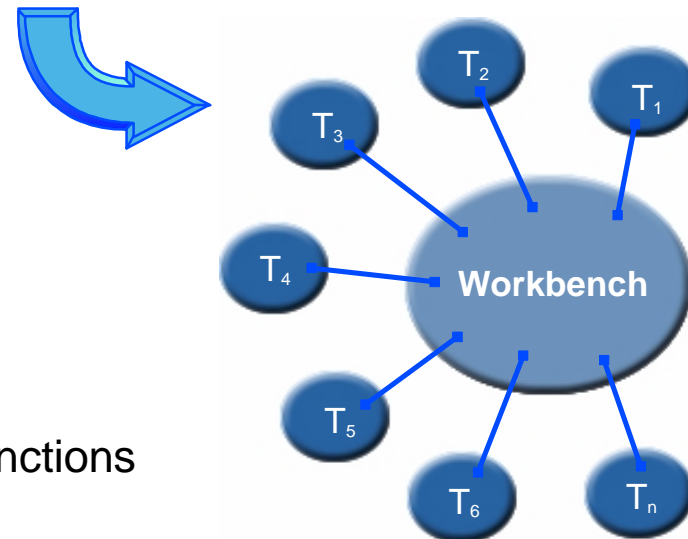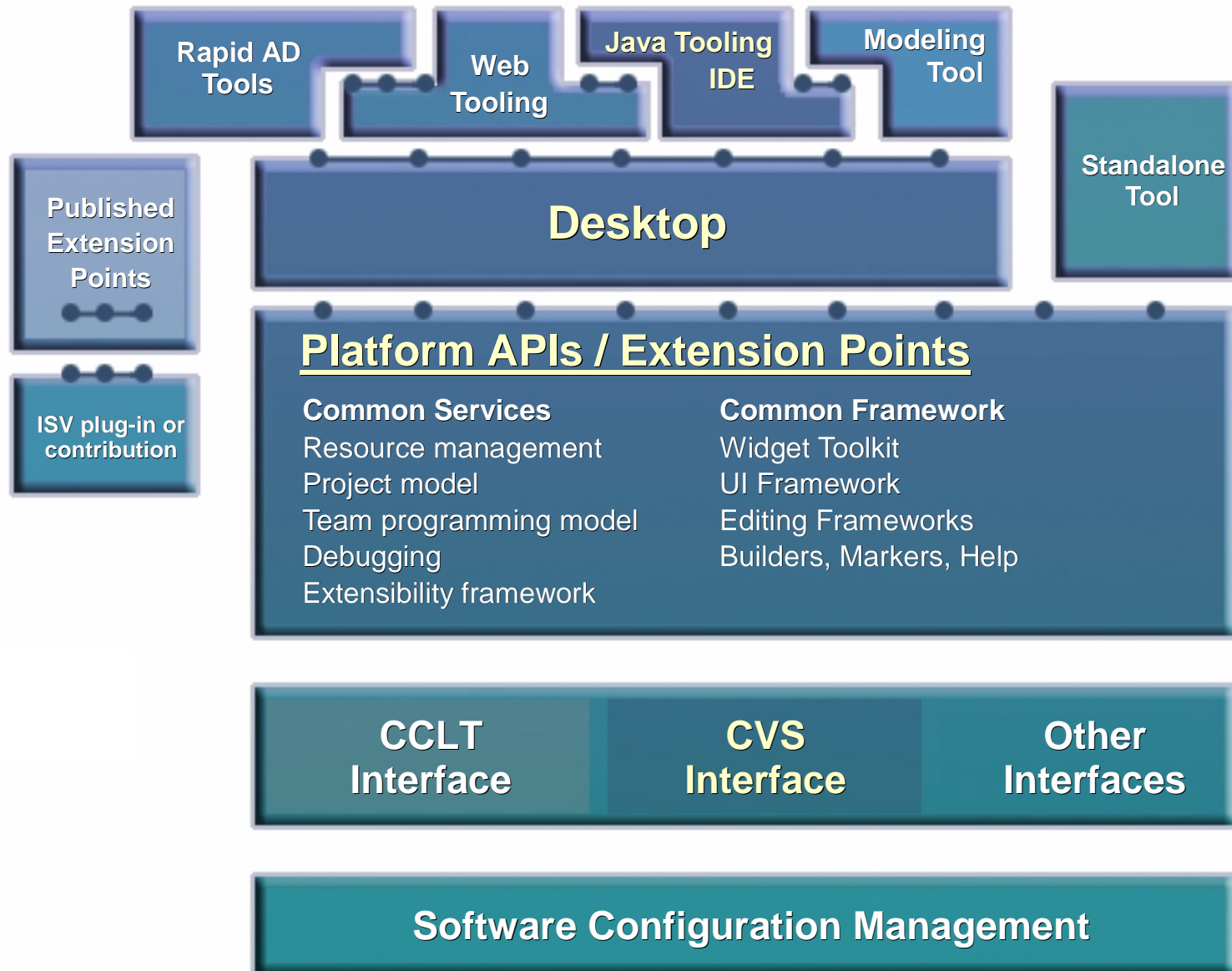- ► Difficulty of integration
- ► Different Semantics, UI etc
- ► Different repositories
- ► Not best-of-breed Tool Services
- ► Difficult to manage
- ► Slow to Market

■ **Benefits**
- ► Easier integration
- ► Single view/mgmt
- ► Common look and feel
- ► Best-of-breed Tool Services
- ► Tool builder focus on tool functions
- ► Fast to Market

T_2 T_1 T_3 T_4 **Workbench** T_5 T_6 T_n

WebSphere Studio Workbench

Rapid AD Tools

Web Tooling

Java Tooling IDE

Modeling Tool

Published Extension Points

Standalone Tool

Desktop

ISV plug-in or contribution

Platform APIs / Extension Points

Common Services
Resource management
Project model
Team programming model
Debugging
Extensibility framework

Common Framework
Widget Toolkit
UI Framework
Editing Frameworks
Builders, Markers, Help

CCLT Interface

CVS Interface

Other Interfaces

Software Configuration Management

IBM WebSphere Studio Workbench Deliverables

AD Solutions and ISV offerings
User Experience, Mobile Internet, ...
Rational, Merant, Serena, Instantiations, ...

| Enterprise Connectors | WS BI plug-in | WS VoiceXML plug-in | WS commerce plug-in |

WS Studio Enterprise Developer

WS Studio Application Developer

WS Studio Site Developer

Versata

WS Studio Application Developer for i-Series

WebSphere Studio Workbench

Infrastructure, Software Configuration Management, Windows/ Linux

Workbench Key ISV Partners

Rules based development
- ► **Versata**

Connectors
- ► **Extricity**
- ► **Neon**

Development tools
- ► **Instantiations**
- ► **Macromedia**

Business Process Modeling
- ► **Holosofx**

Requirement Management
- ► **RationalSuite Analyst Studio**

Application and Data Modeling
- ► **RationalSuite Developer Studio**

Web Content Management
- ► **Interwoven SiteExpress**

Software Configuration Management
- ► **Rational ClearCase / ClearQuest**
- ► **Merant PVCS**
- ► **Serena ChangeMan**

Quality Assurance / Performance
- ► **RationalSuite Test Studio**
- ► **Sitraka**

Business Process Integration
- ► **CommerceQuest**

Personalization
- ► **IBM Personalization Server**
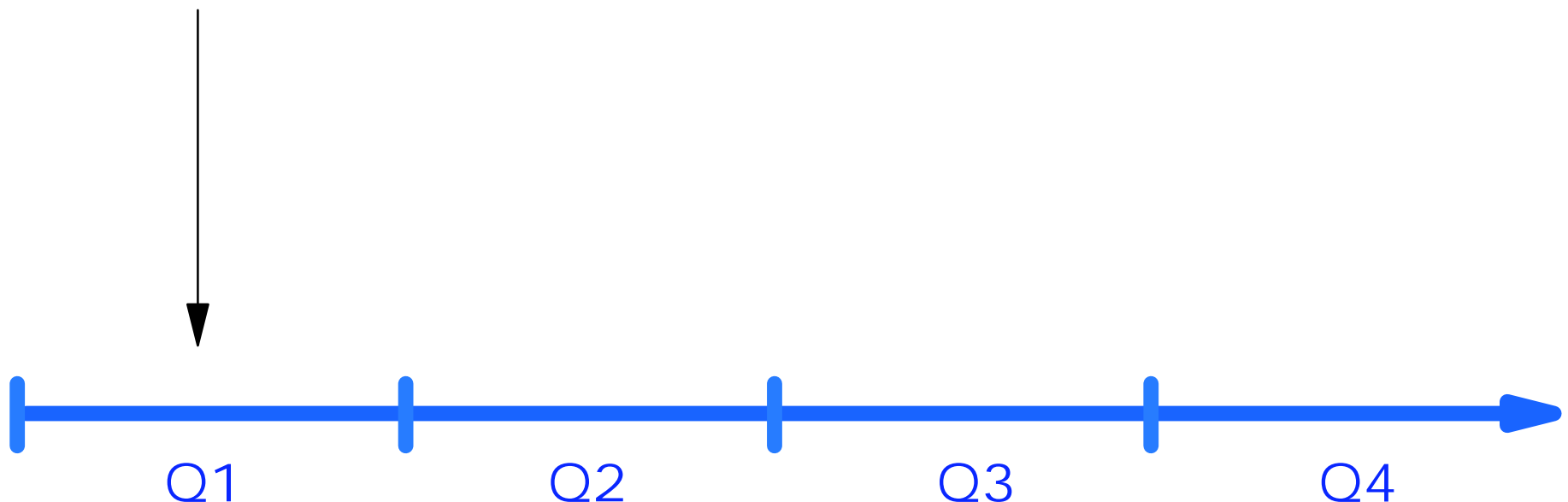
JCA Adapter Toolkit
- ► **WebSphere Business Integrator**

AD Solutions and ISV offerings
User Experience, Mobile Internet, ...
Rational, Merant, Serena, Instantiations, ...

2001 AD Tools Deliverables

- **Technology Preview of Web Services Development Environment**

- **WebSphere Technology for Developers (WST4D) Web Services Preview**

Q1   Q2   Q3   Q4

2001 AD Tools Deliverables

- **WebSphere Studio Workbench - Premier Partner program**

- **HomePage Builder v6**

- **WST4D Web Services Development toolkit**

- **VisuaAge Enterprise Suite**

- **WebSphere Studio Site Analyser**

Q1   Q2   Q3   Q4
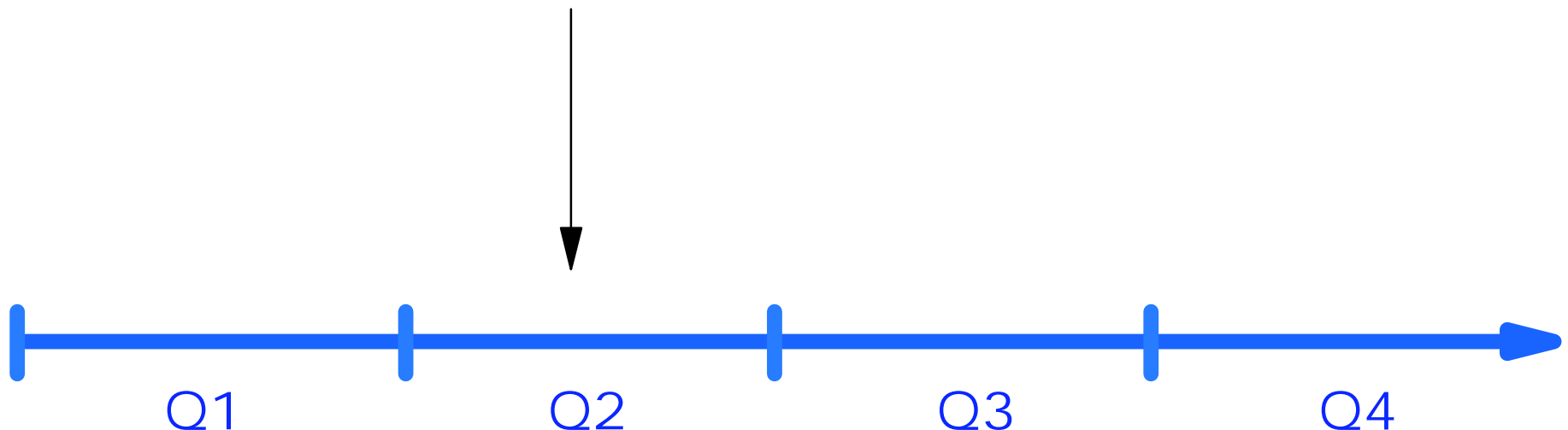
2001 AD Tools Deliverables

- **WebSphere Studio v4.0 GA**

- **VisualAge for Java v4.0 GA**

- **WebSphere Studio Workbench Beta**

- **WebSphere Studio Application Developer Beta** (VA Java follow-on)

- **WebSphere Studio Site Developer Beta** (WebSphere Studio v4 follow-on)

- **WST4D Private UDDI Registry toolkit**

Q1   Q2   Q3   Q4
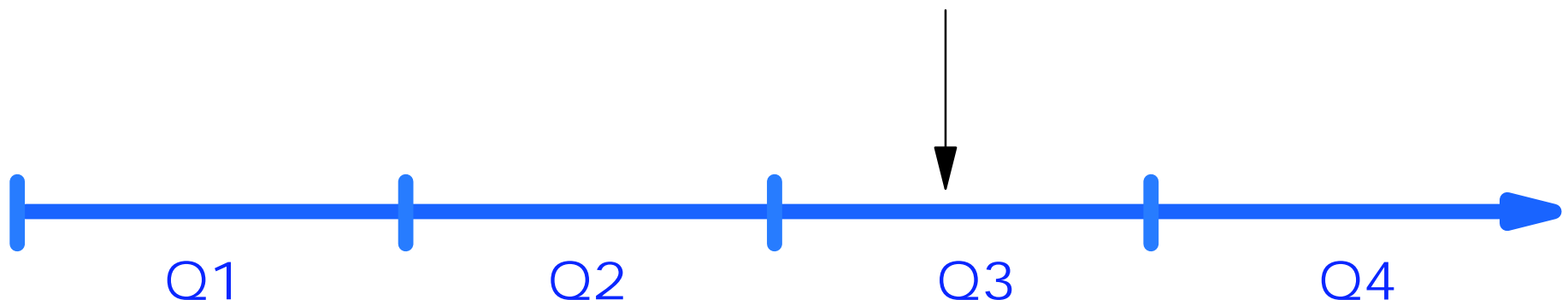
2001 AD Tools Deliverables

- **Next Generation WebSphere Studio Tools Portfolio**

- **WebSphere Studio Workbench GA**

- **Business Partner and IBM Middleware Extensions to the Workbench**

Q1   Q2   Q3   Q4
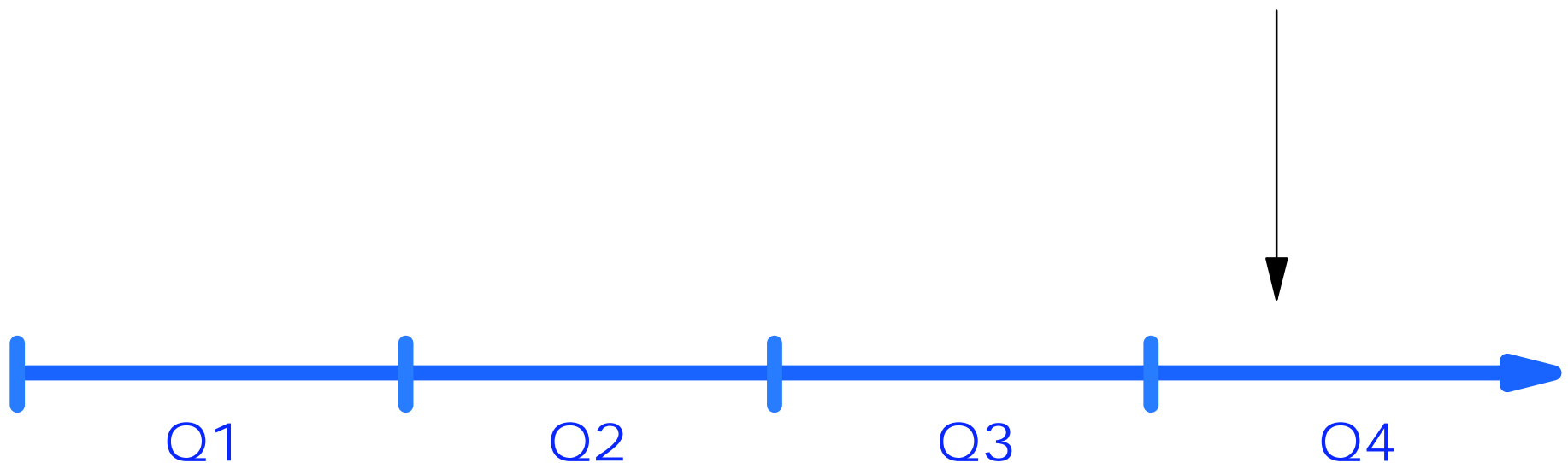
IBM Leads the creation of Web services standards

- **WSDL - Web Services Description Language**
  - ▶ **Co-author of specification**
  - ▶ **First WSDL toolkit implementation on alphaWorks**
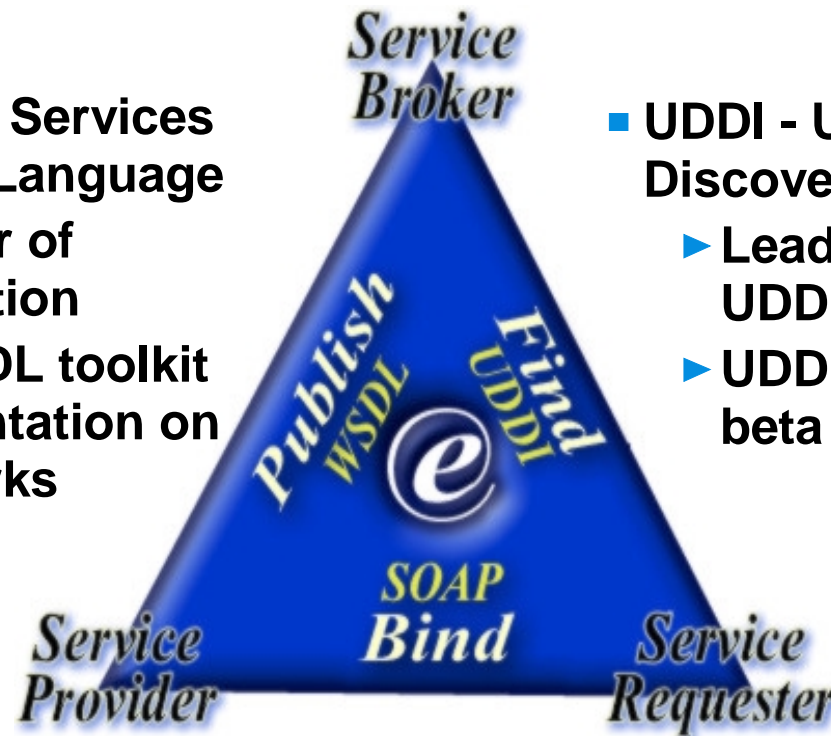
- **UDDI - Universal Description, Discovery and Integration**
  - ▶ **Leader in creation of UDDI project**
  - ▶ **UDDI Business Registry beta host**

- **SOAP - Simple Object Access Protocol**
  - ▶ **Co-author of specification**
  - ▶ **Chair of XML Protocol working group in W3C**
  - ▶ **Contributor of SOAP4J to Apache open source project**

IBM Leads the delivery of WebServices Development & runtime environment

Service Broker

- **Public UDDI Registry hosted by IBM**

Publish WSDL *Find UDDI*

e

- **Runtime : WebSphere App. Server v4.0**

SOAP Bind

- **Runtime : WebSphere App. Server v4.0**

Service Provider   *Service Requester*

- **Development : WebSphere Studio 4.0, WebSphere Studio Workbench**

- **Development : WebSphere Studio 4.0, WebSphere Studio Workbench**
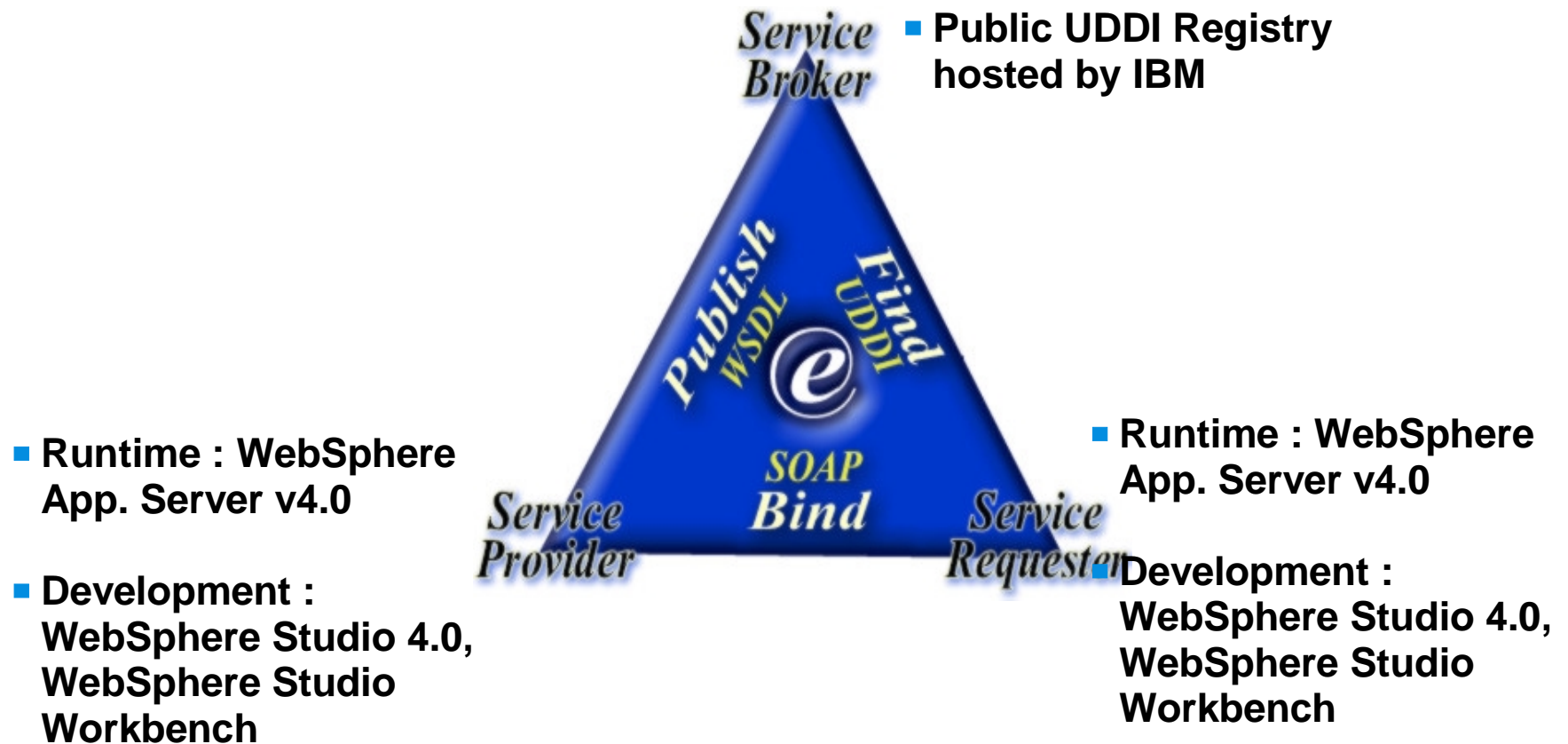
Trends around UDDI and Web Services

- **Limited use of Public UDDI to publish and receive web services**

- **Obvious ROI value of Web Services**

- **Entrance of niche player that ship components as Web Services to address a very narrow problem**
  - ► **Narrow scope limit their use**
  - ► **Customers want a solution that can be used in a comprehensive manner**

- **High interest from large enterprises to transform key application components into web services.**
  - ► **Most logical first step for adoption**
  - ► **Enterprises are already planning to pilot private UDDIs populated with internal web services**
  - ► **Private UDDIs are expected to generate significant and measurable ROIs**

Populating the UDDI Registry

- **A mechanism for publishing and finding services for:**
  - ▶ **private use within a business which is a federation of business units**

Service Registrations

Internal use only Services

company.com

= web service (application component with Web standard interfaces)

= path used to find interface descriptions of Web services which interact

Populating the UDDI Registry

- **A mechanism for publishing and finding services for:**
  - ► private use within a business which is a federation of business units
  - ► a controlled set of other companies (Partners, Customers, Suppliers)

Customer

Service Registrations

Partner

Premier Customer Services

Partner Services

Service Registrations

Service Registrations

Internal use only Services

Service Registrations

Supplier

company.com

Supplier Services

● = web service (application component with Web standard interfaces)

— = path used to find interface descriptions of Web services which interact

Populating the UDDI Registry

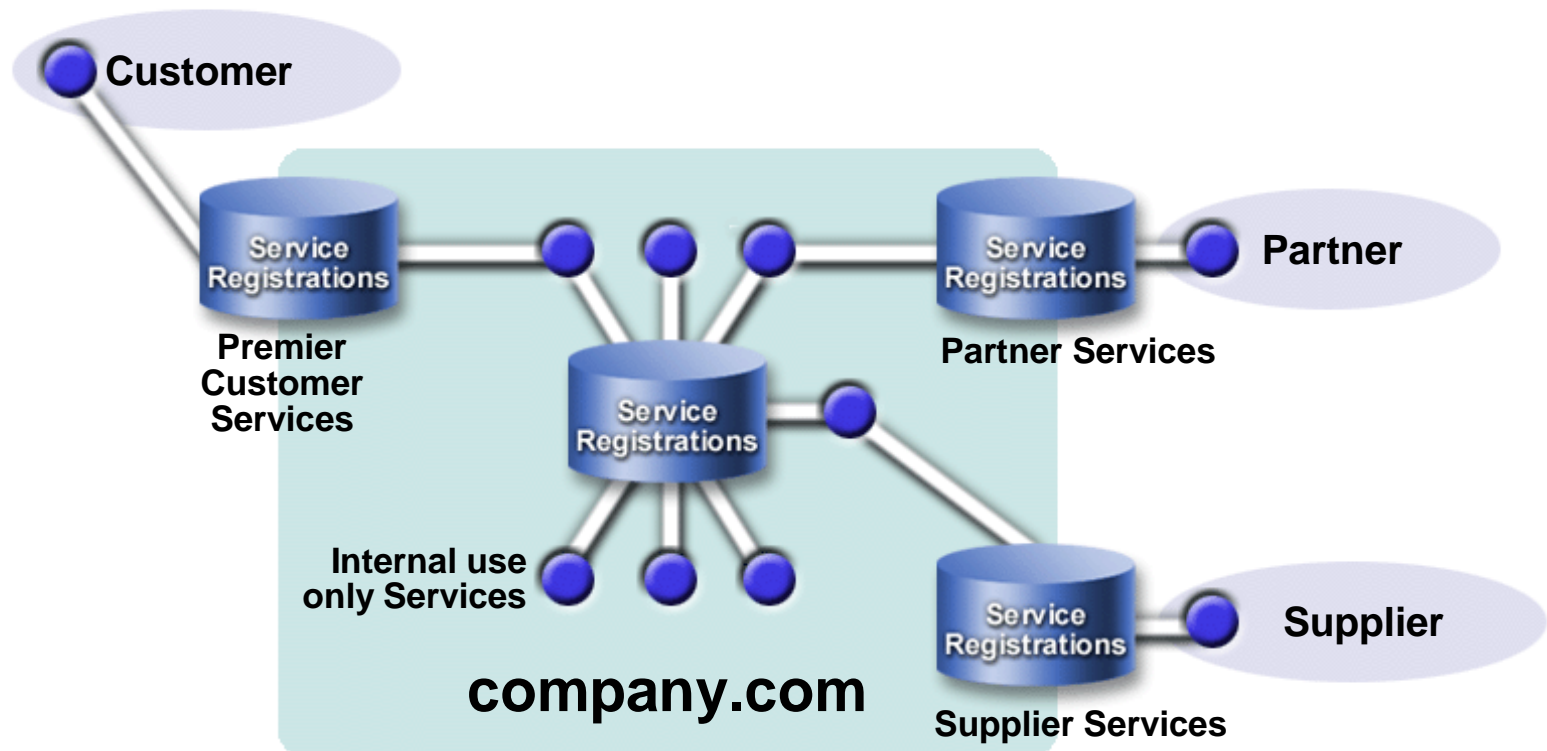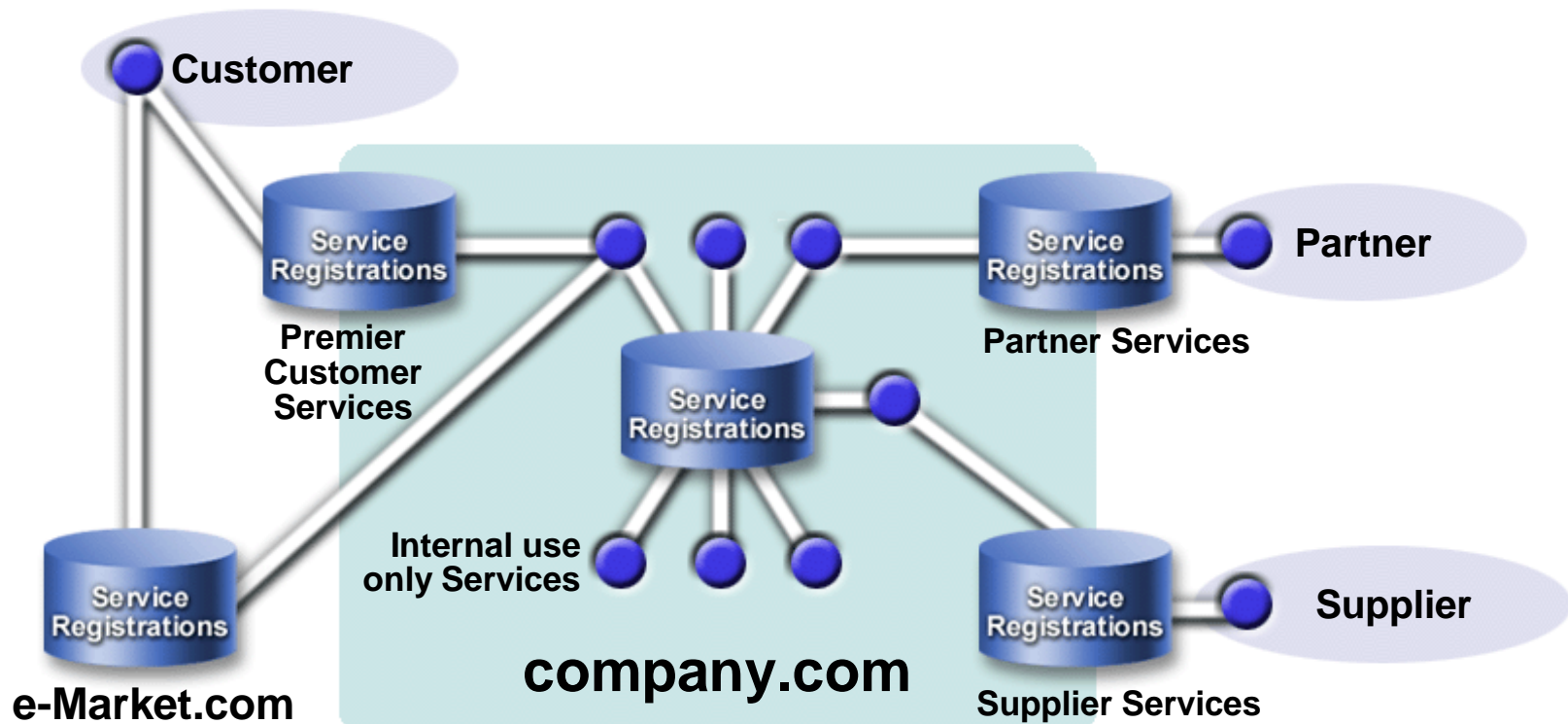- **A mechanism for publishing and finding services for:**
  - ►**private use within a business which is a federation of business units**
  - ►**a controlled set of other companies (Partners, Customers, Suppliers)**
  - ►**members of an e-Marketplace**

Customer

Service Registrations

Premier Customer Services

Service Registrations

Partner

Partner Services

Service Registrations

Internal use only Services

Supplier

Service Registrations

Service Registrations

Supplier Services
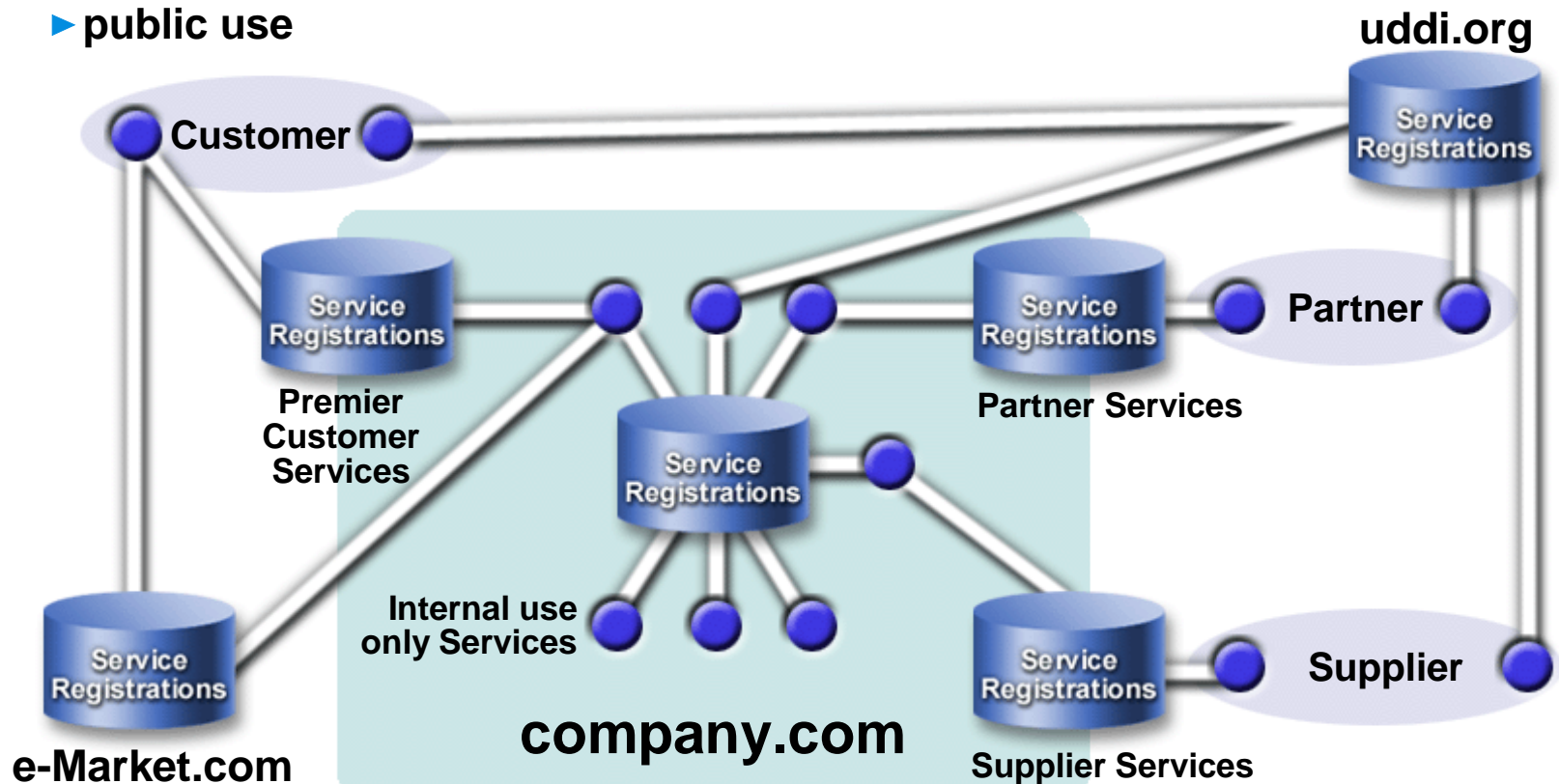
e-Market.com

company.com

= web service (application component with Web standard interfaces)

= path used to find interface descriptions of Web services which interact

Populating the UDDI Registry

- **A mechanism for publishing and finding services for:**
  - ▶ **private use within a business which is a federation of business units**
  - ▶ **a controlled set of other companies (Partners, Customers, Suppliers)**
  - ▶ **members of an e-Marketplace**
  - ▶ **public use**

uddi.org

Customer

Service Registrations

Premier Customer Services

Partner Services

Partner

Service Registrations

Internal use only Services

company.com

Supplier Services

Supplier
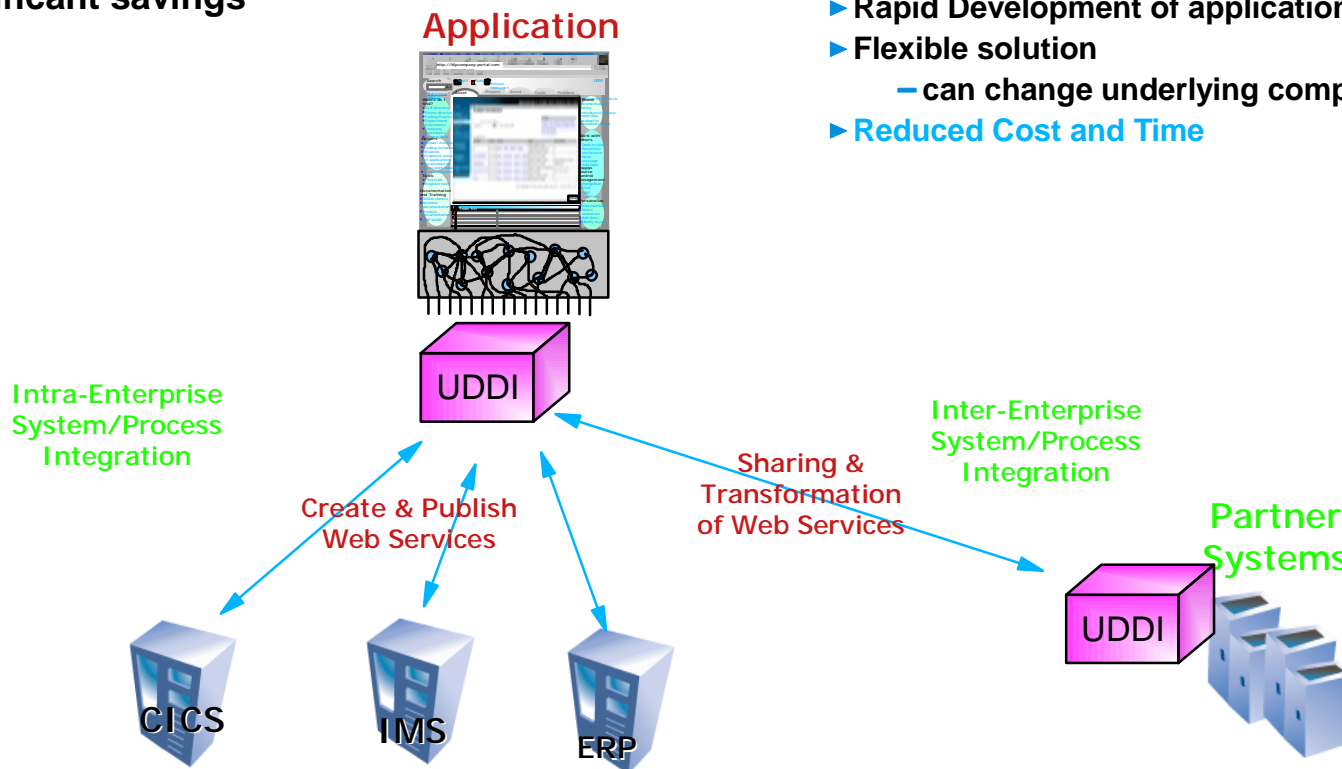
Service Registrations

e-Market.com

● = web service (application component with Web standard interfaces)

▬ = path used to find interface descriptions of Web services which interact

WebSphere UDDI Offering
The solution

- Pre-packaged Web services infrastructure

- Ease of Publishing/Discovery

- Ease of Sharing of services

- Transformation of Services

- Significant savings

Application

- Benefits
  - ► Rapid Development of applications
  - ► Flexible solution
    - – can change underlying components
  - ► Reduced Cost and Time

UDDI

Intra-Enterprise
System/Process
Integration

Inter-Enterprise
System/Process
Integration

Create & Publish
Web Services

Sharing &
Transformation
of Web Services

Partner
Systems

UDDI

CICS

IMS

ERP

Agenda

Enterprise Selling Model

WebSphere Leadership

August Launch Overview

What's coming

Q&A

Upcoming Events

- ## Key Focus
  - ▶ **Enterprise Selling Model**
  - ▶ **Return on investment & Customer loyalty**

- ## Solutions 2001
  - ▶ **August 13-16, San Francisco**
  - ▶ **Focus: WebSphere Tools, UDDI, Portal strategy**

- ## AP Tour
  - ▶ **September 4-14, AP countries**
  - ▶ **Focus: WebSphere Commerce Suite, Enterprise Edition V4**

- ## Gartner Conference
  - ▶ **October 8, Orlando**
  - ▶ **Focus: Legacy Modernization Strategy & Tools, CICS Transaction Server V2.2, 1st Eclipse Tools**

Sales Support Information

- **Launch Teaser started on August 9 as a What's Hot feature on the WebSphere Sales Inranet to provide messaging and sales support information**

- **Launch Overview and Sales Kits to be available on August 14, 2001, with updates scheduled to support launch events**

- **WebSphere drill-downs**
  - ► **please check WebSphere teleconferences schedule announced through WebSphere Flash**

Agenda

Enterprise Selling Model

WebSphere Leadership

August Launch Overview

What's coming

Q&A