



# Dynamic e-business: the next generation of e-business

Ed Harbour, Director, WebSphere Marketing Enablement  
Don O'Toole, Director, Web Services Marketing

**| dynamic e-business |**

# Agenda

**Market trend and direction...**

**dynamic e-business evolution**

**Break through the boundaries that  
limits e-business**

**WebSphere for dynamic e-business**

**What's coming**

**Q&A**

# e-business Evolution

**Dynamic e-business:** The dynamic adaptation of e-business processes and associated systems to support changing business strategies and tactics.

- ▶ **Connect**
- ▶ **Transact**

***Dynamic e-business***

***Value Networks***

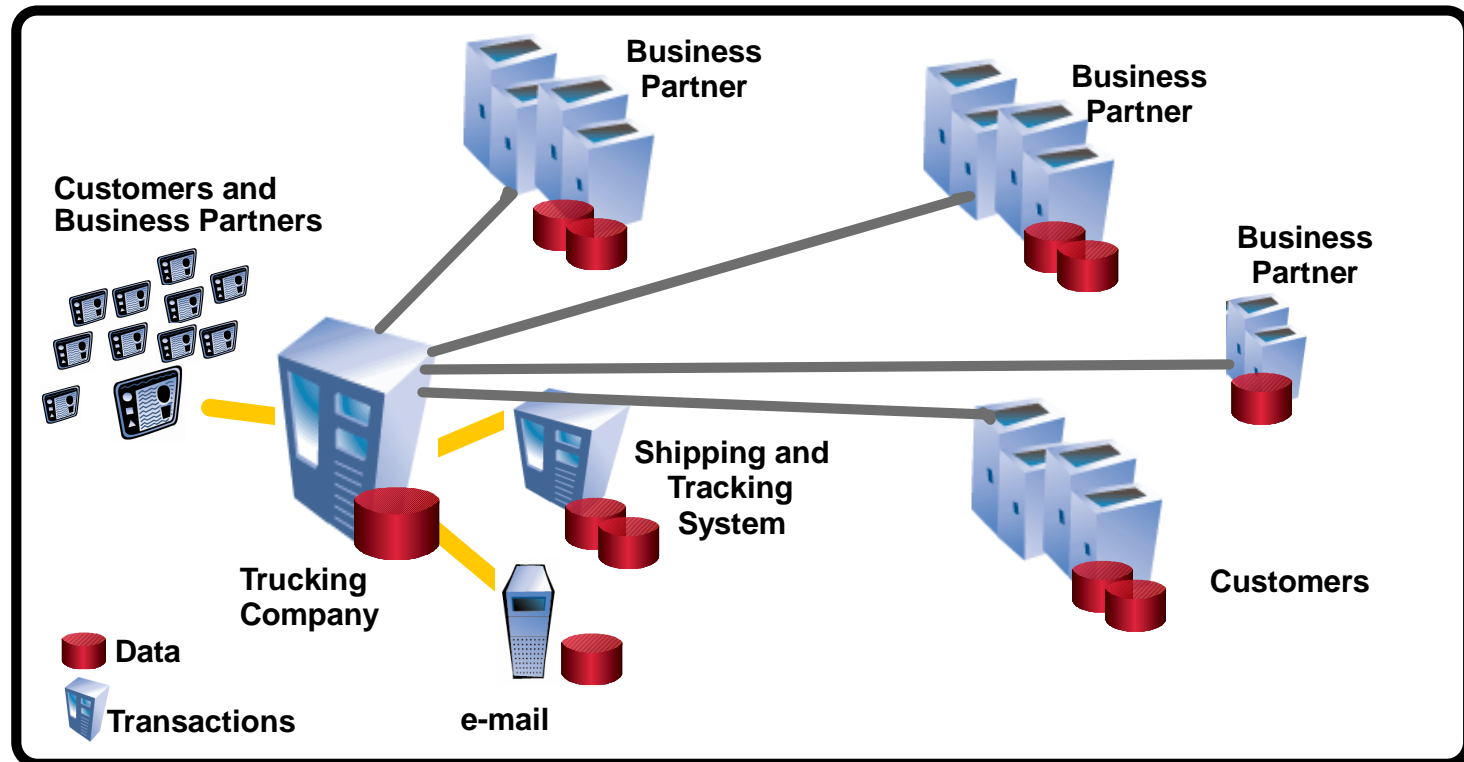
***Internal Integration***

***e-business Transactions***

***Web Publishing***

Source : The McKenna Group,  
IBM Market Research

# Changing to Dynamic e-business



## Business Implications

- Increase efficiency by extending infrastructure with new connections.
- Automate business processes through broader use of transactions.
- Create more flexible and profitable business models.

# The Bekins Company

**CHALLENGE:** Quickly develop new ways to provide services to customers and authorized agents.

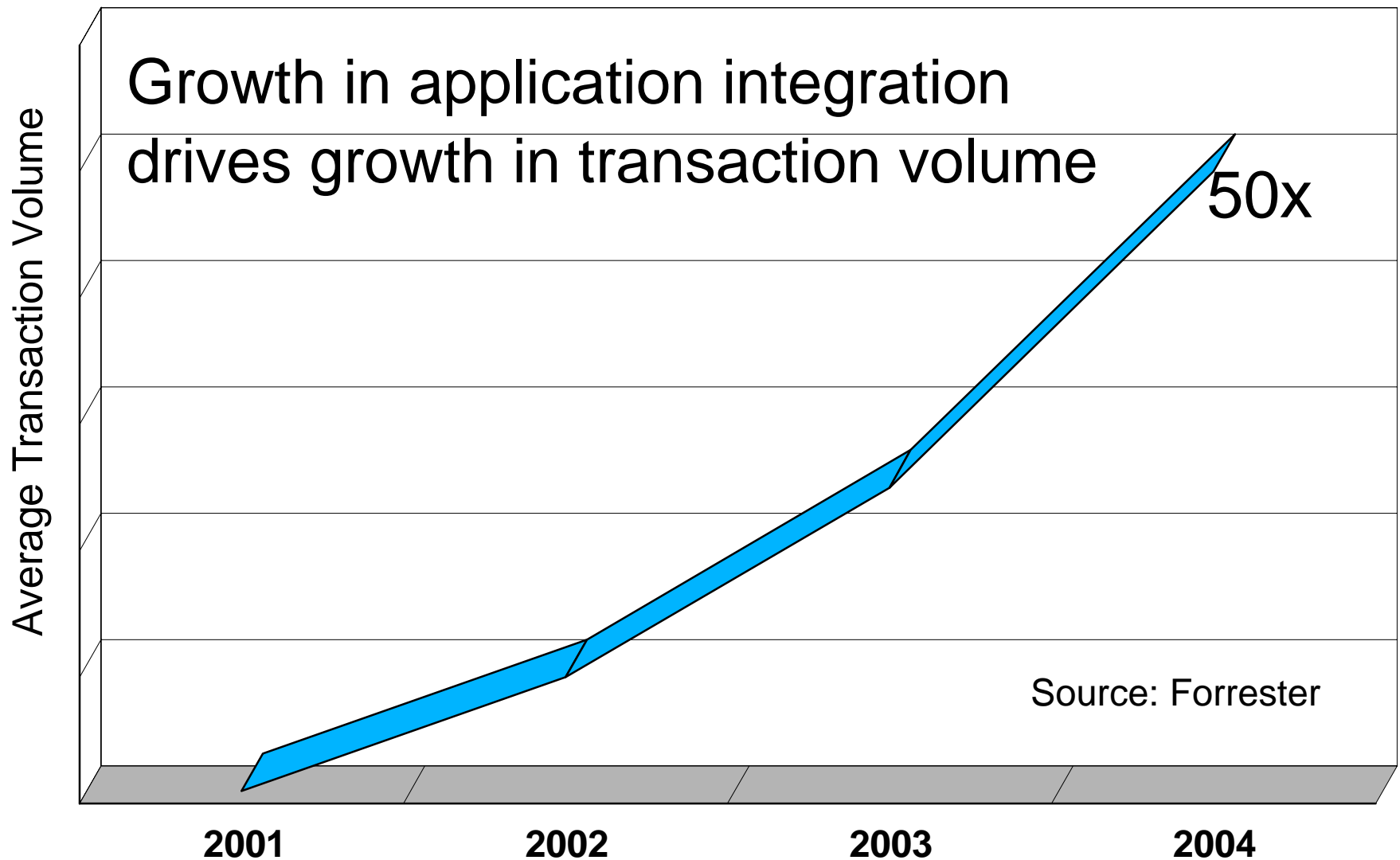
- **SOLUTION:** Publish parts of Web-based shipping and tracking system as web services and integrate the services with existing workflow.
  - ▶ Create private e-marketplace to broker shipping orders to authorized agents.
  - ▶ Offer customers automated access to available capacity.



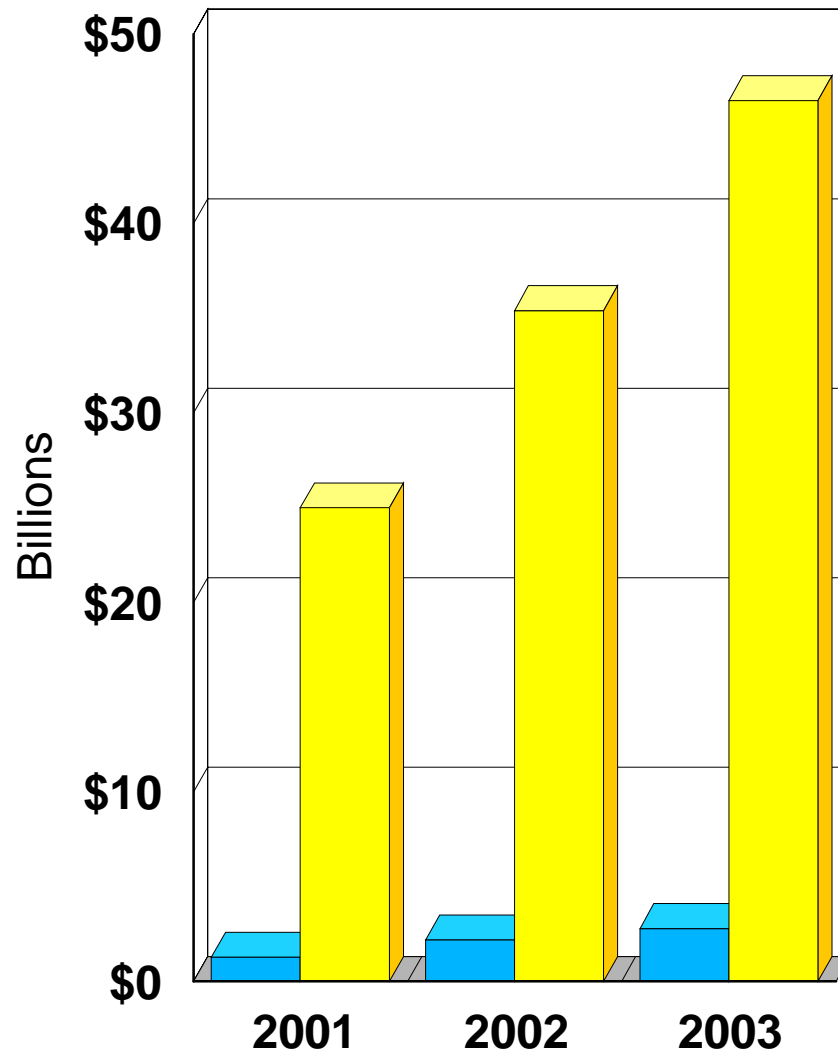
**BENEFIT:** "The potential benefits from extending our business capabilities through Web services will make the \$10.3 million payback we attributed to our first B2B e-business application seem like a drop in the bucket."

-- Randall Mowen, Director of Data Management & e-business Architecture

# Dynamic e-business and transactions



# IT Spending on Integration



Opportunity for software that simplifies integration approaches \$50 billion by 2003.

**EAI Software**  
**e-business Integration Services**

Source: IBM market data

# Dynamic e-business is a big business for IBM

- **Dynamic e-business will drive significant growth in IBM's software business.**
- **IBM's software enables dynamic e-business today.**
  - ▶ **WebSphere**
  - ▶ **DB2 Universal Database**
  - ▶ **Lotus**
  - ▶ **Tivoli**
- **IBM is investing more than \$1 billion in the development of future capabilities for dynamic e-business.**



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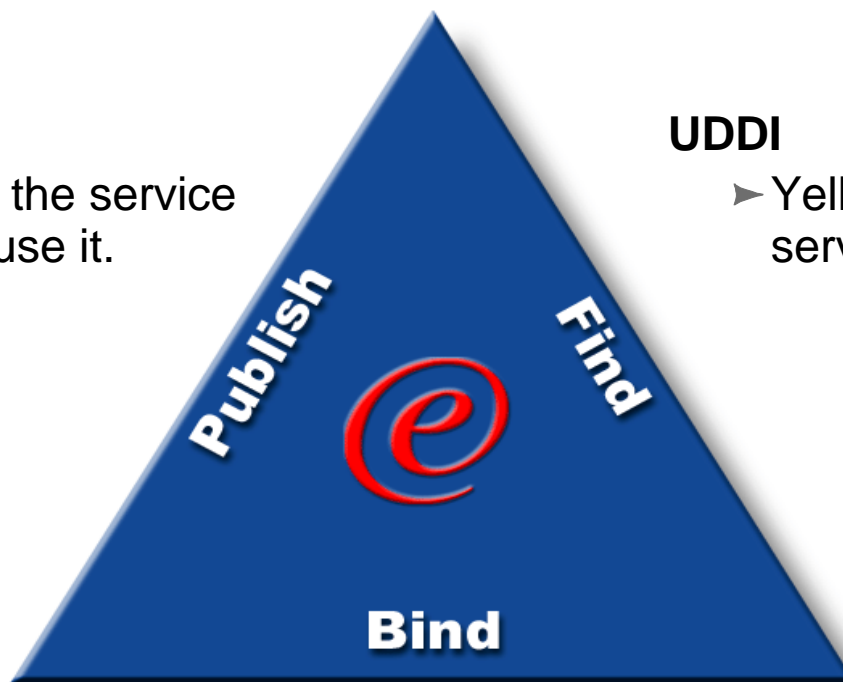
# Basic Web Services Architecture

## WSDL

- ▶ Describe what the service is and how to use it.

## UDDI

- ▶ Yellow pages for web services



## SOAP

- ▶ Connect the service

# e-business Evolution

*i*ntelligent Transactions

*i*ntegration

*i*nfrastructure

**Dynamic  
e-business**

**Value Networks**

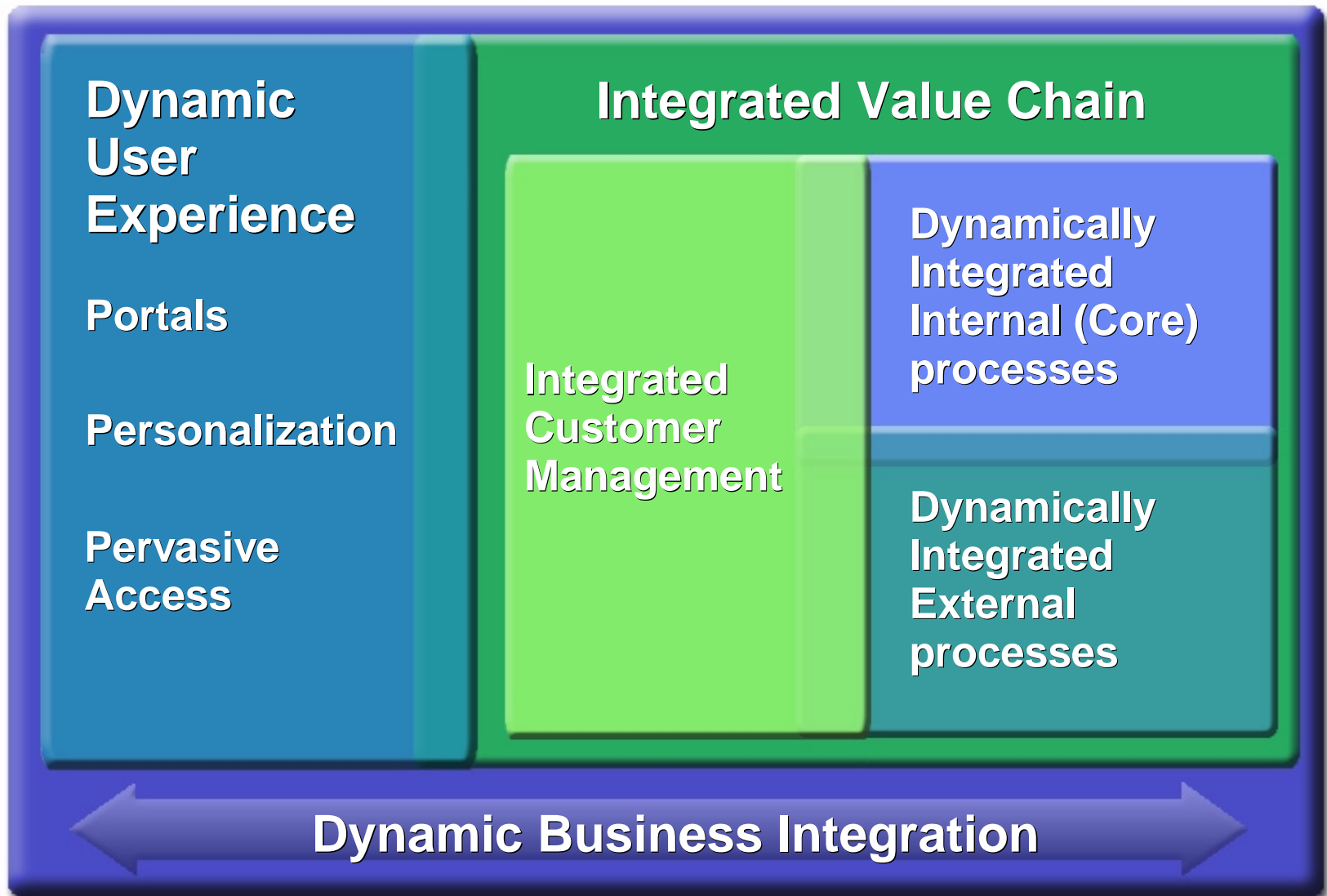
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**e-business Transactions**

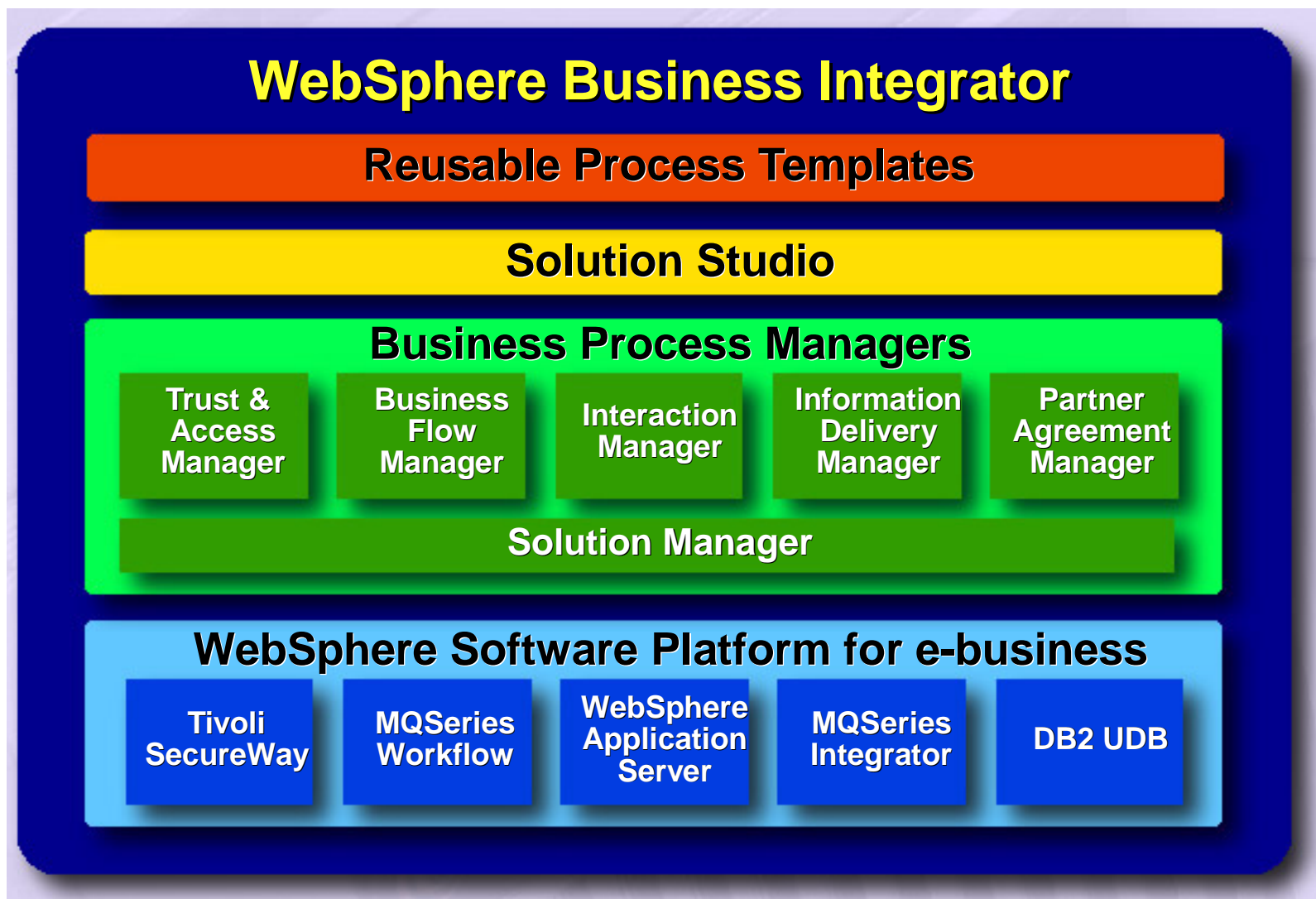
**Web Publishing**

Source : The McKenna Group,  
IBM Market Research

# Evolving Software Requirements: More than Web Services





# Integrated Business Process Management for the Virtual Enterprise



## What We're Announcing May 14

- **Industry's broadest portfolio of industry-standard infrastructure software.**
- **First production-ready middleware to enable web services.**
- **New transaction and integration capabilities to enable dynamic e-business.**

# Complete Software Portfolio for dynamic e-business

|   |  |   |
|---|--|---|
| <b>WebSphere<br/>Application<br/>Server</b>   | <b>Web Application<br/>Servers</b>     | <b>Develop and deploy web<br/>services</b>  |
| <b>DB2 UDB</b>  | <b>Data Management</b>                 | <b>Manage data in web<br/>services environment</b>  |
|  | <b>Systems<br/>Management</b>          | <b>Securely manage<br/>web services</b>   |
|  | <b>Messaging and<br/>Collaboration</b> | <b>Enrich web services<br/>with collaboration,<br/>knowledge management,<br/>&amp; eLearning capabilities</b> |

# WebSphere Platform

- **Announcing new WebSphere Studio tools to create web services.**
- **WebSphere Application Server 4.0 support of SOAP and UDDI.**
- **WebSphere Business Integrator: new software to manage web services workflow within and between enterprises.**
- **Available 2Q01**



## DB2 Universal Database

- **Industry's only relational database providing UDDI and SOAP support through DB2 XML Extender**
  - ▶ **Integrated into DB2 Version 7.2, announced April 16**
  - ▶ **Enables web services to access data regardless of where it resides.**
  - ▶ **Provides businesses with greater ease and efficiency in accessing, analyzing and managing information across diverse computing systems.**
  - ▶ **Available 2Q01**

# Tivoli Web Services Management

- **Tivoli Web Services Manager: software for performance monitoring of web services.**
- **Tivoli Manager for WebSphere Application Server: software providing a single point of control to manage web services.**
- **Tivoli SecureWay Policy Director: software to build consistent security policy into web services.**
- **Available 3Q01**

# Lotus Dynamic e-business Support

- **Lotus Web Services Enablement Kit: software tools to build web services with Lotus products.**
- **Lotus Domino Server: Collaboration, workflow and messaging software that can be accessed by web services.**
- **Lotus Knowledge Discovery System: Knowledge management software to access expertise from web services.**
- **Available 2H01**

# Web Services Competitive Landscape

|  | IBM<br>WEBSHERE<br>OFFERINGS   | MICROSOFT<br>.NET<br>INITIATIVE                   | ORACLE<br>DYNAMIC<br>SERVICES                    | SUN OPEN<br>NETWORK<br>ENVIRONMENT | BEA<br>WEBLOGIC | HP<br>NETACTION/<br>E-SPEAK                    |
|--|--|---|--|------------------------------------|-----------------|--|
| <b>UDDI</b> Support in Developer Toolkit   | X  | X   |  |                                    | Planned         | Planned  |
| <b>SOAP</b> Support in Developer Toolkit   | X  | X   | X  |                                    | X (toolkit)     | X  |
| <b>WSDL</b> Support in Developer Toolkit   | X  | X   |  |                                    | Planned         | Planned  |
| <b>XML</b> Support   | X  | X   | X  | X                                  | X               | X  |
| Infrastructure Software  | WebSphere Technology for Developers; deployment in WAS 4.0                   | ASP.NET; Common Language Run-time; Biztalk Server | Oracle 9i Dynamic Services; Oracle 9i iAS Portal | iPlanet Process Manager            | Weblogic        | HP's NetAction Bluestone                       |
| Developer Tools  | WebSphere Studio Technology Preview for Web Services                         | .NET Framework SDK; Visual Studio .Net            | Oracle 9i iAS Portal Development Kit             | Forte for Java                     | WebGain         | Sun Forte for Java (on Bluestone Developer CD) |
| Business Process Management Support  | Market share leader (MQ, MQSi, MQ Workflow) extensive cross platform support | Yes, but focused on M/S platform                  | X  | ½ Credit (uses 3rd Party)          | X               | HP Process Mgr                                 |
| Company Builds a Highly-integrated Internet Server Environment and Hardware Platform | X  | ½ Credit (Microsoft partners do integration work) |  | X                                  |                 | X  |
| Cross-Platform Transaction Management  | X  |   |  |                                    | X               |  |

# Dynamic e-business

- **Enabling dynamic e-business is the natural evolution of IBM's e-business strategy.**
  
- **IBM is first to deliver a standards-based platform to build, run and manage web services that optimizes:**
  - ▶ **Infrastructure**
  - ▶ **Integration**
  - ▶ **Intelligent Transactions**
  
- **IBM is extending its software platform so that customers, partners and developers can develop, assemble and deploy Web services**

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**WebSphere for dynamic e-business**

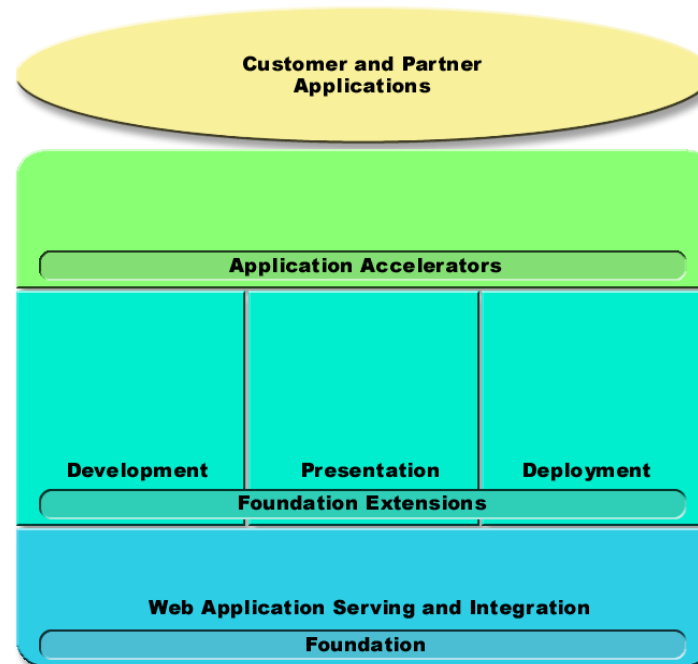
What's coming

Q&A

# WebSphere software platform

## The Difference is WebSphere

June 28, 2000



### Key Integration Points

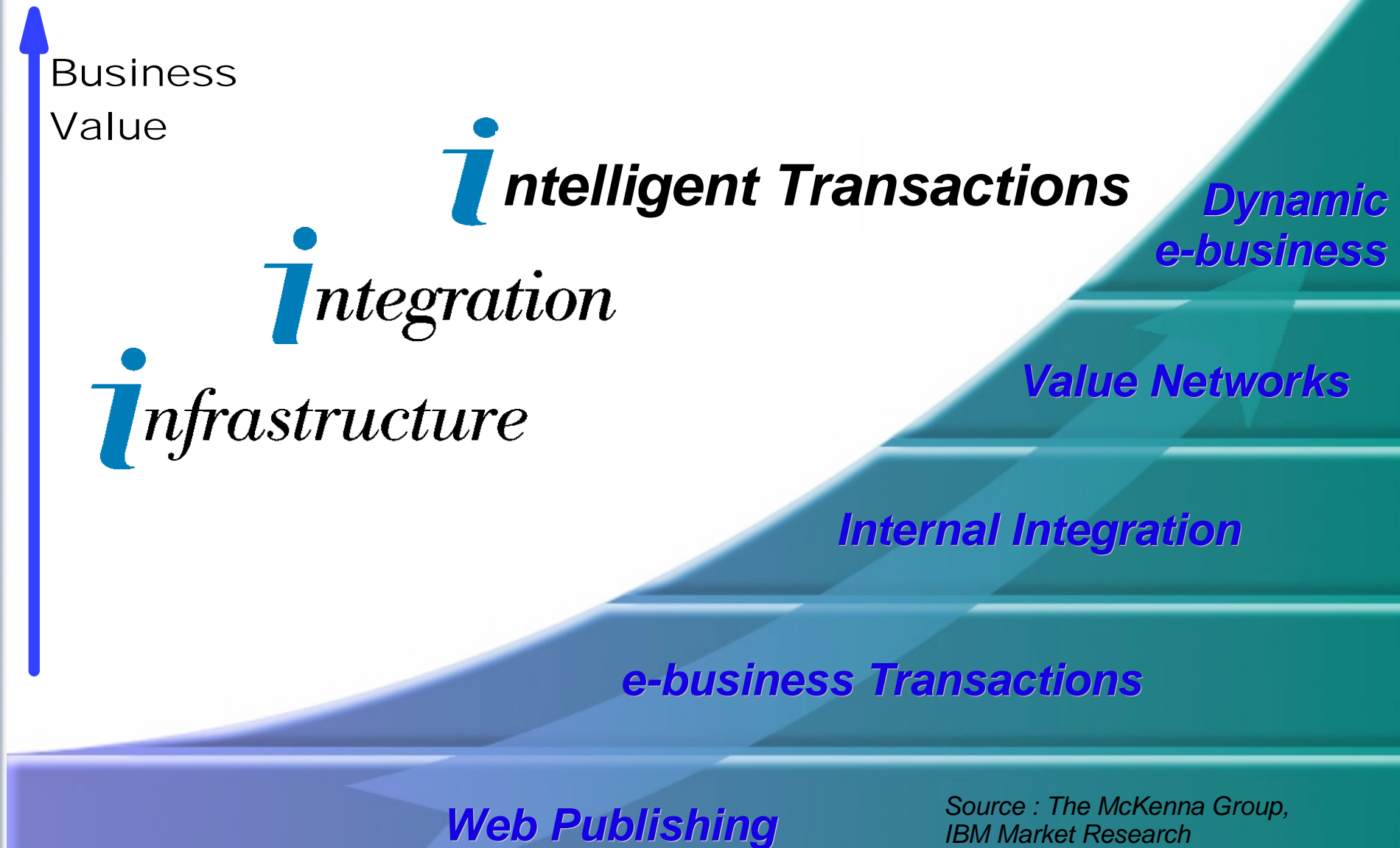
- Foundation - WebSphere Application Server + Tooling
- Presentation Capabilities to Maximize productivity
- Deployment Capabilities to Maximize Web Traffic Performance

# WebSphere Software Platform Results

- Over 9,000 ISV applications available to customers (500% YTY Growth)
- More the 800 Business Partner engagements through WebSphere Innovation Centers
- 4,700 trained Global System Integrator consultants worldwide
- 1,300 certified Solution Providers
- 35, 000 global customer base
- Recent Morgan Stanley Dean Witter survey shows IBM WebSphere chosen for strategic implementation more then twice as often as BEA and more then four times as often as Oracle
- Demonstrated superior performance across wide range of platforms



# Transition toward dynamic e-business

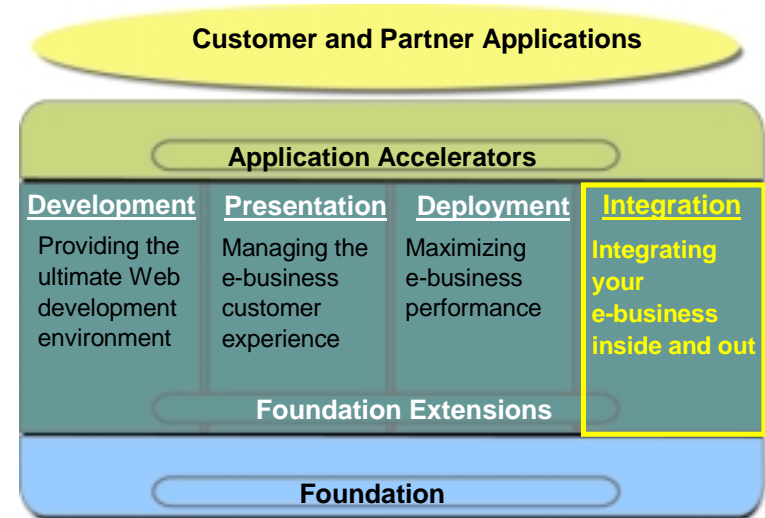
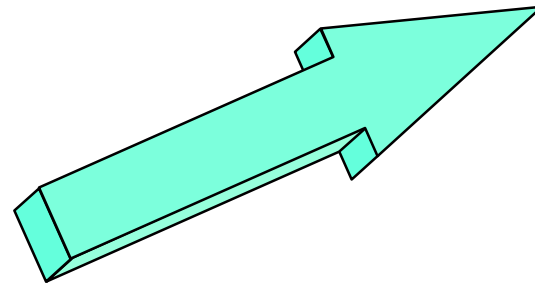


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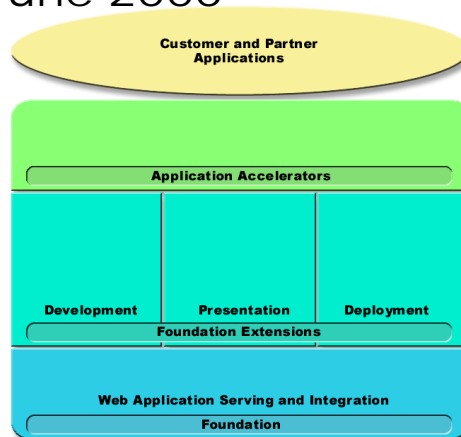
# WebSphere software platform

## WebSphere for *Dynamic e-business*

May 2001



June 2000

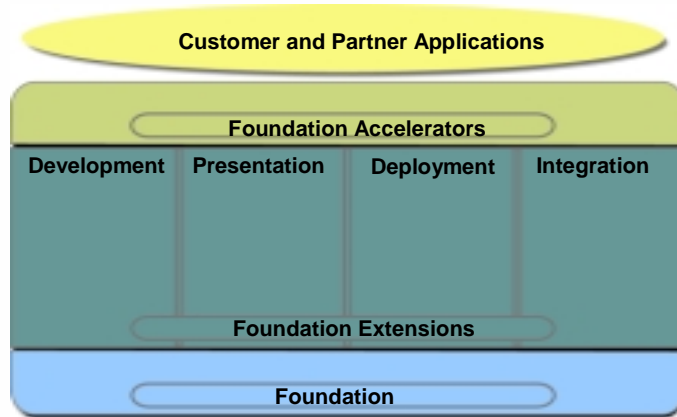


### What's new!!

- ✓ **Enhancing WebSphere foundation with V4.0**
  - ▶ *Enabling technology required for e-business*  
*Advanced Edition 4.0 with single server option*  
*Free developers license*
  - ▶ *Refurbishing the WebSphere family for developers*  
*New VA for Java and Studio for V4.0*  
*Direction on an open tools platform with beta availability*
- ✓ **Establishing WebSphere as the overall world class platform for Web Services**
  - ▶ *First to market with core elements of Web Services - SOAP, WSDL, UDDI*
  - ▶ *Full Web Services integration*
- ✓ **Delivering "pre-packaged" infrastructure**
  - ▶ *3 offerings: Business Integrator, User Experience, Everyplace Access*
  - ▶ *Extending access and reach*

# Taking the steps to dynamic e-business

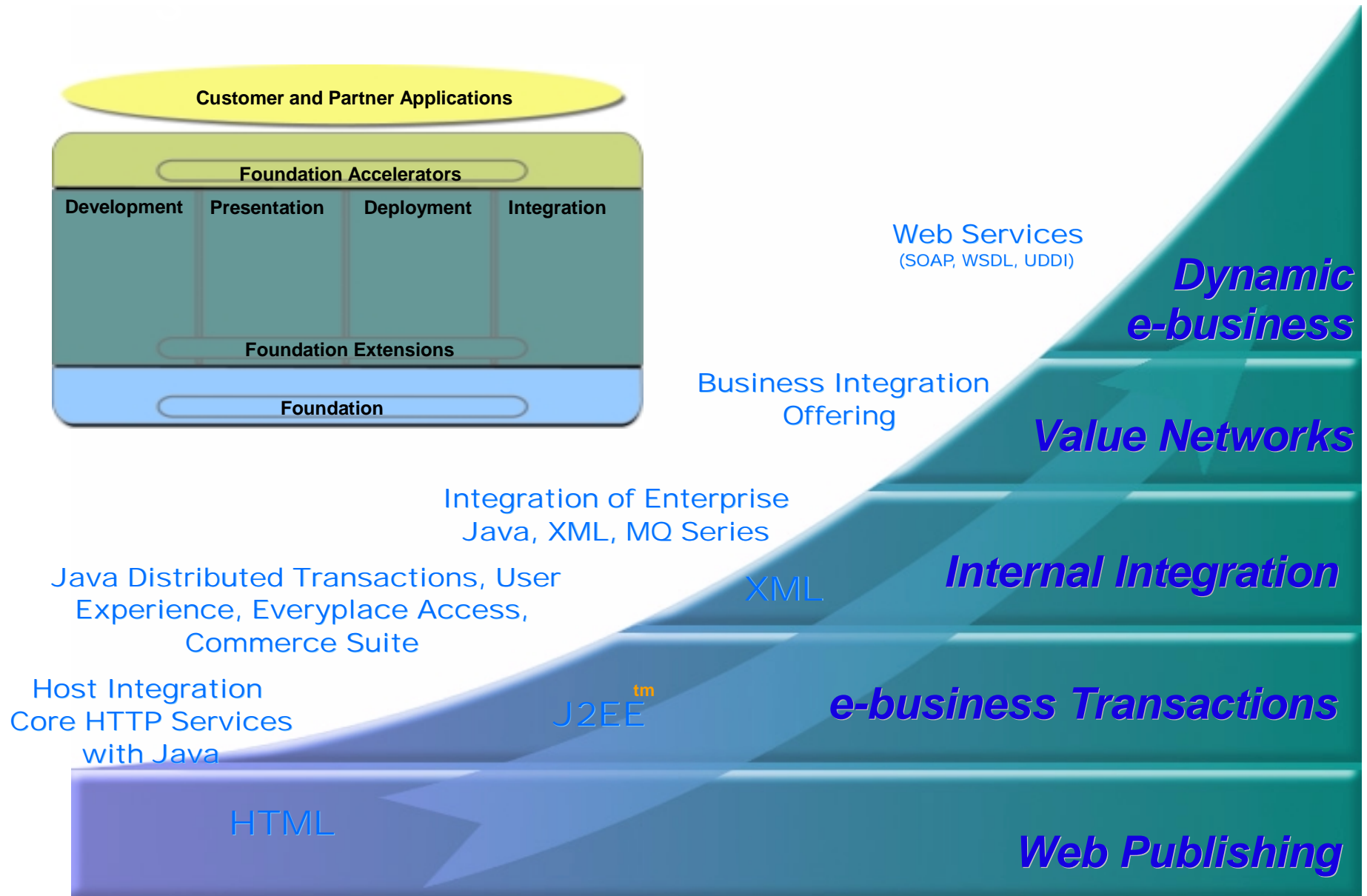
Business Value ↑



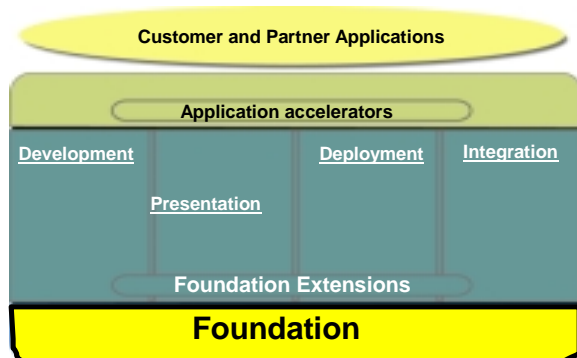
***Ability to Execute with the WebSphere Software Platform***

***Ability to Execute with component technology***

# Why WebSphere for dynamic e-business



# WebSphere Application Server V4.0 and Tooling



## **Customer requirements**

- Need to develop, integrate & update applications quickly in response to the dynamic market
- Need to leverage investments in applications and skills
- Need control over my infrastructure so that my business can respond quickly to the marketplace
- Need to provide for future growth but don't want to commit to growth plans at the present

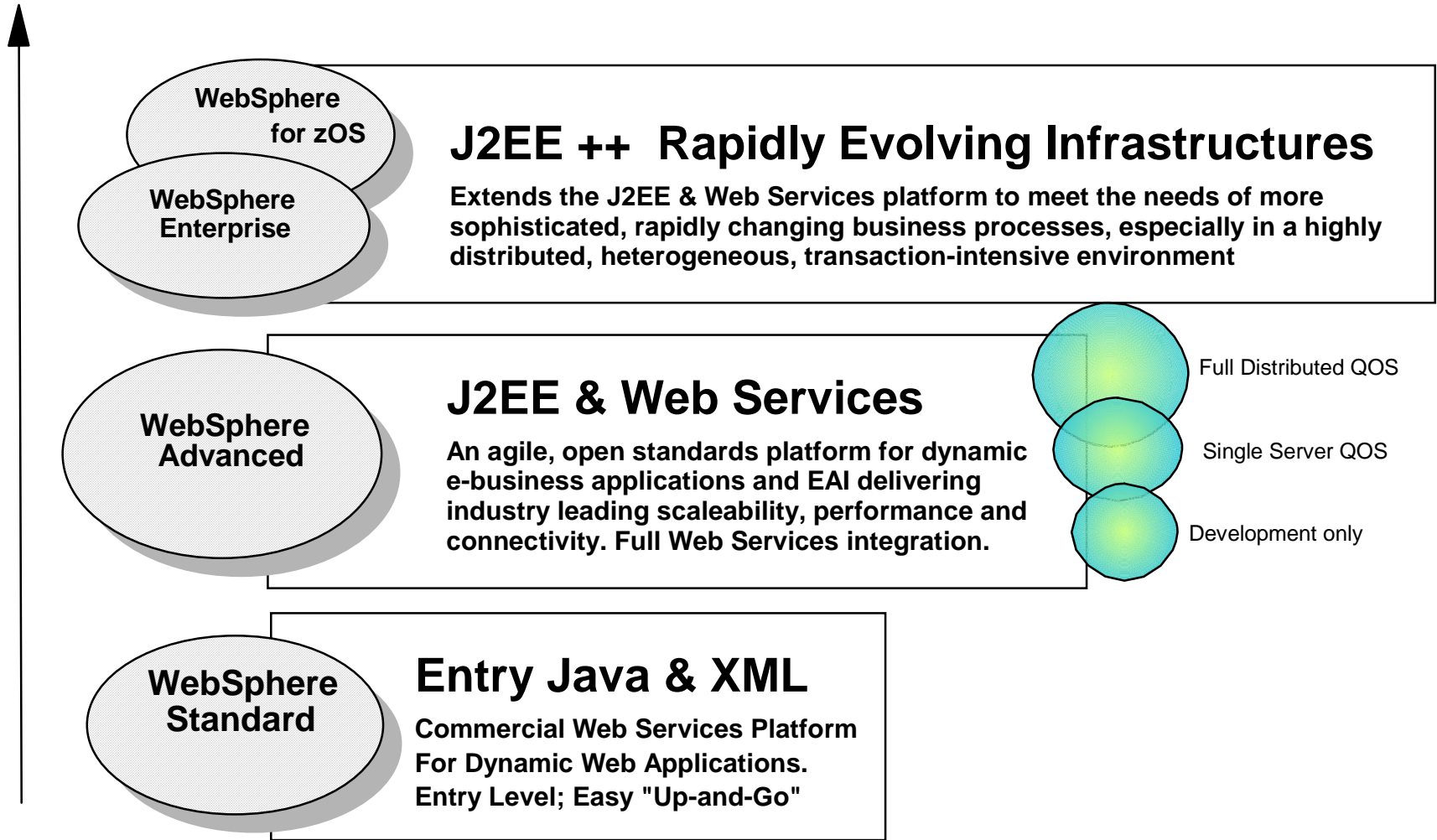
## **WebSphere Application Server allows you to ...**

- deliver dynamic e-business based on richest and broadest open standards support
  - including Web Services technologies - SOAP, WSDL, UDDI
- work in the most productive environment, optimized for developers
  - no-charge configuration of the full function application server for development use
  - full range of integrated AD tools
  - first class developer support
- address your immediate needs with the flexibility to grow seamlessly
  - full range of application servers on a common code base

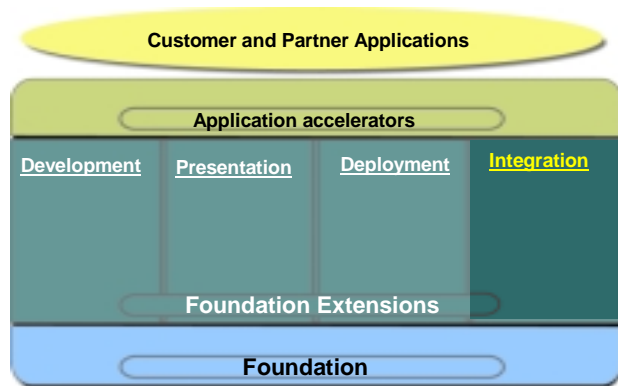
## **Why WebSphere**

- First to market with core elements of Web Services - SOAP, WSDL, UDDI.
- Richest proven implementation of open standards,
- Broadest range of products and platforms
- Unparalleled Connectivity and Interoperability

# WebSphere Application Server v4.0



# WebSphere Business Integrator offering



## ***Customer pains***

- Effectively managing heterogeneous processes
- Dealing with business change in a fast paced world
- Expense of dealing with supply chain partners
- Integrating diverse application environments

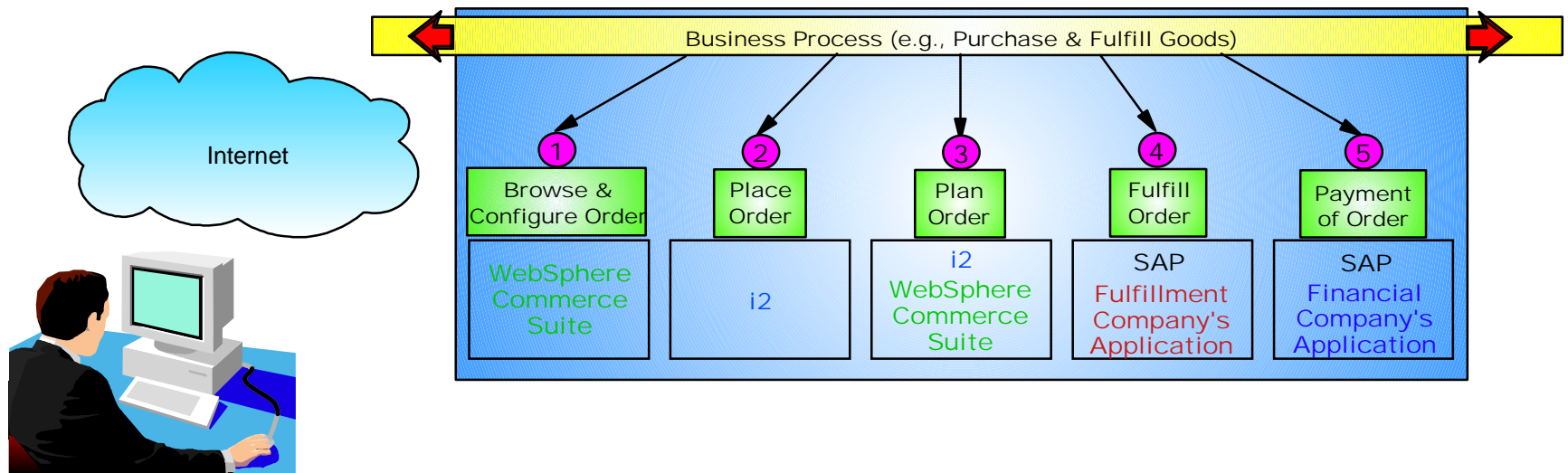
## ***WebSphere Business Integrator allows you to ...***

- model and automate business processes across the supply chain
- deliver frictionless process integration inside and outside the company boundaries
- have a single interface for management of diverse business processes

## ***Why WebSphere?***

- No one else has this single view within and across company boundaries
- Only single sign-on across entire environment
- First to have single install for all components of business integration solution

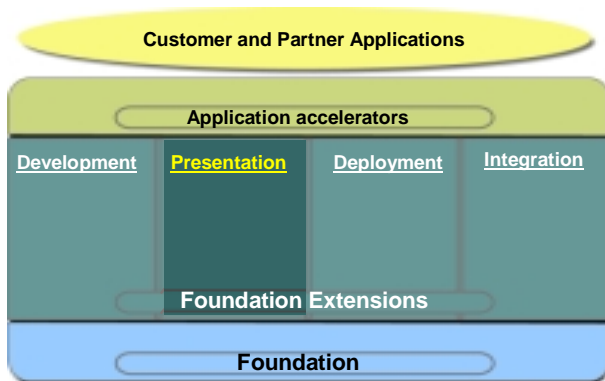
# WebSphere Business Integrator offering Scenario



- ★ Processes may span multiple applications and enterprises
- ★ Processes may be long-running (weeks, months)
- ★ Process may involve many participants
- ★ Need the ability to back out cleanly if something goes wrong
- ★ Need the ability to track where we are in the process (Who?, Where?, When?, How?)



# WebSphere User Experience offering



## ***Customer pains***

- Users won't return if they have a poor experience
- Need higher volume and value of transactions
- The standards for a first-class web site are constantly rising
- Don't have the resources to deal with the new technology

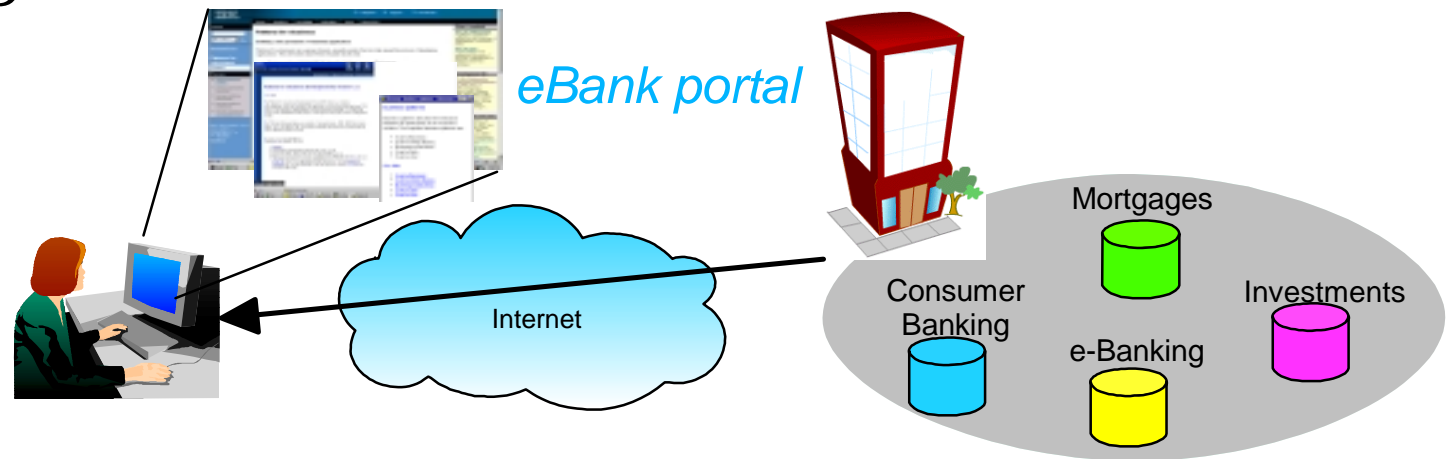
## ***WebSphere User Experience allows you to ...***

- make use of portal technology to assemble all relevant content in one interface
- personalize the delivery of web content to maximize the retention of your web users
- analyze the effectiveness of your web site to ensure you constantly deliver what your users need
- utilize web content management to lower costs for developing and maintaining high-quality content

## ***Why WebSphere?***

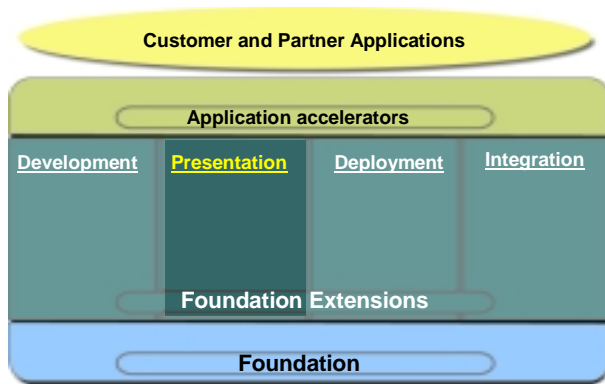
- Only focused offering for a dynamic, engaging web presence
- First to provide Integrated platform components from a single source
- Enterprise class scalable solution
- First to bring together deployment, presentation, analysis and content into one solution

## WebSphere User Experience offering Scenario



- ★ Using WebSphere Portal technology, eBank can become the customer's single source for their financial needs.
- ★ Through the integration with IBM Content Manager, the portal can dynamically access customers bank statements and bills from the line of business repositories.
- ★ Customer loyalty also requires the ability to reach customers when they are not viewing eBank's site. By utilizing push technology, eBank can send rich web content directly to the customer's desktop
- ★ **Benefit = ebank turns an infrequent customer into a frequent customer by providing a "first class" banking experience**

# WebSphere Everyplace Access offering



## ***Customer pains***

- Differentiators for outstanding customer service
- Increase productivity for mobile personnel
- Support customers from wherever they are.

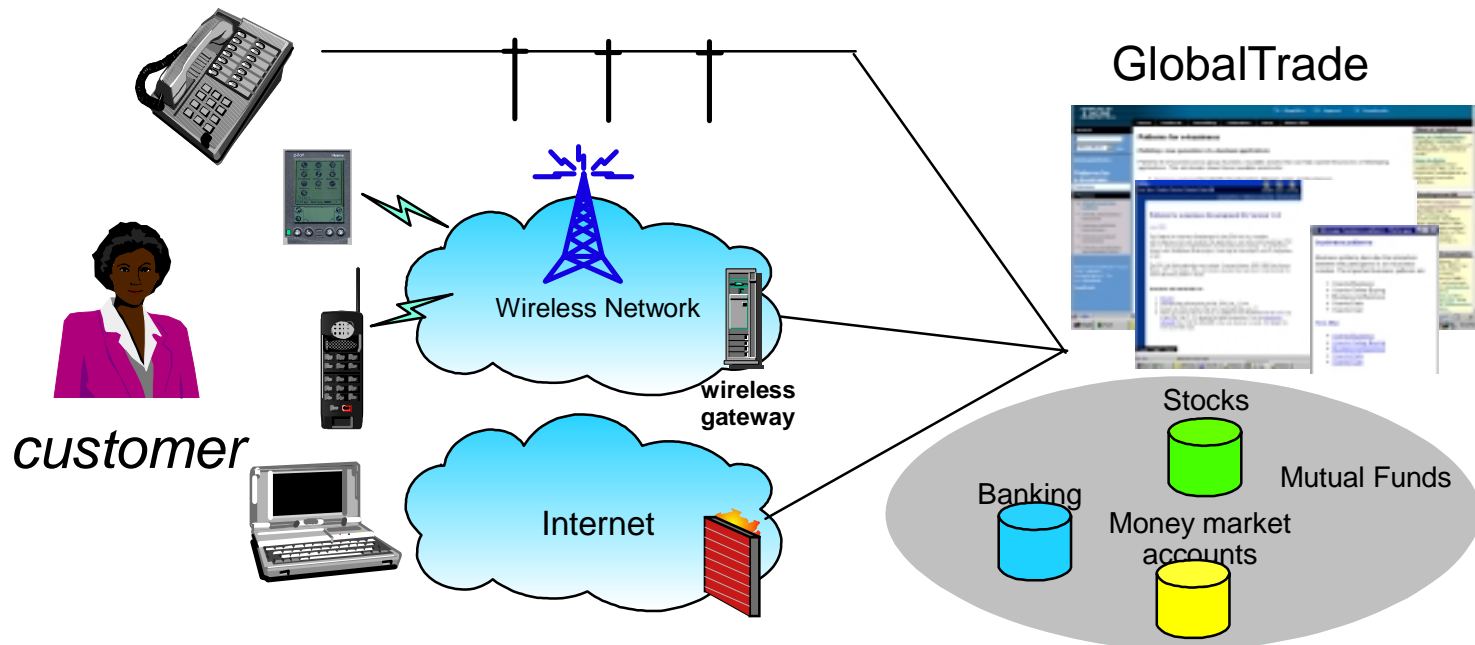
## ***WebSphere Everyplace Access allows you to ...***

- deliver content to multiple devices while maintaining one web site
- render web content that is appropriate for each device
- access web content using voice
- receive web content as speech

## ***Why WebSphere?***

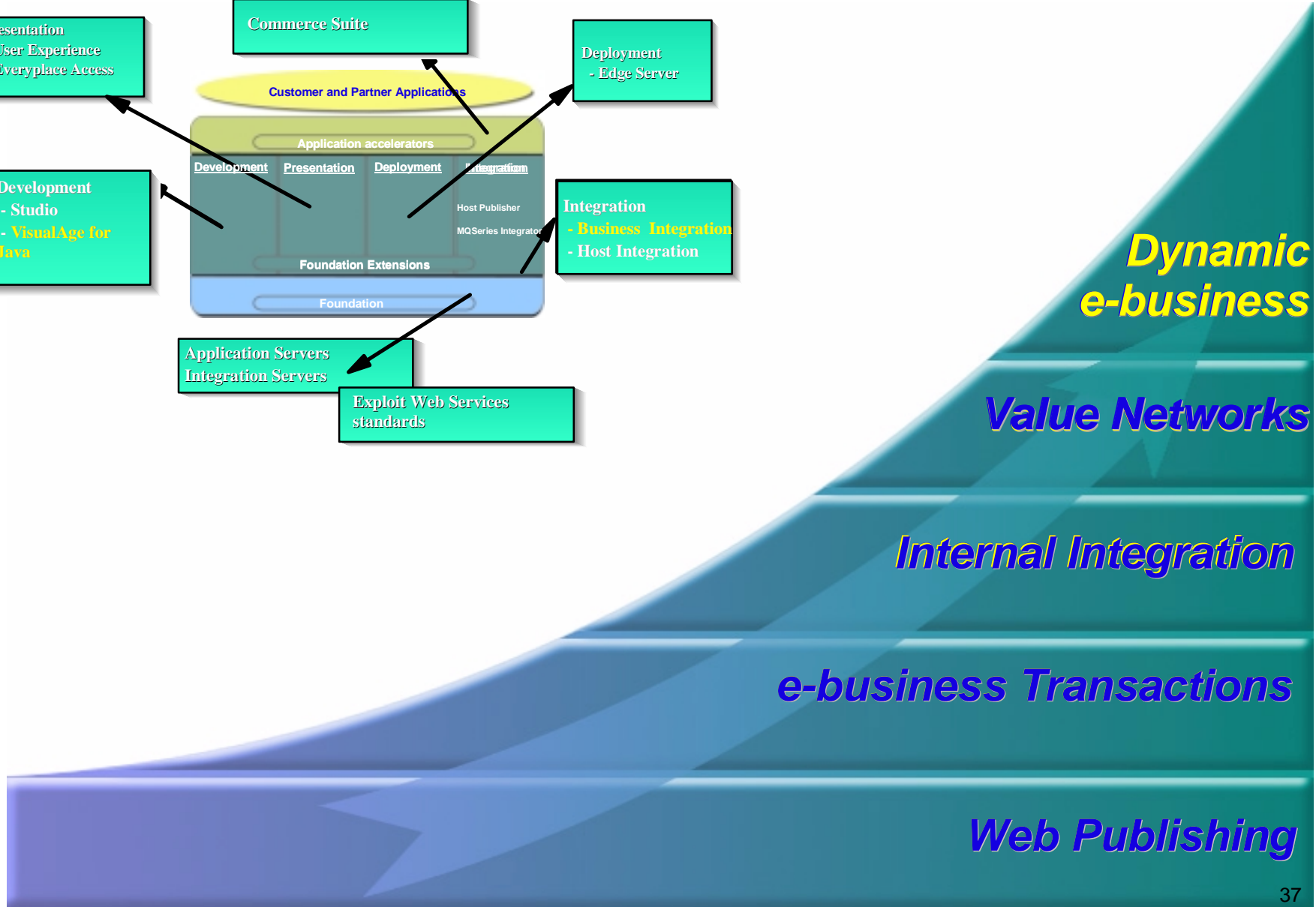
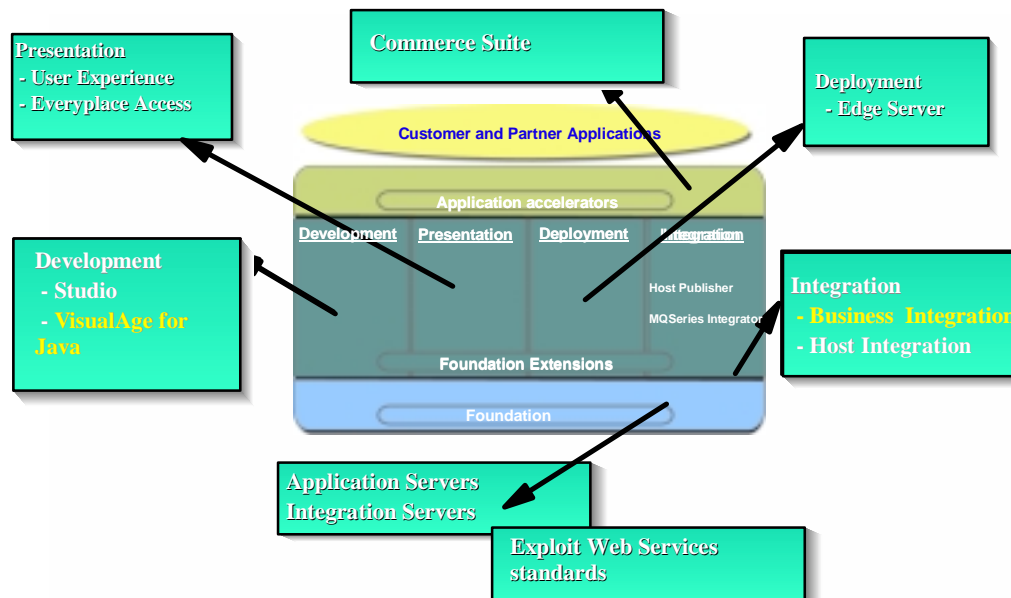
- First to provide secure multi-channel access
- Everyplace Access scales easily across a security-rich wireless or wired infrastructure
- Only solution with voice, XML, and transcoding capability
- Award-winning voice and content adaptation technology

# WebSphere Everyplace Access offering Scenario



- ★ **Customer:** On Thursday morning, customer connects to GlobalTrade from home PC to check on stock portfolio and related stock news. Has been tracking BCG stock closely to determine right time to buy.
- ★ **Customer:** While in meetings during the day, customer uses Web phone to frequently request stock quotes and related graphs from GlobalTrade regarding BCG and other stocks.
- ★ **Customer:** While driving to the vacation home on Friday morning, customer uses GlobalTrade's voice recognition system to verbally request information about BCG price. GlobalTrade's Text to Speech support indicates the stock has jumped 5%. Customer buys 1000 shares and receives confirmation of purchase.
- ★ **Benefit to GlobalTrade:** customer retention by offering multi-channel access

# The Ramp to Dynamic e-business



# WebSphere for Results Summary

- IBM WebSphere extends the industry leading e-business infrastructure for dynamic e-business **TODAY**
- IBM Web Services fully implement key open industry standards in a single package and are available **NOW**
- IBM WebSphere Business Integrator brings dynamic e-business to the enterprise, even across corporate boundaries **SEAMLESSLY**
- IBM WebSphere User Experience allows you to differentiate your e-business with web presence which is **FIRST CLASS**
- IBM WebSphere Everyplace Access enables better e-business interaction with customers and employees, **ANYWHERE, ANYTIME**
- IBM WebSphere Edge Server provides the responsive, 24X7 web site that customer satisfaction demands that is **PROVEN**

*Speed your transition to dynamic e-business today  
with WebSphere*

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# Upcoming Events

## ■ Launch Preview

- ▶ May 8, Hong Kong
- ▶ Focus: WebSphere Offerings
- ▶ Offerings ready for order

## ■ Web Services

- ▶ May 14, New York City, Four Seasons Hotel
- ▶ Focus: IBM Web Services

## ■ WebSphere

- ▶ May 30, Vienna -- WebSphere 2001 EMEA
- ▶ Focus: WebSphere Application Server V4.0, Tooling, and WebSphere Offerings



# Sales Support Information

- **Sales kits to be available on May 8, 2001, with updates scheduled to support launch events**
- **Web Services awareness**
  - ▶ Lunar Tutorial available now at alphaWorks
    - <http://www.alphaworks.ibm.com>
  - ▶ Web Services Toolkit Tutorial available on May 4
    - [http://webservices.raleigh.ibm.com/wstk\\_download.html](http://webservices.raleigh.ibm.com/wstk_download.html)
  - ▶ Q&A teleconferences on May 9 (IBM only)
  - ▶ Sales Guide available on May 14
- **WebSphere offering drill-downs**
  - ▶ WebSphere User Experience, May 3 (12pm EDT)
  - ▶ WebSphere Everyplace Access, May 10 (12pm EDT)
  - ▶ WebSphere Business Integrator, May 17 (11am EDT)

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***Delivering dynamic  
e-business today***

**| dynamic e-business |**