# WebSphere

## e-business Software

Application Development Strategy
and
The *New* WebSphere Studio

**Business Partner Update**

**November, 2001**

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# Agenda



★ **Announcement Summary**

★ **IBM's Application Development Strategy**

★ **Announcement Detail**

★ **Business Partner and Community Programs**

# What Are We Announcing?

**Solutions that unlock the full power of open e-business platforms through unprecedented gains in developer productivity and quality**

*Tools + Infrastructure + Open Technology + Community*

## Business Problem

**Productivity & quality limitations due the inability to integrate best-of-breed tools & infrastructure in a single, seamless environment**

*A newly integrated, open*

## WebSphere Studio Family

## Technology Problem

**Lack of an open application development integration platform similar in nature to what is available for servers (e.g., Apache / J2EE / Linux)**
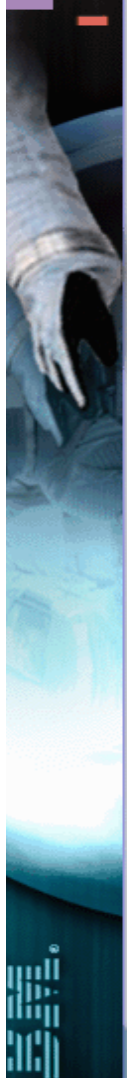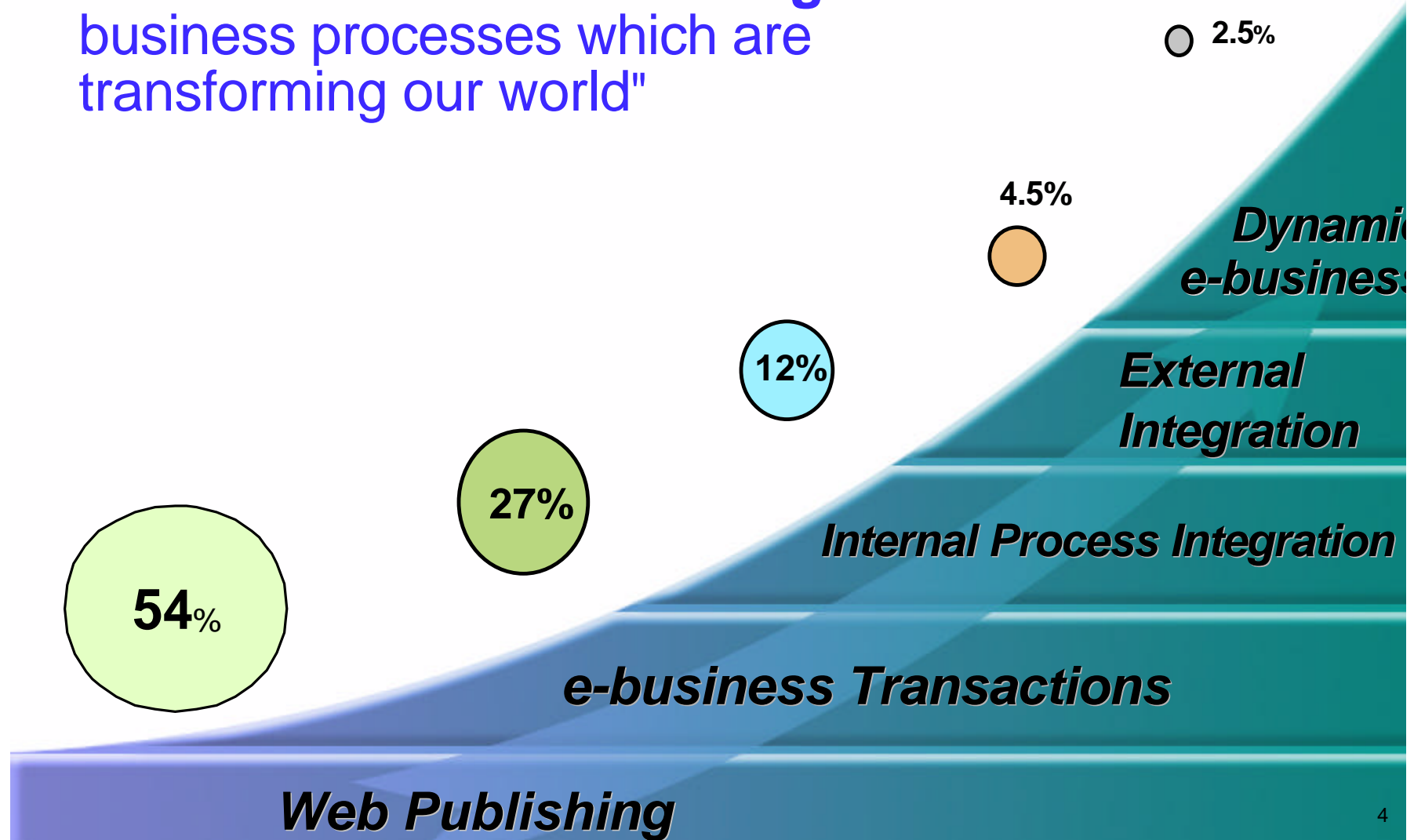
*An open tool platform contributed by IBM to an Independent open source organization*
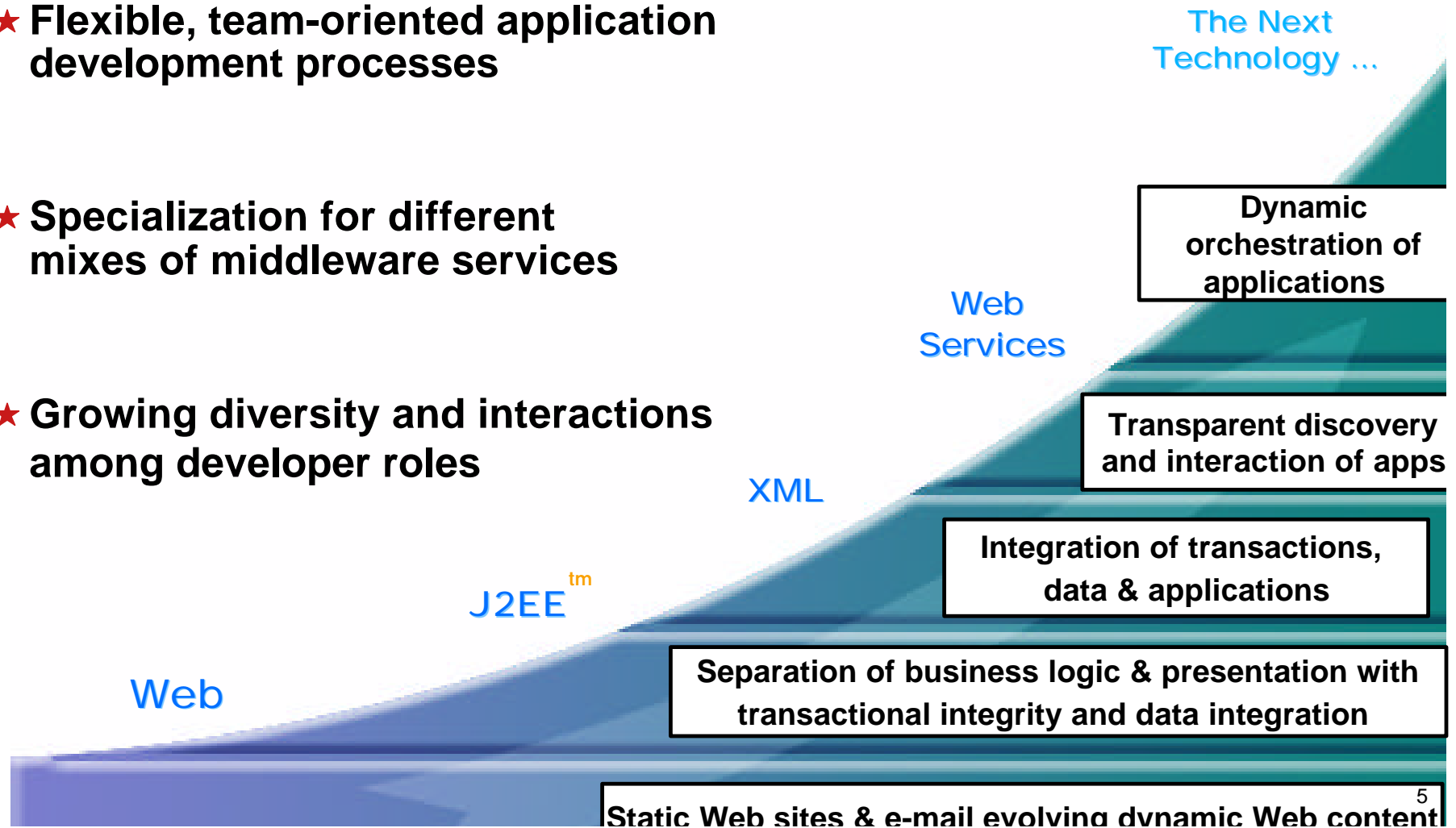
eclipse

# The evolution of e-business

"A long term trend toward the creation of more **automated** and **integrated** business processes which are transforming our world"

2.5%

4.5%

*Dynamic e-business*

12%

*External Integration*

27%

*Internal Process Integration*

54%

*e-business Transactions*

*Web Publishing*

4

# Application Development is the Key to Unlocking Dynamic e-business

★ **Integration of emerging technologies and managing their effect on processes**

★ **Flexible, team-oriented application development processes**

★ **Specialization for different mixes of middleware services**

★ **Growing diversity and interactions among developer roles**

The Next Technology ...

Dynamic orchestration of applications

Web Services

Transparent discovery and interaction of apps

XML

Integration of transactions, data & applications

J2EE^tm

Separation of business logic & presentation with transactional integrity and data integration

Web

Static Web sites & e-mail evolving dynamic Web content

# Proliferation of Poorly Integrated Development Tools
## Rapid Growth in Diversity & Interdependencies of Roles & Tasks
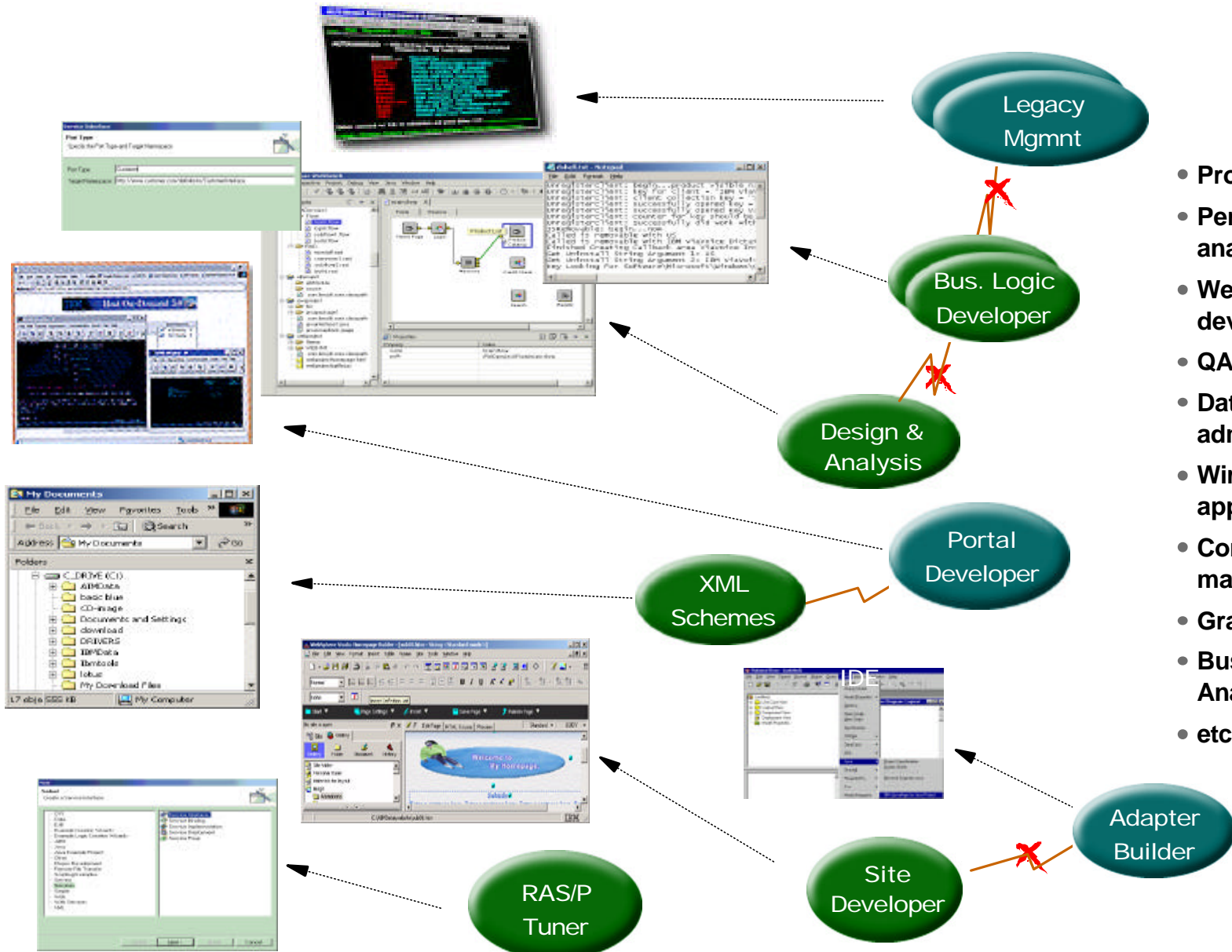
- **Programmers**
- **Performance analysts**
- **Web Content developers**
- **QA teams**
- **Database administrators**
- **Wireless / voice app developers**
- **Configuration managers**
- **Graphics artists**
- **Business Rule Analysts**
- **etc.**

Legacy Mgmnt

Bus. Logic Developer

Design & Analysis

Portal Developer

XML Schemes

RAS/P Tuner

Site Developer

Adapter Builder

IDE

# A "Portal-like" Approach for e-business Development

An integrated experience unlocks greater productivity by bringing order, collaboration and integration to rapidly expanding e-business development processes
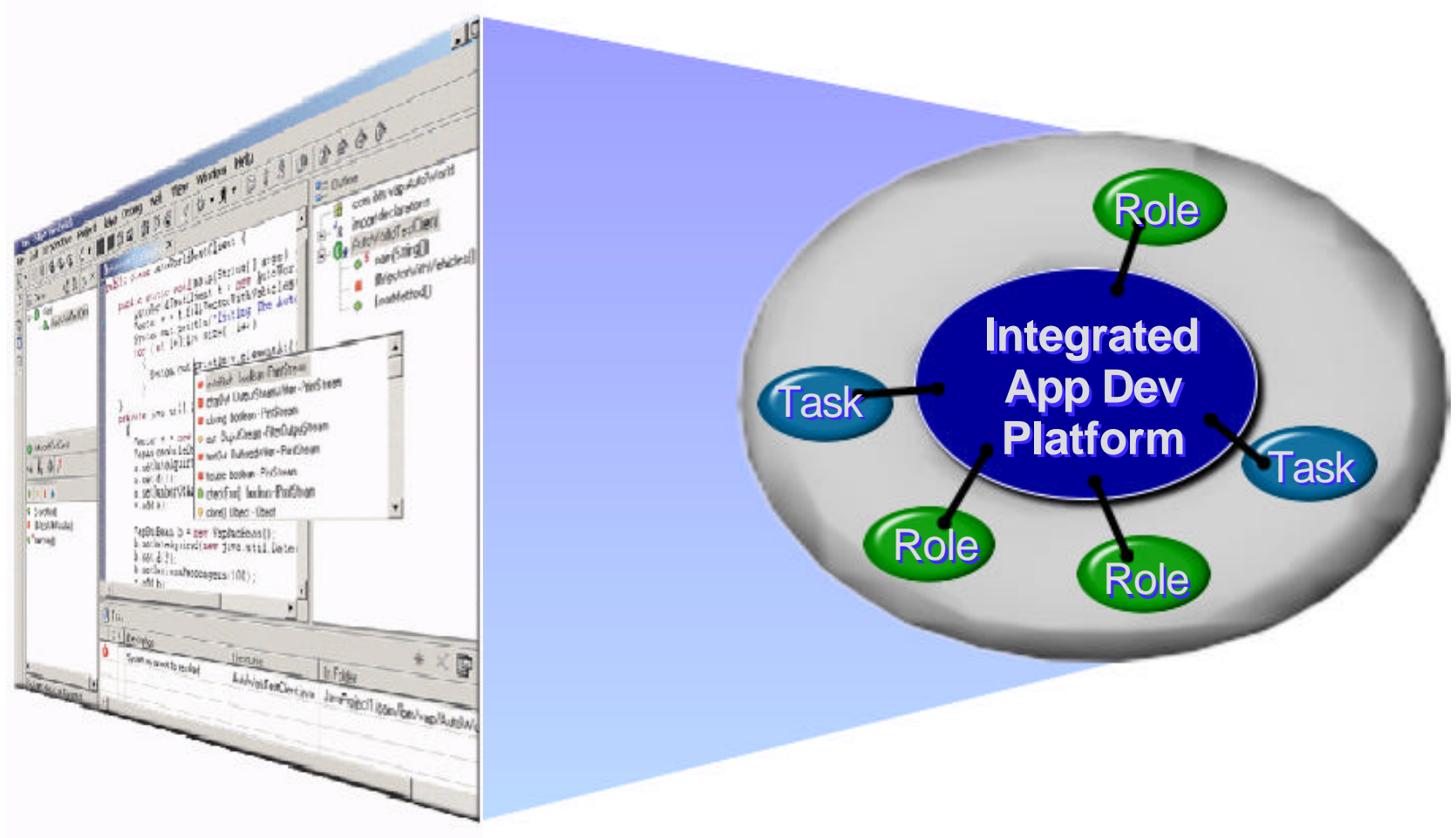
# Keys to Significant Productivity Gains
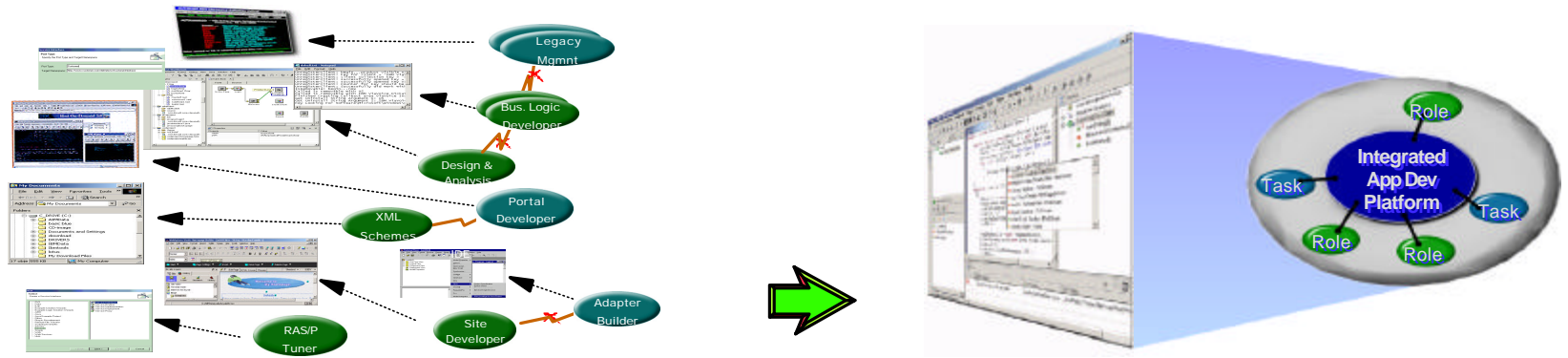


| Productivity Drag | Solution |
|---|---|
| **Most AD environments involve more than one tool from multiple suppliers** | **Best-of-breed tools working together as an integrated environment** |
| Multiple incompatible tools for <u>different runtimes</u> | Single AD platform for all middleware & servers |
| Iterative runtime-based <u>deploy</u>, <u>test</u> & <u>debug</u> | Integrated runtime -> rapid develop-test iteration |
| Poor integration of <u>lifecycle & specialized tools</u> | Seamless integration & customization of all tools - organized by tasks & roles |
| Slow integration of <u>emerging technologies</u> | Rapid deployment via dynamic plug-ins |
| No common way to view & leverage <u>assets</u> | A federated, dynamic view of all assets |

# WebSphere Software Platform
## Application Development
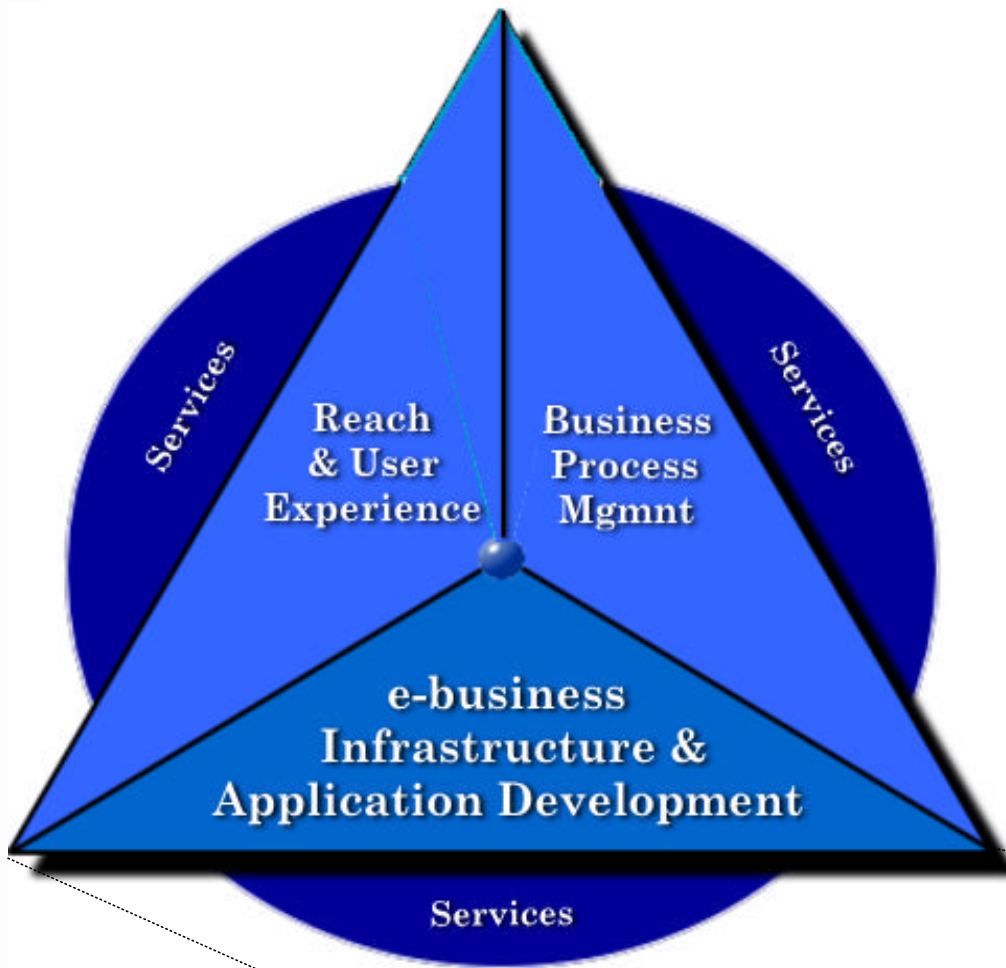


Help customers deliver, grow & differentiate their e-business to sustain competitive advantage

*Tools + Infrastructure + Open Technology + Community*

Higher Quality Applications

**in a**

of the Time

**Fraction**

# Building From Established Leadership

★ **Rapidly Growing Developer Community**

- **600,000 registered developers**
- **5,000 trained SI professionals**
- **More than 150 worldwide user groups**
- **300K downloads & 20M Web hits this year**

★ **e-business Platform Leadership**

- **Growing 10x the rate of nearest competitor**
- **10 consecutive quarters of double digit growth**
- **75% YtY revenue growth for 3Q 2001**
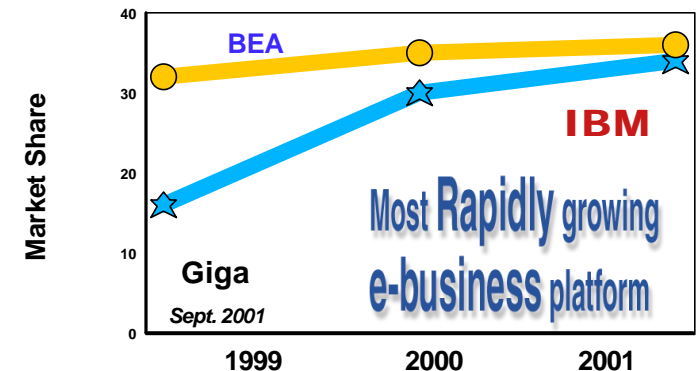
★ **Application Development Leadership**

- **Market leader in Java development**
- **2 consecutive years of double digit growth**
- **JDJ Readers "Best Java IDE" past 3 years**
- **First to integrate Web services standards**

**WebSphere® Developer Domain**

technical information on the WebSphere software platform for e-business

Powered by WebSphere and DB2®

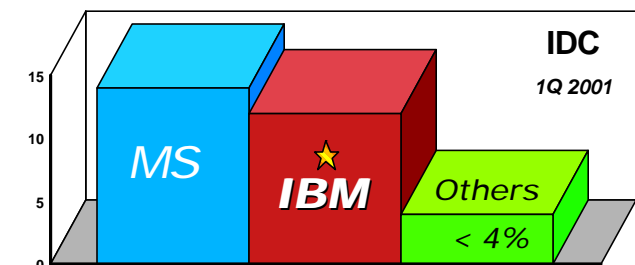developerWorks celebrates its second anniversary

Market Share

**BEA**

**IBM**

Most **Rapidly** growing **e-business** platform

**Giga**
*Sept. 2001*

1999    2000    2001

**IDC**
*1Q 2001*

*MS*    **IBM**    *Others*    < 4%

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# A Comprehensive, Integrated AD Environment
## Leveraging the Power of Open Integration Technology

**What type of application needs to be built?**



**Application & Runtime Services**

(Toolkit → MW APIs, Toolkit → MW APIs, Toolkit → MW APIs)
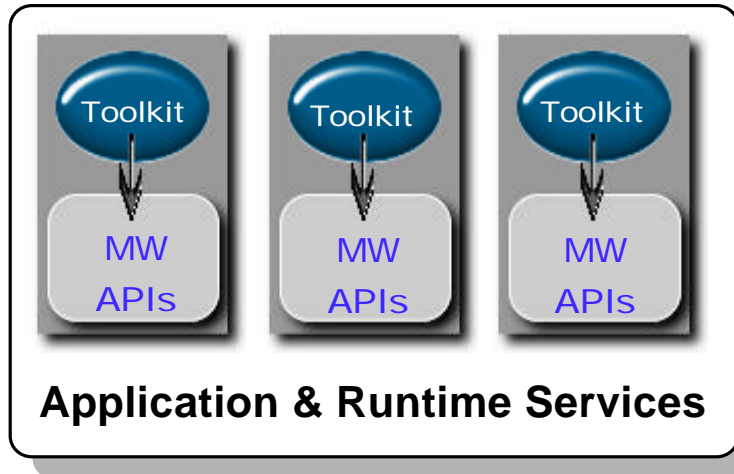
**What are the developer roles and processes involved?**



**Lifecycle & Special Purpose Tools**

(Partner Tool, Cust Tool, Partner Tool, Partner Tool, Partner Tool)



**Integrated Development Environment**

(Toolkit, Toolkit, Toolkit, Toolkit, Tool, Tool, Tool, Tool)
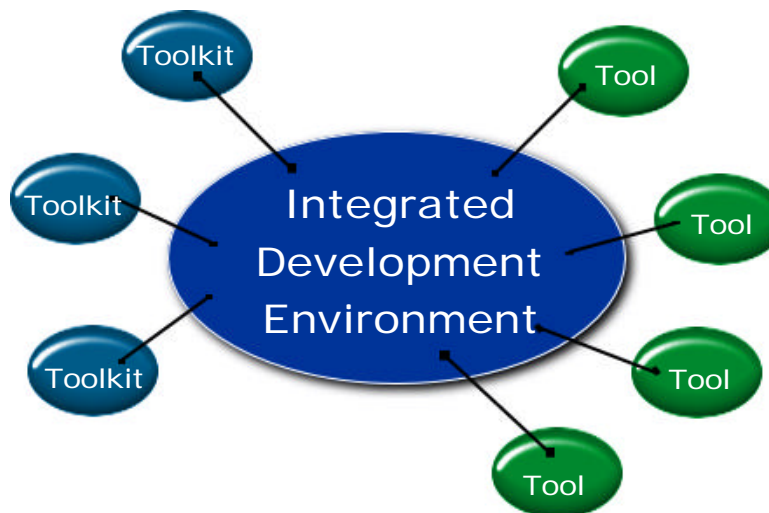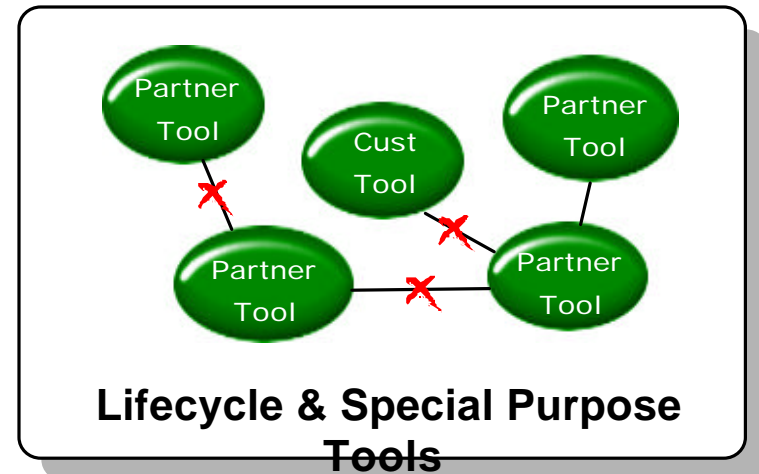
# WebSphere Studio Workbench
## An Open Tool Integration Platform

**A personalized, extensible development platform organized via developer**

## "Perspectives"
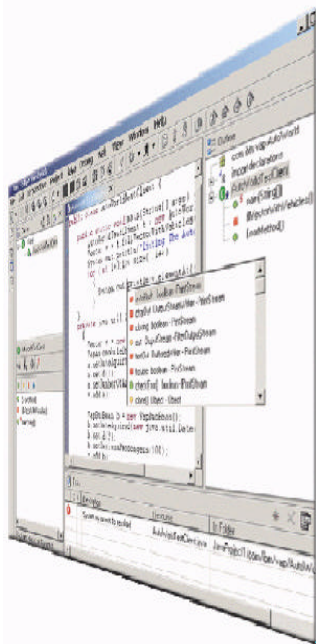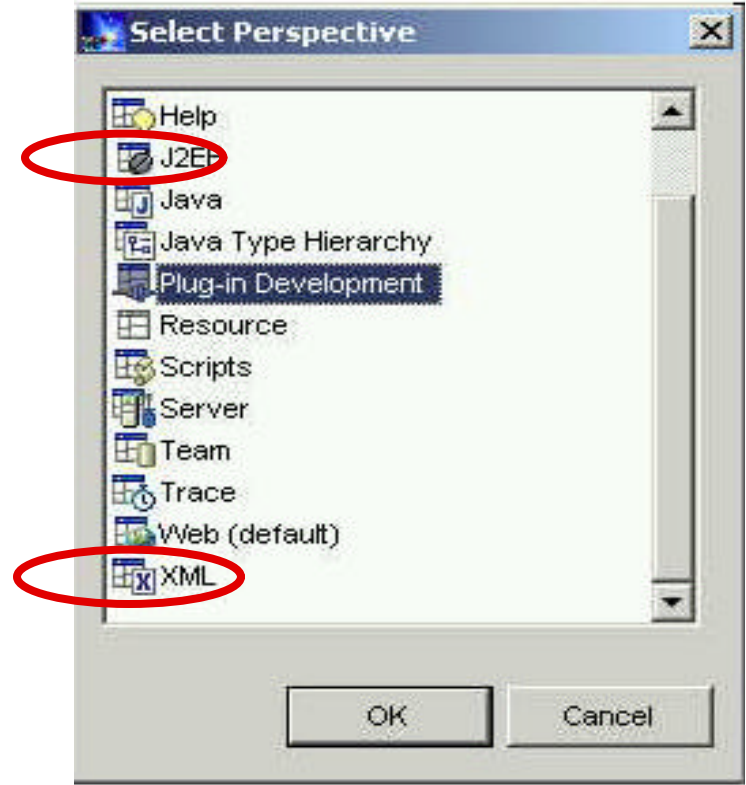
Products built with Eclipse inherit these capabilities plus 'plug-ins' built by others

**Select Perspective**

- Help
- J2EE
- Java
- Java Type Hierarchy
- Plug-in Development
- Resource
- Scripts
- Server
- Team
- Trace
- Web (default)
- XML

OK    Cancel

WebSphere Studio Workbench

- Java & JavaScript IDE
- Project Management
- Debugging Services
- Plug-in Development Tools
- Desktop & Help Frameworks
- Local & Team (CVS) Resource Management
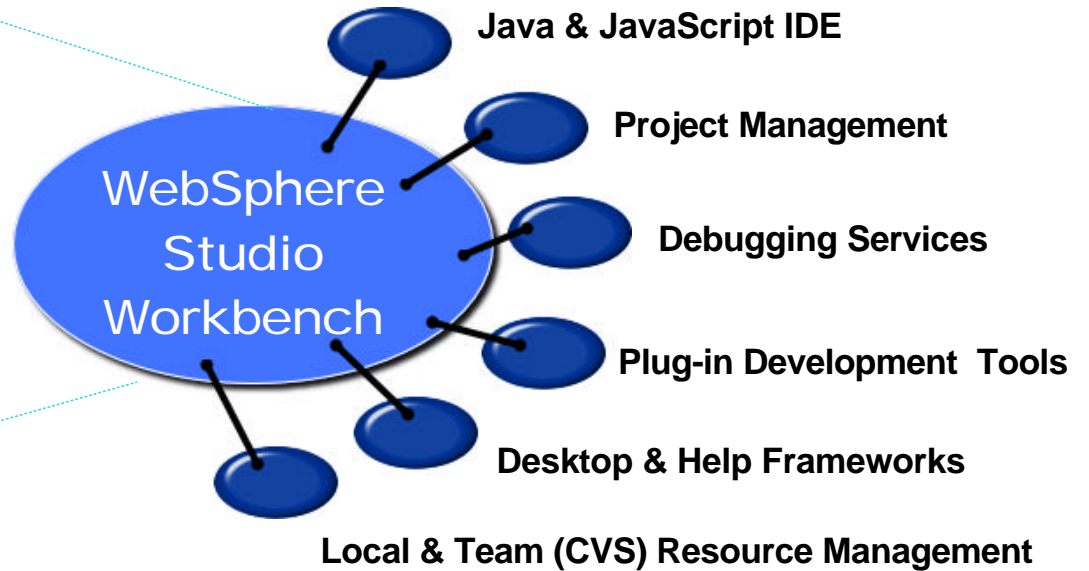
# WebSphere Studio Workbench
## An Open Tool Integration Platform

► **Everyone is** <u>**Integrated**</u> **with standards, the workbench, and plug-in tools**

► **Everyone is** <u>**Connected**</u> **w/ assets managed in people via common store**

► **Everyone is** <u>**Dynamic**</u> **and the tools adapt to the change**

► **Everyone has** <u>**Status**</u> **of tasks, artifacts & projects**

► **Everyone has their** <u>**Perspective**</u> **of a project based on their role**
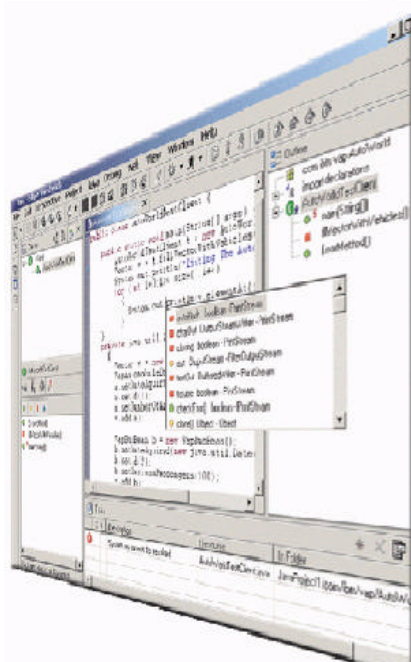
*Integration Value*

- **Intra-tool Collaboration (Function Sharing)**
- **Control & Flow Among Tools**
- **Metadata Integration (Artifact Descriptors)**
- **Desktop Integration (Perspectives)**
- **Project Artifacts (Repository)**

# The *New* WebSphere Studio Family
## IBM's Development Solution for e-business
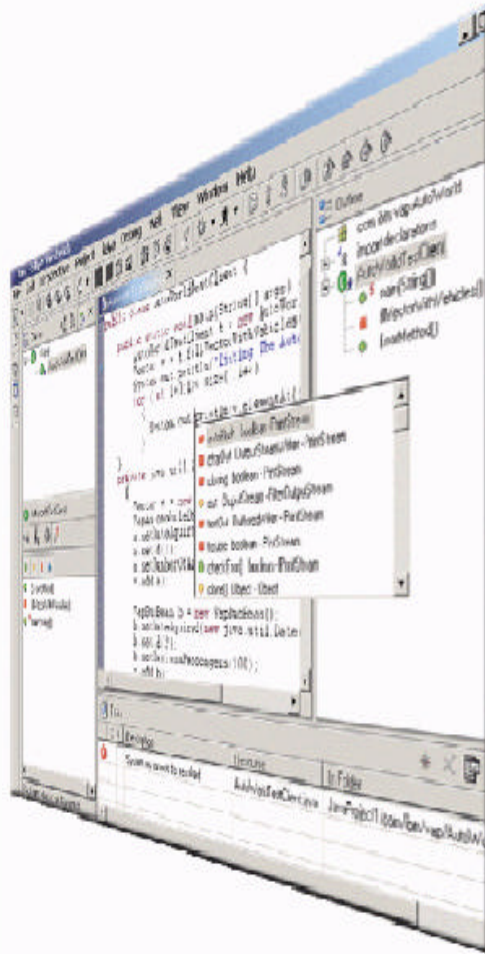
**IBM Server & Middleware Tools**

**Partner Tools & Middleware**

**WebSphere Studio**

**WebSphere Studio Workbench**

# The *New* WebSphere Studio
## Fast, Easy and Powerful

- ★ **A single, comprehensive IDE with unprecedented flexibility & extensibility**

- ★ **Configurations add or subtract "perspectives" to meet the needs of specific developer roles**

- ★ **Extend and customize with partner, customer & IBM plug-ins**

- ★ **Common development environment across Windows and Linux**

**IBM Server & Middleware Tools**

**Partner Tools & Middleware**

**WebSphere Studio**

**WebSphere Studio Workbench**

**Enterprise Developer**

**Application Developer**

**Site Developer**

**Homepage Builder**

**IBM server & middleware tools**

**WebSphere Studio partner tools**
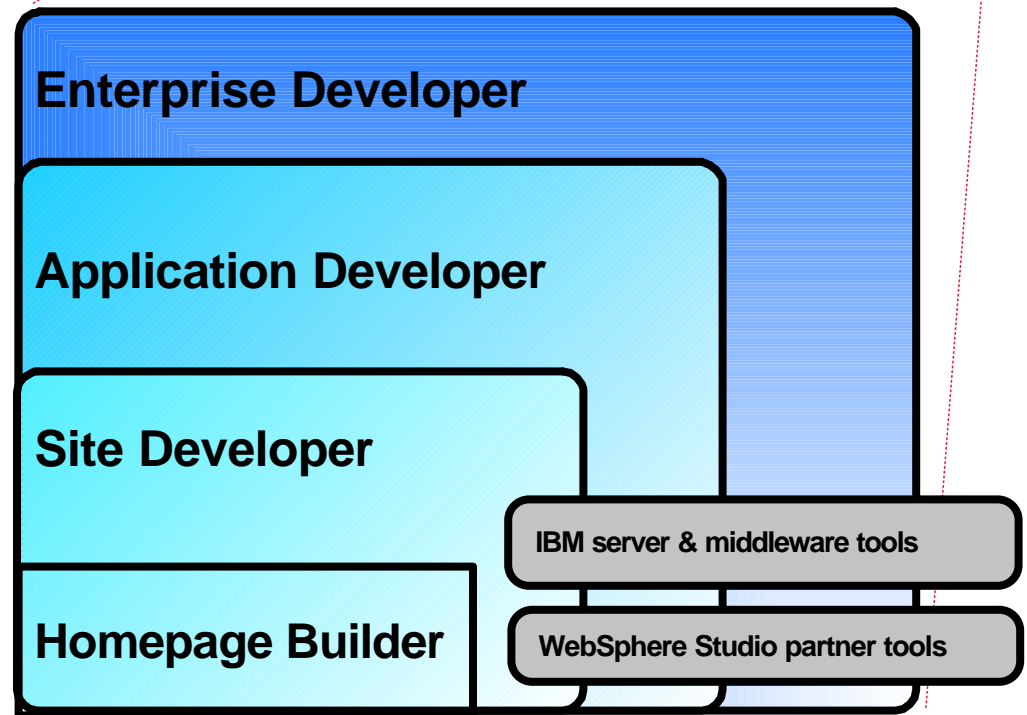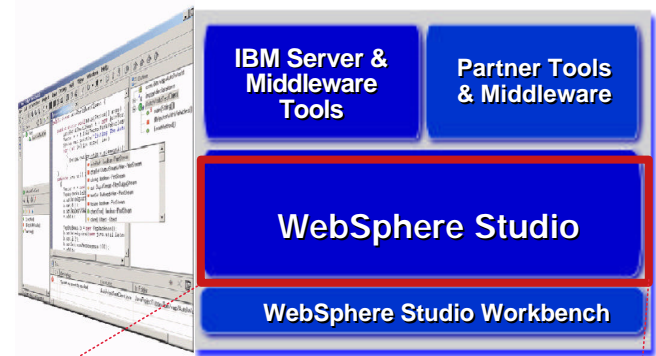
# The *New* WebSphere Studio
## Site Developer

★ **For professional developers of dynamic Web applications & sites**

★ **Delivers integrated support for open Web standards, including Java, JSP, XML, Rich Media & Web services tools**

★ **Includes Rational ClearCase LT as a team development option**

**IBM Server & Middleware Tools**

**Partner Tools & Middleware**

**WebSphere Studio**

**WebSphere Studio Workbench**

**Web Services & UDDI**

**XML**

**Web & Rich Media**

**Site Developer**

**Team - ClearCase LT**

**Integrated WebSphere Server**

**Studio Workbench**

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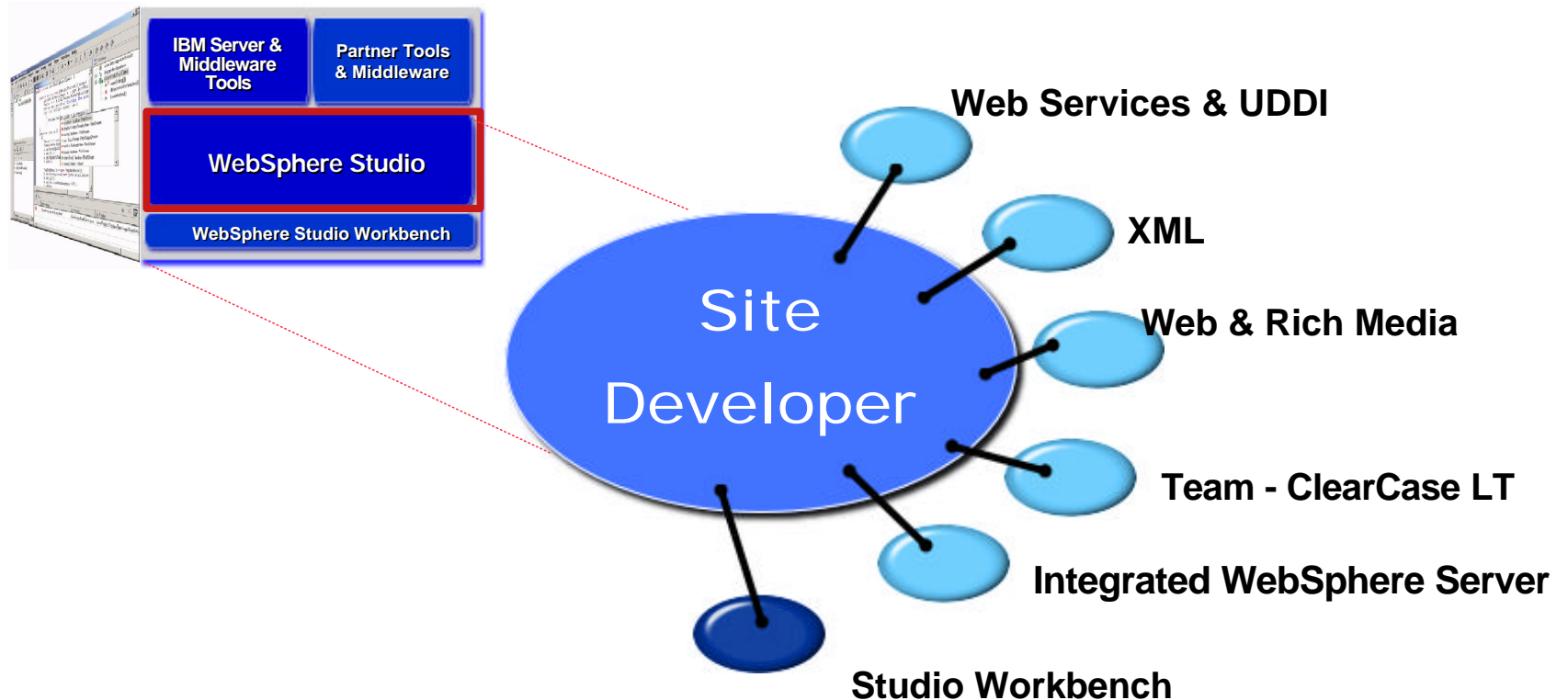
# The *New* WebSphere Studio
## Application Developer

★ **For professional developers of Java & J2EE applications, requiring integrated Web, JSP, XML & Web services support**

★ **Advanced tools for code generation, performance tuning & quality**

★ **Includes a highly integrated WebSphere Application Server test environment and deployment automation tools**



IBM MW & Server Toolkits

ISV & Customer Tools

WebSphere Studio

WebSphere Studio Workbench

Application Developer

J2EE (EJB, J2C, etc.)

Data mapping

Performance profiling

Advanced Java IDE
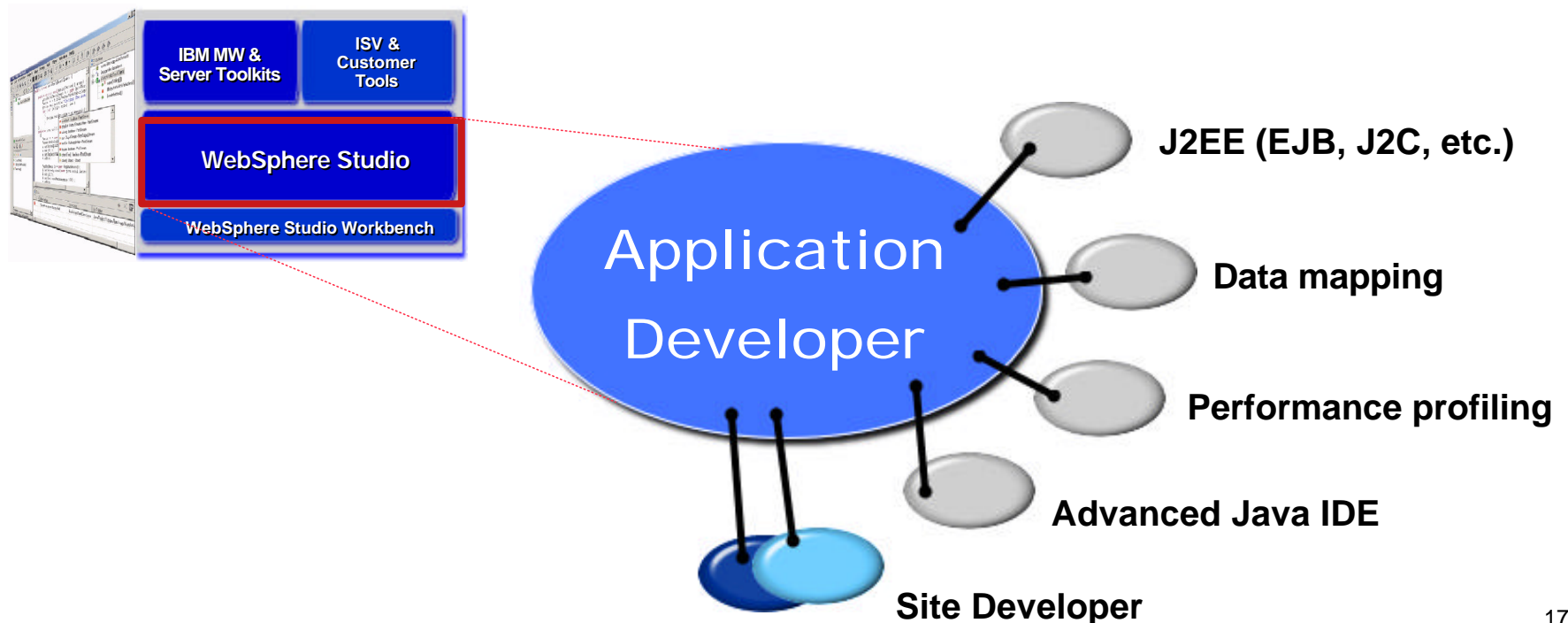
Site Developer

# The *New* WebSphere Studio
## Enterprise Developer

★ **For developers & integrators of advanced J2EE & Web services**

★ **RAD tools for visual application modeling, composition & adaptability (e.g., business rules)**

★ **Advanced EAI tools for generating adapters & dynamic microflows including integration of remote host assets**

| IBM Server & Middleware Tools | Partner Tools & Middleware |
|---|---|

**WebSphere Studio**

WebSphere Studio Workbench

**Enterprise Developer**

Remote E/C/D for host COBOL & PL/1 assets

Visual Builder for Adapters & Microflow

Visual Modeling & RAD

**Application Developer**

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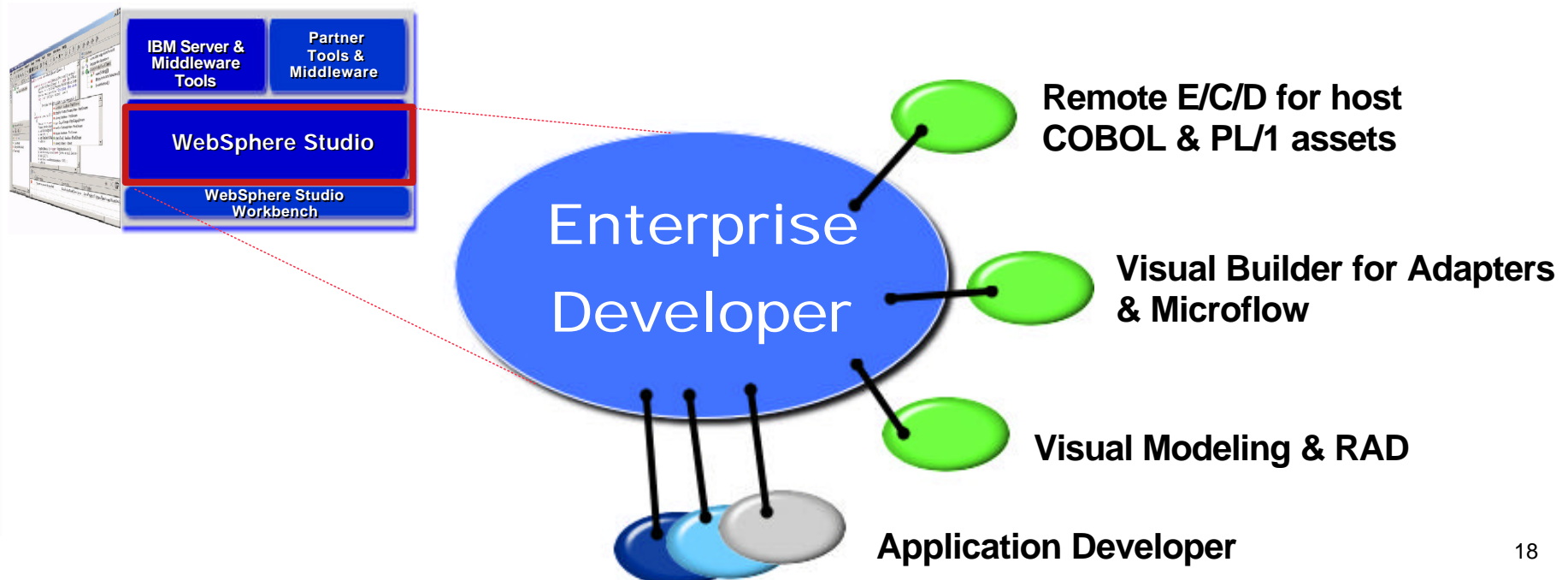
# The *New* WebSphere Studio
## Roll out

VisualAge for Java EE →

WebSphere Studio Pro/Adv →

WebSphere Homepage Builder →

**WebSphere Studio Enterprise Developer**

**WebSphere Studio Application Developer**

**WebSphere Studio Site Developer**

**WebSphere Studio Homepage Builder**

**IBM server & middleware tools**

**Partner tools & middleware**
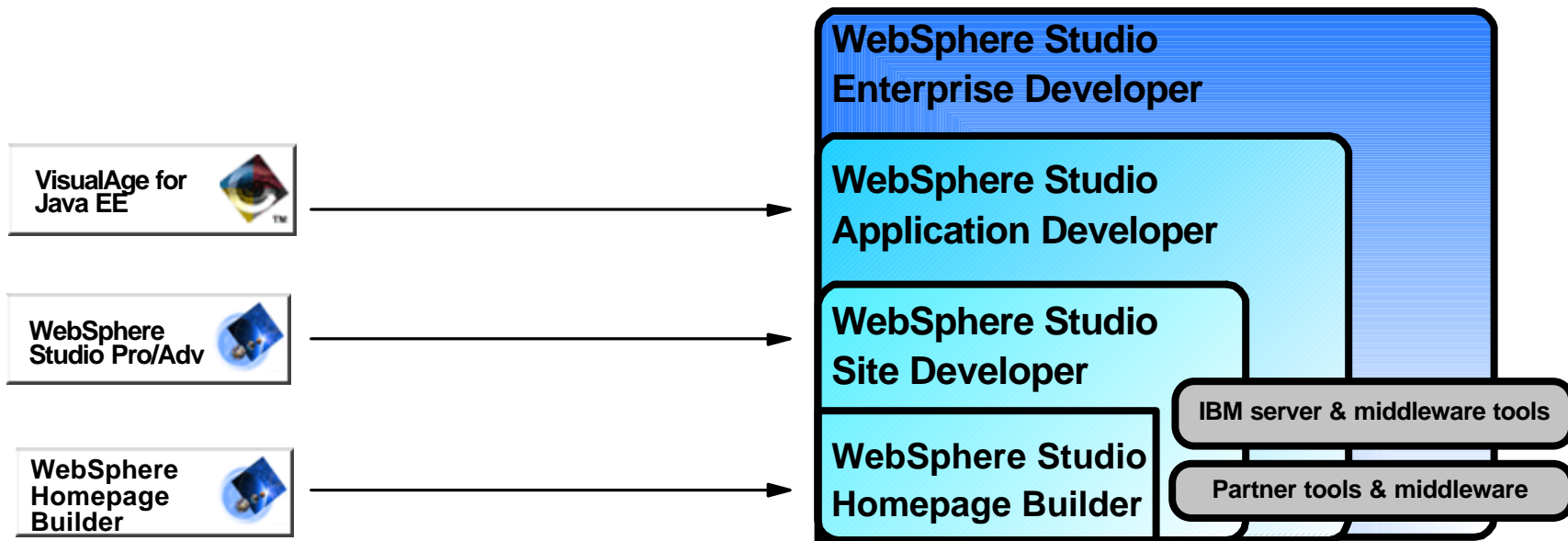
*\* Workbench includes entry Java IDE*

| | | |
|---|---|---|
| **Workbench** | NOW | no cost via partner program |
| **Homepage Builder** | NOW (Not currently on Workbench) | $99 |
| **Application Developer** | NOW | $3,499 (Free evaluation) |
| **Site Developer** | 1Q 2002 | TBA ** |
| **Advanced Site Developer** | 1Q 2002 (Preview Available Now) | TBA ** |
| **Enterprise Developer** | 1Q 2002 | TBA ** |

*\*\* Final pricing & naming TBA*

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# WebSphere Software Platform
## Unprecedented Integration of Middleware & Tools

### e-business Infrastructure

**WebSphere Application Servers**

**WebSphere Business Integrator**

**WebSphere Portal Servers**

**WebSphere MQ Integrator**

**WebSphere Everyplace Servers**

**WebSphere Voice Server**

**WebSphere Commerce Suite**

**eServers (iSeries & zSeries)**

**DB2 Universal Database**

**CrossWorlds**

:
*More to come*

**The WebSphere software platform**

### Development Environments

- Server Tools
- BPM Tools
- Portal Tools
- Messaging Tools
- Mobile Tools
- Voice Tools
- Commerce Tools
- eServer Tools
- Database Tools
- BPM Tools

*"Plug-Ins" to WebSphere Studio*

WebSphere Studio

UDDI Business Registry

e-business, IBM and Web services

# A Customized Development Environment
## Creating an Adaptable, Voice-enabled B2B Commerce application

Example

## Integrated, Roles-based Team Development

**Holosofx -  Model & Simulate Business Process**

**Rational Suite - Support Full Life Cycle Activities**

**CommerceQuest - Build and Link e-business Processes**

**WebSphere Voice Tools - Enable for Voice & Wireless**

**Versata Studio - Enable Easily Adaptable Business Rules**

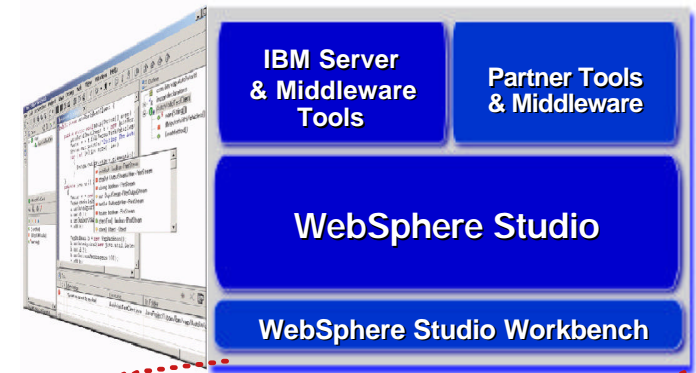| Holosofx | Rational Suite | Commerce Quest | WebSphere Voice Toolkit | Versata Studio |

### WebSphere Studio Application Developer

# WebSphere Studio Business Partner Program

**PartnerWorld for Developers**

www.ibm.com/partners

| IBM Server & Middleware Tools | Partner Tools & Middleware |
|---|---|
| **WebSphere Studio** | |
| **WebSphere Studio Workbench** | |

★ **Access to WebSphere Studio Workbench**

★ **Technical & product enablement**

- Education and Training
- Downloads and Papers
- Technical Support

Ready for
IBM WebSphere
e-business software ▶

★ **Ready for WebSphere Studio program**

- Tests to validate tools meet Workbench API
- Emblem to identify 'Ready' products
- WebSphere Studio 'Ready' Web site & other co-marketing programs

# WebSphere Studio Business Partner Program
## Value:  Ready-for-WebSphere

★ <u>**Brand Recognition:**</u> **Leverage WebSphere brand recognition with the Ready for WebSphere Studio program emblem**

★ <u>**Customer Confidence:**</u> **Help reduce the time customers need to evaluate the tools software and make their purchase decision**

★ <u>**Superior Solutions:**</u> **Enable easier implementations and increased quality of solutions**

★ <u>**Broad Support:**</u> **Workbench tools, education and technical support**

**http://www.developer.ibm.com/welcome/wstools/workbench.html**

# IBM Developer Community
## WebSphere Developer Domain and Programs

# What's New?

- **WebSphere for Newcomers**      **Start here (20,000 hits 1st month)**

- **WebSphere Evaluation Center**      **Your one stop location for downloads**

- **WebSphere Preview Technology**      **Private UDDI Registry**

- **WebSphere Business Practices Zone**      **Proven development techniques**

**WebSphere® Developer Domain**
technical information on the WebSphere software platform for e-business

Powered by WebSphere and DB2®

**ibm.com**/websphere/developer

# WebSphere Innovation Centers
## One-Stop-Shopping for WebSphere Studio Enablement

★ **For sales**

★ **For technical assistance**

★ **For marketing**



Avnet
Hursley/London
Chicago ☐ Rave
Washington
Boeblingen
Strategic Thought
San Mateo
☐ Avnet
Paris
Ingram ☐ Avnet
Singapore
Sydney

■ IBM WICs
■ Business Partner WICs
☐ Business Partner WICs opening soon

# Sales Support
## Newly Available Collateral & Promotions

**20% OFF**

THE VISITORS ENTER AN OPEN DEVELOPMENT ENVIRONMENT WHERE WEBSPHERE SOFTWARE TOOLS DELIVER MORE.
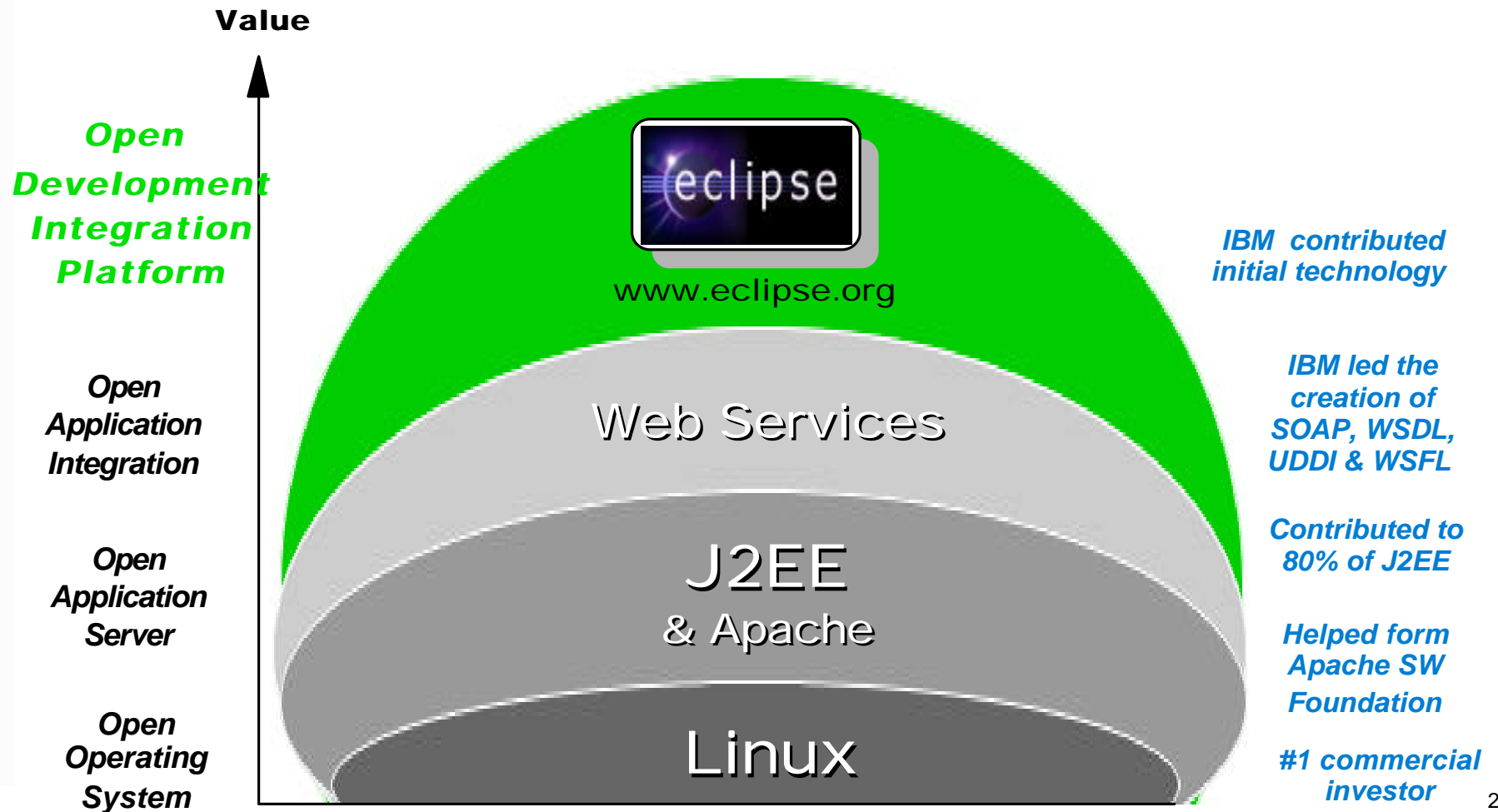
★ **WebSphere Studio V4.0 Application Developer Spec Sheet**

★ **VisualAge Enterprise Suite V3 Offering fact sheet**

★ **WebSphere Everyplace Access V1.1 Offering Fact Sheet**

★ **WebSphere Studio Workbench White Paper**

★ **Demonstrating Sales Promotion Value - Cost Analysis Work Sheets**

★ **WebSphere Studio Application Developer Product Review Guide**

★ **VisualAge for Java Product Transition White Paper**

★ **Application Development Vision and Strategy White Paper**

★ **More info & Web based demonstration - ibm.com/software/ad/adstudio**

# Open Technology Leadership

**The first AD integration platform to fully embrace open technologies, adopting the open approach that has been successful for Apache, J2EE & Linux**

**Value**

*Open Development Integration Platform*

**eclipse**

www.eclipse.org

**Open Application Integration**

**Web Services**

**Open Application Server**

**J2EE**
& Apache

**Open Operating System**

**Linux**

*IBM contributed initial technology*

*IBM led the creation of SOAP, WSDL, UDDI & WSFL*

*Contributed to 80% of J2EE*

*Helped form Apache SW Foundation*

*#1 commercial investor*

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# Eclipse - Broad Industry Participation

Over 1200 developers from 150 companies are participating in the Eclipse project, including these industry leaders ...

- Altoweb
- Asist
- Bowstreet
- BrowserSoft
- Cast Software
- CollabNet
- CommerceQuest
- Computer Assoc.
- Compuware
- Crystal Decisions
- Embarcadero
- Holosofx
- Instantiations
- Interwoven
- LegacyJ
- LogicLibrary
- Macromedia
- Merant

- Mercury Interactive
- Midcomp Intl.
- MKS
- NeuVis
- Peregrine
- QSSL
- Rational Software
- Red Hat
- Serena
- Sitraka
- Skyva
- Starbase
- SuSE
- Telelogic
- TogetherSoft
- Versant
- Versata
- Wily Technology

"Rational Software has been an early adopter of the Eclipse platform because we believe it delivers high value to software teams. We've been working closely with IBM to integrate our products into Eclipse...."
*Dave Bernstein, Sr VP of Products, Rational Software*

"The Eclipse community will allow developers to collaborate on enhancements to the Workbench technology and more rapidly integrate it within their own applications."
*Brian Behlendorf, co-founder and CTO, CollabNet*

"This has long been a dream of developers, and now IBM is providing the integration framework to make it possible." *Arun Gupta, CTO, NeuVis Software*
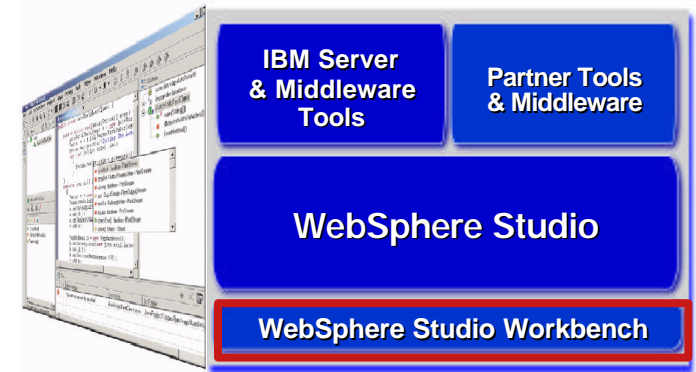
eclipse

www.eclipse.org

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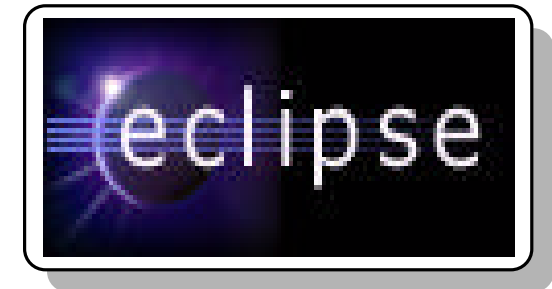# Eclipse Workbench
## An Open Development Integration Platform

★ **Enables vendors and customers to develop, customize and integrate tools and repositories via open standards**

★ **Based on Java with initial support for Linux & Windows**

★ **IBM has contributed the initial technology which is licensed via the Common Public License**

★ **IBM will continue to participate in Eclipse development and will adopt enhancements**

IBM Server & Middleware Tools

Partner Tools & Middleware

WebSphere Studio

WebSphere Studio Workbench

Contribute

Adopt

eclipse
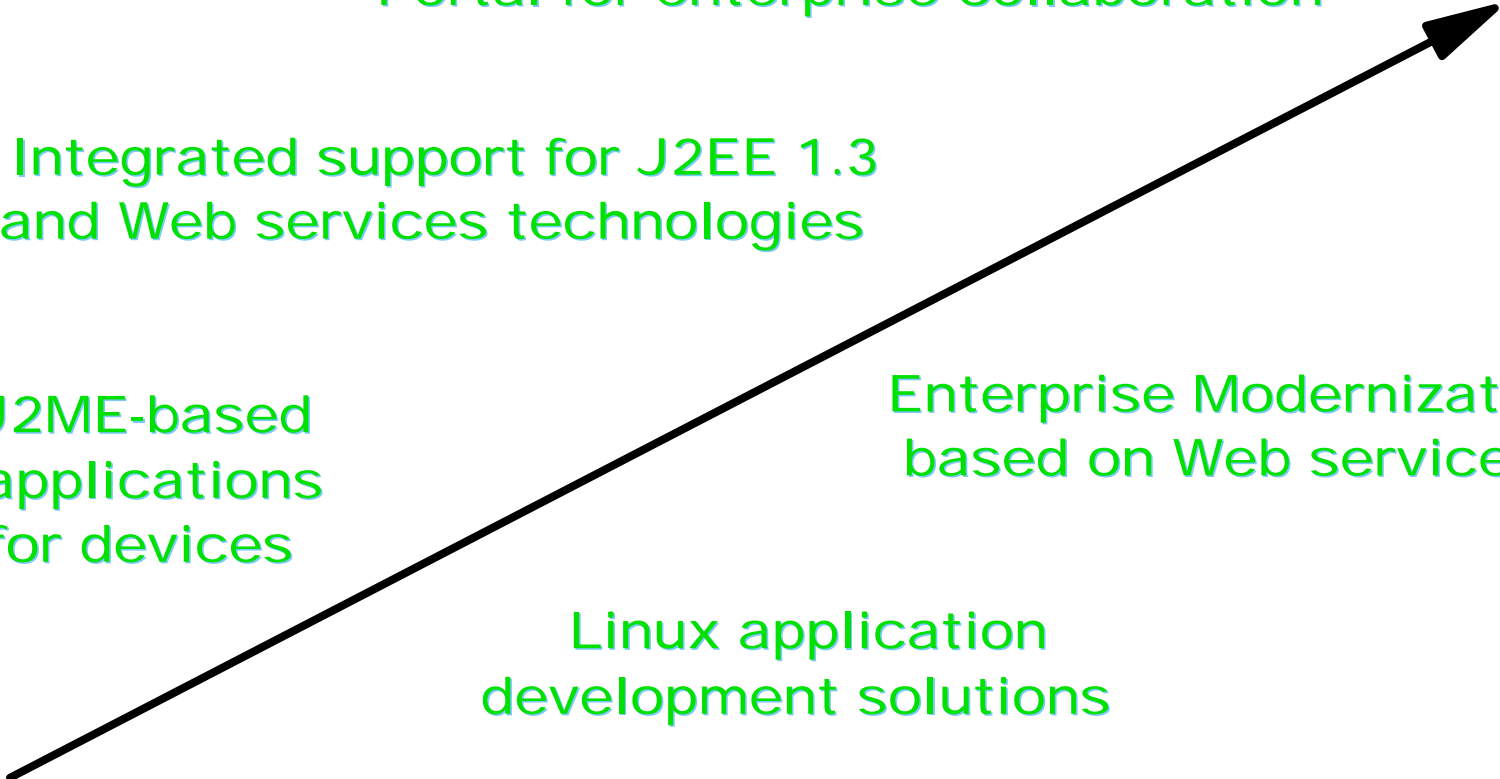
www.eclipse.org

# What's Next?

Integrated Development Resource
Portal for enterprise collaboration

Integrated support for J2EE 1.3
and Web services technologies

J2ME-based
applications
for devices

Enterprise Modernization
based on Web services

Linux application
development solutions

# Summary

★ **IBM and other industry leaders are unlocking the full power of open e-business software infrastructure through an equally powerful open application development (AD) platform**

★ **IBM and a broad set of partners are introducing the first AD integration platform to fully embrace open technology, adopting the open approach that has been successful for Apache, J2EE & Linux**

★ **This heralds a new era promising startling productivity gains -- higher quality applications in a fraction of the time -- due to unprecedented integration of process, tools, infrastructure & assets**

★ **IBM expands its leadership with developers and ISVs by contributing its rich AD integration platform to an open source organization and by introducing the new WebSphere Studio family**

# Thank You

## For More Information ...

★ **WebSphere Studio Information and Web Demo**

- **www.ibm.com/software/ad/adstudio**

★ **WebSphere Studio Partner Program**

- **www.ibm.com/partnerworld**

★ **Eclipse**

- **www.eclipse.org**