IBM

Profiting from the next generation of e-business.

e
e-business

With more than 65,000 new Web sites going live every hour, e-business represents unprecedented business opportunities. GartnerGroup analysts predict profit growth for business-to-business e-commerce will reach $7.29 trillion worldwide by 2004.

To help you capitalize on this opportunity and profit from the next generation of e-business, IBM delivers an integrated set of reliable software and proven technologies based on industry standards — the IBM WebSphere® software platform for e-business.

Integrated solutions

> "IBM SanFrancisco™ [included with IBM WebSphere Business Components] and IBM WebSphere Application Server offer us the most flexibility and highest performance. With Outcomes Manager, we are offering the first Web-based benchmarking reporting to the post-acute healthcare market."
>
> — Mike Milvain, president and CEO, Provider Solutions

IBM WebSphere software platform for e-business

The industry's best-integrated and broadest middleware package, the WebSphere software platform for e-business is designed to help you capitalize on the extended reach of the Internet. A key component of the Application Framework for e-business developed by IBM, the WebSphere software platform provides a flexible architecture with open standards and multiplatform support to allow you to participate in every phase of e-business.

The WebSphere software platform makes it easy and fast to build, manage and deploy high-performance, scalable solutions — from simple Web publishing to advanced e-business and e-commerce applications. You can integrate the latest Internet technologies with solutions from third-party vendors and up-sell complementary products. Enhance your competitive advantage by delivering new service initiatives to meet changing market needs. Grow and adapt custom e-business solutions on the fly — as market demands shift and business goals evolve. And differentiate yourself in the marketplace by building innovative e-business solutions that meet customer demand today — and tomorrow.

Integrate, develop and customize e-business solutions

WebSphere software has evolved from a family of Web application servers to a comprehensive e-business software platform, with breakthrough technologies and advanced capabilities for fast, seamless implementation, testing and deployment of e-business applications.

When you build e-business solutions on the WebSphere software platform, you can speed your time to market by leveraging existing data and applications, rather than reworking them or starting from scratch. Your developers can expand their skill sets using a standards-based developer workbench and browser-based tools to create and deploy Java™ technology, JavaBeans™, XML, JavaServer Pages™ and servlet-based applications. Use your preferred development tools to create highly interactive and personalized e-business solutions with advanced visual programming capabilities and powerful e-commerce functionality. And you are backed up by the worldwide IBM sales, marketing and technical support teams to help you build your e-business.
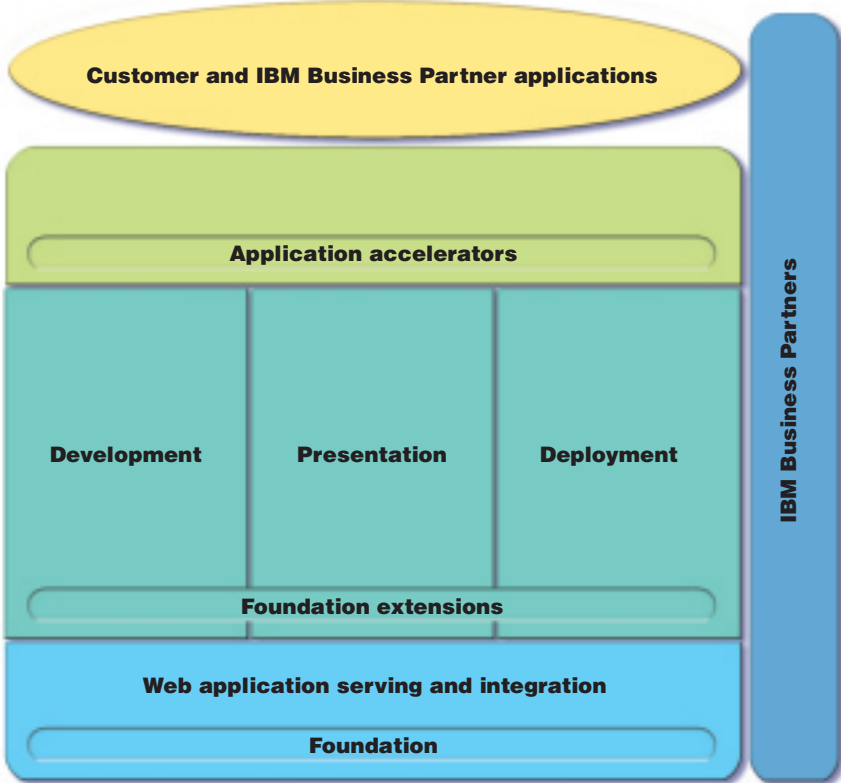
WebSphere software platform for e-business

Customer and IBM Business Partner applications

Application accelerators

| Development | Presentation | Deployment |

Foundation extensions

Web application serving and integration

Foundation

IBM Business Partners

A recent study by Meridian Technology Marketing shows for every dollar spent on IBM Software, customers spend $11 on IBM Business Partner services.

Since 1998, 80% of IBM Business Partners reported their IBM software business grew 64%.

A flexible e-business platform for today's business environment

With the WebSphere software platform, it's easy to rapidly develop and deliver powerful solutions and value-added services that support dynamic revenue growth, new market penetration and increased profitability.

The WebSphere software platform combines two of the most important middleware technologies — Web application serving and integration — as well as an extensive selection of e-commerce, Web development and management services. The platform's three component areas are the foundation, foundation extensions and application accelerators.

Provide a strong, reliable foundation

To help extend your customers' core business processes — such as marketing, sales and customer service — to the Internet, the foundation level includes IBM WebSphere Application Servers and IBM MQSeries® software. With comprehensive support for J2EE technology, WebSphere Application Server allows you to integrate critical business easily. And you can benefit from significant cost savings because WebSphere Application Server includes developer licenses. With our best-of-breed MQSeries software, you can deliver reliable business-to-business communications and execute application transactions across 35 platforms.

Extend the reach of new e-business solutions

The foundation extensions provide tightly integrated development software and tools — such as award-winning IBM WebSphere Studio and IBM VisualAge® for Java. With integrated debugging, testing and deployment support, our standards-based services and tools help simplify and speed the development and management of advanced e-business solutions over their life cycles. Foundation extensions include three solution areas:

- Development extensions to build, test and deploy new e-business applications, including personalization, mobile Internet and speech

- Presentation extensions to connect Web and enterprise applications to various pervasive and mobile devices

- Deployment extensions to quickly and easily Web-enable existing applications, manage Web content and deliver first-class availability, scalability and performance

Adapt to meet evolving business priorities

The application accelerator offerings allow you to rapidly create specialized e-business applications using industry-leading software, like IBM WebSphere Commerce Suite and Lotus® Domino™. To help you gain a competitive advantage in the marketplace, these modular, customizable solutions provide specific services to support e-commerce, collaboration and business-to-business integration.

Customer and IBM Business Partner applications

To help extend the value of the WebSphere software platform, IBM offers ready access to a wide range of complementary solutions. With ready-to-run support for applications from 20,000 Business Partners, including nearly 9,000 independent Software Developers, IBM can help you integrate solutions at Internet speed as your goals, strategies and target markets evolve.

Seize the opportunity

The WebSphere software platform enables you to increase opportunities to integrate, customize and up-sell products and services while decreasing the time, cost and resources required to deliver and support your solutions.

Systems integrators can add significant value to customer solutions by integrating Enterprise JavaBeans components with existing processes and data. By integrating state-of-the-art software components, Software Developers and solution providers can rapidly build and deliver vertical-industry applications for a strong competitive edge. Application and service providers can take advantage of a wide range of standards-based payment technologies to extend e-commerce services to customers of all sizes. And to help customers and trading partners who want to start small but are planning to grow fast, value-added resellers can deliver superior functionality, performance and scalability from the e-business leader — IBM.

Deliver customized services

> "WebSphere software helped us get the site up and running—
> less than two months after the initial design phase."
>
> — Emery Miller, technical architect, nurun

Provider Solutions reduces application development time

Offering specialized software solutions for the post-acute healthcare market, Provider Solutions has developed the ideal solution for the electronic collection, storage, analysis and reporting of clinical assessment information—Outcomes Manager Internet Offering. With four part-time developers, the company rolled out the first beta in just months, reducing its development time by nearly 80 percent.

Streamlink leverages e-commerce relationships

Australian-based Streamlink Pty Ltd.—an IBM Premier Business Partner—has capitalized on the benefits of e-business. In 1993, Streamlink developed e-Procure, a Web-based procurement solution that manages each stage of the purchasing process and measures suppliers' performance. Desiring a more robust, platform-independent solution, Streamlink re-engineered the architectural design of e-Procure using WebSphere Application Server, VisualAge for Java and IBM DB2® Universal Database™. Today, Streamlink's customers are reporting up to a 70 percent reduction in operational costs; over a 75 percent decrease in purchase order costs; and significant improvements in productivity.

"We needed a middleware solution that would reduce development time and costs while maintaining the ability to scale to millions of transactions," explains Martin Fisk, managing director at Streamlink. "VisualAge for Java has enabled us to reduce our development cycle by eight months." Fisk expects an 100 percent payback on his investment within 12 months.

nurun speeds development of robust e-business solutions

Toronto-based nurun, an IBM Premier Business Partner, has shown time and again that it can deliver comprehensive, one-stop e-business solutions on schedule. So when one of North America's respected retailers gave nurun a tall order for an online catalog—with a short timeframe—nurun joined with IBM to leverage WebSphere Application Server, Advanced Edition to minimize the development cycle.

Grow
solutions faster

To consolidate the data from the back-end systems and package it in an appropriate format for IBM Net.Commerce (now part of the WebSphere Commerce Suite family), nurun created a Java-based application powered by WebSphere Application Server, running on an IBM RS/6000® server. "Without WebSphere software, this packaging would have been done manually, at a much greater cost," says nurun Technical Architect Emery Miller. "Factoring in the implementation of security, user profiles and maintenance, our cost would have increased four-fold."

As nurun's client base grows and its development workload increases, it relies on WebSphere Application Server to improve productivity. "Developers using WebSphere software can create applications two to three times faster than C++ developers," says Miller. "Not only do we complete development projects faster with WebSphere Application Server, but we are also delivering applications that are notably more robust."

IBM PartnerWorld delivers industry-leading support

IBM PartnerWorld provides marketing support, education, certification, technical support and rewards. To help you create new revenue opportunities around the WebSphere software platform, PartnerWorld initiatives are designed to meet the needs of resellers, integrators, developers, Internet service providers and others who want to grow innovative solutions and services around IBM offerings. PartnerWorld support for the WebSphere software platform includes co-marketing campaigns, educational programs, joint business and marketing initiatives.

WebSphere — the first true e-business platform

Today's e-business marketplace demands high levels of business integration and performance. The WebSphere software platform is a complete, integrated platform built on industry standards, delivering the flexibility, reliability and scalability required to develop and deploy the most advanced e-business solutions. Whether your customers are building their businesses on the Web or expanding their businesses *to* the Web, the IBM WebSphere software platform for e-business gets the job done.

For more information

To learn more about how the IBM WebSphere software platform can help you succeed in e-business, visit: **ibm.com**/websphere

For information about WebSphere Business Partner opportunities, visit: **ibm.com**/websphere/partners

For information about developing solutions, visit the WebSphere Developer Domain (WSDD) at: **ibm.com**/websphere/developer

For information about IBM Business Partner programs, visit PartnerWorld at: **ibm.com**/partnerworld

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