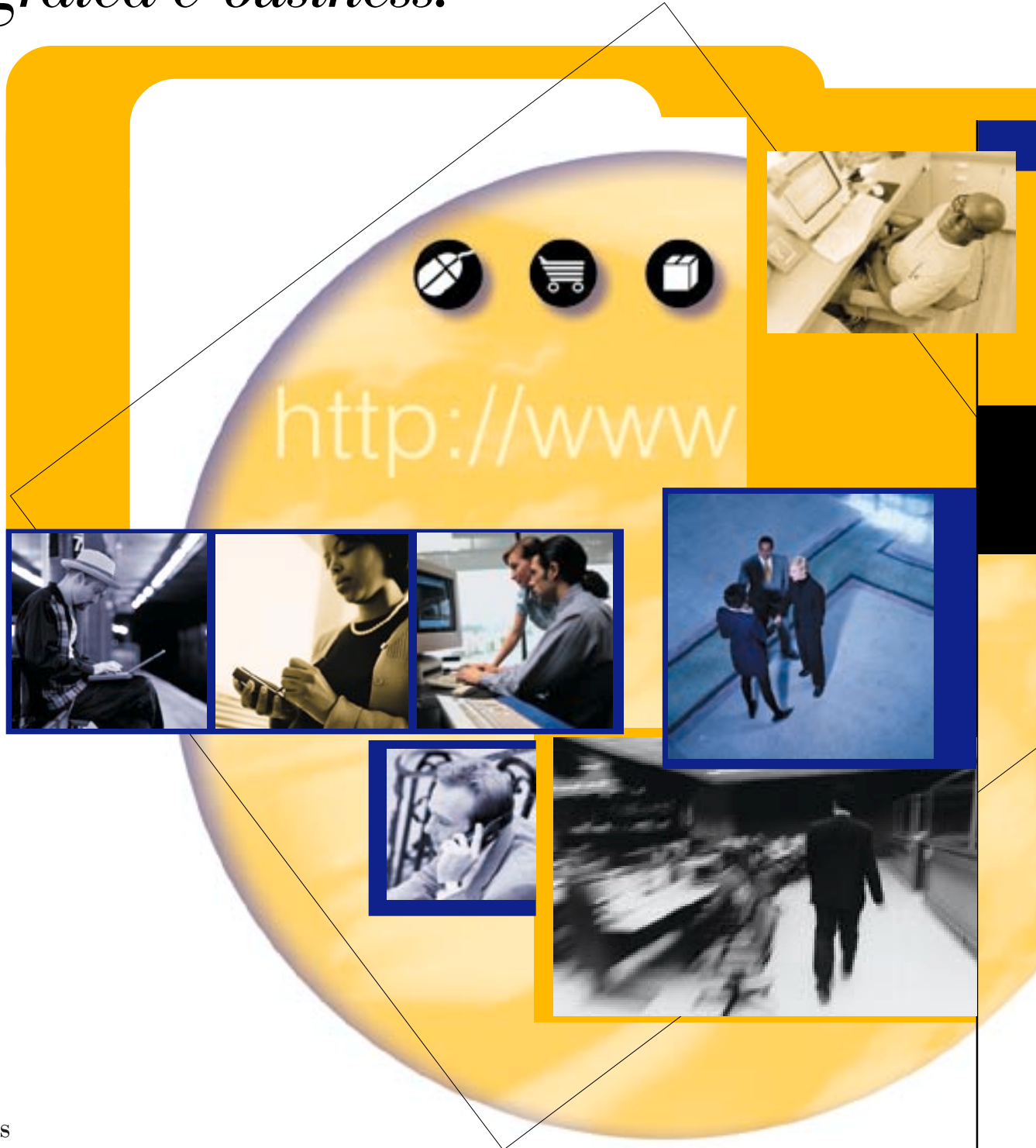


WebSphere software platform
for e-business



*Advance to a powerful platform for
integrated e-business.*





As the Internet economy evolves, it's no longer enough to simply establish an online presence to sell your products and services. To compete in this fast-paced, global marketplace, you need to respond rapidly and intelligently to changing market demands while reducing the complexity of implementing new e-business solutions. The new economy demands integrated, flexible solutions that work seamlessly with existing business processes, leveraging your current investments while positioning you to take advantage of the e-marketplace.

Build the next generation of integrated e-business solutions

The IBM WebSphere™ software platform for e-business is a comprehensive set of award-winning, integrated e-business solutions. It's a software platform based on industry standards—like Java™, XML and J2EE technologies—making it flexible and pluggable, allowing you to adapt on-the-fly as markets shift and business goals change.

Building on this robust platform, you can integrate diverse IT environments to maximize your current investments. Deliver your core business applications to the Web. Grow these applications to meet changing needs and increasing demand. And create a differentiated e-business that sets you apart from the competition.

Integrate to deliver powerful e-business capabilities

Tight integration is critical for successful e-business. As a key component of the Application Framework for e-business developed by IBM, the WebSphere software platform delivers integrated solutions designed to help you capitalize on the power of the Internet.

With the right software, you can build a highly manageable environment that leverages your existing resources as you integrate systems, applications and capabilities across your e-business. You can streamline operations with trading partners. Create an online store that's highly accessible and available. Transform your content-based Web applications to more sophisticated transaction-oriented applications to help capture new customers and new markets. Deploy a security-rich electronic payment system to leverage existing relationships and build customer loyalty. Fine-tune your supply chain to help reduce costs and increase productivity by helping you get your products to market faster.



Build, run and manage dynamic e-business applications faster, easier

IBM WebSphere software platform for e-business

Our platform is built with a foundation of application servers and integration software that helps you deliver fundamental business processes, such as marketing, sales and customer services, to the Internet. Foundation extensions provide the development and deployment flexibility you need to quickly grow and tailor e-business solutions that meet evolving customer needs and market demands. Application accelerators and partner applications enable you to develop specialized e-business applications that can help you differentiate your business in the e-marketplace and gain a competitive advantage.

For optimal interoperability, most WebSphere Software supports a variety of major hardware and operating environments, including IBM AIX®, IBM OS/2®, IBM OS/390®, IBM OS/400®, Sun Solaris™, HP-UX, Microsoft® Windows NT® and Windows® 2000, Linux® and Novell NetWare. And all WebSphere Software components are Tivoli Ready™, allowing you to simplify integration using the Tivoli® e-business management system to manage your IBM WebSphere Application Server operations.

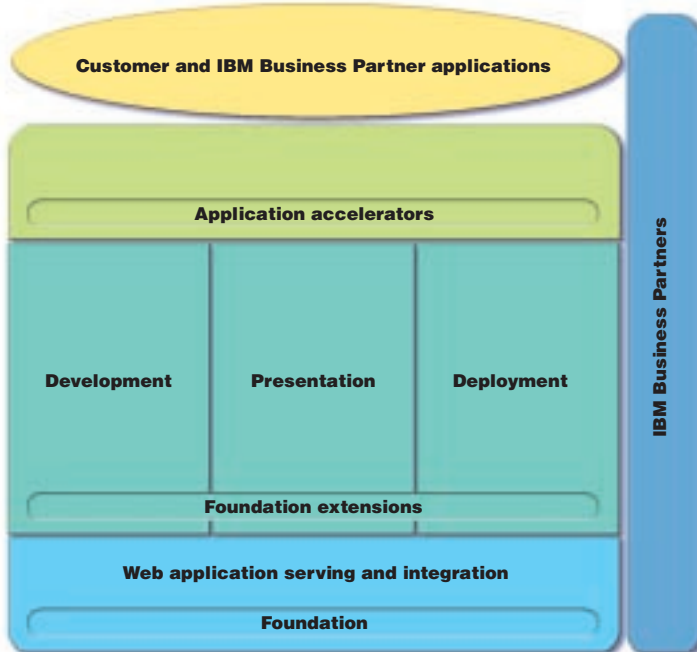
Whatever your needs — from creating a dynamic Web site to conducting large volumes of security-enhanced e-commerce transactions over the Internet — the WebSphere software platform can help you build, manage and deploy powerful, portable e-business applications that meet your unique business needs.

“IBM offers an integrated framework for e-business that enabled us to build a robust, secure and scalable e-business solution quickly. The tight linkages between products like IBM VisualAge for Java and IBM WebSphere Application Server helped simplify the architecture and speed the development process.”

*Tim Webster,
Application development manager,
HomeDirectUSA, a business unit of
Bekins Van Lines*



WebSphere software platform for e-business





IBM Websphere Application Server, Version 3.0 named Product of the Year for "Best Application Server Software"

Network Magazine
April 2000

Deliver fundamental business processes to the Web

To help you extend your business processes to the Web, the WebSphere software platform provides a robust, scalable foundation for e-business with IBM's award-winning Web application servers and business integration software:

- *IBM WebSphere Application Server, Standard Edition.* Transform Web sites from static pages to sources of dynamic content using Java servlets, JavaServer Pages™ (JSP™) components and Extensible Markup Language (XML) technology.

- *IBM WebSphere Application Server, Advanced Edition.* Create and deploy business logic using Enterprise JavaBeans™ (EJB) technology.
- *IBM WebSphere Application Server, Enterprise Edition.* Integrate high-performance e-business applications with enterprise systems using EJB technology and Common Object Request Broker Architecture (CORBA).
- *IBM MQSeries®.* Connect heterogeneous systems with assured, once-only delivery. Modify, add or replace business applications with extreme flexibility without impacting your enterprise systems.

Grow and adapt to changing market needs

The WebSphere platform offers extensions to the foundation level to help you develop and maintain complete solutions as your e-business grows. These foundation extensions include software and tools for application development and Web site enhancement.

Rapid development of your e-business applications

WebSphere Software can help you get to market quickly by enabling you to build, test and deploy e-business applications faster. You can rapidly develop new applications without requiring developers to learn new skills—a lot of the Java code is automatically generated.

- *IBM WebSphere Studio, Professional Edition and Advanced Edition.* Build, manage and debug dynamic, multiplatform Web applications with JSP, HTML, JavaScript™ and DHTML support, wizards for generating database-driven pages and automatic update and correction of links when content changes.
- *IBM WebSphere Homepage Builder.* Create and deploy dynamic Web pages with Web authoring and design software using ready-to-use templates. Publish a Web site without any HTML knowledge or programming skill.



Develop e-business solutions easily and grow with great flexibility



- **IBM WebSphere Business Components.**

Develop and deploy robust e-business applications with component-based application development software, which can be assembled and enhanced to meet your particular needs.

- **IBM VisualAge® for Java.** Create scalable, high-performance e-business applications using advanced, easy-to-use functions to build, test and deploy Java technology-based applications, JavaBeans components, servlets and applets.

- **IBM VisualAge Generator.** Build and deploy multi-tier server-centric e-business applications. WebSphere RAD capability lets developers access components directly from 4GL programs and generate EJB session beans.

- **IBM VisualAge Application Rules.** Rapidly build, deploy, maintain and update enterprise Java application components. This set of rules-based software is the result of an alliance between IBM and Versata Inc.

Enhance the presentation of your Web site

Our foundation extension software can help you to manage Web content and deliver the portal capabilities through integration with complementary products, such as the IBM Enterprise Information Portal, IBM Content Manager and Lotus® Domino™ software.

- **IBM WebSphere Everyplace Suite.** Develop, deliver and manage Web and enterprise applications designed for desktop PCs to a laptop computer, personal digital assistant (PDA) or mobile phone.
- **IBM WebSphere Transcoding Publisher.** Automatically translate, reformat and filter data into an appropriate format that can be read from popular wireless and pervasive devices.
- **IBM WebSphere Voice Server.** Extend the power of the human voice to enable the mobile Internet and call-center environments using Voice Server with IBM ViaVoice™ technology, IBM DirectTalk®, IBM CallPath®, IBM Message Center and IBM Embedded ViaVoice technology.

VisualAge for Java, Version 3.0 garnered top honors at Java One, walking away with three Java Developer's Journal Reader's Choice awards in the following categories: Best IDE, Best Team Development Tool and Most Innovative Java Product.

- **IBM WebSphere Portal Server¹.** Build and deploy Web portals that provide end users with highly secure, personalized access to relevant information and e-business applications.
- **IBM WebSphere Personalization Server.** Deliver personalized Web content to site visitors— attract and retain more visitors and increase sales and customer satisfaction by delivering personalized service.



Leverage existing resources to build effective e-business relationships with customers, suppliers and trading partners



IBM WebSphere Commerce Suite and IBM WebSphere Studio Developer win Blue Ribbon Award by Network World.

"With its sophisticated and highly scalable approach to e-commerce, IBM WebSphere Commerce Suite proved to be the best tool for establishing business-to-business e-commerce interfaces."

Network World
February 28, 2000

Efficient deployment of your Web site

These software offerings can dramatically improve your ability to handle high volumes of traffic for your Web site while providing high availability, fast response times and significant cost savings.

- *IBM WebSphere Edge Server.* Boost Web-site availability, performance and scalability with load balancing, caching and filtering capabilities.
- *IBM WebSphere Site Analyzer.* Analyze visitor usage and Web-site buying behavior with this comprehensive, scalable solution for Web analytic operational and business analysis.
- *IBM MQSeries Integrator.* Simplify integration design and deployment, as well as bridge between Web XML and your enterprise formats with sophisticated message brokering software.

- *IBM WebSphere Host Integration Solution.* Quickly extend host applications to the Web, as well as create and deploy new host access e-business solutions—all without requiring any changes to the existing applications themselves.

- *IBM WebSphere Host Publisher.* Aggregate multiple sources of host applications and data as part of a single Web page, with no changes to backend systems. With WebSphere Studio and WebSphere Application Server included, you can develop and deploy advanced e-business solutions.

Differentiate your e-business with enterprising solutions

To help you gain competitive advantage in your industry, we offer application accelerators in the areas of e-commerce, collaboration and business-to-business. These modular, extensible business services enable you to tailor your solutions to meet market demands and customer needs.

- *IBM WebSphere Commerce Suite.* Create dynamic e-marketplaces that reduce sourcing and transaction costs by integrating Web sites with business-critical systems like inventory, order processing and shipping.



- *Lotus Domino software.* Combine the collaborative capabilities of Lotus Domino software with WebSphere application serving to initiate and deepen relationships. Together these products can help you build an effective e-business with the query- and transaction-intensive applications required to deliver products and services.
- *IBM WebSphere B2B Integrator.* Build tighter business relationships and improve responsiveness to customers. With it, you can integrate operations within your own enterprise and quickly link them to suppliers, trading partners and customers.
- *IBM MQSeries Workflow.* Visualize, automate and manage your end-to-end business flow. This highly scalable, fully transactional architecture, creates business process management efficiency and agility.

IBM Business Partner solutions

Along with the WebSphere software platform offerings, IBM Business Partner solutions can help you implement a powerful e-business strategy to achieve your business goals and take the lead in the marketplace. With more than 20,000 certified IBM Business Partners, we can help you make your e-business a success. IBM Business Partners offer industry solution knowledge, systems integration skills as well as tools and technology to extend the value of the WebSphere software platform.

Leverage our experience

IBM has experience with thousands of e-business customers around the world. We offer a wide range of applications, middleware and operating systems for most popular computing platforms. We've learned that successful e-business applications depend on an open, flexible approach to encourage the rapid development of new e-business solutions. The WebSphere software platform builds on our experience.

The WebSphere software platform is a rapid development platform built in the IBM tradition — it's stable under pressure, built on industry standards with full support for all major hardware and operating system environments. With this integrated platform, your developers can nail the e-business basics and focus on the business logic and applications that will truly differentiate you in the marketplace.

For more information

To learn more about how the IBM WebSphere software platform can help you succeed in e-business, contact your IBM representative, IBM Business Partner or visit:

ibm.com/websphere

"At Graddelt International, our business success depends on our ability to turn integrated back-office applications into winning e-business solutions. After an in-depth evaluation of all the leading software vendors, we chose the WebSphere software platform as our strategic middleware solution. We're very excited about WebSphere as a full-range development platform to support our core business activities."

*Michael Franken,
Chief technology officer,
Graddelt International*



© Copyright IBM Corporation 2000

IBM Corporation
Software Communications
Route 100, Building 1
Somers, NY 10589

Printed in the United States of America
07-00

All Rights Reserved

AIX, CallPath, DirectTalk, the e-business logo, IBM, MQSeries, OS/2, OS/390, OS/400, ViaVoice, VisualAge and WebSphere are trademarks of International Business Machines Corporation in the United States, other countries or both.

Tivoli and Tivoli Ready are trademarks of Tivoli Systems Inc. in the United States, other countries or both.

Domino and Lotus are trademarks of Lotus Development Corporation in the United States, other countries or both.

Microsoft, Windows and Windows NT are trademarks of Microsoft Corporation in the United States, other countries or both.

Java, all Java-based trademarks and logos and Solaris are trademarks of Sun Microsystems, Inc. in the United States, other countries or both.

Linux is a registered trademark of Linus Torvalds.

Other company, product and service names may be trademarks or service marks of others.

¹ All statements regarding IBM future direction or intent are subject to change or withdrawal without notice and represent goals and objectives only.



Printed in the United States on recycled paper containing 10% recovered post-consumer fiber.



GC26-9922-01