



e-business

Delivering Legacy Applications to the Web - Fast!



Challenges

in the e-business world

- Reach new customers
- Improve customer satisfaction
- Collaborate with partners
- Enhance employee productivity
- Maximize return on IT investment



IT Concerns

in the e-business world

- Deliver results at a reasonable cost
- Deploy solutions quickly
- Minimize the risk to the business
- Position for tomorrow's business needs

A background image showing two hands shaking in a firm grip, symbolizing a business deal or agreement. The image is in a blue and white color scheme and is partially obscured by a red and black graphic overlay.

e-business

= Web + IT

Using Internet technologies to transform key business processes

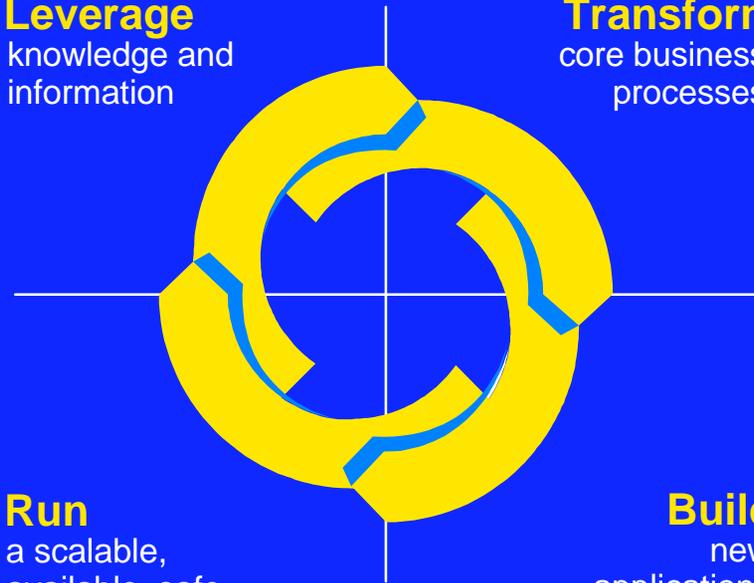
- Quick to deploy, easy to use
- Leverage host applications
- Standards - based
- Scalable
- Manageable
- Extendible

e-business

making it work

Leverage
knowledge and
information

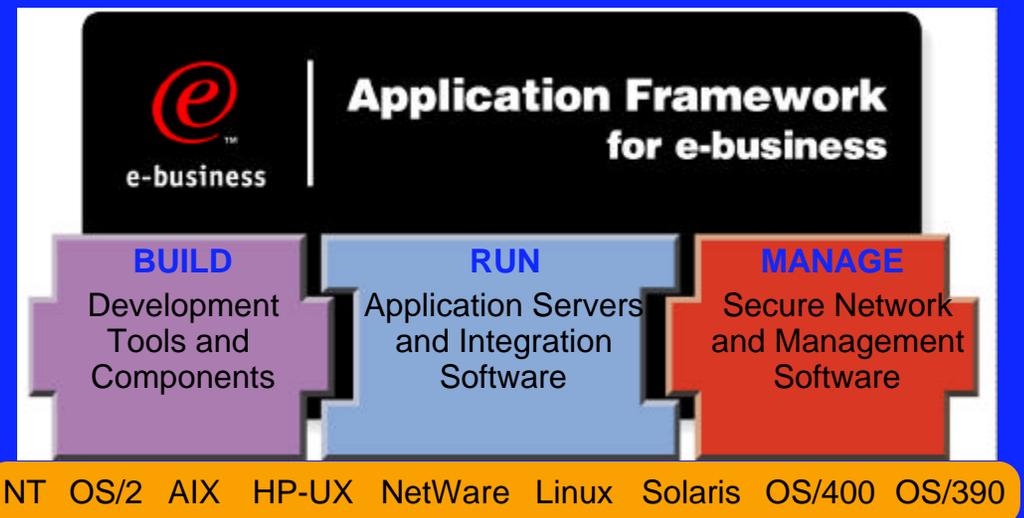
Transform
core business
processes



Run
a scalable,
available, safe
environment

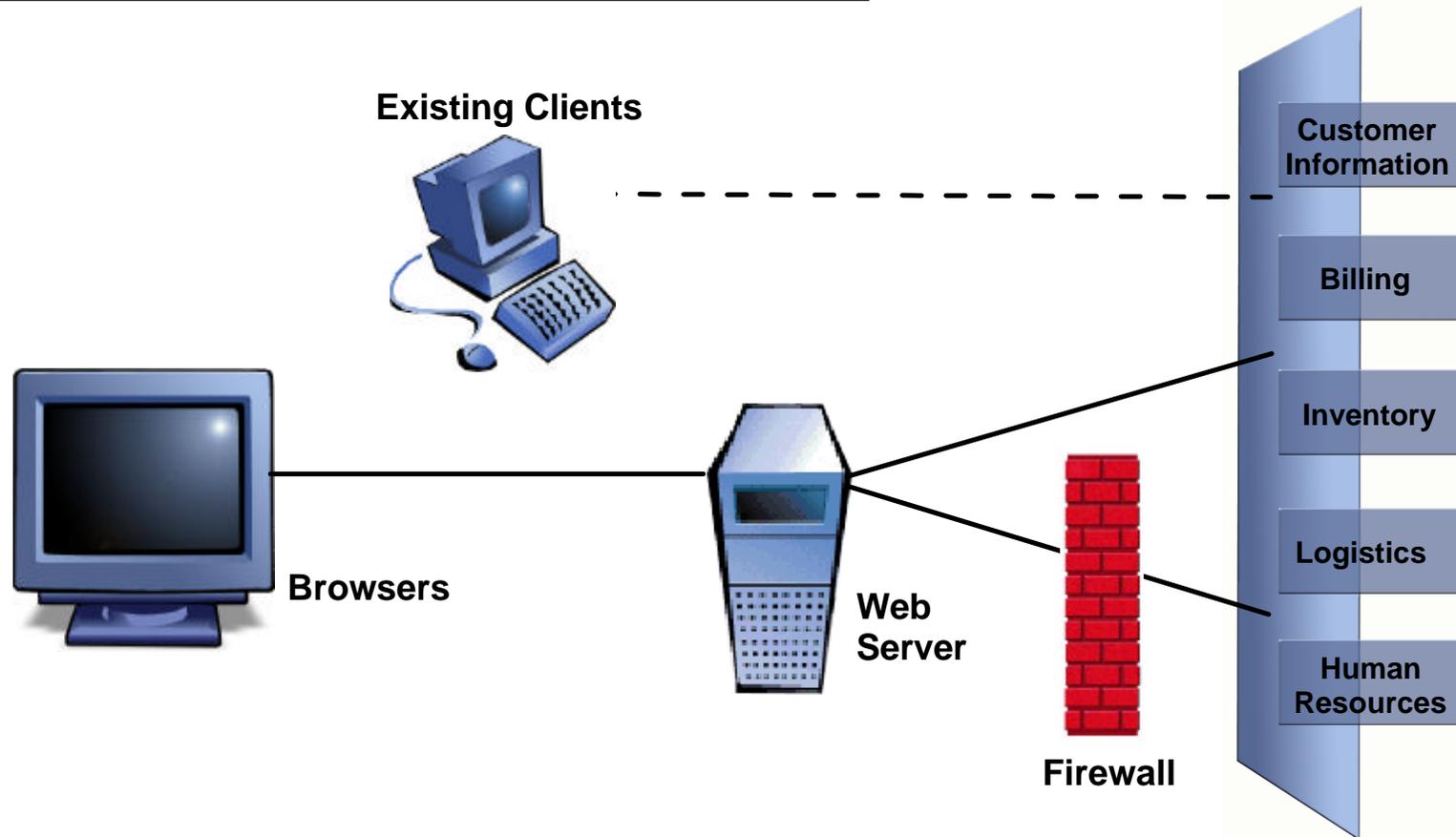
Build
new
applications

the application model matters
flexible, heterogeneous
approach



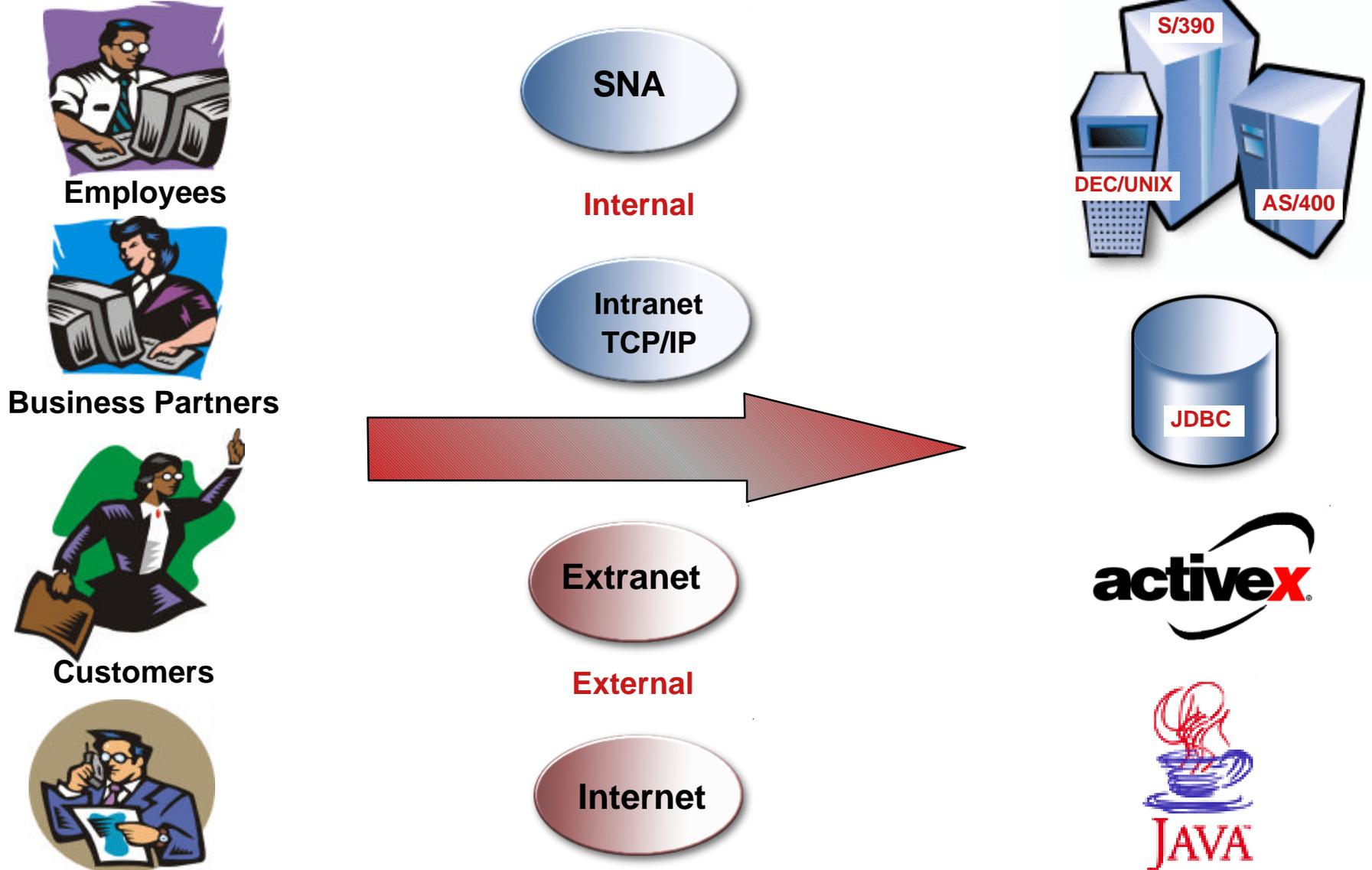
Host Integration

the fastest path to e-business

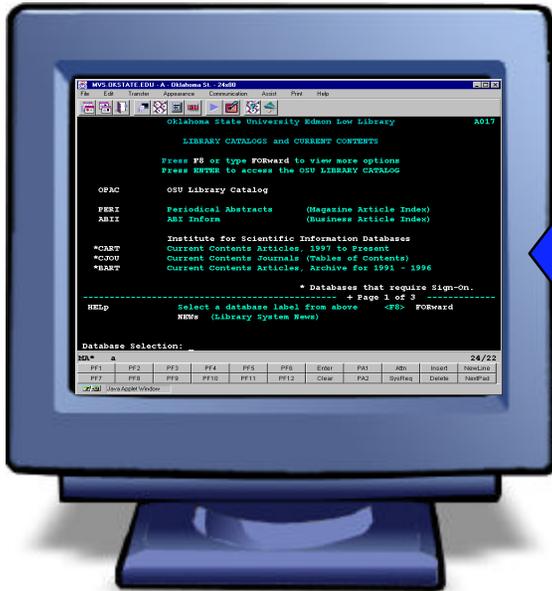


- Leverage host applications
- Integrate existing applications for new e-business needs
- Support new classes of users securely

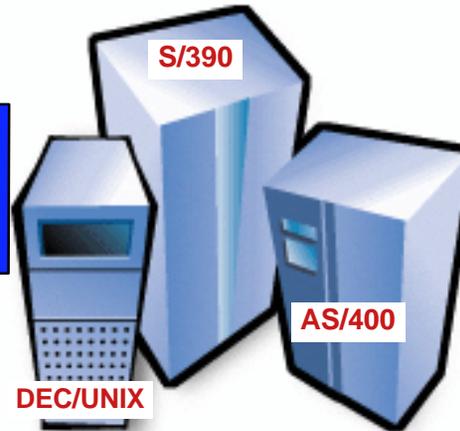
Host Integration connects



Professional Emulation



3270,
5250, VT



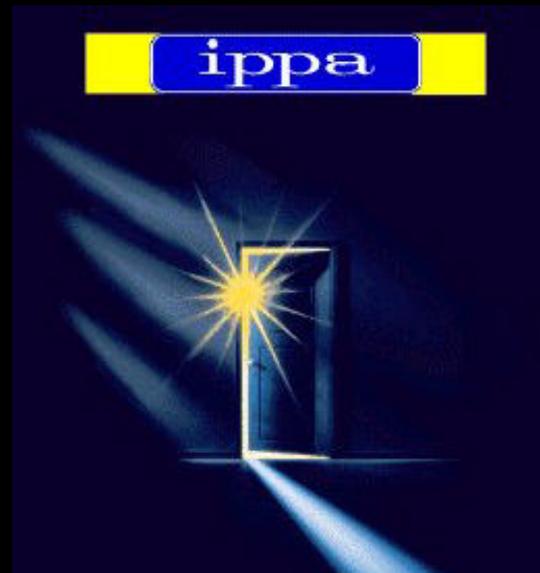
✓ Personal
Communications

- Leading terminal emulator on market
- Improve user productivity
- Protect investment

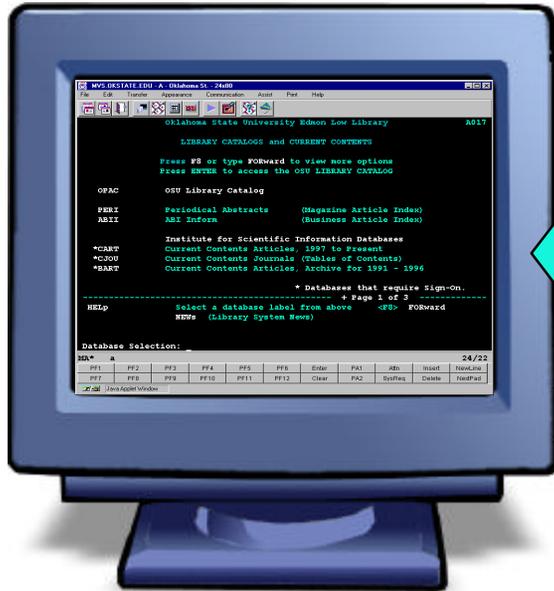


Integration with IPPA's insurance partner on an IP network improves agents' efficiency and quality of service and eliminates the need for leased lines.

- ✓ Communications Server
- ✓ Personal Communications



Java Emulation



3270,
5250, VT



✓ Host On-Demand

- Extend application reach
- Fast access to host applications
- Central management to reduce IT expense



Giving its dealers realtime access to host applications enhances time-to-market, strengthens relationships and reduces costs.

- ✓ Communications Server
- ✓ WebSphere Performance Pack
- ✓ Host On-Demand



Volkswagen

Application Rejuvenation



3270,
5250



- ✓ Screen Customizer
- ✓ Host On-Demand OR Personal Communications

- Application rejuvenation without coding
- Extend application life
- Reduce training expense

Bank of America.



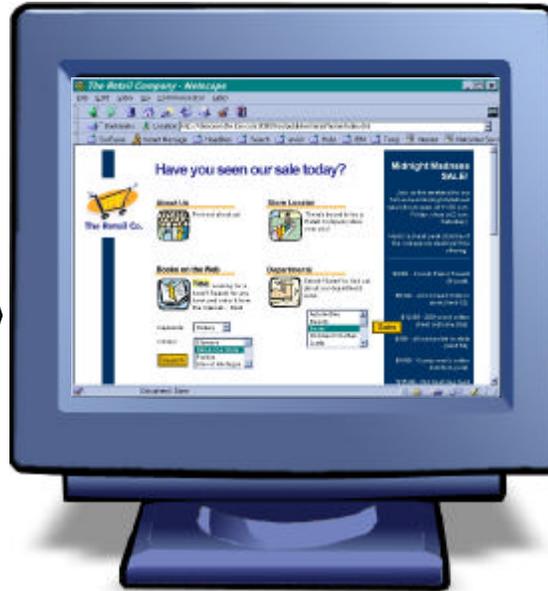
Procurement consultants can now access multiple host applications via a single Web interface, reducing training expense and increasing employee productivity.

✓ Host On-Demand with
Screen Customizer

Application Integration



3270,
5250, VT,
Java,
JDBC



✓ Host Publisher



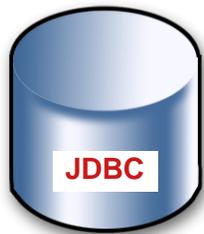
- Leverage existing applications and data sources
- Reduce application development expense
- Minimize deployment time



State employees can now view their pension accounts over the public Internet... fast, easy access to information!

- ✓ Communications Server
- ✓ Host Publisher

Customized Applications

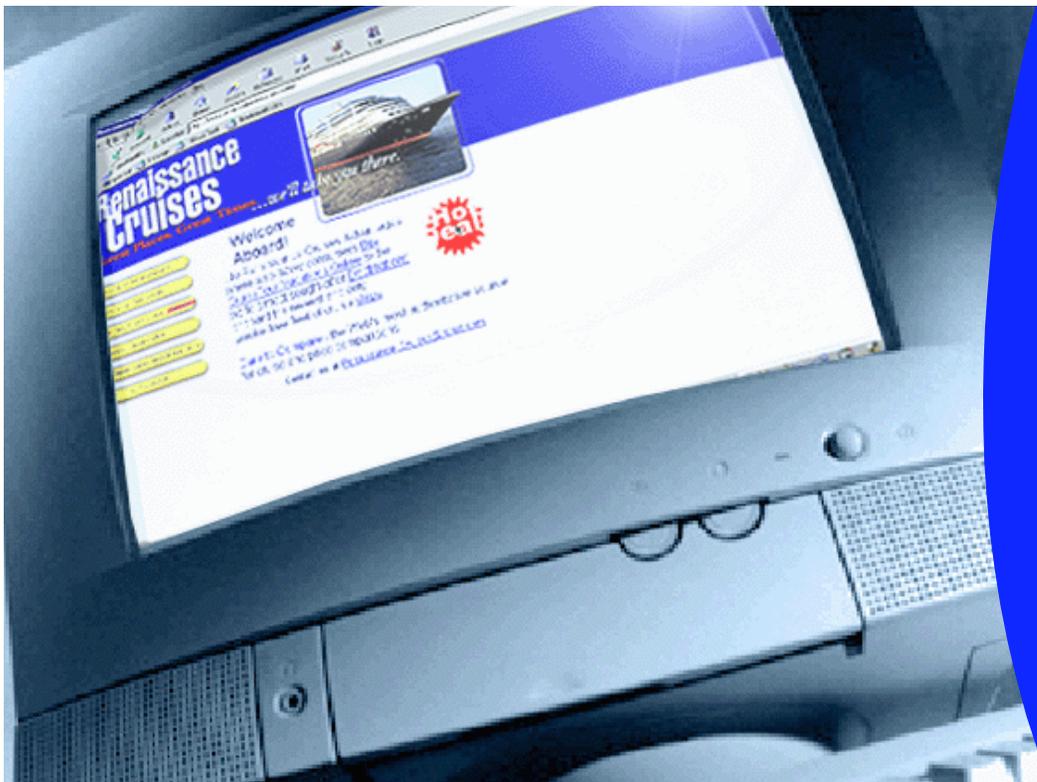


3270,
5250, VT,
Java,
JDBC, &
More



- ✓ Host Access Class Libraries
- ✓ Host Access Beans for Java
- ✓ Host Access ActiveX Controls
- ✓ Host Integration Objects

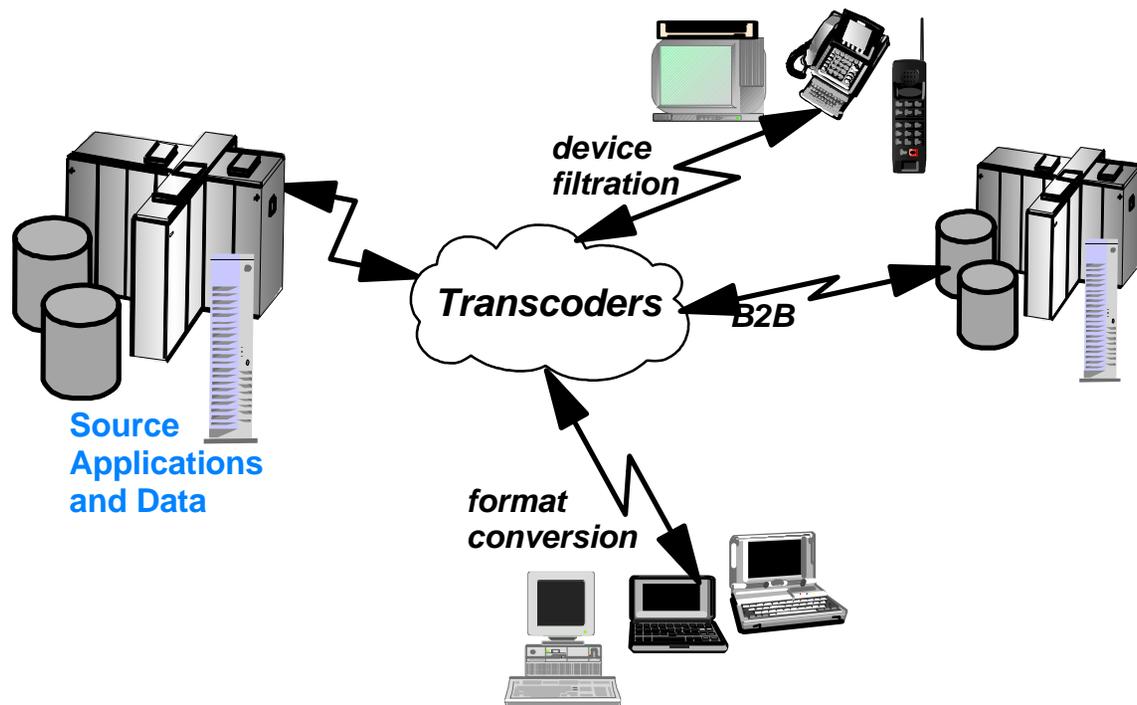
- Leverage existing assets
- Offer the greatest flexibility
- Improve user productivity



Agents can provide better customer service, focusing on the vacation details instead of how to navigate through the computer system

- ✓ Communications Server
- ✓ Host Access Class Libraries

Pervasive Device Support



- ✓ Host Publisher
- ✓ IBM WebSphere Transcoding Publisher

- Provide universal host access
- Create new business opportunities
- Reduce costs for supporting multiple devices

HOW SECURE

is Host Integration?

- ✓ Server and Client Authentication
- ✓ Access Control
- ✓ Data Privacy



Host Integration

Solution Offering

- ✓ Personal Communications
- ✓ Host On-Demand
- ✓ Screen Customizer*
- ✓ Communications Server
- ✓ Host Publisher
- ✓ WebSphere Transcoding Publisher*
- ✓ Firewall
- ✓ Services available

- One Solution
 - One Vendor
 - One Price
 - One Contact

* Sold separately as a complementary product



Host Integration

freedom of choice

- Application and data sources
- Client and server platforms
- Network environments
- Technology / user interfaces
- Common user directory

- ✓ OS/390
- ✓ AIX
- ✓ NT/2000
- ✓ AS/400
- ✓ Solaris
- ✓ Linux
- ✓ SCO
- ✓ NetWare
- ✓ OS/2

The Analysts' view

Host Integration



- ✓ InfoWorld's Hot Pick, March 2000
 - "IBM's HOD 4.0.1 exemplified the characteristics of a top-notch Web-to-host solution"
- ✓ Zona Research, July 1999
 - "...demonstrates IBM's substantial resources and resolve to be the king of beasts in this market arena.... the [IBM] lion is roaring."
- ✓ IDC, May 1999
 - "IBM is firmly placed in the upper-right quarter ... in the leadership grid."
- ✓ GartnerGroup, October 1998
 - "IBM strongly positioned in Leaders' Quadrant...Because of IBM's leadership...the market is being driven quickly toward the new Web forms of host access."

Host Integration

leveraging your investment



professional
emulation



Volkswagen

professional
and Java
emulation



application
rejuvenation

North Carolina
Department of
State Treasurer

application
integration



customized
application
development



Host Integration

your path to e-business

The fastest path to e-business...

- Quick to deploy, easy to use
- Leverage host applications
- Standards - based
- Scalable
- Manageable
- Extendible

**IBM Host Integration:
Is there any question?**





Next Steps

for more information...

- Talk to your IBM sales representative or Business Partner
- Inquire about the Host Integration Proof-of-Concept program
- <http://www.ibm.com/software/network/hostintegration> (Host Integration information)
- <http://www.ibm.com/software/secureway/transcoder> (Transcoding Publisher information)
- <http://swaydemo.dfw.ibm.com> (Host Integration demo)

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