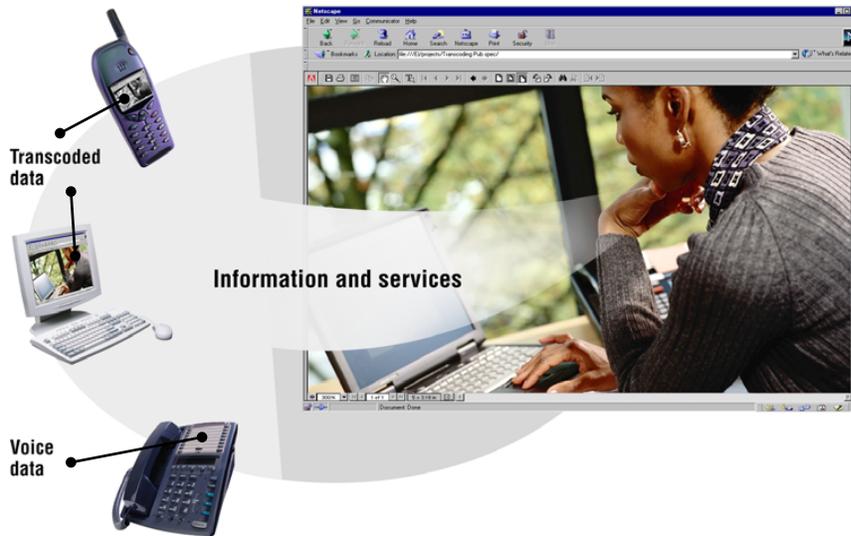


Extend the reach of the WebSphere software platform  
for e-business



## IBM WebSphere Everyplace Access Offering for Multiplatforms, Version 1.1



IBM WebSphere Everyplace Access streamlines content delivery through multiple channels to any device.

The demand for anywhere, anytime Internet access is shifting e-business attention from personal computers to a variety of wireless devices. While the wireless Internet marketplace is being defined—and refined—keeping up with the pace of change is a complex challenge. You need to deliver Web content across various wireless networks to disparate, pervasive devices and to traditional telephones. And content has to be delivered consistently, regardless of the end device.

To stay ahead, you need to expand your e-business beyond PC users while protecting existing Web infrastructure investments. And you need a wireless solution that increases—not inhibits—the productivity of your mobile employees.

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### Highlights

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- **Provides easy access to your e-business, from any contact point**
- **Enables consistent delivery of services and information through multiple channels**
- **Improves interaction with customers, trading partners and employees**
- **Extends existing HTML and XML content from the Web to new devices without reauthoring**
- **Enables voice interaction**
- **Minimizes development time and costs**



IBM WebSphere® Everyplace Access Offering for Multiplatforms helps you provide customers, trading partners and mobile employees security-rich access to your e-business applications from anywhere, using most any device.

WebSphere Everyplace Access enables innovative, wireless e-business with best-of-breed software and an award-winning software platform, including:

- *IBM WebSphere Transcoding Publisher, Version 3.5*
- *IBM WebSphere Voice Server, Version 1.5*
- *IBM WebSphere Application Server, Advanced Edition, Version 3.5*
- *IBM WebSphere Studio, Advanced Edition, Version 3.5*
- *IBM VisualAge® for Java™, Enterprise Edition, Version 3.5*

### **Provide easy access to your e-business**

WebSphere Everyplace Access with IBM WebSphere Voice Server supports voice-driven transactions through speech recognition and synthesis. A voice browser allows interaction with VoiceXML-based Web applications. Your customers and mobile employees can access applications from any phone at any time, improving productivity. WebSphere Voice Server is a scalable, standards-based, open solution that operates within your existing Web infrastructure and enables hands-free, eyes-free Web interactions. WebSphere Everyplace Access extends business operations through automated self-service so you can update or replace existing voice response systems.

WebSphere Everyplace Access all but eliminates the need to create multiple versions of your Web site—or to write content in multiple markup languages for delivery to different devices. For example, included transcoders dynamically convert

HTML to simplified HTML, to i-mode, to wireless markup language (WML) and to handheld device markup language (HDML). Extensible Markup Language (XML) can be converted to a variety of formats using extensible stylesheet language (XSL) stylesheets. Stylesheet management functions help facilitate business-to-business information exchange. You can use transcoders independently or combine them for more complex content transformations.

WebSphere Everyplace Access offers the advanced technology of IBM WebSphere Transcoding Publisher to dynamically convert, reduce or eliminate images and text. So you can match the parameters of device displays while optimizing complex content delivery to constrained devices. That makes it possible for you to deliver the same relevant content, consistent messaging and equivalent services to unique devices—regardless of device format limitations or storage capacity.

**Minimize development costs and time to market**

WebSphere Everyplace Access helps you deliver flexible, mobile solutions quickly with the added benefit of reduced development costs and improved time to market for new channel support. With WebSphere Everyplace Access you can leverage existing Web development investments and hide the complexities of device markup languages.

As new trends in pervasive computing emerge, transcoders can be quickly deployed and plugged into the extendable framework built on WebSphere Transcoding Publisher.

WebSphere Transcoding Publisher provides a comprehensive toolkit that enables developers to easily write pluggable transcoders. A graphical user interface, as well as sample programs, stylesheets and annotation files help developers quickly add support for new devices and customize content—so you can get to market faster.

An HTML to VoiceXML transcoder takes existing HTML and converts it on the fly to VoiceXML. VoiceXML can be customized and then rendered by the included voice browser, saving development time and cost.

WebSphere Everyplace Access provides easy-to-use Web development tools to help developers create, manage, debug and deploy multiplatform Web applications that can differentiate your e-business.

WebSphere Studio offers built-in support for writing HTML, WML, VoiceXML and compact HTML content.

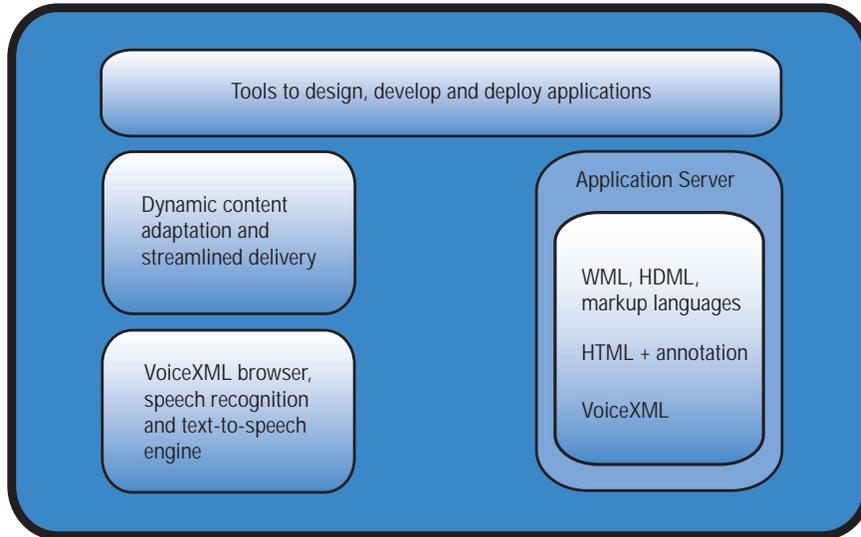
An open, Internet-standard foundation and innovative toolset allows you to write and test voice applications in a cost-effective, desktop environment before deployment. Used with IBM WebSphere Studio, the toolset helps deliver consistent design and function.

**Deliver consistent service and enhance interaction from any channel**

Your customers expect convenient and consistent access to information regardless of the device they use. WebSphere Everyplace Access components dynamically adapt content for uniform delivery to personal digital assistants (PDAs), as well as WAP, i-mode and HDML phones. You're ready for new users anywhere, anytime.

Content is streamlined before it is sent to target devices confirming that only usable content is delivered. Wireless network constraints determine file sizes, language types and delivery speeds. WebSphere Everyplace Access components can convert images to links, tables to bullets, large files to smaller ones and simplify HTML for fast, consistent delivery. As a result, end users efficiently receive your most relevant content, customized for their devices.

## WebSphere Everyplace Access



*The integrated components of WebSphere Everyplace Access work together to seamlessly deliver your e-business to voice and wireless.*

With WebSphere Everyplace Access components, you can customize content and delivery for more effective, user-friendly interaction with customers, trading partners and employees. WebSphere Everyplace Access empowers developers with dynamic customization options, including Java™ technology programming capabilities and XML-authored annotation files. Annotation transcoders imbed instructions into your Web site code to direct the tailoring and delivery of specific content to user devices.

Extending data and applications for voice and wireless is critical for e-business success in new markets. WebSphere Everyplace Access helps you make your e-business accessible when and where you need it to be, for customers, trading partners and mobile employees.

### **Build on a solid foundation**

With WebSphere Everyplace Access, you can leverage the security, flexibility and scalability of the WebSphere software platform for e-business.

The cornerstone of the WebSphere software platform, WebSphere Application Server provides an open, cross-platform, Java technology-based foundation for extending your e-business to the wireless Web. Grow your e-business and reach emerging wireless markets. And reach customers, trading partners and mobile employees anywhere, anytime.

### **For more information**

To learn more about the WebSphere Everyplace Access offering and how to extend your e-business to the wireless Internet, visit:

**ibm.com**/websphere/access

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## IBM WebSphere Everyplace Access Offering at a glance

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### **WebSphere Everyplace Access, Version 1.1**

WebSphere Everyplace Access helps ensure that your e-business is accessible when and where you need it for customers, trading partners and mobile employees.

- Supports new devices such as Internet-enabled cell phones, smart phones and PDAs
- Extends existing HTML or XML-based content to new devices without reauthoring
- Enables voice interaction with VoiceXML Web applications through speech recognition, speech synthesis and a voice browser
- Formats existing Web content for voice interaction using the new VoiceXML transcoder
- Streamlines content delivery through any wireless network to any device
- Customizes content presentation for the end user using clipping or annotation
- Leverages existing Web and call center investments

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### **Components**

### **Features**

#### **WebSphere Transcoding Publisher, Version 3.5**

Transcoding Publisher provides an open, extendable, standards-based platform for adapting to a pervasive environment.

- Supports English, French, Spanish, Italian, German, Japanese, Simplified Chinese, Traditional Chinese, Korean and Brazilian Portuguese
- Runs on IBM AIX®, Microsoft® Windows NT® and Microsoft Windows® 2000, Sun Solaris™ operating environments and Linux® platforms

#### **WebSphere Voice Server, Version 1.5**

WebSphere Voice Server is a standards-based, open solution that operates with your existing Web infrastructure and helps you deliver voice applications.

- Supports U.S. and U.K. English, French and German
- Runs on Microsoft Windows NT and AIX

#### **WebSphere Application Server, Advanced Edition, Version 3.5**

WebSphere Application Server is the proven, reliable and scalable foundation of the WebSphere Everyplace Access offering.

- Supports industry-standard Java technology programming models across multiple platforms
- Supports English, French, Spanish, Italian, German, Japanese, Simplified Chinese, Traditional Chinese, Korean and Brazilian Portuguese
- Runs on AIX, Microsoft Windows 2000, Microsoft Windows NT, Sun Solaris operating environments and Linux platforms

#### **WebSphere Studio, Advanced Edition, Version 3.5**

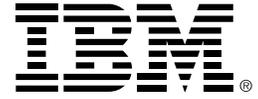
WebSphere Studio reduces time and effort when creating, managing and debugging multiplatform Web applications.

- Supports visual layout and rapid creation of dynamic Web pages including JavaServer Pages™, full HTML, JavaScript™, WML, DHTML, VoiceXML and compact HTML
- Supports English, French, Spanish, Italian, German, Japanese, Simplified Chinese, Traditional Chinese, Korean and Brazilian Portuguese
- Runs on Microsoft Windows 95, Windows 98, Windows 2000 and Windows NT

#### **VisualAge for Java, Enterprise Edition, Version 3.5**

VisualAge for Java reduces effort and cost to build, deploy and maintain Java applications.

- Supports application re-use by generating JavaBeans and Enterprise JavaBeans™ (EJB™) components for existing transaction servers, IBM TXSeries™ and IBM MQSeries® software, IBM Host On-Demand and SAP R/3 transactions and connections
  - Supports English, French, Spanish, Italian, German, Japanese, Simplified Chinese, Traditional Chinese, Korean and Brazilian Portuguese
  - Runs on Microsoft Windows 95, Windows 98, Windows 2000 and Windows NT
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