

iSeries & WebSphere Sales Opportunities

John Quarantello - quarant@us.ibm.com - 817.962.8781 or 8.522.8781
IBM eServer iSeries Marketing

Integrated mid-market business servers

*New tools to manage e-business
Application flexibility
Innovative technology*

Introducing...

IBM  server iSeries



WebSphere

| the fastest way to dynamic e-business |

WebSphere & iSeries

What are the iSeries e-business strategies?

Who are the iSeries customers?

What you need to know about WebSphere and iSeries?

What are your best sales opportunities & resources for iSeries & WebSphere?

How to Get Started NOW!

Over 250K IBM iSeries Customers!



800,000 Systems Shipped



Used in 95% of Fortune 100 and 85% of Fortune 500



Customer Sat = 98%



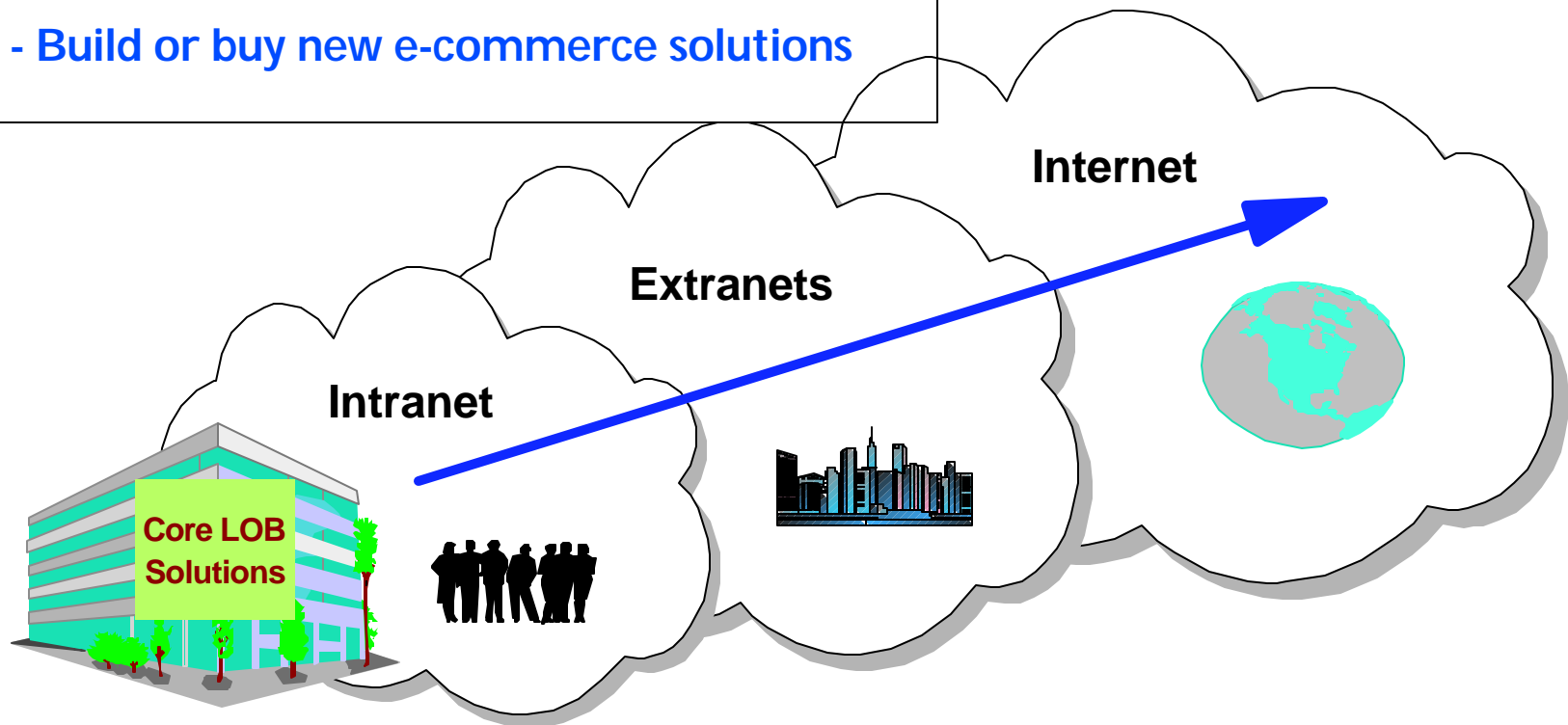
Leading ERP and e-business Platform



iSeries e-business Strategies

Best iSeries Sales Opportunities

- #1 - Extend existing applications to the web
- #2 - Build or buy new e-commerce solutions

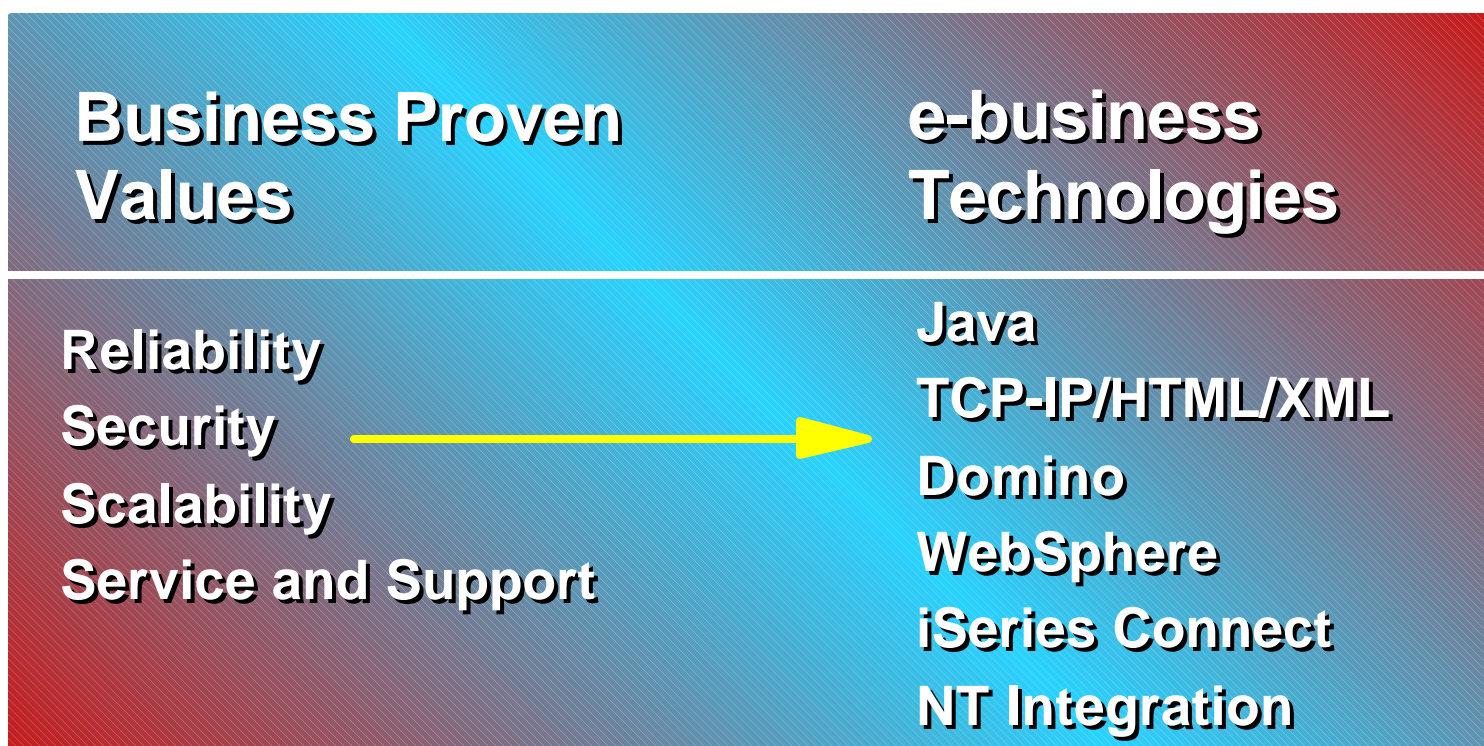


Line-of-Business business tracking and accounting solutions

"Front Office" business operations solutions: Supply Chain Mgmt, Customer Relationship Mgmt, e-commerce

Enable integrated e-business solutions that transform key business processes with Internet technologies

e-business Transformation Without Disruption



"iSeries = Best of both Worlds"

iSeries Receives Top Honors (Last 60 Days)!

iSeries = Low Total Cost of Ownership (IDC - 8/2001)

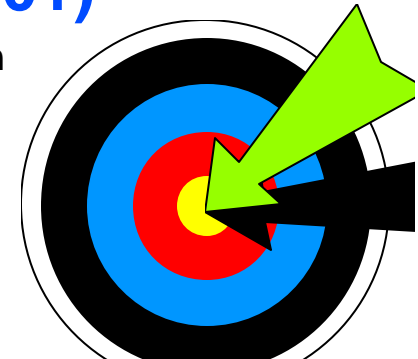
- **Small Firms: 91% lower than UNIX, 95% lower than Intel**
- **Large Firms: 58% lower than UNIX, 72% lower than Intel**
- <http://www-1.ibm.com/servers/eserver/iseries/const/pdf/idctco.pdf>

iSeries Wins Top Honors in VAR Business Report Card (8/2001)

- **MidRange Servers Category**
- <http://www.ibm.com/Press/prnews.nsf/jan/2F915ADB0FD31EDC85256AB7004DD43E>

iSeries wins "Best of Show" at LinuxWorld (8/2001)

- <http://www-1.ibm.com/servers/eserver/iseries/nation/voices/marketvoices.htm>



iSeries DELIVERS better Reliability and Security vs. Competition!

How much does downtime cost your company per minute?

<u>Reliability Percentage</u>	<u>Corresponding down time per year</u>
99.999%	00:05:15
99.98%	01:45:00
99.94%	05:15:00
99%	87:36:00 (3 & 2/3 days)

iSeries Reliability

OS Vulnerabilities, by year



Vendor	1999	2000	2001, as of June 8
Microsoft Windows 3.1x, 95, 98	46	46	4
Microsoft Windows NT, 2000	83	126	12
HP-UX	13	28	3
Solaris	36	23	8
OS/400	0	0	0

iSeries has never had a virus!

WebSphere & iSeries

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Who are the iSeries customers?

What You Need to Know about WebSphere and iSeries?

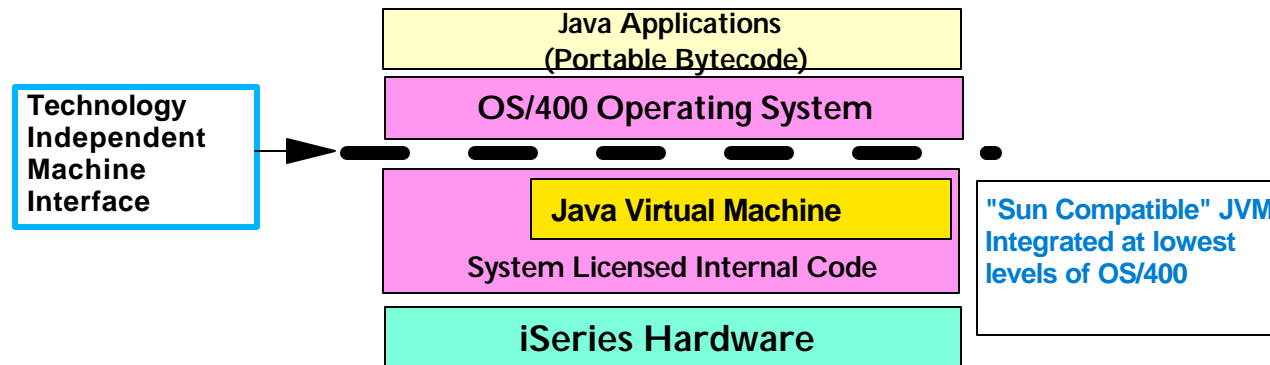
What are your best sales opportunities & resources for iSeries & WebSphere?

How to Get Started NOW!

iSeries is *Designed* for Java & WebSphere

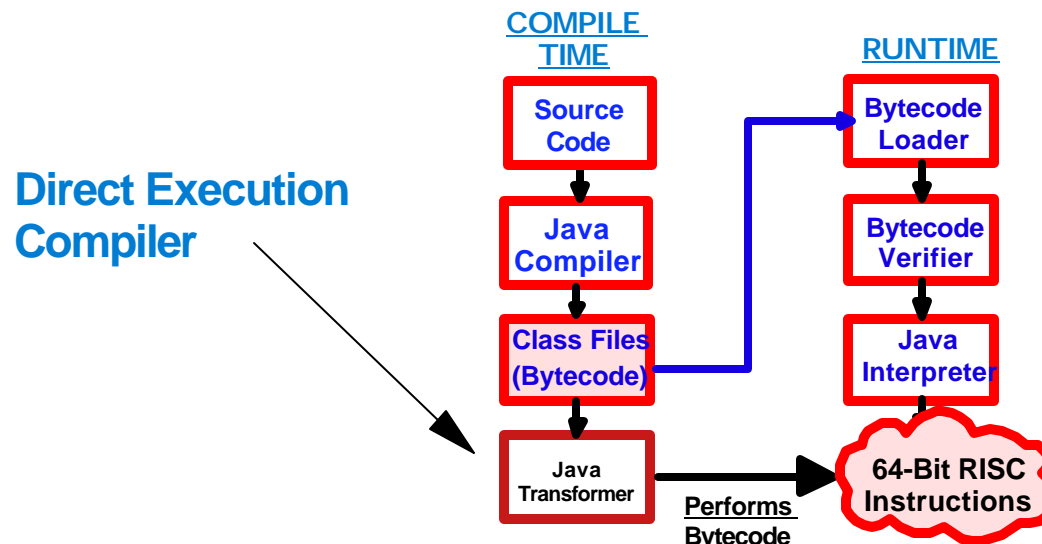
Java Virtual Machine built into OS/400 & tuned for best performance

- Rochester continues to tune/improve performance



Multiple ways to execute Java workloads on iSeries

- Direct execution compiler in JDK, Just-in-Time compiler (JIT) & Interpreted



iSeries = Java & WebSphere Performance Leadership

iSeries & SPECjbb (Java Business Benchmark)

- iSeries & AS/400 has 1, 2, 3, 5, 6, 7, 8th top spots!
- iSeries top score (132,322 trans/sec) better than Sun by over 20% (109,146)
- iSeries response time = always less than 1 second
- Sun's top score had response time of 2.8 seconds

IBM eServers top VolanoMark Benchmark Results

- VolanoMark = Java "chat-room"
- pSeries = #1 in performance at 133,251 messages/second
- iSeries = #2 at 132,332 messages/second

iSeries also has leadership performance in other benchmarks

- NotesBench (iSeries is 6X Compaq and 10X Sun's best reported results)
- Trade2 (WAS, EJB & JDBC results improved 48 to 65% V5R2 vs. V4R5)
- JD Edwards (Industry's largest scaling SCM & high water mark for OneWorld)
- Intentionia (Java-based benchmark - iSeries = top results)

Why WebSphere Application Server V4?

- **WebSphere provides the infrastructure required for robust e-business applications**
- **WebSphere is the Fastest - and Fastest Growing - e-business platform**
- **WebSphere is the most comprehensive e-business platform**
- **WebSphere is the Most Open e-business platform**
- **WebSphere is the Web Services Leader**

Market Momentum

- ★ 35,000 Global Customers
- ★ 9,000 partners (500% YTY)
- ★ 1,300 Certified Solution Providers
- ★ 5,000 Trained Global Integrators
- ★ 1,000 Partner / Customer Engagements via WebSphere Innovation Centers
- ★ 9 consecutive quarters of double-digit growth
- ★ 2:1 preference by CIOs over nearest competitor
- ★ 10x marketshare growth vs. nearest competitor

**The WebSphere
software platform is
IBM's software solution
for e-business**

WebSphere Developer Momentum

- **1,500,000** registered developers on IBM's developerWorks portal
- **230%** year-to-year growth of active, registered developers
- **130** registered WW user groups in over **40** countries
- **20 Million** WebSphere site page views (YTD)
- **156 Million** developerWorks site page views this year
- **300,000** WebSphere software downloads (YTD)
- **90,000** downloads of innovative technology on developerWorks

Analyst Momentum (3Q 2001)



Gartner

D.H. BROWN
ASSOCIATES, INC.

FORRESTER



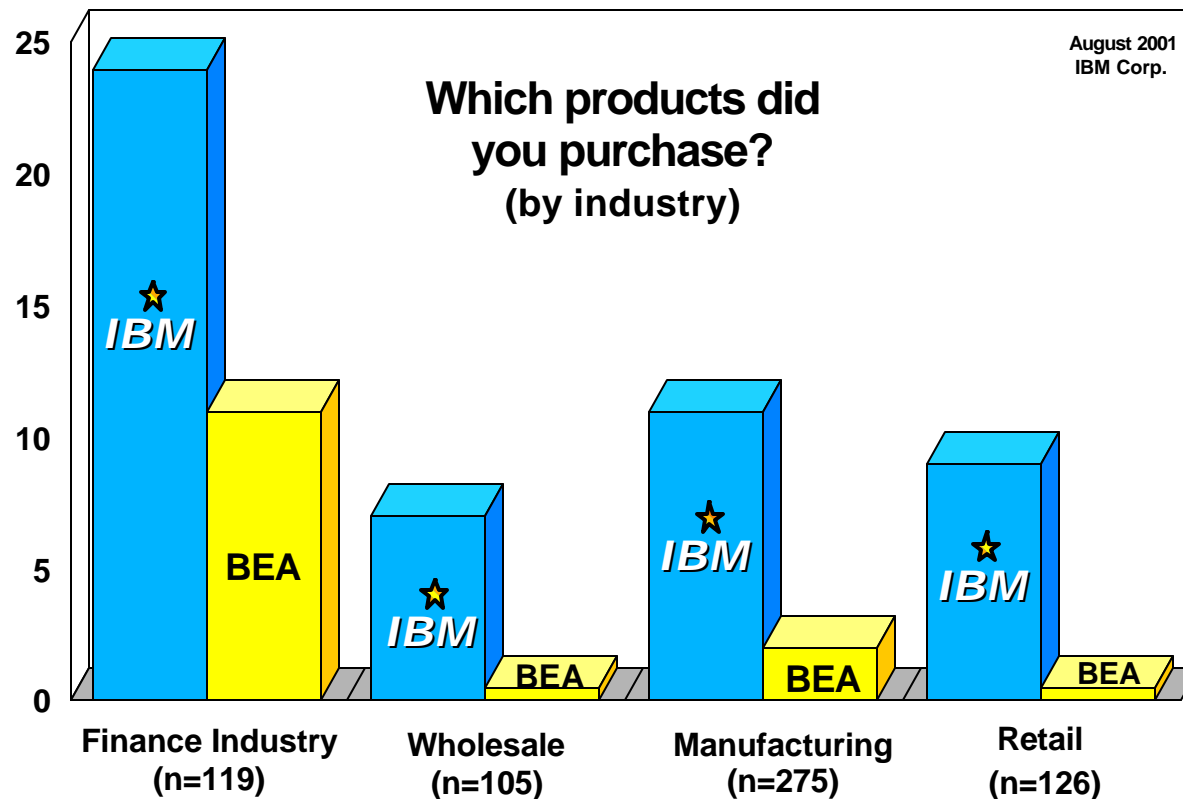
Market Momentum

Survey of IT decision makers from 590 corporate customers, worldwide

In 2001, IBM WebSphere has established clear market leadership vs. BEA

BEA is NOT a strong competitor in iSeries market!

e-business SW Platform Competitive Software Assessment



iSeries e-business & Web Application

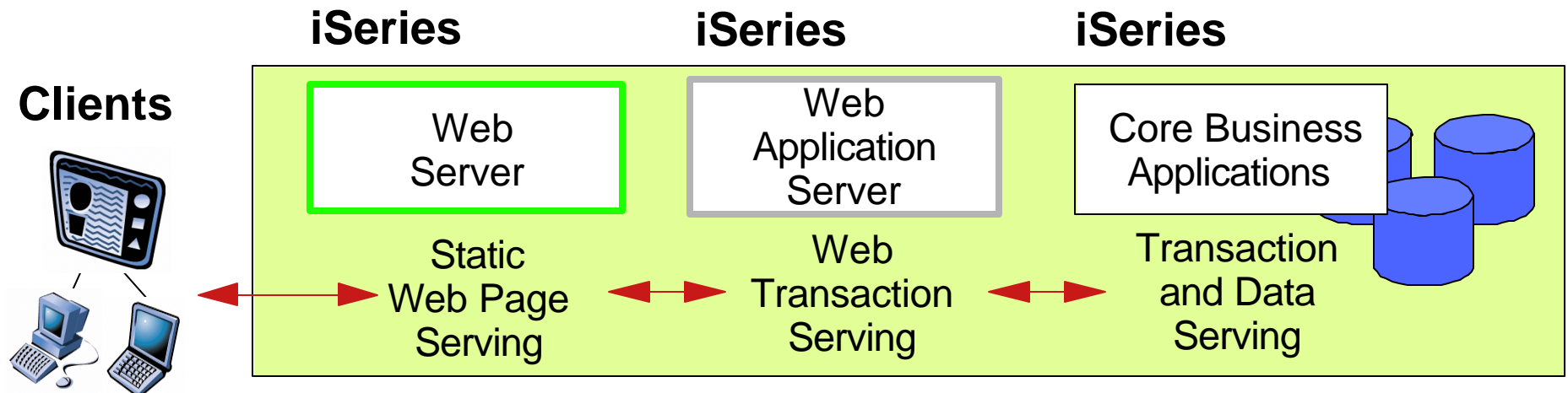
Serving

iSeries Web Servers

- IBM HTTP Server for iSeries
- IBM HTTP Server (Powered by Apache)
- Domino HTTP server

Web Application Servers for iSeries

- IBM WebSphere Application Server 3.5
- IBM WebSphere Application Server 4.0 **New!**
- Jakarta Tomcat **New!**



WebSphere Application Server Version 4.0 for iSeries

WAS 4.0 Technical Highlights

- J2EE Certified (JDK 1.3)
- Web Services (SOAP, UDI, WSDL)
- New single server configuration option
- Improved Manageability
- Increased Performance

IBM's Strategic Web Application Server

Mission-Critical Web Application Serving for iSeries

WebSphere Application Server 4.0 for iSeries Alternatives

- **WebSphere Advanced (Single Server Edition)**
 - For standalone department or small/medium business
- **WebSphere Advanced**
 - Supports Single Server Edition functions
 - Plus multi-server capabilities such as clustering, administration distributed security, workload management, and much more

GA - October 19, 2001

WebSphere Application Server Promotion for iSeries

33% Discount Available for iSeries Customers Buying WAS Advanced V3.5

- Ordering new system or upgrading existing system to OS/400 V5R1
- Order WebSphere Application Server Advanced V3.5
 - Order between 9/4/2001 & 2/8/2002
 - Install by 2/28/2002
- WAS Advanced V3.5 normally \$12K per cpu (now approx. \$8K per cpu)
 - Buy Software Subscription to upgrade to WAS V4 at no charge
 - http://www.ibm.link.ibm.com/usalets&parms=H_301-151

Working to get similar discount to apply to WAS V4 for iSeries

- Mid November timeframe

iSeries Only
Promotion!

Proposal - IBM eServer iSeries "Powered By WebSphere"

Target Market

- iSeries install base (Greater than 500 employees)
- Looking for custom solution vs. pre-packaged software
- Willing to invest in IBM and/or Business Partner Services

Customer Value

1. Easy for customers to get started with WAS
2. Extend existing legacy applications to the web
3. Build new web-based B2B & B2C applications
4. Buy new e-business/e-commerce solutions

IBM eServer for WebSphere (WebSphere Edition Logo)

Two iSeries Model 270's

- Entry & Growth Models

WebSphere Software pre-loaded & configured for iSeries

- WebSphere Application Server Advanced V4**
- WebSphere Development Studio for iSeries (IFS)**

Services include

- Customized WAS setup & configuration guide**
- 30 day 1-800 support for WAS V4 setup & configuration**
- Web Strategy & Design Workshop (40 hrs. of CTC services)**

Special Price**

** = Unique offering

iSeries has excellent e-business Partners (ISV's) focused on WebSphere Brand

ISV Adoption of WebSphere Application Server

- 60% (18 of 30) Premier Member ISV's
- 19% (22 of 117) Advanced Member ISV's

Top examples

- JD Edwards - WAS & WCS
- Martin Dawes - WAS
- JBA/GEAC - WAS & WCS
- JDA - WAS & WCS
- DPS - WAS & Connect for iSeries
- Reef/Pinnacle - WAS
- iSeries Tools Partners (LANSA, SEAGULL, mrc & others)

WebSphere is supported by over 9,000 ISV applications!

iSeries has excellent e-business (Services) Partners focused on WebSphere Brand (America's)

To be on this list, the Partner must have:

- Certified in WAS 3.5 (Std and/or Adv)
- Have an iSeries ebiz/ecom VAE
- Have iSeries references (native)

Eastern Region

- ▶ Application Design Services - www.ads400.com
- ▶ Bridan Technologies - www.bridan.com
- ▶ CommerceQuest - www.commercequest.com
- ▶ DyComp, Inc - www.dycompinc.com
- ▶ Sky Solutions, LLC. - www.skysolutions.com
- ▶ Softwrite Computer Systems - www.softwrite.com

Central Region

- ▶ Advanced System Designs - www.asd.net
- ▶ Andrews Consulting Group - www.andrewsscgroup.com
- ▶ Computech Resources, Inc. - www.compures.com
- ▶ DigiTerra - www.digiterra.com
- ▶ DPS, Inc - www.dpslink.com
- ▶ Eviciti - www.eviciti.com
- ▶ Foresight Technology Group - www.foretek.com
- ▶ The Kalos Group, Inc - www.kalos.com
- ▶ Keller Shroeder & Assoc. - www.KSAinc.com
- ▶ MSI Systems Integrators - www.msiinet.com
- ▶ Precision Systems Concepts - www.psclistsens.com

iSeries has excellent e-business (Services) Partners focused on WebSphere Brand (America's)

To be on this list, the Partner must have:

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- Have an iSeries ebiz/ecom VAE
- Have iSeries references (native)

Western Region

- ▶ MMI Internetworking - www.mmi-internetworking.com
- ▶ Pacific Software Associates, Inc. - www.psateam.com
- ▶ RyTE Consulting - www.ryte.com
- ▶ Symatrix Technology - www.symatrix.com

IBM Global Services

www.as400.ibm.com/service/igs/igs.htm

Debra Hewitt

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(507) 253-1319

iSeries Custom Technology Center

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pcornell@us.ibm.com

Ray Harney 507-253-0920

harney@us.ibm.com

(EMEA) Eric Aquarrone

CTC_EMEA1@fr.ibm.com

iSeries and WebSphere Customer References

Bic Graphic, USA

- <http://www.iseries.ibm.com/developer/java/solutions/bic.html>

Famous Footware

- <http://www.iseries.ibm.com/developer/java/solutions/famous3.html>

HMV Media Group

- <http://www.iseries.ibm.com/developer/java/downloads/hmv.pdf>

ICON Health & Fitness

- <http://www-1.ibm.com/servers/eserver/series/casest/iconhlth.htm>

Intermediate GmbH & Co.

- <http://www.iseries.ibm.com/developer/java/solutions/interm.html>

JOMAR Softcorp, International

- <http://www.iseries.ibm.com/developer/java/solutions/jomar.html>

Oriental Trading Company

- <http://www.iseries.ibm.com/developer/java/downloads/otc.pdf>

Welch's Foods

- <http://www.iseries.ibm.com/developer/java/solutions/welch.html>

Top Reference Sites

- <http://www.as400.ibm.com/developer/java/solutions/jjem.html>
- <http://www2.software.ibm.com/casestudies/swcsweb.nsf/platform>
- <http://www-1.ibm.com/servers/eserver/series/business/casestudies.htm>

So why choose WebSphere V4?

- **Performance and scalability**
 - Pure numbers
 - Problem determination and management
- **Transactional / integration leadership**
- **Commitment to open standards**
 - Leading Web services support
 - Secure, robust and reliable implementation
- **Highly productive, integrated, roles-based tools**
- **Flexible and extensible**
 - Broadest integrated e-business platform product set
- **Leading choice of customers, developers, analysts**
- **Serious iSeries customers NOT likely to choose Jakarta Tomcat**

WAS 4 vs. Jakarta Tomcat Positioning

WebSphere Application Server V4 = IBM's "Strategic Web Application Server"

- J2EE Certified (JDK 1.3), Web Services (SOAP, UDI, WSDL), EJB Support, Improved Manageability, Increased Performance & more
- Consistent support across IBM & non-IBM servers
- Designed for the most robust, reliable, scalable and secure web solutions

Jakarta Tomcat

- A simple web application server available for iSeries supporting Servlets & JSP's
- iSeries customers can use Tomcat to "get started" with Java & web application serving
- IBM support for Jakarta Tomcat is not consistent across IBM servers

iSeries Jakarta Tomcat does NOT support

- WebSphere Branded Products
 - WebSphere Commerce Suite, WebSphere Payment Manager, WebSphere Host Publisher, WebSphere Transcoding Publisher, etc.
- J2EE support, EJB's, Connection pooling, Domino integration, Multi-node Administration, Distributed Security, Workload management, Clustering/cloning, Directory Services, J2EE client application support, Javamail, JAF, webservices, programming model extensions, tools (AAT, Enterprise Bean Deployment tool, Application Client Resource config tool), debug features (OLT, distributed debugger, Resource Analyzer, and native debug support), etc.

WebSphere & iSeries

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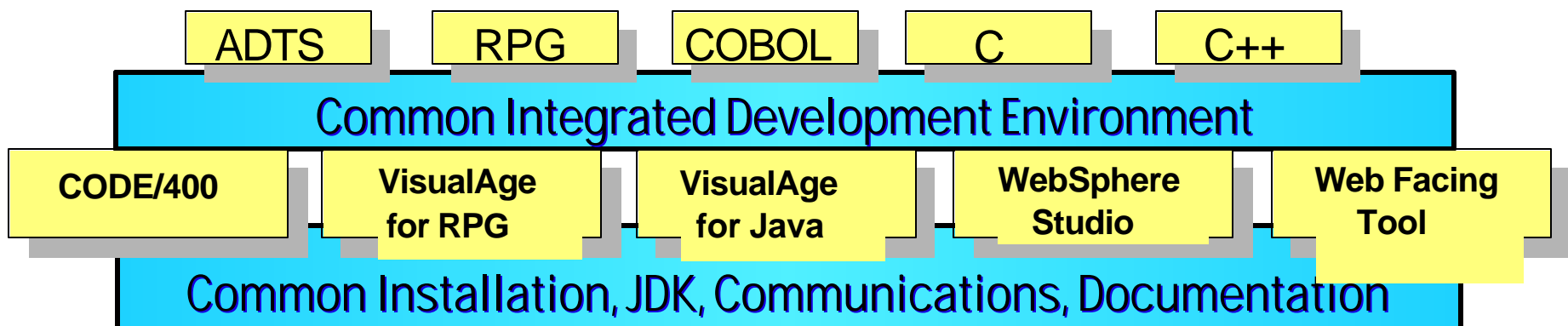
How to Get Started NOW!

Low cost iSeries tools to develop/deploy Java & WebSphere Solutions

WebSphere Development Studio for iSeries

- iSeries AD products price/packaged together
- Client products
 - VisualAge for Java, WebSphere Studio, VisualAge RPG (unlimited copies)
- Server products
 - RPG, Cobol, C & C++ compilers
- New "web-facing" tool provides easy web-enablement & GUI
 - Requires web application server

www.ibm.com/software/ad/wdt400

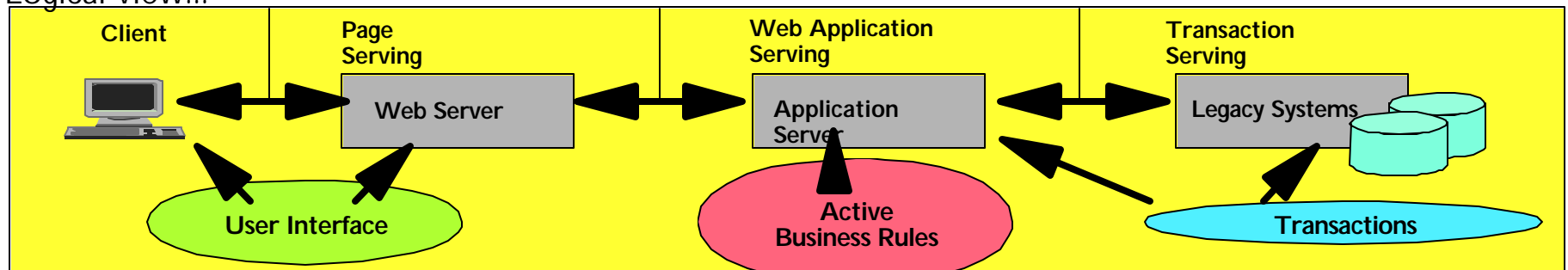


Low cost tools help develop/deploy Java & WebSphere for iSeries

iSeries Client Access Family (New OS/400 V5R1 Family Members)

- **iSeries Access For The Web**
 - Easy browser access to iSeries servers & resources
 - No touch to the desktop deployment (servlet download to client)
 - **Requires WebSphere Application Server**
- **WebSphere Host Publisher 3.5**
 - Modernize & web-enable existing 5250 applications
 - Integrate multiple 5250 applications into a single web page
 - **Requires WebSphere Application Server**

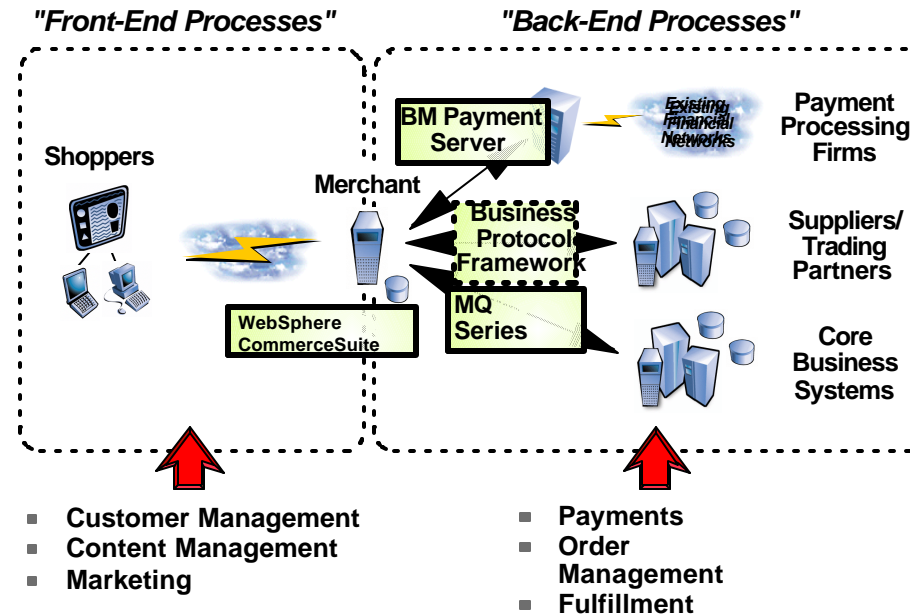
Logical view...



WebSphere Commerce Suite V5.1 (Professional Edition)

WebSphere Commerce Suite Overview

- Follow-on WebSphere Commerce Suite 4.1
- Provides a framework for customers to establish effective, high-end B2B and B2C e-commerce web sites
- Includes WebSphere Advanced Edition
- Includes WebSphere Payment Manager



WebSphere Commerce Suite for iSeries - "New News"

- In past - WCS for iSeries only available via PID (configurator)
- Future - WCS for iSeries also available via Part # (Software resellers)
- Impact of WCS for iSeries availability via dual channel
 - SWG channels can now sell WCS for iSeries
 - SWG planning promotion offering old tier pricing (transition)

Great iSeries support available for getting started on iSeries & WebSphere

IBM TechXpress

- Single point into America's Technical Sales Support (877-707-2727)
- Assistance available for sales, solution design, configuration, pricing, competitive & more

iSeries Workload Estimator

- Estimate workloads for Java, WebSphere Application Server, WebSphere Commerce Suite, HTTP Serving, Domino, traditional & more
- <http://as400service.ibm.com/servlet/EstimatorServlet>

Web Enablement Workshop for iSeries

- No cost 3 day workshop available for ISV's, Partners & customers
- Focus on new V5R1 function (WAS, WebSphere Studio, VA for Java, web serving, Host Publisher in CA and Web-facing)
- Expanding to EMEA and open to ISV's & customers

Great support available for getting started on iSeries & WebSphere

1st Install Program - WebSphere Application Server

- Help get customers up and running initially with WebSphere Application Server (Standard and Advanced)
- Supported by iSeries Service/Support (remote support/service)
- Customers and partners are supported
- No charge program <http://www.iseries.ibm.com/developer/websphere/assistance.html>

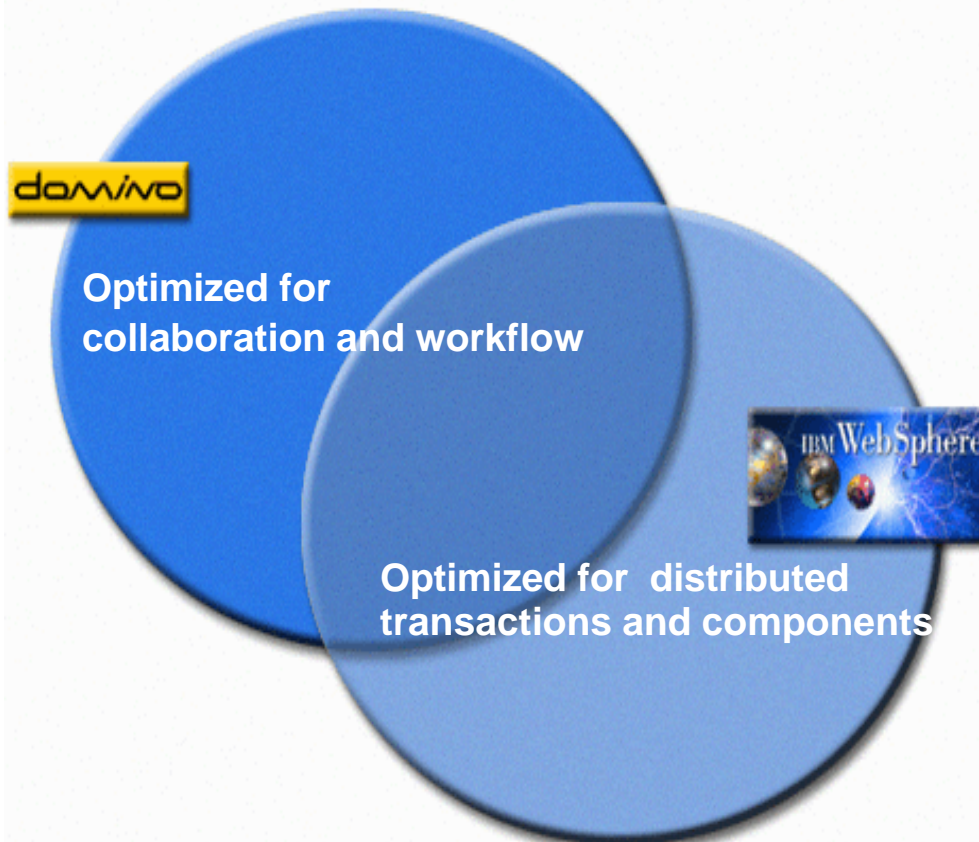
1st Install Program - WebSphere Commerce Suite 5.1

- Supported by Rochester Technology Center
- Only focuses on iSeries & WebSphere Commerce Suite Partners
- Available to partners new to WebSphere Commerce Suite on iSeries
- Access to skilled resources for sales and implementation support
- Fee program http://www-1.ibm.com/servers/eserver/series/service/welcome_3.htm

iSeries is a leading Domino server and provides excellent WAS integration

iSeries = Recognized leader as Enterprise Domino server

- Industry leading collaborative environment
- Other Lotus products supported (iNotes, SameTime, QuickPlace & Domino Fax)
- Excellent Domino integration with WebSphere Application Server today



Dedicated Server For Domino

- iSeries designed for Domino
- Now supports WebSphere workloads
- Integrated on a single iSeries

WebSphere & iSeries

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How to Get Started NOW!

How To Get Started NOW

Call on iSeries customers and ask these questions

- Do they have WAS SE installed?
 - **WebSphere & iSeries promotion now available!**
- Do they know about WebSphere Development Studio for iSeries?
 - **Unlimited copies of VA Java, WebSphere Studio & web-facing tool**
- Do they have Client Access for iSeries installed?
 - **Do they know about iSeries Access for the Web & WebSphere Host Publisher**

**Joint market with iSeries Partners with WebSphere skills
and SWG Partners with iSeries Skills**

Identify iSeries customers for SWG Partners

- **WebSphere Commerce Suite now "dual channel"!**

Watch for IBM eServer iSeries for WebSphere offering!

Summary - WebSphere & iSeries Value

WebSphere is at the "heart" of iSeries e-business success

- ▶ **WebSphere is industry leading middleware with outstanding performance, adherence to industry standards, quality of service, web services, etc.**
- ▶ **iSeries offers a scalable, reliable, secure and robust server for e-business applications**

iSeries ISV's, customers and service providers have embraced WebSphere Brand as strategic to their business success

More and more iSeries products and solutions leverage WebSphere Brand products

iSeries customers can either extend existing applications and/or deploy new B2B & B2C applications using WebSphere products

The IBM logo is located in the top left corner of the slide. It consists of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through each letter. The background of the top banner features a blue-tinted image of an astronaut's hand reaching out towards a glowing sphere, possibly representing a globe or a data sphere.

WebSphere
| the fastest way to dynamic e-business |

Appendix

iSeries & WebSphere Resources & Deliverables

- iSeries site**
www.iseries.ibm.com/
- iSeries WebSphere Application Server**
<http://www-1.ibm.com/servers/eserver/series/software/websphere/wsappserver/>
- PartnerWorld for Developers, iSeries & WebSphere**
<http://www.iseries.ibm.com/developer/websphere/>
- IBM eServer Solutions**
<http://www-1.ibm.com/servers/eserver/series/solutions/>
- iSeries e-business Solutions**
<http://www-1.ibm.com/servers/eserver/series/ebusiness/>
- iSeries B2B Solutions**
<http://www-1.ibm.com/servers/eserver/series/btob/>
- Connect for iSeries**
<http://www-1.ibm.com/servers/eserver/series/btob/connect/v11high.html>
- WebSphere Commerce Suite for iSeries**
<http://www-1.ibm.com/servers/eserver/series/ebusiness/wcs51.html>
- iSeries and e-commerce**
<http://www-1.ibm.com/servers/eserver/series/ebusiness/ecommerce.htm>
- iSeries HTTP Server**
<http://www-1.ibm.com/servers/eserver/series/software/http/index.html>
- WebSphere Development Studio for iSeries**
<http://www-1.ibm.com/servers/eserver/series/ebusiness/wsdevtools.htm>
- iSeries and WebSphere References**
<http://www.as400.ibm.com/developer/java/solutions/jjem.html>
<http://www2.software.ibm.com/casestudies/swcsweb.nsf/platform>
- iSeries Solution Finder**
<http://www.iseries.ibm.com/btobpartner/>
- iSeries & Domino**
<http://www-1.ibm.com/servers/eserver/series/domino/>
- Dedicated Server for Domino**
<http://www-1.ibm.com/servers/eserver/series/domino/dsd.htm>
- Workload Estimator for iSeries, WAS, WCS & Domino, HTTP Server, Java, etc.**
<http://as400service.ibm.com/estimator/>
- iSeries Custom Technology Center**
<http://www-1.ibm.com/servers/eserver/series/service/ctc/>
- iSeries Technical Support**
<http://as400service.ibm.com/>
- iSeries Technical Studio**
<http://www.as400.ibm.com/tstudio/>
- 1st Install for iSeries & WebSphere Application Server**
<http://www.iseries.ibm.com/developer/websphere/assistance.html>
- iSeries ToolsNet (Tools & Middleware)**
<http://www.iseries.ibm.com/developer/tools/>
- iSeries & Services Network**
<http://as400service.ibm.com/supporthome.nsf/document/19251245>
- iSeries e-business Handbook (SG24-5694-01)**
<http://www.redbooks.ibm.com/abstracts/sg245694.html>
- iSeries B2B White Paper from Summit Technologies**
<http://www-1.ibm.com/servers/eserver/series/const/iseriestrans.htm>
- WebSphere Commerce Suite With Back-End Order Mgmt.**
<http://ibm.com/redbooks>
- iSeries Technology Center**
<http://www.iseries.ibm.com/service/itc/ebiz.htm>

iSeries & WebSphere Resources & Deliverables

WebSphere Application Server Overview

<http://www-4.ibm.com/software/webservers/appserv/>

IBM Redbooks

<http://www.redbooks.ibm.com/>

WebSphere Double the performance of nearest competitor information (Press Release)

http://www-4.ibm.com/software/webservers/appserv/pr_version4.html

iSeries Nation

<http://www-1.ibm.com/servers/eserver/series/announce/form.html>

WebSphere Commerce Suite

www-4.ibm.com/software/webservers/commerce/

WebSphere Payment Manager

www-4.ibm.com/software/webservers/paymgr/

MQSeries

www.ibm.com/software/ts/mqseries

iSeries & WebSphere Documentation

Redbooks & Red Pieces

Form Numbers/Web Sites

Building iSeries Applications for WebSphere Advanced Edition SG24-5691

Building Java Applications for the iSeries with VisualAge for Java SG24-6245

Integrating WCS with Domino Back-End Applications

<http://ibm.com/redbooks> (search for REDP0141)

Java & WebSphere Performance on iSeries

<http://publib-b.boulder.ibm.com/Redbooks.nsf/RedpieceAbstracts/sg246256.html?Open>

iSeries Application Development Directions white paper is now available

<http://www.iseries.ibm.com/developer/tools/documents/addir/index.html>

Connect for iSeries with WebSphere Commerce Suite Red Paper

<http://www.redbooks.ibm.com/redpapers/pdfs/redp0127.pdf>

Tools for Application Reface and Redesign

<http://www.as400.ibm.com/developer/comm/pidtechpapers.html?Tools>

Introduction to Enterprise JavaBeans for AS/400 SG24-5192-00

Web enabling AS/400 Applications with WebSphere Studio SG24-5634-00

Building AS/400 Applications with WebSphere Standard Edition 2.0 SG24-5635-00

Building AS/400 C/S Apps with Java SG24-2152-02

Building AS/400 Internet-based applications with Java SG24-5337-00



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