



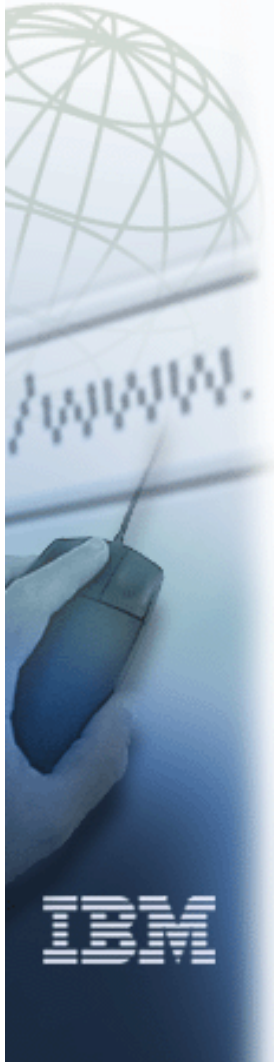
e-business

---

## OEM Opportunities with the MQSeries Family

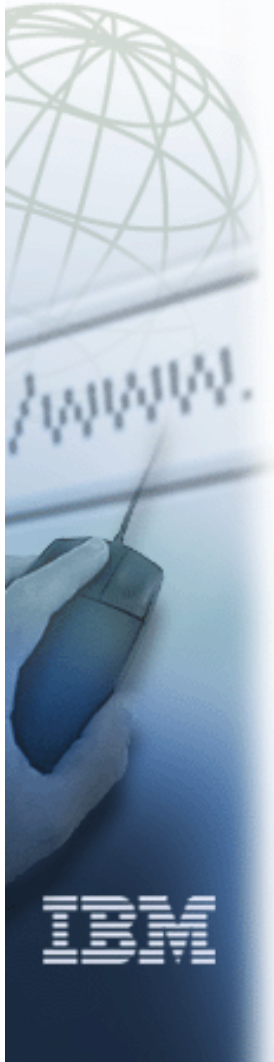
OEM Executive Conference  
Atlanta, September 1999

Rob K Lamb  
MQSeries Business Unit Executive  
IBM Somers, NY  
[lamb@us.ibm.com](mailto:lamb@us.ibm.com)





e-business



---

## Agenda

- **The marketplace opportunity**
  - Business Integration
- **IBM's MQSeries Family**
  - The industry leading answer
- **How OEM partners can make money with us**



# Today's business environment

## *Information Fragmentation*

- The world is heterogenous
  - ▶ Business information normally resides on more than one IT system
  - ▶ Average number of different systems = 7
  
- 75% of managers claimed this caused problems
  - ▶ Consistency and compatibility of data
  - ▶ Extraction and collation of data
  - ▶ 46% of companies undergoing a merger/acquisition had difficulty with IT integration
  - ▶ **Only 10% of Business Managers thought their processes inter-communicated very well**
  
- Implication
  - ▶ ***A business need for better IT integration***



The IBM logo, consisting of the letters 'IBM' in a white, bold, sans-serif font, set against a dark blue background.



e-business

## Business Drivers

- Input from Mobile, WWW, Java, Phone, Kiosk...

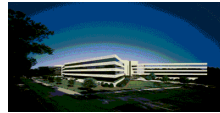


- Business Rules  
Windows NT



- Credit Check  
MVS

- Invoice/  
Delivery  
MVS



- Stock  
HP-UX



- Supplier  
TANDEM

- ▶ Automating Business Processes
- ▶ Intelligent Information Flows
- ▶ Value Chain Integration
- ▶ e-Business & ERP application extensions
- ▶ Packaged, new and legacy application integration
- ▶ Mergers & Acquisitions
- ▶ Regulation & Deregulation

***Finance -- Manufacturing -- Retail -- Transportation***

IBM

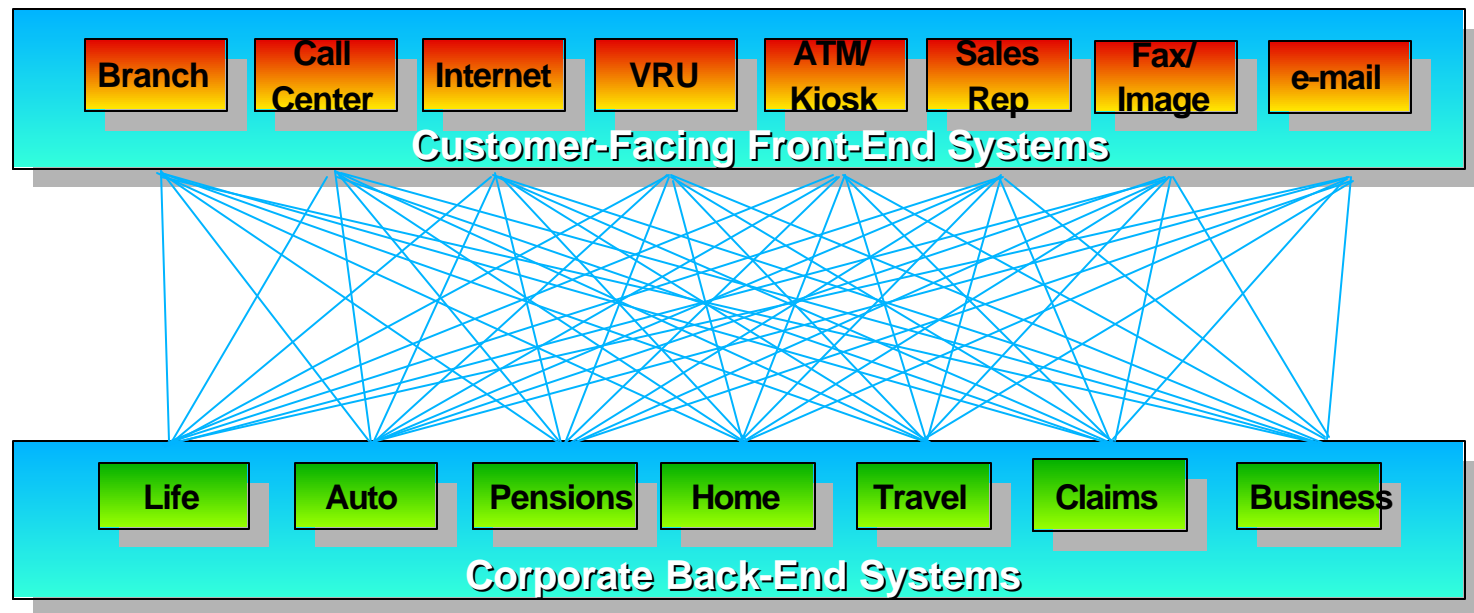


e-business

## CRM integration

As more and more methods emerge for dealing with customers, the more difficult it becomes to connect new front-end systems to back-end systems.

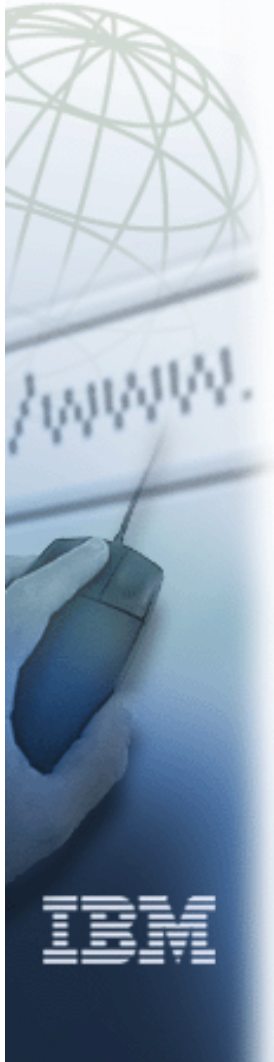
The result: no consistent customer view and an inability to cross-sell products and services.



IBM



e-business



## ERP Today

- For every \$1 spent on software, \$9 is spent to integrate it
- Standish study: 90% of ERP implementations end up late or over budget
- ***"It's like mapping out the entire genetic structure of a human being."***
- Hershey Foods: \$75 Million in 3 Years
- Eastman Kodak: \$500 Million Implement/Re-implement
- Brother Industries Pilot: \$5 Million
- Dell Computer: Pulled the Plug
- In 1997, 20,000 Companies WW paid \$10 Billion to ERP vendors, up 40% from 1996

Source: Fortune Magazine





e-business

# Value of business integration

## 1. Mergers & acquisitions

- Ensure the merger is a success
- Bring diverse businesses together -- faster

## 2. Packaged application integration

- Install ERP systems faster and less expensively
- Make ERP systems more responsive and flexible to business change

## 3. CRM integration

- Get a single customer view
- Gain the ability to cross sell

## 4. Supply chain integration

- Make the supply chain more effective

## 5. Straight-through processing

- Reduce business risk
- Achieve 'zero latency' trading

## 6. Web integration

- Tie the Web into your core business systems for competitive advantage





e-business



# MQSeries Today

## ■ Usage

- ▶ >7000 customer sites
- ▶ >350 of IBM's top 500 customers
- ▶ >66% of Top 100 NA and European banks
- ▶ In heavy production usage, eg State Street Bank >125M messages/day average, highest to date = 250M/day

## ■ Achievement

- ▶ >65% w/w market share
- ▶ >1700+ certified specialists

## ■ Recognition

- ▶ >300 positive press articles w/w in '98
- ▶ Multiple major industry awards

## Customer Examples

*Delta Airlines*

*Barclays Bank*

*Komatsu*

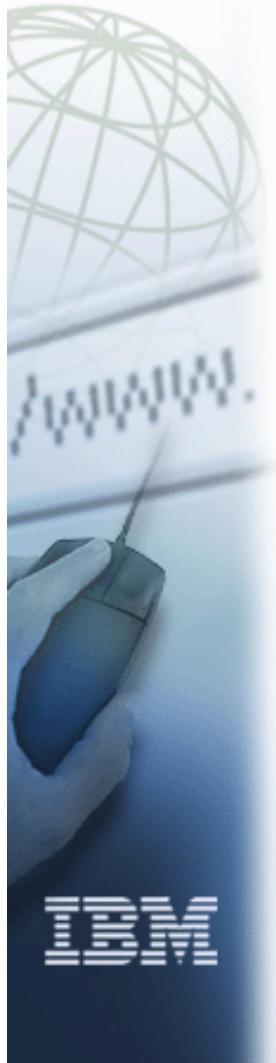
*Japan Airlines*

*Nomura Research Institute*

*Shell*

*Kodak*

*Toyota Europe*





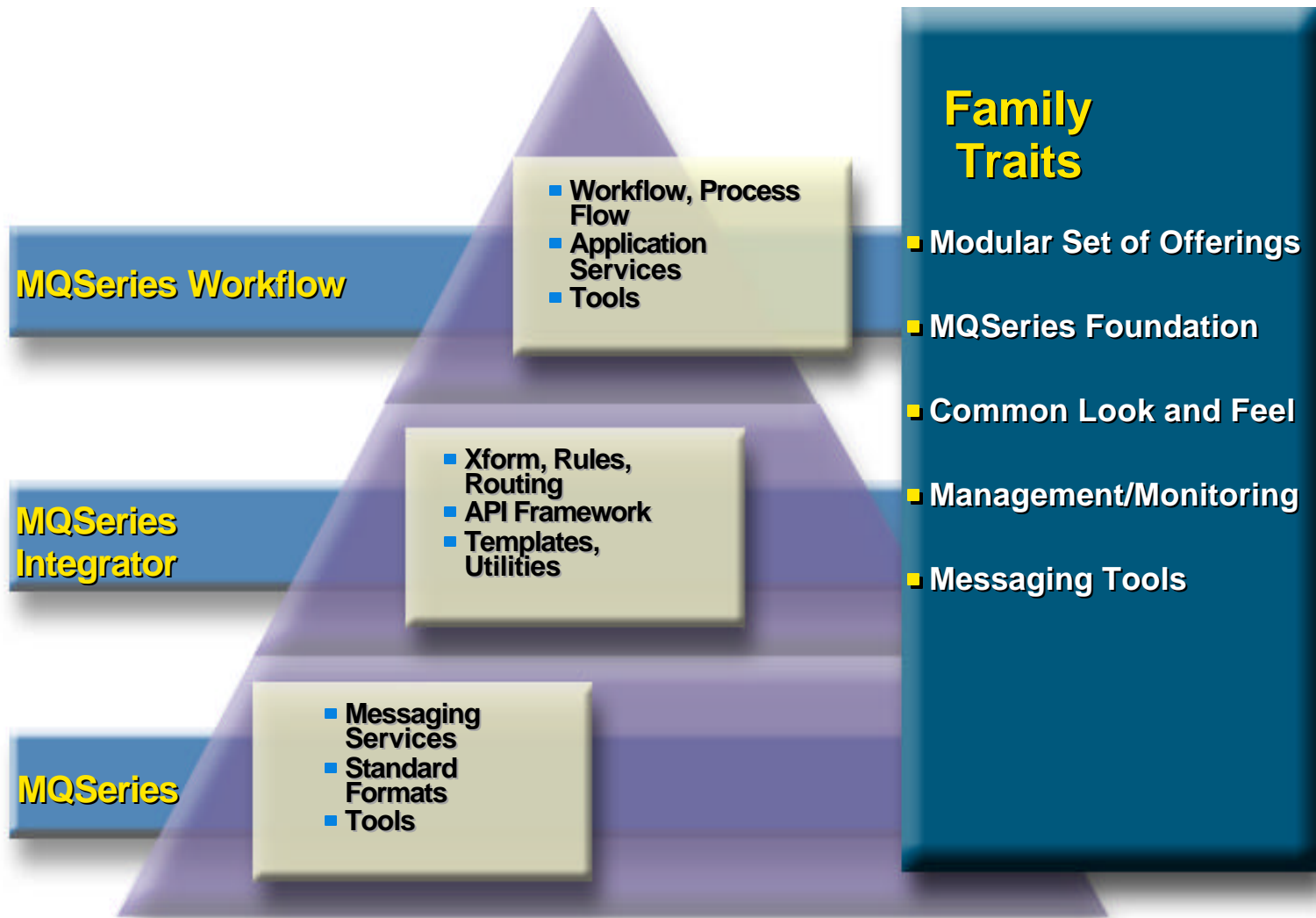


e-business



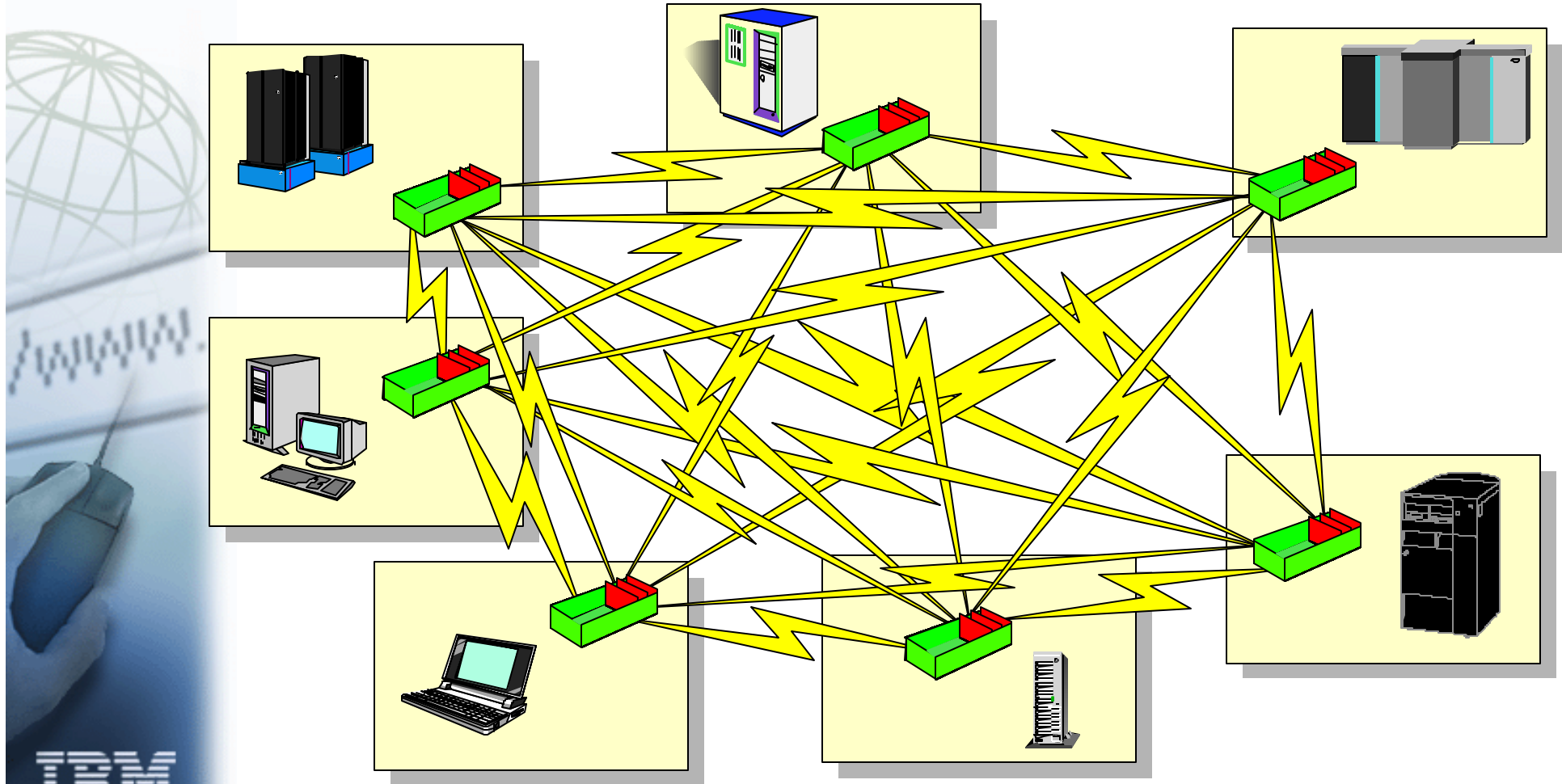
IBM

# MQSeries Family



MQSeries Everywhere

**e-business**  **MQSeries messaging:**  
**Universal application connectivity**

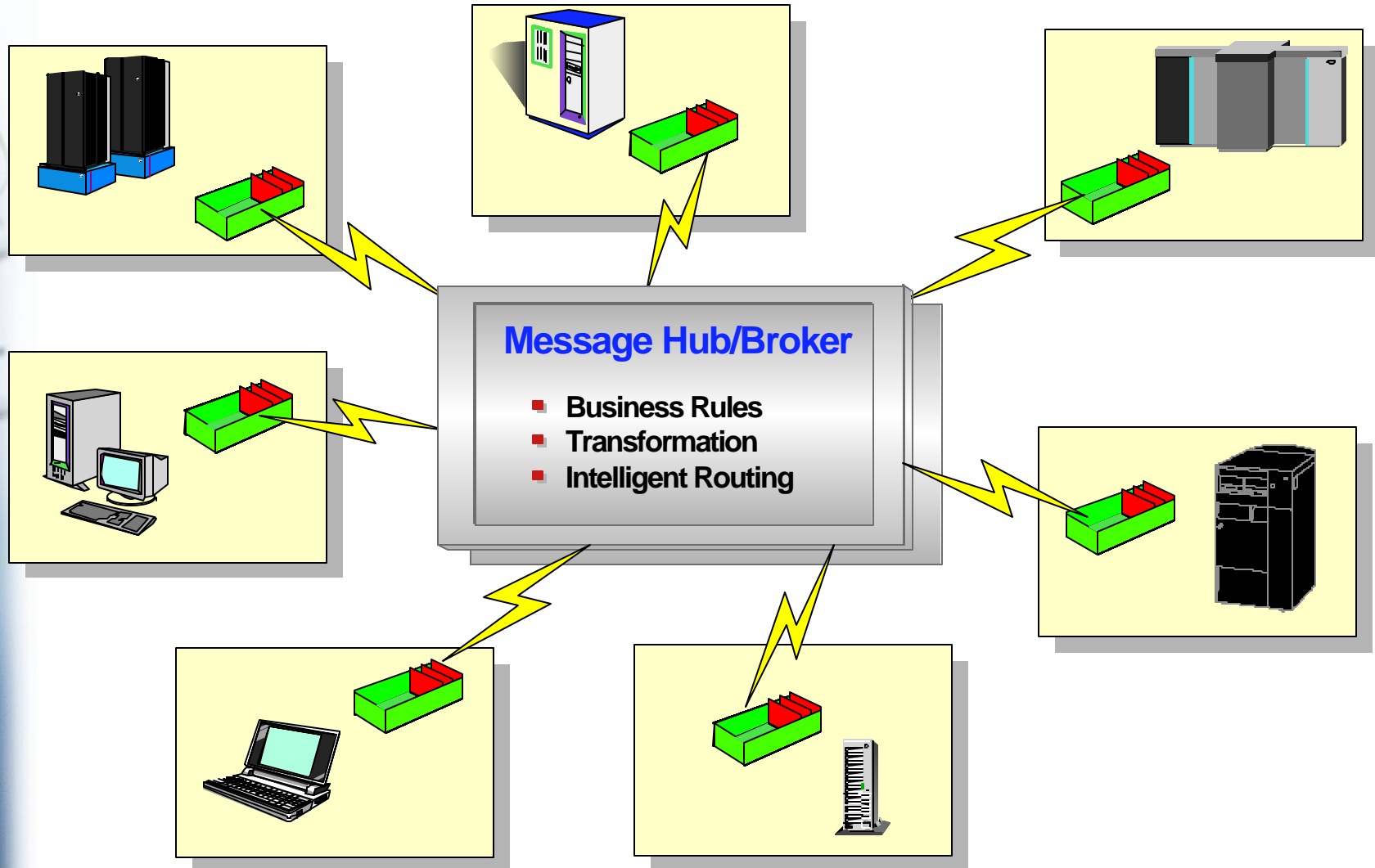
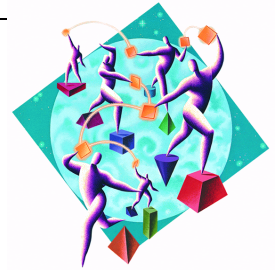


**Connecting over 35 different platforms**





# MQSeries Integrator: Making application integration easier





e-business

## Making STP possible

### Challenge

Interconnecting the disparate computer systems of members

### Solution

Payments clearing system using scalable, multi-platform messaging middleware

### Value

Reduced risk

More timely data

Reduced programming effort

### Key Products

IBM MQSeries

## Chicago Mercantile Exchange



*The Exchange of Ideas*

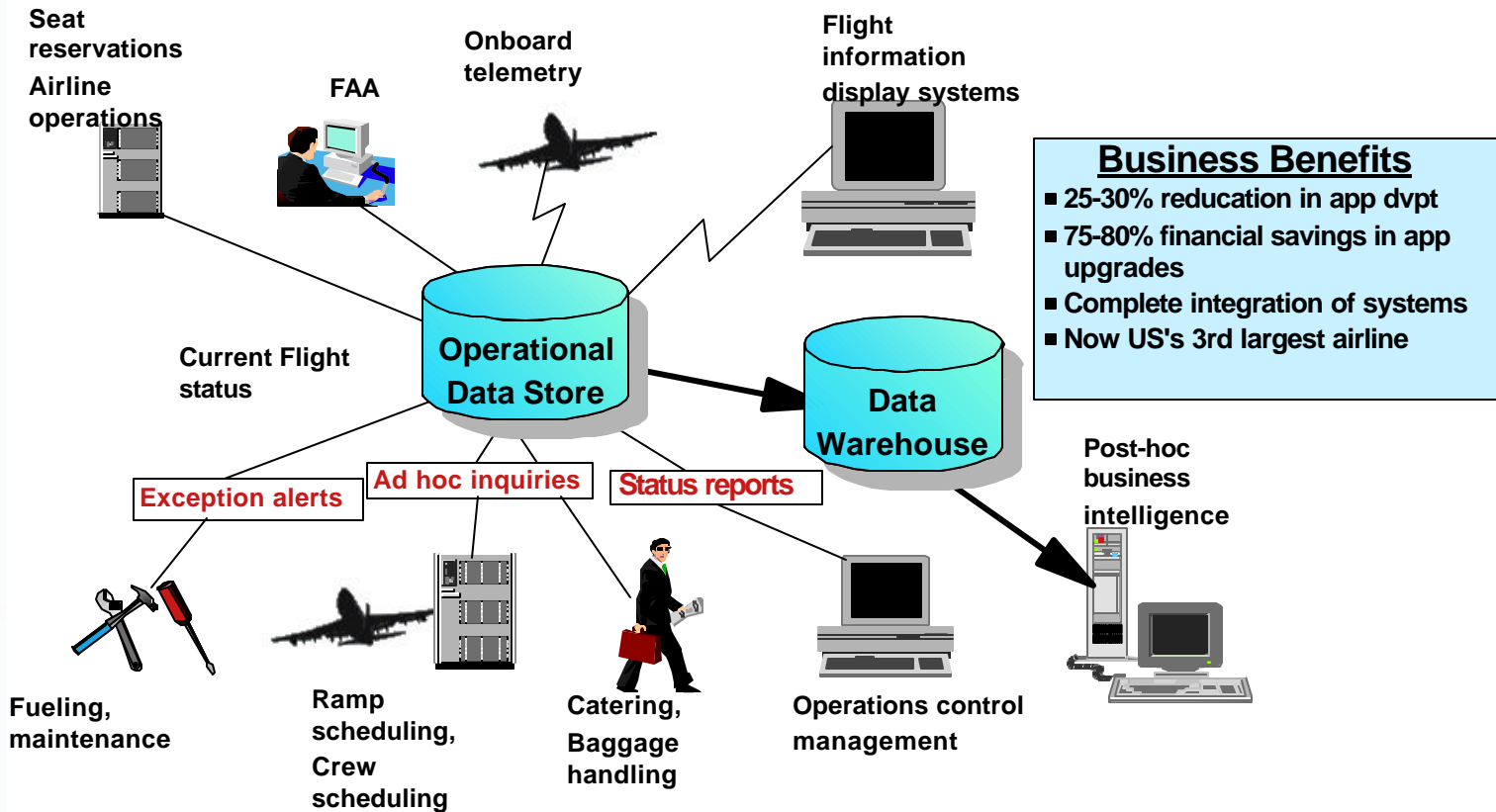
CHICAGO MERCANTILE EXCHANGE

[www.cme.com](http://www.cme.com)



e-business

**Delta Airlines**



**Business Benefits**

- 25-30% reduction in app dvpt
- 75-80% financial savings in app upgrades
- Complete integration of systems
- Now US's 3rd largest airline

**Business Needs**

- Airline flight & info systems overhaul needed :
- Disparate systems, data totally isolated
- Inefficient distributed systems
- Reliable, once only delivery

**Business Integration Solution**

- RYO integration enhanced by MQSeries & Copernicus
- Real time communication between Delta's reservations, crew scheduling, baggage and gate management systems bring business efficiencies and improved customer service' ..... Gartner

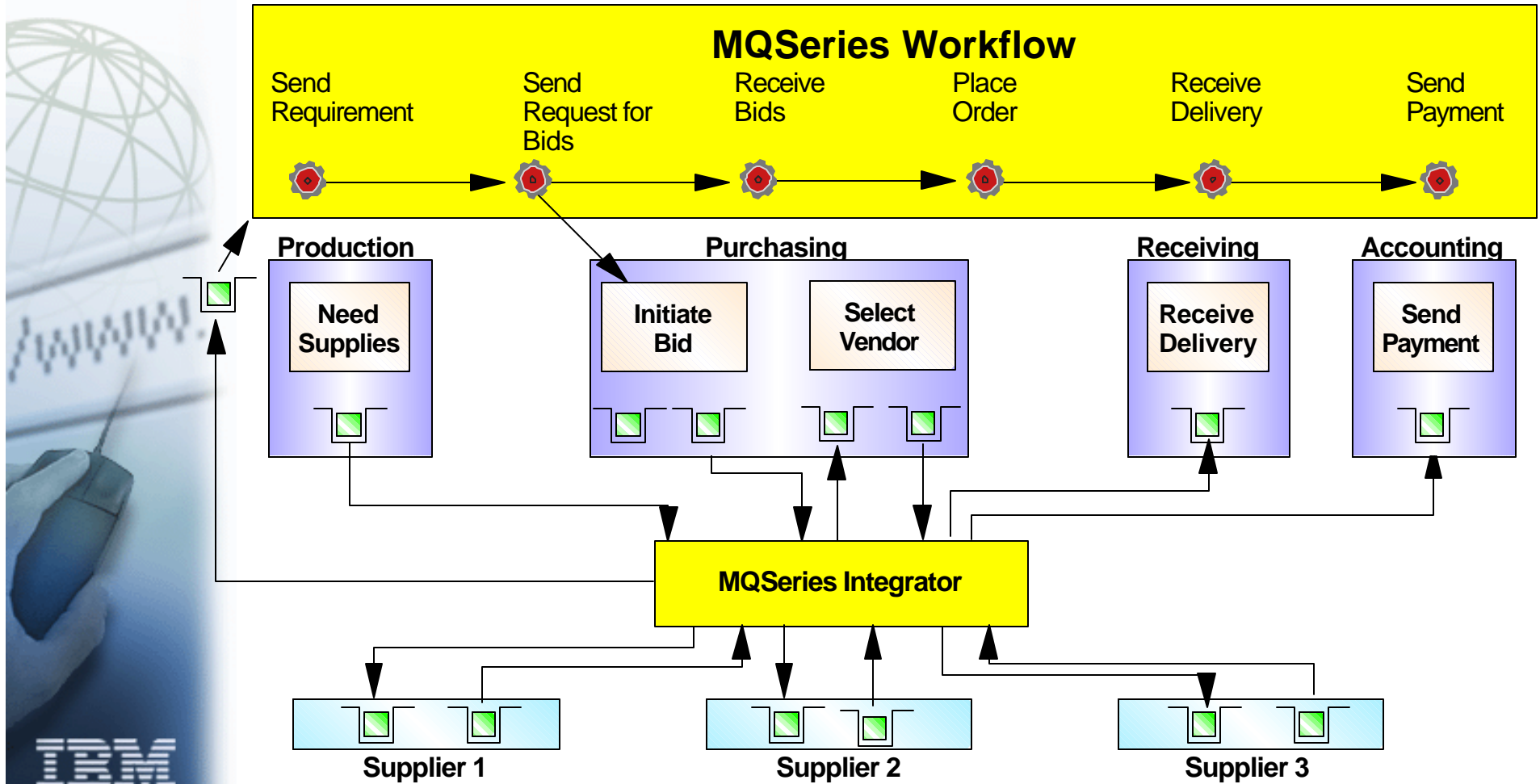
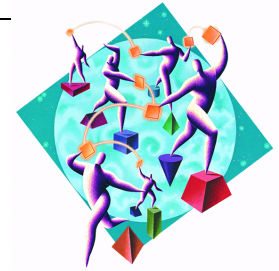


IBM





# MQSeries Workflow: Defining the business processes





e-business

---

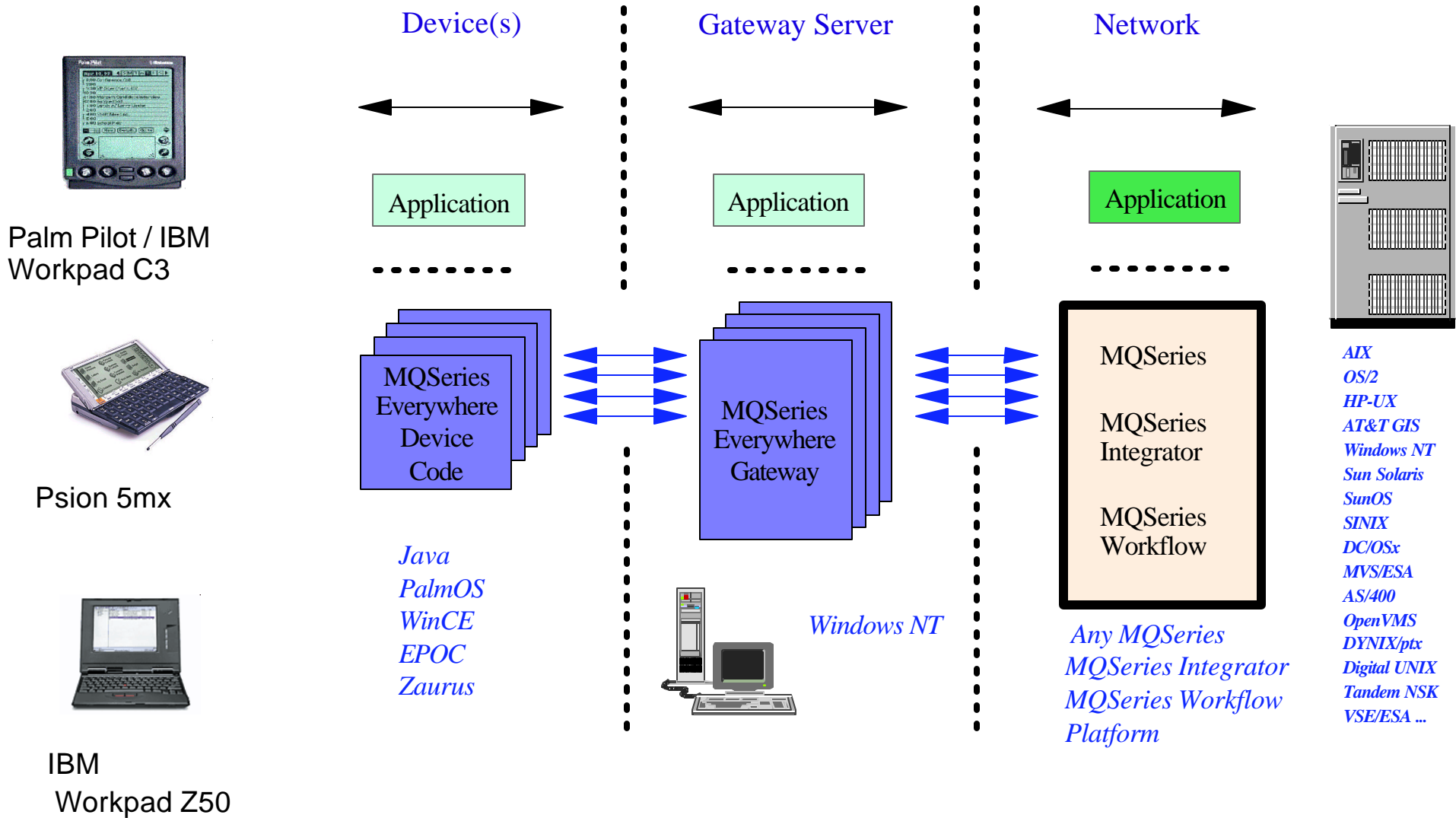
## MQSeries Everywhere

- ◆ **Brings a reliable connection into a hostile world**
  - MQ from mobile, pervasive or handheld devices
  - Check your inventory, quote the latest prices, win your order - at a customer location, walking down the street, riding in a cab
  - 
  - Keep your work force on the move - give them the location of the next customer to visit, confirm a parcel has been delivered, process a meter reading immediately
  - 
  - The opportunities are endless!

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, is positioned at the bottom of the vertical banner on the left side of the slide.

IBM

# MQSeries Everywhere Solutions

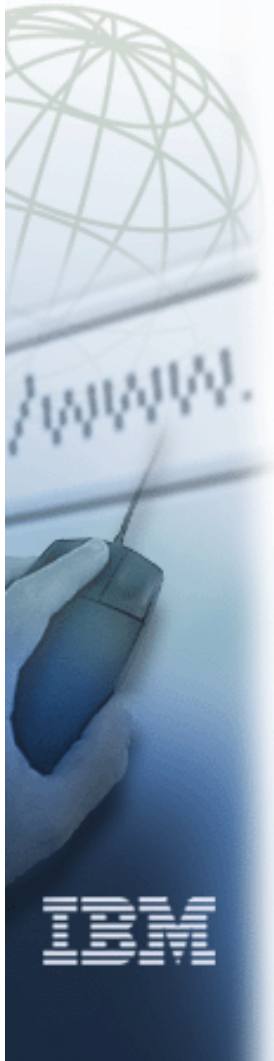




e-business

## Summary

- Business integration is a multi-billion dollar opportunity
  - ▶ It touches companies of all sizes
  - ▶ It touches every industry
- IBM MQSeries has established itself as the industry leader
- OEM partners can share in this success
  - ▶ Packaging MQSeries object code
  - ▶ Licensing MQSeries source code
  - ▶ Packaging MQSeries Integrator
  - ▶ Embedding MQSeries Everywhere





e-business



---

*Find us at .....*



***The MQSeries Home Page***

**<http://www.software.ibm.com/ts/mqseries/>**

***The Business Integration Home Page***

**<http://www.ibm.com/software/big>**

***Rob Lamb***

***[lamb@us.ibm.com](mailto:lamb@us.ibm.com)***