



e-business

Selling Host Integration Solutions

IBM Business Connect Software

Mark Gelsleichter
Americas Sales Executive
Host Integration Software

770-913-0914

markg@us.ibm.com



e-business

It's About Transforming Key Business Processes

Traditional Business

- Local
- Uses trad'l forms of communications
- Business partners loosely integrated
- Customer support an expensive burden
- IT resources not fully exploited
- Will see customer base rapidly decline

e-business

- Global
- Uses internet technology for communications
- Business partners integral part of customer value net
- Competitive differentiation through customer support
- Maximizes I/T investments
- Will become a market leader



e-business

Today's Objectives

By the end of Today's session you should know...

- What Host Integration is and why your customers need it
- The business benefits and key selling points of HI
- Who is a good prospect for Host Integration
- IBM's major competitors with Host Integration products
- Differentiators of the IBM Host Integration solution
- Product positioning with WebSphere

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters, positioned at the bottom of a vertical sidebar image that also shows a hand holding a mouse and a globe.

IBM



Web-enabling solutions can provide:

- Enhanced customer service and responsiveness
- Routes to new markets and new sales channels
- Streamlined processes, reduced cost
- Web self service applications
- Better, less costly communication with employees, dealers, agents, suppliers, etc.
- Information sharing with mobile users
- Efficient access to information & applications resident on multiple host systems across multiple network types
- Better utilization of resources - existing applications, data and people

... ***The Benefits of e-business***



e-business

Information Technology Challenges

- Broad range of new end users vary by:
 - Location
 - Software capability
 - Network access
 - Knowledge of application operation
- New end users need access to multiple data sources
- Speed to the web is critical
- Existing applications are not easy to use and are difficult to modify
- Security and scalability must be considered
- Programming web applications and web "front ends" requires talent, time, dollars and introduces risk

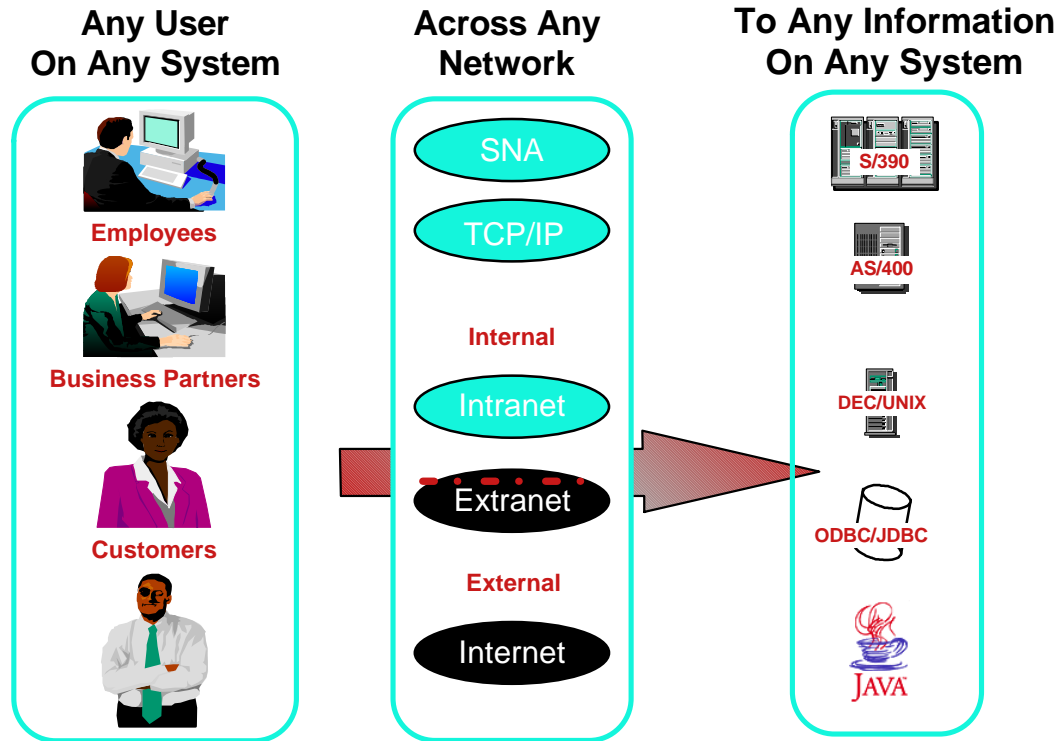
The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters, positioned at the bottom of the slide.

IBM



e-business

IBM Host Integration: Using Web Technology to Connect...



Host Integration is designed to:

- Extend the reach of existing application and data without any changes to them
- Provide access from any browser through a Java based emulator or through HTML produced by Host Publisher
- Rejuvenate and streamline aging host applications
- Consolidate information from various sources into new, composite applications
- Support traditional PC clients and Web based clients
- Provide secure & scalable access
 - Standards based
 - Multi-platform support



e-business

Current Host Integration Solution Options



✓ Personal Communications

professional emulation



✓ **Host On-Demand** Java emulator installed on a server and accessed from a Web Browser



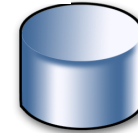
✓ **Screen Customizer** for existing application rejuvenation to a web graphics interface



✓ **Host Publisher** for existing application integration from multiple sources to an HTML Web graphics interface



JDBC



ActiveX

activex



JAVA

▪ Value

- Protect and extend investment
- Improve user productivity
- Secure, scalable, multi-platform
- Fastest way; lowest risk and cost to integrate host with the Web

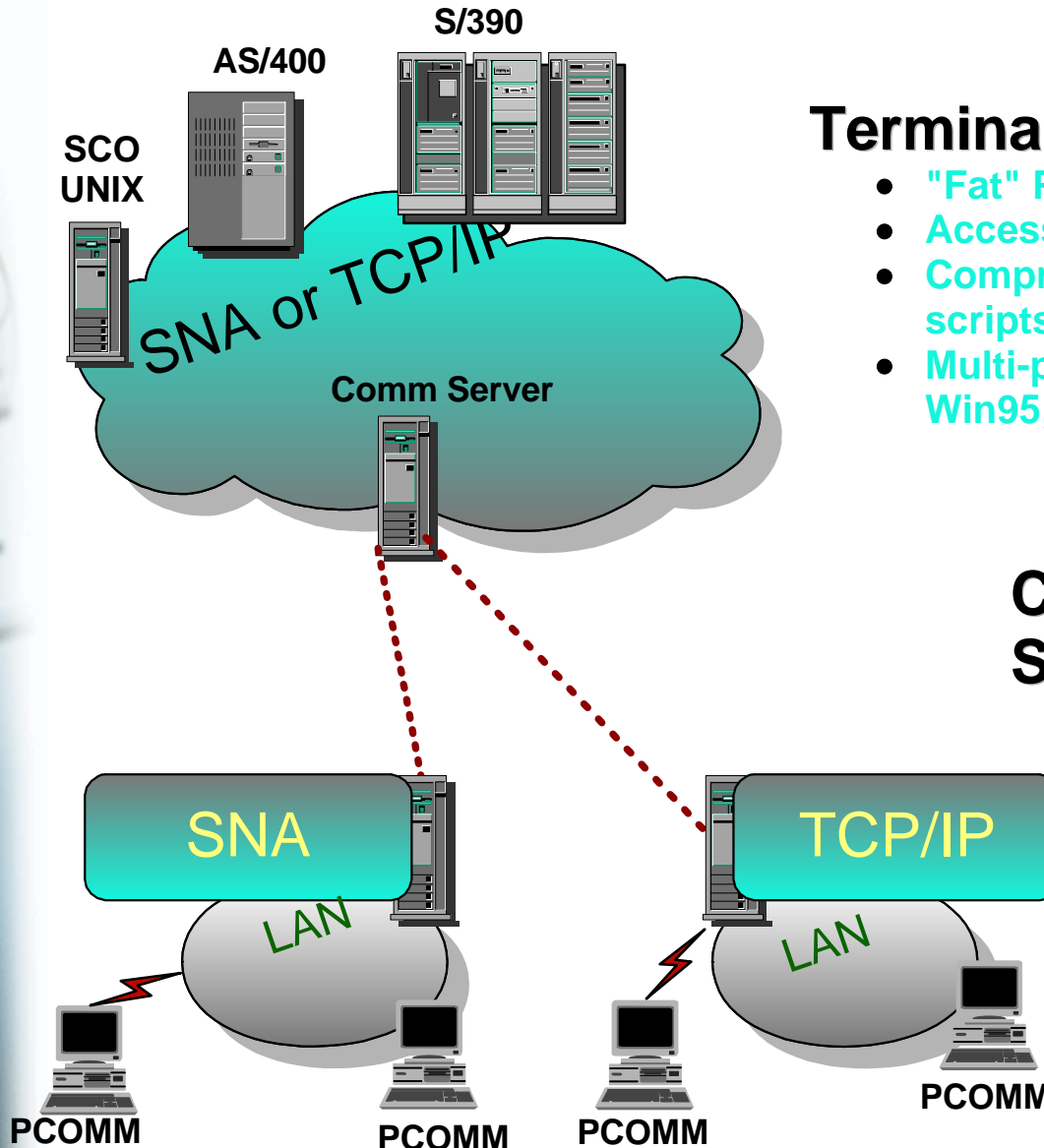
Fastest way to extend host applications to the Web





e-business

Traditional Host Integration



Terminal Emulation - PCOMM

- "Fat" PC clients
- Access to S/390, AS/400, Unix
- Comprehensive API set enables local scripts and applications
- Multi-platform, including OS/2, NT, Win95, Win98, Win2000

Communications Servers

- Act as the "gateway" between LANs, or TCP/IP networks, and a SNA backbone network, or to servers
- Multi-platform, including OS/2, AIX, NT, SCO UnixWare, S/390, Novell NetWare



e-business

Web Solution Objectives

- Take cost out of existing transactions
- "Webify" applications - extend their reach without rewriting
- Reduce the cost of communicating
 - Phone line costs
 - Communications SW licensing cost
- Reduce the cost of SW distribution and maintenance
- Enable standardized application access to new users after merger/acquisition

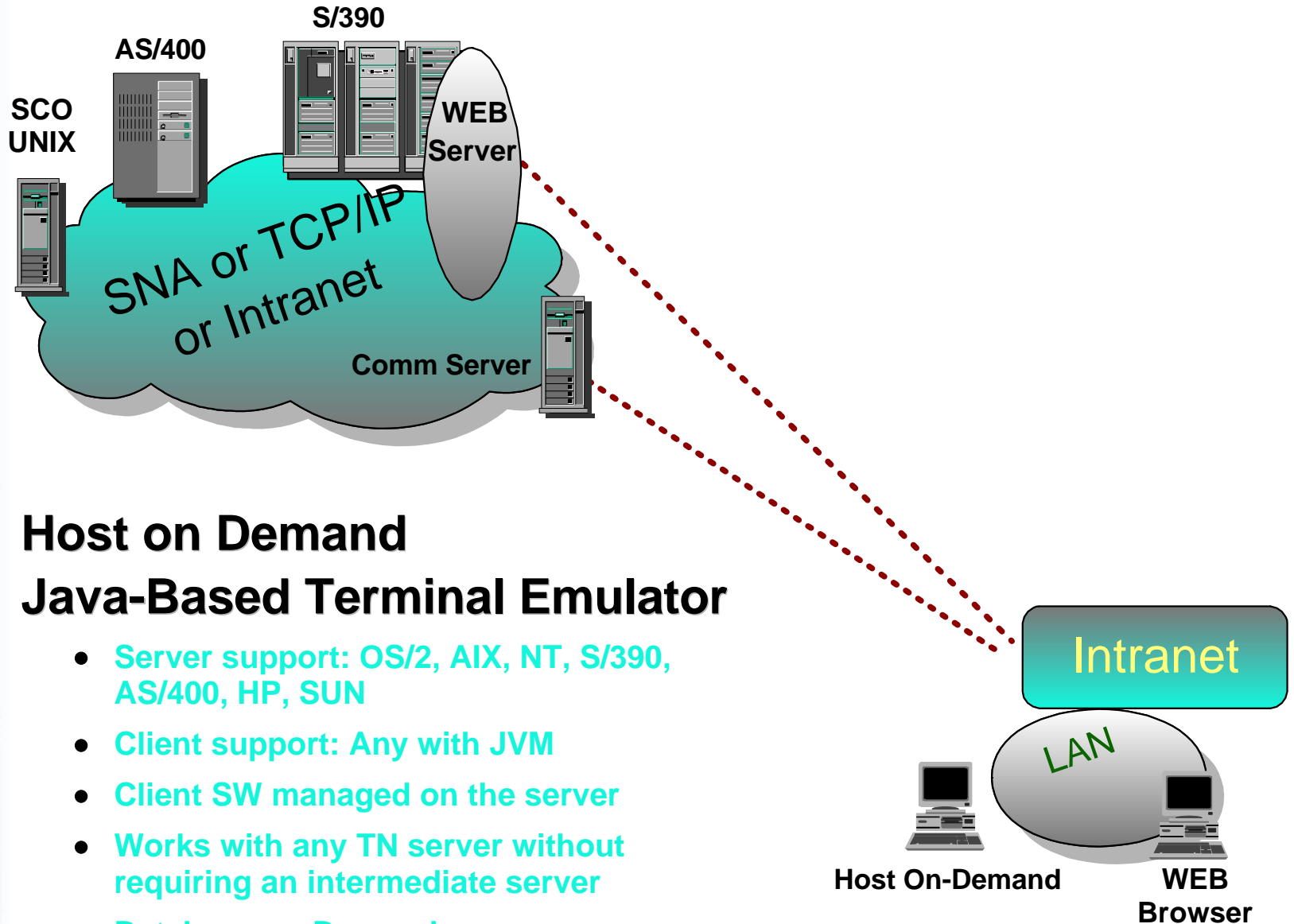
The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters, positioned at the bottom of a vertical sidebar image that also shows a globe and a computer mouse.

IBM



e-business

Intranet Host Integration



Host on Demand

Java-Based Terminal Emulator

- Server support: OS/2, AIX, NT, S/390, AS/400, HP, SUN
- Client support: Any with JVM
- Client SW managed on the server
- Works with any TN server without requiring an intermediate server
- Database on Demand





e-business

Host On-Demand. Turning this..

```

Wake County - A
File Edit Transfer Appearance Communication Assist Print Help
Jump Same Exit Transfer Copy Paste PrtScrn Remap Color Keypad Play Record Stop
07/14/1999          M U L T I T E R M / V S E          v2.6.3          VIMM0500
11:23:26           C O U N T Y   M A S T E R   M E N U          RSLN1034
-----
Tag                Description of Selection                Appl/      Time
                                   Port              Away
- 1. ASSESSOR/INSPECTIONS.....(CICS1)
- 2. REVENUE/FIRE ** ROD HAS MOVED ** (CICS2)
- 3. CHILD/EMS/UCC.....(CICS3)
- 4. ROD is not Available from this Menu

Menu==> PA1  , Toggle==> PA2  , Goto==>          , Allow Watch==> YES
-----
Selection==> _      Data==>                               Command==>
ENTER==> Process, CLEAR==> Reset, PF3==> Previous Menu, PF4==> Next Menu
PF7==> Page Back, PF8==> Page Forward, PF9==> Active/Selection
MA a
22/015
  
```





e-business

Into this.. HOD Automatic GUI

Wake County - A.

File Appearance Communication Assist Service Print Help

07/14/1999 11:26:48 MULTITERM / VSE v2.6.3 VIMM0500 RSLN1034

COUNTY MASTER MENU

Tag	Description of Selection	Appl/ Port	Time Away
<input type="checkbox"/>	1. ASSESSOR/INSPECTIONS..... (CICS1)	<input type="text"/>	
<input type="checkbox"/>	2. REVENUE/FIRE ** ROD HAS MOVED ** (CICS2)	<input type="text"/>	
<input type="checkbox"/>	3. CHILD/EMS/UCC..... (CICS3)	<input type="text"/>	
<input type="checkbox"/>	4. ROD is not Available from this Menu	<input type="text"/>	

Menu==> PA1 , Toggle==> PA2 , Goto==> , Allow Watch==> YES

Selection==> Data==> Command==>

ENTER=> Process, CLEAR=> Reset, PF3=> Previous Menu, PF4=> Next Menu
 PF7=> Page Back, PF8=> Page Forward, PF9=> Active/Selection

MA* a Ovr R22 C15 ID:

PF1	PF2	PF3	PF4	PF5	PF6	Enter	Reset	Clear	Insert	NewLine
PF7	PF8	PF9	PF10	PF11	PF12	ErsInp	ErsFld	ErsEOF	Delete	NextPad

Warning: Applet Window





Real Estate / Tax Information

Register of Deeds / Revenue Collections Information

Board of Elections Information

MA* a [Address Field] Ovr R22 C15 ID: wtx1

PF1	PF2	PF3	PF4	PF5	PF6	Enter	Reset	Clear	Insert	NewLine
PF7	PF8	PF9	PF10	PF11	PF12	ErsInp	ErsFld	ErsEOF	Delete	NextPad



Wake County Selection Menu

To view property, select appropriate button below



MA*	a						Ovr	R24 C58	ID: wpl	
PF1	PF2	PF3	PF4	PF5	PF6	Enter	Reset	Clear	Insert	NewLine
PF7	PF8	PF9	PF10	PF11	PF12	ErsInp	ErsFld	ErsEOF	Delete	NextPad



e-business

Web Solution Objectives

- Reach users anywhere
 - Expand to global markets
 - Reach new sales channels
 - Improve communications with suppliers, dealers, agents, etc
- Improve application usability
- Lower training time and costs
- Improve SW deployment to "outside" users



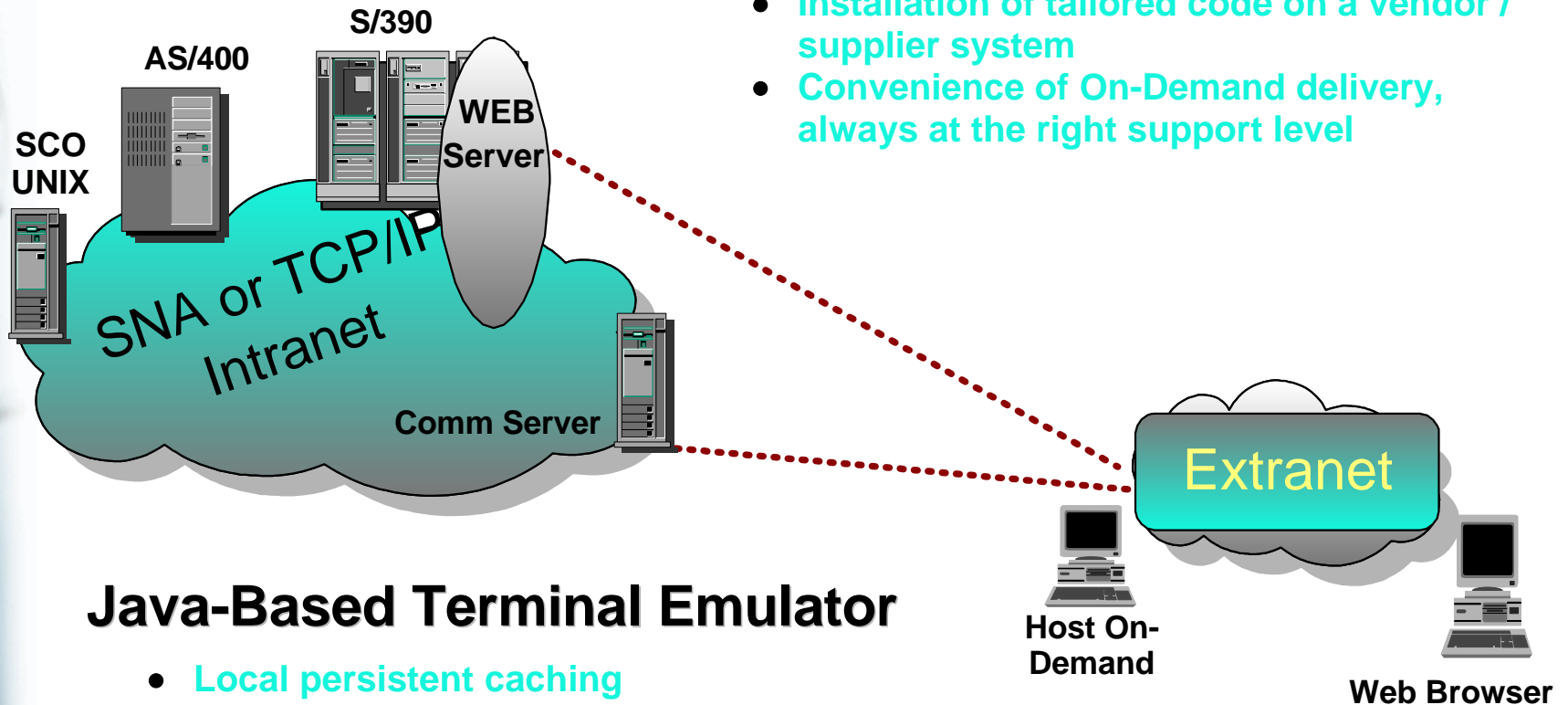


e-business

Extranet Host Integration

What's Different in an Extranet?

- Training considerations
- Installation of tailored code on a vendor / supplier system
- Convenience of On-Demand delivery, always at the right support level



Java-Based Terminal Emulator

- Local persistent caching
- Graphical user interface
- Customized access to selected functions and data
- SSL support





e-business

Host On-Demand. Customizing this...

```
USER: RUDDIGER                GETAWAY CAR RENTALS                4:30
DEPT: RENTALS                  INITIAL RENTAL SCREEN              SCREEN:GLAS

CAR TYPE:                      CAR INFORMATION                    FOREIGN/DOMESTIC (F/D):
(LUXURY, ECONOMY, SPORTS-UTILITY-VEHICLE, STATION WAGON)  MODEL:
COLOR:                          MAKE:
(YELLOW, GREEN, RED, BLUE, SILVER)  LICENSE NUMBER:

RENTAL DATE:
RETURN DATE:

ACCOUNT NUMBER:                CUSTOMER INFORMATION                CREDIT CARD TYPE:
FIRST NAME:                    CREDIT CARD NUMBER:
LAST NAME:                     EXPIRATION DATE:
ADDRESS:                       LICENSE NUMBER:
                                STATE OF ISSUE:
                                EXPIRATION DATE:

PF1=CONTINUE PF2=ENTER PF3=EXIT PF4=HELP PF5=RESET PF6=PG UP PF7=PG DOWN PF8=HOME PF9=END
PF10=INSERT PF11=DELETE PF12=DELETE FIELD PF13=END OF FIELD PF14=BEGIN OF FIELD PF15=CONTINUE
```





e-business

Enhancing to this... using Screen Customizer

AT² Host Session. Connected to IP=as400.banktrade.com, Port=23

File Host Connection Options Service Help

Worker Info.
Trn Dept Worker? Password?

Customer Details
Cust/Opn Bk L/c No.? Orig. Iss. Date?
Customer Account Number? City Code?
Customer Acronym? Import/Export?

Customer Name/Address
Name Date:
Address Credit Card #
 Social Security

Economy SUV Luxury

Blue

Red
White
Blue





North Carolina Department of Health and Human Services

EISANDFSIS - EXTRA! for Windows 95/NT

File Edit View Tools Session Options Help

PAGE NO .. ** EIS FORM 8125 ** RE ENTRY . FORM ID

CASE ID WORKER NO

CO NO .. CTY CASE DIST ... CO REASGN AID PG/CAT

CASEHEAD/PAYEE CASEHEAD PAYEE CHG

ADDRESS 1 ADDRESS 2 FACILITY

CITY STATE .. ZIP PHONE # VERIFIED

SUB PAYEE NAME NEEDS UNIT

CHANGE CD .. NOTICE . ONGOING RETRO C/TERM OLD CASE TERM

APPL # DISP

CTY ISS DT 1 AMT 1 CTY ISS DT 2 AMT 2

PAY REV MED CERT

PAY MED CLASS . DB/PML . DB/PML AMT DED AMT

RET PAY 1 RET MA 1

RET PAY 2 RET MA 2

GRS EARNED INC DISREGARD SSI AMT MAINT AMT

SP REV1A. SP REV2A. SP REV3

FOOD STAMP NO STEPPARENT . WORK EXPENSES NET EARNED

RSDI AMT AMB.CAP. . GRDFATHER SSI VA . EPICS CLM

CHILD/ADULT CARE TOT NET UNBARN DOMICIL RATE

JOB/WORK SAV J. ...A. GRANT RECOUP.

TOTAL MONTHLY INC. SPEC. USE A.A.

PRESS ENTER TO EDIT THIS SCREEN AND DISPLAY THE NEXT SCREEN

IBM

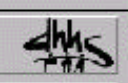
02.4 01/57



North Carolina Department of Health and Human Services

3270 Display - A - ZDW00023 Administrator Mode : eLINC.wsp

File Edit Transfer Appearance Communication Assist Service Print Help

Page No EIS Form 8125 Re entry 

Case Id Worker No County No Form Id

County Case Dist County Reassign

Casehead/Payee Casehead Payee Chg Facility

Address 1 Phone #

Address 2 City State Zip

Sub Payee Code Sub Payee Name Verified (Y/N)

Appl # Aid Pg/Cat Change Code Notice Override

Ongoing	Code <input type="text"/> Date <input type="text"/>	Retro	Code <input type="text"/> Date <input type="text"/>	Case Term	Code <input type="text"/> Date <input type="text"/>	Old Case Term	Code <input type="text"/> Date <input type="text"/>
---------	--	-------	--	-----------	--	---------------	--

Med Status Med Eff Date Cert Period Med Class

Ret MA 1	Aid Pg/Cat <input type="text"/> Db/Pml <input type="text"/>	From Date <input type="text"/> Db/Pml Amt (\$\$\$\$\$)	End Date <input type="text"/> EPICS CLM	Class <input type="text"/> Facility Code <input type="text"/>	Db/Pml (\$\$\$\$\$)
Ret MA 2	Aid Pg/Cat <input type="text"/> Db/Pml <input type="text"/>	From Date <input type="text"/> Db/Pml Amt (\$\$\$\$\$)	End Date <input type="text"/>	Class <input type="text"/> Facility Code <input type="text"/>	Ded Amt <input type="text"/>

Pay Rev Period Pay Amt Pay Type Pay Eff Date (mmccyy)

Please scroll down to view the rest of the form and the messages

Cty Iss Dt 1 Amt 1 Cty Iss Dt 2 Amt 2

MA* a Ovr R1 C11 ID: e007

Signed by: International Business Machines 20





e-business

Web Solution Objectives

- Improve responsiveness to customers
 - Provide more information
 - Faster
 - Easily accessible on the web
 - Consolidate information from multiple back end applications
 - Longer hours of availability
 - Browser/web page user interface
- Make employee-driven applications self service applications
- Get applications to the Internet quickly

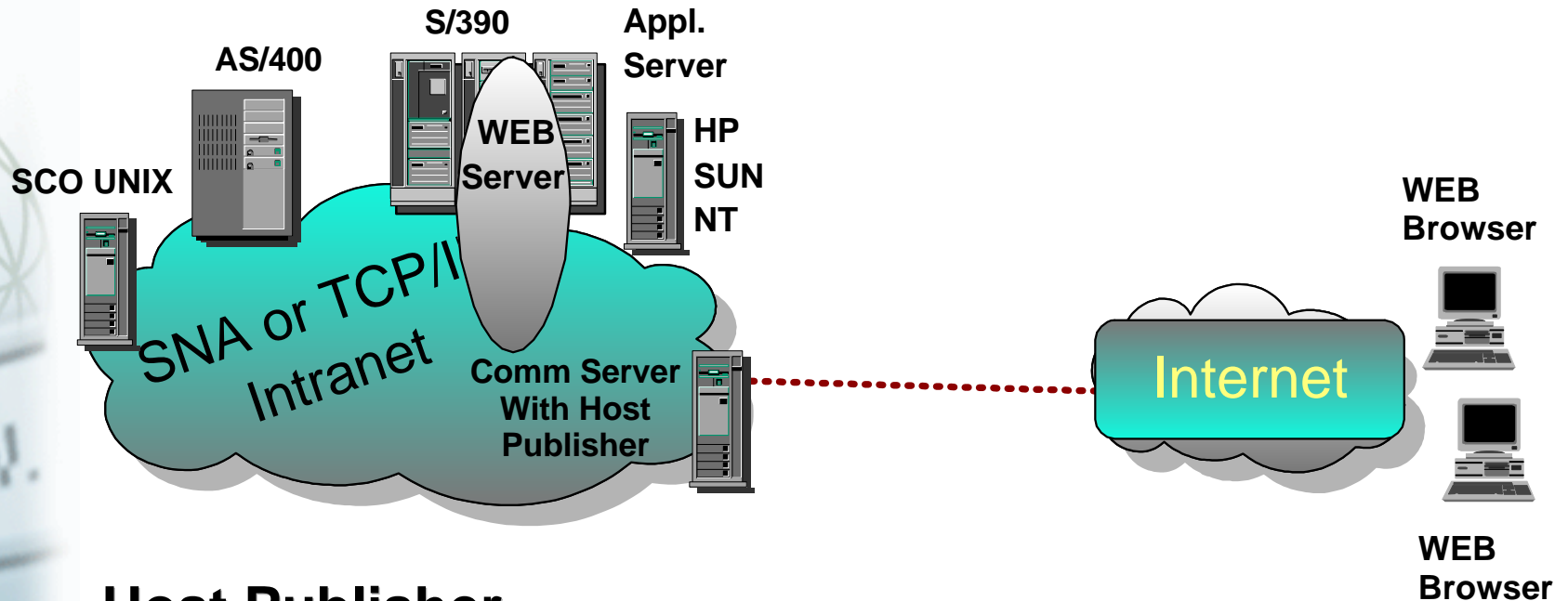
The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters, positioned at the bottom of a vertical sidebar image.

IBM



e-business

Internet Host Integration



Host Publisher

- Available on NT, AIX, AS/400, OS/390 and Sun Solaris
- Client support: any browser
- Integration of multiple sources of host data presented to web users via a browser: 3270, 5250, VT, Java, JDBC
- Extends the reach of mission critical data
- The ultimate in rejuvenation
- Publish data to cell phones, palm pilots, etc.

GUI Web Page


The Retail Company - Netscape

File Edit View Go Communicator Help

Back Forward Reload Home Search Guide Print Security Stop

Bookmarks Location: <http://csntdemo.raleigh.ibm.com/hostpublisher/retail/home/index.dml>


Instant Message Instant Message Internet Lookup New&Cool



The Retail Co.


Have you seen our sale today?

About Us




Find out about us!

Store Locator



There's bound to be a Retail Company store near you!

Books on the Web




New! Looking for a book? Search for any book and order it from the Internet... Now!

Keywords:

Library:


Departments



Select "Sales" to find out about our department sales.


- Automotive
- Beauty
- Books**
- Children's Clothes
- Crafts

Hot News



What's new at the Retail Company.

Job Opportunities



Start a career at the Retail Company.

Midnight Madness SALE!

Join us this weekend for our first annual Midnight Madness sale! (doors open at 11:30 p.m. Friday, close at 2 a.m. Saturday.)

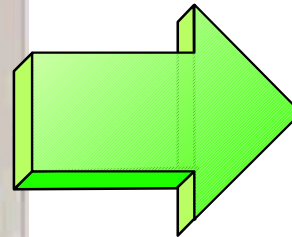
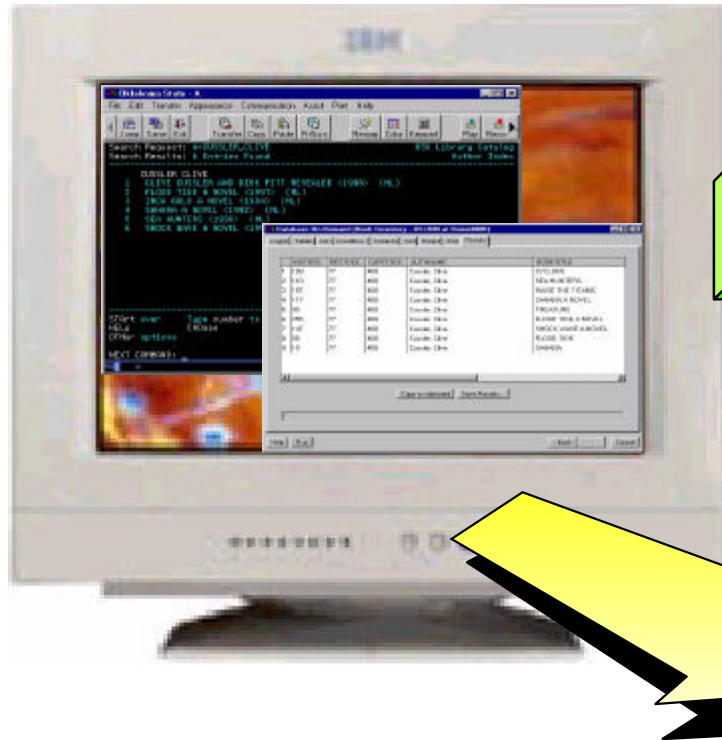
Here's a sneak peek at some of the outrageous deals we'll be offering:

- \$4.99 - County Paper Towels (8-pack)
- \$8.99 - all Compact Disks in stock (limit 12)
- \$12.99 - 200-count cotton sheet sets (any size)
- \$.99 - all nail polish in stock (limit 18)

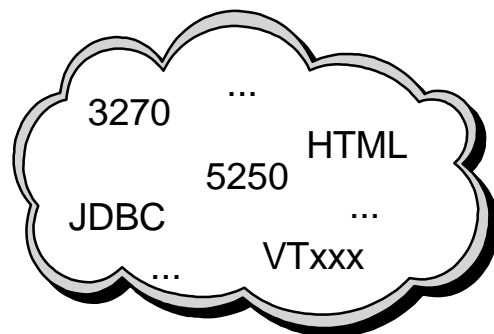
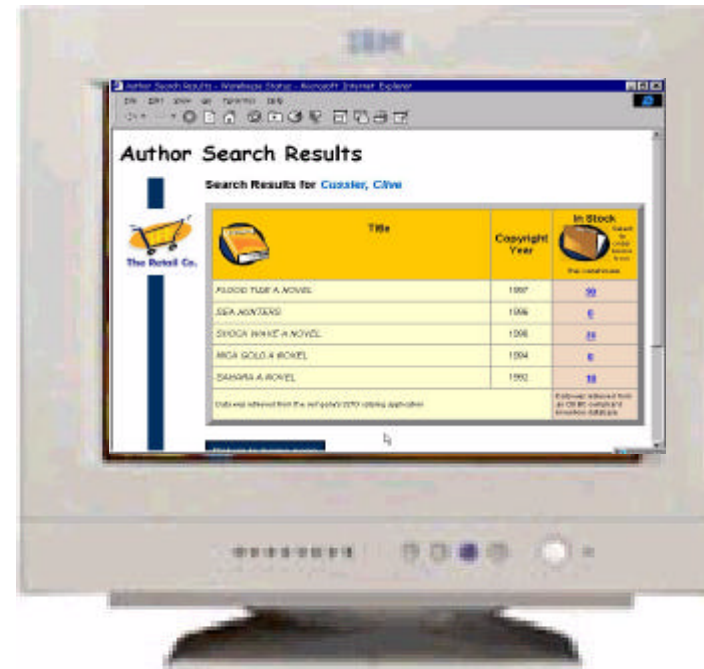
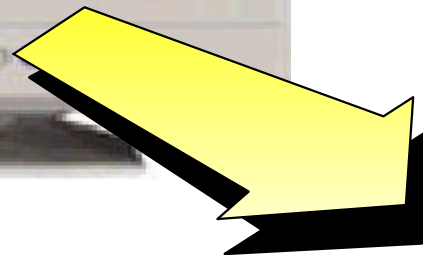
Document: Done 23

IBM Host Publisher + WebSphere Transcoding Publisher

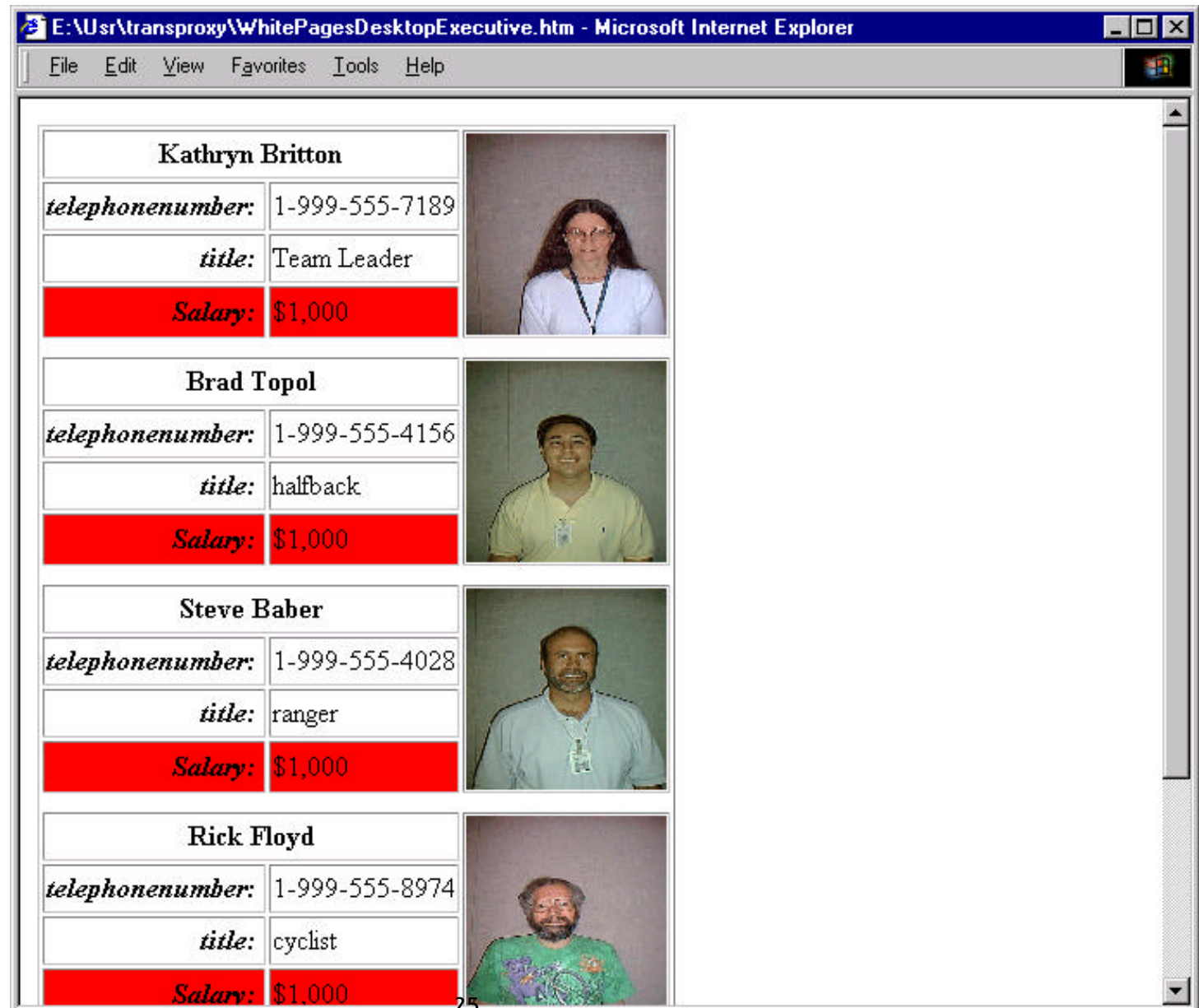
Extends traditional applications ...







to the pervasive world!



A Simple Example: Desktop Web Application



Kathryn Britton		
<i>telephonenumber:</i>	1-999-555-7189	
<i>title:</i>	Team Leader	
Salary:	\$1,000	
Brad Topol		
<i>telephonenumber:</i>	1-999-555-4156	
<i>title:</i>	halfback	
Salary:	\$1,000	
Steve Baber		
<i>telephonenumber:</i>	1-999-555-4028	
<i>title:</i>	ranger	
Salary:	\$1,000	
Rick Floyd		
<i>telephonenumber:</i>	1-999-555-8974	
<i>title:</i>	cyclist	
Salary:	\$1,000	



e-business

Transcoded for a Small Device

Name	Photo	Phone Number	Title	Salary
Kathryn Britton		1-999-555-7189	Team Leader	\$1,000
Brad Topol		1-999-555-4156	halfback	\$1,000
Steve Baber		1-999-555-4028	ranger	\$1,000

- Source application is unchanged
- Data is dynamically adapted to the device
 - Images reduced in size
 - Images converted from color to grayscale
 - Content reformatted to meet device capabilities including physical screen size

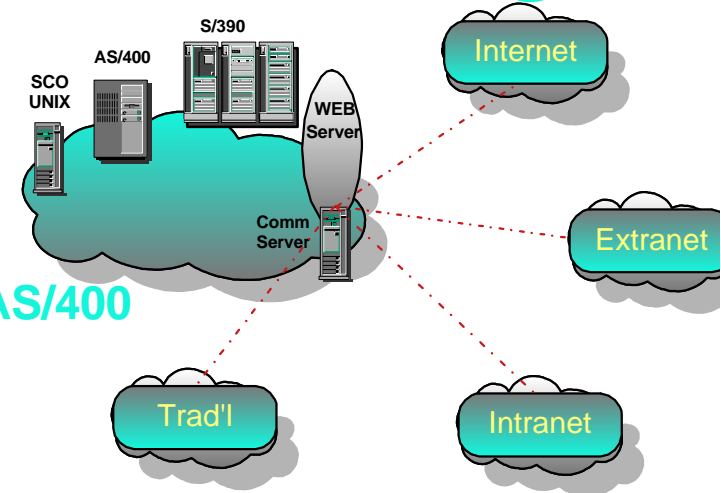


e-business

The Host Integration Solution Offering

One price per user, featuring

- Personal Communications
- Host On-Demand
- Host Publisher for NT, AIX, Solaris or AS/400
- Communications Server for OS/2, AIX, and Windows NT
- Firewall for Extranet or Internet



Freedom of Choice

- Liberal number of servers, any platform
- Mix and match Host Integration clients
- No-charge migration between components

Simplicity

- Evaluation, configuration, license management, pricing

Services

- Training, install, config, conversion / migration, programming



e-business



Identifying HI Opportunities



e-business

The "Usual Suspects"

- Installed PCOM customers
- Installed S/390 and AS/400 accounts
- Installed competitive accounts
- Customers with pilots or evaluations
- New PC rollouts or replacements

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters. It is positioned at the bottom left of the slide, partially overlapping a vertical decorative bar that contains a globe and a hand holding a mouse.

IBM



e-business

Prospect Characteristic

- Any department or enterprise that needs to:
 - Extend their business to the web
 - ▶ Provide information and applications to new end users
 - ▶ Combine existing information in new forms
 - ▶ Replace dial up connections with the Internet
 - ▶ Communicate more efficiently with Branches, Agents, Dealers, Stores, Franchises, Distributors
 - ▶ Establish Internet communication with customers, policy holders, citizens, the general public...
 - Modernize and streamline the interface and workflow of existing applications, e.g. Call Center applications
 - Enable standardized application access to new users after merger/acquisition

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters, is located in the bottom left corner of the slide.

IBM



e-business

Identifying Host Integration Opportunities

Take an Industry View

■ Government

- ▶ Improve access to public information
- ▶ Reduce costs, increase operational efficiency

■ Manufacturing

- ▶ Integrate customer data into easier to use formats across diverse systems
- ▶ Enable seamless supply chain integration
- ▶ Ensure IT infrastructure can accommodate future business requirements

■ Banking

- ▶ Provide sales, service and customers improved access to customer information
- ▶ Provide consistent interface for accessing internal & external information for: Marketing, Lending & Credit officers

■ Insurance

- ▶ Reach new agents, better more cost effective communication with agents
- ▶ Policy holder inquiries and policy changes
- ▶ Streamline call center applications

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters, is located in the bottom left corner of the slide.

IBM

Identifying Host Integration Opportunities

■ Health Care

- ▶ Extended access to medical records
- ▶ Secure access to patient records
- ▶ Inquiries about coverage from patients and providers

■ Travel and Transportation

- ▶ Shipment location and tracking for shippers and consignees
- ▶ Cost effective communications with terminals
- ▶ Call center applications for reservations

■ Distribution and retail

- ▶ Improved communications with suppliers
- ▶ Internet customer ordering, expanded selling hours

■ Media and Utilities

- ▶ Streamline and modernize Call Center applications
- ▶ Self service applications for customers



Identifying Host Integration Opportunities

Take a View by "Function" or Application

- **Customer Relationship Management**
 - ▶ Provide Call Centers access to all customer information
 - ▶ Create customer self-service web sites
 - ▶ Expand hours of availability
 - ▶ Ensure consistent user experience across all customer contact points
- **Improve Communications to Employees**
 - ▶ Extend the reach of existing applications
 - ▶ Human Resources applications - inquiry and update
 - ▶ Requisitions and Purchasing
 - ▶ Lower communications cost
 - ▶ Lower training costs and help desk costs
 - ▶ Provide access for mobile employees
- **Improve Communications with the Supply Chain**
- **Reach New Customers and New Sellers**
- **Mergers & Acquisitions**
 - ▶ Provide information access across disparate platforms and networks
 - ▶ Improve interfaces to legacy applications and reduce training costs



Sample Host Integration Questions

Qualifying Questions for...

Marketing/Sales VPs, Product and Customer Service Managers:

- ▶ Have you considered expanding your business using the capabilities of the Web?
- ▶ Are you concerned that a competitor may gain a competitive advantage by expanding their business to the web before you can?
- ▶ Do your employees have easy access to the information they need to make decisions?
- ▶ Are your customers satisfied with the level of service you're delivering?
 - ▶ Are you having difficulty retaining customers?
- ▶ Has recent merger or acquisition severely impacted your company's operations?

Qualifying Questions for...

I/T VPs, Directors and Managers:

- ▶ Are you looking for ways to extend your applications to...
 - Your customer ?
 - Citizens?
 - Your Business Partners ?
- ▶ What is your plan for moving information and functions to the Web? What is your timetable and budget?
- ▶ Do you have to support mobile employees and are there applications/data that they need but can't access currently or productively?
- ▶ Is it expensive for you to provide SW maintenance on your end users' emulators?
- ▶ Would you like to reduce training and help line costs by streamlining and modernizing existing applications?
- ▶ Do you have to support multiple vendors' emulators, communications servers and multiple network types?

Qualifying Questions for...

CFOs, Financial VPs:

- ▶ Would you like to extend the reach of your information to the Internet with a minimum of time and cost?
- ▶ Would you like to better manage your desktop software, networking, training and help desk costs?
- ▶ Would you like to improve clerical productivity by making employee-driven applications into self-service applications?



Sample Host Integration Applications

- *Norton Company* - Host on Demand connects 500 mobile sales professionals to an AS/400
- *Bank of America* - HOD extends S/390 procurement application to all users in the newly-merged bank. Procurement applications are merged and streamlined
- *Via Christi Hospital* - Doctors access Patient files, medical records, etc from the Internet using HOD
- *Airline Tariff Publishing* - HOD provides easier, less expensive host access for external airline customers. Rejuvenated application reduces training time
- *Pharmacare* - Patients order Rx refills through a browser accessing existing legacy applications
- *Renaissance Cruise Line* - Streamline and modernize end user interface on AS/400 reservations system to lower training costs and speed transactions
- *State of North Carolina Dept of Health and Human Services*
 - Improve Food Stamp application interface to reduce errors, speed data entry
- *Porter County, Indiana*
 - Using Host Publisher and the Internet to provide:
 - Property Tax data available to title search companies through a browser from AS/400



Crafting a Reference Story

- Describe the customer's business problem(s)
 - ▶ What was the pain?
 - ▶ What were the reasons for the pain?
 - ▶ What did they want to improve and why?
- What capabilities did the customer require?
- What was the customer's vision of a solution?
- What capabilities did the IBM solution provide?
- What Business Results was the customer able to achieve with the IBM solution?
 - ▶ Quantify if possible

North Carolina Department of Health and Human Services

Overview

- Administers and delivers Federal and state assistance programs

Pain

- Complex, cumbersome host applications:
 - High error rates cause reduced or delayed Federal reimbursements
 - Excessive data entry transaction time
 - Welfare case worker dissatisfaction
 - High training costs
- Current applications cannot comply with Federal government mandate for SSL security on welfare systems





e-business

Reasons for the Pain

- Case worker's job has changed, supporting applications have not
- Green screen applications are complex, difficult to learn and use
- Green screen applications make it difficult to accurately enter descriptive codes
- Not enough budget and time to rewrite 20 year old applications



IBM



Vision

- Customer required a solution that provided:
 - ▶ A Web "look and feel" to the end user
 - ▶ "Green screen" response times with that web appearance
 - ▶ Data entry flows that improved accuracy and reduced transaction times
- Solution must be quickly implemented without rewriting the host applications
- Solution must support SSL encryption for security





e-business

IBM Provided

- Host on Demand and Screen Customizer to quickly produce a Graphical User Interface while maintaining rapid response times. The interface includes:
 - ▶ Easier to learn and use web-like appearance
 - ▶ Intuitive drop down menus containing valid values to facilitate accurate selection of descriptive codes
 - ▶ Streamlined navigation through data entry transactions

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal stripes behind the letters.

IBM



Result

- Customer avoided \$8M rewrite of mission critical applications
- Workflow more closely matches the case worker's job
- Errors have been reduced
- Data entry times are shortened
- Federal reimbursements have increased, cash flow improved
- Customer complied with Federal security requirement





e-business

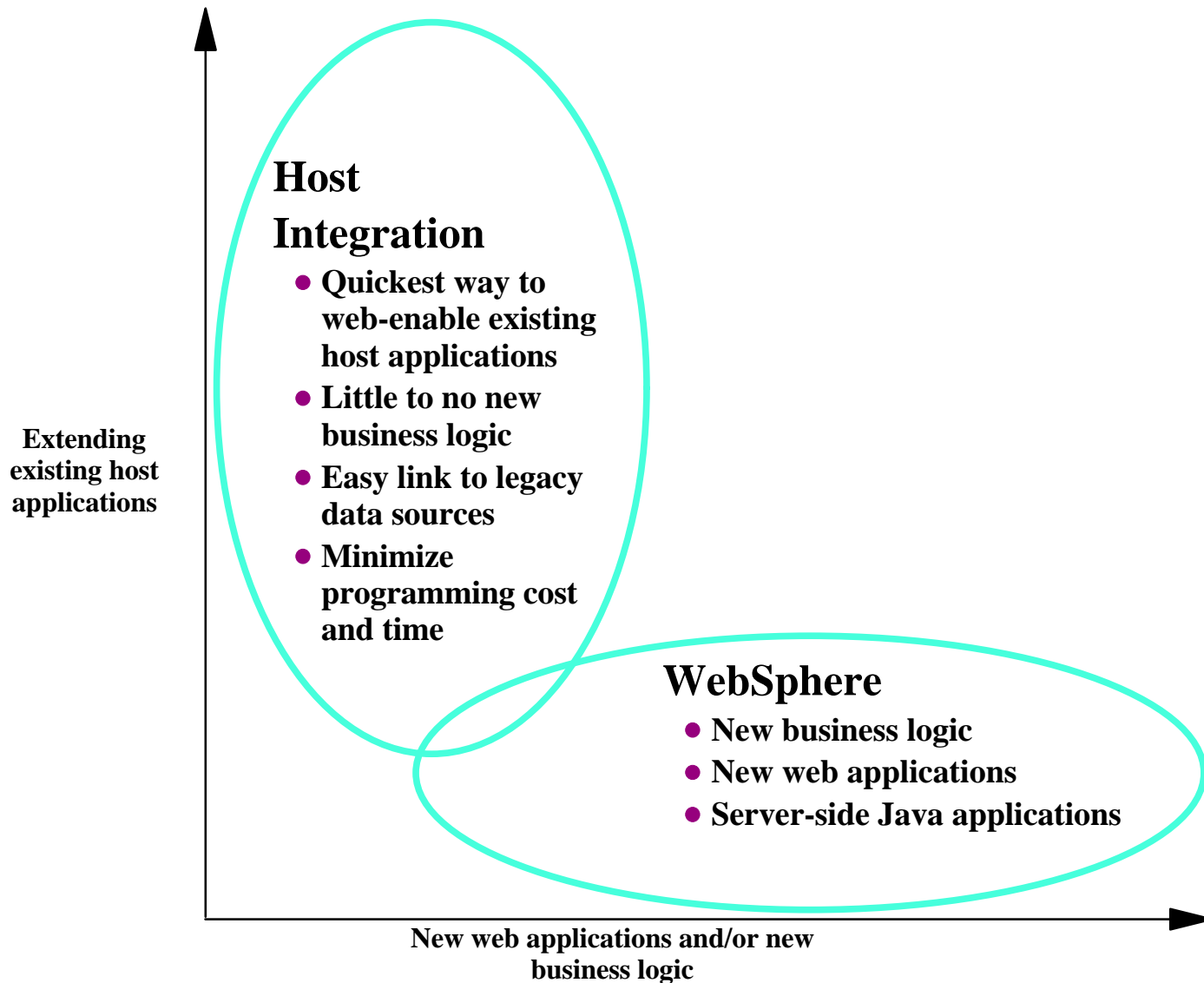
Critical Sales Activities

- Understand the business need
- Qualify the opportunity
- Help the customer set buying criteria that favor your solution
- Demo effectively
- Sell the business value
- Trial close
- Document financial justification
- Prove the concept

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters. It is positioned at the bottom left of the slide, partially overlapping a vertical sidebar image that shows a hand holding a mouse and a computer screen with a globe and a waveform.

IBM

Web to Host Integration Positioning with WebSphere





e-business

When your customer...

- ...has large investments in mainframe applications and uses host terminals to access data
- ...needs immediate Web access to host data
- ...wants to extend access for new users to their existing applications over the Web
- ...plans to build new WebSphere e-business applications that will require host access
- ...wants to integrate existing applications into composite Web-based applications

Describe the Solution Vision, Lead with Host Integration Messages:

- ✓ a fast and cost-efficient start to e-business
- ✓ a new look and feel to existing applications
- ✓ you can reuse Host Integration components to build new WebSphere applications

When your customers...

- ...are changing their business model -- replacing bricks and mortar with clicks and mortar
- ...are re-engineering their applications and business processes to become e-businesses.
- ...have e-business imperatives--arising from opportunity or competitive pressure--call for innovation and relentless growth
- ...are building long-term core infrastructure (Web, pervasive computing, personalization) and skills (Java XML, component programming) as an organizational objective

Describe the Solution Vision, Lead with WebSphere Messages:

- ✓ an industrial strength platform for e-business
- ✓ transform Web content and human resource intensive processes into fast, dynamic Web applications
- ✓ transform business services and processes into high-productivity Web applications



e-business





e-business

Web access to existing applications

- **Web access to existing applications with an optional new look and feel for employees and business partners (Intranet and Extranet)**
- **Transform host applications into new composite Web applications for employees, business partners and customers (Intranet, Extranet and Internet)**
- **Transform business services and processes through the use of new Web applications running on an e-business platform**
- **Implement an e-business platform for running large enterprise-class transactional and collaborative Web applications**
- **Deliver business applications to any type of computing device from Web browsers to cell phones**





e-business



Competitive Information



e-business

Competitive Companies/Offerings

Advanced BusinessLink - Strategi or Businesslink

Attachmate - e-vantage

Better On-Line Solutions (BOS) - Jadvantage

Client Soft - Client Soft

CST - Jacada

Hummingbird - HostExplorer

I/Net - Webulator/400

OpenConnect Systems - WebConnect

Seagull - JWalk

NetManage/Wall Data - Cyberprise

WRQ - EnterView

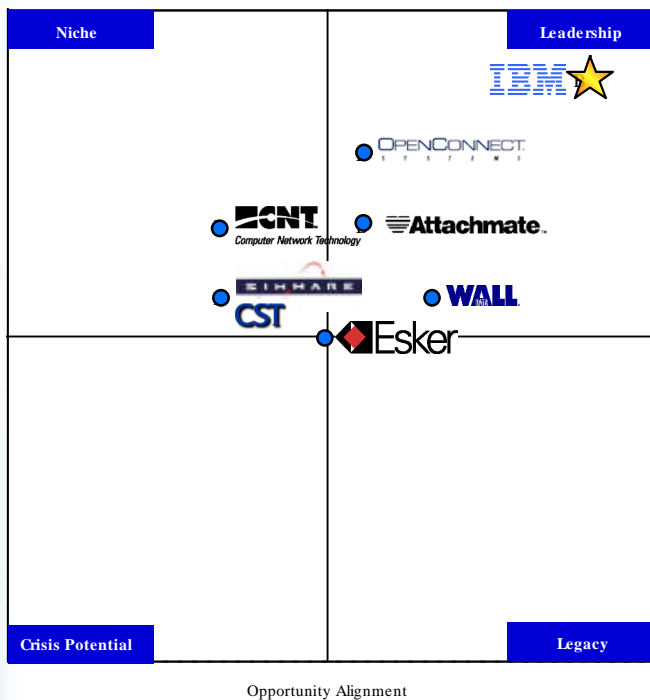
Website: w3.software.ibm.com/sales/ncs/competitive

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters, set against a dark background.

IBM

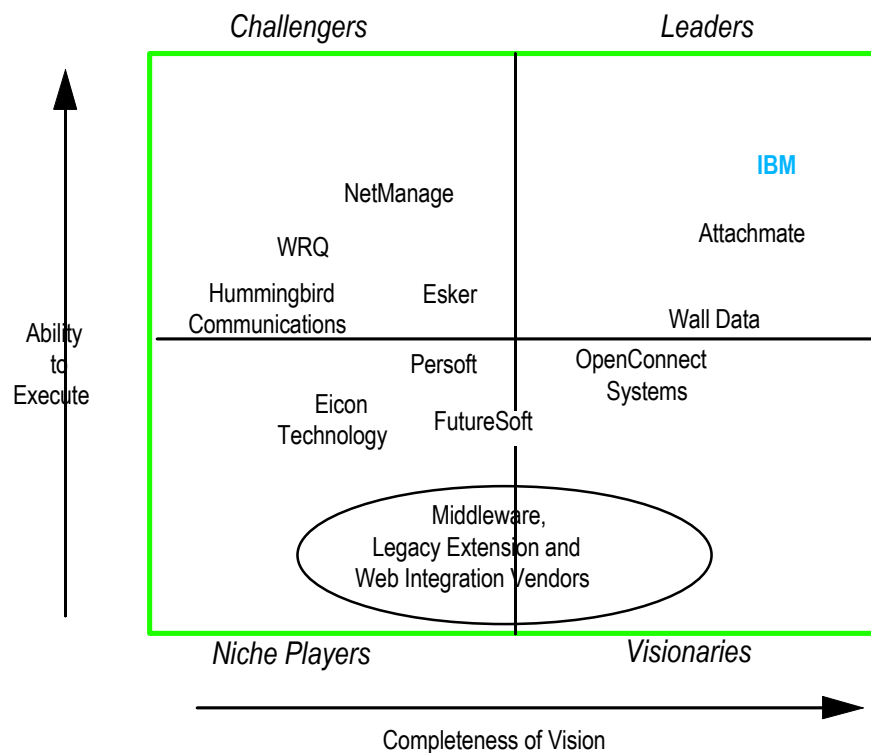
IBM the Host Integration Market Leader!

IDC Leadership Grid



Source: International Data Corporation, 1999

Gartner Group "Magic Quadrant"



Source: Gartner Group, 1998



e-business

IBM Host Integration Solution

Key IBM Solution Differentiators

- Comprehensive, single vendor solution
 - Addresses all Host access network environments
 - Addresses all end user types
 - Traditional emulation, java emulation, HTML Host Publishing
 - Support for all major client and server platforms
(S/390, AIX, AS/400, NT, Solaris, Unixware, Netware for SAA, Linux, OS/2, SCO, HP-UX)
 - Products built and tested together
 - Easier to acquire, deploy, manage and support
 - Integral part of IBM's e-business solution continuum
- Provides access to the most data sources
 - S/390, AS/400, VT, ODBC database, & Java
- Lowest Total Cost of Ownership
 - Total client/server solution at single price per seat
 - No cost to migrate between platforms and user types
 - "Webify" applications without coding
 - Standard application development environment



IBM Host Integration Solution

Key IBM Solution Differentiators

- Ability to produce results quickly
 - "Webify" apps without coding
 - Default GUI without coding
- Secure, scalable solution built on open standards
 - No mid-tier server required
 - Unique scalability features in Host Publisher
- Services available to assist implementation
- IBM e-business investment and staying power in the marketplace





e-business

Summary

- Host Integration is a "hot", executive focus topic
- You can help solve pressing business problems with the IBM Host Integration solution
 - Quickly, practically, affordably
 - With flexibility for the future
- Host Integration Solutions are usually big deals
- You have the best Host Integration solution to sell

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters, is positioned at the bottom left of the slide.

IBM