

**Rapidly extend, deploy and develop
dynamic e-business applications.**





Help save time, reduce employee workload and improve productivity by delivering e-business applications through mobile devices.

Your sales force is on the road. They're adding accounts daily. You're reaching new markets and preparing to go global next quarter with field offices worldwide. You're ready to unveil an ambitious five-year e-business development plan. Revenue is on the rise. Business is good.

Your sales territories span hundreds, or sometimes thousands, of miles. Employees work around the clock, on weekends and holidays. You need to maintain momentum – and avoid employee burn-out – to protect your bottom line and stay ahead of the competition.

Breathe easy; you've prepared to meet the challenge. You equipped your mobile workforce with a variety of state-of-the-art devices so they can use the same applications available to your office-based employees. You built an e-business infrastructure that enables reliable and secure exchange of key business data between business systems and devices – or between multiple mobile devices.

So when your salespeople hit the road, they can create new accounts without calling in, reducing call-center workload. Process contracts and credit applications with electronic signatures to attract new customers and make the quick sale. File account reports as orders are made, so your business planners can track revenue in realtime. Check current price lists and dynamically update inventories to ensure availability and streamline your back-end processes. Track orders face-to-face with customers anywhere, anytime, to increase satisfaction.

The result: Next quarter, your managers can report improved productivity worldwide, increased revenue and new accounts. And *maybe* you can give your salesforce some well-deserved time off.

Gear up your e-business to go mobile

Driving revenue growth. Increasing employee productivity. Improving process efficiency. Reducing development costs. Protecting your existing investments in applications, systems and intellectual property. Increasing customer loyalty. Creating new business models. This is your strategic e-business plan. The IBM WebSphere® Everyplace™ Server software family can help you reach your goals. That means reliably and securely extending your e-business applications, content and data to customers, employees and trading partners—whenever and wherever they need it. Using almost any device they choose.

The WebSphere Everyplace Server family

The WebSphere Everyplace Server family offers a modular infrastructure to help you get started now and add functionality as your e-business grows. With the integrated products of WebSphere Everyplace Server family, IBM helps you extend existing Web applications to pervasive devices or create entirely new applications. By keeping what works and building only what you need, you can get your products and services to market faster, reach new customers, increase employee productivity and gain a competitive advantage—all while preserving existing Web investments. Because WebSphere Everyplace Server software employs an open, standards-based development environment, you don't have to worry about rebuilding your wireless applications every time a new device or wireless protocol is introduced. And, using WebSphere development tools, your developers can work as a collaborative team to reduce cycle time while improving quality. With cutting-edge WebSphere Everyplace Server family offerings, IBM lets you choose the solution that's right for your current needs, while you plan for future growth.

Tailored solutions to meet your evolving e-business needs

The WebSphere Everyplace Server family provides a comprehensive solution—with software that can be selected individually or combined—to address unique e-business challenges and meet your particular needs. Whether you need to deliver customized content to mobile device users; connect employees, customers and trading partners with your e-business and each other; or develop new business models that extend cutting-edge subscription-based services, the flexible, extensible software of the WebSphere Everyplace Server family products can help.

IBM WebSphere Everyplace Server Family		
<i>IBM WebSphere Everyplace Access offering</i>	<i>IBM WebSphere Everyplace Server Enable offering</i>	<i>IBM WebSphere Everyplace Server, Service Provider offering</i>
For companies that want to extend e-business content and applications for wireless and voice interaction	For companies that need to extend business processes to the mobile work force, while preserving any existing e-business infrastructure	For companies that want to generate new sources of revenue by building and deploying new value-added services to the mobile marketplace
start simple and grow		

IBM WebSphere Everyplace Access offering

With IBM WebSphere Everyplace Access you can extend your e-business content for wireless and voice interaction. You can also leverage existing Web content or create new content and applications to deploy to a range of pervasive devices with different screen types and sizes. You can respond quickly to increasing consumer, trading partner and mobile employee needs with improved access, dynamic content adaptation and speech recognition and synthesis capabilities. WebSphere Everyplace Access offering helps you keep business data fresh, Web content compelling and customers connected—with dependable transaction security. Support for most major wired and wireless networks helps you cost effectively provide security-rich, consistent access to e-business applications anywhere, using a variety of devices.

IBM WebSphere Everyplace Server Enable offering

IBM WebSphere Everyplace Server Enable offering allows you to extend network connectivity to a wide variety of wireless protocols, synchronize device databases with server databases and deliver content reliably. Preserve and leverage existing Web investments as you extend your enterprise business processes to support mobile e-business. Connect enterprise systems to mobile employees and trading partners to improve productivity, streamline processes and gear up for e-business growth. You can deliver dynamic e-business applications to multiple wireless devices so mobile employees and trading partners have the tools they need to serve customers on the move. You build customer loyalty, enhance user experience and save time reaching new markets.





IBM WebSphere Everyplace Server, Service Provider offering

IBM WebSphere Everyplace Server, Service Provider, is the most complete and versatile offering within the WebSphere Everyplace Server family. You can connect, adapt, manage, transform and scale cutting-edge Web applications for a wide variety of pervasive devices. And with WebSphere Everyplace Server, Service Provider offering's location-based services and intelligent notification features, you can easily develop new business models that leverage the services you create and deploy. WebSphere Everyplace Server, Service Provider offering reliably extends business content to an almost limitless range of wireless and wire connected devices including: wireless access protocol (WAP) phones, wireless personal computing devices, intermittently connected devices and digital set top boxes. Business content can also be extended to computers in cars, mobile equipment and household appliances.

To keep you on the cutting edge of e-business application development, WebSphere Everyplace Server, Service Provider offering includes enhanced features that help you locate mobile devices to deliver realtime content worldwide. With intelligent notification features you can deliver event-specific content—dynamically tailored to individual interests or device location—to enrich user experience and build customer loyalty. WebSphere Everyplace Server, Service Provider software also supports instant messaging capabilities so that you can extend to mobile employees, trading partners and consumers the convenience of realtime communication, regardless of the device they use.

Scalable solutions to build your e-business

IBM software integrates tightly with WebSphere Everyplace family offerings to help you create and implement a scalable, flexible solution that meets your evolving needs. The modular nature of WebSphere Everyplace family offerings allows you to add functionality as your business grows, with software that can be installed quickly and easily. It allows you to adapt to support emerging devices and networks without adversely affecting existing applications or services. The versatility of WebSphere Everyplace family offerings is enhanced with support from:

- **IBM WebSphere Transcoding Publisher**
Converts Web content and business data dynamically, on the fly to deliver consistent messaging, information and services to unique devices. Build an application once; deliver it to any device.
- **IBM Everyplace Wireless Gateway**
Enables reliable, security-rich access by Wireless Access Protocol (WAP) and non-WAP mobile devices over a wide range of wireless technologies, local area networks (LAN) and wide area networks (WAN).
- **IBM Mobile Connect**
Helps connect and integrate handheld devices with enterprise systems to enable two-way exchange of e-business data over wire or wireless networks.
- **IBM WebSphere Portal Server**
Helps you develop and deploy engaging Web sites to offer your customers, employees and trading partners access to compelling e-business applications and data. WebSphere Portal Server is built on a flexible architecture that integrates tightly with your e-business infrastructure.
- **IBM WebSphere Voice Server**
Gives your customers and mobile employees hands-free, eyes-free connectivity to Web services and information.
- **IBM WebSphere Application Server**
Provides the core software needed to deploy, integrate and manage e-business applications.



Build customer loyalty and help improve business productivity by offering dynamic e-business services to mobile device users.

Driving a rental car out of state, a traveler is distracted by a scenic view. The car drifts quickly over the shoulder and collides with a guardrail, crumpling the passenger side of the vehicle. Over-compensating, the driver steers abruptly away from the rail, pinning a wheel in the bent front fender. The car slides to a halt—inoperable.

The driver regains composure and reaches for his cellular phone. His service provider created Web-based access to information directories with enhanced features that automatically list towing companies based on his location. At the rental company's Web site, the driver reports the accident and electronically approves charges for a replacement vehicle. Meanwhile, a highway patrol officer arrives and begins to write an official accident report.

By the time the driver has arranged for a ride to the nearest office through an automated system, the officer has completed the accident report and filed it electronically with the driver's insurance agency using his handheld device. To verify that accident coverage was secured, the driver views the details of his rental contract on his mobile device's display. Moments later, an insurance agent sends an instant message confirming that the driver's policy covers accidental damage to rental vehicles. The rental company's site retrieves the accident report automatically from the insurance company's system and updates the driver's rental contract information.

In just a short time, the car is ready to be towed to a repair station. A rental agent has arrived and uses her handheld computer to digitally send a new contract back to the field office for authorization. She processes the driver's credit card, records an electronic signature and prints a receipt. Less than an hour after the accident, the driver is ready to continue on his way.

With the integrated offerings of the WebSphere Everyplace Server software family, IBM helps you deliver your e-business to the wireless Web and offers solutions to help you develop and deploy Web services to mobile devices. You can extend consistent, reliable access to e-business people on the move. Transform your Web applications so they work on available mobile devices. And support new devices as they're developed. You can also gear up to build mobile device applications from scratch that extend your reach into new markets.

Rely on IBM to help you build your e-business infrastructure

IBM offers the necessary technical support and know-how to successfully build flexible infrastructures for your customers. IBM WebSphere software provides the depth and capability you need to develop, connect, protect and streamline your e-business.

For more information

To learn how you can leverage IBM WebSphere Everyplace Server family offerings to gain a competitive advantage in pervasive e-business development, visit: ibm.com/pvc

ibm.com/pvc

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