

IBM® WebSphere[®] Leveraging the Web Product Set

To effectively leverage the Web by building and deploying Web applications, businesses can depend on the WebSphere application framework for doing e-business better and faster!

WebSphere is more than software – it's experience, services, a development community, customer support and technical enablement all rolled into one. Competing effectively today requires leveraging resources, responding quickly to changing environments and fostering more communities of loyal customers, while optimising efficiencies.

About Leverage the Web

WebSphere's *Leverage the Web* Product Set is designed to help businesses quickly establish a Web presence, built on a foundation that extends and scales easily to grow with the business and continually meet changing marketplace needs.

Built on the WebSphere Application Server, the product set framework inherits, a broad range of WebSphere e-business infrastructure software for dynamic e-business and powerful WebSphere application development tools that drive rapid development and deployment of new business solutions.

ROI and Total Cost of Ownership

WebSphere delivers dynamic e-business value through utilizing a foundation that promotes services, processes and business models. The integrated tool set gets businesses to the Web quickly, accelerating their ROI and lowering the total cost of ownership (TCO). WebSphere application development tools allow businesses to:

- Confidently expand their brand to the Web
- Build competitive, effective, interactive sites
- Maintain Web and core systems more rapidly and efficiently
- Promote customer and employee self-service
- Support transactions - WebSphere Java-based development tools for power, performance and ease-of-use

Value-added resellers, dealers and Web Consultants can utilize the IBM WebSphere platform to generate a more profitable, successful Web software and services practice by developing with the highly efficient tools and advanced feature opportunities .

The Key to Unlocking Dynamic e-business

Leverage the Web gives businesses a rapid development foundation for enabling business on the Web. It provides multiple routes to success and the ability to leverage the assets, resources and capabilities acquired along the e-business adoption continuum.

- The flexibility and boost that businesses need to advance their rate of adoption as they step from a brick and mortar business to a Web presence for simple e-business transactions through a total e-business integration
- Enabling the creation of a development environment with easy-to-use tools that assist businesses to accelerate their development of high-quality, high-performance applications with their existing resources and skill sets

Web Presence and Image

Typically, the first stage in building a Web presence is to create a simple Web site of useful information for

both new and existing customers: product and service literature, where to find dealers and agents, tips on product uses, news and information for investors.

Called "static" because the Web pages have fixed content, such sites have proved useful to customers and valuable to the business. The secret lies in the use of the basic WebSphere tools to build a successful site, often in as little as a few days. Businesses can use WebSphere applications to present the content on the Web securely and economically.

Web Presence – Interactive

Adding interaction, such as animations or "applets" (small applications) to help users find needed information or find answers to questions, is an easy next step:

- Create dynamic pages from database content, streaming video, audio synchronization with video and 3D effects with WebSphere Studio
- Generate simple Web applications or rich transactional systems that span the visitor's browser and the WebSphere Application

e-business – Web Services

Web Services offer just-in-time integration across applications. For example, a trucking company can present its routing application as a Web Service, enabling other companies' shipping modules to plan and place orders automatically – a significant cost-saver.

- Web services support is built into the WebSphere Application Server, and new editions of WebSphere Studio help to build them

IBM® WebSphere[®] Leveraging the Web Product Set

A – Product Set

IBM WebSphere Application Server, Standard Edition

– an entry-level, single server product for deploying e-business applications to the Web quickly and easily. A cornerstone of WebSphere’s application offerings and services, this Java™ technology-based Web application server extends the value and versatility of your current Web server and transforms static web sites into vital sources of dynamic Web content. WebSphere Application Server Standard Edition helps:

- Simplify connection to relational databases
- Increase the productivity of Web site developers
- Enhance and improve Web site content and performance

IBM WebSphere Studio Application Developer

- provides a premier, end-to-end Java (™) 2 Platform Enterprise Edition (J2EE) application development tool optimized for the WebSphere software platform - represents the next generation of IBM offerings that make building e-business applications easier and faster. Based on WebSphere Studio Workbench technology, written to J2EE and Model Driven Architecture (MDA) specifications, Application Developer enables unprecedented tool integration, dramatic ease-of-use, and industry leading support for open technologies.

- Quickly build and test business logic
- Enhance the presentation artifacts with built-in Web creation tools inside this integrated development environment (IDE) before deploying to a production server

- Detect application performance early in the development cycle by using the performance profiling and tracing tools

IBM WebSphere Host Integration Solution – consolidates the process of acquiring industry-leading software by providing, from one vendor:

- Single point of contact for supporting easier implementation and configuration
- Single vendor solution for both client and server software
- Single set of Terms and Conditions for simpler license administration and tracking
- Single price per offering to quickly assess cost of ownership
- Single product to order, so only one product number covers all your client, server, and e-business development needs
- Mix and match; regardless of your platform - we have you covered

B - Customer target

Customer size

No. of employees	0-500	500-1000	1000 -5000
		X	X

Target ranges high-medium to larger SMB accounts that want to build a Web presence foundation, simply and easily, yet generate immediate business value from it. At the same time, these customers may be planning

their business next steps described in the Customer Loyalty and Business Efficiency Product Sets.

Customer Industry

Retail	X
Wholesale	X
Banking/Finance	X
Insurance	X
Telecommunications/Media	
Government	
Manufacturing	X
Travel/Transportation	
Healthcare	

Typical sponsor

Sales Exec	X
Marketing Exec	X
CEO/President/Owner	X
Chief Finance Exec	X
IT Executive	X
Line of Business Manager	X

Account Situation / Prerequisites

- Broad cross-platform support including Microsoft ® Windows NT ®, Microsoft Windows ® 2000, IBM AIX ®, IBM OS/400 ®, Sun Solaris ™, HP-UX and Linux ® operating environments

IBM® WebSphere[®] Leveraging the Web Product Set

- A Web browser that supports HTML 4 and Cascading Style Sheets

Customer Pains

CEO/CFO/President/Owner:

- Improve business efficiency
- Eroding market share and loss of customers
- Declining revenue growth and lower margins
- Need to provide for future business models
- Needs measurable ROI and benefits for Web expenditures

Sales Exec:

- Flat or negative sales with increasing costs
- Increasing requirements to serve Internet-savvy customers and niche segments at affordable cost
- Significant hurdles sell via the Web

Marketing Exec:

- Eroding market share and customer base
- Difficulty maintaining accurate product literature
- Difficulty satisfying customers' individual preferences and interests cost effectively

Line of Business Manager:

- Declining customer service levels (satisfaction)
- High cost of customer service
- High Customer Service Representative turnover
- Unacceptable turnaround time on service requests
- Increasing requirement to enable customer self-help for product/ service data and account/ shipment information

I/T Exec:

- Lack of skilled resources
- Difficulties enabling transaction systems for e-business
- Concerns over scalability of applications and IT infrastructure
- Can't develop and update applications quickly enough in response to the dynamic market
- Existing infrastructure can't adapt quickly enough to meet changes in the marketplace

Questions to create a vision

CEO/CFO/President/Owner questions:

- What if you could use the Web to promote your products and services to a much wider market?
- What if it were easier for your customers to do business with you than with anyone else?
- What if you could reduce operating costs by enabling a more effective sales and service channel utilizing the web?
- What if you could shorten time-to-market in response to evolving customer needs?

Sales exec questions:

- What if prospects could discover you, obtain up-to-date information and purchase your product immediately?
- What if you could do this cost-effectively through secure applications on your company's Web site?

Marketing exec questions:

- What if you could easily provide all your product and service literature to both new and existing customers?

- What if your customers could interact on your web site revealing emerging needs?

Line of Business exec questions:

- What if you could slash response and issue resolution times by using your company's web site for service delivery, customer self-help and problem solving?
- What if you could reduce service costs, CSR turnover and increase customer satisfaction through improved Web self-service?

IT exec questions:

- What if you could establish a Web presence quickly and cost-effectively?
- What if you could build a web platform that can grow as your business needs evolve?
- What if you could adopt a leading development environment that would motivate your developers to stay on your team?

C - Typical Solution proposed

Benefits

Customers, consumers and businesses are using the Web to drive more business initiatives. Today, a Web presence helps new customers to discover you, speeds learning about your products and services, promotes sales, reduces service costs and helps you be more competitive.

IBM WebSphere Application Server, WebSphere development tools and WebSphere products as a whole enable organizations to get their business presence to

IBM® WebSphere[®] Leveraging the Web Product Set

the Web very quickly - without sacrificing long term flexibility, scalability or existing IT assets.

Discovery

Web sites based on WebSphere Application Server can be as visually exciting and dynamic as needed or desired to capture visitor's attention and interest:

- Include text, images, animation, banners, applets, streaming video, coordinated audio/video, even 3D walkthroughs
- WebSphere Application Server supports hyperlinks within the site and from site to site, so visitors can reach you easily from anywhere else on the Web, such as other sites, search engine results, advertisements and email promotions

Awareness

WebSphere gives businesses a wide range of tools to create awareness of products and services:

- Create and control many different page designs and graphic effects that are presented efficiently by WebSphere Application Server using built-in WebSphere and plug-in third-party tools
- Enable Web visitors to view pages of information, download documents and access dynamic pages generated from database content
- WebSphere Studio provides wizards for easily creating database queries and other advanced features based on Java technologies

Sales promotion

The flexible page designs and document download options of WebSphere Studio generate multiple ways to

promote sales and simplify the sales process for customers and sales agents, alike:

- Businesses can place their order forms using forms available on the Web. Customers can then complete them online or can print them for later mailing or hand delivery to their local sales office

Service improvement

The same capabilities of WebSphere Application Server and WebSphere Studio that aid discovery, create awareness and promote sales can be used to improve customer and product service:

- Businesses can put electronic versions of their product guides, how-to suggestions and maintenance manuals online for access by customers or service personnel. This simple step can significantly reduce inbound mail and phone requests for printed product information
- End users can complete online forms relating to product usage on the Web site.
- Customer service staff can review completed forms efficiently and can then reply with answers and solutions that have been prepared and tested in advance

Competitiveness

Your business can become more competitive very quickly with WebSphere Application Server and WebSphere Studio.

- Create an attractive Web presence that allows prospects to discover and become aware of your products and services

- Make it easy for customers and field service agents to use and support your products
- Promote sales by helping customers plan their purchases at their own convenience and pace
- Turn increased access to information and customer self-service into lower costs, thus creating a larger volume of sales

Platforms

Platform	WAS	Studio
Microsoft Windows NT	X	X
Microsoft Windows 2000	X	X
Microsoft Windows 98		X
Microsoft Windows ME		X
IBM AIX	X	*
IBM AS/400	X	*
Sun Solaris	X	*
HP/UX	X	*
Linux	X	*

* *WebSphere Studio is designed for development use in a Microsoft Windows-equipped workstation, but it creates runtime code and components that run in all the WebSphere Application Server platforms.*

Up-sell Opportunities

The many complementary products and solutions that differentiate WebSphere, leverage the core WebSphere Application Server functions. At the infrastructure/foundation level, WebSphere Application Servers interoperate and provide consistent capabilities across

IBM® WebSphere[®] Leveraging the Web Product Set

platforms. WebSphere Application Server is distinguished by:

- Performance
- Tools integration
- Standards
- Integration/Connectivity

Product Set offerings that provide up-sell opportunities for businesses are detailed below.

IBM WebSphere Application Server, Single Server

– provides strong integration to databases, message-oriented middleware, legacy systems and applications. This configuration fits most enterprise usage scenarios and appeals to businesses that need to build highly transactional, manageable and scalable applications, that offer distributed security and remote administration.

This configuration appeals to departments, medium businesses and pilot applications that require a lower cost, fast to get running option which do not require the failure bypass, workload distribution or remote administration associated with multi-server management.

IBM WebSphere Application Server Advanced Edition

– includes powerful Web services for interoperability and B2B applications, a rich set of open standards implementation, and virtually any-to-any connectivity with translation management and application adaptivity. Current enhancements solidify its role as the foundation of the WebSphere software platform:

Industry-leading integrated support for key Web services open standards, such as simple object protocol (SOAP), Universal Description, Discovery and Integration (UDDI) and Web services description language (WSDL – making WebSphere Application Server the first production-ready Web application server for the deployment of enterprise Web services solutions for dynamic e-business.

- Full J2EE (Java 2 Platform, Enterprise Edition) V1.2.1 certification with early support for many of the features specified in J2EE V1.3, as well as industry-leading support for XML
- Broad cross-platform support including support including Windows NT®, Windows 2000, Sun Solaris, HP-UX, AIX®, OS/400®, Linux (Red Hat, SuSe, Turbo and Red Glag), Linux/390)
- Enhanced performance through caching of dynamic content
- Expanded database support and enhanced security
- Improved system management and simplified problem determination via comprehensive Web site content and usage analysers and reporting tools for systems and application problem determination

IBM WebSphere Studio Site Developer – provides advanced fast and easy e-business development tools, helping diverse teams to build, test, deploy, and maintain multiplatform Web applications for dynamic e-businesses. It delivers the most comprehensive Web authoring tool set for creating compelling and advanced Web sites available in today's marketplace!

Site Developer seamlessly interacts with third-party tools, and the WebSphere Application Server to:

- Publish Web applications directly to a Server, to provide new support for “Web Application” and J2EE structures
- Bring together some of the best features and functions from WebSphere Studio and VisualAge for Java, into one comprehensive product

Site Developer is built on the WebSphere Studio Workbench in an open, common interface that allows for the easy creation, management, and navigation of resources. Its Web perspective combines views and editors that assist with Web application development.

Service Offering

Assumes installation of a single server to support a vanilla site installation for simple to moderate complexity with no external integration. The complexity of the project depends on:

- How well defined the customer's requirements are prior to services being engaged and the level of pre-existing environments for development, staging and deployment
- Whether the application exists today or needs to be developed
- The skill level of the customer in object-oriented java programming and HTML
- The complexity of the data the customer would like to present on the site (assuming no integration with other platforms)

Typical Statement of Work needed

- Solution assessment 3-9 days
- Installation, education and training 5-10 days

IBM® WebSphere[®] Leveraging the Web Product Set

- Custom development 5-10 days
- Total 29 days**

This service offering can be complemented with:

- Proof of Concept 7 days
- Further custom development 10+ days

D – Support and Additional Opportunity

- Leverage IBM's marketing investments to create demand among customers and prospects
- Training investment is protected via integrated WebSphere software platform
- Software up-sell and associated services take a customer through all stages of e-business
- Incremental hardware sales if customer implements the WebSphere Application Server on a separate server to the host system

E - COMPETITION

Main competitors

This is a highly competitive area with the major competitors being BEA and Oracle in J2EE-compliant Web application servers realm. They provide complete functionality for J2EE, however each has technology gaps that must be filled with third party (or recently acquired) solutions. Microsoft is a third strong Web application server competitor, offering a mix of proprietary technologies and selected Internet standards.

The WebSphere brand includes the widest range of add-on capabilities for e-business and the assurance

that they are compatible with WebSphere Application Server family. Furthermore, customer-developed applications can be upgraded and deployed within the Enterprise Edition based on global requirements and utilizing the z/OS Edition for the highest performance and qualities of service.

Major WebSphere competitors include:

- BEA WebLogic Application Server
- Microsoft Internet Information Server
- Oracle Application Server

To counter competitors' claims, check the IBM competitive information site for the latest news, wins and comparisons.

F-Other information

Where to go for more information

Sales and Marketing Information

Sales and Marketing and materials for WebSphere Application Server Standard Edition, WebSphere Studio Site Developer and other WebSphere products can be accessed by

IBM Personnel at:

<http://w3.ibm.com/software/websphere>

Business Partners at:

<http://www.ibm.com/partnerworld/software>

Partner sales support information is also available through the WebSphere Innovation Connection Web site at sales enablement zone at:

<http://www.ibm.com/websphere/partners>

External Web sites

IBM WebSphere Application Server

<http://www-3.ibm.com/software/webservers/appserv/>

IBM WebSphere Application Server Version, Advanced Edition

<http://www->

[3.ibm.com/software/webservers/appserv/advanced.html](http://www-3.ibm.com/software/webservers/appserv/advanced.html)

WebSphere Studio Site Developer

<http://www->

[3.ibm.com/software/ad/adstudio/about/sitedeveloper.html](http://www-3.ibm.com/software/ad/adstudio/about/sitedeveloper.html)



The following terms are trademarks of International Business Machines Corporation in the United States, other countries, or both:

IBM
AIX
AS/400

Lotus, Domino, Sametime, and QuickPlace are trademarks of Lotus Development Corporation and/or IBM Corporation