Macromedia ColdFusion MX for
IBM WebSphere Application Server Positioning

This document is for IBM and IBM Business Partners. It includes value propositions for Macromedia ColdFusion MX for IBM WebSphere Application Server and positioning with other WebSphere offerings.

Most importantly, this document will help you sell more WebSphere offerings.

Overview

ColdFusion is an extremely successful rapid server scripting environment for web applications used by 10,000 organizations, 300,000 developers and has more than 125,000 deployed application servers worldwide. ColdFusion has been adopted by developers, departments, and divisions of corporations because it is highly productive, intuitive, and easy to learn. Most likely, an organization that has WebSphere also has ColdFusion. The latest version, ColdFusion MX, has versions that run on J2EE Servers, including IBM WebSphere.

IBM and Macromedia have signed an agreement under which IBM will be selling ColdFusion MX for IBM WebSphere through the Passport Advantage program. This new offering can help you sell more WebSphere in two ways. First, it can help you increase penetration into existing accounts by drawing WebSphere into projects and teams that have not chosen WebSphere in the past. Second, it can make it easier to sell WebSphere into accounts that are already using ColdFusion or that are using competing scripting environments such as ASP.NET.

Here's how to position ColdFusion MX for IBM WebSphere in combination with other WebSphere offerings.

A) For customers who choose Macromedia ColdFusion to develop and deploy applications requiring an enterprise-class J2EE environment or wish to consolidate their ColdFusion and J2EE/Web Services assets within an integrated environment. Sell ColdFusion MX for IBM WAS. This is an ROI and cost savings value proposition.

B) For Windows Web developers who want to easily build and deploy dynamic web applications across multiple server environments, sell Macromedia ColdFusion MX for WebSphere and Macromedia Dreamweaver MX (which supports development for Active Server Pages, J2EE and ColdFusion) and provides an excellent rapid web application development solution. The runtime engine for ColdFusion MX for WebSphere is available directly from IBM. Developers building to Windows.NET should be encouraged to move to WebSphere via ColdFusion MX.

C) For new application server opportunities, lead with WebSphere including Studio and/or WAS – Express. Position Studio for developers looking for a native WebSphere development environment that easily grows into an enterprise development platform and includes Web development capabilities. Position ColdFusion MX for developers that prefer the ease of use of an HTML like tag-based programming syntax and do not require a Java IDE.

For organizations who have selected the following platforms/programming languages:

ColdFusion	WebSphere	You should sell
Yes	Yes	ColdFusion MX for IBM WebSphere
Yes	No	ColdFusion MX for IBM WebSphere
No	Yes	Sell WebSphere Studio Site Developer unless there is an opportunity to consolidate PHP, ASP, and static HTML projects and applications onto WebSphere and/or there is a preference for ColdFusion.
No	No	Sell Studio or ColdFusion MX for IBM WAS depending on language preference

For organizations with ColdFusion and WebSphere: **Sell ColdFusion applications running on WebSphere.**
- Existing ColdFusion software, hardware, personnel, and support costs can be reduced through server consolidation on a scalable WAS platform.

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- Rapidly build and deploy applications, resulting in high ROI
- Leverage J2EE and ColdFusion investments by optimizing the runtime environment
- Extend projects to WebSphere Portal Server and WebSphere Commerce Suite.
- Customers can simplify procurement, licensing, and support via Passport Advantage.

For organizations with only ColdFusion: **Sell ColdFusion applications running on WebSphere.**
- ColdFusion applications can now harness the power of WebSphere Security, Performance, Scalability, Availability and Manageability.
- Bring expanded development community and new class of development projects to WebSphere.
- ColdFusion developers can extend their projects to use WebSphere Portal Server and Commerce Suite.
- Customers can now deploy rich media applications previously built with ColdFusion on WAS, enabling them to integrate with new Java applications (Sell WebSphere Studio for Java development).

For organizations with only WebSphere: **Sell WebSphere Studio Site Developer unless there is an opportunity to consolidate PHP, ASP, and static HTML projects and applications onto WebSphere and/or there is a preference for ColdFusion.**
- Offerings like WebSphere Studio and WebSphere Portal Server enable customers to build and deploy compelling Web applications that are customized.
- ColdFusion MX offers rapid scripting development and fast deployment environment for high ROI. Also enables customers to leverage existing HTML development skills to enable deployment/consolidation on Websphere.

For organizations using neither: **Sell Studio or ColdFusion MX for IBM WAS depending on language preference.**
- WebSphere provides an ideal solution for developers who use scripting languages to create Web applications. JavaScript is the most popular scripting language. JSP tags and JSP tag libraries are a simple extension to HTML and JavaScript.
- ColdFusion MX for WebSphere and Macromedia Dreamweaver MX (which supports ASP, J2EE and ColdFusion) provide an excellent rapid Web application development solution for HTML skilled Web developers who want to easily build dynamic web applications.

Positioning WebSphere Application Server - Express and ColdFusion MX for WebSphere

IBM has announced WebSphere Application Server – Express, a cost effective, easily approachable "on-ramp" to e-business, which provides fast and productive development and deployment of dynamic web applications. WAS – Express includes WebSphere Studio to allow Web developers to rapidly build web sites using HTML, JSP, JavaScript, and optionally Java.

Macromedia has announced ColdFusion MX for WebSphere, and IBM has announced the resale and support of this offering. This will allow customers to build and run Web sites that use ColdFusion Markup Language (CFML), a rapid server scripting language that is similar to HTML, and extend the community of developers that can create applications for the WebSphere software platform.

ColdFusion MX for WebSphere requires WebSphere Application Server/Advanced Edition 4.0 (V5 support is planned). Dreamweaver MX is the primary authoring environment for ColdFusion MX applications.

Both WebSphere Studio and Dreamweaver MX make it easy for HTML and scripting developers to build their first dynamic web applications. IBM has two runtime offerings for this audience, ColdFusion MX for WebSphere and WAS – Express. IBM has only one tool available for this audience, WebSphere Studio. IBM's primary strategy is to sell WAS – Express and WebSphere Studio to new customers to move them into the Java and J2EE environments. ColdFusion MX for WebSphere is a secondary strategy when customers want a single tool for .NET and J2EE environments (Dreamweaver MX), have selected ColdFusion, or want the ease of use of ColdFusion.

Macromedia offerings:	Sold by IBM?	Description
ColdFusion MX for IBM WebSphere	Yes	Runtime on WebSphere for ColdFusion Applications
ColdFusion MX	No	Standalone Application Server
ColdFusion MX for J2EE	No	ColdFusion server which runs

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		on other J2EE platforms
Dreamweaver MX	No	Tool to create ColdFusion, JSP or ASP applications
Flash MX	No	Tool to create Rich Internet Applications

ColdFusion MX for WebSphere requires WAS Advanced Edition 4.0 and supports DB2, Oracle, Sybase, Informix and other databases via JDBC. It runs on Windows, Linux, and Solaris. WAS – Express may provide additional hardware opportunities for additional revenue at IBM accounts, since it also supports AIX and iSeries.

Elevator Pitches for ColdFusion MX for IBM WebSphere

25 words
Macromedia ColdFusion MX for IBM WebSphere Application Server leverages ColdFusion's rapid development capabilities and takes advantage of WebSphere's proven scalability and provides a gateway to unlimited growth and flexibility.

50 words
Macromedia ColdFusion MX for IBM WebSphere Application Server provides a new level of approachability for developing and deploying applications on Websphere that can now use WebSphere's high performance database connectivity, J2EE components, Web services engine and resource management features like database connection pooling, thread management, and security. Run ColdFusion applications with WebSphere's proven scalability and increased functionality!