



## Deliver infrastructure flexibility and help avoid vendor lock-in with an open standards-based solution.

As you face mounting demands to lower your total cost of ownership—and speed time to value while boosting efficiency and flexibility for your business initiatives—you must make critical choices. Choices between proprietary solutions and those built on open industry standards. You also must choose between platforms that are fully integrated with open development environments and those that aren't. As you build or upgrade your business technology foundation, it's essential to choose a software partner with a commitment to open standards—so you can avoid being locked into offerings from a single vendor.

### **Avoid the hidden costs of a proprietary programming model**

Long committed to industry standards and the open-source community, IBM delivers software that can grow and change as your business needs dictate. Other vendors, such as BEA, offer seemingly attractive solutions bundled with multiple products at no additional charge—but there may be hidden costs behind some BEA solutions as a result of vendor lock-in. Choosing BEA software for your integration platform can limit your technology choices. Why?



- *Limited flexibility*

The flexibility of BEA's application development environment, BEA WebLogic Workshop, may be limited because it's based on proprietary implementations of Java™ 2 Platform, Enterprise Edition (J2EE) standards.<sup>1</sup> Rather than using the Eclipse framework—the industry's accepted open-source platform for tool support—BEA's runtime framework is proprietary. Two premiere features in WebLogic Workshop—Java Page Flows and Java Controls—are significant deviations from current open standards. Although BEA has submitted requests to make some of their technologies standard, you have no guarantee this will happen.

- *Compromised portability and interoperability*

The runtime framework in WebLogic Workshop is tightly coupled with BEA WebLogic Server. This means applications developed with the proprietary extensions of WebLogic Workshop will only run on WebLogic Server. By restricting your choices to one application server, your infrastructure's flexibility, portability and interoperability can be compromised. And in today's complex global business environment, it's paramount to have a technology foundation that adapts quickly to diverse applications, new technologies and systems as it accommodates unanticipated demands. To maintain a competitive advantage, you need to find the best infrastructure to meet your business imperatives—without spending a lot of time or money.

- *Dependency upon third-party tools*

WebLogic Workshop is dependent upon third-party tools to meet the base-level functionality that's readily available with WebSphere® software from IBM. Specifically, WebSphere software includes clustering for Web servers, dynamic caching, application off-loading, Web proxy and filtering, integrated distributed security and content distribution.<sup>2</sup> BEA customers must purchase these functions individually from third parties. Using different interfaces and interactions among these third-party tools can reduce your development and deployment speed and efficiency. Your development team may have to invest additional time and money to integrate these products with your back-end systems and applications. So your total cost of ownership could potentially increase.

*“IBM has taken the number-one market position away from rival BEA Systems in the hotly contested field of Java application server software.”*

*—Martin LaMonica, CNET News.com, May 6, 2003<sup>3</sup>*



*“WebSphere Application Server is the most reliable and stable product I’ve ever seen.”*

*—Gunther Seghers, process project manager, International Postal Corporation Technology*

**Gain versatility using a solution built on open source and industry standards**

IBM is widely recognized by analysts and customers for its long-standing commitment to open, industry standards. With open standards, you have the flexibility to modify or exchange your technology to address constantly changing business strategies and industry requirements. Integrate your disparate, existing systems, whether inherited or newly purchased. And avoid the limitations of being tied to any one vendor or platform that may—or may not—be compatible with your future business initiatives.

Proven products from the WebSphere software portfolio—designed with open-standards architectures—are at the core of IBM’s tightly integrated application tools strategy.

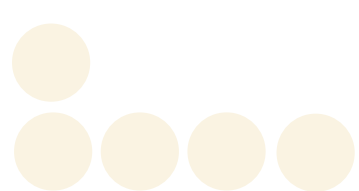
WebSphere Studio—IBM’s award-winning application development software—offers tools that fully support underlying J2EE standards. Applications developed in WebSphere Studio can be used smoothly with any platform that supports leading industry standards. With platform flexibility, you can choose the technology that’s right for you—instead of being limited to one platform that may not integrate with your back-end infrastructure.

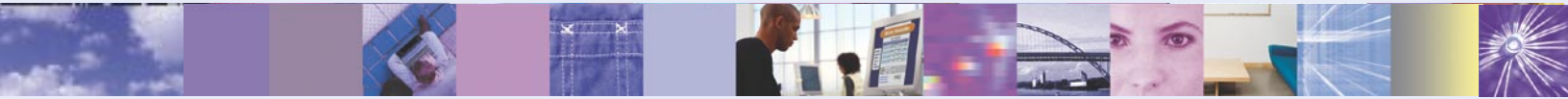
WebSphere Studio integrates fully with IBM WebSphere Application Server—as well as other vendors’ software—relying on the open-source Eclipse platform for tools support. With an integrated, visual development and deployment environment, you can help get new applications to market quickly and reuse assets and skills throughout your organization—even as technologies change.

The Eclipse platform helps speed application development by enabling your developers to mix and match their favorite tools while retaining a common user interface and tool-interaction process. So your developers can create leading-edge solutions that maintain quality while helping to keep costs low. In turn, your business can respond faster to customers, suppliers and trading partners, as well as industry-specific demands.

**Start with a robust platform to speed time to value and help lower total cost of ownership**

The comprehensive, integrated development environment in WebSphere software allows you to build, test and deploy dynamic e-business applications that can help you remain competitive and simplify integration of existing and new assets. Using WebSphere Application Server in conjunction with WebSphere Studio, you can establish the infrastructure you need to help provide positive user experiences, increase business flexibility and efficiently use your IT resources.





*“Chordiant considers WebSphere software key to both our technology direction and customer strategy, and we have worked closely with IBM to deliver a native WebSphere software-based solution since early 2000. Today, eighty percent of our enterprise customers demand a WebSphere software-based solution. We have found the WebSphere product instrumental in the development of the Chordiant J2EE enterprise platform and our tools and Web services strategies. The IBM WebSphere relationship is important to Chordiant’s go-to-market strategies in the retail banking and insurance industry sectors.”*

*— Don Morrison, executive vice president, Chordiant Software, Inc.*



WebSphere software from IBM can help position you to reduce your implementation risks. WebSphere software includes a comprehensive range of integrated products complemented by solutions from IBM Business Partners and world-renowned IBM service and support. Rely on WebSphere software to:

- *Enable application integration to help improve resiliency and interoperability of your business processes.*
- *Build multifunctional portals that let customers, suppliers and global trading partners conduct Web-based transactions and access information from one central source.*
- *Create commerce capabilities that are linked to your back-end systems and applications over the Web, helping to speed and improve sales.*
- *Connect people with applications and tools that can help them work together more easily to make informed decisions and deliver improved services to customers and trading partners.*

- *Establish a messaging foundation that works in sync with your infrastructure to send and receive all types of data to targeted people and applications throughout your enterprise.*
- *Facilitate database integration so employees, customers and trading partners have access to the right information, when they need it and in a format they can understand.*

#### **Use a proven solution to achieve superior results**

With WebSphere software from IBM, you get expertise and proven solutions, not just individual products. BEA's new programming model with WebLogic Workshop charts untested water; IBM leads with a proven track record. WebSphere software includes solutions tailored to multiple industries and designed to work with existing customer relationship management (CRM), enterprise resource planning (ERP) and supply chain management (SCM) applications.

When you choose WebSphere software from IBM, you gain the advantages gleaned from creating and implementing leading-edge technologies. IBM can help you make the transformation to e-business on demand™. So you'll have a richly functional, dynamic technology foundation to help your business anticipate and respond rapidly to ever-changing market and customer requirements—around the clock and around the world.

Leadership in open standards, participation in the open-source community and adherence to industry-wide standards. All are testimony to IBM's commitment to give you freedom to choose the technology that's right for your business. IBM can help you develop a solution tailored to meet your business needs—as it helps speed your time to value and boost efficiency throughout your enterprise.

#### **For more information**

To learn more about how WebSphere software from IBM can help your business create and maintain a winning edge, visit:

[ibm.com/websphere/appservwins](http://ibm.com/websphere/appservwins)





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<sup>2</sup> The WebSphere portfolio provides these functions with the following products: IBM WebSphere Application Server and IBM WebSphere Edge Server.

<sup>3</sup> Martin LaMonica. "IBM pulls away in app server race." CNET News.com, May 6, 2003.

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