

Narration for the Reuse Presentation	Chapter
<p>Today's business problems demand solutions — today! In this dynamic environment it takes adaptability to gain the competitive edge and flexibility to maintain it. Of course, your business can only be as nimble as the IT systems that support it. If you think all application servers are the same, it's time for a closer look at the WebSphere Application Server Family.</p>	Chapter 1 - Introduction
<p>At IBM we understand that no two businesses — developers — or projects are alike. That's why we build flexibility right into all of our products and services. No wonder that when it comes to application servers, IBM is the only vendor that offers integrated solutions for every stage of your business evolution.</p>	Chapter 1 - Introduction
<p>Just as service-oriented architecture empowers your business to respond to change, WebSphere Application Server enables your SOA to quickly adapt business processes by providing a framework on which software and infrastructure innovation can be built and hosted.</p>	Chapter 2 - WAS Family
<p>As the industry's leading application server, you can count on WebSphere Application Server to provide the core infrastructure it takes to out perform the competition. WAS provides a secure, scalable and highly available environment for applications and services. That means you don't have to spend your valuable time writing and maintaining infrastructure. With WAS handling the basics, you're free to concentrate on writing the business logic that gives you the competitive advantage. And because WAS supports a broad range of platforms, you can utilize your existing technology investments.</p>	Chapter 2 - WAS Family
<p>What's more, WAS provides you with powerful tools for assembling new applications and deploying them rapidly. That means WAS not only helps you differentiate your products in the marketplace, but reduces your time to value. In addition, WAS has effective application management tools, so you focus your resources on business innovation instead of maintenance. Plus WAS provides extensive connectivity services enabling you to interact more effectively — both internally and with partners and customers.</p>	Chapter 2 - WAS Family
<p>For example, you can introduce interactive connectivity elements into your applications to make them more compelling. Using WAS Session Initiation Protocol (or SIP) to add "click to call" functionality to a Customer Relationship Management application makes it possible to initiate and manage customer interaction with the click of a button. Bottom line? Increased customer satisfaction and significantly reduced call center costs.</p>	Chapter 2 - WAS Family
<p>But what about those times when you need a small footprint application server? No worries. All of the products in the IBM WebSphere Application Server Family are complementary to one another, so there's no need to complicate your environment or your finances by turning to another vendor.</p> <p>Our WebSphere Application Server Community Edition is based on Apache Geronimo, a powerful open source application server that's the collaborative work of top developers around the world. The good news is that WebSphere Application Server Community Edition comes with all the components you need (such as Apache Tomcat, Apache Axis and Open EJB) already pre-integrated and tested to ensure that they work together. So you spend less time troubleshooting and more time developing your business applications. The best news is: you don't pay a dime to download or deploy WebSphere Application Server Community Edition .</p>	Chapter 3: WAS CE
<p>And you can sleep easy at night knowing that IBM offers world class technical support for WebSphere Application Server Community Edition .</p>	Chapter 3: WAS CE
<p>Finally, WebSphere Application Server Community Edition provides your growing business with an onramp to IBM's comprehensive, proven portfolio of products and services.</p>	Chapter 3: WAS CE
<p>The WebSphere Application Server family can grow with you as your business needs evolve,</p>	Chapter 4: WebSphere XD

providing a broad range of capabilities, which we refer to as "qualities of service", to meet all your application needs. Not all applications have equal value to your business. Consciously matching qualities of services that are consistent with the value you ascribe to an application will result in the most cost-effective solutions.

WAS, WAS Express and WebSphere Application Server Community Edition provide qualities of service that support rapid deployment of situational or departmental applications. Large-volume or mission-critical applications require the robust quality of service provided by WAS Network Deployment, WAS for z/OS and WebSphere Extended Deployment. (WebSphere XD)

Think of WebSphere XD as an extended set of capabilities to optimize utilization and management of your application server environment, while enhancing the quality of service for your business-critical applications. WebSphere XD creates a pool of virtualized application server resources to support your applications, making the best use of the resources to meet service levels and achieve your business goals.

What's more, WebSphere XD's high performance features improve application availability, scalability and performance, by dramatically decreasing contention for shared data sources.

WebSphere XD also ensures interruption-free deployment throughout an application's lifecycle, enabling users to gracefully move from one version to the next. With WebSphere XD's intelligent routing capabilities you can actually run multiple versions at the same time. Say you want to test a new application version in a single location. No problem. Simply set routing rules to rollout the new version to your target location and leave the previous version in production for the other locations to use.

Chapter 4: WebSphere XD

With at-a-glance assessments of infrastructure utilization and health, WebSphere XD also simplifies the management of virtualized, heterogeneous environments. But WebSphere XD does more than monitor applications and servers to identify problems, it dynamically adjusts the way resources are assigned to ensure that your business goals are achieved.

Chapter 4: WebSphere XD

WebSphere XD is available as an add-on for distributed environments such as WAS ND, as well as for WAS for z/OS. It can also be used with the WebSphere Portal Server, Commerce Server, WebSphere Process Server, and WebSphere Enterprise Service Bus and other heterogeneous environments containing non-WebSphere servers.

Chapter 4: WebSphere XD

With standards-based messaging, near continuous uptime, the ability to scale across the broadest set of platforms in the industry and out-of-the-box performance, the WebSphere Application Server Family enables you to reuse existing assets to increase return on investment, eliminate lost business opportunities and significantly improve time to value. Are you ready to run on the most secure, robust, scalable open infrastructure on the planet?

Chapter 5 - Conclusion