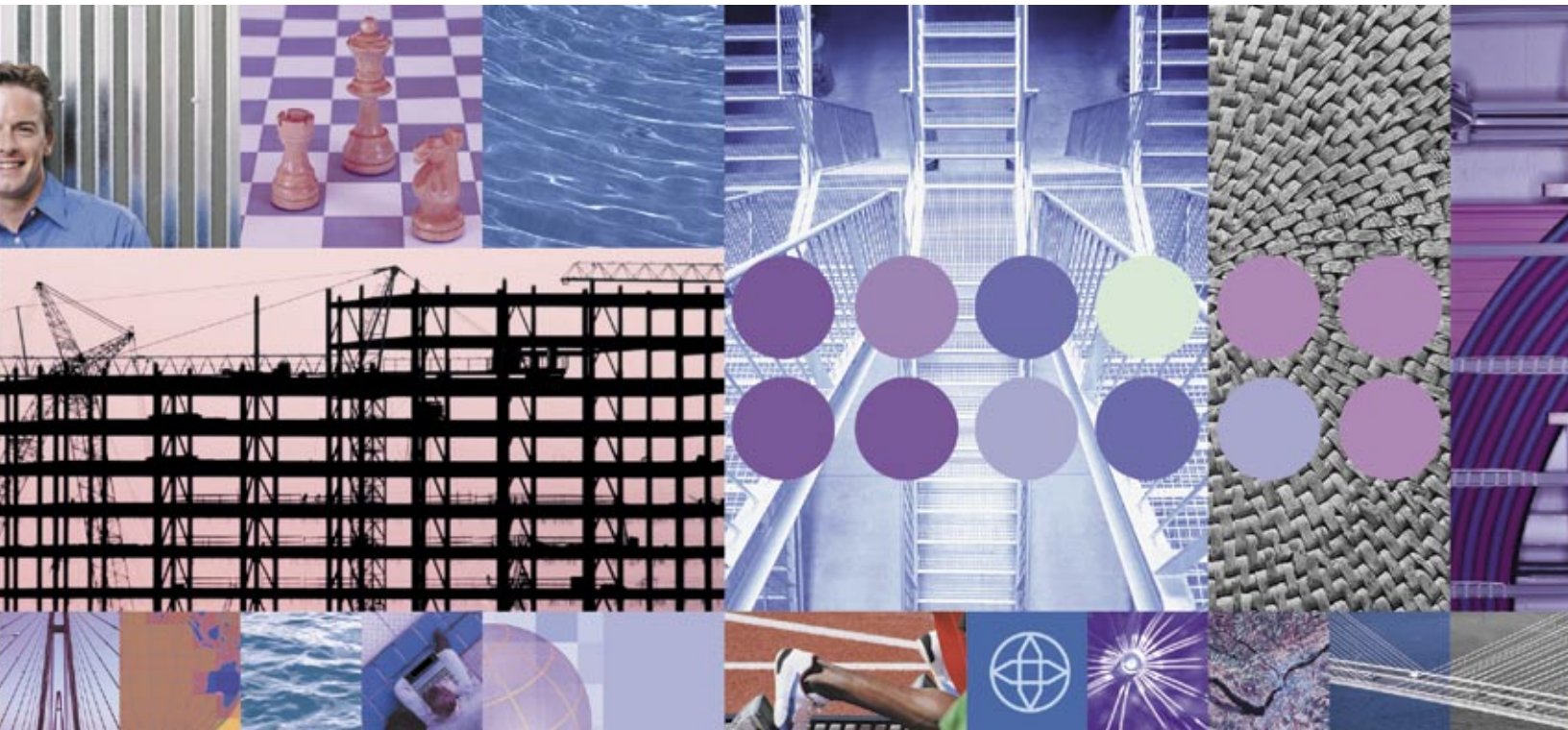# Responsiveness. Adaptability. Value.

Delivering the e-business capabilities you need in an on demand era.

From the beginning, you've built your business on well-established principles that have helped you earn a solid reputation in the marketplace. Now, though the euphoria of the dot-com revolution has passed, some fundamentally sound e-business principles have emerged. Principles that can drive actions to help you extend your success even further:

- Improve quality of service along your value chain and enhance working relationships with everyone — customers, employees, suppliers and trading partners.
- Transform your business to help it run more efficiently by moving core business processing online.
- Gain real business value through cutting costs dramatically, increasing profit margins earlier and finding new customers and markets at the same time.
- Create competitive advantage in a world where universal connectivity changes the rules of the game.
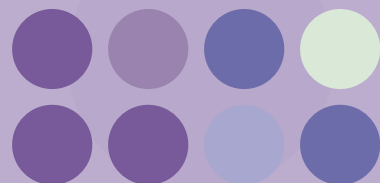
e-business in an on demand world

As companies return to basic business principles, they're also redesigning business processes to streamline operations. Lower costs. And deliver better service to customers. The next step in the evolution of e-business requires flexibility. Unparalleled connectivity. Adapting to changes in the marketplace quickly. All without a huge investment in time, money or resources.

e-business on demand™. It's about building a dynamic infrastructure that allows you to create new business processes and leverage existing ones cost-effectively. One that allows you to integrate processes across your company and with those of key trading partners, suppliers and customers. By doing so, you can respond immediately to almost any customer demand, market opportunity or external threat. You can address pertinent business objectives—and your IT infrastructure can keep up the pace as business increases. The open technologies of IBM WebSphere® software let you choose the best tools to pursue your e-business goals. Protect your current investments. And adapt to change easily.
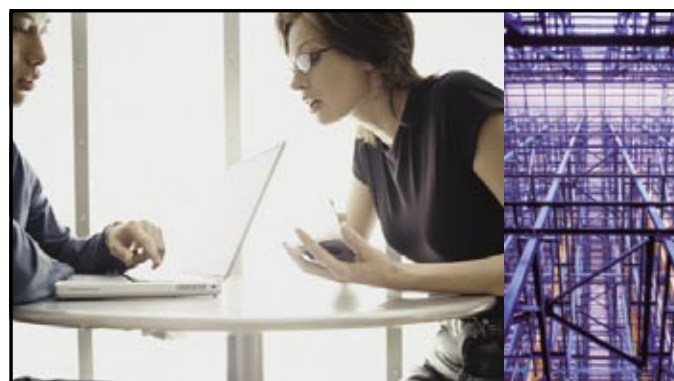
Putting the right tools in your hands

With vision and technological innovation, IBM has led the way in defining and shaping e-business. And in an e-business world, IBM can put the right tools in your hands to help keep your e-business up and running. Acquire and retain customers. Cut costs. Give help as you plan, design and manage your e-business. All the things you need to do to capitalize on the myriad of opportunities in today's marketplace.

WebSphere software, the leading software platform for e-business on demand, gives you a robust environment for your business-critical information and applications. Build an e-business infrastructure that addresses your specific business requirements. One that can start small and grow as your needs dictate. Rely on this adaptable, open platform to create efficient business operations that reach customers, employees, trading partners and suppliers—virtually anywhere, anytime. Industry analysts recognize the leadership of modular technologies, such as portal, business integration and application serving. And they understand the need for a comprehensive portfolio. As your IT environment continues to grow more complex—inside and outside your enterprise—WebSphere software provides a simple solution to help you meet the demands of integrated e-business:

- *Reduce your business risk with a proven foundation that allows you to rapidly build and deploy applications for high-performance e-business.*
- *Strengthen relationships by enhancing user experiences everywhere along your value chain to optimize customer, employee, trading partner and supplier satisfaction.*
- *Optimize operations by integrating applications and automating business processes to increase operational efficiencies and business flexibility.*
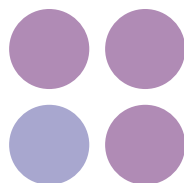
Build on a sound foundation

The core of your business success involves getting your business processes and transactions on the Internet. Potential outages and performance issues can affect your bottom line. Begin with a foundation that can support the weight of your business. One that allows you to use existing investments in IT resources and skills sets. With applications based on industry standards so your company can flourish as business volume grows.

With the WebSphere software platform, you can build a dynamic e-business that provides the scalability and flexibility to meet the demands of an ever-changing marketplace—while minimizing your business risk. IBM WebSphere Application Server, IBM WebSphere Studio application development tools and IBM WebSphere Host Integration software provide the robust foundation to allow you to rapidly build and deploy applications. So you can deliver high-performance e-business on demand. Extend your business to the Web—including marketing, sales and customer service—to help you compete more effectively. Leverage legacy assets to create new e-business solutions. Link back-end systems to front-end Web presentation sites, lowering administration costs and increasing business efficiency to modernize your enterprise. Make the most of current skills sets by simplifying application development with an open, comprehensive, development environment that allows you to build dynamic e-business applications now. And as business increases, you can improve those applications easily to meet your changing needs. Make new products and services available more rapidly. And consistently beat the competition to market.
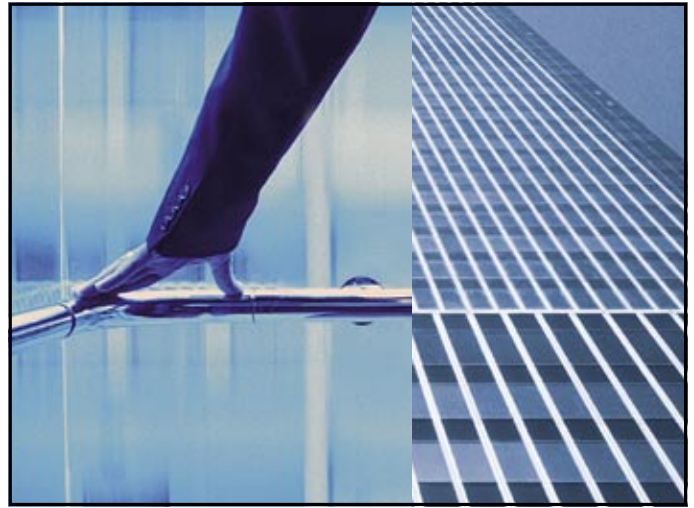
Consider your IT environment—and what you need to make it work best for you. To automate transactions while using the business systems you already have, you want a core operating environment built on a reliable foundation. An environment that can run high-volume, more secure transactions—and can fully deliver Web services. You need an open-services infrastructure. With open standards-based Web services applications, you can easily mix and match functional components from different sources to deliver new processes and services to market fast. By providing Web services capabilities, WebSphere infrastructure software helps you tighten your supply chain and establish new business connections. Integrated support for key Web services open standards makes the WebSphere infrastructure software an industry-leading software platform for Web services development and deployment.

Whatever your needs, WebSphere software can meet them with proven, time-tested integrated tools and runtime environments. All designed to help you streamline processes. Accommodate high volumes of transactions. And capture new customers—as you retain existing ones.

Increase customer loyalty and reach new markets

As you move critical business functions online, you'll pull together information in many different formats from a variety of databases and applications. You'll bring relevance, personalization and cohesion to your entire organization's information framework. And assist individuals and teams in doing their jobs more effectively—in the online environment. Tailored access to information from all your business systems enables users to collaborate easily with other users, virtually anywhere, anytime.

By extending and personalizing the user experience, the WebSphere software platform can help strengthen your relationships with customers, employees, trading partners and suppliers—optimizing their satisfaction in the process. So you can reach new markets—ahead of your competitors. IBM WebSphere Portal, IBM WebSphere Commerce, IBM WebSphere Everyplace™ and IBM WebSphere Voice software can help you deliver your products and services online to an international market. And provide customized content to address each user's unique needs. Regardless of how the user makes contact with your business.

WebSphere Portal software provides the single point of personalized interaction with applications, content, processes and people. Combined with robust sell-side solutions from WebSphere Commerce, WebSphere Portal provides you with the business portal capabilities you need to tailor each user's environment to meet individual needs. So you can confidently address the myriad of challenges possible in these new customer and trading partner environments.

And as the demand for mobile business capabilities grows, be prepared to deliver Web content across disparate devices—personal digital assistants, cell phones and even traditional telephones. You may even need to extend the reach of your Web site to voice interaction. Many of your employees are already mobile. It's the nature of their jobs. Your sales force. Field personnel. Globetrotting executives. How do you make their time on the move productive? By enabling everyone along your value chain to access information—and take action—when and where they need it—regardless of the devices users have. WebSphere Everyplace and WebSphere Voice software give you the access on-demand capabilities you need to extend your e-business applications to mobile devices and enable natural voice interactions with applications and data.

To succeed in e-commerce, you must not only meet customer demand but also exceed customer expectation. By developing a customer-oriented approach to e-commerce—anticipating needs, not just reacting to them—you can forge new relationships and grow existing ones. Relationships that can help generate new revenue and opportunities to increase your profit margins. With award-winning WebSphere Commerce software, you can smoothly conduct business with your customers—as well as your trading partners and suppliers.

With WebSphere software, you can increase customer satisfaction by delivering easier access to your products and services. Create a meaningful purchasing experience and provide prompt, personalized service. Reach customers, trading partners and mobile employees wherever they are. And respond rapidly as markets shift and business goals evolve.
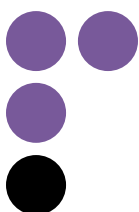
Integrate business processes all along your value chain

You may be using e-business to find new customers, provide new services and streamline supply chains. But what happens to your e-business infrastructure when change comes and business strategies evolve? Your system needs to integrate with those of your customers, suppliers and trading partners. So you can adapt quickly to customer needs and market changes—while maintaining or even improving the quality of existing services.

WebSphere infrastructure software helps you to integrate software applications and automate business processes to increase operational efficiencies and enhance business flexibility. Helping you gain competitive advantage in the process. With a business integration solution built on IBM WebSphere MQ and IBM WebSphere Business Integration software, you can integrate, automate and manage value chain processes more effectively, with flexibility. Slash cycle times and costs.

Connect internal and external applications to exchange information reliably so you can respond to customer needs faster. With your IT systems adjusting to the speed of your business ideas—and your business staff in control of value chain processes, you can shorten your time to market and reduce costs.

Business integration is about reliably and confidently sharing and using information from different business applications across and beyond your enterprise—application connectivity. As your needs become more complex, you can smoothly structure, automate, manage and measure efficient business processes across functional and business boundaries. Through business process integration—the ability to adapt quickly to changing business needs. An effective business integration strategy based on the WebSphere software platform can provide the flexibility you need to deploy optimized, manageable and measurable processes throughout your company.

With WebSphere software, you don't have to do everything at once. Build a comprehensive solution—or address needs individually. Grow at a pace that suits you, adding function and performance as your business demands. Award-winning WebSphere business integration software can provide the robust capabilities to meet your specific business requirements.
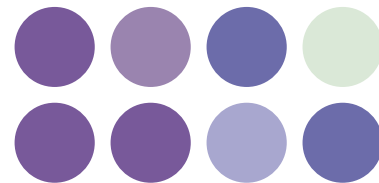
A total e-business on demand

WebSphere software—the leading platform for e-business on demand. Built with award-winning technology you can rely on to help you close the gap between your business strategy and IT.

- Deliver your products and services to meet individual customer demand fast—ahead of the competition.
  An integrated environment helps your developers get applications up and running quickly.

- Quickly respond to market fluctuations and new industry supply chain requirements—in realtime.
  A robust platform lets you easily adapt to new technologies and integrate your business with that of your partners.

- Improve operational efficiencies with dynamic and automated processes.
  Leading process integration software makes it easy to create, change and publish new business processes.

- Give everyone along your value chain access to the same view of information, applications and services on the fly—regardless of location or device.
  Sophisticated portal technology provides a single interface that simplifies information and application access.

- Use the business expertise and assets you already have.
  Modular, market-leading solutions let you start small and grow your business at a pace that suits your needs.

With the WebSphere software platform, you can address your business challenges in entirely new ways. And create an on demand e-business—regardless of the business you're in.

For more information

To learn more about how the WebSphere software platform can help your business, visit:

ibm.com/websphere

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e business software

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