



WES Family

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Pervasive Computing Division





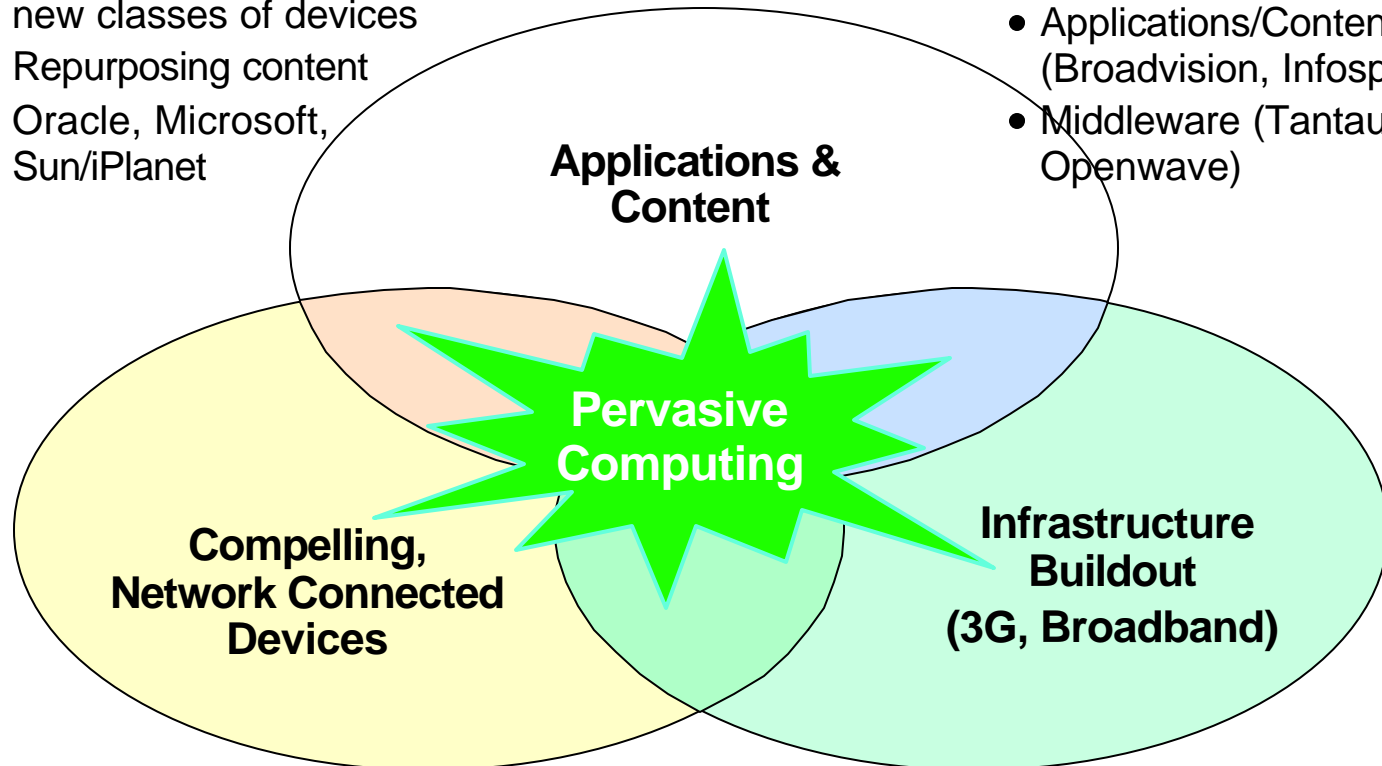
Pervasive Computing...an emerging market

Existing IT leaders

- Extending capabilities to new classes of devices
- Repurposing content
- Oracle, Microsoft, Sun/iPlanet

New Pervasive companies

- Services (Aether)
- Applications/Content (Broadvision, Infospace)
- Middleware (Tantau, Openwave)



Handset/PDA vendors

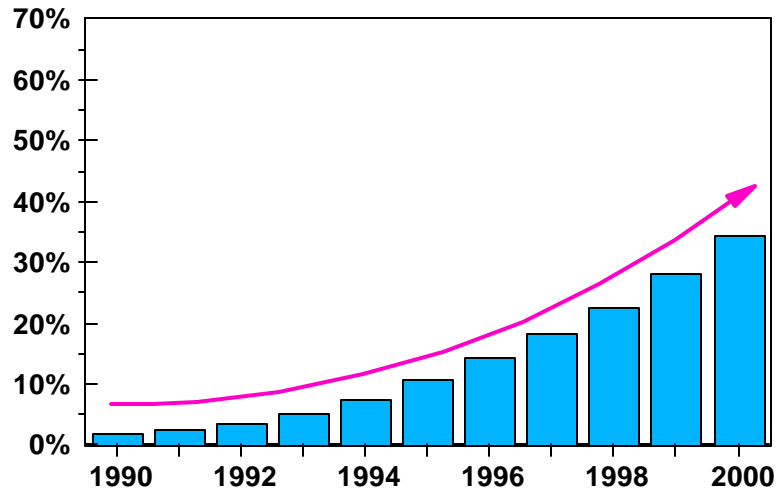
- Browsers
- Data stores
- Transactions
- Nokia/TEMs, Palm, Compaq

Existing TEM leaders

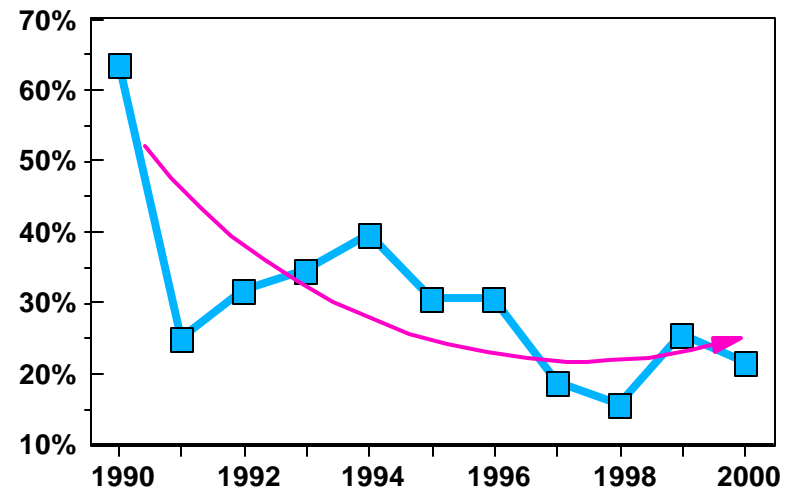
- Extending data and transactions to their infrastructure offerings
- Nokia/TEMs

US Carrier Environment

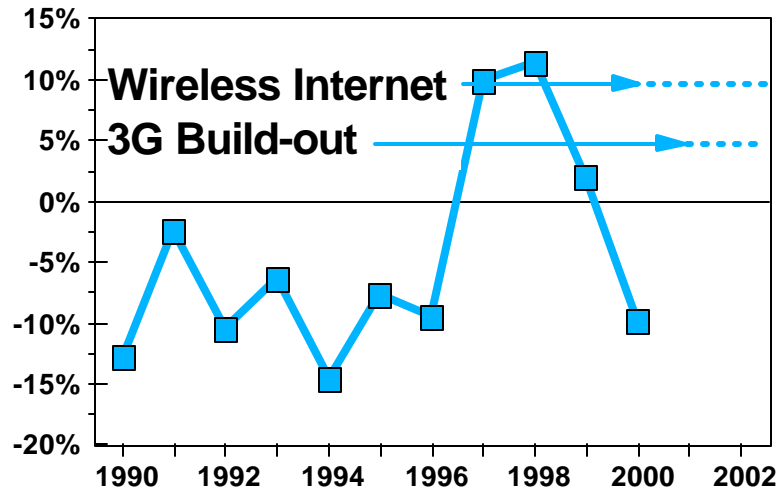
Market Penetration (Total Population)



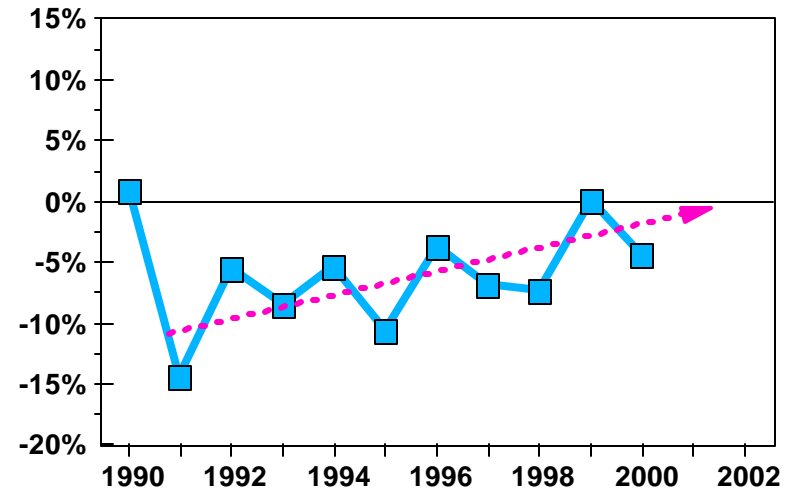
Y-T-Y Revenue Growth



Y-T-Y Capital/Sub Growth



Y-T-Y Revenue/Subscriber Growth



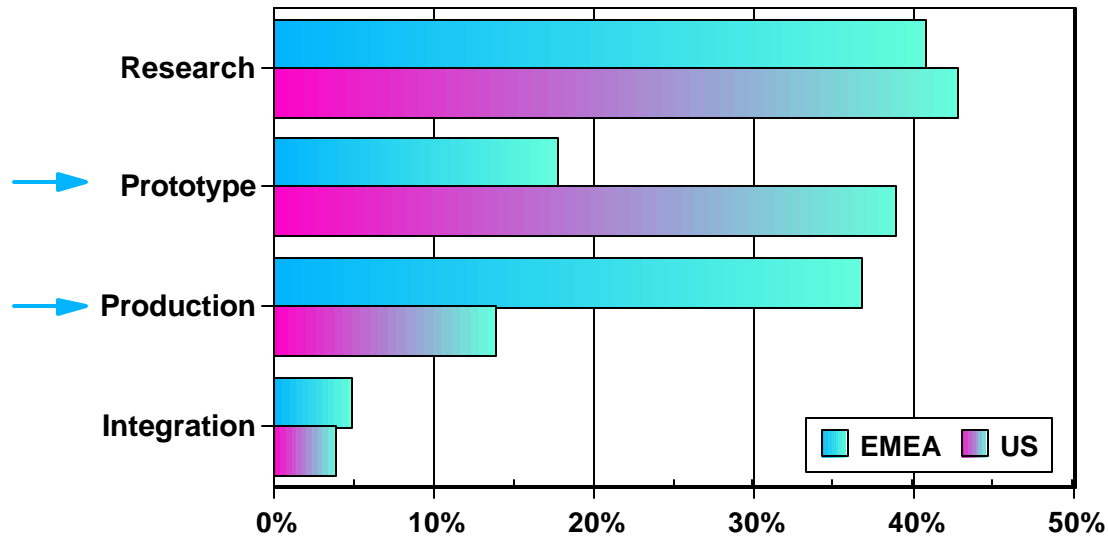
Source: CTIA

Carriers Investing in Packet Data Networks

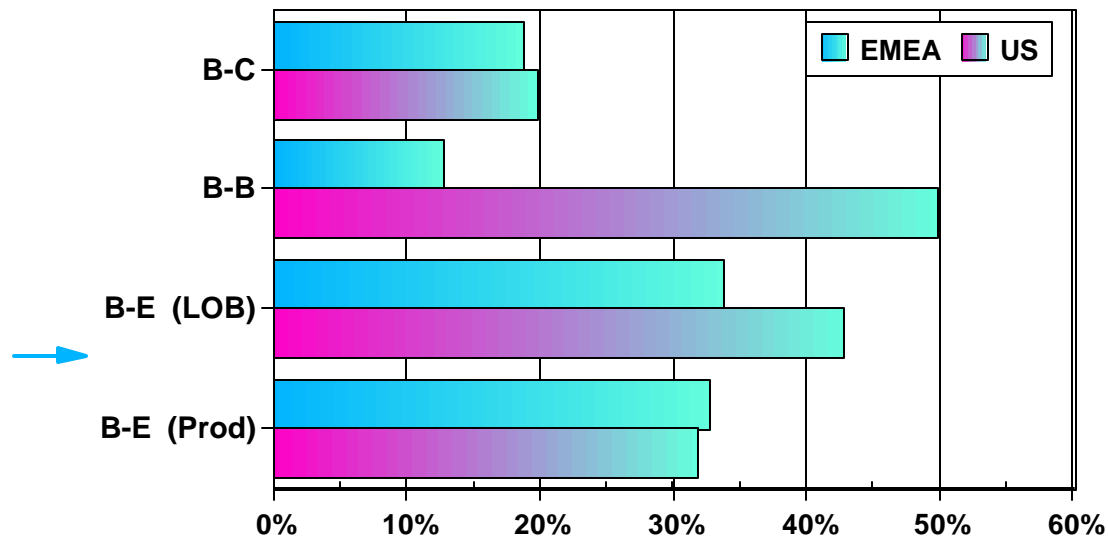
- Next-generation (2.5G, 3G) wireless packet data networks
 - ▶ "Always on" capability coming with packet switching (2.5G)
 - ▶ More users per cell and packet-based billing
 - ▶ 3G brings more bandwidth
 - ▶ Large investment required for 3G rollout
 - License fees, new infrastructure
- Carriers increasing "IT" investment to provide data services
 - ▶ Targeting growth towards enterprises
 - Corporate data synchronization
 - ▶ 3G applications not proven yet
 - Downloading media
 - Rich content messaging
- Telephony Equipment Manufacturers entering the "IT" space
 - ▶ TEM's trying to leverage their position in the network
 - ▶ Nokia has created mPlatform
 - ▶ Motorola has created MIX
 - ▶ Cisco, Ericsson partnering with IBM

Enterprise Market Maturity

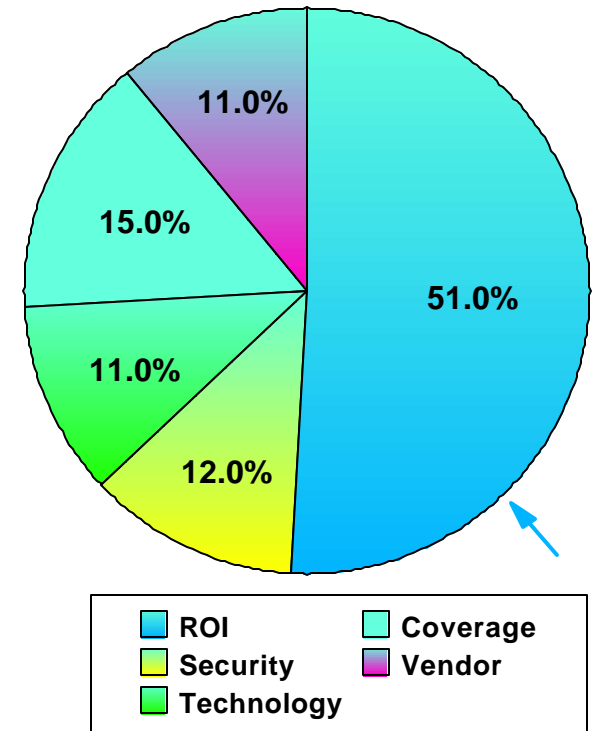
Where is your company in adopting wireless apps?



What type of deployments are you targeting?



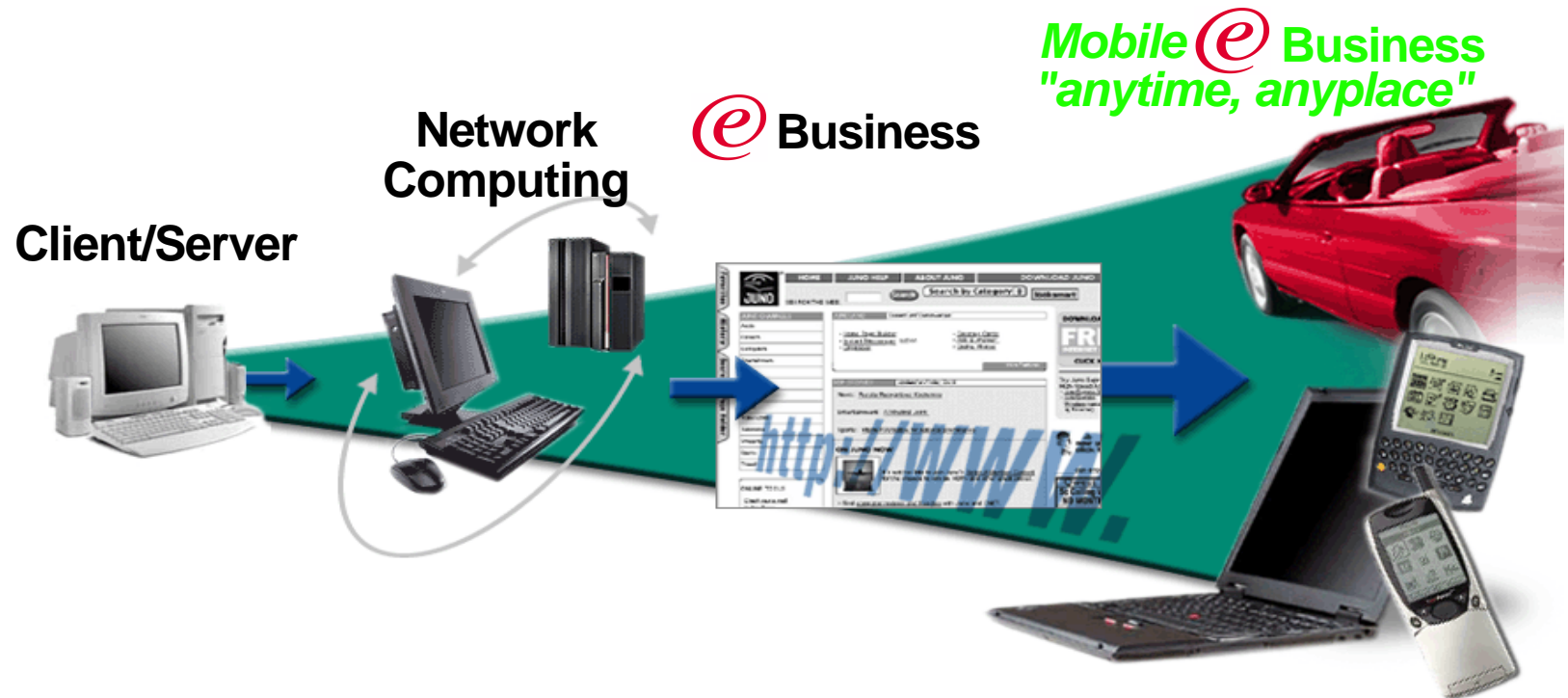
What are your biggest concerns?



Source: Giga Information Group
2/23/2001 Survey Summary

At a high level

- Pervasive Computing is a natural progression



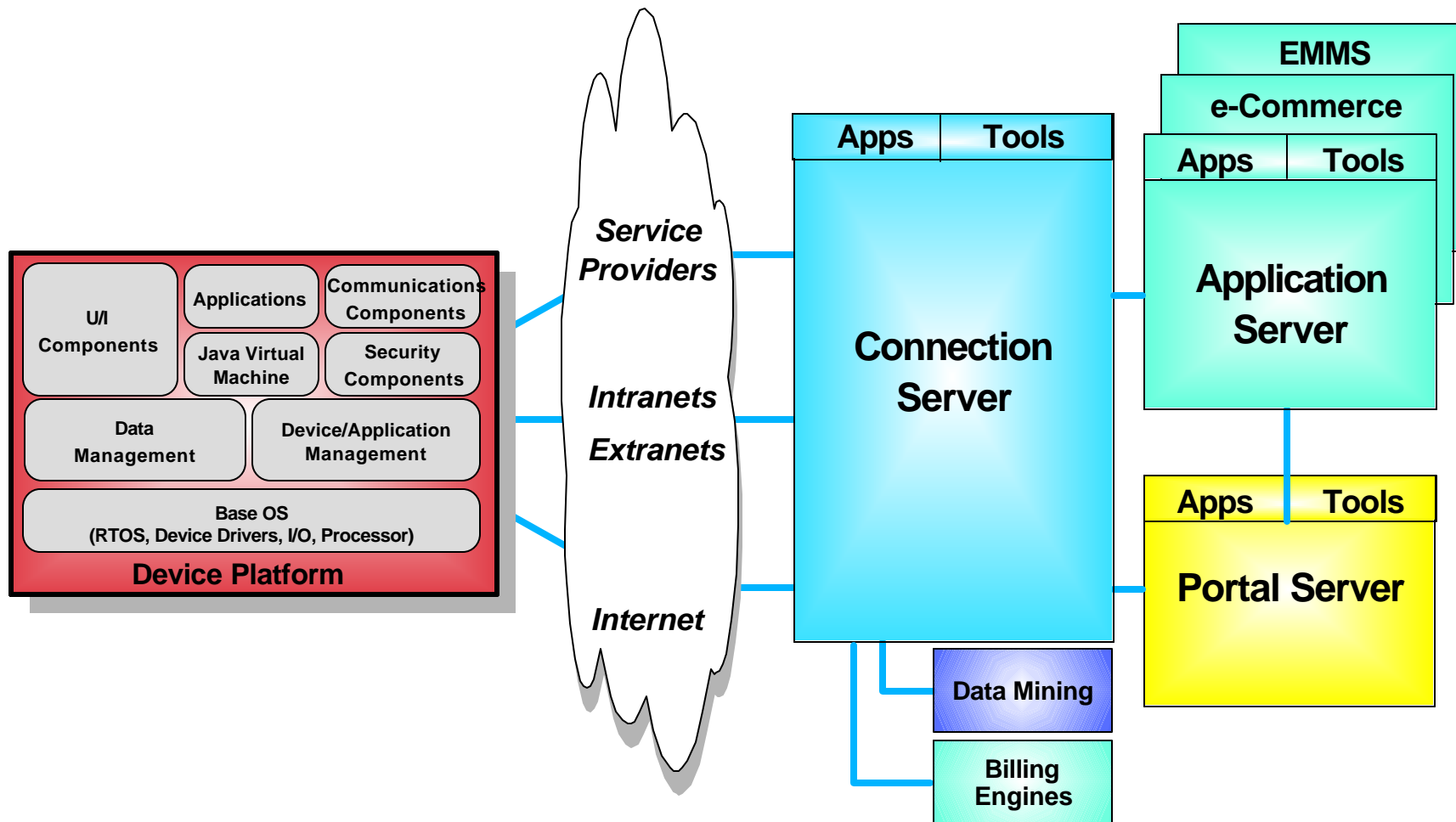
The IBM logo is displayed in white on a dark blue background at the top of the vertical sidebar.

IBM Strategy for Pervasive Computing

- Continue e-business market leadership
 - ▶ Software
 - ▶ Hardware
 - ▶ Services
- Build on what we've learned
 - ▶ Open standards
 - ▶ Industry wide consortiums
 - ▶ Partnerships as a requirement of success
 - ▶ Reliability, Scalability and Security "architected in"
- Protect our customer's legacy investments
- Ease our customer's pain



End to End View





Four clear user scenarios are emerging for wireless internet use...

- **Personal / Casual**

- ▶ time available, usually young
- ▶ focus on immediacy, spontaneity
- ▶ relationship-oriented services dominate

- **Personal Task-Oriented**

- ▶ time short, typically managing a family
- ▶ focus on efficiency, process
- ▶ time-saving services dominate

- **Mobile Managers & Professionals**

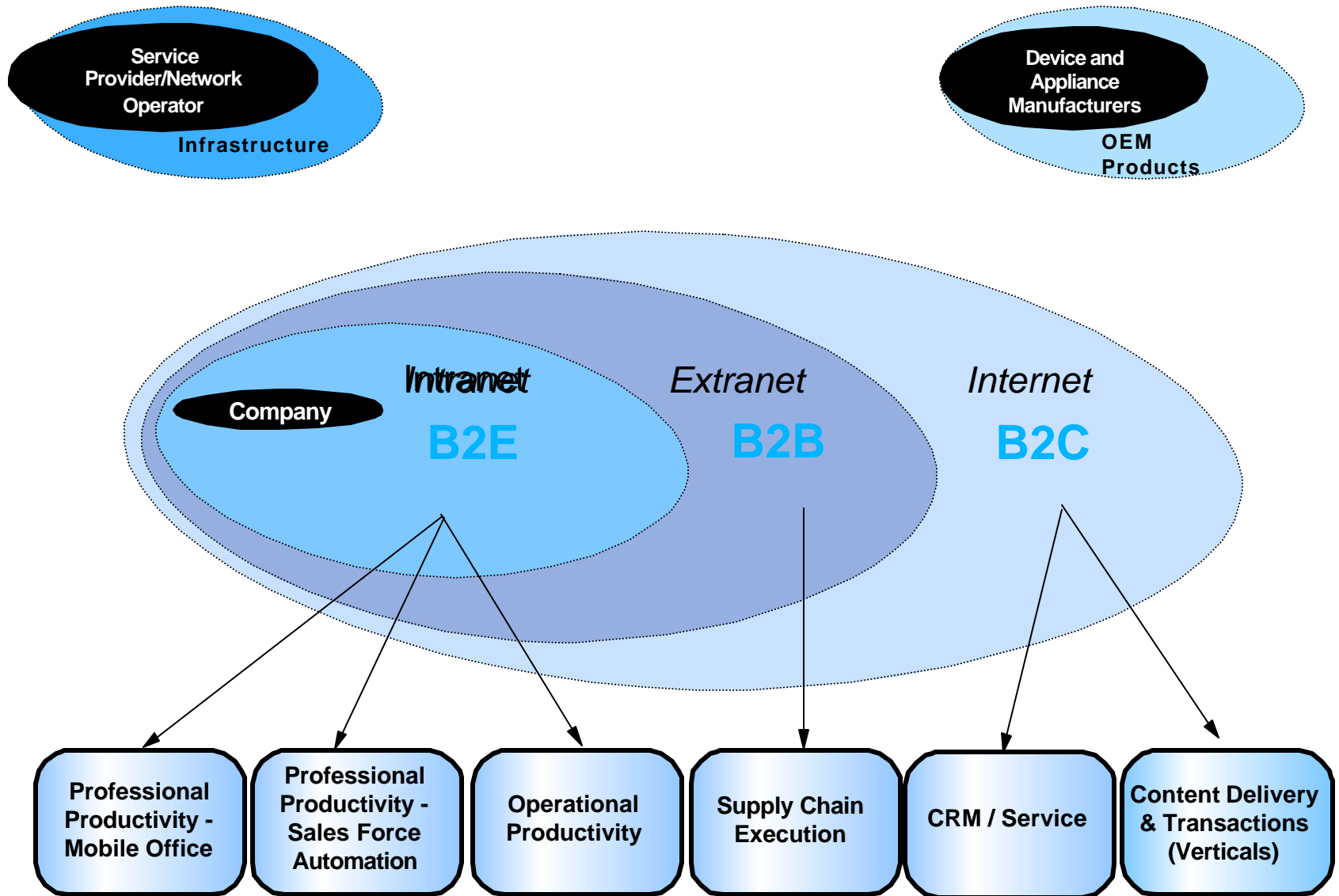
- ▶ time pressures, speed critical, typically high travel
- ▶ focus on effectiveness, flexibility
- ▶ communication and travel-related services dominate

- **Mobile Operational Employees**

- ▶ efficiency and information oriented applications
- ▶ focus on control, accuracy, and timeliness
- ▶ dispatch, supply chain tracking, and navigation dominate

Source: IBM PvC analysis, 2000

Market Opportunity



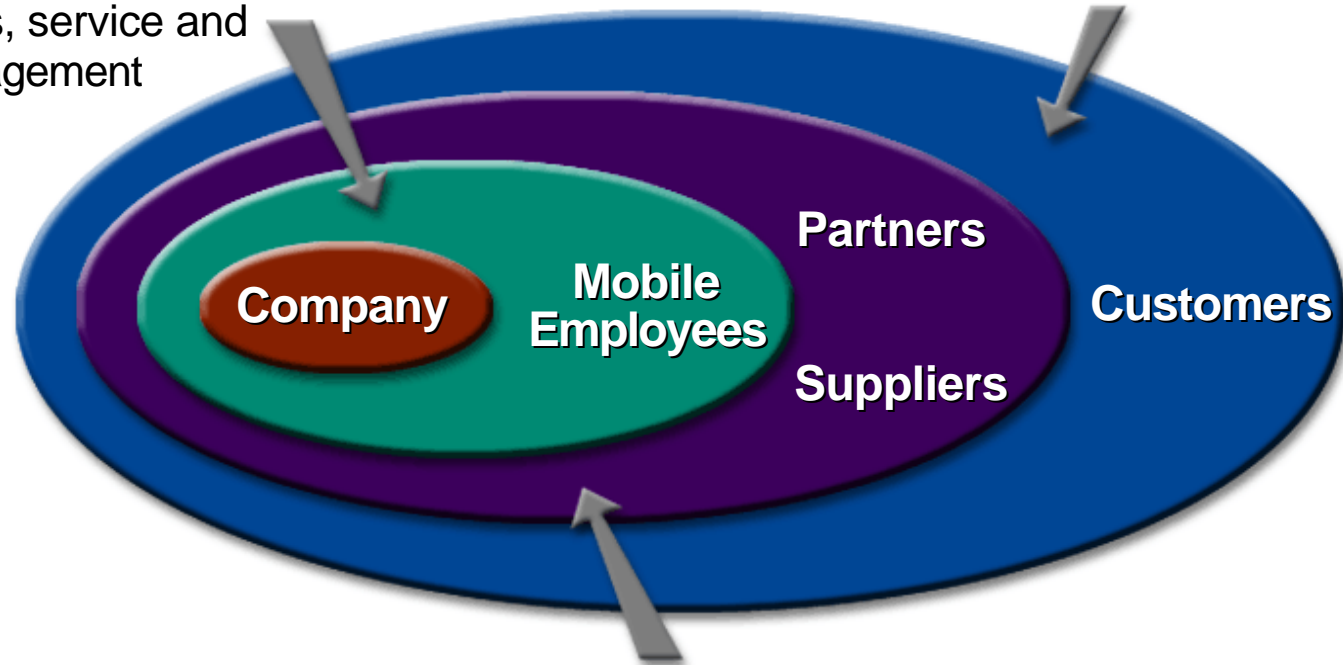
Enterprise Market

Mobile Intranet

Mail, calendar, to-do
Content: customers,
products, directories
Sales, service and
management

Mobile Portals

Consumer and SMB alerts
to best customers mobile
commerce



Mobile Extranet

Channel and franchise management Content:
customers, products, directories

So, we created the WebSphere Everyplace Server Family

<u>Product Offering</u>	<u>Announce</u>	<u>General Availability</u>
WebSphere Everyplace Access	May 2001	June 2001
WebSphere Everyplace Server Enable Offering	June 2001	July 2001
WebSphere Everyplace Server, Service Provider Offering	June 2001	July 2001
Everyplace Wireless Gateway	June 2001	July 2001

Everyplace Positioning

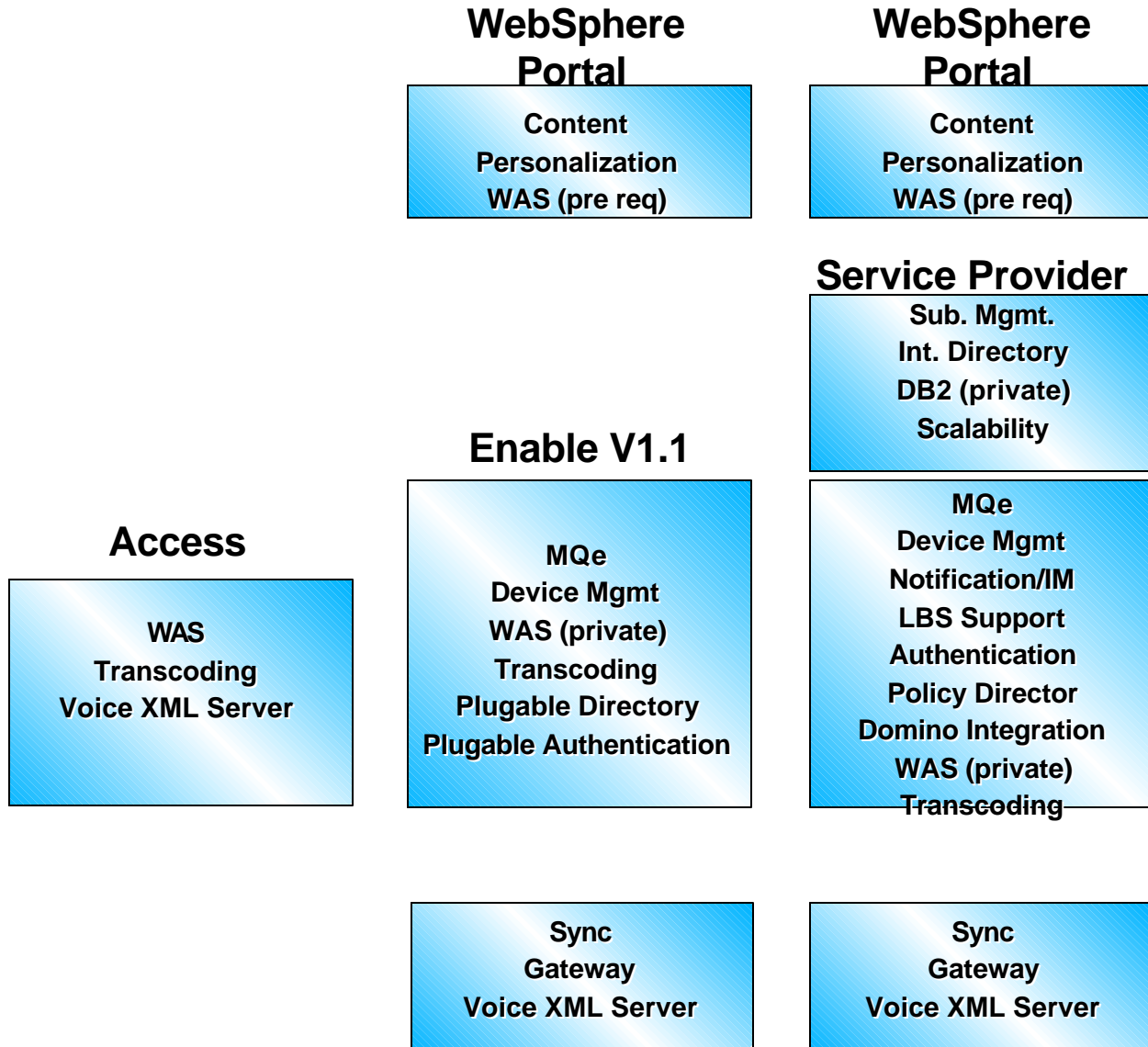
	Everyplace Access	Everyplace Server Enable Offering	Everyplace Server, Service Provider Offering
Target Customers	Enterprises, ISPs, ASPs, NetGens, LOBs	Enterprises, ISVs, GSIs, LOBs	Telcos, ISPs, ASPs, Large Enterprises
Business Need	Extend e-business content and applications for wireless and voice interaction	Extend business processes to the mobile work force, while preserving any existing e-business infrastructure	Generate new sources of revenue by building and deploying new value-added services to the mobile marketplace
Price	Processor-based \$49,500	Processor-based \$75,000	Subscriber-based pricing
Challenge	How to allow voice interaction and reach wireless devices?	How to extend e-business to wireless while taking advantage of existing IT services?	How to rapidly create new revenue-generating services leveraging existing and new data sources (contextual notification)
Key Strengths	<ul style="list-style-type: none"> • Extends existing content • Speeds time to market • Includes and integrates with WebSphere Application Server for security and scalability 	<ul style="list-style-type: none"> • Preserves and expands existing infrastructure by taking advantage of existing user management and authentication. • Future-proof (adapts to rapidly changing networks, devices and application requirements) 	<ul style="list-style-type: none"> • Supports any application, any device and any network • Future-proof, adapts to rapidly changing networks, devices and application requirements • Fully integrated
Platforms	<ul style="list-style-type: none"> • AIX, Solaris, Linux, NT and Windows 2000* <p>*Voice technology supported on NT and AIX</p>	<ul style="list-style-type: none"> • Windows 2000, AIX, Solaris 	<ul style="list-style-type: none"> • AIX, Solaris
Optional and Complementary Products	<ul style="list-style-type: none"> • Everyplace Wireless Gateway • WebSphere Edge Server • WebSphere Translation Server 	<ul style="list-style-type: none"> • Everyplace Wireless Gateway • IBM Mobile Connect • Lotus Domino Everyplace 	<ul style="list-style-type: none"> • WebSphere Voice Server • Lotus Sametime



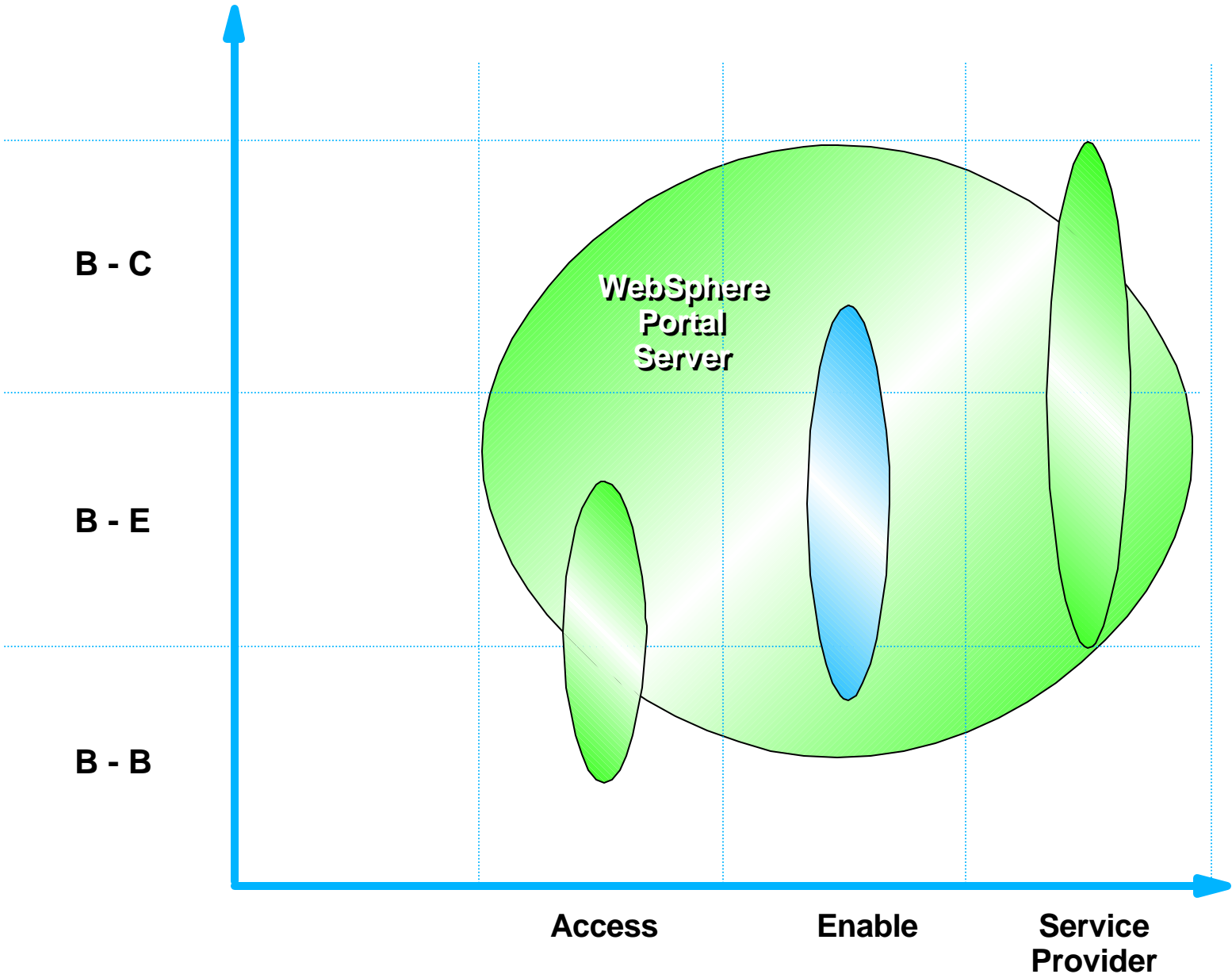
The WebSphere Everyplace Server family

Base

Options



Positioning WES Offerings





The Pervasive Computing End-to-End View

