



WebSphere Transcoding Publisher for Multi-platform Version 3.5

Sales Education
7/12/01

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Wherever,
Whenever,
However...



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Agenda

- Introduction (market and strategy)
- Customer requirements
- Product offering
- Customer benefits
- Roadmap
- Sales approach
- Competition
- Pricing
- Sales tools
- Key contacts/Sales support
- Closing

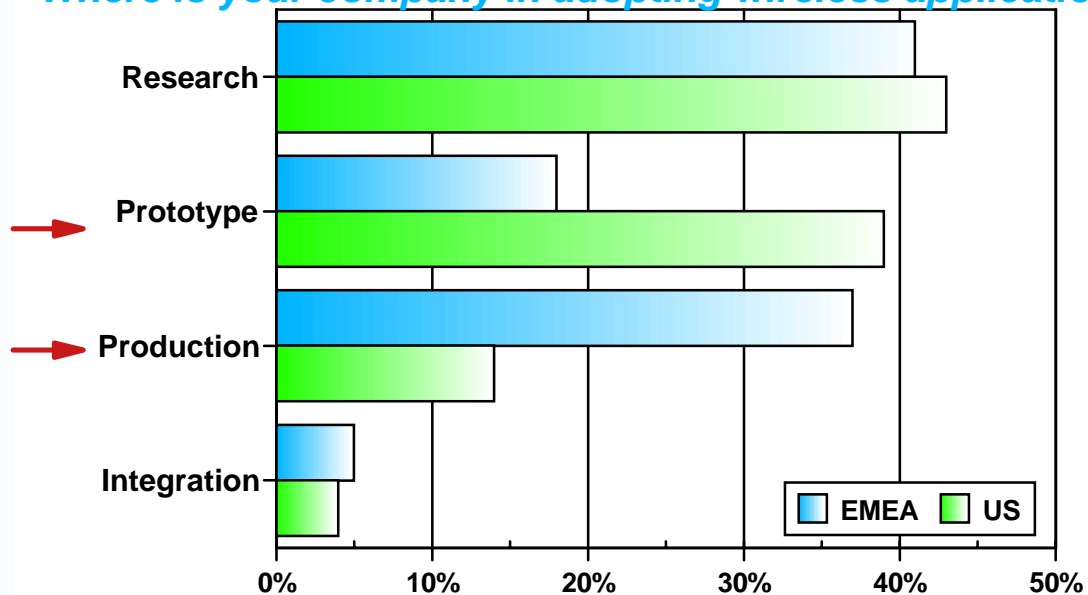
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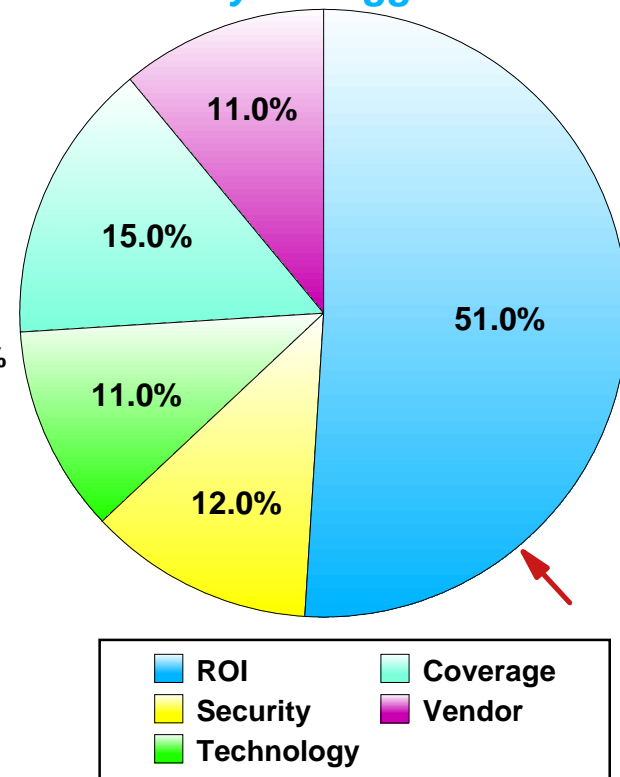


Enterprise Market Maturity

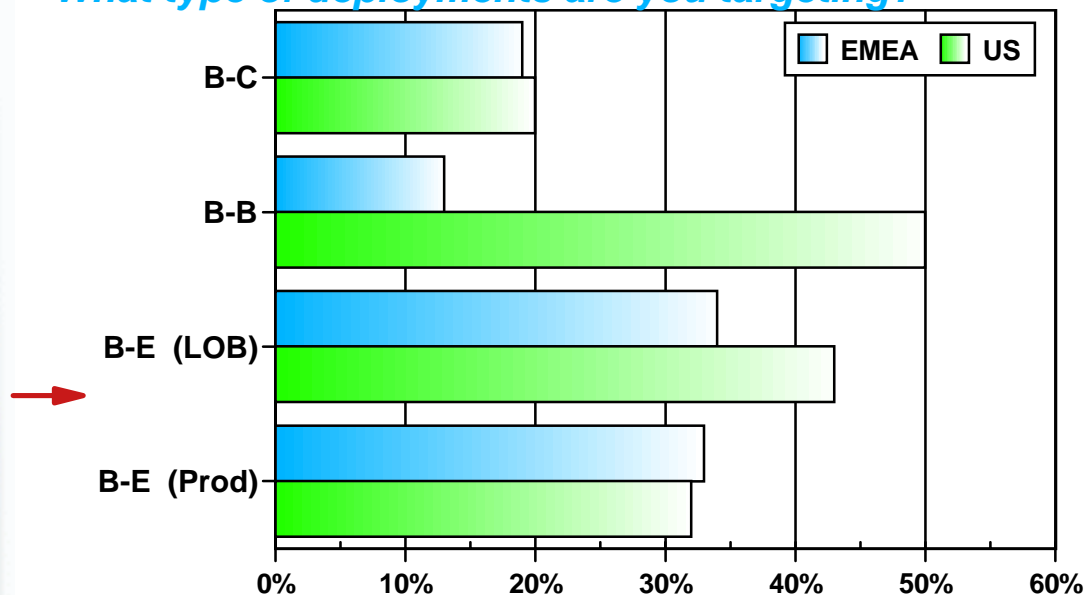
Where is your company in adopting wireless applications?



What are your biggest concerns?



What type of deployments are you targeting?



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



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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 customers' legacy investments
- Ease our customers' pain

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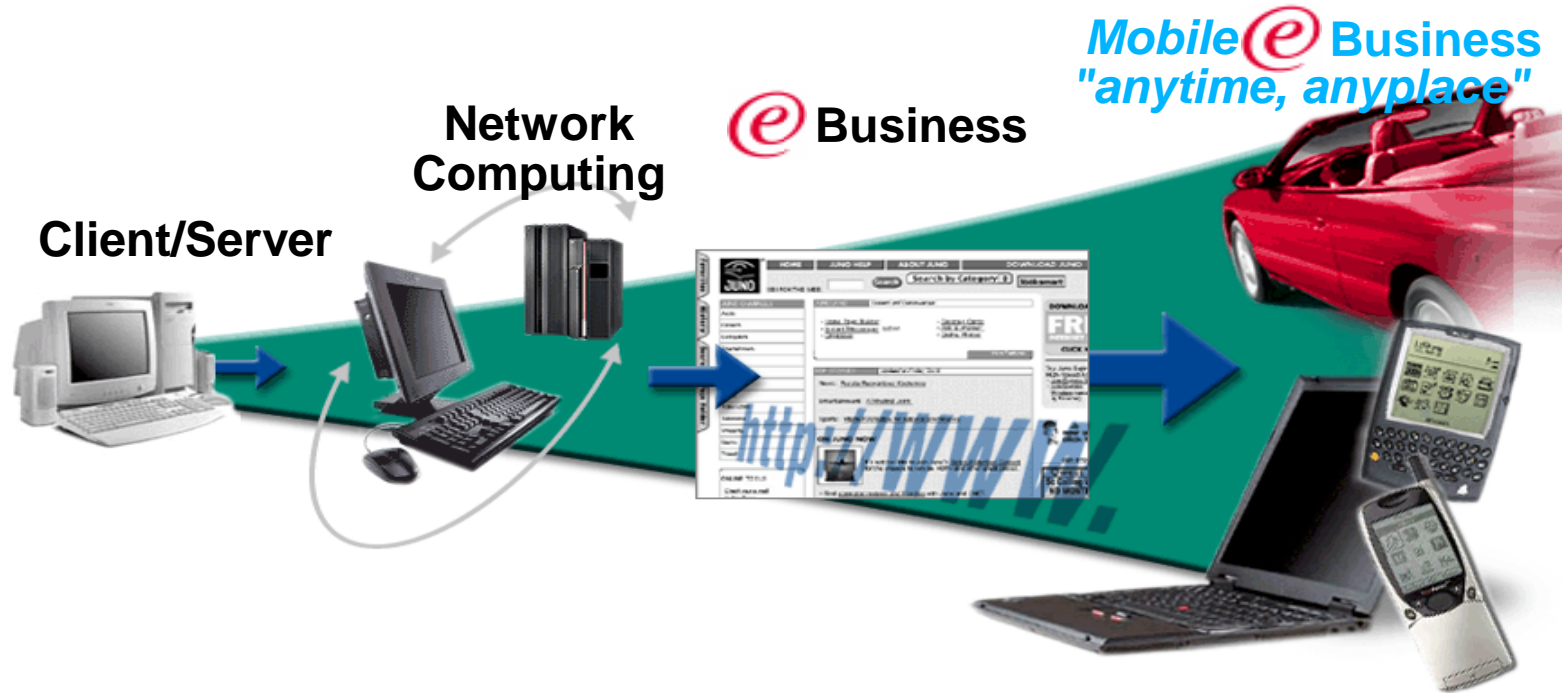
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What is Pervasive Computing

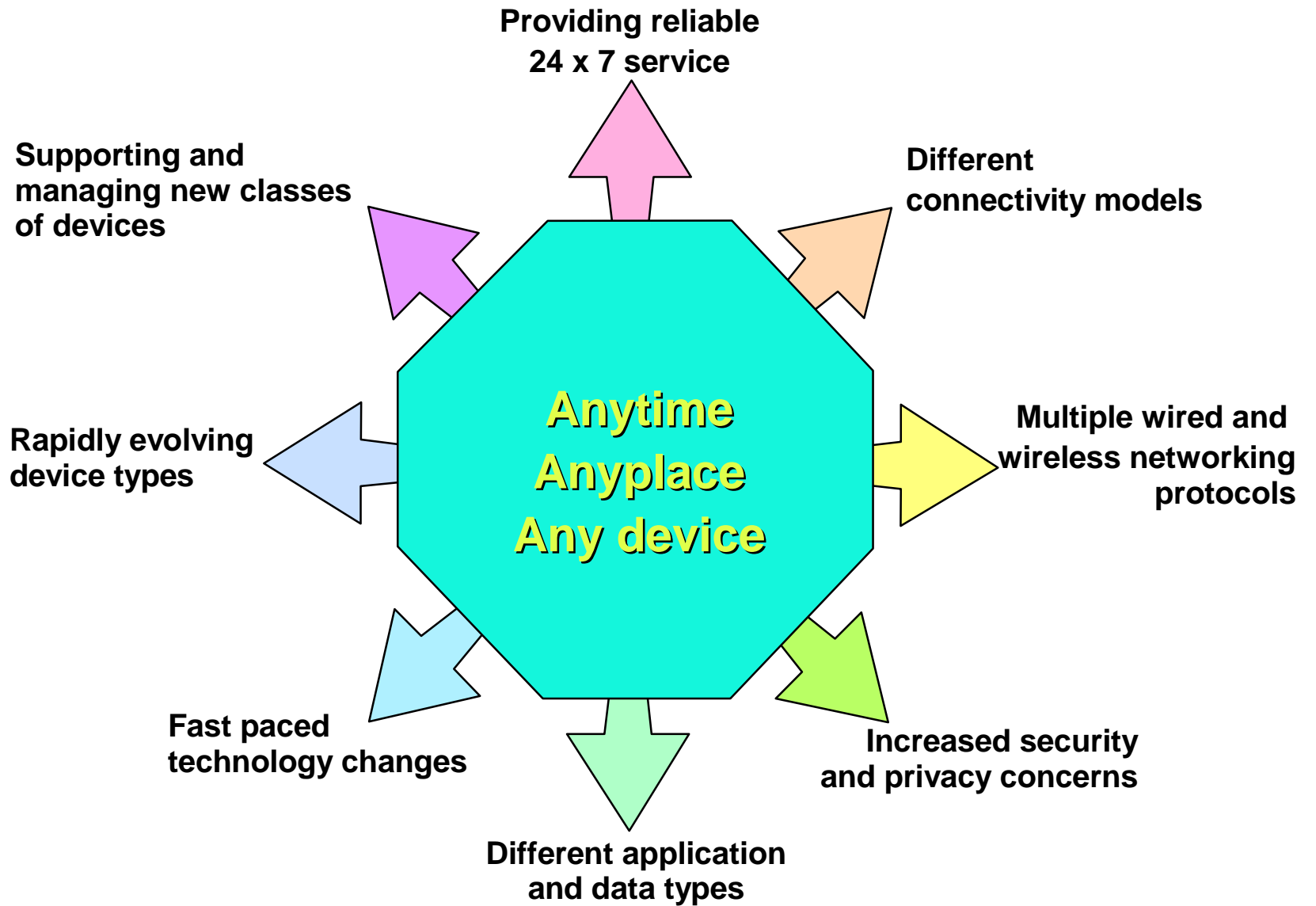
Pervasive Computing is a natural progression



Wherever,
Whenever,
However...



Challenges





Business Challenges / IBM Solutions

Business Challenges

WTP provides

CTO / CIO

To have a flexible, e-business infrastructure which can extend the reach of enterprise applications to the mobile wireless workforce under increasing budget pressures

An 'off the shelf', standards based flexible product that supports the extension of enterprise applications to current and future wireless devices over a wide variety of networks, all while protecting existing investments.

LOB Manager

To improve customer service demands by providing field service technicians with anytime, anyplace access to information and services

The ability to securely extend e-business to wireless devices and reach customers and employees on the right device and network based on demand.

Business Partners

To expand revenue streams and reduce the cycle time of integrating products into solutions for multiple environments.

An open, standards-based, and highly-flexible solution that creates substantial opportunities for easy integration and customization efforts





WebSphere Transcoding Publisher optimizes the wireless Web experience

- ▶ **Extends** existing Web **content** to new devices, allowing access to new markets with new services without re-authoring
- ▶ **Streamlines delivery** so content is provided efficiently across wireless networks
- ▶ **Customizes** content **presentation** for end users to optimize wireless Web experience for customers, business partners and employees

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WebSphere Transcoding Publisher

Key features / benefits

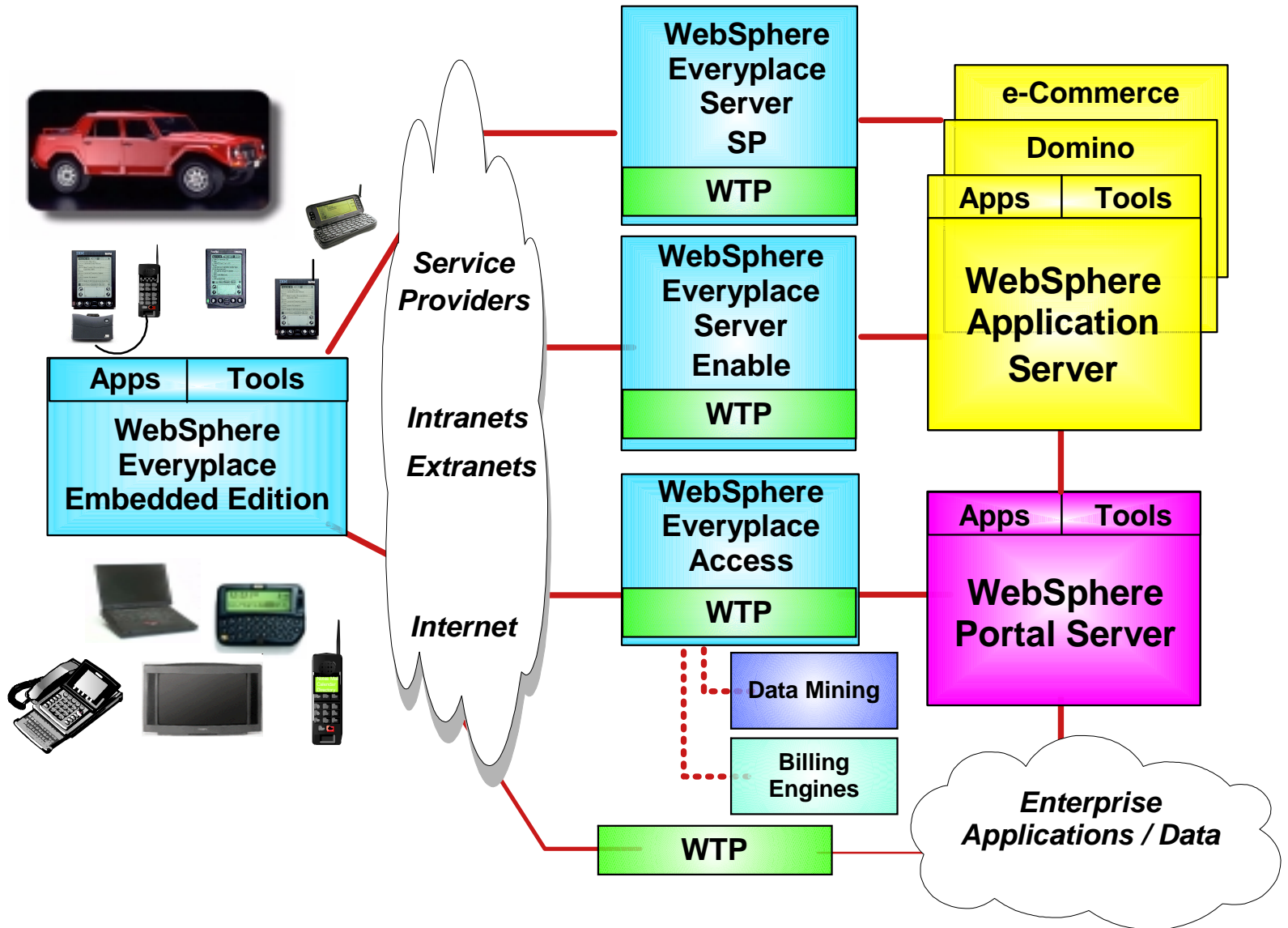
Feature	Function	Benefits
Rich, dynamic framework that is extensible and standards-based	Allows flexible deployment and customization	<ul style="list-style-type: none">• Provides an open, flexible solution• Easily extends new device or network profiles, as well as additional transcoding plug-ins
Plug-and-play transcoders for standard text and image formats	Converts various mark-up languages and image formats for viewing on mobile devices	<ul style="list-style-type: none">• Provides convenient and virtually seamless access to Web content/applications
Content Annotation and Clipping tools	Customize Web content to send to mobile devices	<ul style="list-style-type: none">• Lowers cost of mobilizing existing Web content and applications by eliminating need to create separate source pages
Transform tool	Illustrates before and after views of transcoding function	<ul style="list-style-type: none">• Allows administrators to view how transcoded pages will look, which helps improve user experience
Deck fragmentation	Fragments existing Web content into smaller pieces to leverage device memory constraints	<ul style="list-style-type: none">• Improves performance and user experience on constrained devices and wireless networks
Several implementation models, including: WebSphere Application Server servlet, forward/reverse network proxy, and JavaBeans	Flexible deployment methods allow for usage in customer-specific environments	<ul style="list-style-type: none">• Leverage existing infrastructure needs to minimize architectural modifications and costs





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WebSphere Transcoding Publisher in IBM's End-to-End View





WebSphere Transcoding Publisher

Configuration options

- ▶ Proxy configuration enables a wide range of placement options for transcoding services
- ▶ Reverse proxy provides support for devices that can't specify a proxy address
- ▶ Servlets can complement unchanged WebSphere applications to transform content
- ▶ JavaBeans can be included within applications to provide transcoding services



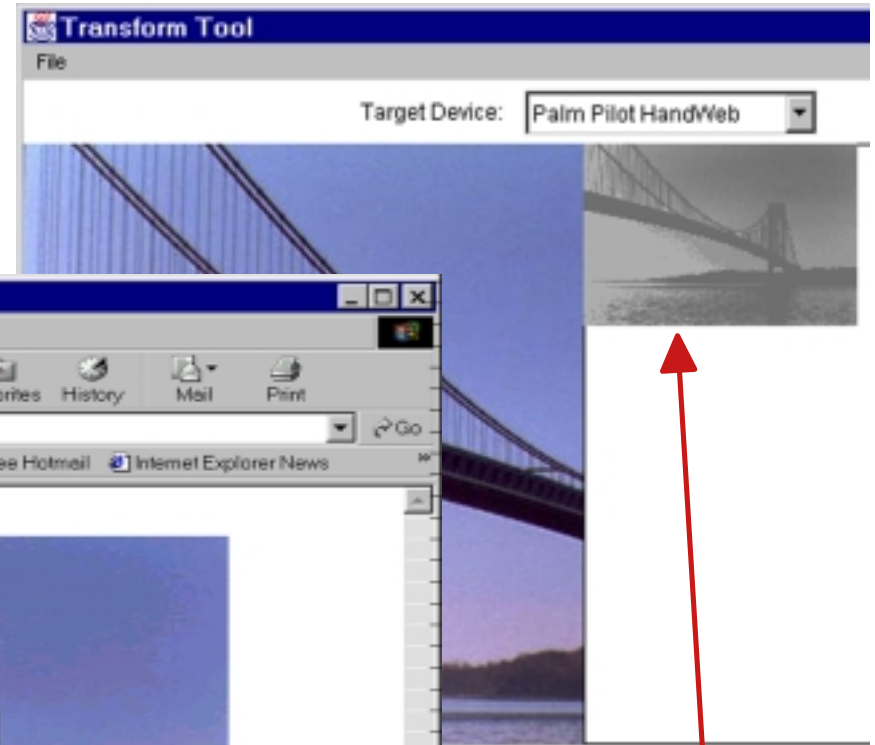
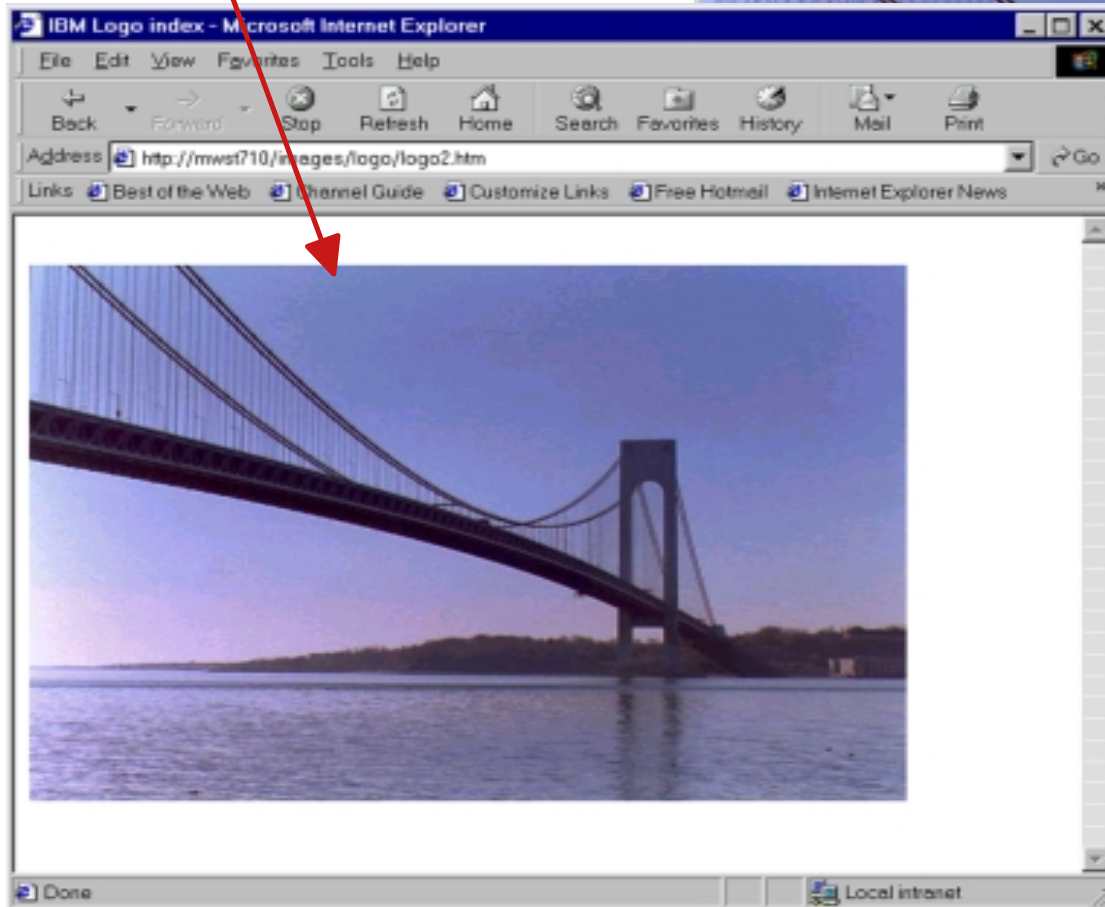


Transcoding at work...



Image Transcoding using WebSphere Transcoding Publisher

Original Image on Web site



Transcoded Image





Roadmap

Standalone

WebSphere
Transcoding
Publisher

to:

- extend existing Web content and applications

or

An integrated component

WebSphere
Everyplace
Access

which helps companies:

- extend e-business content and applications for wireless and voice interaction

WebSphere
Everyplace
Server
Enable
Offering

which helps companies:

- extend business processes to the mobile work force, while preserving any existing e-business infrastructure

WebSphere
Everyplace
Server
Service
Provider
Offering

which helps companies:

- generate new sources of revenue by building and deploying new value-added services to the mobile marketplace



Start simple and grow



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Sales Approach...

How can I...?	WebSphere Transcoding Publisher
Reach new customers	<ul style="list-style-type: none">✓ Extends application content reach to additional customers regardless of client device type, thus creating new business opportunities✓ Expands the reach of self-service applications for product and services
Improve customer satisfaction	<ul style="list-style-type: none">✓ Provides more convenient, seamless, real-time access to information✓ Provides a greater choice of user access devices and a better match for end-user needs and preferences
Collaborate with partners and suppliers	<ul style="list-style-type: none">✓ Enables dynamic content sharing with partners and suppliers across disparate systems
Enhance employee productivity	<ul style="list-style-type: none">✓ Improves real-time communications for mobile employees✓ Allows employees to focus on their jobs rather than on technology obstacles
Maximize my return on investment	<ul style="list-style-type: none">✓ Leverages existing IT assets (host and Web application content) into new environments



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Sales Approach continued

How can I...?	WebSphere Transcoding Publisher
Deliver results at a reasonable cost	<ul style="list-style-type: none">✓ Eliminates the expense of reauthoring content sources for multiple devices✓ Lowers maintenance expense that would result from maintaining multiple content sources specific to each device type✓ Is part of the WebSphere solution family, an integrated set of products have been tested together to reduce TCO
Deploy solutions quickly	<ul style="list-style-type: none">✓ Quickly extends existing applications (host and Web content) to new environments with no new programming✓ Allows content transformations to be customized for specific environments with minimal Java programming
Minimize the risk to the business	<ul style="list-style-type: none">✓ Allows application developers to stay focused on business logic, rather than on device and language support
Position for the future	<ul style="list-style-type: none">✓ Is based on common infrastructure and open standards, thus enabling seamless development of new transcoders to quickly respond to new market needs





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Competition

Company / Product	Strengths	Weaknesses
Aether Systems Product: ScoutWeb	<ul style="list-style-type: none">• Reputation in mobile stock trading• Product breadth: wireless ASP, mobile middleware, vertical and horizontal applications, customized applications, Web-to-wireless services, integration services, development tools• Established carrier relationships	<ul style="list-style-type: none">• U.S. ...- centric operations• Few production sites• Proprietary APIs• Requires client code• Lack of experience in verticals outside of finance and stock trading
AvantGO Product: Enterprise Server	<ul style="list-style-type: none">• Early entrant into mobile Web content• Extended support for mobile enterprise applications through AvantGO Enterprise portal offering• Enterprise and service provider offerings• Supports both wireless connection and synchronization paradigm	<ul style="list-style-type: none">• Very enterprise focused, no focus on selling to service providers• Content must be predefined and offered through "channels", no real-time transcoding• Requires client application for PDAs• Must be downloaded by end-user• No support for WML (WAP)
Brience Product: Experience Delivery Server	<ul style="list-style-type: none">• Both software and ASP business models• image transcoding• VoiceXML support• Supports load balancing• Strong alliances with Cisco, Oracle, BEA, RIM, OpenWave	<ul style="list-style-type: none">• Poor legacy systems support (anything other than XML content)• Lacks global coverage (US-centric)• Focused on carriers



continued...



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Competition (continued)

Company / Product	Strengths	Weaknesses
Everypath Service	<ul style="list-style-type: none">• ASP solution that allows end-user to simply specify which content needs to be mobilized• Drag-and-drop "rendering tool"• Can support commerce and credit card transactions• SSL support• Flexible pricing based on complexity of customer Website• Consistent end-user experience between wireless and wireline Web-both content and business logic• Supports pagers and voice-only phones through a toll-free number• Can be voice-enabled	<ul style="list-style-type: none">• Not real-time transcoding; transcoding done at design-time• R requires client code• Less flexible service provider model• Pricy service requires numerous Everypath experts to create and monitor customer Web sites
Oracle Product: Oracle9i Application Server Wireless Edition	<ul style="list-style-type: none">• Product and market position advantage from early entry to mobile middleware and portal market• Oracle9i Application Server Wireless Edition (transcoding) supports good set of input sources and output formats, but NO iMode• Product line breadth (mobile portal, mobile middleware, Web server, application server, applications, back-end integration, services)• Gains in direct knowledge and experience from operating OracleMobile.com (Consumer mobile Internet portal)• Corporate resources to expand to new markets• Brand equity	<ul style="list-style-type: none">• Only runs on Oracle Application server with Oracle 8i database (WTP doesn't require a database at all)• Each content source requires a separate adapter, which must be predefined by each end user. The user must also edit and maintain a personal profile that consists of all the separate content adapters. This limits range of content readily available.• Slower performance, more difficult to install• No iMode support• Only offers one configuration model of Oracle App Server and Oracle 8i database (WTP offers 3 configuration options: proxy, application servlet, and Java beans)• No image transcoding• No deck fragmentation• Very difficult to modify/customize content adapters. WTP's open and flexible design allows for simple creation and modification of transcoders.



Pricing

\$30k per processor

Available through:

- ▶ Passport Advantage
- ▶ Shop IBM

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Sales Tools and Additional Information

- ▶ Information on WebSphere Transcoding Publisher:
www.ibm.com/websphere/transcoding
w3.software.ibm.com/sales/aim/prod/transcoding/
- ▶ **The XML zone is a resource for developers on the use of XML and other open standards:** www.ibm.com/developer/xml
- ▶ **Information on the WBI toolkit, on Alphaworks:**
<http://alphaworks.ibm.com/>
- ▶ **Almaden's WBI page:** <http://www.almaden.ibm.com/cs/wbi/>
- ▶ **Information on the Servlet API:**
<http://java.sun.com/products/servlet/index.html>
- ▶ **DeveloperWorks Java pages:** <http://www.ibm.com/developer/java/>
- ▶ **WTP *Developer's Guide*** (included on the WebSphere Transcoding Publisher product CD)
- ▶ IBM Redbook on WTP, #SG24-5965





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Key contacts / Sales support

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At a glance... WebSphere Transcoding Publisher

■ **Description:**

- ▶ WebSphere Transcoding Publisher is a server-based adaptation solution that bridges Web content to mobile computing devices. Unlike other transcoding products, WTP transforms content on-the-fly to suit the variety of mobile devices available.

■ **Target Market:**

- ▶ Enterprises that want to leverage existing Web content and applications, so they can reach new customers, partners, and employees through their mobile devices to increase revenue and efficiency.

■ **Availability:**

- ▶ GA: 11/00

■ **Pricing:**

- ▶ \$30K per processor

■ **Audiences:**

- ▶ CIO, CTO, LOB. Application Developers, Business Partners

■ **Key Differentiators:**

- Supports variety of Web servers on various platforms
- Development support also on various platforms, not just on Windows NT/2000.
- Multiple deployment options provide power and flexibility (proxy, reverse proxy, servlet, Java Bean)
- Transforms Web content on the fly, rather than presenting predefined content.
- Rich set of standard transcoding plug-ins and framework for adding new plug-ins
- Provides unique image transformation
- Database not required; dynamic adaptations
- Content fragmentation optimizes communication for devices with limited storage capacity.
- Robust tooling allows easy customization for optimizing content presentation
- Profile Builder tool to create and modify device profiles
- Stylesheet Editor to create and modify XSLT stylesheets
- External Annotation Editor
- No client code required to be resident on device.

■ **References Available**

- ▶ Brightpod
- ▶ Banca Popolare di Milano (BPM)
- ▶ Ewing Securities

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In Summary...

WebSphere Transcoding Publisher V3.5

- Reduces Web site support costs
- Increases revenue by providing services to new and existing consumers through pervasive devices
- Increases productivity of mobile employees by extending current Web applications to the mobile workforce
- Fully integrates with WebSphere Application Server to deliver cutting-edge Web application solutions for nontraditional clients
- Works with WebSphere Host Publisher to extend the host data one step further to wireless devices
- Exploits the caching and load balancing facilities of WebSphere Edge Server
- Key component in WebSphere Everyplace Access offering
- Key component in WebSphere Everyplace Server Offerings

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