



**IBM  
WebSphere  
Host Publisher V3.5  
Preview**

**WebSphere**

**| The Fastest Way to e-business |**



## Disclaimer

- **IBM WebSphere Host Publisher V3.5 is currently in beta status and has not been formally announced.**
- **All information contained within this session/chart set is subject to change pending the formal announcement of the IBM WebSphere Host Publisher V3.5 product.**
- **The following information is being made available to you for planning purposes given IBM's intent to announce the WebSphere Host Publisher V3.5 product in the near future. IBM reserves the right to change its plans regarding this announcement without notice and at its sole discretion.**

# Agenda

- **WebSphere Host Publisher Overview**
- **Version 3.5 Preview**
- **Additional Resources**
- **Question and Answers**

# e-Business Needs

## ■ Challenges

- ▶ Leverage existing assets for competitive advantage in the new web economy.
- ▶ Reduce cost through web-to-host implementations
- ▶ Increase revenue by expanding to new markets

## ■ Needs

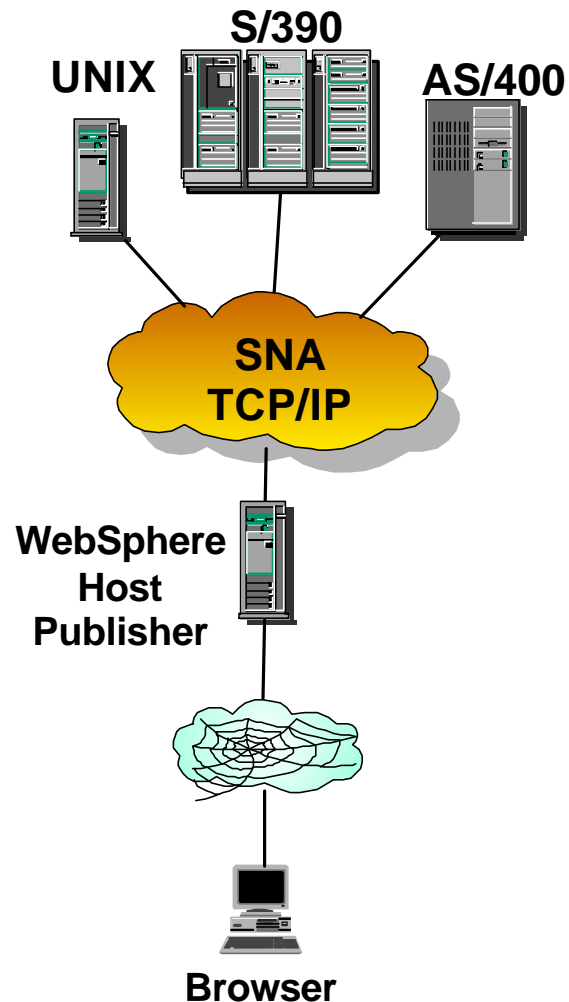
- ▶ Businesses have large investments in existing host applications that need to be protected and leveraged
- ▶ Need immediate Web access to host data
- ▶ Extend access for new users to their existing applications over the Web
- ▶ Build new WebSphere e-business applications that will require host access
- ▶ Integrate existing applications into composite Web-based applications



# Host Publisher Positioning

- **IBM WebSphere Host Publisher provides the quickest and easiest way to implement e-business by extending legacy applications to web browser users and new WebSphere applications.**
  - ▶ **WebSphere Host Publisher is used to increase sales and reduce costs, through applications such as Web Self-service, by providing a quick and easy way to extend legacy applications to new web browser users.**
    - HTML delivery for broadest possible reach
    - Reach new customers to increase revenue
    - Implement web self-service to reduce costs
  - ▶ **WebSphere Host Publisher can significantly accelerate time to market, and reduce the expense of new WebSphere application development projects which require legacy access and integration.**
    - Use of Host Publisher as a Bean Generator (use as an Application Development tool). Beans then used by new WebSphere applications for legacy access.
    - Implement new WebSphere application projects faster and cheaper
    - Makes WebSphere platform more competitive
    - WebSphere application developer doesn't need to be a 3270 expert.

# IBM WebSphere Host Publisher



- Provides the quickest and easiest way to implement e-business by extending and integrating existing applications with the Web
  - Host Publisher supports end users running non-Java browsers
- AS/400, S/390, AIX, Windows NT/Win2000, and Solaris operating system environments
- Provides web integration with existing 3270, 5250, VT, JDBC, Java, host applications without requiring any changes to the existing application itself
  - Multiple existing applications can easily be consolidated into a single composite application for presentation to the end user
- Integrated with IBM WebSphere application server
- Adds the ability to integrate with other IBM Connectors such as MQSeries
- Provides enterprise-class scalability, security, and availability

# Host Publisher Components

## Host Publisher Studio

Win95, Win98, WinNT,  
Win2000

### *Development Environment*

- Creates reusable Host Integration Objects that encapsulate host interactions and data retrieval
- Generates fully customizable Web pages
- Uses task oriented, graphical user interface

## Host Publisher Server

AIX, WinNT, Win2000  
Solaris, S/390, AS/400

### *Runtime Environment*

- Provides session management, license monitoring, run-time administration, load balancing and log and trace management
- Supports SSL encryption and DES encrypted passwords
- Supports integration with other IBM connectors

IBM WebSphere  
web application server

### *Runtime Infrastructure*

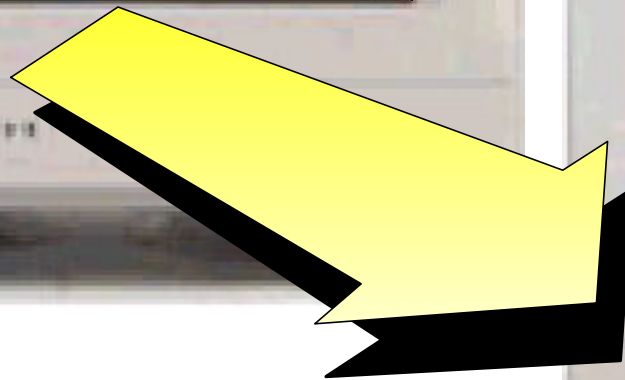
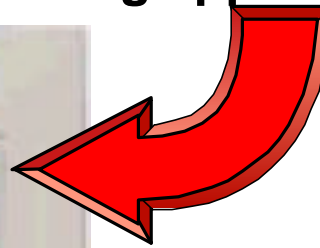
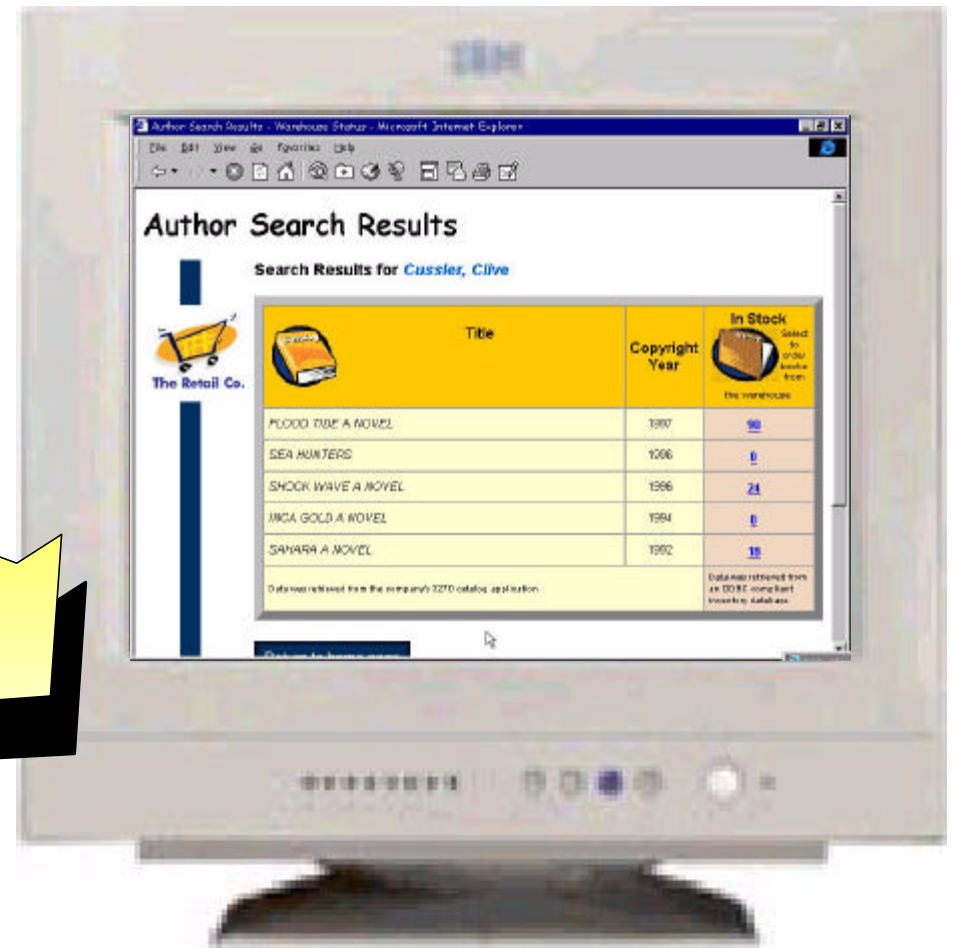
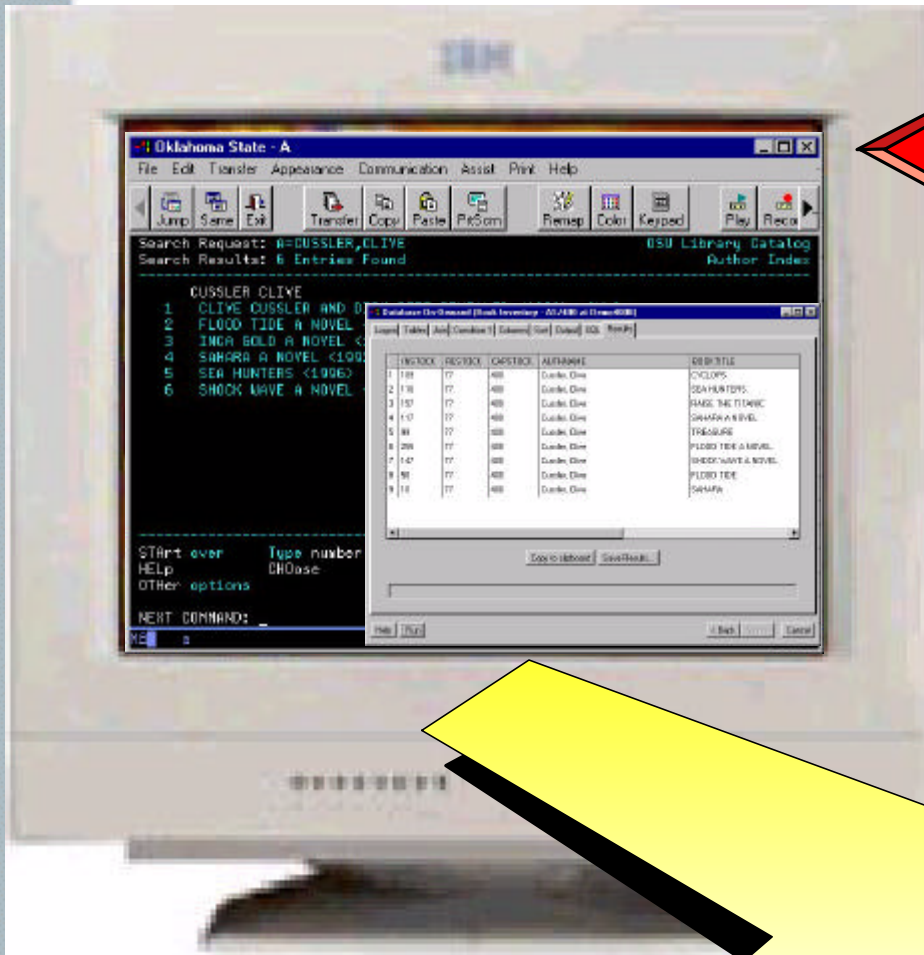
- Provides advanced runtime environment for Host Publisher Server and Host Publisher applications.
- Prerequisite of Host Publisher. Advanced Edition used for AIX, Solaris, and Windows platforms.



# WebSphere Host Publisher Sample

Merge two or more existing applications ...

into a single composite web page





## WebSphere Host Publisher

IBM Host Publisher - Host Access

Object Configurations

- MyIntObj
  - MyIntObj
    - demo400b.dfy.ibm.com
    - Connect Macro
      - Sign On.1
        - whidemo[tab]
        - quest[enter]
        - Main Menu.1
          - Display Messages.1
          - Display Messages.1
            - [enter]
            - Main Menu.1
              - Main Menu.1
                - sb[rm][enter]

Host Access

You can now work with this Integration Object. You can:

- Replay the entire macro, or just parts of it
- Modify the session and connection definitions
- Add conditional paths and loops within the interactions

Refer to the online User's Guide for more information on how to use the Host Access application to customize your Integration Objects. Select New from the File menu to create a new Integration Object.

**Host Publisher Studio**

- ▶ simple interface
- ▶ creates Host Integration Objects

Host Publisher - Server Administration - Microsoft Internet Explorer

Address: http://localhost/\_IBM\_HP\_WebAdmin/\_HPAdmin/webexec/homeSet.html

Host Publisher

- Introduction
- Server Status
- Administration
  - License Management
  - Connection Pools
  - Pool Definitions
  - Connectors
  - User Pools
  - User Pool Members
  - Application Administration
    - List Applications
    - Deploy Applications
    - Remove Applications
    - Delete Unused Files
  - Problem Determination

Introduction

Ready

### IBM WebSphere Host Publisher Server Administration

Version 2.2

Welcome to Host Publisher Server Administration. To perform a task, click on any of the choices in the navigation bar on the left.

**Host Publisher Server**

- ▶ Run-time for Integration Objects
- ▶ A WebSphere Application!

Wizard to create JSPs for rapid HTML views of host info

JK Toys - Microsoft Internet Explorer

Address: http://localhost/HostPublisher/MyApp/MyInputForm.jsp

JK Toys The coolest toystore around!

My Search Results

Item#	Item Name	Price
91	Mountain Pass TR-X4	200.00
92	Absolute Ascent 26	250.00
93	Crestline Ridgerunner	275.00
94	Flight Factory U2	175.00
95	MoJo Out There	175.00
96	Sierra 7	300.00
97	Sidewalk Racer 2000	150.00
98	Driveway Dragon	125.00

## Host Integration Objects

The screenshot displays the IBM SecureWay Host Publisher - Host Access application. The interface is divided into several sections:

- Macros Panel (Left):** A tree view showing a macro named 'Osukw' with various sub-macros like 'osupool', 'Connect Macro', 'Screen2.1', 'Screen3.1', 'Screen4.1', 'Screen5.1', 'Data Macro', 'DataScreen1.1', 'DataScreen1.2', 'DataScreen1.3', 'Disconnect Macro', and 'Global Screens'.
- Recording Loop - Extract Data (Top Right):** A dialog box titled 'Recording Loop - Extract Data' with a text input field for 'Table name' containing the value 'title'. Below the input are buttons for '< Back', 'Next >', and 'Help'.
- Terminal Window (Bottom Right):** A terminal window showing the output of a search request. The text is as follows:
 

```

Search Request: K-KAYAK
Search Results: 13 Entries Found
OSU Library Catalog
Keyword Index
-----
DATE      TITLE:
1 1997    To Timbuktu
2 1991    Contributions to kayak studies
3 1991    Misty Fjords Monument/Wilderness, Ia <map>
4 1989    Cross Admiralty canoe/kayak routes : <map>
5 1987    Fundamentals of kayak navigation
6 1987    A kayak full of ghosts : Eskimo tales
7 1987    Stikine River canoe/kayak routes <map>
8 1986    Cross Admiralty canoe/kayak routes <map>
9 1986    Kayak cookery : a handbook of provisions a
10 1986   Kayak : the animated manual of intermediate
11 1970   The meaning of kay : another thing that wil
12 1969   In defiance of the rains
13 1969   Wandering where you see
-----
START over:  Type number to display record
HELP:       CHOOSE
DIR:       options
NEXT COMMAND: _
      
```



# Get to Web Fast and Preserve Legacy Assets

Date: 11/05/99 Time: 12:09:21

Dup No. 02 000251303 SHINGLER RAY C & SUSAN L/R&W RIDGEWOOD CREEK  
 Parcel UNIT 1 LOT 16  
 Stat A Cls 510 Mtr 3604 CHIMNEY HILL CT 00457 P61 VLACD DITCH  
 By/SI 4/16/96 355 VALPARAISO TN46383  
 Drain 30 Conv 2 bk/sg 000 000 Inst # Tx Sale N BANKRUPT  
 Property Address --> NO ADDRESS FOUND Pre.Dupl. 278560

	Land-Res	Impr-Res	Land N-R	Impr.N-R	Exempt	Net Value	C.of E.#
96	3430	20230	0	0	3000	20660	0
97	0	0	3430	20230	0	23660	0
98	0	0	3430	20230	0	23660	0
99	0	0	3430	20230	0	23660	0

Mtg Y N N N Hmstd Y N N N Age N N N N Disvet N N N N Solar N N N N  
 Rehab N N N N WW1 N N N N Blnd/dabl N N N N Tx Exmpt N N N N

	Tax Due	Tax Paid	Date	Penalty	Pen.Paid	Date	Date Appld
96 A	793.42	793.42	11/12/97	.00	.00	0/00/00	5/03 0/00
Y B	793.42	793.42	11/10/97	.00	.00	0/00/00	11/13 0/00
97 A	965.59	965.59	5/11/98	.00	.00	0/00/00	5/12 0/00
Y B	965.59	965.59	11/10/98	.00	.00	0/00/00	11/18 0/00
98 A	909.92	909.92	5/10/99	.00	.00	0/00/00	5/24 0/00
Y B	909.92	.00	0/0/00	.00	.00	0/00/00	0/00 0/00

F14-CQ F16-D1 F20-SL

Porter County Tax Information

Dupl Number: 25 000036200

Owner Information	Property Address
ALICE	306 IROQUOIS TR BH
306 IROQUOIS TR BH	CHESTERTON
CHESTERTON IN46304	

Parcel: Book: 000  
 Status: A Page: 000  
 Class: 510 Instrument Number:  
 Mtg: 999 Tax Sale: N  
 Exp/Seq: 000000 Pre-Dupl: 0  
 Drain: New-Dupl: 0  
 Conv: 9

Legal Description
INDIAN SPRINGS
LOT 28

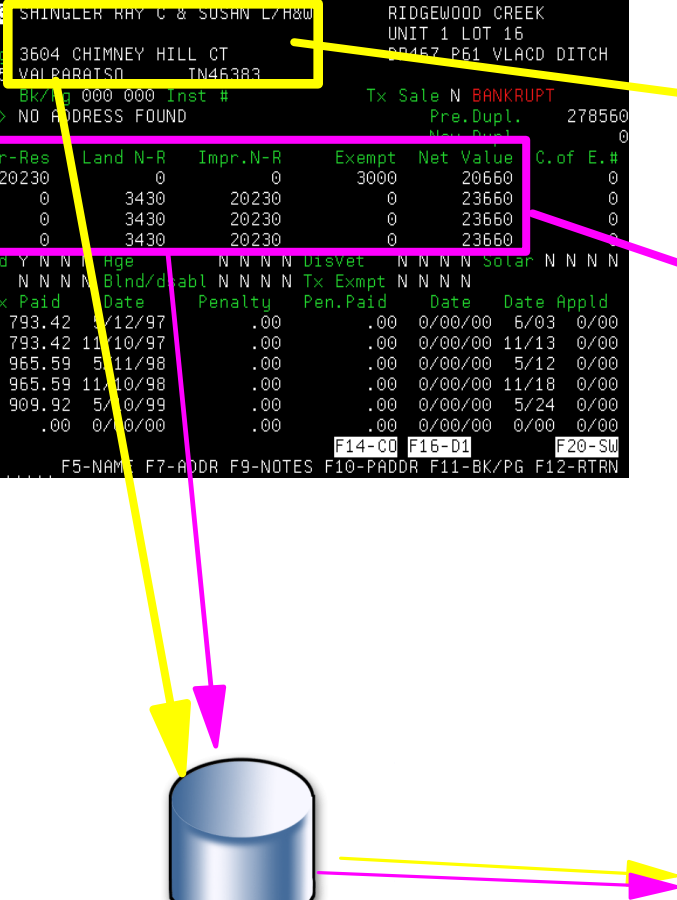
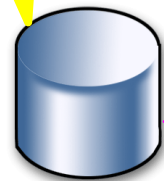
Tax History:

	Land-Res	Impr-Res	Land N-R	Impr.N-R	Exempt	Net Value	C. of E.#
96	1870	9370	0	0	3000	8240	0
97	1870	9370	0	0	3000	8240	0
98	1870	9370	0	0	3000	8240	0
99	1870	9370	0	0	4000	7240	0

quantity	unit	description
0		Apparel - Golf
0		Running
0		Basketball
0		Apparel - Women
4		Apparel - Running
4		Golf
0		Footwear
0	20.00	0.00
0	20.00	0.00
0	20.00	0.00
0	20.00	0.00

25 Game Top - Men  
 27 Game Shorts - Men  
 28 V-Neck Top - Men  
 29 Short Sleeve Polo  
 30 Short Sleeve Striped  
 31 4-in Shorts - Men  
 32 Baggy Shorts - Men  
 33 Strap Tank - Men

Enter quantity to order Total cost: \$140.00



# Fully Leverage Legacy Applications into WebSphere

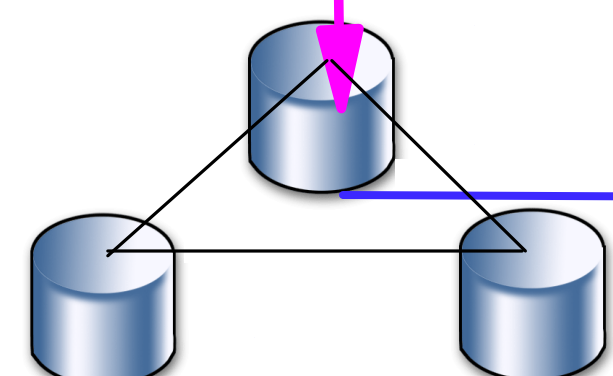
## Host Applications

```

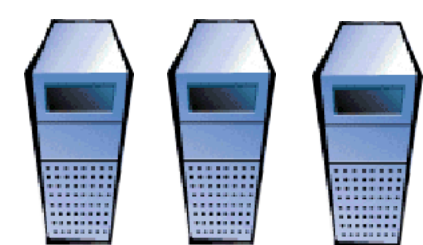
Date: 11/05/99 Time: 12:09:21
Dup No. 02 000251303 SHINGLER RAY C & SUSAN L/H&W RIDGEWOOD CREEK
Parcel UNIT 1 LOT 16
Stat A Cls 510 Mtg 3604 CHIMNEY HILL CT DR467 P61 VLACD DITCH
By/SI 4/1 Date: 11/05/99 Time: 12:09:21
Drain 30 Dup No. 02 000251303 SHINGLER RAY C & SUSAN L/H&W RIDGEWOOD CREEK
Property A Parcel UNIT 1 LOT 16
Stat A Cls 510 Mtg 3604 CHIMNEY HILL CT DR467 P61 VLACD DITCH
Land- By/SI 4/16/96 355 VALPARAISO IN46383
96 3 Drain 30 Conv 2 Bk/Pg 000 000 Inst # Tx Sale N BANKRUPT
97 Property Address NO ADDRESS FOUND
98 Dup No. 02 000251303 SHINGLER RAY C & SUSAN L/H&W RIDGEWOOD CREEK
99 Parcel UNIT 1 LOT 16
Mtg Y N N N 3430 Stat A Cls 510 Mtg 3604 CHIMNEY HILL CT DR467 P61 VLACD DITCH
Rehab N N N 0 By/SI 4/16/96 355 VALPARAISO IN46383
Tax 98 0 Drain 30 Conv 2 Bk/Pg 000 000 Inst # Tx Sale N BANKRUPT
7 99 0 Property Address --> NO ADDRESS FOUND Pre.Dupl. 278560
Y B 7 Mtg Y N N N New.Dupl. 0
97 A 9 Rehab N N N N Land-Res Impr-Res Land N-R Impr.N-R Exempt Net Value C.of E.#
Y B 9 Tax Due 96 3430 0 20230 0 3430 20230 3000 20660 0
98 A 96 A 793.42 97 0 0 3430 20230 0 23660 0
Y B 9 Y B 793.42 98 0 0 3430 20230 0 23660 0
37 A 965.59 99 0 0 3430 20230 0 23660 0
ENTER DUP NO Y B 965.59 Mtg Y N N N Hmstd Y N N Age N N N N DisVet N N N N Solar N N N N
98 A 909.92 Rehab N N N N WU1 N N N N Blnd/dsabl N N N N Tx Exmpt N N N N
Y B 909.92 Tax Due Tax Paid Date Penalty Pen.Paid Date Date Appld
96 A 793.42 793.42 5/12/97 .00 .00 0/00/00 6/03 0/00
Y B 793.42 793.42 11/10/97 .00 .00 0/00/00 11/13 0/00
37 A 965.59 965.59 5/11/98 .00 .00 0/00/00 5/12 0/00
Y B 965.59 965.59 11/10/98 .00 .00 0/00/00 11/18 0/00
98 A 909.92 909.92 5/10/99 .00 .00 0/00/00 5/24 0/00
Y B 909.92 .00 0/00/00 .00 .00 0/00/00 0/00 0/00
ENTER DUP NO S-NAME F7-ADDR F9-NOTES F10-PADDR F11-BK/PG F12-RTN
    
```



Applets EJB  
Applications Servlets



Host Application Knowledge Repository



WAS





# Original 5250 screen: Tax application


```

Date: 11/05/99                               Time: 12:09:21
Dup No. 02 000251303 SHINGLER RAY C & SUSAN L/H&W  RIDGEWOOD CREEK
Parcel                                          UNIT 1 LOT 16
Stat A Cls 510   Mtg 3604 CHIMNEY HILL CT      DR467 P61 VLACD DITCH
By/SI  4/16/96  355 VALPARAISO                IN46383
Drain 30   Conv 2  Bk/Pg 000 000 Inst #        Tx Sale N BANKRUPT
Property Address --> NO ADDRESS FOUND          Pre.Dupl.    278560
                                              New.Dupl.    0
Land-Res   Impr-Res   Land N-R   Impr.N-R   Exempt   Net Value   C.of E.#
96         3430         20230         0           0         3000        20660        0
97         0           0           3430        20230        0         23660        0
98         0           0           3430        20230        0         23660        0
99         0           0           3430        20230        0         23660        0
Mtg        Y N N N Hmstd Y N N N Age      N N N N DisVet  N N N N Solar N N N N
Rehab      N N N N WW1   N N N N Blnd/dsabl N N N N Tx Exmpt N N N N
Tax Due    Tax Paid    Date       Penalty    Pen.Paid    Date       Date Appld
96  A      793.42      793.42    5/12/97    .00         .00    0/00/00    6/03    0/00
   Y  B      793.42      793.42   11/10/97    .00         .00    0/00/00   11/13    0/00
97  A      965.59      965.59    5/11/98    .00         .00    0/00/00    5/12    0/00
   Y  B      965.59      965.59   11/10/98    .00         .00    0/00/00   11/18    0/00
98  A      909.92      909.92    5/10/99    .00         .00    0/00/00    5/24    0/00
   Y  B      909.92        .00     0/00/00    .00         .00    0/00/00    0/00    0/00
F14-C0 F16-D1 F20-SW
ENTER DUP NO F5-NAME F7-ADDR F9-NOTES F10-PADDR F11-BK/PG F12-RTRN
  
```

# Tax Application Search Form

Select Type of Search to perform

**Search by Name:**



**Search by Address:**

**Search by Dup. Number:**

**Search by Property Address:**



# Tax Application Names List



## TAX SELECT

Dup. No.	Last Name	First Name	No.	Dir.	Street	Book	Page
<a href="#">01000575800</a>	WILSON	ALFRED M & DOLO	2306		VINE	000	000
<a href="#">25000036200</a>	WILSON	ALICE	306		IROQUOIS TR	000	000
<a href="#">08000654905</a>	WILSON	ALPHA B	2748		DOMBEY	000	000
<a href="#">08000654906</a>	WILSON	ALPHA BEARD &	2748		DOMBEY	000	000
<a href="#">10000214540</a>	WILSON	BARBARA J	1249		MORNINGSIDE	561	579
<a href="#">10000214541</a>	WILSON	BARBARA J	1249		MORNINGSIDE	000	000
<a href="#">08000654921</a>	WILSON	BRADLEY BLAKE	5462		CENTRAL	702	415
<a href="#">08000656248</a>	WILSON	BRIAN & PEGGY	2347		PLYMOUTH	000	000
<a href="#">01000575852</a>	WILSON	BRIAN D & PEGGY	1219		OHIO	000	000
<a href="#">01000575853</a>	WILSON	BRIAN D & PEGGY	1219		OHIO	804	054
<a href="#">01000575855</a>	WILSON	BRIAN M &	666		FOREST GLEN	000	000
<a href="#">10000214550</a>	WILSON	BRUCE A & CINDY	109	E	WESTCHESTER	775	403
<a href="#">05000094200</a>	WILSON	BYRON P & DARLE	987	N	400 E	000	000

# WebSphere Host Publisher Security

- **Typical security mechanisms available through web can be used to control authentication and access to existing applications including**
  - **Secure Socket Layer (SSL) for data encryption between browser and web server as well as authentication**
  - **Secure Socket Layer (SSL) also provides encryption between Host Publisher and Host applications**
- **Available security mechanisms deployed for host application systems remain available to control access and authorization**
  - **For example, with IBM System/390 Servers, the predominant security mechanisms are RACF and ACF2**
- **Explicit control over content and services extended to end-users**
  - **Users connect to Host Publisher, not directly to host applications**
  - **Only selected data passes to actual end-user PC**



# Host Publisher Highlights

## Leverage I/T and Business Investments

Feature	Benefit
Provides web integration with 3270, 5250, VT, JDBC, and Java host applications	Supports most common host application standards
S/390, AIX, Windows NT/Win2000, Sun Solaris, AS/400	Enterprise scalability; leverages I/T investments
No changes required to existing applications	Rapid deployment and high Return On Investment
Support for non-Java enable web browsers	Provides the broadest possible reach to new web users
Leverages existing security tools and policies	All existing web security enabled on the Internet side. Host Publisher appears as another standard user on the legacy side.

# Host Publisher Highlights

## Application Development and Deployment

Feature	Benefit
Creates reusable host integration objects	Use within Host Publisher or within any Java IDE. Use Host Publisher as SuperConnector for new WebSphere applications. Use Java IDEs to add business logic to Host Publisher implementations
Integrates with WebSphere application server	Can integrate WebSphere applications in Host Publisher web pages
Composite applications capability	Delivers maximum ease of use when accessing multiple applications
Can integrate with IBM connectors	Increases ability to create powerful e-business applications
WebSphere Studio Professional Edition	Completes the Host Publisher implementation package with a leading edge HTML/JSP editor and new business logic creation tools.



# Host Publisher Highlights

## Expanded Reach and Flexibility

<b>Feature</b>	<b>Benefit</b>
Remote Integration Object (RIO)	Extends power of Host Publisher to remote Java clients and servers. Legacy access for client Java applications. Legacy access for remote servers. Non-web application server machines, Business Partner Java application servers.
XML Legacy Gateway	Customer application access to 3270 and 5250 applications in XML format. Complements Integration Object XML support.
3270/5250 HTML Mapper	Reach new users. Load-and-go access to 3270 and 5250 applications.

## New with Host Publisher V3.5

- **WebSphere Host Publisher V3.5 for AIX, Solaris, and Windows NT/2000**
  - Available as a standalone product and within WebSphere Host Integration Solution
- **WebSphere Host Publisher V3.5 for iSeries**
  - Available within WebSphere Host Integration Solution and within iSeries Client Access Family product
- **Host Publisher V3.5 Highlights:**
  - Enterprise JavaBeans (EJB) Support
  - WebSphere Workload Manager (WLM) Support
  - Express Logon Facility
  - Host Publisher Studio Enhancements
  - Distributed Administration
- **WebSphere Advanced Edition V3.5 Exploitation**
  - Host Publisher V3.5 for AIX, Solaris, and Windows prerequisites  
WebSphere V3.5 Advanced Edition
- **WebSphere Host Publisher V2.2 for zSeries (OS/390) PTF adding support for WebSphere V3.5**

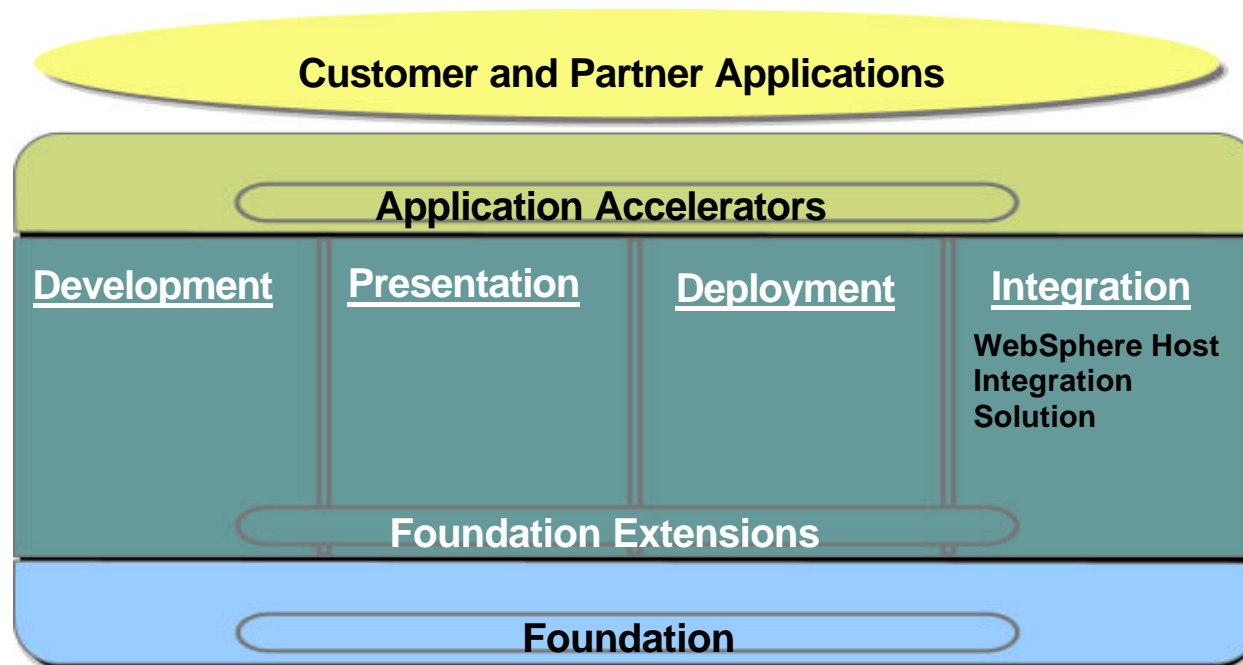


# Host Publisher/iSeries Strategy

- **New IBM Product: "iSeries Client Access Family"**
  - ▶ Combines CA/400 and HostPub/iSeries into a single product
  - ▶ Standalone CA/400 and HostPub/iSeries products will be withdrawn
    - HostPub/iSeries will continue to be available within WS Host Integration Solution
  - ▶ GA: September 2001
  - ▶ For additional iSeries Client Access Family information:
    - [www-1.ibm.com/servers/eserver/series/clientaccess/](http://www-1.ibm.com/servers/eserver/series/clientaccess/)
- **Benefits of this Strategy**
  - ▶ Leverages the CA/400 installation base for Market Penetration
  - ▶ Leverages HostPub/iSeries to accelerate iSeries Customer e-business deployments
  - ▶ Drives new iSeries (AS/400) Placements
  - ▶ Establishes an install base to Up-Sell/Cross-Sell: WebSphere Advanced Edition, WebSphere Transcoding Publisher, Host Access Client
  - ▶ Drives new Services opportunities for IBM and IBM Business Partners

# WebSphere Advanced Exploitation

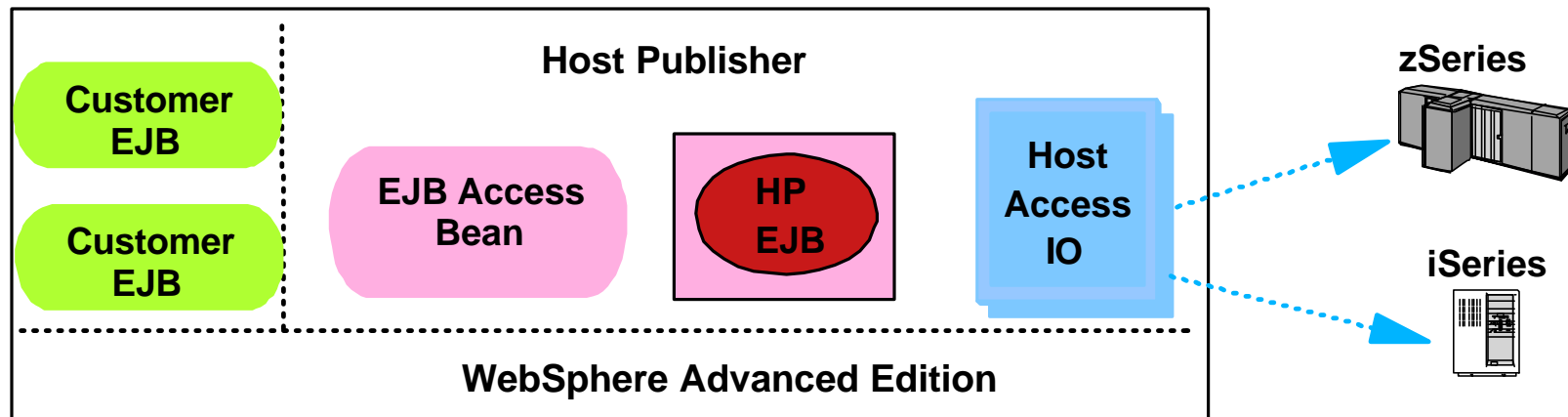
- Enterprise Java Bean development and deployment
- Workload Manager for load balancing and failover protection
- Remote web server support for deployment flexibility





# Enterprise Java Bean Support

- Supports new EJB-based e-business application development
- Host Publisher Studio selectable option. Automatically generates EJB access bean for Integration Object access
- Host Publisher used to provide legacy access to new WebSphere EJB-based applications



# WebSphere Workload Manager

- **Delivers high availability and scalability**

- Load Balancing and failover support across cloned JVMs

- **Vertical Cloning**

- Multiple JVMs within the same machine

- **Horizontal Cloning**

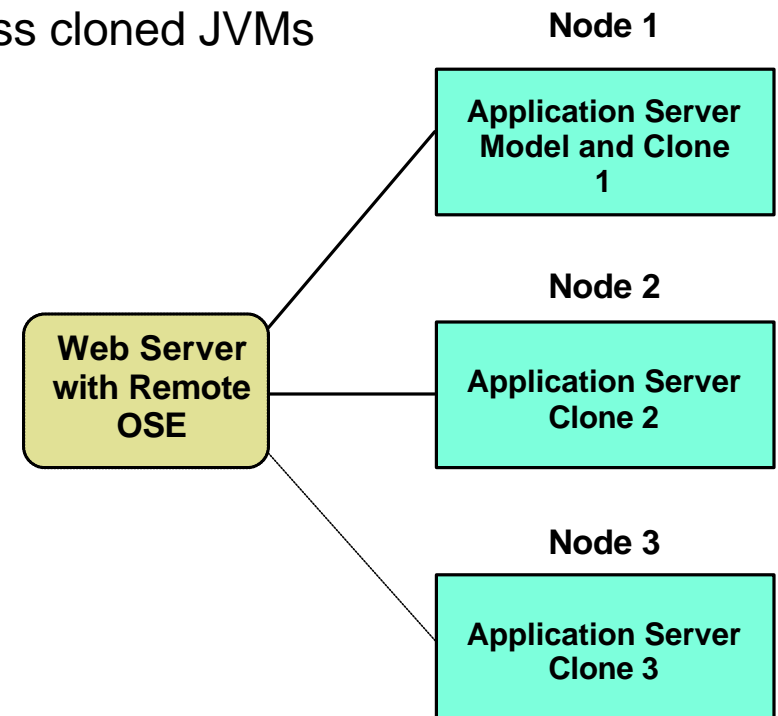
- JVMs cloned across multiple servers

- **Application isolation**

- Vertical cloning

- **Distributed Administration**

- Manage all cloned Host Publisher instances from a single console

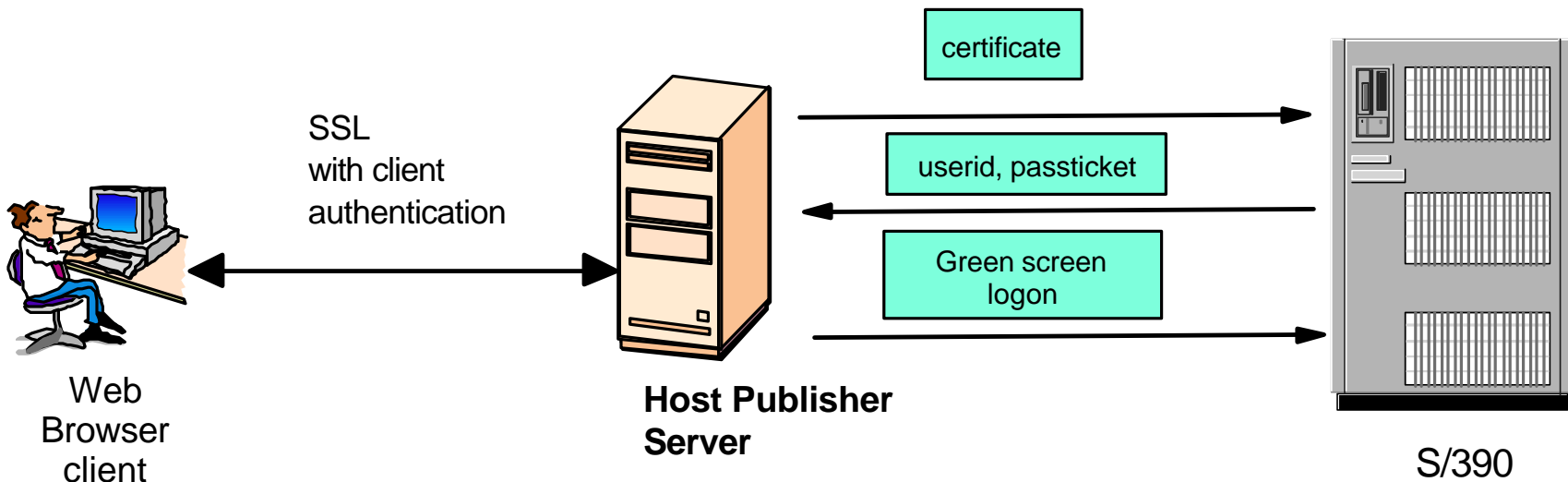


Note: IBM Network Dispatcher no longer included within Host Publisher



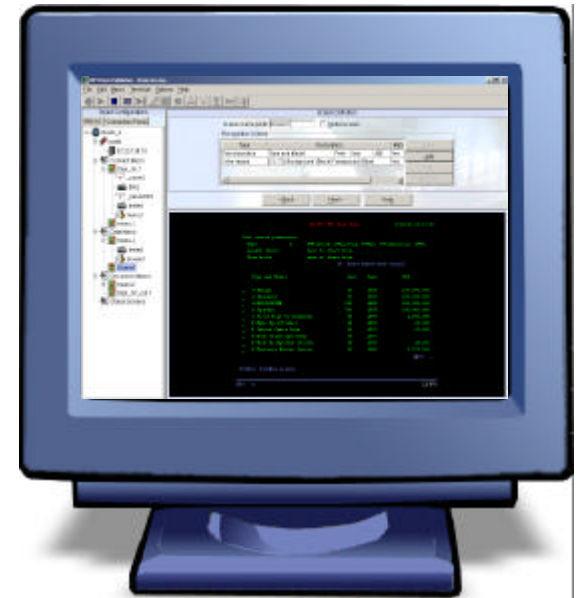
# Express Logon Facility

- End users authenticated via digital certificates instead of user ID and passwords
- Host Publisher works with a Digital Certificate Server and RACF on zSeries to establish legacy logons based upon client certificates
- End user ID and password management simplified



# Host Publisher Studio Enhancements

- **Enterprise Java Bean Support**
- **Play Another Macro Support**
- **Keyboard Remap**
- **New advanced screen recognition features**
  - Comparison of text case (text area recognition)
  - Comparison of text color to a specified color
  - Comparison of a region to a value
  - Comparison of multiple region values
  - Multiple screen recognition criteria can be combined to form a logical expression for a single screen
  - Logical NOT
- **Host Publisher Server Entitlement for Developer use**
  - All development and testing can be done on the developer desktop





# Host Publisher V3.5 Highlights

## Application Development and Deployment

<b>Enhancement</b>	<b>Benefit</b>
WebSphere Advanced Edition Exploitation	Delivers the enterprise class e-business infrastructure support needed as business move beyond small entry level e-business deployments.
Enterprise Java Bean Support	Enables investment in Host Publisher Integration Objects to be reused to provide legacy access to new EJB-based applications.
WebSphere Workload Manager Support	Delivers the scalability and availability needed by business critical web-to-host deployments.
Express Logon Facility	Simplifies end user ID and password maintenance though use of digital certificates for legacy access.
Host Publisher Studio enhancements	Improves productivity and flexibility in creating Host Publisher applications.

# Common Implementations

## ■ **Web Self Service**

- Healthcare: refill prescriptions via the web
- Banking: account inquiry via the web
- Government: check property values and taxes via the web

## ■ **Call Center Support for CSRs**

- Eliminate training with Host Publisher web interfaces and composite applications
- Improve productivity, handle more calls per hour

## ■ **Human Resource application extension to employees**

- New benefit sign-up applications

## ■ **SuperConnector for new WebSphere e-business applications**

- Complete new e-business application faster and cheaper, eliminate coding to access legacy systems.

## ■ **Remote Agent/employee access**

- Replace call-ins and faxes with Internet access
- Eliminate training while controlling content provided



# Competitive Differentiators

- **Broad Server Platform Support**
  - Most competitors NT only or NT and UNIX only
- **Support for the most prevalent legacy application types**
  - Extensible via integration with IBM Java Connectors
- **Integration with IBM WebSphere**
  - WebSphere Application Server, Workload Manager, WebSphere Studio
- **Reusable Integration Objects**
  - Web users, new e-business applications, remote clients, remote servers
- **Industry standards support for maximum customer flexibility**
  - Java, EJB, XML, HTML/JSP Editors, Java IDEs, web technology enablement
- **Comprehensive IBM e-business portfolio**
  - WebSphere: Application Server, Host Publisher, Host On-Demand, WebSphere Studio, VisualAge for Java, Transcoding Publisher

# Host Publisher Proof Points

- **WebSphere Host Publisher is used to increase sales and reduce costs, through applications such as Web Self-service, by providing a quick and easy way to extend legacy applications to new web browser users. Proof points:**
  - ▶ **The WebSphere Host Publisher Studio provides a graphical customization environment for easy creation of Host Integration Objects that can be used to dynamically access legacy applications, such as 3270, 5250, or VT applications, without requiring changes to the legacy application.**
  - ▶ **Delivery of industry standard HTML web pages ensures the broadest possible reach and a familiar web look and feel for virtually all web browser users.**
  - ▶ **WebSphere Host Publisher allows you to consolidate multiple legacy applications, or application screens, into a single web page to deliver maximum ease of use and improved productivity.**
  - ▶ **WebSphere Host Publisher uses industry standards such as HTML, XML, Java, and Java Server Pages(JSPs) making it easy to customize and add business logic where needed.**
  - ▶ **WebSphere Host Publisher can be used with WebSphere Transcoding Publisher to extend legacy access to pervasive device users, such as cell phone or Palm Pilot users, further leveraging your investment in legacy systems and Host Publisher implementations**



# Host Publisher Proof Points

- **WebSphere Host Publisher can significantly accelerate time to market and reduce the expense of new WebSphere application development projects which require legacy access and integration.**  
**Proof points:**

- ▶ **The Host Publisher Studio creates integration objects (Java Beans) that can be used to provide legacy access to WebSphere e-business applications.**
- ▶ **WebSphere Host Publisher masks the complexity of legacy access from the WebSphere developer by handling the legacy application connection and navigation. It also provides the needed legacy data in XML format for new WebSphere applications.**
- ▶ **WebSphere Host Publisher can be integrated with other IBM connector solutions, like MQ Series, to provide unlimited reach to different types of legacy applications.**
- ▶ **WebSphere Host Publisher integration objects can be used within any industry standard Java development environment, such as VisualAge for Java.**
- ▶ **Host Publisher includes the WebSphere Studio Professional Edition for web page customization and new business logic creation.**

# WebSphere Host Publisher Summary

- Provides the quickest and easiest way to implement e-business by extending and integrating existing applications with the Web
- Reach: Web users, new WebSphere e-business Applications, Remote Clients, Remote Servers, Pervasive Device Users
- Protects and Leverages Customer Investments as e-business Needs Change
- Delivers Rapid Deployment and High Return On Investment
- Services Available From IBM and IBM Business Partners
- Part of IBM's Comprehensive Portfolio of e-business Solutions



## For More Information...

- **[www.ibm.com/websphere/hostpublisher](http://www.ibm.com/websphere/hostpublisher)**
  - Host Publisher V3.5 Implementation Guide (Library)
  - Host Publisher V3.5 Documentation (Library)
  - Host Publisher Newsgroup (Support)
  - Day of announcement:
    - Overview, Specification Sheet, FAQ's, White papers, Samples, Hints/Tips
- **SMI and Partnerinfo**
  - Update day of announcement
  - Product presentations and pricing information
- **WebSphere Host Integration and Host Publisher Demos**
  - <http://websphere.dfw.ibm.com/whidemo/>
- **Education**
  - Host Publisher V2.2 level. To be updated late summer.
  - Traditional IBM Classroom Education.
  - Education CD included with Host Publisher.
  - Education CD orderable as an IBM publication, form number GK3T-4156.
  - Web-based education. Link to from Host Publisher web page "Education" link.

## Today's Chart Set

- <http://www.ibm.com/partnerworld/software/zone/>
  - Enter User Name and Password,
  - Click on "Events", click on "Teleconferences"
  - Select "WebSphere Host Publisher Webcast"
  
- <http://www.ibm.com/websphere/partners>
  - Click on Education Portal on right navigation panel
  - Click on June Teleconferences
  
- <http://www.developer.ibm.com/welcome/websphere/index.html>