



e-business

IBM WebSphere *VisualAge for Java*

... get your e-business up to speed





Business Partners are Important to IBM's Success

130,000

- SMB: In 1998 130,000 SMB business leads were given to partners.

\$700,000,000

- Large customers: In 1998, IBM subcontracted over \$700 million to our top business partners to develop complete end-user solutions.

40

- Services: In 1998, sales of IBM services through business partners grew over 40% year-to-year.

\$1.1 Billion

- Increased revenue: In 1998, business partners' IBM revenue grew by 40% to more than \$1.1 billion.





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Analyst Highlights

■ Forrester

- ▶ ... lists 3 winners (IBM, Microsoft and Oracle) and 3 challengers (BEA, Sun and Netscape) in the applications server space and asserts that "IBM wins with WebSphere and Workbench."

Joshua Walker, Ted Schadler, Eric Grown, Christine Overby

■ Aberdeen

- ▶ "If your company is investigating deployment platforms, WebSphere must be considered. It represents the most mature and capable open-standards, Java-based, application development and deployment platform Aberdeen has evaluated." - Tim Sloane
- ▶ "Through this distribution agreement with Novell, combined with IBM's own distribution across the IBM platforms, WebSphere now commands a huge market lead. As Java Web Developers and ISV's decide which platform to utilize for initial application deployment, this market leadership will make WebSphere an obvious choice." - Tim Sloane

■ IDC

- ▶ "The division between the tools used to develop applications, and the deployment environments in which they will run, is becoming increasingly blurred", said Steve Garone, Program Director for Application Development and Deployment at International Data Corporation. "This phenomenon is driven in great part by the desire of users to focus on running their businesses, without having to worry about the technology that underlies the applications that help them do it. IBM has recognized this, and has demonstrated this by closely integrating its development and deployment products. In addition, its use of standards based technologies such as Enterprise JavaBeans and XML has served to minimize compatibility and scalability issues and helps its customers maximize their e-business investments." Steve Garone, IDC





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The Server World is not just NT...

	1997	1997	1996-1997	1998	1998	1997-1998
	Shipments (000)	Share (%)	Growth (%)	Shipments (000)	Share (%)	Growth (%)
Windows NT Server	1,226	36.0	73.2	1,560	35.8	27.2
NetWare 3.x and 4.x	927	26.4	-6.6	1,053	24.2	13.6
Combined Unix Server	728	20.7	17.4	758	17.4	4.1
Linux	240	6.8	20.0	750	17.2	212.5
OS/2	220	6.3	-36.2	131	3.0	-40.5
Other NOS	135	3.8	-16.7	101	2.3	-25.2
Total SOE Servers	3,476	100.0	15.3	4,353	100.0	25.2

Source: IDC (Shipment figures refer to new software licenses, including upgrades)





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Business Relationship Value

Web Opportunity

1998		2000	
eBusiness market	\$200B	eBusiness	\$380B
App Servers	\$338M	App Servers	\$439M
Internet Tools	\$1.4B	Internet Tools	\$1.9B
Java Tools	\$283M	Java Tools	\$800M

Press and Analyst View

Web El Nino Turned Back by New Generation of Load-Balancing Technolog

Zona Research, Inc. June 1998

IBM Shakes the Sphere

International Data Corporation June 1998

Demand Generation

Web Enabled Self Service, e-Commerce, Business Integration campaigns

Trade Press, Trade Show, DRM

PR/Consultant activities, Electronic

e-business Now campaign

★ Leads passed to qualified partners





Integrated IBM WebSphere Family and VisualAge for Java Version 3 Launch

- WebSphere and VisualAge family "refresh"
 - ▶ Completes and complements activity started with WebSphere Application Server V3.0, Enterprise Edition Announce in July 1999
 - ▶ Product update announcements
 - WebSphere Application Server V3.0, Standard Edition
 - WebSphere Application Server V3.0, Advanced Edition
 - WebSphere Performance Pack V3.
 - WebSphere Studio V3.0
 - VisualAge for Java V3.
- Business Partner Participation
 - ▶ Razorfish (www.razorfish.Com)
 - ▶ Cambridge Interactive (www.psteering.com)
 - ▶ InterWoven (www.interwoven.com)





WebSphere and Razorfish Digital Change Management

Leonardo Malve
Razorfish, Inc.





Razorfish - Digital Change Management

- Razorfish is a leading-edge international digital communications solutions provider.
- Through our proprietary Digital Change Management (SM) process, we help clients increase sales, improve communications and create and enhance brand identities.
- This process delivers optimal user experience to our clients and their customers

**Surprising, delightful and User-centered
experiences delivered with innovative,
cutting-edge technology**





Razorfish and IBM WebSphere

Used on several engagements; currently using it on several more

Pros:

- Strong standards support - EJB, JSP, servlets
- high performance J2K
- solid connection pooling support

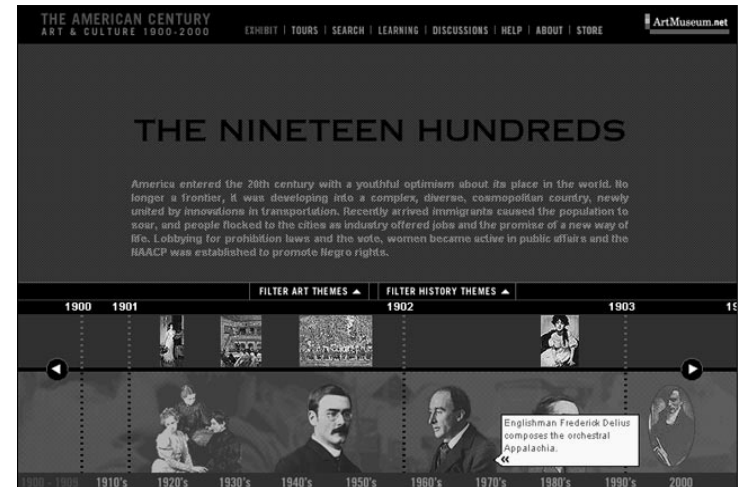
Cons:

- Finicky setup and configuration
- load-balancing issues and scalability
- some tools not fully integrated

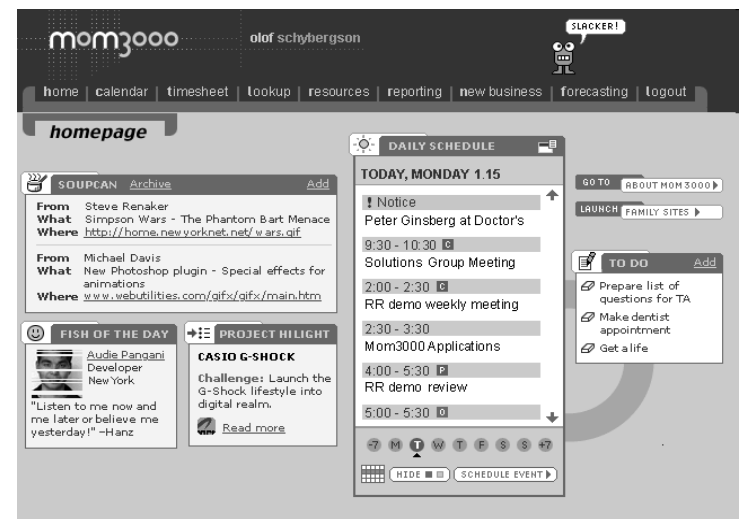


Example IBM WebSphere Solutions

The American Century



Our global intranet





Cool things about IBM WebSphere 3.0...

- Increased API support [servlets 2.1, JSP 1.0, XML/XML services]
- Increased distributed support [class reloading, virtual hosting, servlet chaining, distributed transactions, RM I/O P]
- Increased performance [multi-JVMs, load-balancing, optimized EJB access]
- Better system admin [security, LDAP support, performance monitoring]

..and WebSphere Studio 3.0

- Integration with SourceSafe
- Integrated editing and debugging of JSPs using IBM Distributed Debugger
- Fast visual and JSP prototyping with round-trip editing and V A Java integration





Razorfish/IBM Web Integrator Partnership

Finally, a real partnership relation!

- Dedicated [clueful and fabulous!] relationship manager
- Early access to IBM e-business solutions and innovations
- High-quality professional education
- High-powered technical assistance
- Leveraging the attention and experience of a world-wide systems innovator





WebSphere Application Server Family -- Key Usage Concepts

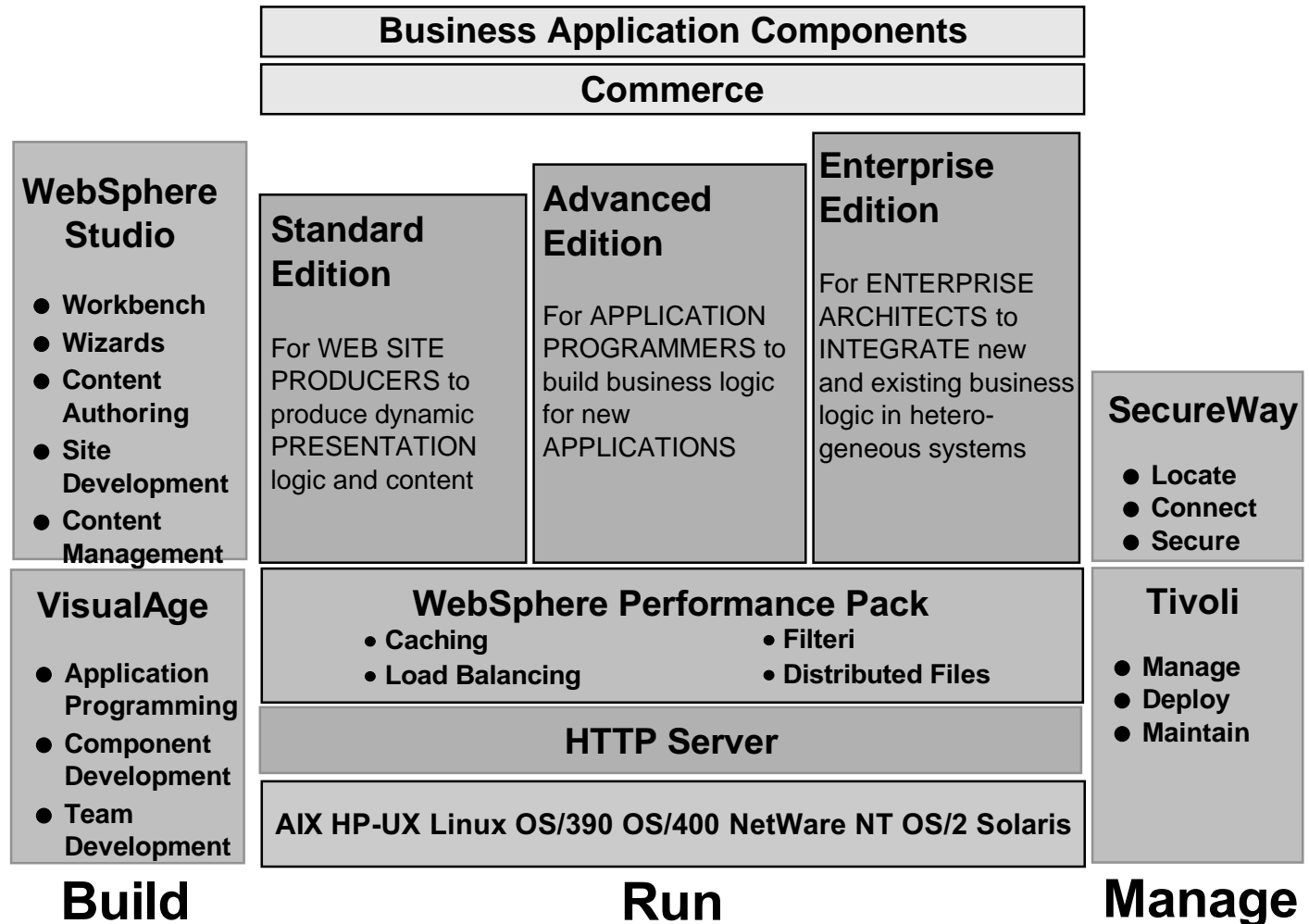
- Targets Web site producers, application programmers, enterprise architects -- enabling small to large e-businesses
- Enables a range of e-business solutions from simple Web sites to the most sophisticated Web-based e-commerce activities
 - ▶ Runs, builds, manages e-business applications
- Supports all emerging e-business applications
 - ▶ Web self-service
 - ▶ Customer relationship management
 - ▶ Supply chain management
 - ▶ e-commerce, subscription services
 - ▶ Business to business communications





WebSphere Family -- Broad Function, Selectable Qualities of Service ...

Family of Complementary, Integrated Products





With Version 3, WebSphere Further ...

- Enables e-business development
 - ▶ Turning Web site visitors into customers
 - Improving customer satisfaction
 - Creating competitive advantage
 - ▶ Reducing operational costs, increase revenue
 - ▶ Shortening sales cycle
- Emphasizes completeness of solution
 - ▶ WebSphere App Server for every e-business need
 - ▶ Framework to build, run, manage and grow
 - ▶ Enter where your business is today and adjust it as your business changes
- Invites, rewards partner participation
 - ▶ 100+ ISVs, SIs and Global SIs using WebSphere
- Eases app development thru tools integration





WebSphere Application Server, Standard Edition -- Key Usage Concepts

- Targets Web site producers -- enabling them to produce dynamic presentation content / logic
- Transforms static Web sites to dynamic ones
 - ▶ Supports development, runtime for dynamic Web page content deliver
 - Java servlet run-time/services, Java Server Page (JSP) support, XML document structure services, high-performance database connection manager
 - ▶ Runs on a broad range of HTTP servers
- Connects Internet users to businesses
 - ▶ Manages access and interactions
 - ▶ Supports presentation logic for dynamic Webpages
 - ▶ Enables Web self-service application requiring database connectivit



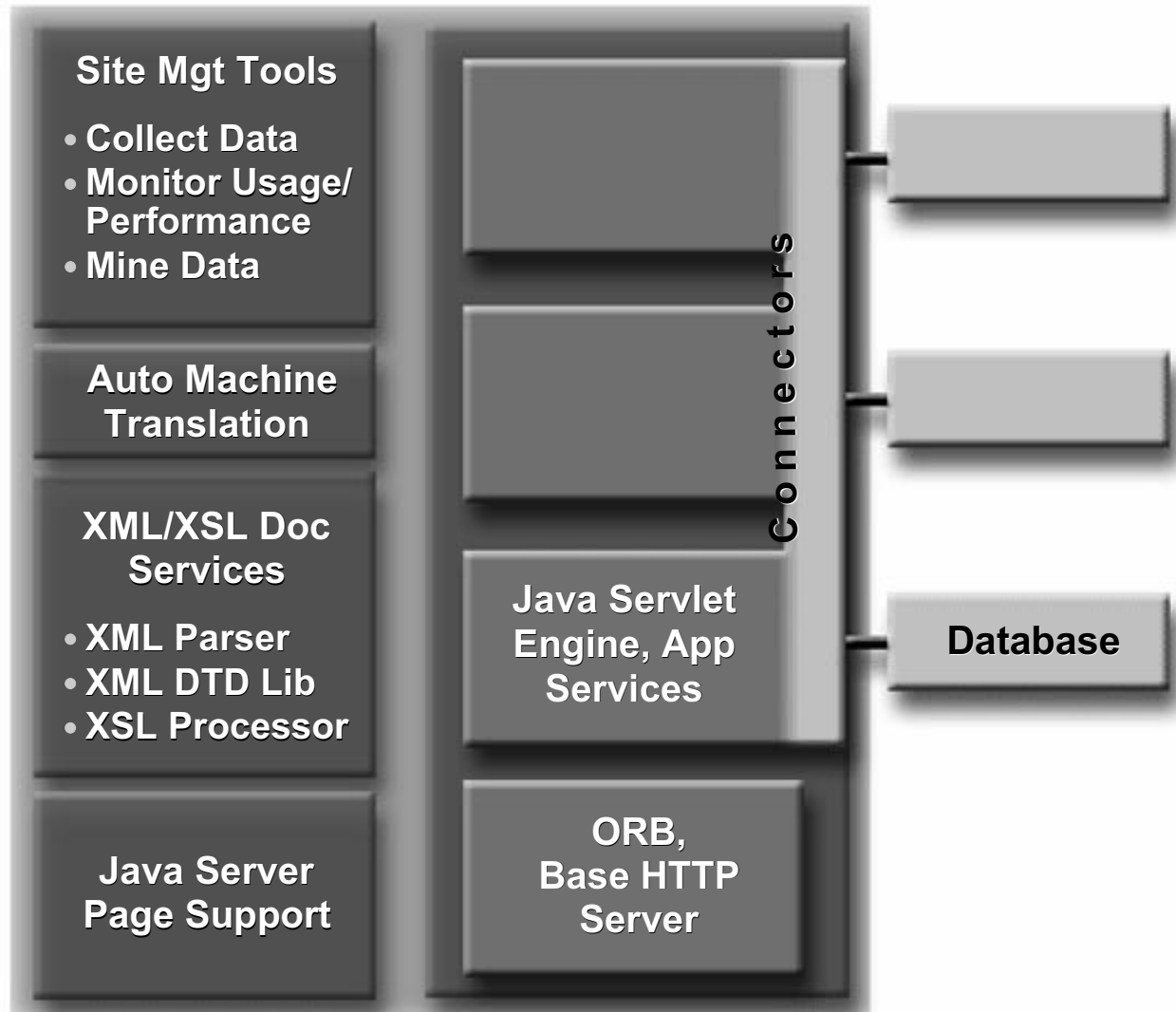
WebSphere Application Server, Standard Edition -- New in Version 3

- High-performance, pooled DB connectivity
 - Session and state management across multiple servers
- XML server tools
 - XSL Processor, XML Parser twice as fast
- Java Server Page support
 - Extended with new query, connection tags
- Site analysis
 - Analyze Web logs from multiple platforms
 - Database to provide scalability, customizable reports
- Auto-translation of Website content on the fly
- Management
 - Security (LDAP, SSL improvements), SNMP instrumentation

Build with WebSphere Studio Verion 3



WebSphere Application Server, Standard Edition -- Version 3 Product Architecture





WebSphere Application Server, Advanced Edition -- Key Usage Concepts

- Targets application programmers -- enabling them to build business logic for new e-business applications using EJB components
- Provides standards-based programming model
 - ▶ Supports all major EJB constructs
 - Session and Entity Beans, RMI/IIOP communications, container
 - ▶ Supplies Enterprise Java Server services
 - JNDI, JDBC, JTS, ...
 - ▶ Manages workload across applications servers
 - ▶ Supports Web connectivity to leading transactional, DB systems
- Enables medium and large e-businesses and business-to-business communication
 - ▶ e-commerce, business integration applications





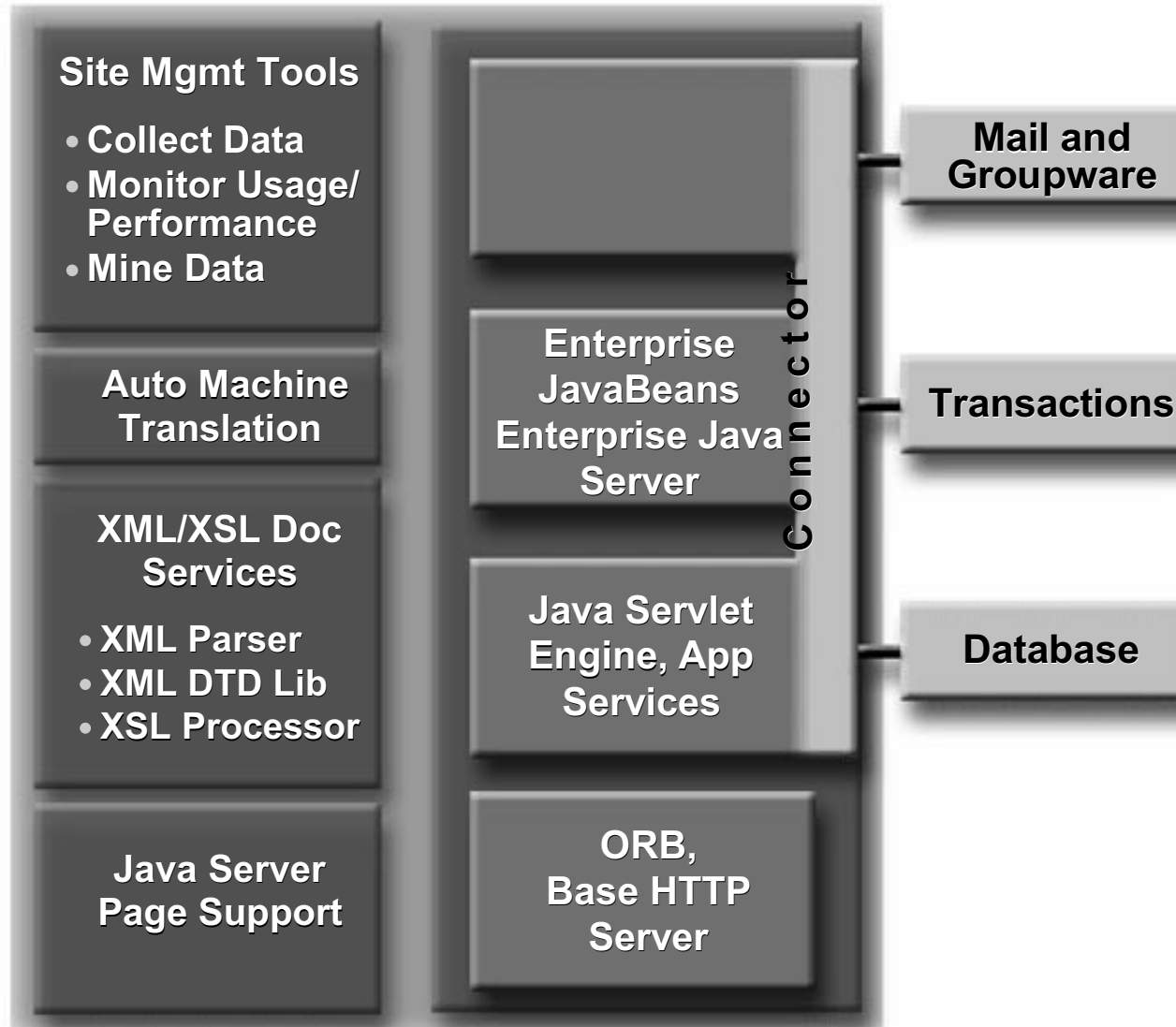
WebSphere Application Server Advanced Edition -- New in Version 3

- Standard Edition enhancements +
- EJB server
 - ▶ Scalability features for EJBs, servlets and JSPs
 - EJB, servlet, JSP code all executes in the same runtime
 - Application-level load balanci
 - Application-level partitioni
 - Workload management for applications
 - ▶ Persistence supported through DB2 and Oracle
 - ▶ Improved security controls and management
 - User, group-level set
 - Method-level policy and control
- Support for workload management and failover across multiple nodes

Build with VisualAge and WebSphere Studio



WebSphere Application Server, Advanced Edition -- Version 3 Product Architecture





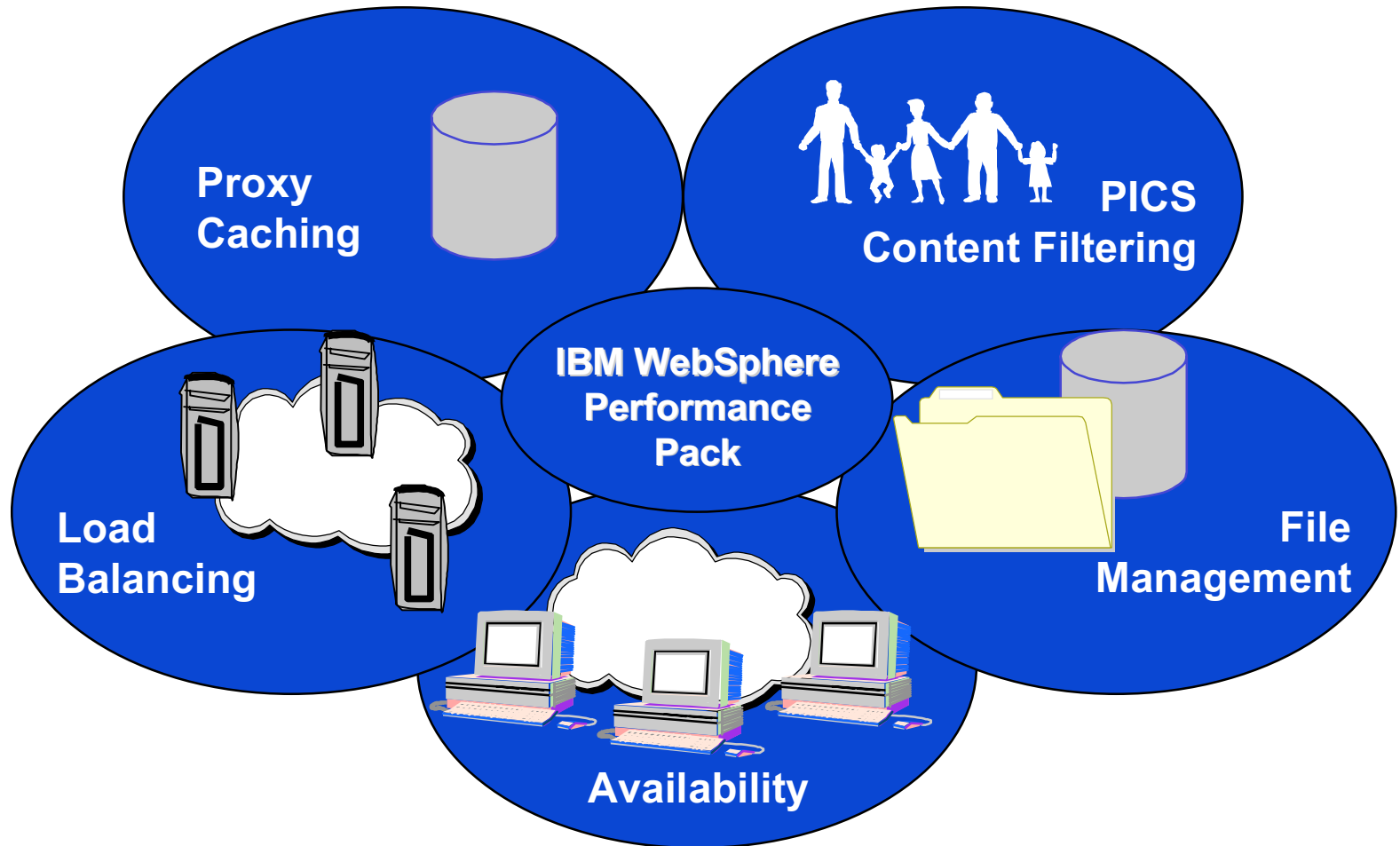
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What Are The Key Features of Site Analyzer

- Content analyzer to help manage site deployment and site quality
 - ▶ Provides for site visualization
 - ▶ Structural Analysis - broken links, missing image files, ALT tags
- Usage Analyzer to understand web site traffic volumes as well as visitor behaviour
 - ▶ **Ability to identify specific dynamic applications and parameters for analysis**
 - ▶ **Categorization to logically subset data into user-defined analysis groups**
- Comprehensive analysis and reporting including charting
 - ▶ Utilizes e-suites to provide Lotus 1-2-3 like charting capabilities
 - ▶ Produces static HTML and dynamic XML reports utilizing a modular reporting structure
- Utilizes an embedded DB2 database
 - ▶ Ability to produce trend reports for site activity and visitor behavior
 - ▶ Allows for greater scalability and creation of additional aggregates for reporting



WebSphere Performance Pack -- Bringing Enterprise Access Volumes to the Web





WebSphere Performance Pack -- Key Usage Concepts

- Boosts Web server availability, scalability, performance for high-volume Web sites
- Improves Web server general performance with leading-edge component technology
 - ▶ Caching
 - ▶ File management
 - ▶ Load balancing
- Enables Web sites to scale quickly to meet spikes in customer demand of Web site products or services





WebSphere Performance Pack -- New in Version 3

- Enhanced security with AFS 3.5 Web Security Pack
 - ▶ Enables Web server to authenticate clients to AFS using AFS protection and credentials
- WTE SSL support
 - ▶ Allows information between the clients and the Web site to be encrypted.
- Expanded platform support
 - ▶ WTE and AFS on Linux
 - ▶ Windows 95, 98 (perform AFS functions w/AFS Light)
- Additional user control
 - ▶ WTE will delete expired pages at user-specified times
 - ▶ Garbage collection multi-threaded to improve speed
- Multi-homed Database Server Support
 - ▶ AFS DB servers to reside on multi-homed hosts, enhancing Performance Pack co-location options



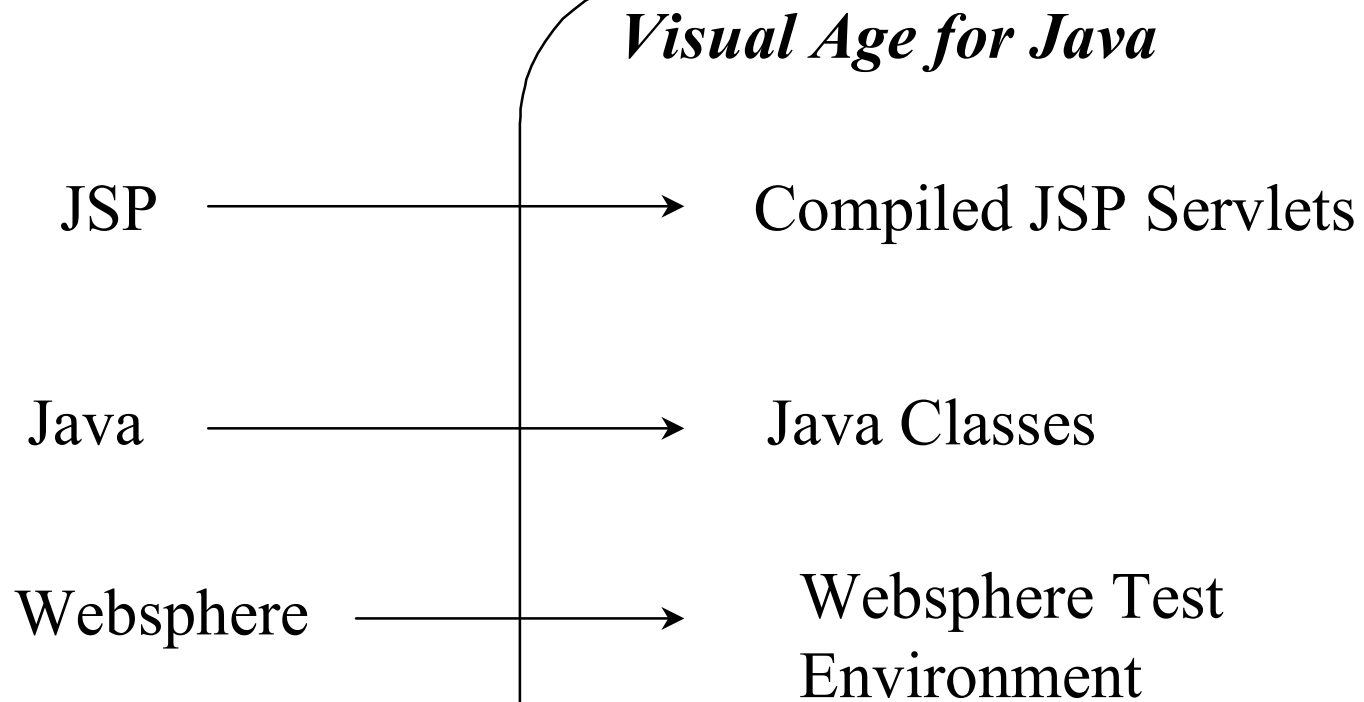
Competing on Internet Time

Rapid application development with Websphere and Power Steering

By Andy Singleton
CTO, Cambridge Interactive



Integrated Development Environment



Three-tier Web architecture

Websphere

3) Presentation

JSP

2) Business Objects

Java Objects

1) Database

Relational Database



Three-tier Advantages

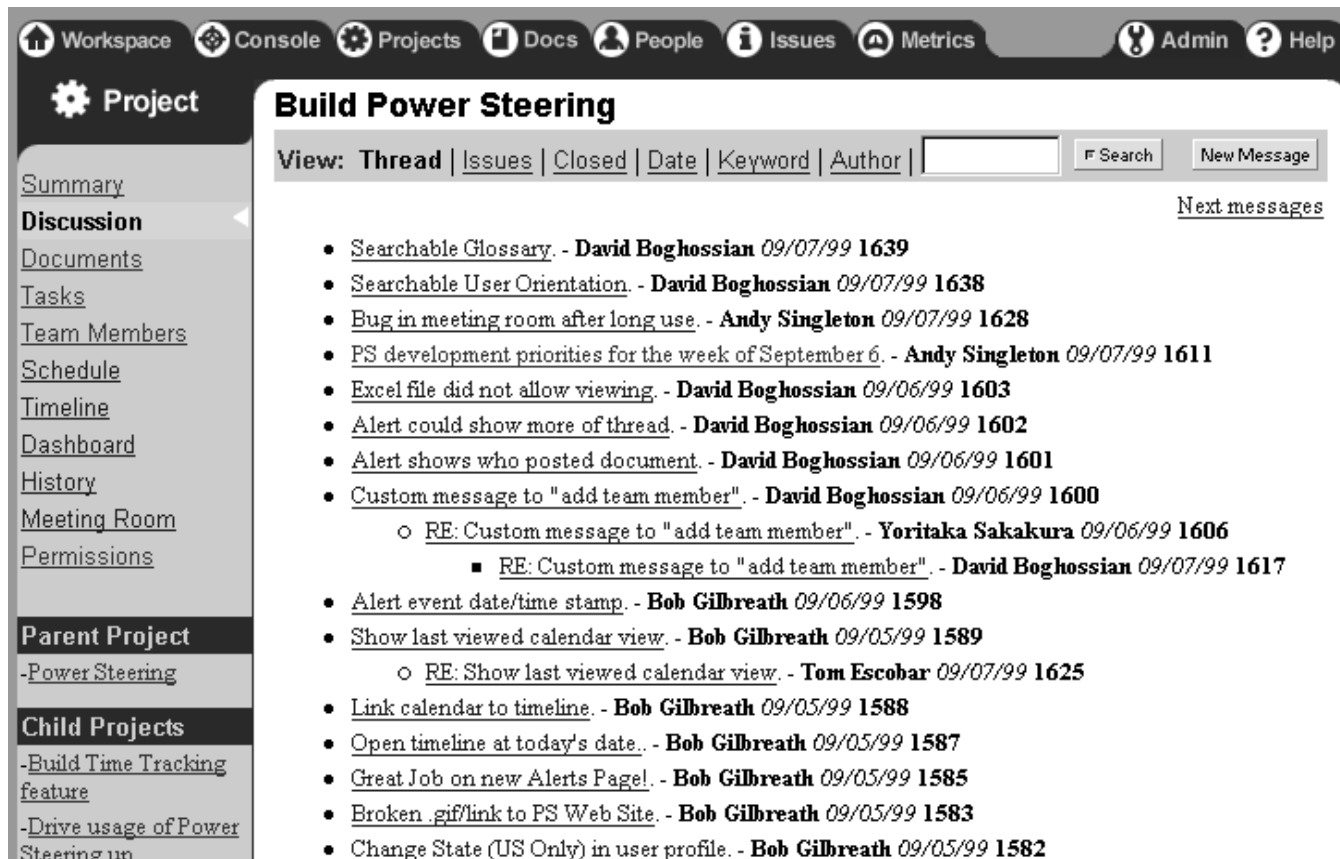
- Write-through caching in the business object layer makes it fast.
- Java is a very productive language.
- The presentation layer is easy to design and change.
- We can change the branding to create private label versions for customers.



Power Steering Cycles

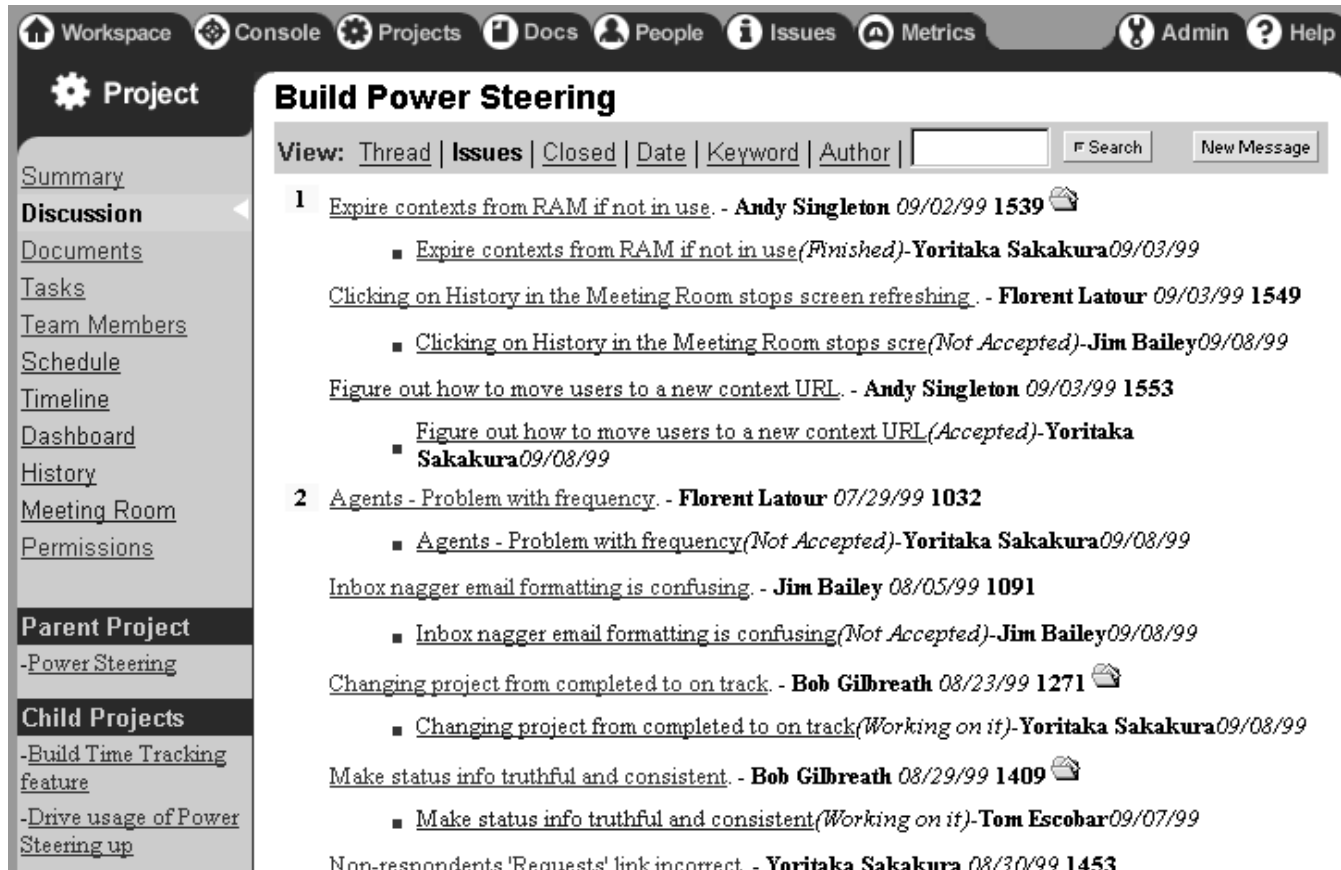
- Daily builds
- Feature releases **EVERY WEEK**
- Six week major feature cycle
- One year architecture cycle

Discuss Problems and Opportunities



The screenshot shows a web-based project management interface. At the top, there is a navigation bar with icons and labels for Workspace, Console, Projects, Docs, People, Issues, Metrics, Admin, and Help. Below this is a sidebar menu for a project named 'Project'. The menu items include Summary, Discussion (which is highlighted), Documents, Tasks, Team Members, Schedule, Timeline, Dashboard, History, Meeting Room, and Permissions. Under 'Parent Project', there is a link for '-Power Steering'. Under 'Child Projects', there are links for '-Build Time Tracking feature' and '-Drive usage of Power Steering up'. The main content area is titled 'Build Power Steering' and features a 'View:' dropdown menu set to 'Thread', with other options like 'Issues', 'Closed', 'Date', 'Keyword', and 'Author'. There is a search box and a 'New Message' button. Below the view options, there is a 'Next messages' link. The main content area contains a list of discussion items, each starting with a bullet point and followed by the author's name, date, and a unique ID number. The items are: 'Searchable Glossary' by David Boghossian (09/07/99 1639), 'Searchable User Orientation' by David Boghossian (09/07/99 1638), 'Bug in meeting room after long use' by Andy Singleton (09/07/99 1628), 'PS development priorities for the week of September 6' by Andy Singleton (09/07/99 1611), 'Excel file did not allow viewing' by David Boghossian (09/06/99 1603), 'Alert could show more of thread' by David Boghossian (09/06/99 1602), 'Alert shows who posted document' by David Boghossian (09/06/99 1601), 'Custom message to "add team member"' by David Boghossian (09/06/99 1600), which has a sub-item 'RE: Custom message to "add team member"' by Yoritaka Sakakura (09/06/99 1606) and a further sub-item 'RE: Custom message to "add team member"' by David Boghossian (09/07/99 1617), 'Alert event date/time stamp' by Bob Gilbreath (09/06/99 1598), 'Show last viewed calendar view' by Bob Gilbreath (09/05/99 1589), which has a sub-item 'RE: Show last viewed calendar view' by Tom Escobar (09/07/99 1625), 'Link calendar to timeline' by Bob Gilbreath (09/05/99 1588), 'Open timeline at today's date..' by Bob Gilbreath (09/05/99 1587), 'Great Job on new Alerts Page!' by Bob Gilbreath (09/05/99 1585), 'Broken .gif/link to PS Web Site' by Bob Gilbreath (09/05/99 1583), and 'Change State (US Only) in user profile' by Bob Gilbreath (09/05/99 1582).

Real-time Prioritization



The screenshot shows a web-based project management tool. At the top, there is a navigation bar with icons for Workspace, Console, Projects, Docs, People, Issues, Metrics, Admin, and Help. Below this is a sidebar for the 'Project' section, which includes a list of navigation options: Summary, Discussion, Documents, Tasks, Team Members, Schedule, Timeline, Dashboard, History, Meeting Room, and Permissions. Under 'Parent Project', there is a link for '-Power Steering'. Under 'Child Projects', there are links for '-Build Time Tracking feature' and '-Drive usage of Power Steering up'. The main content area is titled 'Build Power Steering' and features a 'View:' dropdown menu with options for Thread, Issues, Closed, Date, Keyword, and Author. There is also a search box and a 'New Message' button. The main content displays a list of issues:

- 1 [Expire contexts from RAM if not in use.](#) - **Andy Singleton** 09/02/99 1539
 - [Expire contexts from RAM if not in use\(Finished\)-Yoritaka Sakakura](#)09/03/99
 - [Clicking on History in the Meeting Room stops screen refreshing.](#) - **Florent Latour** 09/03/99 1549
 - [Clicking on History in the Meeting Room stops scre\(Not Accepted\)-Jim Bailey](#)09/08/99
 - [Figure out how to move users to a new context URL.](#) - **Andy Singleton** 09/03/99 1553
 - [Figure out how to move users to a new context URL\(Accepted\)-Yoritaka Sakakura](#)09/08/99
- 2 [Agents - Problem with frequency.](#) - **Florent Latour** 07/29/99 1032
 - [Agents - Problem with frequency\(Not Accepted\)-Yoritaka Sakakura](#)09/08/99
 - [Inbox nagger email formatting is confusing.](#) - **Jim Bailey** 08/05/99 1091
 - [Inbox nagger email formatting is confusing\(Not Accepted\)-Jim Bailey](#)09/08/99
 - [Changing project from completed to on track.](#) - **Bob Gilbreath** 08/23/99 1271
 - [Changing project from completed to on track\(Working on it\)-Yoritaka Sakakura](#)09/08/99
 - [Make status info truthful and consistent.](#) - **Bob Gilbreath** 08/29/99 1409
 - [Make status info truthful and consistent\(Working on it\)-Tom Escobar](#)09/07/99
 - [Non-respondents 'Requests' link incorrect.](#) - **Yoritaka Sakakura** 08/30/99 1453



Application Services

The speed advantage

- Application hosting allows us to roll out new features to all customers every week.
- We can measure usage and invest in the most important features.
- Email-driven invitation process gives us rapid rollouts and expanding desktop share.
- Aiming for a 5:1 cost advantage.





Application Services and Websphere

- We use it in our datacenter to run hundreds of separate customer trials from a single NT server.
- Because it runs on so many platforms, customers can also use it for on-site installation in almost any datacenter environment. This is important.
- Some scalability problems. Problems with memory management.



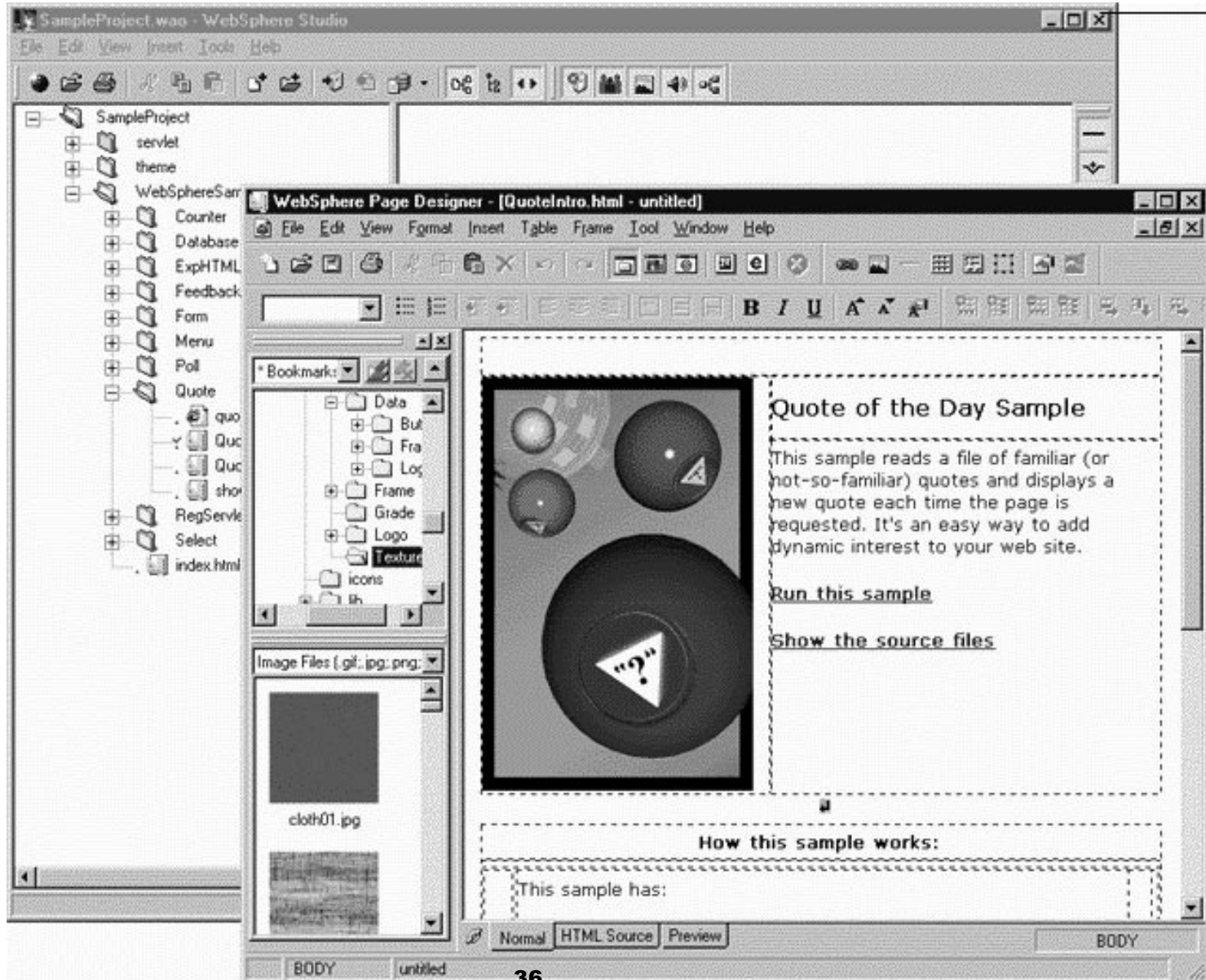


Power Steering Opportunities

- Use for running client engagements
- Use for managing continuous development
- Customize the JSP presentation layer with your own branding.
- Full source code availability
- Participate in the development for cash and/or royalties.



WebSphere Studio - Visual Layout for Dynamic JSPs/HTML





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WebSphere Studio -- New in Version 3

- Studio Workbench - Greatly enhanced
 - ▶ Manages Web projects, files, and link relationships
 - ▶ Team enabled - common view, check-in/out,
- Integrated Page Designer - New, industry first
 - ▶ Visual layout for dynamic JavaServer Pages (JSP)
 - ▶ Creates dynamic JSPs with the same ease of creating HTML
- Integrated Servlet Wizards - Enhanced
- Integrated Remote Debug - New, industry first
 - ▶ Remote JSP/Java debugger integrated into Studio
- VisualAge Java Pro integration - New





WebSphere Studio -- Additional Version 3 Support

■ Companion tools

▶ Applet Designer

– Visual authoring tool that makes it easy to build new Java applets

▶ WebArt Designer

– Handy tool for creating masthead images, buttons, and other Web page graphics

▶ AnimatedGif Designer

– Tool for assembling GIF animations

■ Complementary Products

▶ HotMedia (on the Studio CD)

– For quick graphic design

▶ PerfectPhoto

– For advanced image editing

▶ NetObjects Fusion

– For a visual way to prototype Web sites





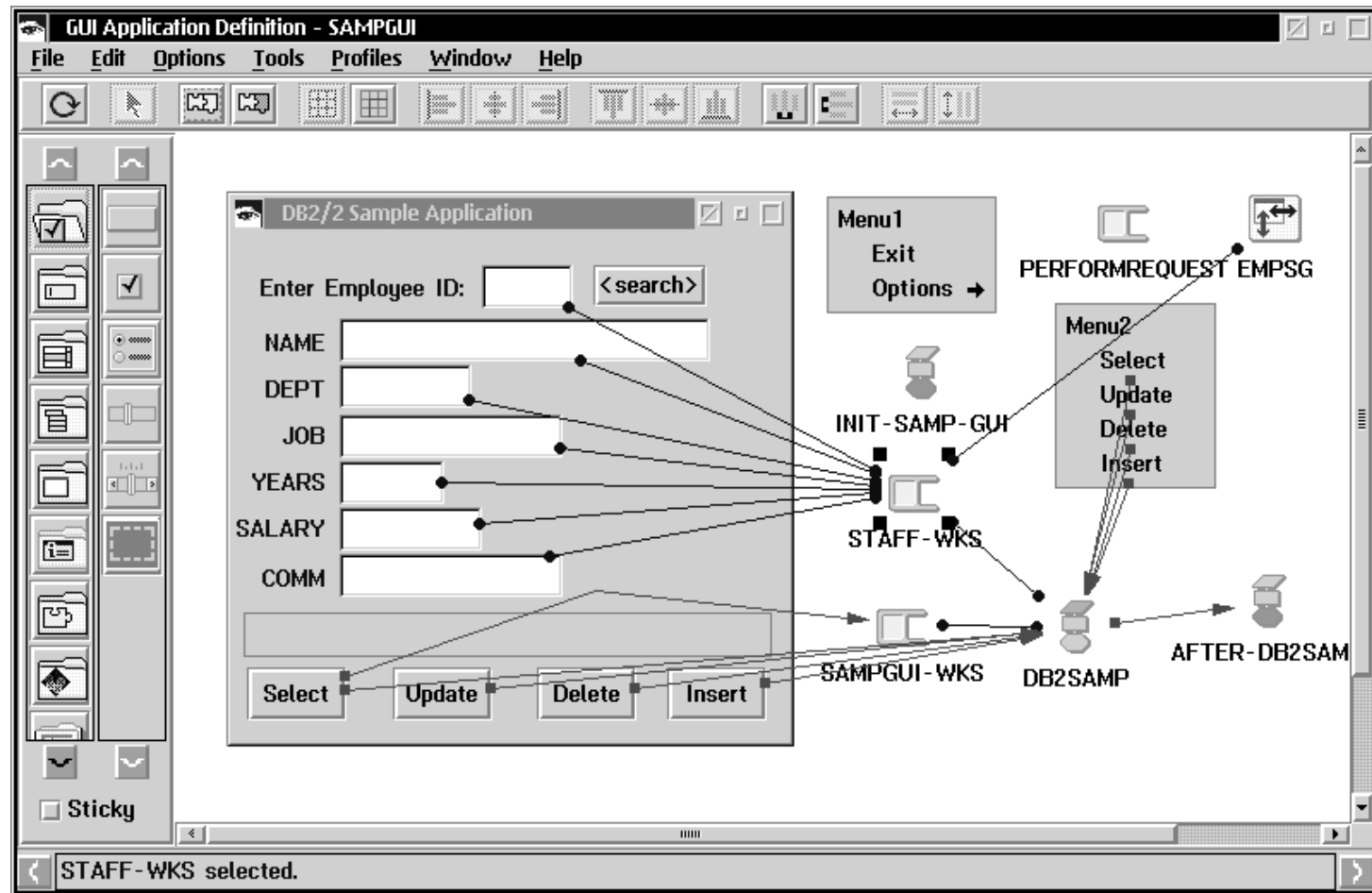
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VisualAge for Java -- Usage Concepts

- Aimed At Java Developers
 - ▶ Applets, Swing, JSPs, Servlets, Applications, JavaBeans, EJBs
 - ▶ Focus is on the business logic
- Scalable data-centric e-business solutions
 - ▶ Data Access Beans and new Quickforms
 - Quickly create data centric e-business solutions for deployment to WebSphere
 - ▶ Stored Procedure builder & SQLJ support
 - Scale your Web solution and add security through an easy-to-use Stored Procedure Builder
- Easily Extend Existing Applications to e-business
 - ▶ Access Builders generate the connection code
 - Notes, CICS TS, Encina, SAP R/3, IMS, Encina, C++, Java (RMI), Host-on-Demand
- Build for the future
 - ▶ Best of breed Enterprise JavaBean development and deployment
 - ▶ Rapid Application Deployment through integration with WAS/WSS



VisualAge for Java -- Visual Construction





VisualAge for Java -- New in Version 3

- **Ease-of-use improvements**
 - ▶ Learn Java with an updated tutorial from MindQ
 - ▶ Quickforms for rapid prototype of user interface
 - ▶ Simplified Enterprise Access Builders
 - ▶ Enhanced data access beans
 - ▶ Enterprise JavaBean Development made even faster
- **Java 2 Platform Support**
 - ▶ Build for deployment to the Java 2 Platform
- **Tighter integration with Rational Suites**
 - ▶ Round-tripping between Rational Rose and VisualAge for Java via an XMI bridge
- **Enhanced support for building scalable data solutions**
 - ▶ Quickforms prototype User Interfaces from existing data
 - ▶ New Stored Procedure builder (Wizard)
 - Access to data via called program, enhances security and throughput
 - ▶ Support for SQLJ in environment
 - ▶ Framework for mapping data schemas to EJBs



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VisualAge for Java - New in Version 3.0

- Opens up development / deployment options
 - ▶ More platforms development
 - Windows 95, Windows 98, Windows NT, OS/2, AIX, Linux Pro Beta (NEW)
 - ▶ More platforms deployment
 - Windows, OS/2, AIX, AS/400, OS/390
 - Linux and Solaris (NEW)
 - Java 2 Platform, Standard Edition (NEW)
- Eases EJB development
 - ▶ Automates 'hard work' in coding EJBs
 - Developer codes Java business logic / tool generates infrastructure
 - ▶ "Access Bean" generation allows bean developers to exploit EJBs
 - ▶ Generates a test client so EJB developers can quickly test
 - ▶ Treats EJBs as first class objects
 - Edit, compile, debug, browse, version control
 - ▶ Enables testing inside the IDE - speeds testing
 - Local debug of Servlets, JSPs and EJBs prior to deployment
- Rapid Application Deployment
 - ▶ Wizards ensure fast deployment to WebSphere



Application Development Tool Support Summary for WebSphere Version 3

The
Component

IBM SanFrancisco

OO Integration
Architects

VisualAge
Component
Development
for WAS EE

OO
Application
Programmers

VisualAge for
Java, EE

VisualAge for
Java, EE

Traditional
Application
Programmers

VisualAge
Generator

VisualAge
Generator

Web Site
Producers
Application
Complexity

WebSphere
Studio

WebSphere
Studio

WebSphere
Studio

WebSphere
Application
Server

Standard
Edition

Advanced
Edition

Enterprise
Edition

Presentation

Applicati

Integration

The Tooling





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WebSphere and WebSphere Studio with Interwoven Content Management

Jeffery Englemann
Vice President





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Interwoven Backgroun

- Company
 - Founded 1995
 - Sunnyvale, California
 - 160 employees
 - Global operations
- Products
 - TeamSite and OpenDeploy
 - Fourth-generatio
- Customers and Partners
 - 100+ customers
 - Partnered e-commerce technology leaders

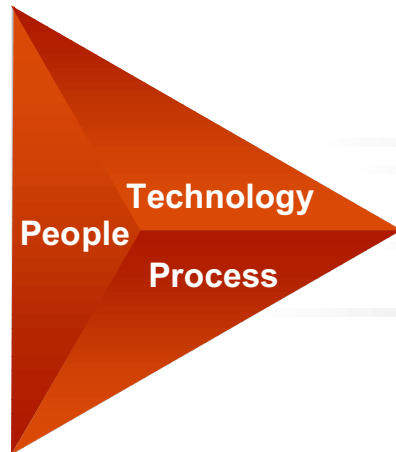


www.interwoven.com



Moving Business to the web

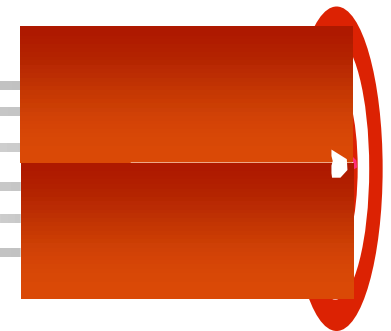
Leverage



Acceleration



Control



Subject Matter Experts

Intuitive browser based GUI and templating interface

Technology Innovation

Open architecture supports any and all technologies, (e.g. XML)

Business Process

All assets, all content

Multiple teams

Project branching technology promotes multiple teams

Installed Base Tools

Out-of-box support for existing tools and content delivery systems

Rapid Implementation

Quick start methodology delivers results in 30 days

Brand Contr

Templating and workflow ensure brand compliance

Individual accountability

In context QA and virtualization gives everybody a copy of the website

Manage Workflow

Workflow ensures compliance with regulations. Rollback provides insurance





Making it easier

- **Content Management --**
- **Multi-Contributor**
 - Non-Technical and Technical content contributors
- **File, data, and code management and versioning**
- **Advanced workflow**
- **Test and QA**
- **Web content replication**





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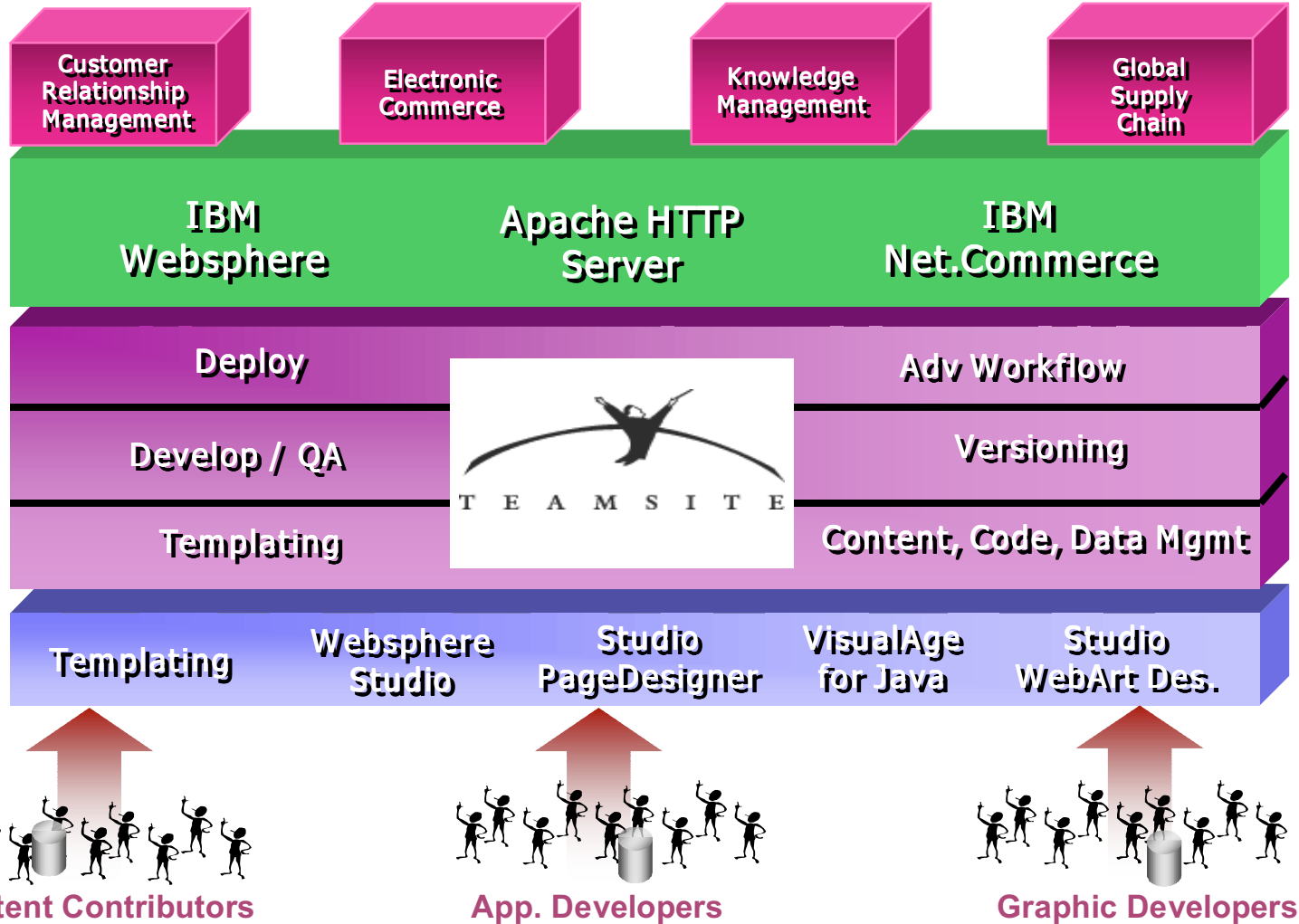
IBM Websphere and Interwoven



Delivery Systems

Content Management

Web Content Sources

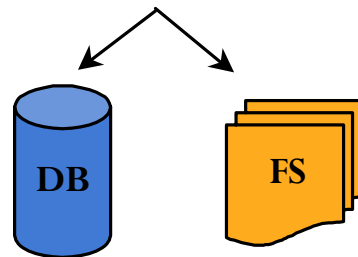


Interwoven Hybrid Architecture

Content Management

- Content
- Code
- Data

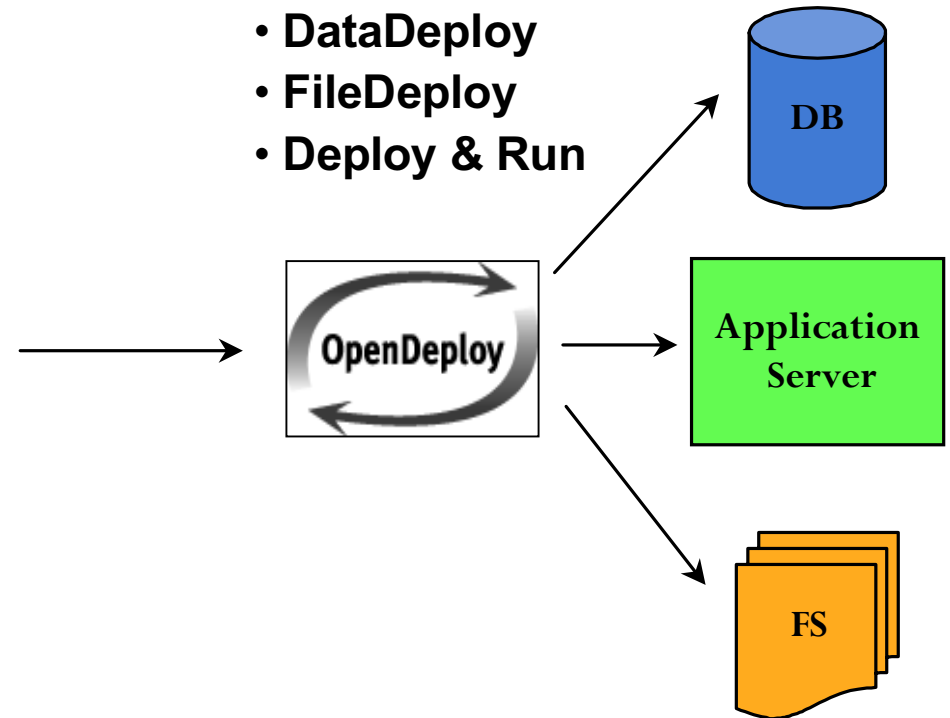
TeamSite



Development

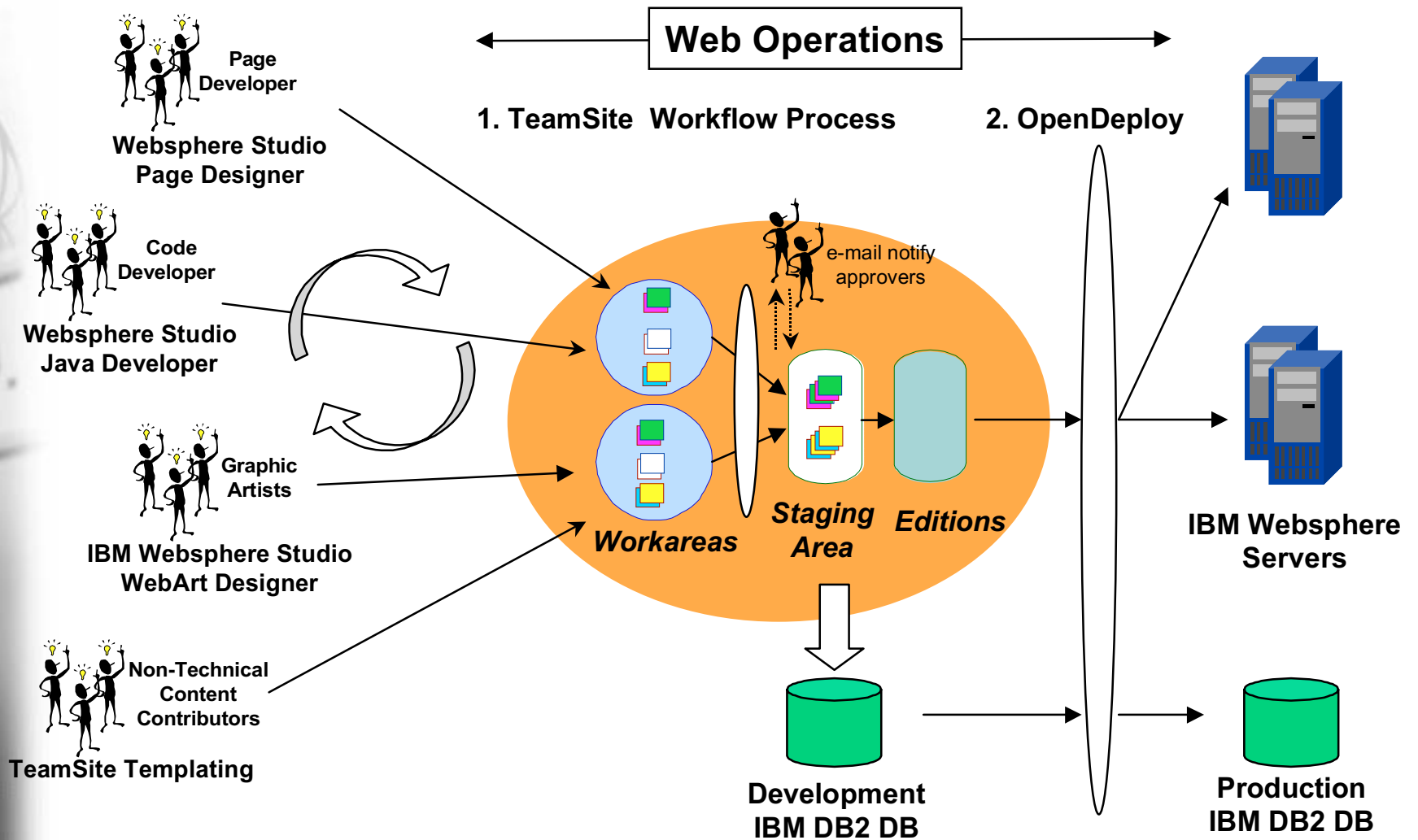
Replication

- DataDeploy
- FileDeploy
- Deploy & Run



Production Site

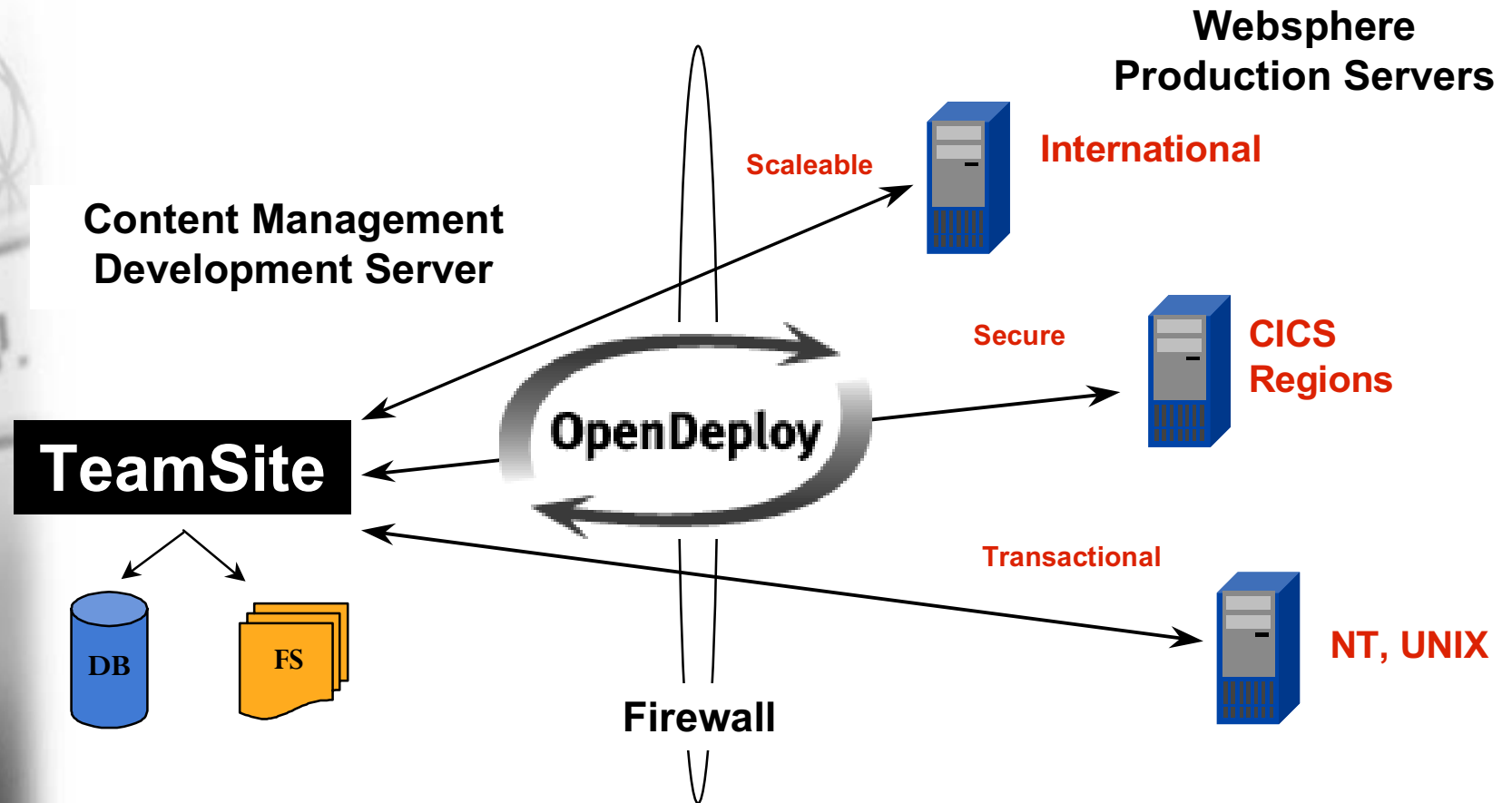
Content Management Workflow





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Content and Data Replication





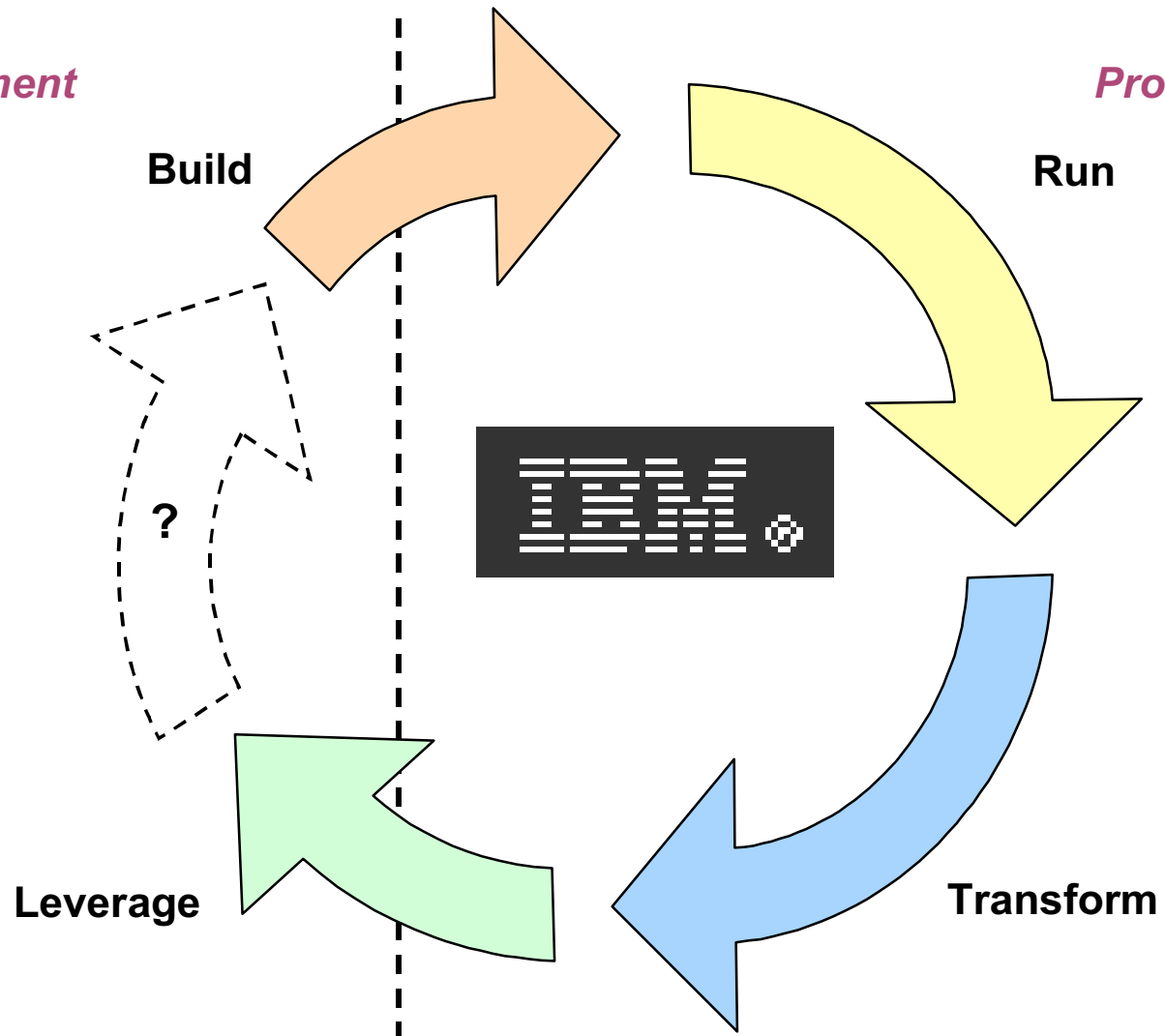
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E-Business Lifecycle



Development

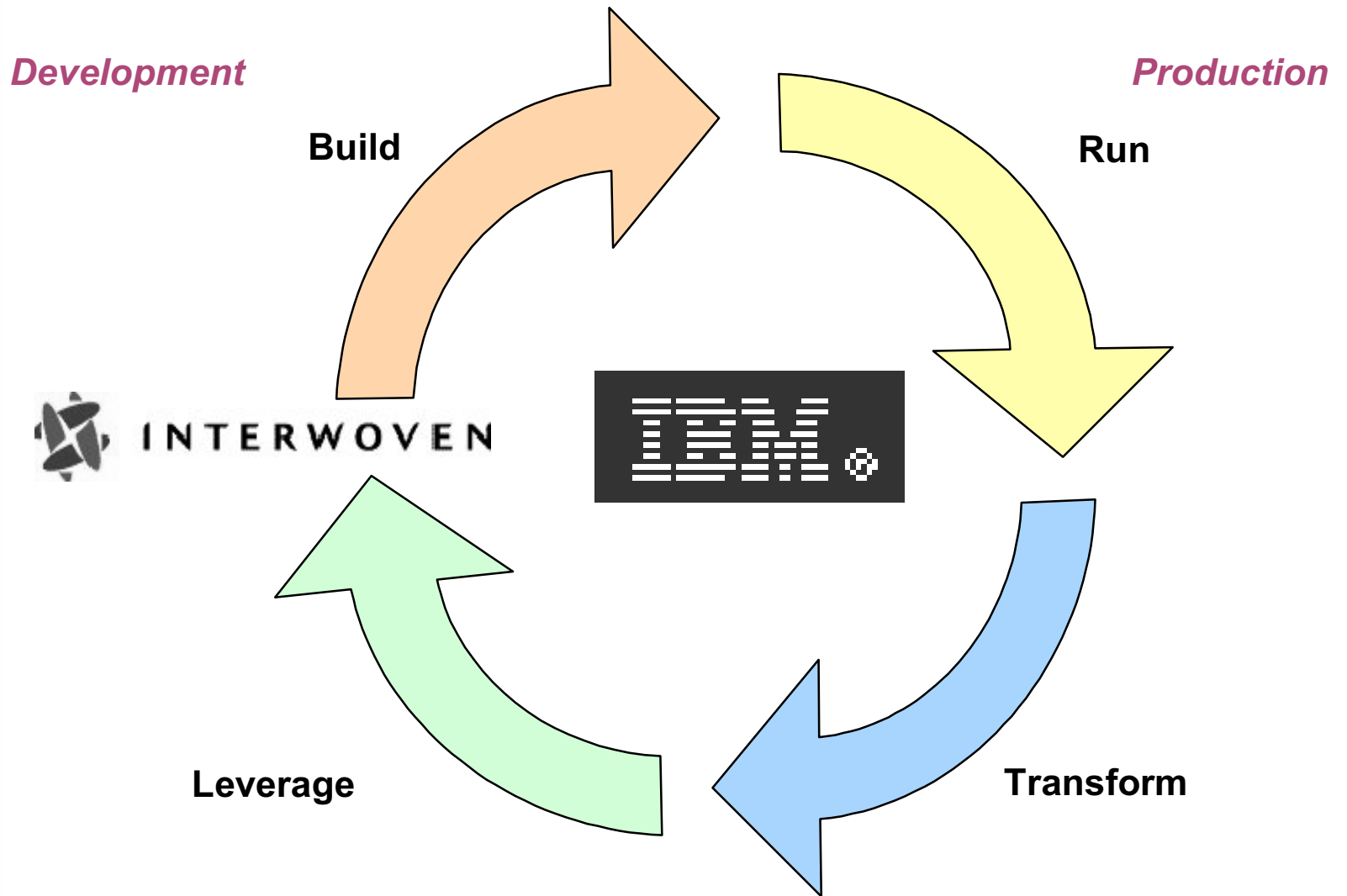
Production





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E-Business Lifecycle w/ Content Mgmt





Summary of Benefits

- **Interwoven provides robust content management for Websphere**
- **Content management has become a requirement for large sites**
- **Interwoven supports the entire web team**
 - **Non-Technical and Technical contributors**
 - **Complements Websphere Studio**
- **Open, Internet-standards architecture**
- **Hybrid architecture supports both files and data**
- **File-system view of managed content enables compiling, running and testing of application code (Java, EJBs, JS, etc.)**
- **Advanced workflow facilitates design and maintenance**





Prices and Availability Summar

- WebSphere Application Server Version 3.0, Standard Edition
 - ▶ \$795 per server (Available Sep 30 99)
- WebSphere Application Server Version 3.0, Advanced Edition
 - ▶ \$7,500 per processor (Available Sep 30 99)
- WebSphere Performance Pack Version 3.0
 - ▶ \$7,999 per copy (Available Sep 30 99)
- WebSphere Studio Version 3.0
 - ▶ \$495 per copy (Available Sep 30 99)
- VisualAge for Java Enterprise Version 3.0
 - ▶ \$2,999 per copy (Available Oct 99)
- WebSphere Application Server Version 3.0, Enterprise Edition
 - ▶ \$35,000 per processor (available now)
- Prices in US \$'s





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IBM Business Partner Charter

- Business Partners will be our primary way to deliver solutions to small and medium-size enterprises
- Business Partners will also help us efficiently fulfill the IT needs of our large customers
- We will team with you to jointly develop, sell and deliver services
- We will help you increase your IBM software revenue
- We will help you develop, market and sell applications and capitalize on e-business
- Our business units will work together to make it easier for Business Partners to profit selling IBM Solutions





IBM Partnerworld Business Partner Programs:



Awareness Interest Enablement Engagement Reward

Investing in our Partners' Success...





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IBM Business Partner-Software Progra

■ Mission

- ▶ Grow software and services opportunity for Business Partner communit

■ Strategy

- ▶ *Recruit* - A team of "Best-of-Breed" IBM Business Partners
- ▶ *Enable* - Train and educate IBM Business Partners to create a critical mass of skilled providers
- ▶ *Engage* - Link IBM Business Partners to sales opportunities/IBM Software Marketing Programs to generate strong business growth

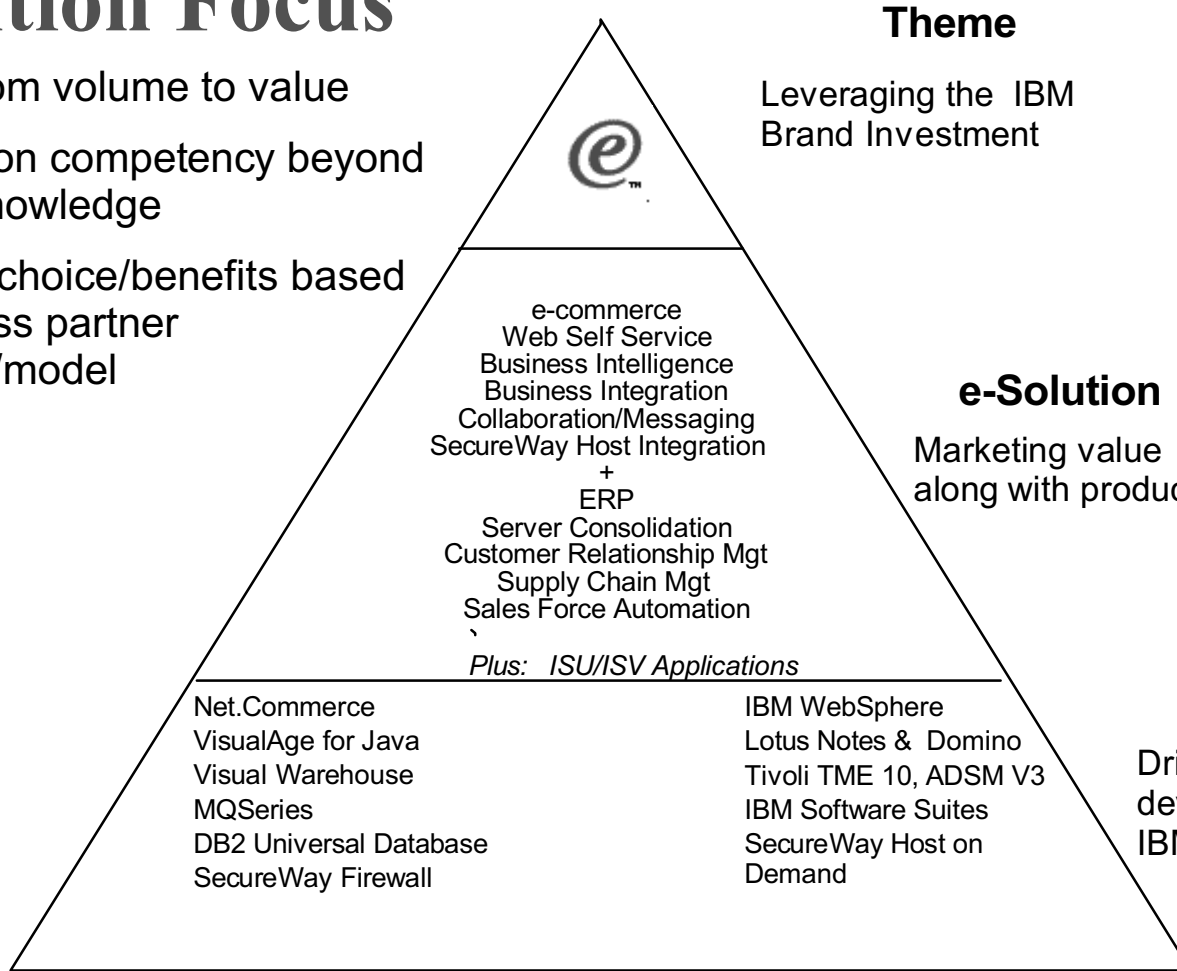




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Solution Focus

- Moving from volume to value
- Focusing on competency beyond product knowledge
- Providing choice/benefits based on business partner segments/model



Theme

Leveraging the IBM Brand Investment

e-Solution

Marketing value along with product

e-Products

Driving skills development in key IBM SW products

Lotus



Branded Business Partner Programs





How can you get started?

Get Educated

- **Web Based Traini**
 - ▶ **Technical Training**
 - ▶ **Sales Training**
- **Classroom traini**
 - ▶ **IBM WebSphere Application Server**
 - ▶ **IBM WebSphere Studio**
 - ▶ **IBM WebSphere Performance Pack**
 - ▶ **Solution Selling with Web Self-Service**
 - ▶ **VisualAge for Java**

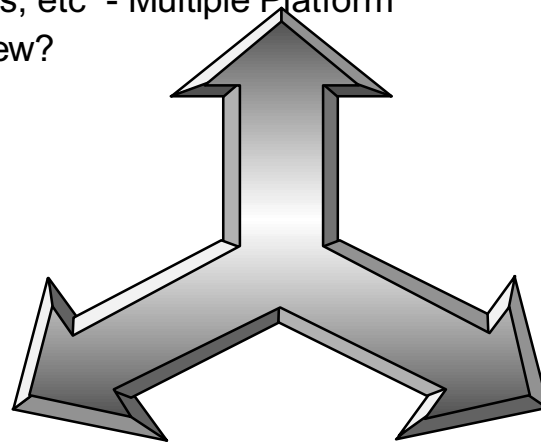




Marketing Activities

Solution Focus Areas

- 1 Solution Specialties: -ERP, SCM, CRM, Web Self-Service, Business Integration, Business Intelligence, e-Commerce
- 2 GA Solutions: Customer References with WebSphere, VisualAge Java, Domino, MQSeries, etc - Multiple Platform
- 3 Building New?



How to Engage

- Identify your Interest
- Create Bookmark
 - DeveloperWorks -
www.ibm.com/Developers/
 - PartnerWorld for Developers -
www.Developer.ibm.com
- Become a Member
 - PartnerWorld for Developers
- Get Registered
 - Global Software Solutions Guide
www.software.ibm.com/solutions **61**

Marketing Services Available

- *PartnerWorld* - Communications to / from IBM
- *PartnerEducation* - Education and Certification
- *PartnerSupport* - Technical Support
- *PartnerMarketing*
 - Fact Sheet, Web Quotes, Partner Slides, Application Briefs, Events, Speaker Opportunities
- *PartnerCommerce* - Online Ordering
- *PartnerLine* - Telephone Support





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Remember the following Web sites:

- **Download and 'test drive' WebSphere products**
 - ▶ www.ibm.com/websphere
- **Learn about partnering with IBM**
 - ▶ www.ibm.com/partners
 - ▶ www.software.ibm.com/webintegrators
 - ▶ www.developer.ibm.com
- **Check out the robust resources IBM provides its business partners**
 - ▶ www.ibm.com/partnerinfo
 - ▶ www.ibm.com/developer
- **Get enabled and certified**
 - ▶ www.ibm.com/certif





Keep your eyes open for

PartnerWorld 2000
January 23 - 26, 2000
San Diego, CA

**The premier event for IBM Business
Partners.**

More details will be coming soon!





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IBM WebSphere

VisualAge for Java

... we invite your questions...

