DB2 Universal Database and WebSphere software solutions
To support your IT objectives

IBM

**Speed your database applications to the Web and turn them
into powerful e-business tools.**

Quickly integrate your database applications with the world of e-business

WebSphere Studio and WebSphere Application Server at a glance…
- *Leverage your IT investment by extending DB2 UDB applications to the Web*
- *Take advantage of Java support for e-business applications*
- *Develop and deploy high-performance Web applications on multiple platforms*
- *Establish a team development environment with software configuration management.*

In an e-business world, your applications running on IBM DB2® Universal Database™ (UDB) for UNIX®, Windows® and Linux shouldn't be isolated on a standalone server. They should be Web-enabled to maximize their usefulness.

With IBM WebSphere® Studio and IBM WebSphere Application Server, you can have a cost-effective, all-in-one, integrated platform to support foundation messaging flows and applications to connect and integrate your enterprisewide data and transactions with the dynamic world of e-business. WebSphere Studio software leverages the WebSphere software platform with integrated tools to create a rich development and deployment environment that can contribute to an accelerated time-to-market and reduced labor costs.

By automating the development and deployment process, developers can reuse assets, generate intelligent code, perform rapid testing and debugging, and easily migrate from their current platform to help increase their productivity. These powerful tools combine to provide a deployment model, administration point, programming model and integrated application development environment.
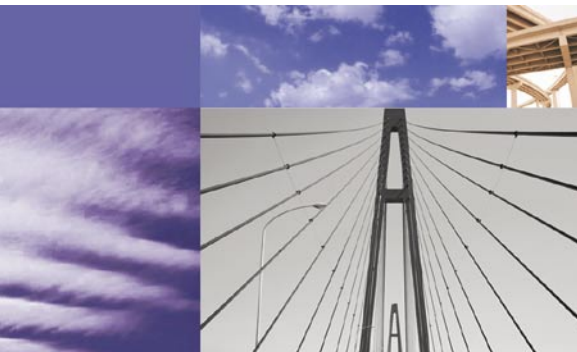
Designed to work with Java
WebSphere Studio takes advantage of Java™ support for Web-based applications and Web services. Powered by Eclipse technology, WebSphere Studio allows your staff to use existing code to build, test and deploy J2EE applications, servlets and Enterprise JavaBeans components — as well as Web services components — on a variety of platforms.

Collaborate on software projects
Using WebSphere Studio software, you can establish a flexible team environment with built-in software configuration management support. Several developers can work on one massive project — or multiple projects — by sharing resources, managing changes and versions as they're created, and accessing the work of other developers.

Real-world benefit…
A leading company used WebSphere Studio development tools to build a customer relationship management application that provides a single point of contact for all its online customers.

Scales to match workload needs

With WebSphere Studio and WebSphere Application Server, you can build a solid foundation and leverage a comprehensive set of WebSphere solutions and supporting platforms covering the development spectrum — from your first Java Database Connector data bean to Enterprise JavaBeans persistence to Container-Managed Persistence beans into relational databases.

If you've purchased several DB2 UDB licenses for mission-critical application development efforts, you'll need resources that can handle the project. WebSphere Studio and WebSphere Application Server are highly scalable, expanding in scope and capabilities as your e-business needs grow. They also offer broad platform support, giving you flexible applications to support an on demand business of virtually any size.

Open support for industry standards

WebSphere Studio and WebSphere Application Server provide world-class support for open standards. That gives you the flexibility to plug in best-of-breed solutions — from IBM and other providers — to expand your development and deployment options.

For example, you can use the Rational® software from IBM that comes with WebSphere Studio or, should you wish to leverage your current repositories, use software configuration management adapters that are available from other vendors.

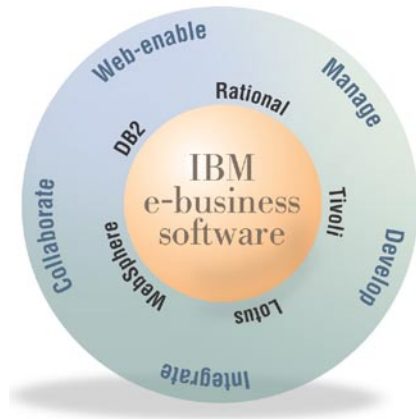### Key enablers for e-business on demand

IBM WebSphere Application Server and its development environment, WebSphere Studio, provide the core, underlying infrastructure for an on demand operating environment. When linked with your existing DB2 Universal Database investment, they give you a rich foundation to deliver e-business on demand™.

What they're saying…
"Before, very few of our customers knew that we carried 20,000 products. Now… customers can navigate that entire range online – and order in seconds."

Seth Rubin, Director of e-Commerce Marketing, Mikasa, Inc.

WebSphere software solutions and e-business on demand

Today's e-business needs to rapidly address emerging business requirements, changing business models and designs, and evolving relationships with customers, suppliers and partners.

In addition, with the Internet continuing to promote major revolution in business and advances in technology, companies must be mindful of emerging business trends — or risk falling behind the competition. The latest trend is e-business on demand, which integrates business processes to deliver business agility across an enterprise, as well as with customers, suppliers and key partners.

IBM offers powerful software solutions — including Express versions for small and midsized businesses — to help you optimize your current technology investment and move your company to the next phase of e-business. The portfolio of e-business software solutions from IBM works in concert to provide a total, balanced infrastructure. That can help foster a smooth transition to e-business on demand.

For more information

To learn more about WebSphere software solutions, contact your IBM sales representative or IBM Business Partner or visit **ibm.com**/software/synergy. Or call:

- In the United States and Canada, 877 426-3774, priority code 103AE023
- In the U.K., 0870 010 1133
- In Australia, 132 426; ask for software sales
- In New Zealand, 0800 801 800; ask for software sales.

A successful e-business can leverage five capabilities provided by e-business software solutions from IBM which work together to facilitate e-business on demand:

DB2 information management software
Turns data into information on demand

Lotus ® software
Offers the instant collaboration and communication capabilities for an on demand world

Rational software
Helps you improve software development capability with tools, services and software engineering best practices

Tivoli ® software
Helps you intelligently manage the complexity of an integrated, on demand operating environment

WebSphere software
Provides a leading platform for creating and operating an on demand business.

business on demand.

G325-2223-00