



# *IBM Solution Developer Program gives software developers worldwide an open door to IBM.*

<b>Application</b>	Internet site providing customized information to the software developer community
<b>Business Benefits</b>	Software developers can reach broader opportunities, lower their costs and get products to market faster
<b>Software</b>	IBM® Net.Data™ IBM Net.Commerce IBM DB2® IBM AIX® IBM HTTP Server IBM Transaction Server Lotus® Domino™ IBM VisualAge® for Java™ Lotus Notes® Java™
<b>Hardware</b>	IBM Netfinity® 7000 IBM RS/6000® F50 IBM RS/6000 SP™
<b>Services</b>	IBM Global Services

In the highly competitive marketplace of technology solutions, success depends on building innovative new products that will run on major business computing platforms and getting them to market faster than competitors. In the developer world, time is money and product decisions are based upon the quality of support available from platform vendors.

Since many software companies are small, specialized organizations, they commit their resources carefully, choosing partners who can deliver two key capabilities: the information and the tools to quickly develop products that are likely to turn a profit in the market. Traditional voice support and CD

*“Our participation in the IBM Solution Developer Program enables us to test our products on all IBM server platforms. The hardware and software resources and the cooperation and support they give us has been overwhelmingly positive.”*

*—Shanmugam Nagarajan, Vice President of Professional Services at BEI*



*The IBM Solution Developer Program Web site lets developers access the resources they need without having to leave their desk.*

*“The program provided the hardware and technical resources that allowed us to achieve the desired results in a cost-efficient manner, allowing us to get to market much faster.”*

*—Kevin Donahue, Business Development Manager at Bluestone Software*

mailers are no longer sufficient; today, only the Web provides the universal access and ease of communication needed by developers to keep pace with their rapidly evolving markets.

### **Enter the IBM Solution Developer Program — worldwide access-on-demand**

Since 1994, more than 24,000 enrolled commercial software companies and 109,000 individuals have utilized IBM’s extensive portfolio of e-business tools and technologies to write applications to any or every part of the e-business infrastructure. The IBM Solution Developer Program provides a vast spectrum of development-oriented technical, business, marketing and information offerings at a single Web site: [www.developer.ibm.com](http://www.developer.ibm.com). Offerings include:

- Access to evaluation and discounted software through the online Software Mall
- IBM Developer Support Online
- IBM Developer Connection software and information
- Global Software Solutions Guide online catalog of developer solutions
- Webcasts
- Chat sessions

As a central location for information across a variety of technologies, the IBM Solution Developer Program Web site provides an extensive set of benefits that helps developers create IBM-based solutions. Software developers can reach broader opportunities, lower their costs and get products to market faster. Electronic access has increased both the quantity and the quality of direct contacts (Web-based Q&A, e-mail inquiries and responses, interactive chats and Webcasts) magnifying IBM’s presence within the global developer community.



*The Solution Developer Program Web site customizes content based on developers’ needs and interests.*

### **A global resource that never sleeps**

The IBM Solution Developer Program Web site provides a single point of entry to IBM's global service for software developers, accessible from any platform. Available 7 days a week, 24 hours a day, it offers content in English with key pages automatically provided in Japanese or Korean, if the user's browser is set to request that language. Additional languages will be added in 1999.

### **The "hits" just keep on coming...**

In one year alone, traffic on the Solution Developer Program Web site rose by one-third, averaging more than one million hits a week. Developers are attracted by the speed and convenience of access to information as well as to all the new content that is now enabled by IBM's e-business solutions.

The Solution Developer Program Web site enables concise, intelligent exchange of information between developers and IBM. As developers' projects and interests evolve, they can access expanded program benefits simply by updating the electronic registration form to reflect the new technologies they plan to exploit. Drawing upon the developers' registration information, application software determines the actual content shown to vendors on the Solution Developer home page and underlying pages. Customized electronic content that combines public and private Web pages is made accessible based on each user's login ID and password. This customization ensures that each developer's visit to the Solution Developer Program Web site is precisely matched to his or her needs and interests.

For companies who develop and sell software for the commercial marketplace, "the Business Development Plan" Java applet captures and tracks ongoing product development activities, allowing the Solution Developer Program to tailor membership services to the member's particular needs. Another application based on Java, Java Entitlement Management System (JEMS), is used by IBM to manage the relationship with each developer and track eligibility for special offerings.

Performance, availability, security, manageability and operating economy — bedrock issues for any Web site — are paramount in the relationship between solution developers and IBM. For its custom application suite, the Solution Developer Program Web site relies on multiple IBM RS/6000 F50 SMP servers running IBM AIX, IBM DB2, Lotus Domino and an Apache Web server. The site also relies on a Netfinity 7000 server running Microsoft® Windows NT®, Domino, Lotus Notes and Java Chat server. And, for improved usability, performance, operating system choice and ease of maintenance, the Solution Developer Program team develops some of the various tools in the application suite using Java and IBM VisualAge for Java.

### **Web-based access saves time and money**

The IBM Solution Developer Program offers discounted software, hardware and services to save developers time and money. The offerings include access to the online IBM Software Mall for evaluation and discounted software, such as DB2 Universal Database™ and VisualAge for Java. The Software Mall utilizes a complete range of IBM e-business solutions, including the RS/6000 SP server, DB2, Transaction Server, SDS Commerce Engine, Web Publishing, Lotus Notes, IBM Global Services and systems for credit card transaction processing, tax, product pricing and shipping.

### **Instant solutions for complex technical issues**

Because speed to market often spells success or failure for a new solution, immediacy is the primary goal of the Solution Developer Program technical support team. Electronic bulletin boards and an online technical reference library — both secured by IBM eNetwork™ Firewall products — are among the technologies used to provide instant information to software developers. Developer Support Online (consisting of FAQs and Hints and Tips, sample code, information maps, technical white papers and articles, demos and technical support chat sessions) gives developers quick technical support over the Web. Developer Support Online provides worldwide access to technical support, 24 hours a day, 7 days a week. Developers can get answers to questions on new e-business technologies, giving them the competitive edge they need in the business world and providing the technical support they need when they need it to accelerate their development efforts.

“Providing technical support and information on the Web gives us global perspective and allows us to reach more solution developers with the latest technology,” says Roy Aho, manager, IBM Solution Developer Technical Support.

The program offers more customized electronic support as well. Q&A services provide answers by public Web forum or e-mail, depending on the level of confidentiality a developer requires. “After posting a SanFrancisco™ question on the Internet to the [IBM] technical support team, I received a quick response and additional follow-up feedback that helped me resolve my question,” says Weinan Xiong, senior consultant, Interpro Inc.

### **Easy access to the latest technologies**

The IBM Developer Connection, a vast library of e-business software and information available on CD or on the Web, puts software developers at the forefront of the computer industry. With access to more than 1,200 leading-edge development tools to help build solutions on 16 platforms, the program is the most comprehensive resource available to software developers exploiting IBM technologies. Whether solution developers are creating new applications, enhancing them or migrating them to new platforms, the Developer Connection can help deliver e-business solutions fast, while reducing development costs. The program provides information on IBM's latest strategies on e-business and tools for hot technologies and platforms like WebSphere™, SanFrancisco, Java and Windows NT.



*“Access to the IBM Developer Connection has allowed us to optimize productivity, cut development costs and provides us with the tools we need to thrive in a rapidly growing marketplace.”*

*—Robert Moxham, Bank of America*

Live on the Web since May 1997, the IBM Developer Connection brings together customer database information from IBM fulfillment centers around the world. In fact, Developer Connection used the tools it ships to build and implement its own e-business, incorporating customer requirements, which has ultimately improved customer satisfaction. Using DB2 and Net.Data on an IBM HTTP Server, the Developer Connection provides developers with fast Web access to a wide range of e-business tools and products. An AIX system running on an HTTP Server manages downloads available on the site. The Developer Connection planning team uses Lotus Notes databases to track the content from proposal through testing and delivery, JDK and other Java tools to create the Java catalog and Java to migrate the build environment from Intel platforms to AIX.

By using the technologies featured on the Developer Connection, developers can access information on key IBM technologies such as Business Intelligence or Java, including full presentations with slides. For many developers, the IBM Developer Connection is making the difference in their development efforts.

“Access to the IBM Developer Connection has allowed us to optimize productivity and cut development costs while providing us with the tools we need to thrive in a rapidly growing marketplace,” notes Robert Moxham, Bank of America. “It is probably the only single point of entry into the new architectures.”

“The IBM Developer Connection keeps us current with the latest technology on all platforms,” says William Levan, LLE Linklevan Enterprises. “It provides us with the tools that will take us into the next century and allow us to thrive in a rapidly growing marketplace.”

“The IBM Developer Connection puts everything in one place, and it helps to have a connection directly to IBM,” adds Andy Robinson, NetMaine.

### **Global awareness means broader markets**

Members can gain worldwide visibility for their applications through the Global Software Solutions Guide, IBM's online source for more than 32,000 partner solutions: [www.software.ibm.com/solutions/isv](http://www.software.ibm.com/solutions/isv). The multilingual Guide offers one-stop shopping for tens of thousands of customers worldwide seeking business solutions across the broad base of IBM platforms and technologies. Among them are the IBM e-business workhorses used to develop and maintain the Guide, including IBM HTTP Server on Microsoft Windows NT 4.0, Lotus Notes, Java authentication and DB2.

The Global Software Solutions Guide features extensive search capabilities. In addition to free-form text searches, queries can be conducted by platform, industry, technology, application type and country in which the solution is available. It also includes native language support for English, French, German, Spanish and Brazilian Portuguese. Searches are fast because of the Domino Full Text indexing technology. Multiple search selection entry boxes help the users to quickly decide where to narrow the scope of their search.

The Solution Developer Program has assisted members in developing and marketing some truly innovative e-business solutions. Business Evolution, Inc. (BEI) won the first quarterly IBM Solution Showcase Award with its “Interact.Service” Java application that enables e-commerce



Web site visitors to obtain live interactive customer service for sales related questions — without leaving the site. And, just months later, BEI announced another ground-breaking e-business solution — the integration of its @Once Express software with IBM Net.Commerce that enables Web service reps to answer customer questions through an integrated live messaging and e-mail console.

The Princeton, N.J., company leverages its membership in the IBM Solution Developer Program to push the envelope in its area of expertise: innovative Web-based customer service solutions. “Our participation in the Solution Developer Program enables us to test our products on all IBM server platforms,” says Shanmugam Nagarajan, vice president of professional services at BEI. “The hardware and software resources and the cooperation and support they give us has been overwhelmingly positive.” BEI enabled their application at the IBM Solution Partnership Center in Waltham, Massachusetts, one of many centers worldwide.

Traditional IT management and pricing models are obsolete in the open Web-based environment, so says Bluestone Software, Inc., whose products emphasize enterprise interaction management. The company’s Sapphire/Web Universal Business Server enables enterprises to integrate both existing and new business applications and extend them to the Internet, intranets and extranets.

Bluestone’s membership in the IBM Solution Developer Program facilitated development of Sapphire/Web Release 5 for the OS/390® platform. “We wanted to make sure we understood the process required to run our business server on the S/390,” explains Kevin Donahue, business development manager at Bluestone Software. “The program provided the hardware and technical resources that allowed us to achieve the desired results in a cost-efficient manner, allowing us to get to market much faster.”

### **A direct connection to IBM experts**

Regularly scheduled chat sessions introduce and explore IBM technologies and forge a direct realtime connection between software developers and IBM technical experts and strategists. One customer letter shows the value of this connection: “I’d almost given up on the idea of actually learning something of value from pushed articles when I found [IBM’s] Java chat. I couldn’t believe how well it worked. I got the Java gospel from, well, the horse’s mouth. What [IBM’s] doing with this technology is fantastic.”

Web broadcasts offer another avenue to development-oriented content. Each event is live and features a cast of IBM technical experts. For around-the-clock access, these presentations are archived for 90 days after each broadcast for broadcast-on-demand through streaming audio over the Web.

### **Lighting the way to providing e-business solutions**

Each day, more and more software developers are discovering the value that the IBM Solution Developer Program can bring to their business — broader business opportunities, lower cost of doing business and faster time to market. IBM’s strategic focus is e-business, and its products make up a network infrastructure that developers can exploit and build upon, using existing tools and technologies. Partnering with IBM through the IBM Solution Developer Program is a software developer’s simple and complete path to e-business.

**For more information, please contact your IBM marketing representative or IBM Business Partner.**

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To access the Global Software Solutions Guide, visit:

[www.software.ibm.com/solutions/isy](http://www.software.ibm.com/solutions/isy)

For more information on IBM Developer Connection, visit:

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