

Integration and infrastructure software



WebSphere® software



**Application infrastructure from IBM:
making business more flexible and responsive.**

ON DEMAND BUSINESS™



Build, deploy, integrate and enhance new and existing applications.

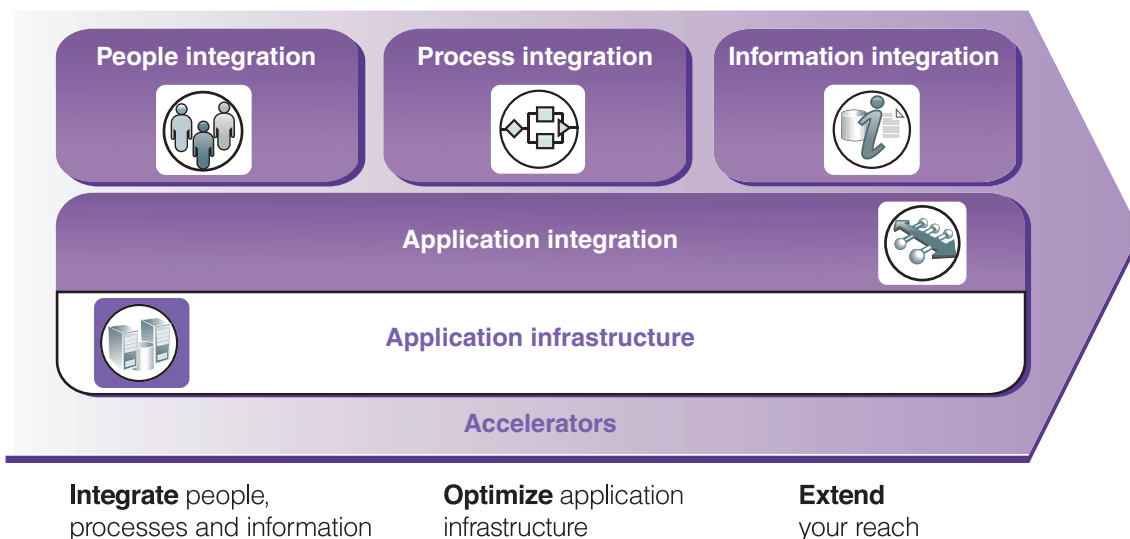
Market conditions are changing rapidly. Unpredictable market forces such as mergers and acquisitions, expanding regulatory requirements, and globalization can inhibit revenue growth. To survive and thrive, you need to improve responsiveness and agility. Yet, based on a recent survey, only 10 percent of CEOs believe their organizations have the ability to be very responsive to market conditions.¹ Streamlining business processes and integrating applications can help your organization take control in today's volatile marketplace—turning it into a more responsive, On Demand Business.

To become an On Demand Business, you need to overcome IT and business challenges. Creating an application infrastructure that is flexible and responsive can help you get there. A strong infrastructure can help your company modernize so that employees can be productive, customers can be more accessible and information can be shared more easily. It can extend the business logic in existing applications and expose them—and their data—to new applications. And it can meet customer and competitive demands on infrastructure performance, scalability and manageability.

Building an application infrastructure that works for business

IBM WebSphere® software enables On Demand Business flexibility through integration and infrastructure capabilities. These capabilities help you integrate people, processes, information and applications. They can also create a better application infrastructure and use prebuilt components to reach customers and employees in new ways. Streamlining business processes through these capabilities can help your company innovate interactions, improve flexibility and achieve operational excellence.

Within these WebSphere offerings are a set of application infrastructure capabilities. These capabilities can harness the value of existing assets by transitioning your company's existing applications to Web-based infrastructures. This allows you to get the most out of your current IT environment while moving to new, On Demand Business applications. They can improve operational excellence by increasing reliability and performance.



Application infrastructure capabilities from IBM utilize WebSphere software to help optimize current and new applications. They're part of a complete set of WebSphere IT offerings designed to maximize both flexibility and responsiveness.

Application infrastructure solutions from IBM are ideal for companies that want to:

- Create new value from existing business applications.
- Reach new users through globalization and real-time collaboration.
- Optimize the value chain to increase business responsiveness and drive business process reengineering.
- Adapt quickly to a constantly changing environment.
- Accommodate infrastructure changes driven by the need to optimize business processes.
- Respond to business pressures to do more with less.

“More than 80% of CEOs see unpredictable market forces as the key inhibitor to growth.”

– IBM Global CEO Survey, February 2004¹



These capabilities can help improve existing business applications by introducing a Web-based interface that doesn't require new programming. At the same time, you can create new, composite applications with only a fraction of the time and resources it takes to build new applications from scratch. WebSphere software allows you to build, enhance and deploy new and existing applications on a platform that is high-performance, easily manageable, dynamically scalable and based on open standards. It enables mixed-workload solutions that leverage existing applications and systems to save money and provide a competitive advantage.

At the heart of IBM application infrastructure capabilities is the IBM WebSphere Application Server family. This platform delivers business flexibility and responsiveness by helping to deploy, integrate and manage On Demand Business applications. WebSphere Application Server provides critical support to businesses ranging from very small companies to some of the world's most demanding enterprises.

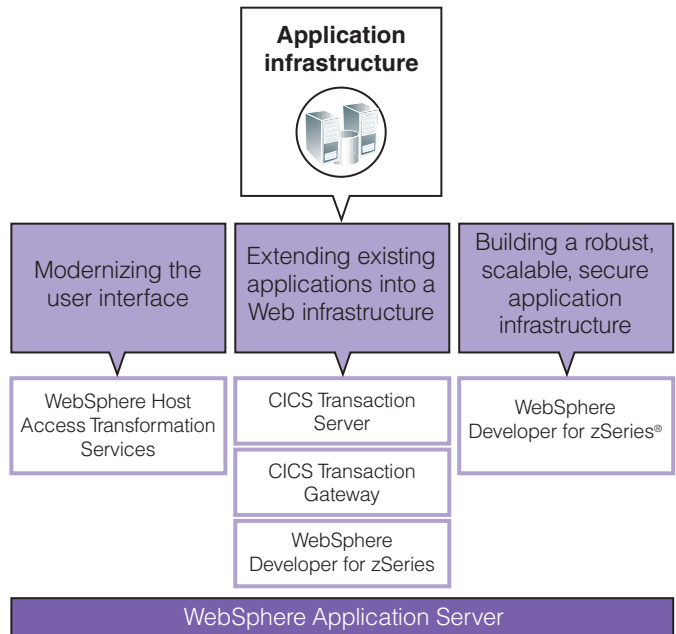
IBM application infrastructure capabilities can help you build mixed-workload applications. If you need to build a robust, scalable and secure infrastructure, WebSphere Application Server delivers market-leading functionality to meet your needs. Other key application infrastructure offerings can help you modernize your user interfaces and extend existing applications into your Web-based infrastructure.

Modernizing the user interface

Becoming an On Demand Business means being able to provide information and services to more people anywhere, at any time. Modernizing the user interfaces of your existing applications is an important part of this transition. With IBM WebSphere Host Access Transformation Services (HATS), you can quickly and easily transform the user interface for host applications without spending a fortune on rewriting code. This breathes new life into existing applications, making them accessible to customers, partners and suppliers through the Web. It can also reduce training and support costs for users without requiring you to change existing applications.

Washington County, Virginia, realized the customer-service and productivity benefits of IBM application infrastructure capabilities firsthand. The county needed to provide access to citizens and respond more efficiently to requests from both citizens and staff. To do this, Washington County used HATS, IBM WebSphere Portal and IBM Rational® software to create an open, Web-based framework and content management platform.

By modernizing its user interface using these WebSphere solutions, the county created a real-time government portal that delivers existing applications through a centralized electronic workplace. This integrated, On Demand Business portal also improved employee productivity.

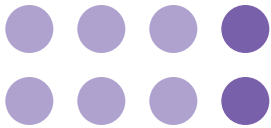


With WebSphere Application Server as the platform, IBM application infrastructure capabilities can help your company modernize its user interface, leverage existing applications and build a successful infrastructure.

Extending existing applications into Web infrastructure

Responsiveness is often hindered by disparate, antiquated access to various existing applications. Led by the IBM CICS® family of application servers and connectors, IBM application infrastructure capabilities can help you integrate existing applications into a standards-based foundation that provides reliable uptime for critical applications.

The latest version of IBM CICS Transaction Server builds upon the technology of the Simple Object Access Protocol (SOAP) for CICS feature, offering a fully integrated Web services capability that allows existing CICS applications to participate in mixed-workload applications as both a provider and a consumer of Web services. The latest version of IBM CICS Transaction Gateway provides a standards-based connectivity solution that offers high-performing, secure and scalable access between CICS Transaction Server and powerful application servers, such as WebSphere Application Server.



Additionally, WebSphere Developer for zSeries provides a common environment for COBOL, PL/I and Java™ development, allowing your company to extend its business logic in existing applications into new applications and processes. Extending existing applications into Web infrastructure can help you more quickly respond to business needs—helping to ensure scalability and availability to avoid costly downtime and maintain customer satisfaction.

Caisses Sociales de Monaco added new services quickly and easily by extending its existing applications into Web infrastructure. The organization manages and distributes medical insurance pension plans and workers' compensation insurance funds to individuals within the principality of Monaco and in surrounding countries. To cost-effectively offer its clients online access to applications, Caisses Sociales de Monaco needed to integrate existing applications with new Web-based systems.

“By exploiting the next generation of integration tools, enterprises can liberate decades’ worth of legacy value.”

– InfoWorld, March 2004²

WebSphere software and Rational development tools helped create an integrated, open infrastructure that enabled the agency to respond quickly to changing user demands and government regulations. As a result, Caisses Sociales de Monaco reduced infrastructure complexity to lower administrative costs. The organization was able to provide real-time access to critical data to process claims and dispense reimbursements in days, rather than weeks, and to enable more-informed decision-making. These IBM solutions also helped the agency achieve a faster return on investment through application component reuse.

Building a robust, scalable and secure application infrastructure

Your company deserves consistent and predictable performance from business-critical applications. WebSphere can deliver. IBM application infrastructure capabilities can enable a service oriented architecture environment that delivers responsiveness and growth. High availability configurations in the WebSphere Application Server family—along with the added support of WebSphere Developer for zSeries—deliver reliability and scalability, leading to a lower cost of ownership.

The Austrian Ministry of Finance put these capabilities to the test. It needed to reorganize processes to enable 24x7 access for citizens and businesses to tax-based information on the Internet. The organization also wanted to provide an XML batch interface for tax preparers. And it hoped to redesign existing applications so that they could be leveraged now and in the future.



The organization created its Web site using IBM WebSphere Application Server for z/OS® and other WebSphere application infrastructure capabilities. These offerings allowed for proximity to data, Secure Sockets Layer (SSL) encryption security and high-availability configuration. The Web platform allowed employee tax forms and value-added tax (VAT) advance notification to be electronically submitted, eliminating troublesome tax filing paperwork. Additionally, the Austrian Ministry of Finance is now able to receive and calculate tax estimates and modify personal data as needs dictate.

The site now successfully handles up to 600 000 transactions daily—150 000 transactions per day in the first month. More than 2300 communities, 3500 tax advisers, 500 notaries, 1000 lawyers, 100 000 companies and 250 000 citizens use the system.

For more information

IBM helps your company become more flexible and responsive by providing leading-edge products with a comprehensive range of capabilities that can help lower your total cost of ownership. IBM and its Business Partners have the expertise and capabilities to deliver and support your application integration solutions—bringing you closer to creating an On Demand Business environment.

To learn more about IBM integration and infrastructure software, visit:

ibm.com/websphere

To learn more about the IBM WebSphere Application Server family of products, visit:

ibm.com/websphere/apprtransaction

To learn more about modernizing and extending your existing applications, visit:

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¹ IBM Global CEO Survey, February 2004.

² Eric Knorr, "Tapping the Mainframe," InfoWorld.com, March 29, 2004.