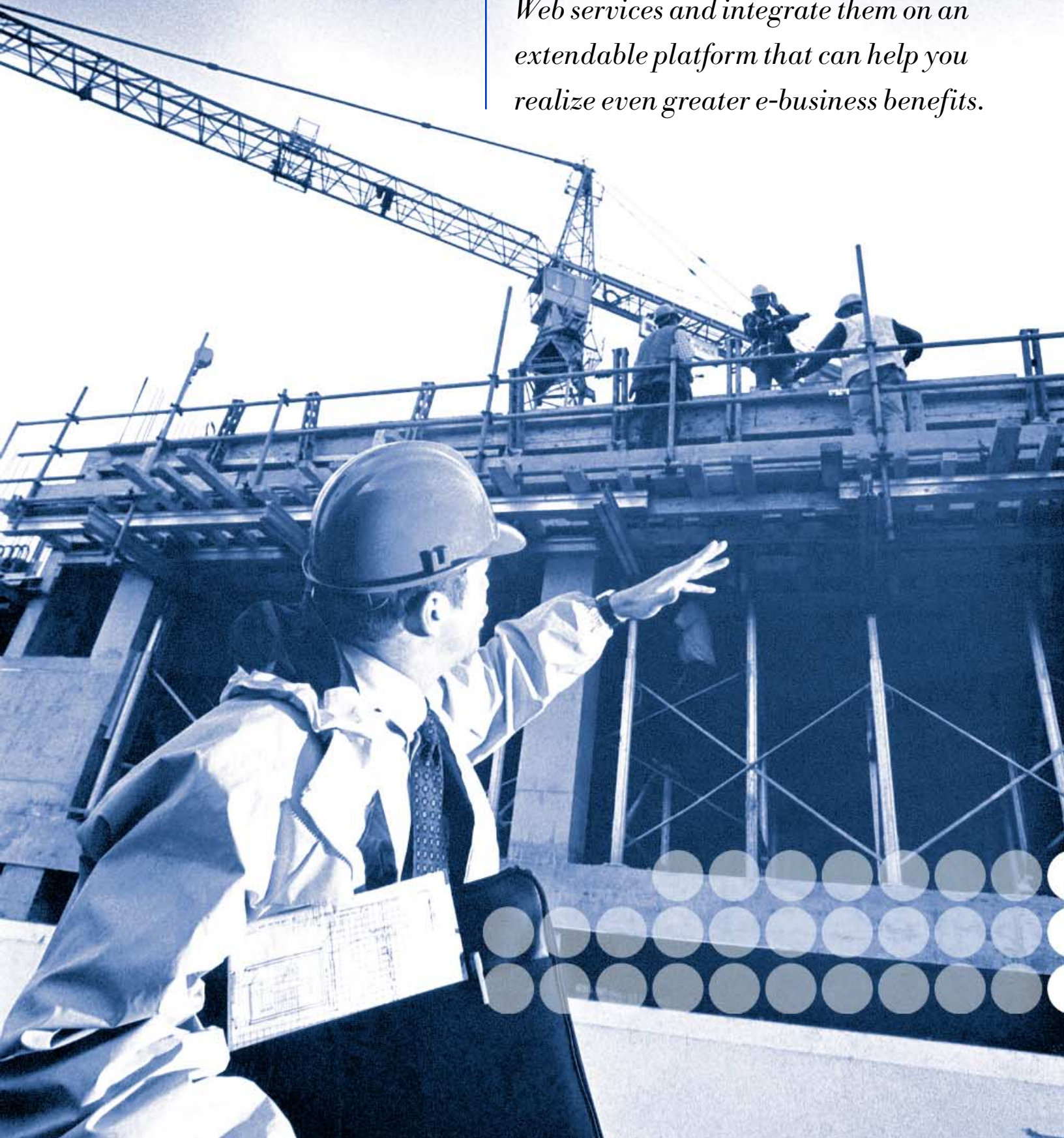






*The IBM WebSphere software platform for e-business provides the tools to develop Web services and integrate them on an extendable platform that can help you realize even greater e-business benefits.*



### **Start with a strong foundation and robust tools**

To build a solid structure, you have to begin with a strong foundation. And you need the right tools. Otherwise, before you know it, everything collapses and you're back to square one. That's how it can be with e-business. When you're ready to take your business to the Web, you have to begin with a foundation that can support the weight of your business – and you need the right tools that help you get there. IBM WebSphere® software platform for e-business provides the solid foundation and robust tools to help you get your business to the Web with the speed, scalability and flexibility to meet your needs – today and in the future.

Getting new e-business applications to market quickly and leveraging existing applications are keys to successful e-business. Start with an infrastructure that allows you to build applications within multivendor environments. An infrastructure based on industry standards that can help you continue your success as business grows. With IBM WebSphere Application Server and IBM WebSphere Studio, you can make new products and services available more rapidly. Simplify application development now and scale applications easily in the future. Provide your customers with access to your e-business almost anywhere, anytime. Whatever your needs, WebSphere software can meet them with award-winning, time-tested, integrated platforms, tools and runtime environments.





### **The cornerstone of e-business**

With the WebSphere software platform, you can build a dynamic e-business that provides the flexibility and scalability to meet the demands of an ever-changing marketplace. WebSphere Application Server, along with tools for application, site and device development, provide a robust foundation to help you extend your business to the Web—including marketing, sales and customer service—so you can compete more effectively. Link back-end systems to front-end Web presentation sites, helping to lower administration costs and increase business efficiency. Make the most of current skill sets by simplifying application development now. And as business increases, you can refine those applications easily in the future. Make new products and services available more rapidly. And consistently beat the competition to market.

Whatever your e-business needs, WebSphere software can meet them with proven, time-tested integrated tools and runtime environments. All designed to help you streamline business processes. Accommodate high volumes of transactions. And capture new customers—while retaining existing ones. And with a differentiated e-business that sets you apart from the competition, you're always ready to meet customer demand.

### **WebSphere Application Server: a flexible e-business infrastructure**

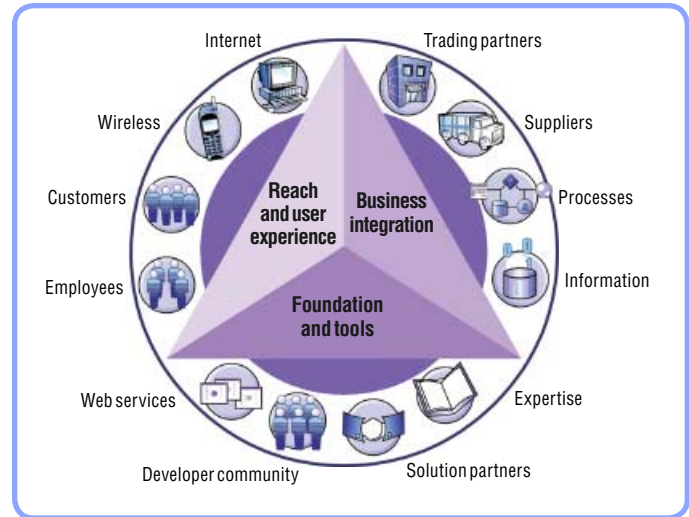
WebSphere Application Server is a fast, scalable and reliable server based on Java™ 2 Platform, Enterprise Edition (J2EE) technology. It creates an environment that can boost developers' productivity in deploying dynamic e-business applications, handling high transaction volumes and extending back-end business data and applications to the Web. And it delivers flexible configuration and deployment options to meet needs from entry level to highly dynamic distributed environments. Whether you are just getting started or are looking for extended integration capabilities for sophisticated cross-enterprise usage, WebSphere Application Server is the right application server to meet your needs. And as your e-business requirements change, you can migrate smoothly to greater functionality and higher qualities of service offered by other configurations.



With IBM WebSphere Application Server, you can:

- Improve time to market by quickly designing new applications that are ready to be integrated as Web services, and by leveraging existing software through customizable, built-in adapter technology.
- Administer, deploy and manage services productively and with flexibility, through agile setup options and administration features.
- Enhance developer productivity with an adaptable, open standards-based development environment that features customizable, best-of-breed tools and promotes reuse of modular resources.
- Meet the changing demands of dynamic e-business customers using intelligent, end-to-end application optimization built with industry-leading reliability, scalability and performance in a secure environment.

By offering a collection of leading-edge enterprise services that plug into and augment WebSphere Application Server, IBM can deliver significant value to your base application server. These enterprise services can give you the flexibility to quickly develop and adapt e-business applications to meet your emerging business requirements. Respond quickly to changing market conditions on the fly. Experience less downtime due to time-consuming updates. Gain a competitive advantage in the process. And with WebSphere Application Server you can reach new markets and create new opportunities on the Web, while taking full advantage of your existing information technology (IT) investments — no matter what type of existing systems you have.



The WebSphere software platform

*“With WebSphere [software], IBM offers an integrated framework for e-business that enables us to build robust, secure and scalable e-business solutions quickly.”*

– Randall Mowen, director of Data Management & e-business Architecture, Bekins, Inc.

### **Extend the functionality of emerging technologies**

Based on open standards like J2EE technology and IBM Web services, WebSphere Application Server enhances application integration with other departments, companies or platforms through its common approach to leveraging multiple application assets. WebSphere Application Server complies with open standards and is J2EE 1.3 technology-compatible, leveraging proven IBM technology—for example, an integrated Java Message Service (JMS) subsystem based on market-leading IBM WebSphere MQ technology.

WebSphere Application Server extends the J2EE 1.3 programming model by providing a comprehensive infrastructure to support production-ready deployment of Web services-based applications. It supports core Web services standards like XML, Simple Object Access Protocol (SOAP) and Web Services Description Language (WSDL). And it offers a private Universal Description, Discovery and Integration (UDDI) registry—facilitating easier deployment of internal Web services applications.

*“IBM presented a clear vision for Web services. It showed us how we could leverage WebSphere software together with the WebSphere Studio Workbench to build an infrastructure that would allow us to quickly and easily deploy almost any Web service.”*

–Espen Sletteng, enterprise architect, Storebrand

WebSphere Application Server leverages Eclipse workbench technology—an open-source initiative driven by IBM and other development tool vendors—that helps to tightly integrate multiple vendors’ tools and enhance developer productivity. WebSphere Application Server helps you prepare for future e-business environments by delivering dynamic caching, content-based routing, load balancing and content distribution into networks, and intelligent end-to-end application optimization.

### **Improve development and deployment with Web services**

You can dynamically and efficiently integrate and connect business functions and processes to the Web with Web services from IBM. These services can help you generate operating and cost efficiencies, as well as create advantages in integrating with customers, suppliers and trading partners.



Web services are an evolutionary step in e-business that further advances the IBM vision and leadership in the delivery of end-to-end e-business infrastructure and business process integration solutions that are reliable and scalable. Web services use open standards to increase customer choice and flexibility to meet changing business needs.

### **WebSphere Studio: award-winning development tools**

To create engaging Web applications and grow your e-business, you depend on the diverse, collaborative input of your graphic designers, programmers, analysts and the rest of your development team. You want your developers to be able to leverage independent vendor and proprietary tools to build high-performance applications. And they should have a variety of award-winning, plug-in components at their fingertips to enhance functionality while they work across different platforms. WebSphere Studio offers a comprehensive tool set to further help you develop and deploy compelling Web applications. And because you're combining new and existing applications, your cost and time to market are greatly reduced. Create competitive advantage by entering new markets. Build upon an extendable platform that can help you realize even greater e-business benefits.

WebSphere Studio provides a collaborative environment that enables your developers to work more effectively as a team, simplifying project management. Everyone has a better perspective of individual roles—from Web site administrator to business model architect. WebSphere Studio delivers a platform of integrated tools for today's growing e-business, allowing team members to work together without disruption in a common environment.

#### **WebSphere Studio offers the following configurations:**

WebSphere Studio Device Developer

WebSphere Studio Homepage Builder

WebSphere Studio Site Developer

WebSphere Studio Application Developer

WebSphere Studio Enterprise Developer

Versata Logic Suite for WebSphere

WebSphere Studio is based on the Eclipse open development platform, which gives your developers the ability to use tools from IBM and other vendors. The eclipse.org community of developers builds and manages an open platform for integrating development tools, test environments and repositories. Because you're not locked into proprietary standards, you can speed the development process—and get to market faster.



WebSphere Studio Application Developer was recently named Most Valuable Product and Best Java Deployment Tool at the 2002 JavaOne Conference and Expo by *Java Pro* and *JavaWorld* magazines.



### **IBM WebSphere Studio Device Developer**

WebSphere Studio Device Developer helps make your applications accessible to cellular phones, personal digital assistants (PDAs) and pervasive computing devices by allowing developers to extend existing e-business applications. Using the same programming model that has made WebSphere software the industry-leading e-business platform, WebSphere Studio Device Developer enables the sharing of information across a wide spectrum of users and devices.

### **IBM WebSphere Studio Homepage Builder**

WebSphere Studio Homepage Builder helps you create highly functional Web sites without advanced authoring experience. It features several integrated tools to help you create interactive Web pages with the functionality of professionally designed sites. Original art design. Animation. Video. Table and image map creation. It's all possible with WebSphere Homepage Builder. And the site management feature lets you automate time-consuming maintenance tasks, leaving you with more time to develop site enhancements.

### **IBM WebSphere Studio Site Developer**

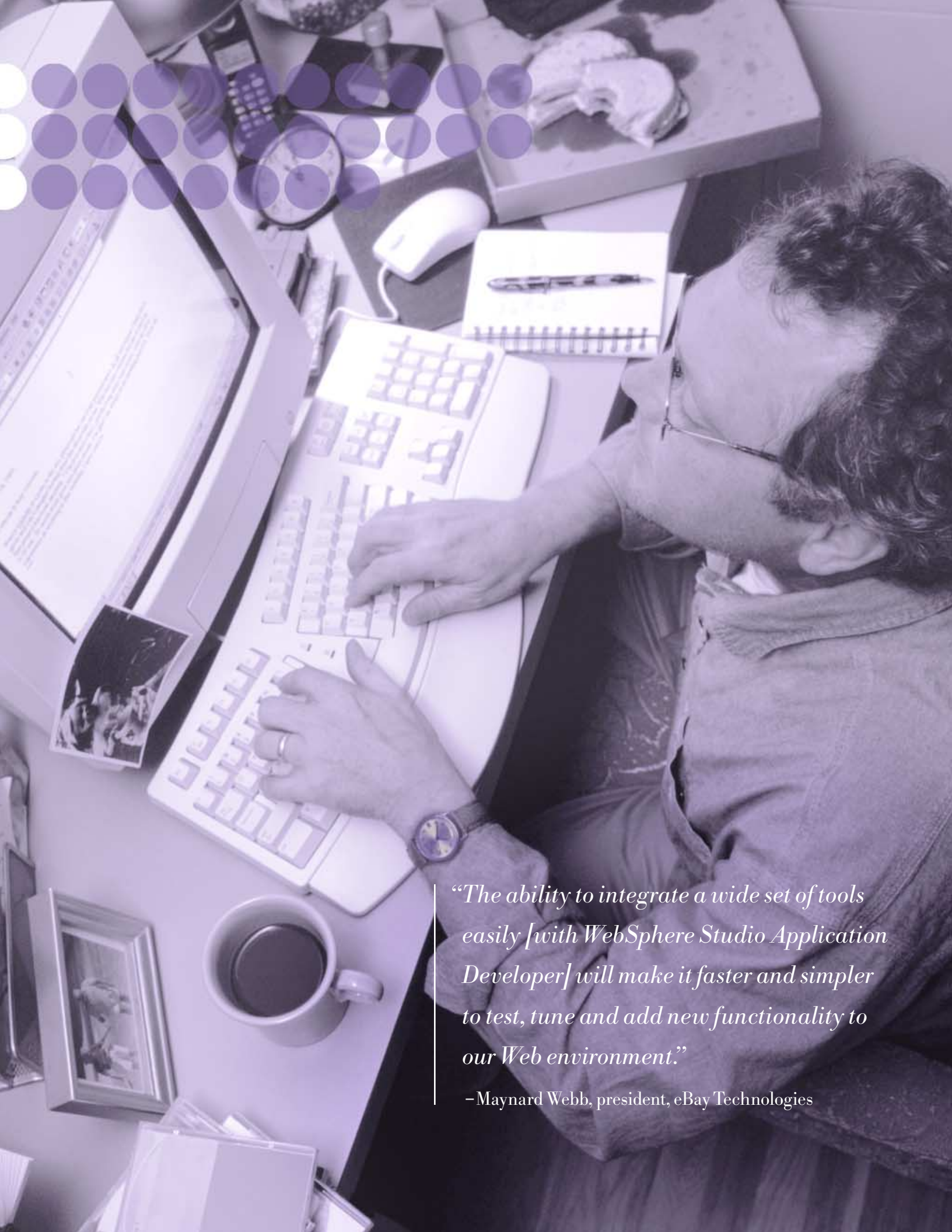
WebSphere Studio Site Developer is a comprehensive Web development environment that brings together aspects of Web application development into a common interface. Its tightly integrated set of Web site development tools bridge the gap between widely distributed, diverse teams, helping you create, manage and maintain your e-business applications.

This means your Web site can grow and expand, without affecting your bottom line. WebSphere Studio Site Developer Advanced is an easy-to-use developer solution that supports visual layout of dynamic pages, is designed to Java 2 Platform, Standard Edition (J2SE) and J2EE technology specifications. It also includes support and tools for developing rich media applications, JavaServer Pages (JSP), servlets, HTML, JavaScript components, Web services, XML and DHTML. WebSphere Studio Site Developer makes it easy to collaboratively create, assemble, publish, deploy and maintain dynamic and interactive Web applications based on today's evolving standards.

### **IBM WebSphere Studio Application Developer**

Also included in WebSphere Studio is WebSphere Studio Application Developer. It provides your J2EE developers and application integration specialists with a common workbench and integrated set of tools that assist in the rapid deployment of your e-business applications. WebSphere Studio Application Developer offers the latest IBM technology with open standards, tool integration, added flexibility and the ability to smoothly integrate with existing applications. This helps make building Java applications and Web services a snap.





*“The ability to integrate a wide set of tools easily [with WebSphere Studio Application Developer] will make it faster and simpler to test, tune and add new functionality to our Web environment.”*

—Maynard Webb, president, eBay Technologies



Available in two configurations, WebSphere Studio Application Developer provides J2EE technology-based developers and application integration specialists with an easy-to-use, integrated development environment for building, testing, integrating and deploying J2EE applications and Web services. IBM WebSphere Studio Application Developer Integration Edition adds flow-based development and integration with applications other than those based on Java technology.

#### **IBM WebSphere Studio Enterprise Developer**

WebSphere Studio Enterprise Developer provides support to diverse enterprise IT organizations, significantly lowering the technological requirements of entry to modern application development and architecture. It enables a development community with support of rapid construction of J2EE technology-based applications, as well as with enhancement of developer productivity when integrating or maintaining existing systems.

To build on and integrate your existing systems, you need to understand the structure, components and functions of your applications. And be able to analyze the impact of potential code updates. IBM WebSphere Studio Asset Analyzer helps you enhance your core assets—including IBM z/OS™ system applications and Web-based applications—using application understanding, impact analysis and connector building tools.

*“In the coming months when some of the smoke and mirrors have cleared around Web services and Web application development...IBM WebSphere Studio Application Developer will be one of the genuine winners.”*

– Intelligent Enterprise, May 2002



### **IBM Versata Logic Suite for WebSphere**

The Versata Logic Suite for WebSphere enables you to use a declarative approach to deliver business logic for your enterprise-scale WebSphere application. This approach enables developers to collaborate with business managers. By placing functionality ahead of technology in the development cycle, you can help improve time-to-market and maintenance tasks, dramatically reduce the complexity and risk involved in large projects and allow developers to become productive members of your WebSphere software team.

### **A total e-business solution**

From creating a dynamic, interactive Web site to conducting large volumes of e-commerce transactions—the IBM WebSphere software platform for e-business can help you build, manage and launch robust, security-rich, portable e-business applications that meet your unique business requirements:

- Get your e-business up and running with new applications that integrate smoothly with existing ones.
- Enhance customer satisfaction by delivering a meaningful purchasing experience and prompt, personalized service.

- Adapt as markets shift and business goals evolve.
- Conduct business on a global scale, whether your company is a startup or a large enterprise.
- Streamline your supply chain by collaborating with trading partners and suppliers.

The WebSphere software platform has the award-winning, proven offerings you need to create a total e-business solution—regardless of the business you're in.

### **For more information**

The IBM WebSphere software platform for e-business. Innovative technologies. Flexible, plug-and-play, modular solutions that let you leverage your existing investments in applications, systems and skill sets. All designed to help you gain—and maintain—a competitive advantage. To learn more about WebSphere software, visit [ibm.com/websphere](http://ibm.com/websphere). To learn more about WebSphere Studio, visit [ibm.com/websphere/studio](http://ibm.com/websphere/studio).





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06-02  
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