

IBM software drives e-commerce success

How do some of the world's biggest banks accurately carry out billions of transactions each and every day?

How does an international supermarket chain monitor the temperature of all its fridges in all its stores from one central office?

How does a travel company coordinate thousands of on-line flight and hotel bookings from all over the world?

The answers to these questions and more – such as how cashpoint transactions are processed – are revealed in an exciting interactive Science Museum display, in the guise of a giant CD. The display illustrates how the solution lies in a range of software developed by IBM, named IBM WebSphere MQ (Message/Queue), and celebrates the vision of the IBM UK engineers who pioneered it.

In doing so, they created the core solution to a myriad of business computing challenges and paved the way for modern e-business. So successful and elegant is WebSphere MQ software that the IBM team won last year's Royal Academy of Engineering MacRobert Award for innovation in engineering.

This prestigious award recognises the successful development of innovative ideas

in engineering in the UK, and seeks to demonstrate the importance of engineering and the role of engineers and scientists in contributing to national prosperity and international prestige.

Previous winners of the MacRobert Award have included products and services that relied on clever software for their success, but this was the first time the award has recognised a pure software product as an important engineering innovation in its own right. This major prize, announced in June 2004, is a great honour for IBM, the Hursley lab and its WebSphere MQ family of software. It is also particularly significant because it shows that the Royal Academy of Engineering recognises software engineering as an engineering discipline. 'Without Websphere MQ we might never have enjoyed the full benefits of the e-commerce revolution,' said Dr Robin Paul, Chairman of the MacRobert judging panel.

IBM is the world's largest information-technology company, with an 80-year track record of leadership in helping businesses innovate. IBM Software offers a wide range of operating systems for all types of computing platforms, allowing customers to take full advantage of the opportunities of the on-demand era.

Visitors to the Science Museum have been able to see the display about the WebSphere MQ software for the last seven months. They now have a last chance to see it before the MacRobert winner of 2005 is installed later this year!

The Science Museum has also been delighted to welcome IBM as a Benefactor Level Corporate Partner.



IBM's MacRobert interactive display at the Science Museum