

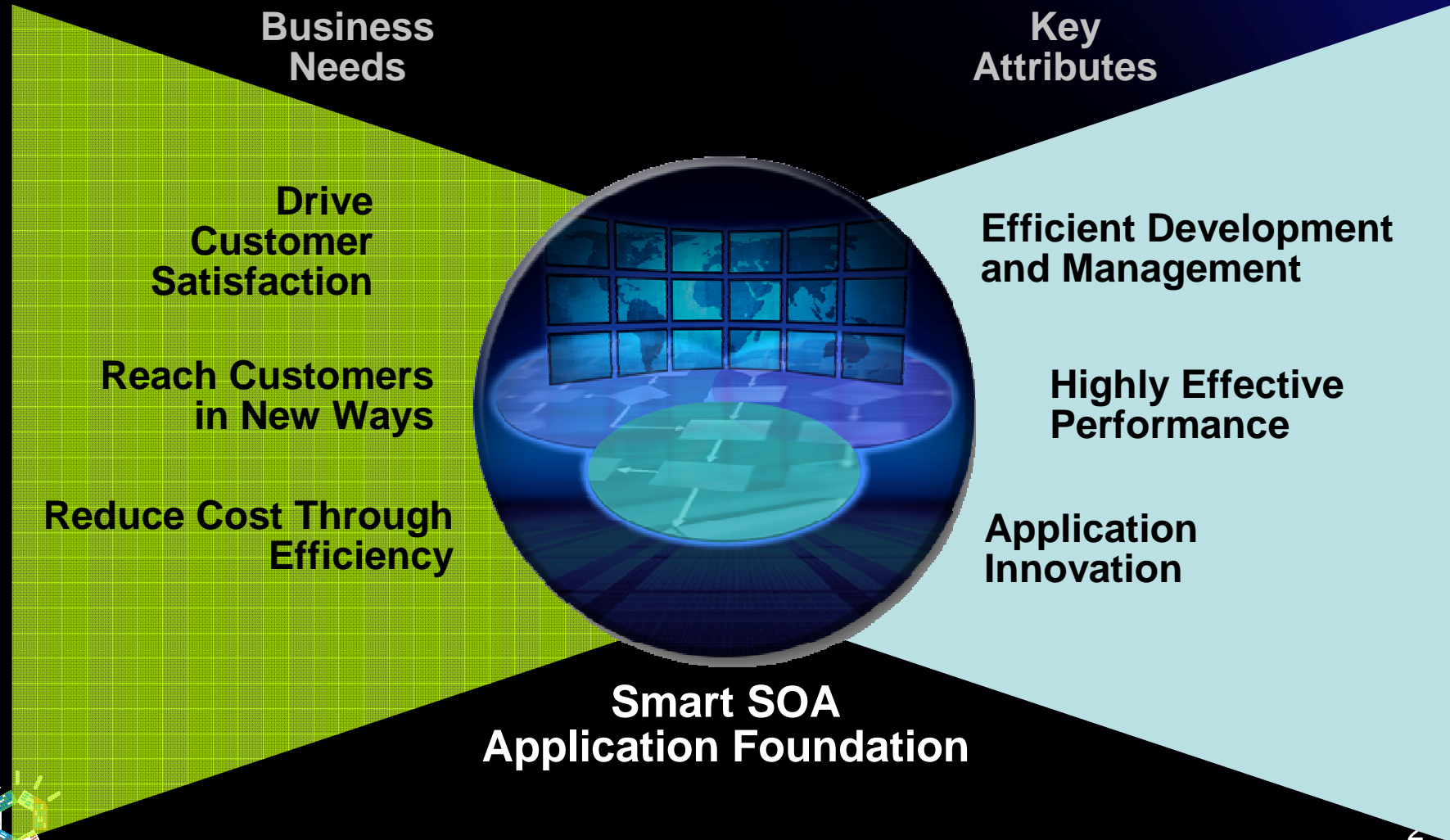
Smart Work for a Smarter Planet



Dynamic Application
Infrastructure

Business and Development Scenarios

Address your critical business needs



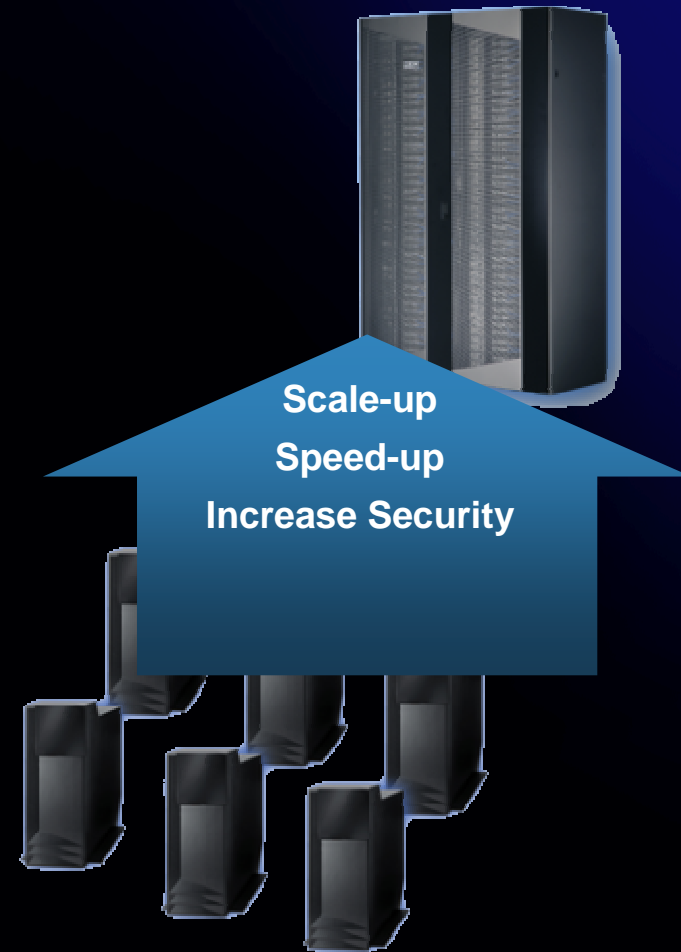
Drive Customer Satisfaction

The Situation

- Applications should be available, secure, and responsive while reducing cost
- Customer demand needs to be met without complex IT infrastructure
- Customer data must be protected

Your Opportunity

- Get the highest performance for the lowest cost
- Support more business services with fewer IT resources
- Prevent costly security breaches



A Foundation With Highly Effective Performance

Deliver Responsive and Available Applications Your Customers Can Trust for the Least Cost

Leverage high performance to consolidate workloads (reducing costs up to 30%)

Achieve higher application security with flexible and granular control

Achieve faster application response time with built-in scalability and workload distribution

Use dynamic provisioning to reduce server footprint and energy costs



WebSphere Application Server V7

Industry Cost For Performance Leader

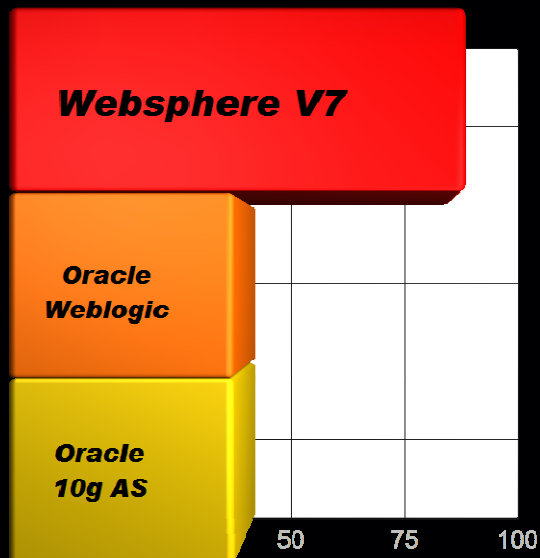
SPECjAppServer2004

- ➔ Nearly 2x the performance per dollar than competition
- ➔ Strong leadership in head to head performance on identical hardware

Have you ever wondered why JBoss doesn't publish to SpecjAppServer2004?

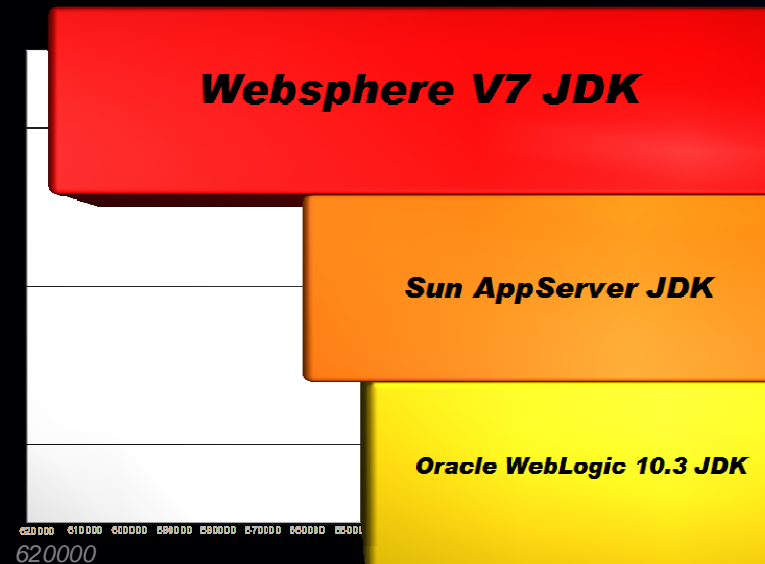
SPECjAppServer2004 Performance (Total Configuration Value Comparison)

JCPs/\$1000 in software



SPECjBB2005 Performance (Identical Hardware Performance)

bops



WAS Consistently Delivers Higher Performance

vs. JBoss

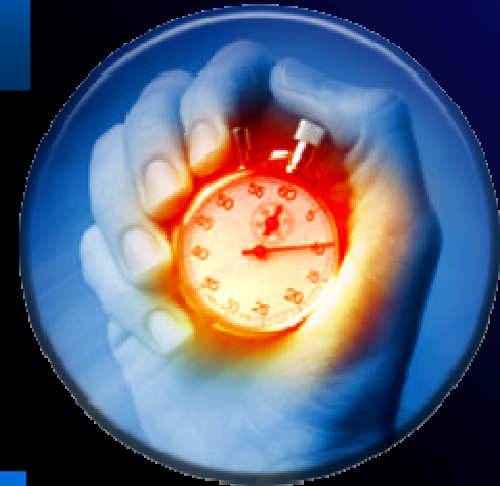
With WAS you can use less hardware, software, and energy than JBoss to run the same app workloads

- WAS ND performance is up to 2.4 times faster than JBoss AS 5¹

WAS delivers industry-leading scalability that gives your apps greater headroom than JBoss

WAS better helps you avoid costly security issues

- Granular and flexible security management



Wesfarmers Selects WebSphere Application Server V7

To save money, perform better, and protect investments



Industry Pains

- Cost effective infrastructure
- Integrate innovative new apps and support legacy apps
- Financial institution requires transactional integrity

Smarter Business Outcomes

- Support more workloads on fewer servers
- Only WAS V7 supports backward compatibility
- WAS V7 has proven linear scalability and reduced the cost of management, cost of downtime



Why Smart SOA Application Foundation?

Wesfarmers Insurance selected WAS ND V7 over open source for a core insurance app. The key considerations were operational robustness, management, high performance, scalability and the breadth of innovation. The competitive open source app server simply costs more to manage and **who can afford to pay more in today's economy?**

Reach Customers in New Ways

The Situation

- Difficult to stay competitive and deliver rich user experiences
- New applications need to make the most of existing apps and services
- Increasing demand for mobile apps

Your Opportunity

- Achieve 24% faster ROI with SOA reusing applications and services
- Quickly deliver dynamic Web based applications using Web 2.0
- Enable real-time access from mobile devices



Innovate for Growth and Customer Satisfaction

Offer Customers New and Natural Ways to Access Business Applications Without Constraint of Time, Location or Device Type

Improve customer support experience through innovative real-time communications

Utilize diverse developer skills using comprehensive open standards-based programming models

Reuse and extend legacy and packaged apps to the web to reduce costs



New WAS V7 Feature Pack for CEA – Beta

Simplifying delivery of communications capability in apps

WebSphere Application Server V7 Feature Pack for Communications Enabled Applications (Beta)

- **Delivers** Innovative programming model to access communications services without requiring expertise in communications technologies or SIP
- **Enhances** existing & new apps to reduce costs and human latency, improve user experiences, and increase the effectiveness of interactions
- **Open Beta** now available



WAS Enables Application Innovation Without Disruption *vs. JBoss*

WAS provides broader access to new technologies, standards and programming models

- JEE 5, SCA, XML, WS-RM, SIP, CEA

WAS deliver innovation without disruptive application server upgrades

- WAS Feature Packs

WAS helps modernize and improve user experience of legacy apps

- JBoss has no adapters for Siebel, SAP, PeopleSoft, or CICS



Innovative Mashups Satisfy Customers & Employees

And increase productivity with situational applications

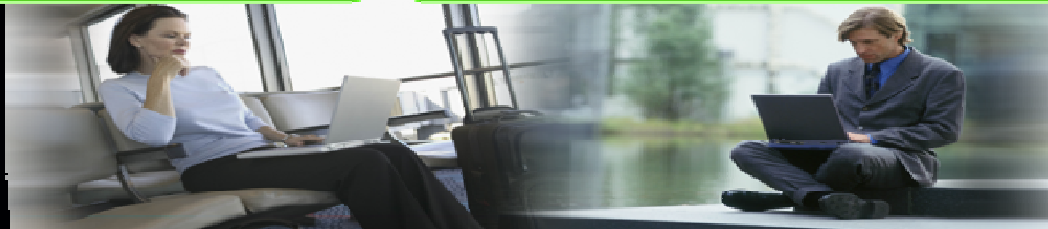
The Jibes logo consists of the word "Jibes" in a white, bold, sans-serif font, with a registered trademark symbol (®) to its upper right. The logo is set against a dark blue rectangular background.

Industry Pains

- Provide real-time customizable manufacturing information
- Increase developer productivity

Smarter Business Outcomes

- Enable users to control information access through Web 2.0 development to reduce cost of ownership by 40%
- Mashups provide quick, inexpensive situational solutions



Why Smart SOA Application Foundation?

“The ability to program an Excel® spreadsheet is all that is necessary to customize robust mashups that provide a flow of real-time information to users, whether those are employees or customers,” **Ivo-Paul Tummers, CEO of Jibes**

Reduce Cost Through Efficiency

The Situation

- Need to deliver new & custom applications fast
- Cost of development is rising, but budgets are declining
- Geographically dispersed infrastructure is costly to manage

Your Opportunity

- Use less costly development skills to build web apps
- Be productive with integrated tools that reuse what you have
- Cut operational costs with centralized application management



Efficient Development and Management

Remove Complexity and Reduce Costs By Increasing Developer Productivity and Centralizing Management

Manage geographically dispersed apps centrally to cut costs of administration

Deliver simple situational apps with less costly development skills using dynamic scripting

Increase productivity with integrated tools and unique backwards compatibility

Accelerate development with open standards that support re-use of existing apps & services

Run less critical applications on a lower-cost, open source-based app server



New Simplified Development Access for WAS

WAS for Developers

- No charge, web download for developer desktop

IBM Software in Amazon Elastic Compute Cloud (EC2) sMash and WAS

- Hourly usage in EC2
- No software acquisition cost for development & test of commercial apps

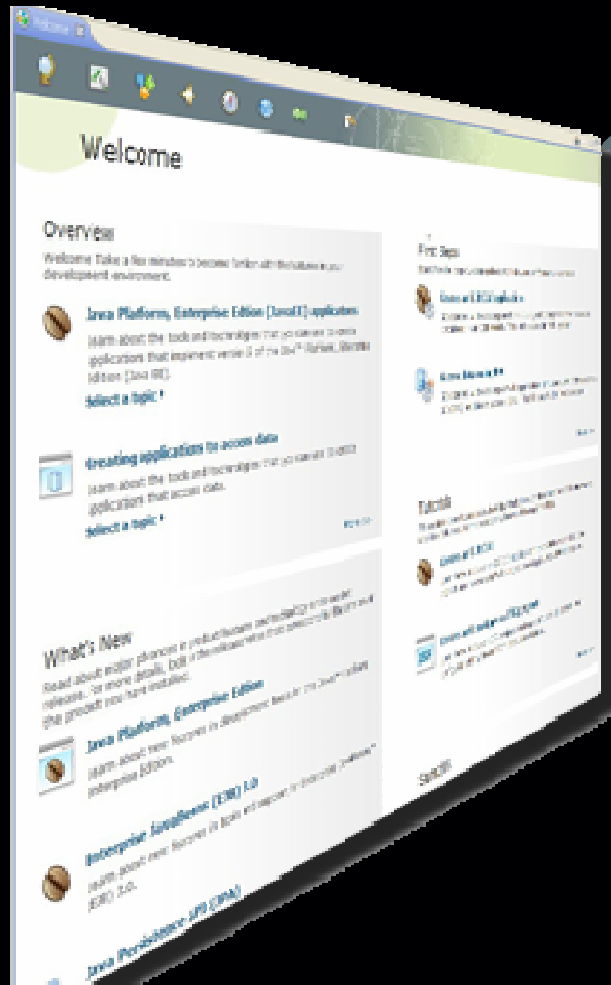
▪ **Developer Benefits:**

- No software charge to get started
- Access through the web
- Start developing right away



Streamlined Development with RAD Optimized for WAS 7

Roll out innovative applications up to 40% faster



Included in WAS V7:

- Rational Application Developer Assembly and Deploy Module for WebSphere full license
- Free 60 day trial of other modules
- Perpetual license upon purchase

WAS Has More Efficient Development and Management vs. JBoss

WAS ranked #1 by users²

WAS 7 delivers up to 20% greater developer productivity than JBoss AS 5¹

- Integrated tools
- Backwards compatibility
- Robust documentation
- Mature problem determination tools

JBoss can cost 93% more to manage than IBM WAS¹

- WAS provides robust centralized management tools
- JBoss limited management means operations or development are burdened with creating scripts



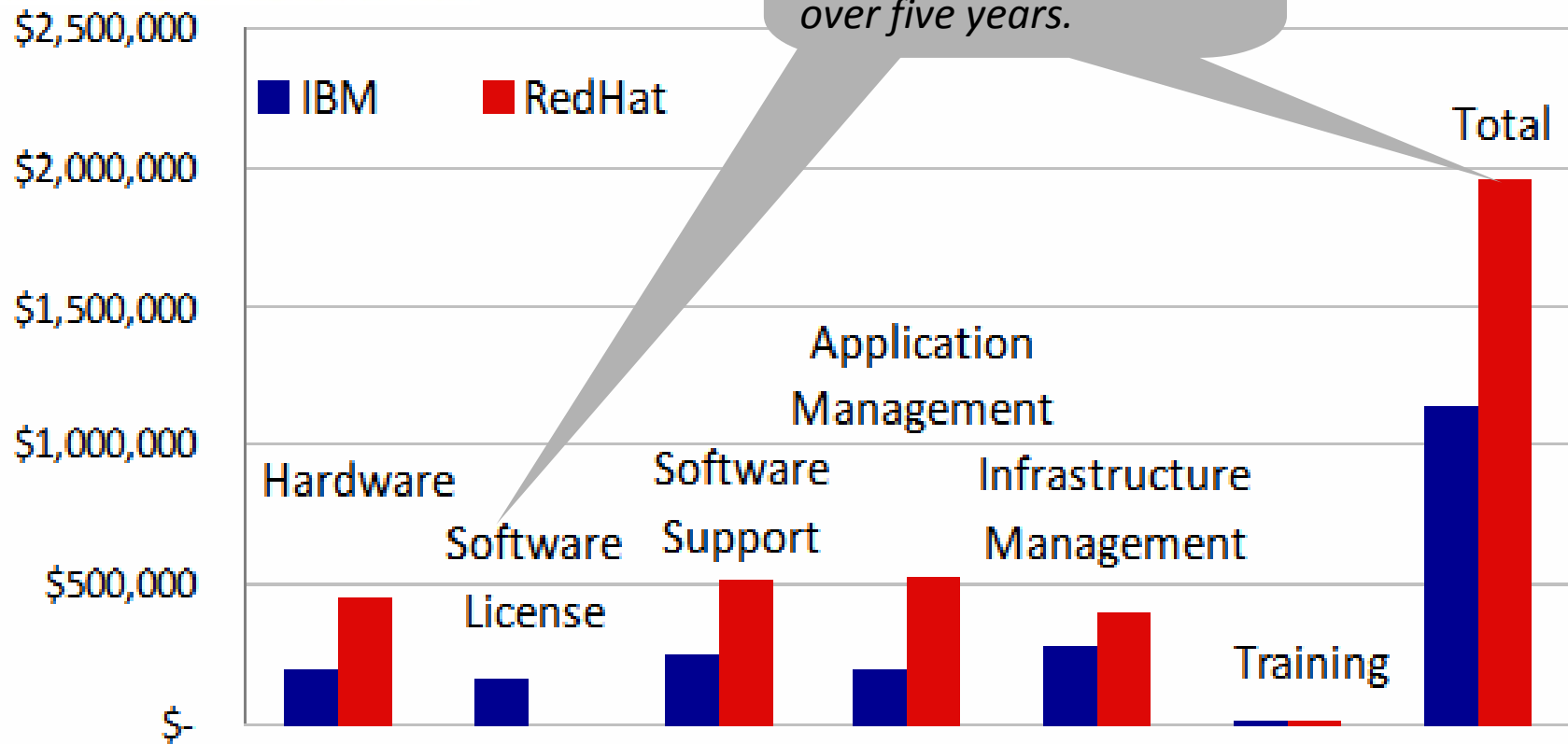
¹ – According to 2009 Summa TCO Study of JBoss AS 5 vs. WAS 7

² – According to Evans Data 2008 User's Choice: Application Servers Study

5 Year TCO Break-down for WAS 7 vs. JBoss AS 5

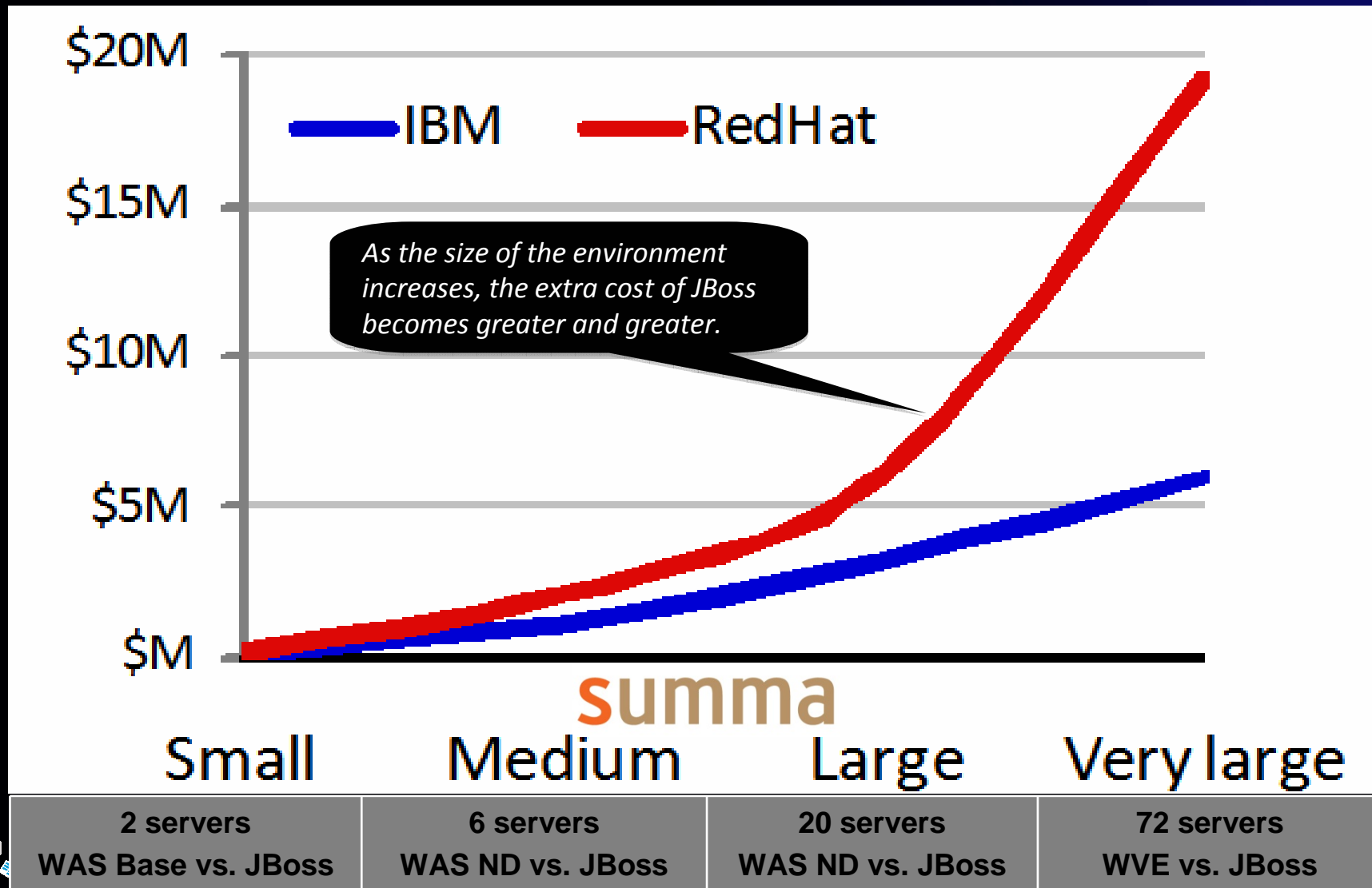
WAS 7 robust management and high performance save you money

summa



Source: 2009 Summa TCO Study

5 Year TCO and Size of Environment



Metavante lowers costs through efficient management

While achieving higher security and driving agility



Industry Pains

- Simplify app server management environment
- Respond quickly to changing market conditions

Smarter Business Outcomes

- Ability to anticipate and adjust to mission-critical issues
- Lower developer cost and increased return on investment
- Enhanced ability to comply with security regulations



Why Smart SOA Application Foundation?

“WebSphere Application Server, V7 gives Metavante confidence that the product is stable and secure. “It just removes that uncertainty that we’ll have to spend prolonged testing cycles of the product,” says Chavez. “WebSphere is a known quantity, and now it’s even better.”

Ty Chavez, Systems Manager for Middleware, Metavante

Smart SOA for a Smarter Planet

Largest Customer Base!

- 7022 Customers
- 512 SOA-focused Customer Success Stories; 113 on ibm.com

Strongest Ecosystem

- 7420 SOA community business partners

Unparalleled expertise, and level of investment

- Trained IBM SOA community over 100K
- 13,000+ assets in the SOA business catalog (90% from business partners)
- Broadest, Deepest portfolio of offerings

Smart
SOA



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