



Introducing IBM eNetwork™ Software

*Enterprise-class connectivity and universal information access
for cost-effective network computing*

Today's networking challenges

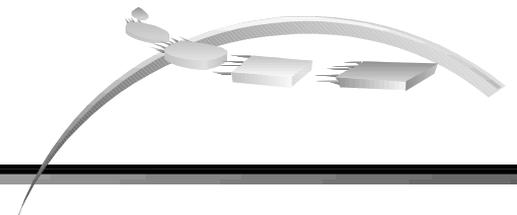
The Internet and intranet, network computing, and e-business are completely reshaping your business

Real value comes when these new concepts and technologies are combined with your traditional systems and applications

- Applications, data, and resources can now be extended to reach employees, customers, and partners virtually anywhere

Integrating new technologies and applications with existing infrastructure presents challenges:

- Access to host applications and data
- Network integration
- Interconnecting LANs
- Mobile computing
- Delivery of network computing applications



Access to host applications and data

"Our insurance agents need quick and reliable access to policy rates and prospects' driving records from the office or at a client's home."

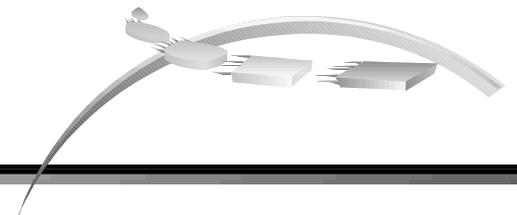
The problem:

- 90% of mission-critical data is host-based*
- New access methods are needed within the enterprise
- Access must be extended to customers, partners, and suppliers through the Internet or intranet

What's needed:

- Additional access methods that are robust, reliable, and secure
 - Seamlessly integrated with established networks, the Internet, and intranet
 - Without costly modifications to existing systems

* IBM Network Connection, January/February 1997



Network integration

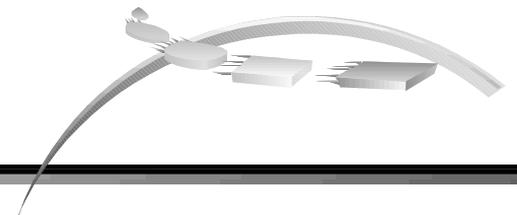
"We've made a strategic decision to consolidate our networks to a single protocol, TCP/IP. But I'd really like to continue to use my SNA billing application."

The problem:

- Enterprises use multiple networking technologies
- Installing and maintaining multiple technologies, often in parallel, is complex and expensive

What's needed:

- A cost-effective way to simplify the network infrastructure by running new and existing applications over any network with a high level of quality, robustness, and security
- Freedom to address business issues without being hindered by application dependencies or network design



Interconnecting LANs

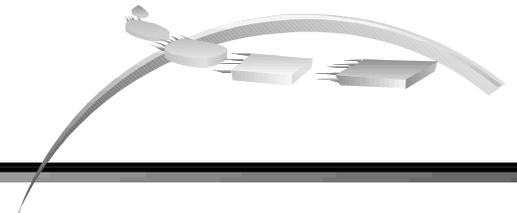
"I want to connect the LANs in our remote stores so purchasing information can be shared and consolidated."

The problem:

- Networks in many organizations and workgroups are typically built around LANs
- As organizations grow, LANs need to be connected to each other and the Internet to share information

What's needed:

- A way to interconnect LANs and provide Internet access while leveraging the existing network infrastructure
- With more users and traffic on the network:
 - Scalability, traffic management, and load-balancing are critical
 - Tools to simplify basic network administration are required



Mobile computing

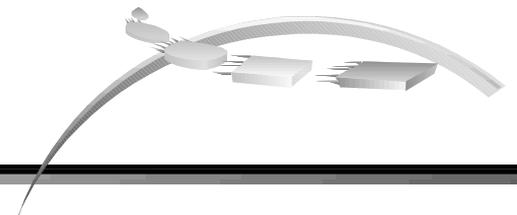
"Our customer satisfaction problems are due to our employees' inability to have real-time access to the information they need to quickly make the repair."

The problem:

- In a competitive world, the advantage belongs to those who have the best information—wherever they happen to be
- As employees move out of the office, their applications don't easily move with them

What's needed:

- An easy way to use traditional network applications in a mobile environment
 - In a cost-effective manner
 - Without sacrificing performance and user productivity



Delivery of network computing applications

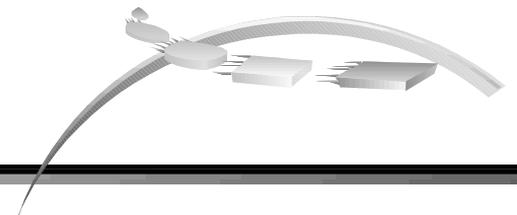
"To improve our manufacturing process, we need to provide our suppliers with access to our assembly schedules, bill-of-materials, and parts inventory applications."

The problem:

- Network computing uses the power of the server to provide function to a client
- Networks today have limited ability to dynamically adjust to demand patterns, resulting in unpredictable performance

What's needed:

- A way to dynamically tune the network to optimize utilization
- Tools and resources to effectively manage the increasing number of server-delivered software components



Introducing IBM eNetwork Software

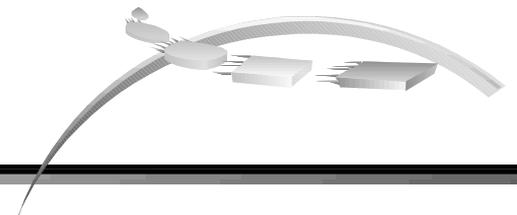
*Enterprise-class connectivity and universal information access
for cost-effective network computing*

Combines IBM's expertise in delivering industrial-strength solutions with the latest technologies to provide proven solutions that meet your needs for today and tomorrow

The foundation that bridges past, current, and emerging technologies and positions the enterprise to capitalize on new ways of doing business

- Harness and leverage network capabilities to deploy new applications and extend the reach of data
- Take advantage of network computing, the Web, and e-business

The network is no longer an IT constraint...it's a competitive business advantage



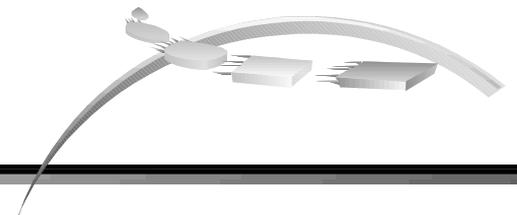
IBM eNetwork Software

A full range of industry-leading client and server networking software products:

- Communication servers
- Communication clients
- Wireless communication
- And soon—the next generation of products providing Java™ application services and mobile computing support

Designed and built on the essential elements required to address enterprise networking needs:

- Enterprise-class dependability
- End-to-end universal access
- Easy implementation and use
- Effective network utilization



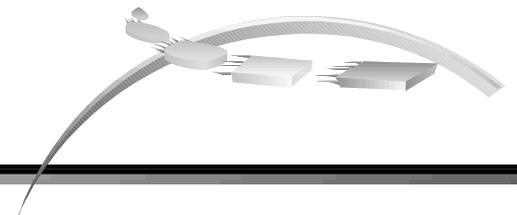
eNetwork Software - Values

Enterprise-class dependability

- Setting the highest standards in reliability, availability, scalability, predictability, and performance
 - Built on IBM's 30 years of networking experience
- Extending dependability into new worlds of network computing, the Web, and e-business

End-to-end universal access

- Providing access to applications and data from anywhere through multiple protocols, platforms, and networking technologies
 - Connecting users to applications across diverse environments
- Extending the reach of applications, data, and resources throughout the enterprise and beyond



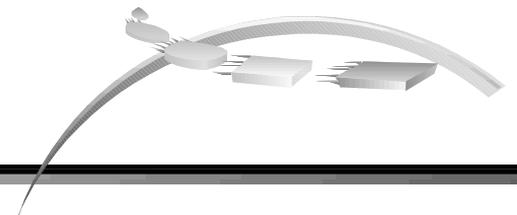
eNetwork Software - Values

Easy implementation and use

- Leading the way in ease of installation and management, simplified operation, and standard interfaces
 - Web-based administration, user productivity tools, and computer-based education and training
- Reducing personnel and support costs, improving productivity, and increasing user satisfaction

Effective network utilization

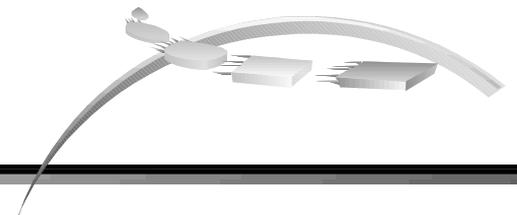
- Offering savings by leveraging resources, exploiting new technologies, and optimizing communication
 - Integration of diverse networks, better bandwidth utilization, and greater number of concurrent users
- A leverage point for reducing cost and an opportunity for increasing performance



eNetwork Software - Communication servers

Communications Server product line

- Powerful, multifunction gateways to build or integrate global, heterogeneous networks
 - Integrate diverse networks to extend applications and resources across the enterprise
 - Users and applications communicate with each other regardless of the network between them
 - Application freedom and network independence
- End-to-end solutions extending across the enterprise
 - Windows NT[™], AIX[®], OS/2[®], NetWare, OS/390[™], and MVS/ESA[™] plus full interoperability with OS/400[®] networks
- Proven reliability, open standards, scalability, and security you expect from IBM



eNetwork Software - Communication clients

Communications Suite

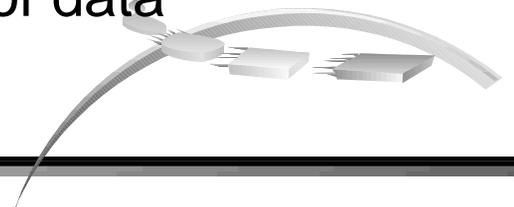
- Complete desktop communication solution for intranet and Internet access, Lotus™ Notes Mail™, and access to host applications and data
- Single package, license, and point for support

Personal Communications (PCOMM) product line

- Industry's premier 3270/5250 emulation and desktop communication solution
- Superior network application infrastructure with proven reliability, scalability, and security

Host On-Demand

- Java-based emulator providing host access from a Web browser
- Ideal, low-cost solution for extending the reach of data



eNetwork Software - Wireless communication

ARTour™ Gateway and Mobile Client

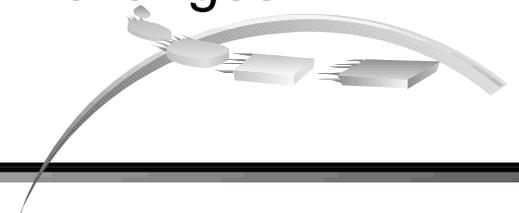
- Run TCP/IP applications over wireless and cellular networks without application modifications
- Simplifies management and support of applications in the mobile environment

ARTour Web Express

- Seamlessly access intranet applications and the Internet through wireless and cellular networks using a Web browser
- Reduces network traffic and improves response times making wireless access cost-efficient and productive

ARTour Emulator Express

- Extend host applications and data to mobile employees over wireless and cellular networks with no application changes



More than just great products

Assessing your business needs

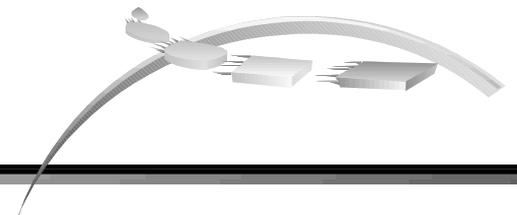
- Assessment Guides provide a business, technical, and financial view of common problems and solutions
 - Network Integration, Any-to-Any Information Access, and Internet and Intranet Infrastructures

Conducting evaluations

- Evaluation Kits contain everything to install, run, and evaluate our latest products
 - Communications Server for Windows NT, Communications Suite, and Personal Communications

Implementing the solution

- IBM eNetwork On-Demand Education CD-ROM is just one way to learn about products and obtain implementation and support skills

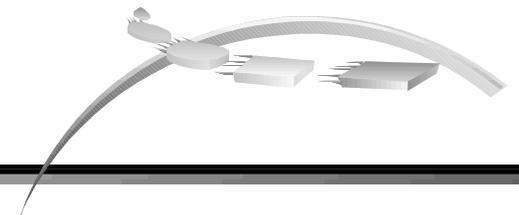


For more information

To learn more about IBM eNetwork Software, visit our Web site at:
<http://www.networking.ibm.com/eNetwork>

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Department CLJA/501
Research Triangle Park, NC 27709
USA

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