IBM

eNetwork Software solution for host integration

The stakes are high

Large, multinational financial services firms are trying to build networks to link tens of thousands of employees all over the world. The stakes are high—advanced communication technologies form the crucial infrastructure that makes analysts, traders, and money managers more productive. Bad decisions can hand over a huge advantage to a competitor or drive customers to new technologies that bypass traditional brokerages altogether.

In the telecommunications industry, the thirst to serve corporate customers has helped to drive the pace of telecommunications merger activity to such a frenzy that $15 billion (U.S.) deals are now called medium-sized.

The stakes are just as high for small and medium-sized companies as they choose business partners to help them remain competitive. For example, in the overpopulated banking industry, small and medium-sized banks are in fierce competition with brokerage firms, credit card issuers, and finance companies. Analysts predict that in five or ten years, the industry will be reduced to a handful of truly national banks with national operations. To position themselves for that future, today's small and medium-sized banks need to make tremendous investments in technology or sell out to bigger, stronger competitors.

Amid a jungle of acquisitions, mergers, and takeovers, dramatic market forces are shaping the way companies grow and compete globally. No matter what industry you're in or what size business you run, your needs as a CIO in today's market are universal— secure and scalable network communication solutions that connect your entire enterprise and extend your business to the world beyond. Never before has the network offered the promise for greater productivity, competitiveness, and success as it does today.
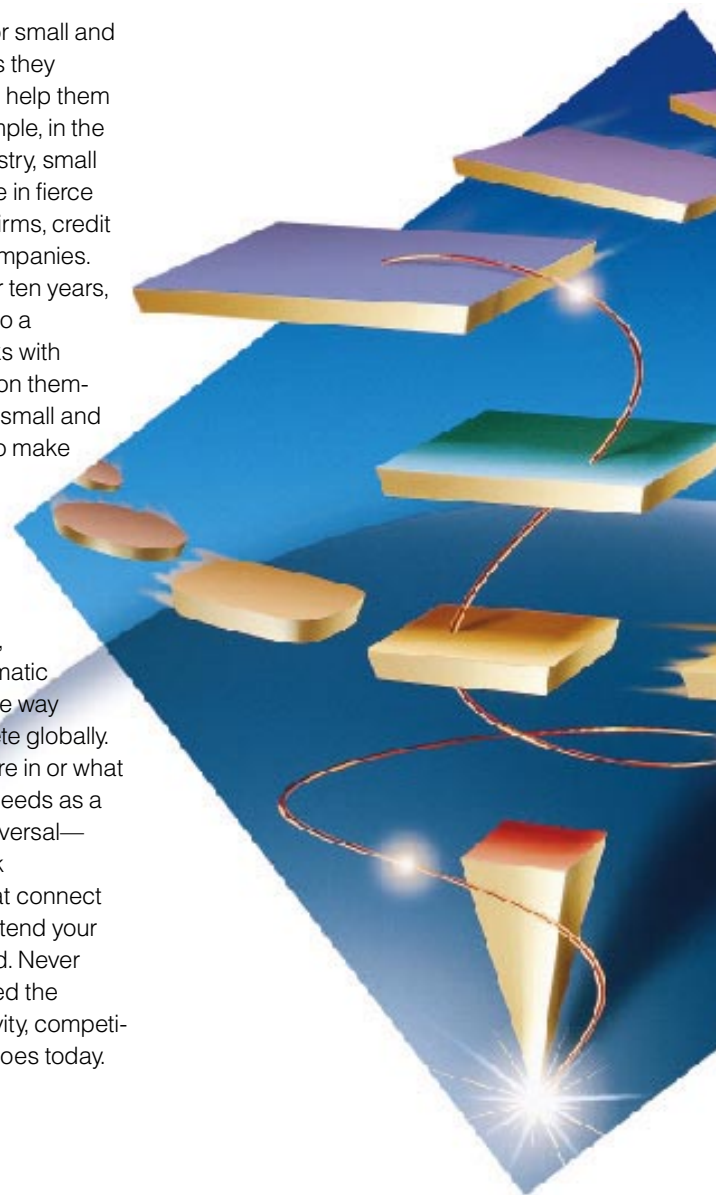
Delivering the promise

Internet technology and the implementation of intranets and extranets are transforming the definition of the network communication infrastructure. The Internet and its standards now make it possible to extend the reach of enterprise applications, data, and resources to employees, customers, and partners anywhere over the network.

In many cases, the potential rewards of implementing Internet technology and e-business have heated up the need to revamp outdated processes. Within purchasing departments, for example, the processes by which employees order the products and services needed to do their jobs have largely gone unnoticed and unchanged. Where sophisticated enterprise resource planning (ERP) systems tend to focus on the products a company produces, nonproduction-related goods and services are often handled through a paper-based requisition process, the cost of which can be daunting. Many purchasing managers still complain it can cost up to $200 (U.S.) to process a single purchase order. And for low-dollar purchases, such as office supplies, which make up 80 percent of supply purchasing volumes, the overhead is astounding.

Along with the promise of benefits gained from Internet technology, comes the challenge of effectively harnessing and leveraging the network and its capabilities. A truly advanced network communication infrastructure must deliver on certain promises:

- Platform and protocol-independent access to enterprise applications and data

- Internal networks that extend beyond the enterprise

- Seamless integration of heterogeneous environments and networks

- Departmental and workgroup networks that are connected to each other, the Internet, and the corporate intranet

- Reliable and fast access to enterprise applications for mobile users

And, all of this must be done cost-effectively, with the reliability and dependability demanded by the enterprise.
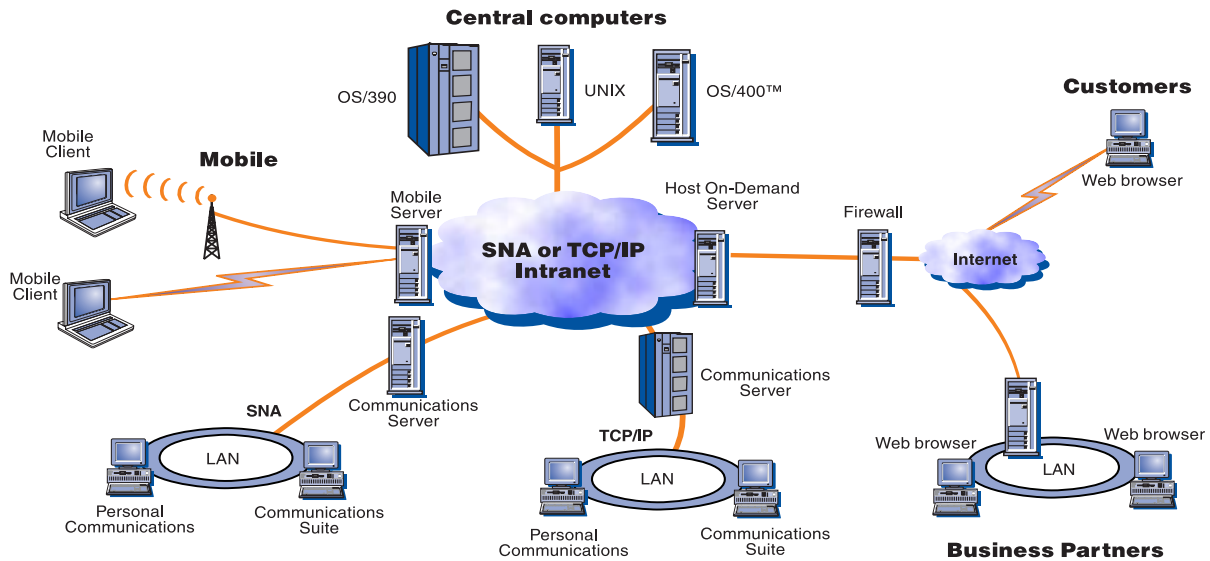
Extend the reach of your business

For many companies, the most valuable applications and data reside on large computer systems. In fact, most business applications and data continue to reside on IBM® computers. However, access to these computer systems can no longer be limited to a terminal, a workstation with terminal emulation, or even to the office environment itself. Not only do employees within the enterprise require new ways to reach this data, access also needs to be extended outside the

enterprise to customers, partners, and suppliers—through the Internet or intranet. Building this communication infrastructure is only half the battle. Securing your proprietary information systems is a major concern as you extend the reach of your network out to the world.

There is a solution. The IBM eNetwork™ Software solution for host integration is not only a great technical solution, but also a smart business solution. The IBM host integration solution provides all of the software necessary to enable secure access for every user, regardless of platform or network environment, to your mission-critical business systems. IBM is the only company that can provide this complete solution, and also offer a wide range of services to help you design, plan, and roll out your solution.

Leverage your existing IT investment

Mergers, acquisitions, and international expansion can result in myriad networking technologies within a single enterprise. Prior to the availability of multiprotocol gateways and routers, new networking technologies were also driven by application requirements. A good example is the desire to use TCP/IP applications, such as a Web browser, to access the Internet when the underlying network was SNA.

Central computers

OS/390   UNIX   OS/400™

Customers

Web browser

Mobile
Client

Mobile

Mobile
Server

Host On-Demand
Server

Firewall

Internet

Mobile
Client

**SNA or TCP/IP
Intranet**

SNA

Communications
Server

Communications
Server

TCP/IP

Web browser   Web browser

LAN

LAN

LAN

Personal
Communications

Communications
Suite

Personal
Communications

Communications
Suite

Business Partners

What's really needed is a cost-effective way to run new and existing applications over any networking technology, with the quality, robustness, and security required for the business environment. Then, business and technical issues can be addressed separately and without regard to application dependencies or networking protocols. With true network integration, any client can access any server, regardless of the networks between them. As a result, the investment in applications and networks can be leveraged and extended.

The eNetwork Software solution for host integration enables you to tie diverse networks together for seamless communication across the enterprise. Whether you currently have an SNA network, a TCP/IP network, or both, the eNetwork Software solution for host integration can be easily implemented, working with what you have today. It will also provide you with the open, standards-based networking capabilities required to build the foundation for your future e-business infrastructure.

Implementation flexibility

Your users might have different needs, whether it is the type of platform, the type of network connectivity, or the type of host system, but you can satisfy those needs with eNetwork Software solution for host integration. You can choose from the best-of-breed suite software, eNetwork Communications Suite, industry-leading emulator, eNetwork Personal Communications, and the new Java™ -based eNetwork Host On-Demand, which extends your host access to the Web. All provide your users with the access they need to critical 3270, 5250, DEC, or UNIX® applications, with a familiar user interface, which reduces training costs and increases productivity. And coupled with the IBM eNetwork Wireless products, this access can be extended to your mobile workforce.

You are also free to implement eNetwork Communications Server in as many ways as you need to provide the desired level of performance and reliability. You can choose either eNetwork Communica-

tions Server for Windows NT®, eNetwork Communications Server for AIX®, eNetwork Communications Server for OS/2® Warp, or any combination. This solution allows you to make the right choice for your environment, whether it utilizes SNA, TCP/IP, or a fully integrated global network, including the Internet, intranets, and extranets.

Connecting the mobile workforce

As employees move out of the office, it's often assumed that their applications will easily move with them. However, experience has shown that there are several key differences between the office environment and the mobile environment. Traditional network applications assume a link has high bandwidth, low latency, and low (or no) variable cost. When applications are shifted to the mobile environment, they're often slow, expensive to use (in terms of transmission costs), and unreliable. Disconnected operations are frequently the rule, not the exception, so the ability to intermittently synchronize a user's laptop computer

with a central office database is critical. Finally, supporting mobile users and deploying and managing applications on their laptop computers is key to maintaining productivity and satisfaction.

Delivering your business through the Internet

The explosion in the use of the Internet has driven a business requirement to provide Internet access to the critical data and applications on host systems. Many businesses will want to provide this access through the browsers that Internet users already have. This Web-to-host access can be based on traditional emulation for large computer systems, or it can be based on publishing customized pages of information to the user. IBM provides both types of access as part of its solution for host integration. Businesses can choose to use one or both forms of Web-to-host access depending on their particular requirements.

The eNetwork Software solution for host integration includes 100% Pure Java™-based terminal emulation with a standard Web browser. This is the quickest and easiest approach for delivering immediate access to existing host applications for Web browser users;

no additional programming is needed to implement this approach. This type of access delivers a familiar user interface for experienced terminal users and provides the best Internet-based response time in the industry.

Where businesses need to present host information in a more user-friendly manner, the host integration solution enables you to publish customized Web pages that integrate and transform various types of host information. By writing Java™ applets or scripts for accessing host information, businesses can dynamically provide this information with a familiar look and feel for nontraditional host users who are familiar with the World Wide Web. Additionally, multiple host sources can be integrated as a single page to further enhance the ease-of-use characteristics of this approach. This technique allows businesses to easily extend the reach of their existing applications to customers or business partners across the Internet or extranets.

Buying the solution

You can choose to implement the eNetwork Software solution for host integration by purchasing individual components to fit specific needs. You can take advantage of special offerings from IBM that provide a total solution at one simple price per user, regardless of platform or network environment. These special offerings will reduce the cost of ownership further by simplifying the burden of evaluating configuration alternatives, license administration, and pricing complexities so you can concentrate on implementing the best host integration solution for your business.

Build your e-business future with the leading networking provider in the industry, and take advantage of the benefits of the most comprehensive solution—with the best support—all from one company.

What's next

Find our more about the host integration solution. Visit the eNetwork Software Web site to order an evaluation kit and put our solution to the test, or contact you IBM representative or IBM Business Partner:

http://www.software.ibm.com/enetwork

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