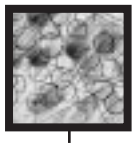
IBM
Network
Computing
IBM

Network Computing

WorkSpace On-Demand brings it to life.

WorkSpace On-Demand™

Congratulations – network computing has reached its fruition.



It's remarkable that a simple change of perspective can yield significant benefits without detracting from what existed before. So call IBM remarkable. Because the same company that brought centralized computing and personal computing to life does it again. Introducing network computing with WorkSpace On-Demand from IBM.

The first taste of WorkSpace On-Demand.

The affordable control of centralized computing. The individual performance power of client-server. The infinite opportunities of e-business. Now your customers can have it all. Thanks to the first official network computing operating system — WorkSpace On-Demand — you can offer your customers a product that can cut the cost of owning a computer network by as much as 39%*.

The reason is simple. WorkSpace On-Demand lets users work just as they always have, yet the applications they use now reside on and are launched by the server. The "magic" that enables this simple, but significant, change is a technology called Remote Initial Program Load (RIPL).

In essence, each day when a user turns on a workstation, RIPL tells the client machine to go to the server to access the specific applications that user needs. As a result, each user receives only the applications they need. No unnecessary applications to bog down their efficiency.

For corporations that employ hundreds or thousands of users, WorkSpace On-Demand can dramatically cut network administration costs. In pilot programs, WorkSpace On-Demand has been shown to reduce the number of support personnel by up to five times. And that's just a taste of what WorkSpace On-Demand brings to the table.

Drink up: It's Java ready.

The computer industry as a whole embraces Java as a cross-platform, open industry standard. The benefits of this, to computer software users in particular, are immeasurable. The single greatest advantage of Java is that it is platform-independent, which offers the promise of "write once, run anywhere" for all applications. No longer must the operating system platform or the application rule whether or not people can communicate. Because now Java or the applications can run on any platform that supports the Java Virtual Machine environment.

Java is an open door to the entire computing marketplace. That's why WorkSpace On-Demand incorporates Java into its operating system. So your customers provide true network computing now — at a feasible price. And reap the rewards of e-business. This technical milestone positions WorkSpace On-Demand as the first Intel-based operating system to support Java on both the client and server. And you as the first to provide it.

WorkSpace On-Demand supports native OS/2 applications, Windows 3.x and DOS applications, and provides access to 3270 and 5250 host mainframe systems. Third-party software lets WorkSpace On-Demand users access and run 32-bit Windows NT or Windows 95 applications. Unilateral access to all information isn't so far away after all.

*Source: Gartner Group and International Technology Group.

Here's to you.

While Internet technologies are taking the world by storm, your customers need to leverage the major investments they have in current hardware and software technologies. They want to exploit the potential of the Internet and all that e-business has to offer while reducing the cost of managing it all. Here's how you can give them what they need and profit as you do.

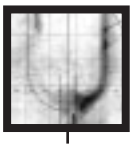
- **Pre-sale Proof of Concept —** Spend a week helping your customer test WorkSpace On-Demand in their environment. Install a server, five clients, and a couple of applications. Watch them marvel at the power a controlled environment gives them.
- **Migration —** To take advantage of all that WorkSpace On-Demand has to offer, customers need to have OS/2 Warp Server installed. You'll have an opportunity to upgrade older OS/2 LAN Servers or provide migration services to move customers from other technologies to network computing.
- **Planning, Installation and Configuration —** This is where the real opportunity lies. Spend time with your customer planning the implementation. When you've made all of the decisions, move ahead with installation and configuration services. While WorkSpace On-Demand contains images for a select group of new machines, you may also have the opportunity to build custom client images based on their specialized device needs.
- **Integration Test Plan —** Maybe your customer just needs assistance in planning how to integrate WorkSpace On-Demand into their environment. You help them plan the integration test and measurement of success, then their in-house staff takes over the actual implementation.
- **Rollout Plan —** Your customers may need you to document the steps required to roll out WorkSpace On-Demand for their in-house staff to actually complete.
- **Java Initiatives —** Once WorkSpace On-Demand is part of the customer's plan, follow up with a proposal for Java application development and deployment. WorkSpace On-Demand allows the customer to use existing legacy applications while providing an excellent platform for new Java applications.
- **Network Computing Consulting —** Because WorkSpace On-Demand transforms your customers to network computing — now is a good time to sell your consulting services to help them plan for the future. It's not technology; it's a whole new way of doing business.
- **Year 2000 Readiness —** Once your customer has decided to migrate, they'll need a year 2000 analysis, and software and application programming to get them ready for year 2000.
- **Disaster Recovery Plan —** Every good network has a disaster recovery plan. Help your customer document the best solution for them.
- **Training —** You can train your customers' IS staff to maintain and administer WorkSpace On-Demand.
- **Network Management —** Contract to provide remote network management, ongoing tuning and capacity planning. OS/2 Warp Server and NetFinity provide a powerful network management platform for you to leverage. Take advantage of it. Help your customer maximize benefits and plan for the future.
- **Network Administration —** If your customer doesn't want to dedicate personnel to administer their own network, you could contract to do remote network administration. Handle all the details from your location. You hold the networking competency. Let your customer focus on their business while you run their network.

Consider these as ideas to help you profit and as ways to forge stronger relationships with your customers. WorkSpace On-Demand lets you do it today.

Who's Ripe for WorkSpace On-Demand?

WorkSpace On-Demand is ideal for:

- transaction-oriented users like telemarketers, business support people, and call center managers.
- users that have an inventory of OS/2, DOS, or Windows applications that they need to support as they move to NC.



- corporate users who like effecting positive change, as long as it outweighs the hassle of making the change.
- anyone with a need for centralized control.

In short, the ripest candidates are your toughest customers. With WorkSpace On-Demand, you'll have them eating out of the palm of your hand.

Corporate Executives

What they want: "I want my company to harness the power of the Internet before my competitors know what hit them. I want to cut the cost of managing my network in half. I want to squeeze everything I can out of my existing client/server investment and move to network computing without a hiccup. I want it all today on an operating system that's open to everything the future holds possible. And that means e-business."

What they get: With WorkSpace On-Demand, corporate officers can quench their network computing thirst today. Java Virtual Machine is built directly into the operating system, which allows fast companies to benefit from network computing applications such as e-commerce today as they aggressively cut the costs of managing their network. WorkSpace On-Demand protects their current investment, supports existing Intel-compatible hardware and can drastically lower the total cost of ownership.

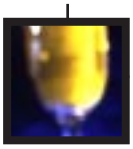
IS Managers

What they want: "I want to regain control of my network, keep users productive (ie. stop their complaining), leverage existing applications, simplify managing mixed vendor environments and ease the move to Year 2000 compliance."

What they get: WorkSpace On-Demand gives them a Year 2000 compliant operating system that supports Win 3.x, DOS, 3270, 5250, OS/2 and Java-based applications so that up front expenses to install clients can be reduced. By supporting 32-bit Windows 95/NT applications via separately purchased third party software, ongoing costs to maintain client applications, manage upgrades, and provide user support are significantly lessened. And IS managers gain control and simplify management of the network, prompting fewer problems and questions from users.

Network Administrators

What they want: "I dream of making changes to one server rather than on multiple clients. By the same token, I crave the ability to actually complete a corporate-wide upgrade in the same season in which it was started. I want users to be able to take advantage of new applications while they're still "new." I'd like to feel ahead of the game for once, rather than always playing catch up."



What they get: WorkSpace On-Demand lets programmers make upgrades from the server, rather than on each desktop. As a result, they can install new applications and upgrades in record time, feel the positive effect of change faster, go home sooner.

Programmers

What they want: "I want to work with state-of-the-art tools and be able to write my applications once and have them work on all platforms. I'd like to spend my time developing new capabilities for my company, not maintaining existing applications. I want to add functionality to my applications as we approach year 2000 conversion."

What they get: Java and network computing — the capability of the future. Users develop their applications once, and easily, in Windows — on the new network computers or on workstations — and support by a wide variety of server platforms from PCs to minis to mainframes. WorkSpace On-Demand is year 2000 ready so development efforts can last into the new millennium.

User Department Manager

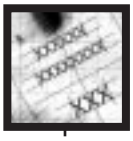
What they want: "I long for lower training costs and improved user productivity. I want to keep using the applications we've got, and I want users to be able to access the applications they need from anywhere."

What they get: WorkSpace On-Demand gives department managers a consistent, simplified, flexible interface tailored to users' needs, which reduces training costs and keeps users productive. Because their users can access the applications they need from any desktop, managing moves, adds and changes is greatly simplified.

Users

What they want: "I want to send email, browse the web and use personal productivity applications. I want to have my applications upgraded without all the downtime and without having to weed through a bunch of options I don't need or spend all of my time talking to the support desk."

What they get: WorkSpace On-Demand gives users the ability to do all of these things. They can keep the same workstation hardware and applications. They continue to savor the "personal" in "personal computing." In fact, WorkSpace On-Demand transforms your network so smoothly, users may never notice the difference. Because the code is managed on the server, updates can be distributed, problems resolved, and data backups performed with minimal end user interaction.



Enjoy the fruits of your labor.

For years, you've worked diligently to extend your customers' existing investments. With a certain degree of trust, you've helped your customers transform their networks so they could begin to incorporate the open and universal applications that prepared them for all the advantages e-business promises. Today, your work earns its own reward: the opportunity to bring network computing to life for your customers and help them reap the tangible profits of e-business.

With WorkSpace On-Demand in the picture, your customer base just expanded exponentially to include a substantial portion of the entire enterprise computing population. To users, the transformation to network computing will appear transparent but the positive effect on the cost of owning and supporting a network will be dramatic. When you show your customers just how much money WorkSpace On-Demand can save them, your cup may runneth over with orders.

Companies can now cut total cost of ownership by 39%.

Without question, reducing costs is the driving force behind the network computing initiative. Showing your customers how WorkSpace On-Demand cuts costs helps you cash in today. Start with the cost of personal computers. According to Gartner Group*, a PC runs about $9,000 to $13,000 per user per year, yet hardware and programs account for only 14% of that figure. The majority of the sum goes toward the cost of administration, support and user operations, all of which WorkSpace On-Demand can help control. In fact, Gartner Group estimates that network computing can reduce the annual total cost of ownership up to 39%.

*Source: Gartner Group and International Technology Group. Figures in USA funds.

For your customers, the savings will come naturally.

Make them believers with these hard hitting selling points.

Faster software updates. A network with a few thousand clients may take anywhere from six months to a year to complete a software upgrade throughout the network. WorkSpace On-Demand lets network managers make software upgrades for many users all at once right from the server for a single point of control. Do the math for your customers — WorkSpace On-Demand can mean money in the bank.

Improved productivity for everyone. Users no longer have to wait to benefit from new and improved applications. Once servers have been updated, users access their new applications immediately — from any PC on their server. Network managers can spend their time more efficiently, too. They can begin to transform their own job descriptions from that of fire-fighters to masters of proactive network planning.

Gartner Group "cost of ownership" studies indicate situations where users maintain applications and control of the data on their workstations can require one support person for every 40 to 50 users. IBM test cases have seen that number reduced by as much as a 1 to 250 support/user ratio.

Reallocation of software dollars. With the implementation of WorkSpace On-Demand, your customers will find themselves spending less money maintaining their current products and more on developing new capabilities for their company.

Longer hardware life. WorkSpace On-Demand runs on the equipment your customers already own which extends the life of their PCs and reduces hardware turnover. This point alone could save thousands per desktop per year. Cost savings such as these and improved productivity are just some of the reasons why WorkSpace On-Demand promises to be the toast of the business world.

***This isn't business as usual, it's better — it's* e-business.** Network computing with WorkSpace On-Demand gives business the best of centralized computing and client/server. Users get the productivity of client/server, and IT professionals get back control for better management. You get the opportunity of a lifetime. Looks like it's going to be a very good year for network computing. Here's to you.

We have everything you need to succeed with WorkSpace On-Demand. Get smart with training and support. Get hands-on experience with evaluation code. Educate your customers with marketing collateral. Work with IBM for cooperative services opportunities. And get ready because we've got plenty of demand generation activities to keep you busy. WorkSpace On-Demand can get your customers' e-business booming and let you reap the rewards. Visit our website at:

www.software.ibm.com/workspace

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