

IBM WebSphere MQ Version 5 Release 3 Customer Benefits

Please refer to the WebSphere MQ Family section for other Objective Feature Benefit Charts.

Note: The attachment included in this document contains a simple spreadsheet for estimating Return on Investment

Customer	Customer Objectives	Product Features	Benefits to Customer
Independent software vendors and value added remarketers	A key component that can be adopted to stay at the leading edge of client/server application development	 Assured delivery of messages Deliver once, and once only Time-independent processing Heterogeneous anyto-any connectivity Standard API Built-in productivity through built-in access to Lotus(R), WWW, and SAP R/3 Network transparency 	WebSphere(R) MQ not only delivers this customer objective but also reduces time to market and maintenance costs for application development. Customers business information flow is protected.
Strategic information technology management	Comprehensive management of information flow across an enterprise in a multiplatform client / server environment	 Assured delivery of messages Deliver once, and once only Time independent processing Heterogeneous any-to-any connectivity Standard API 	WebSphere MQ not only delivers this customer objective but also enables the delivery of secure, flexible, crossfunctional applications that the business demands
Application development	A standard means of programming information exchange within and between applications on multiple hardware and software platforms	 Consistent single API Built-in productivity through built-in access to Lotus, WWW, and SAP R/3. Network transparency 	WebSphere MQ not only delivers this customer objective but also reduces time and cost of application development by removing the need for multiplatform programming of datasecurity and reliability
Department	Enabling the next generation of cross-functional, enterprisewide applications	Assured delivery of messages	WebSphere MQ not only delivers this customer objective but also allows the

needed to drive the business forward	and once only Time- independent processing Heterogeneous	opportunity to implement departmental autonomous systems independent of each other while ensuring integration at the business level.
--------------------------------------	---	--

able)
=======================================

Document Related Information:

Product Group(s): Business Integration; Business Process Management

Product Platform(s): AIX; HP-UX; Linux; Solaris; Windows 2000; Windows NT; z/OS

Document Language: U.S. English

Document Published For: Canada; United States; Argentina; Brasil; Chile; Colombia; Ecuador; Mexico; Paraguay; Peru; Uruguay; Venezuela; Australia; China - PRC; Hong Kong; India; Indonesia; Japan; Korea; Malaysia; New Zealand; Philippines; Singapore; Taiwan; Thailand; Vietnam; Austria; Belarus; Belgium; Croatia; Czech Republic; Denmark; Estonia; Finland; France; Gabon; Germany; Greece; Hungary; Ireland; Israel; Italy; Latvia; Lithuania; Luxembourg; Netherlands; Norway; Poland; Portugal; Romania; Senegal; Serbia; Slovak Republic; Slovenia; South Africa; Spain; Sweden; Switzerland; Tunisia; Turkey; Ukraine; United Kingdom; Yugoslavia

Copyright

© Copyright IBM Corporation 1994-2004. All rights reserved.

IBM hereby authorizes you to copy documents published by IBM on CDs, via Lotus Notes, or in the World-Wide Web for use in marketing and promoting IBM products. In consideration of this authorization, you agree that any copy of these documents which you make shall retain all copyrights and other proprietary notices contained therein.

Whether you are viewing this software information on a CD, on the Internet or via Lotus Notes, by copying any information herein, you implicitly agree with the rules, terms and conditions set forth in the Copyrights portion of the IBM Legal home page at http://www.ibm.com/Legal

Trademarks

Documents for IBM software marketing information may include trademarks of IBM in the United States and/or other countries, and trademarks of other companies. In accordance with the IBM Corporate Intellectual Property Law (IPL) Legal directives, those trademarks are distinguished in the following manner:

- An IBM product or service name followed, at first occurrence, by a (τм) or by a superscript (R)
 denotes that product or service is a trademark or registered trademark of the International
 Business Machines Corporation in the United States, in other countries, or both.
- Other companies trademarked or registered trademarked product or service name for which IBM has a legal agreement with the owning company is identified with a (TM) or a superscript (R)

To see an updated list of trademarks for IBM, IBM subsidiaries, and other companies, see the Legal home page at http://www.ibm.com/Legal/copytrade.html