



WebSphere

| The Fastest Way to e-business |



IBM



WebSphere

the fastest way to dynamic e-business

IBM WebSphere Everyplace Access

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WebSphere Everyplace Access

- Why do we need it
- What is it
- How do we sell it
- How does it work

Changing Environment

Wireless technology, the explosion in new devices and advances in speech technology are pushing e-business to new frontiers ...

- ▶ **By 2002, only 65% of Internet access will be via PC**
- ▶ **By the end of 2002, the world will have more wireless users capable of Internet access than it will have wired users**
- ▶ **1.4 billion people will access the Internet through wireless phones by 2004**
- ▶ **Consumers will spend more than \$200 billion in mobile commerce by 2005**
- ▶ **By 2003, 30% of the U.S. work force will use voice recognition on a daily basis.**



Source: International Data Corp., Ovum

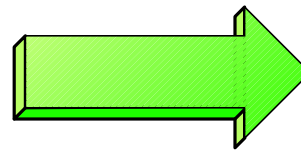
Challenges

- Demand for anytime, anywhere access to your e-business
- Desire to protect existing Web investments and infrastructures
- Complexity of dealing with new technology

Extending your e-business for voice and wireless interaction



Existing
e-business for
users on PC's



Enabling wireless
and voice
interaction for
users on the go

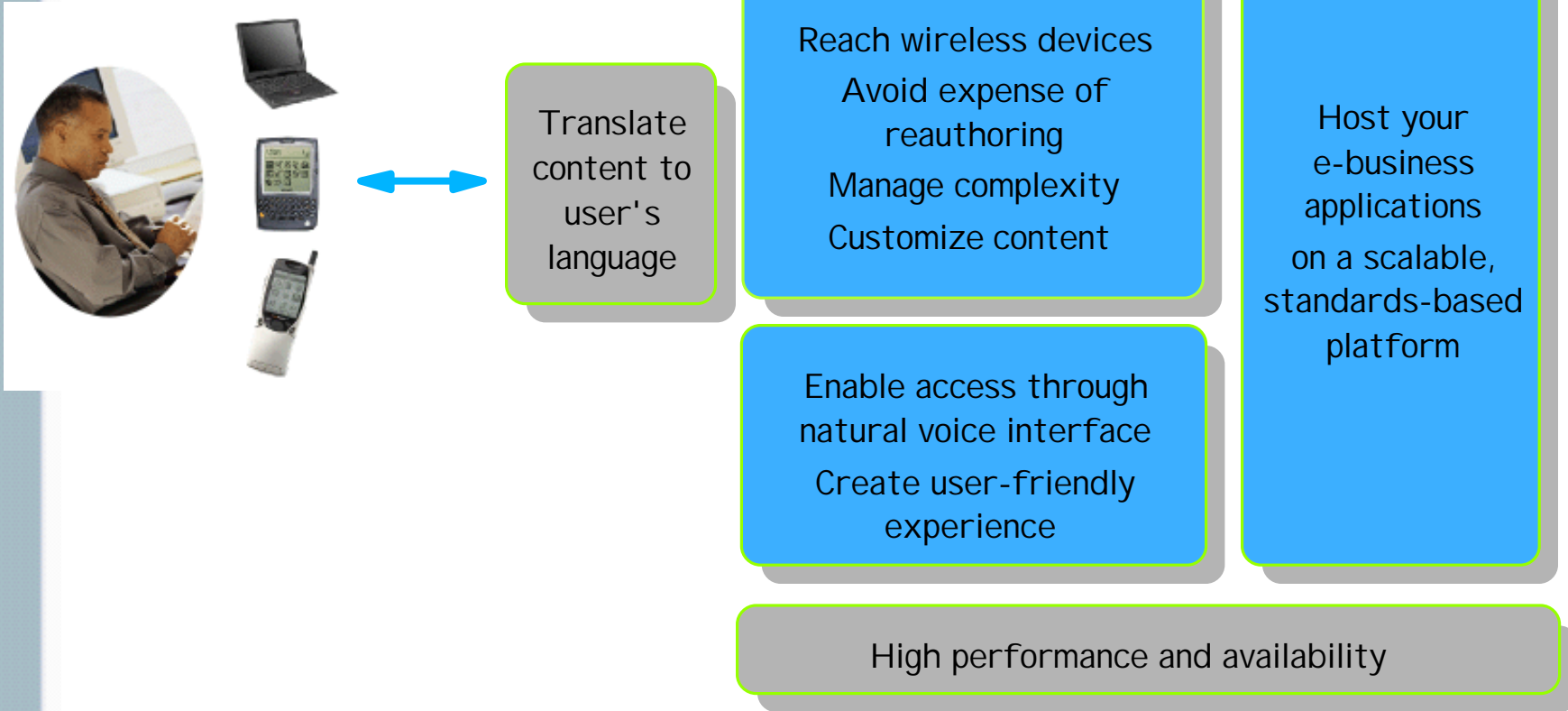
I don't have mobile access to the site
I don't have voice interaction

WebSphere Everyplace Access The Solution

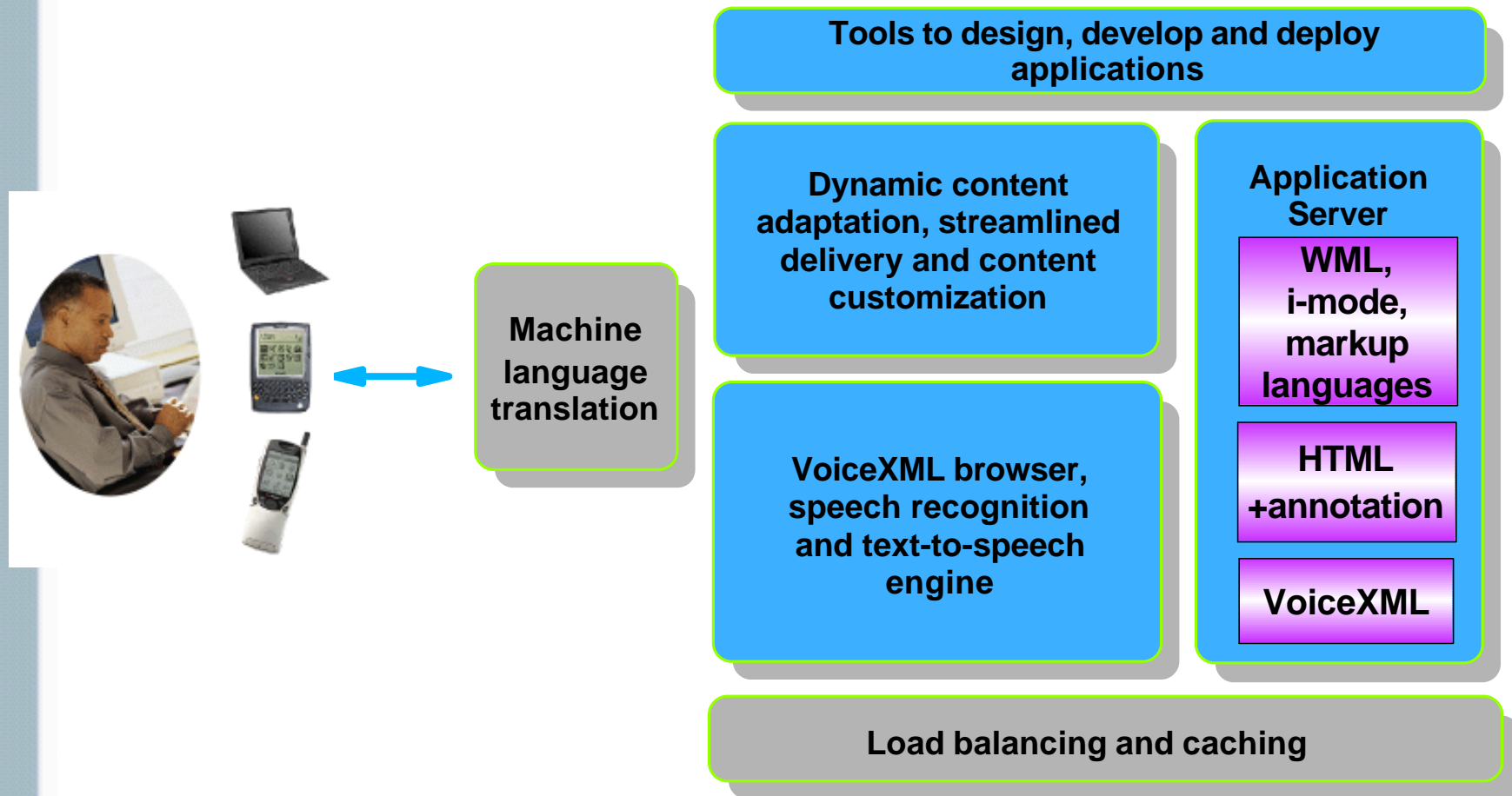
- Easy access to your e-business from any contact point
- Lower development costs and decreased time to market
- Consistent e-business experience through multiple channels
- Scalable, integrated, standards-based solution



Requirements for extending access



How it all comes together



... extending your e-business for wireless and voice

Offering Details

Offering Components

- ✓ *WebSphere Transcoding Publisher Version 3.5*
- ✓ *WebSphere Voice Server Version 1.5*
- ✓ *WebSphere Application Server, Advanced Edition, Version 3.5*
- ✓ *WebSphere Studio, Advanced Edition, Version 3.5*
- ✓ *VisualAge for Java, Enterprise Edition, Version 3.5*

GA

- ✓ 5/31/01

Pricing

- ✓ \$49,500 per processor

Configuration

- ✓ One processor license of WTP, WVS and WAS, with one developer license of Studio and VAJ



NLS*

- ✓ English, French, Spanish, Italian, German, Japanese, Chinese (Simp and Trad), Korean, Brazilian Portuguese

*Voice Server speech technology supports only U.S. and U.K English, French and German

Platforms

- ✓ AIX
- ✓ NT/Windows 2000
- ✓ Solaris
- ✓ Linux

*Voice Server supports NT and AIX but runs on a separate machine

Optional

- ✓ *WebSphere Edge Server*
- ✓ *WebSphere Translation Server*
- ✓ *1 Year SupportLine*

Education and Services



Education

- ✓ Sales kit available May 8 -- includes presentation, descriptions, positioning, spec sheet, and other items
- ✓ Hands-on education workshops ongoing for individual components
- ✓ "Seminar in a box" for Business Partners available in June
- ✓ Distance-learning overview class available in June
- ✓ Executive Assessment to use in pitching Everyplace Access ready by June

Services

- ✓ Innovation workshop
- ✓ Solution Assessment
- ✓ Installation and configuration
- ✓ Prototyping and POC
- ✓ Skills transfer and mentoring
- ✓ Custom services
 - ✓ Customization of content to be delivered to devices
 - ✓ Extension of infrastructure to deliver voice applications



Extend content to wireless

WebSphere Transcoding Publisher

Benefits

- Extend content without reauthoring
- Streamline delivery across network
- Customize content

Features

- Dynamic content adaptation without reauthoring
 - HTML to WML, to i-mode, to HDML, to PalmOS HTML
 - XML to XML variants with XSL stylesheets
 - HTML to VoiceXML
 - Image conversion
- Content selection techniques
 - Annotation
 - Device profiles

Transcoding at work...



Enable voice interaction

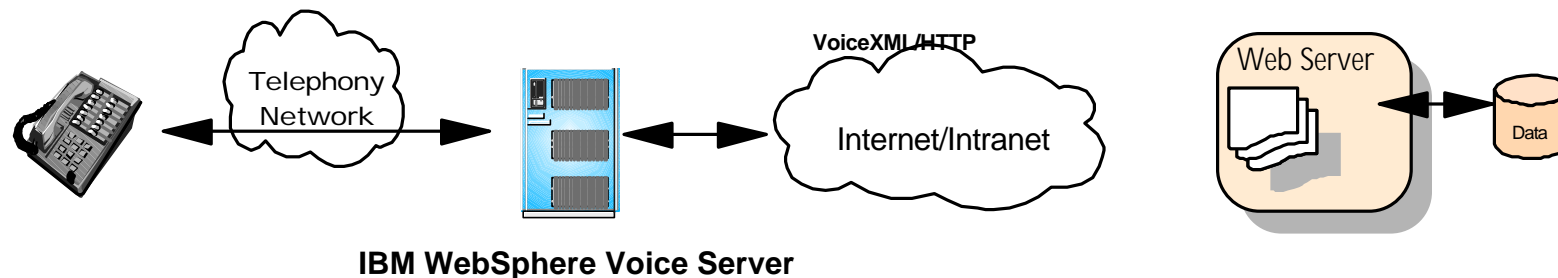
WebSphere Voice Server

Benefits

- Enable voice interaction
- Improve customer service with user-friendly interface

Features

- VoiceXML browser
 - Supports VoiceXML standard
- Text-to-speech engine to generate synthesized speech
- Speech recognition engine for accepting voice input



Extend the experience globally

WebSphere Translation Server

Benefits

- Reach more users
- Save expense

Features

- Real-time "on the fly" machine translation (200-500 words/second)
 - English > < French
 - English > < Italian
 - English > < German
 - English > < Spanish
 - English > Japanese
 - English > Korean
 - English > Chinese (Traditional and Simplified)
- Works with WebSphere Transcoding Publisher

Foundation and Tools

WebSphere Application Server

Benefits

- Proven, reliable, scalable foundation of WebSphere platform
- Provides performance and scalability

WebSphere Studio and VisualAge for Java

Benefits

- Easy-to-use Web development tools
- Reduces effort and cost to build, deploy and maintain Java applications

Results

★ Tom.com

- Content provider of China-related information and entertainment
- Delivered
 - Time to market - first voice portal in mainland China
 - Extended reach - Users can get information on weather, travel, news, entertainment, finance using voice interaction
 - "This voice portal platform enabled us to deploy a speech system with high accuracy which our users enjoy using and which we can easily scale as its popularity grows." Lei Lei Wang, General Manager, TOM Voice

★ Banesto

- Spanish bank needed to reach and retain users for its Internet banking offerings
- Delivered
 - Extended reach - Customers on mobile phones are supported

★ Kaifeng Securities

- WAPHead! is helping Kaifeng Securities bring mobile stock trading to China, with WebSphere technology
- "We are confident that within five years, we will generate an estimated annual profit of RMB 18 million (US\$2.25 million) through Net transactions, compared to RMB 16 million (US\$2 million) from direct sales." Mr. Hu Yanru, general manager, Kaifeng Securities.

Business Partner response

"We are excited about IBM's two new WebSphere offerings WebSphere Everyplace Access and WebSphere User Experience. They will greatly enhance our ability to deliver the robust, next-generation e-business systems required by our customers."

—Joe Lindsay, Chief Technology Officer, eBuilt

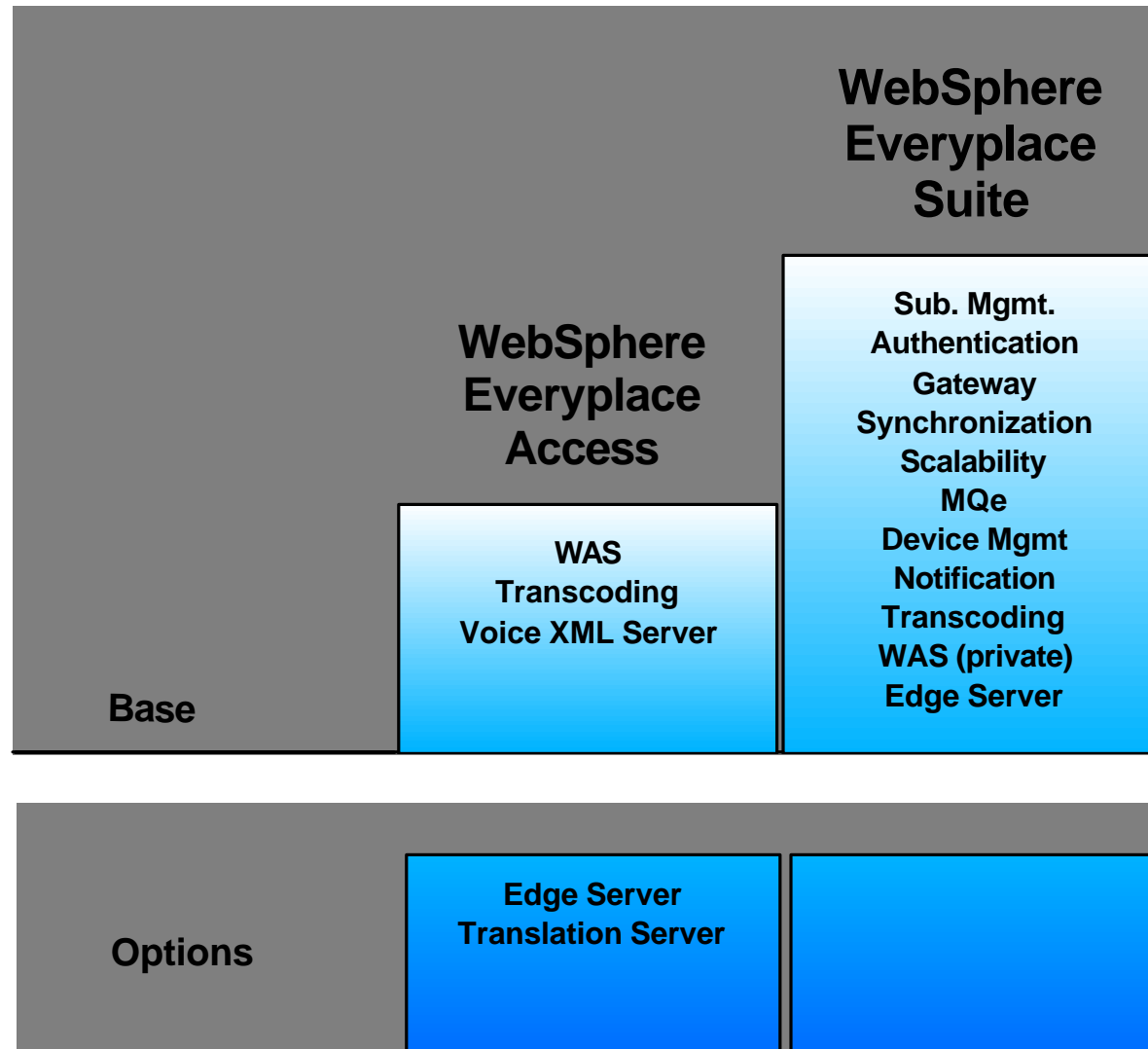
"Websphere Everyplace Access provides an exciting tool for our company to provide solutions for the reuse of existing web content for the next generation of voice response technology."

—Joshua Schragar, CEO, VoiceRite

"IBM's WebSphere Everyplace Access offering is a powerful combination of software components that gives us the perfect opportunity to extend our pervasive computing services for our business customers. The offering provides our customers with transcoding -enabled, voice-enabled and native support capabilities for specific classes of mobile devices. ..."

Danny O. Neim, Manager, Web Solutions, WaveDroid Solutions LLC

New Everyplace Offering



Everyplace Positioning

	WebSphere Everyplace Access	WebSphere Everyplace Suite
Target Customers	Enterprises, ISPs, ASPs, NetGens	Telcos, ISPs, ASPs, Large Enterprises
Business Need	Extend access to Web applications to any device on any new network; address non-WAP protocols	Extend any application to any device on any network; Create new wireless services business
Price	\$49,500 (processor based) Entry-level offering	Subscriber based pricing
Challenge	How do I deal with pervasive user interfaces (voice, screens, keypad input)?	How do I deal with pervasive user interfaces and different user modalities and create subscriber-oriented business models that scale to millions?
Key Strengths	<ul style="list-style-type: none"> • Time to market • Cost efficiency • Integration with WebSphere Application Server for security and scalability 	<ul style="list-style-type: none"> • Supports any application, any device and any network • Complete platform for pervasive e-business
Platforms	<ul style="list-style-type: none"> • AIX, Solaris, Linux, NT and Windows 2000* <p>*Voice technology supported on NT and AIX</p>	<ul style="list-style-type: none"> • AIX, Solaris

Key Messages

- Provide **easy access** to your e-business from any contact point
- Ensure consistent experience through **multiple channels**
- **Lower development costs** and time to market
- Built on and benefits from the **WebSphere platform**

Targeted Segments

- Segments that need to differentiate themselves with value-added services
 - ▶ BF&S, Retail, Wholesale/Distribution, Travel
 - ▶ Confirmed customer appeal via conjoint study on Foundation Extensions
- Audience
 - ▶ LOB Manager (Sales director)
 - ▶ CTO/CIO
 - ▶ Web Master

Pains by audience

LOB Manager (marketing)

- ✓ Customers expect anytime, anyplace access to information and services
- ✓ Customers are increasingly using mobile devices to access Internet and may flock to competitors who have wireless capability

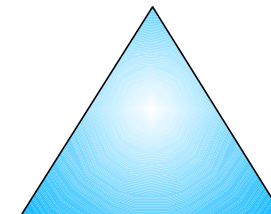
CTO/CIO

- ✓ Need to protect investment in existing Web infrastructure
- ✓ Don't have the resources and money to deal with the onslaught of new technology

Web Master

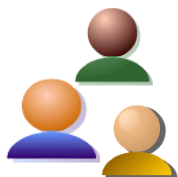
- ✓ The expectations of who can access the site and how they access it are changing
- ✓ Requests to support new formats are taxing the staff

LOB Manager (Marketing)



Web Master

CTO / CIO



Value propositions

LOB Manager (marketing)

- ✓ Extend e-business to wireless devices and voice interaction
- ✓ Reach customers and employees on any device, in any place

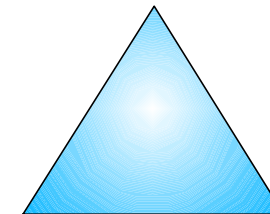
CTO/CIO

- ✓ Build on existing e-business investment and content
- ✓ Minimize development costs with an integrated, flexible, standards-based solution

Web Master

- ✓ Extend site access to wireless devices and telephone without reauthoring content
- ✓ Gain flexibility to easily adapt to new formats and devices

LOB Manager (Marketing)



Web Master

CTO / CIO



Competitive Highlights

- Fragmented market
- Challenges will come from Tier 1 -- competitors with bundled solutions
- Some challenge from Tier 2 companies with specific voice or transcoding solutions
- IBM has focused offering that integrates voice and wireless
 - ▶ Award-winning voice and transcoding
 - ▶ Tested solution from single vendor

Key integration points

VoiceXML applications can be created in Studio. The Voice Server toolset has been designed and tested to work with Studio.

HTML pages containing internal annotation can be created in Studio and recognized by WTP.

WTP can transcode HTML to VoiceXML, which is rendered with Voice Server.

WebSphere Studio and VisualAge for Java

WebSphere Transcoding Publisher

WebSphere Voice Server

WebSphere Application Server

WML, markup languages

HTML +annotation

VoiceXML

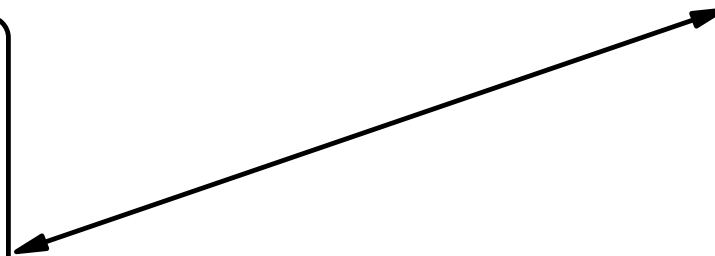
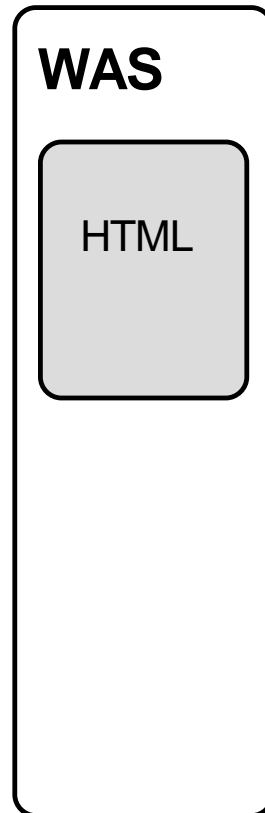
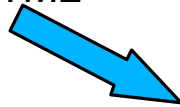
WTP can be deployed as a filter in WAS, allowing greater security and control.



Scenario



1. WebSphere Studio and VA Java users have built HTML pages and logic

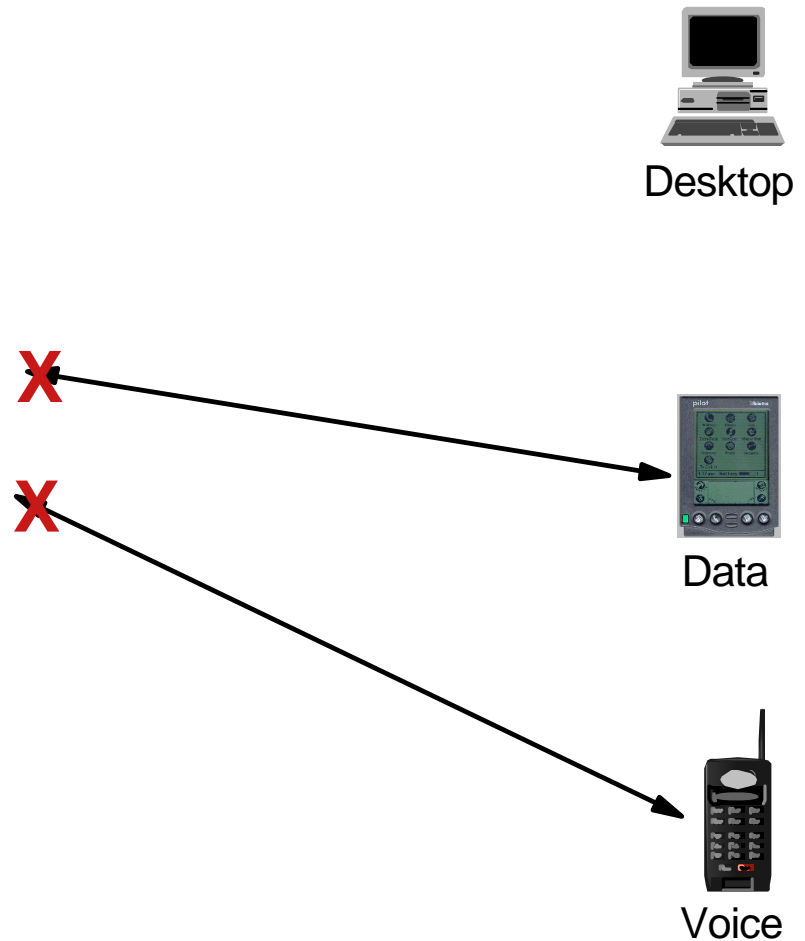
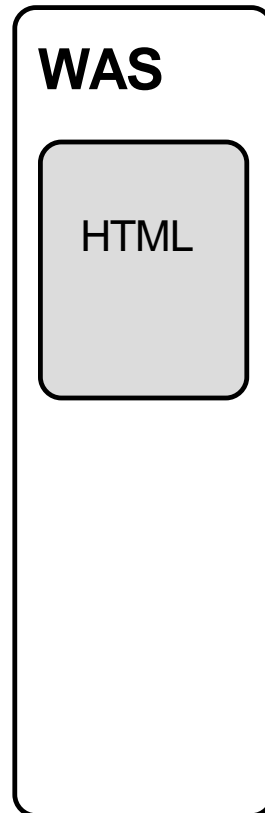


Scenario



1. WebSphere Studio and VA Java users have built HTML pages and logic

2. Business managers decide to address mobile access



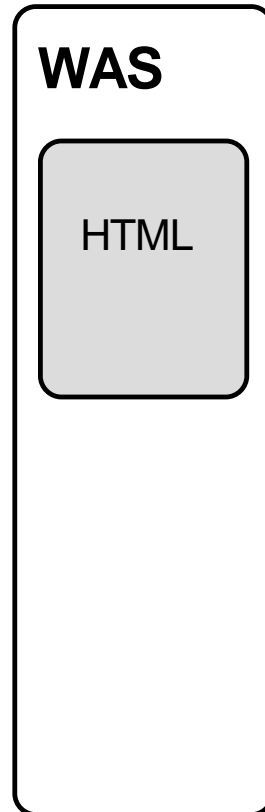


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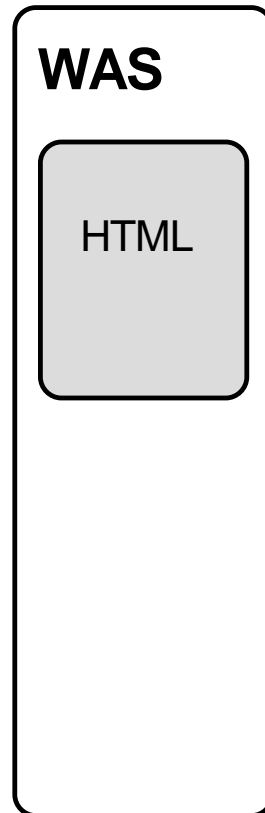
3. IT deploys and configures Mobile Access in test environment



Scenario



1. WebSphere Studio and VA Java users have built HTML pages and logic
2. Business managers decide to address mobile access
3. IT deploys and configures Mobile Access in test environment
4. Marketing team evaluates initial results with "automatic" transcoding: **data**



3. IT deploys and configures Mobile Access in test environment



Desktop

???



Data



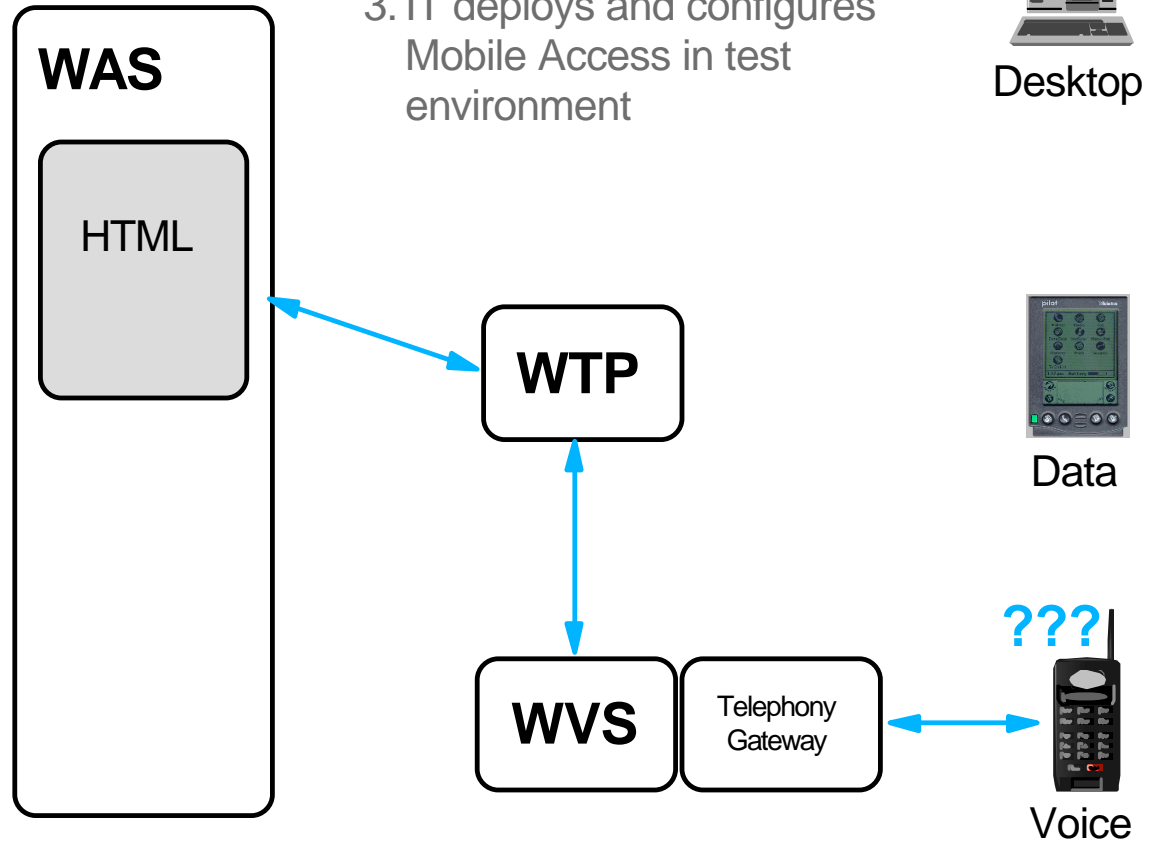
Voice



Scenario



1. WebSphere Studio and VA Java users have built HTML pages and logic
2. Business managers decide to address mobile access
3. IT deploys and configures Mobile Access in test environment
4. Marketing team evaluates initial results with "automatic" transcoding: data and **voice**



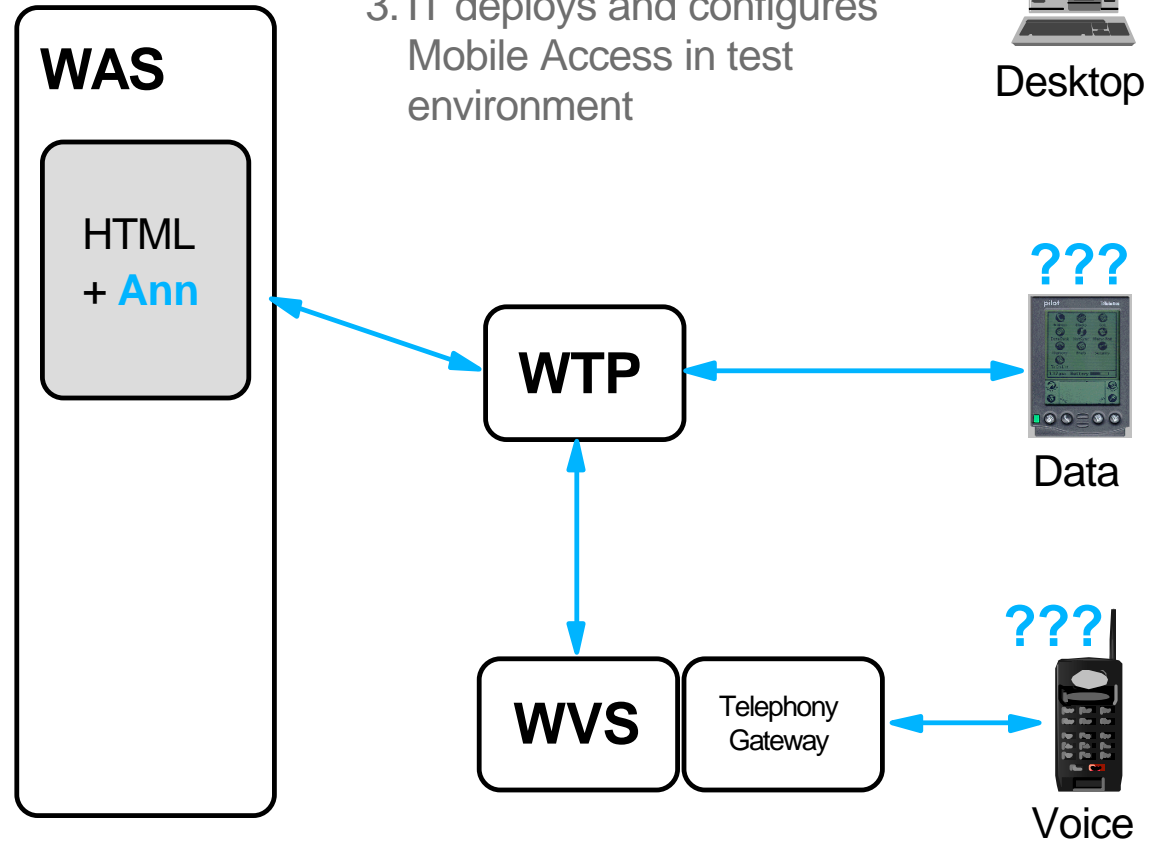
Scenario



1. WebSphere Studio and VA Java users have built HTML pages and logic
4. Marketing team evaluates initial results with "automatic" transcoding: data and voice
5. WSS users annotate content where necessary

2. Business managers decide to address mobile access

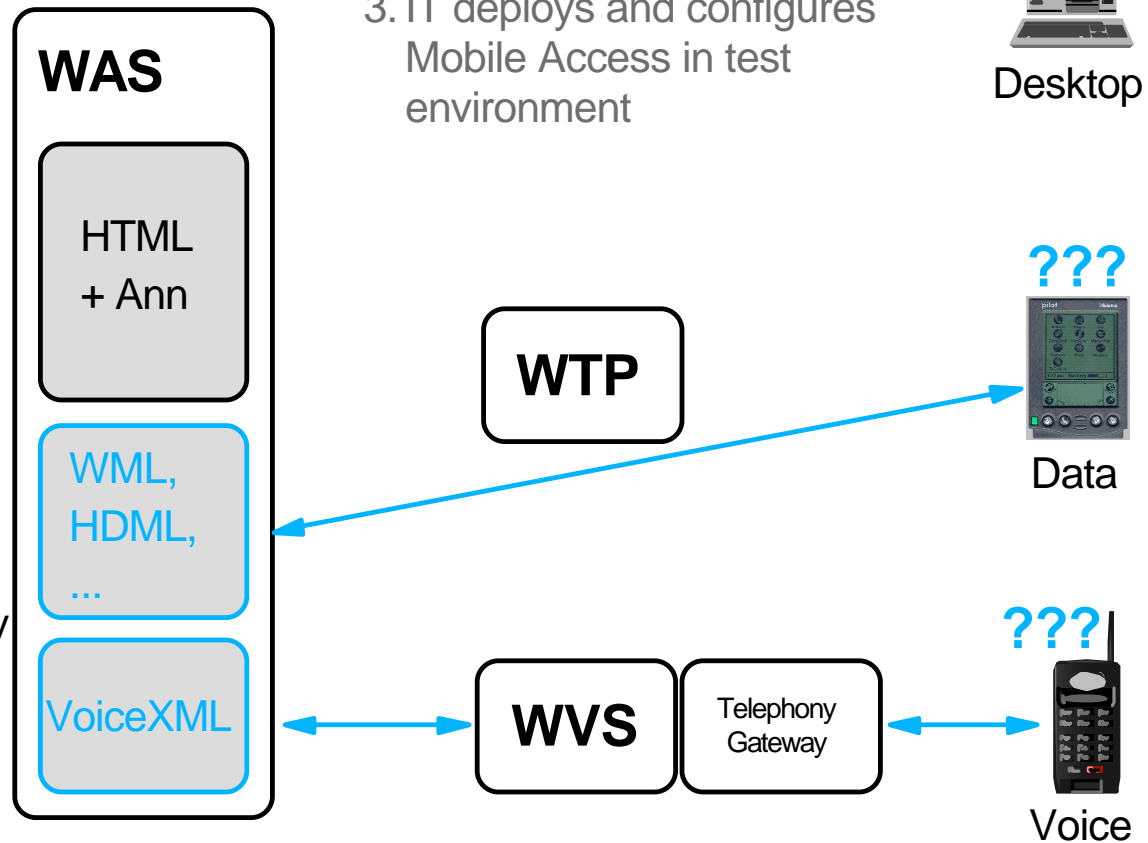
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Scenario



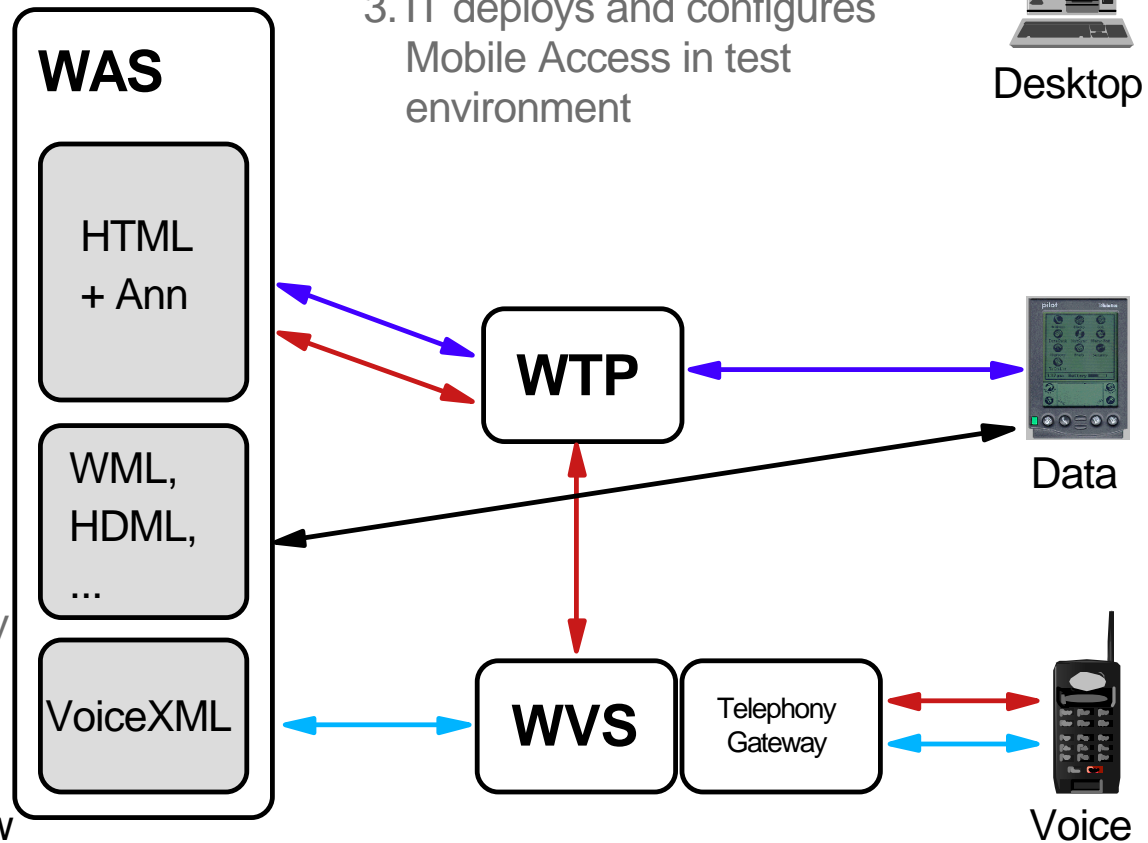
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5. WSS users annotate content where necessary
6. WSS users develop device-specific pages from existing HTML where necessary (design-time transcoding)



Scenario



1. WebSphere Studio and VA Java users have built HTML pages and logic
2. Business managers decide to address mobile access
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6. WSS users develop device-specific pages from existing HTML where necessary (design-time transcoding)
7. WSS and VAJ users create new applications, leveraging wizards and transcoding tools



Scenario

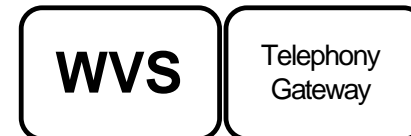
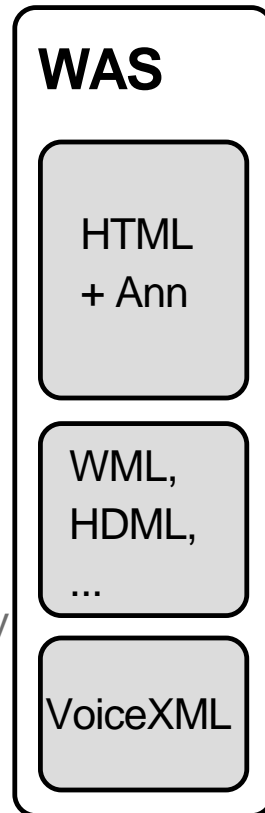


1. WebSphere Studio and VA Java users have built HTML pages and logic
4. Marketing team evaluates initial results with "automatic" transcoding: data and voice
5. WSS users annotate content where necessary
6. WSS users develop device-specific pages from existing HTML where necessary (design-time transcoding)
7. WSS and VAJ users create new applications, leveraging wizards and transcoding tools

2. Business managers decide to address mobile access

3. IT deploys and configures Mobile Access in test environment

8. IT deploys and configures Mobile Access for production environment



Desktop



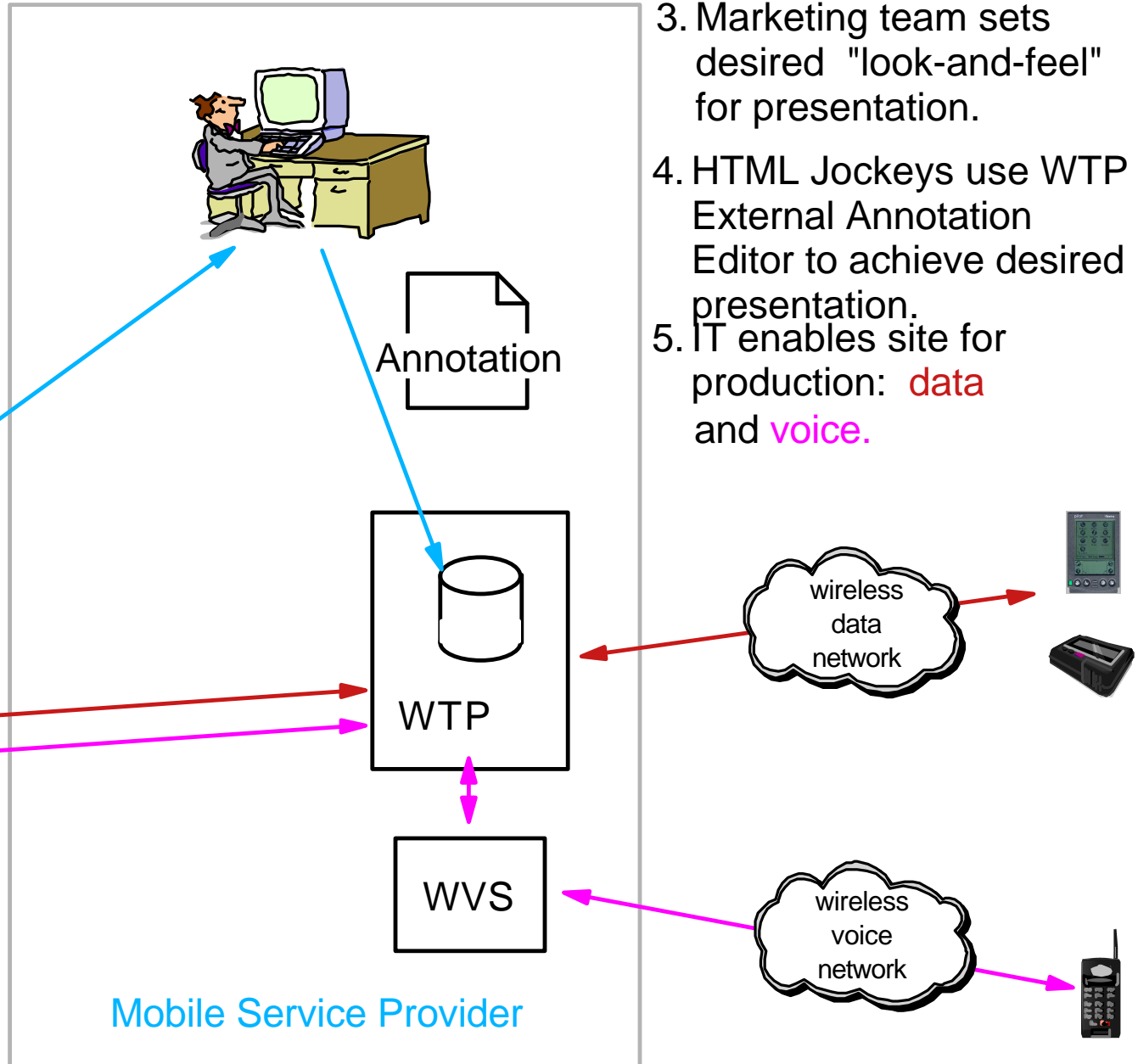
Data



Voice

Mobile SP Scenario

1. Business managers decide to provide access to information and services; discuss with content providers.
2. IT deploys WEA solution in test environment.



3. Marketing team sets desired "look-and-feel" for presentation.
4. HTML Jockeys use WTP External Annotation Editor to achieve desired presentation.
5. IT enables site for production: **data** and **voice**.

Additional Information

- Internal sales kit: w3.ibm.com/software/sales/aim
- BP sales kit: www.ibm.com/websphere/partners
- Information on WebSphere Everyplace Access: www.ibm.com/websphere/access
- The XML zone is a resource for developers on the use of XML and other open standards: www.ibm.com/developer/xml
- DeveloperWorks Java pages: <http://www.ibm.com/developer/java/>