

Versata Business Logic Automation

Powered by WebSphere: Accelerating
enterprise application development

IBM Sales Teleconference

05 July, 2001

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e-Business Application Development Solutions

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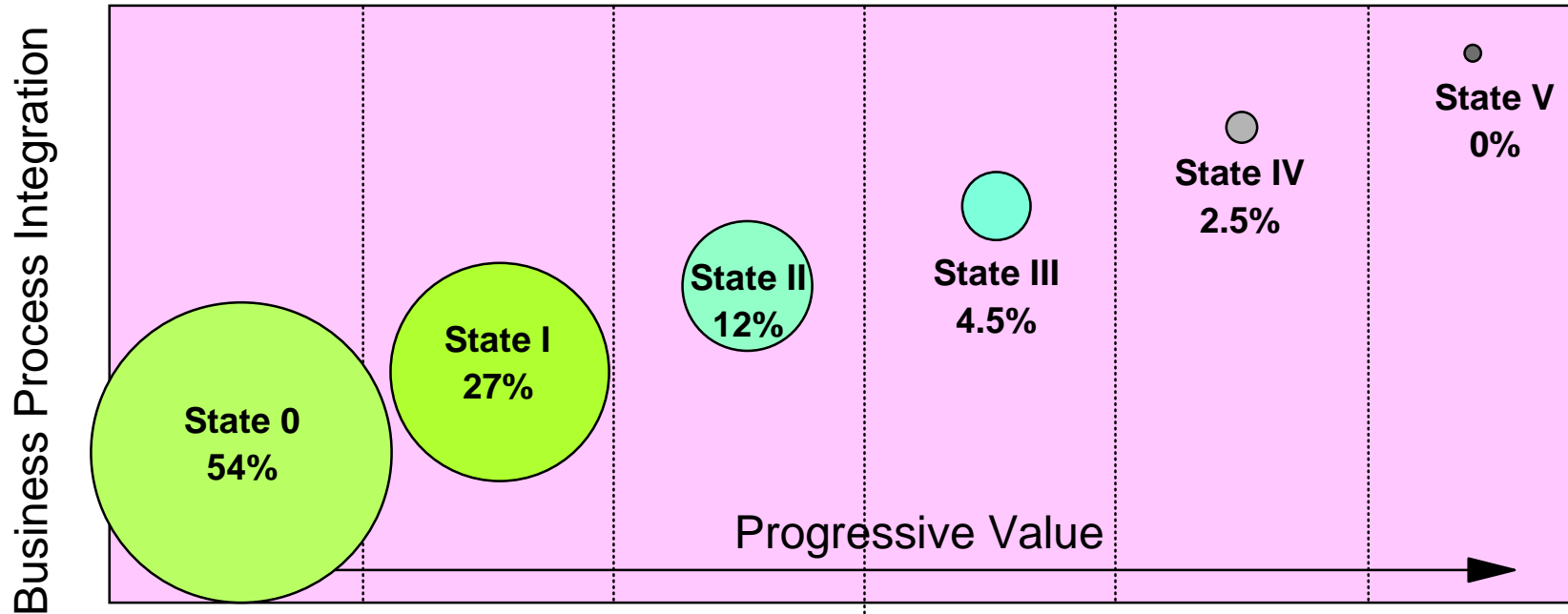


Agenda

- **Current environment and customer pains**
- **Versata value proposition**
- **The power of business rules-based development**
- **IBM/Versata strategic relationship**
- **Positioning Versata on the IBM WebSphere platform**
- **Customer success stories**
- **Competitive positioning**
- **Target markets**
- **The art of the deal**
- **What's in it for me??**
- **Pricing/Ordering/Commission**
- **IBM/Versata future directions**
- **Key contacts and sales support resources**
- **Call to action**
- **Q & A**

States of e-business Sophistication

Value Proposition (ROI, Innovation)



Adoption State	0 Access	I Publish	II Transaction	III Integration	IV Value Nets	V Digital Economy
Description	Not an e-business Simple usage of the web to make information available	Multi-page web site or non-interactive access to business information	1-way or 2-way access against core business systems (some integration)	Improve and/or integrate core business processes within the enterprise	Internet as a means to integrate business processes across enterprise boundaries	Internet as the foundation for existing in a digital community
Examples of Activity	Internet access e-mail Simple home page BrochureWare	Product promotions, Online marketing, e-support, Web-generated sales (read-only catalogs)	Web-enable existing processes, Online sales, Read-only account data, Online enrollments, Info search and retrieval, Basic e-commerce	Personalization based on transaction history, Integration of order entry, inventory, fulfillment, accounting, etc.	Integrate suppliers and channels, e-markets, Collaborative product development	Dynamically-configured virtual business, Rich interactive media



Current Environment

Number of Web transactions doubling every 18 months

“...organizations that have not automated their key line of business applications and provided this flexibility (e.g., extracting the business rules from the coding layer) . . . will be at a significant competitive disadvantage.”

-- Meta Group, The Process Automation Evolution, Workflow 2000

"When the rate of change in the marketplace exceeds the rate of change in the organization the end is near"

-- Jack Welch, CEO, General Electric

The difference
is WebSphere.





Current Environment

Market Change: 2000 --> 2001

■ 2000

- ▶ "Get me an e-business application and get it to me fast - I don't care about cost"

■ 2001

- ▶ e-business is business
- ▶ ROI is in, hype is out
- ▶ IT budgets are tight
- ▶ Application servers are becoming mainstream

Large-scale Applications Facing Challenges

- 90 percent of Java projects still JSP with simple database access
- Most Java developers have not yet touched EJB applications



Java Skills are More Sought After than Ever

**Only 10% of all Java projects have attempted
“enterprise” development**

-- Gartner Group

**Online help wanted ads posted in January 2001
were swarming with calls for Java programmers
(40,000 of them). 37 percent of all ads were for
coders with Java skills, double last year's count.**

-- Bloor Research

**Less than half the demand for experienced Java
developers will be met through 2004.**

-- Gartner Group



Customer Pains

- **Critical time-to-market requirements**
 - ▶ Market demand
 - ▶ Competition
 - ▶ Cost reduction
- **Business needs changing rapidly**
 - ▶ Fast-moving business requirements
 - ▶ Competition drives relentless business change
 - ▶ Complex, ever-changing technology
 - ▶ Unpredictable scalability needs
- **WebSphere-based J2EE applications can be complex**
 - ▶ Deploying/maintaining these systems is challenging and expensive, requiring experienced developers
 - ▶ Lack of developer proficiency/productivity at accurately interpreting business requirements into running Java applications
 - ▶ Finding, retraining and retaining good skills is difficult



Versata Value Proposition

- **Takes Java developers to next level of expertise**
 - ▶ Construct, deploy and maintain WebSphere applications while maximizing the productivity of existing resources
- **Reduces risk, cost and time to market**
 - ▶ Delivers real-time collaboration between business requirements and IT implementation
- **Preserves business knowledge as a digital asset**
 - ▶ Captures and makes accessible business knowledge via rules technology
- **Responds to change at Web speed**
 - ▶ Business logic automation ensures instant response to competitive change and business dynamics
 - ▶ WebSphere deployment becomes a one-step process

Elevator Message

What is the Versata System?

A business logic engine that utilizes business rules to power enterprise and e-business applications



When would I use it?

When you need to rapidly construct, deploy and maintain WebSphere applications, time, money or Java skills are in short supply, and risk must be minimized

What's the benefit?

Large WebSphere applications are delivered on time with less cost, reduced risk and lower maintenance costs



Business Logic Automation

One
Business
Rule...

Balance must
not exceed
credit limit

The difference
is WebSphere.





Business Logic Automation

One Business Rule . . .

Maps to many development steps . . .

Balance must not exceed credit limit

- Identify business transactions
- Change object and data models
- Change user interfaces
- Integrate new pricing with existing transactions
- Test the whole system and fix problems
- Performance tune the site
- Redeploy the site



The difference is WebSphere.



Business Logic Automation

One Business Rule . . .

Maps to many development steps . . .

Which replace hundreds of lines of Java code

Balance must not exceed credit limit

- Identify business transactions
- Change object and data models
- Change user interfaces
- Integrate new pricing with existing transactions
- Test the whole system and fix problems
- Performance tune the site
- Redeploy the site

```

public void setActBalance(BigDecimal value)
{
    // The code to do conversion from
    // to the one which can be
    Data dataVal = getData("ActBalance");
    dataVal.setBigDecimal(value);
}

// The code to do conversion from
// to the one which can be stored goes here.
Data dataVal = getData("ActBalance");
dataVal.setBigDecimal(value);
}

<br>
method to get the count attribute NumOrdersUnpaid for the CUSTOMERS
return int : the value of the attribute NumOrdersUnpaid as int.
public int
{
    dataVal.setBigDecimal(value);
}

<br>
method to get the count attribute NumOrdersUnpaid for the CUSTOMERS
return int : the value of the attribute NumOrdersUnpaid as int.
public int
{
    dataVal.setInt(((int)(dataVal.getInt() + dataVal.getDeltaInt()));
    dataVal.setDeltaValid(false);
}
ialized(true);
(BigDecimal value)
}

The code to do conversion from the primitive data
to the one which can be stored goes here.
Data dataVal = getData("ActBalance");
dataVal.setBigDecimal(value);

```

Business Logic Automation

One Business Rule . . .

Maps to many development steps . . .

Which replace hundreds of lines of Java code

Balance no existing credit limit

AND . . .
The typical business process has MANY business rules

- and fix problems
- Performance tune the site
- Redeploy the site

```
public void setActBalance(BigDecimal value)
{
    // The code to do conversion from
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    Data dataVal = getData("ActBalance");
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}
```

```
to get th
in int : the
public int
```

```
dataVal.setInitialized(true); public vo
```

```
the CUSTOMERS
d as int.
```

```
value);
```

```
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```

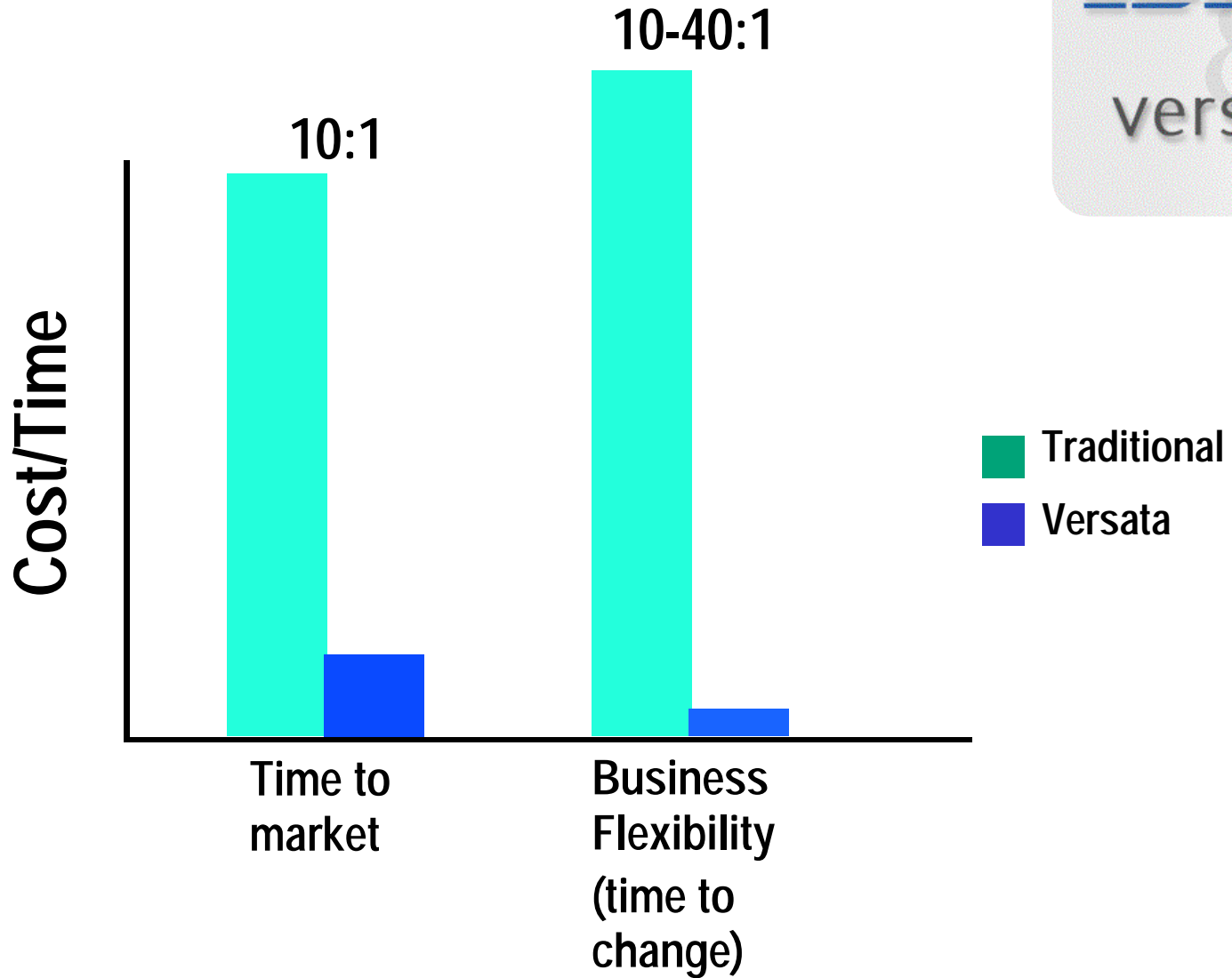
```
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The Versata Payoff



Source: Versata customer experience

Versata ROI Comparison

CN Rail compared two projects of similar complexity and technical makeup, based on function points

- Versata application: shipCN.com
 - 3 developers using Versata and VAJ
- Other application: developed using traditional Java methodology
 - 4 developers hand-coding Java

The Versata team realized 4.7 times more functionality in the same amount of time . . .

	Versata application	Non-Versata application
Function points *	108	18
Effort in person months	23	18
Productivity ratio (functions per person month) **	4.7	1

* Functions weighted for complexity

** Productivity ratio = sumweighted functions / effort



e-business software

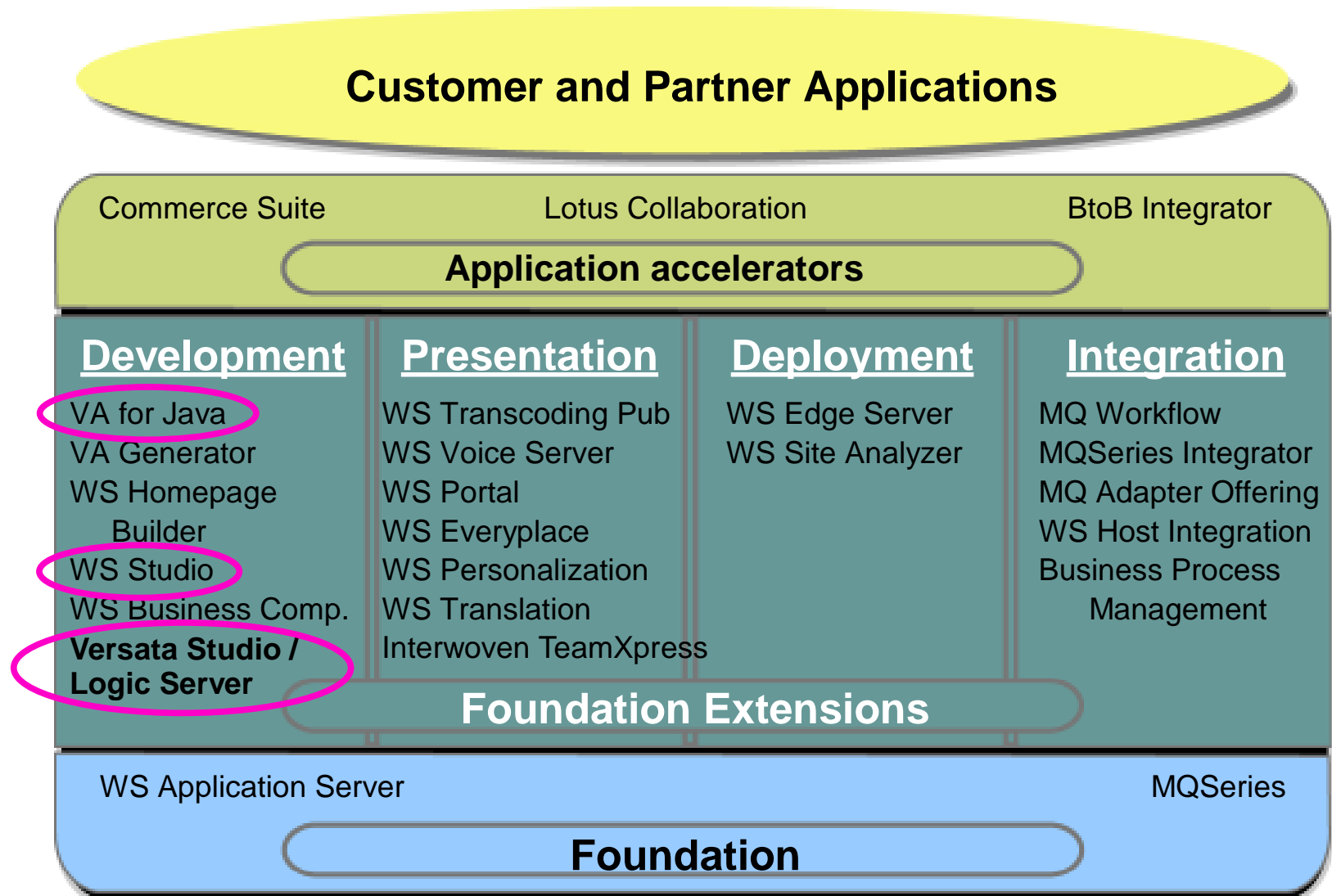
The difference
is WebSphere.

IBM is committed to the Versata relationship on six different levels . . .

- **Joint Development**
- **Joint Sales**
- **Joint Services**
- **Joint Marketing**
- **Versata is an award-winning Premier IBM ISV**
- **IBM is a Versata Customer**



IBM WebSphere Software Platform



Award-winning integrated development tools for every phase of e-business . . . Serving the broadest range of **skills** in the industry



Positioning Versata in the IBM AD Tool Set

Target Environment

	Client & Presentation Development	Business Logic Development	Enterprise Component Development (EJB)
Traditional	VisualAge Generator VisualAge Enterprise Suite	VisualAge Generator VisualAge Enterprise Suite	VisualAge Generator VisualAge Enterprise Suite
OO	VisualAge for Java & WebSphere Studio	VisualAge for Java	VisualAge for Java
Client/Server (PB/VB Users)	Versata & WebSphere Studio	Versata / VisualAge for Java	VisualAge for Java / Versata

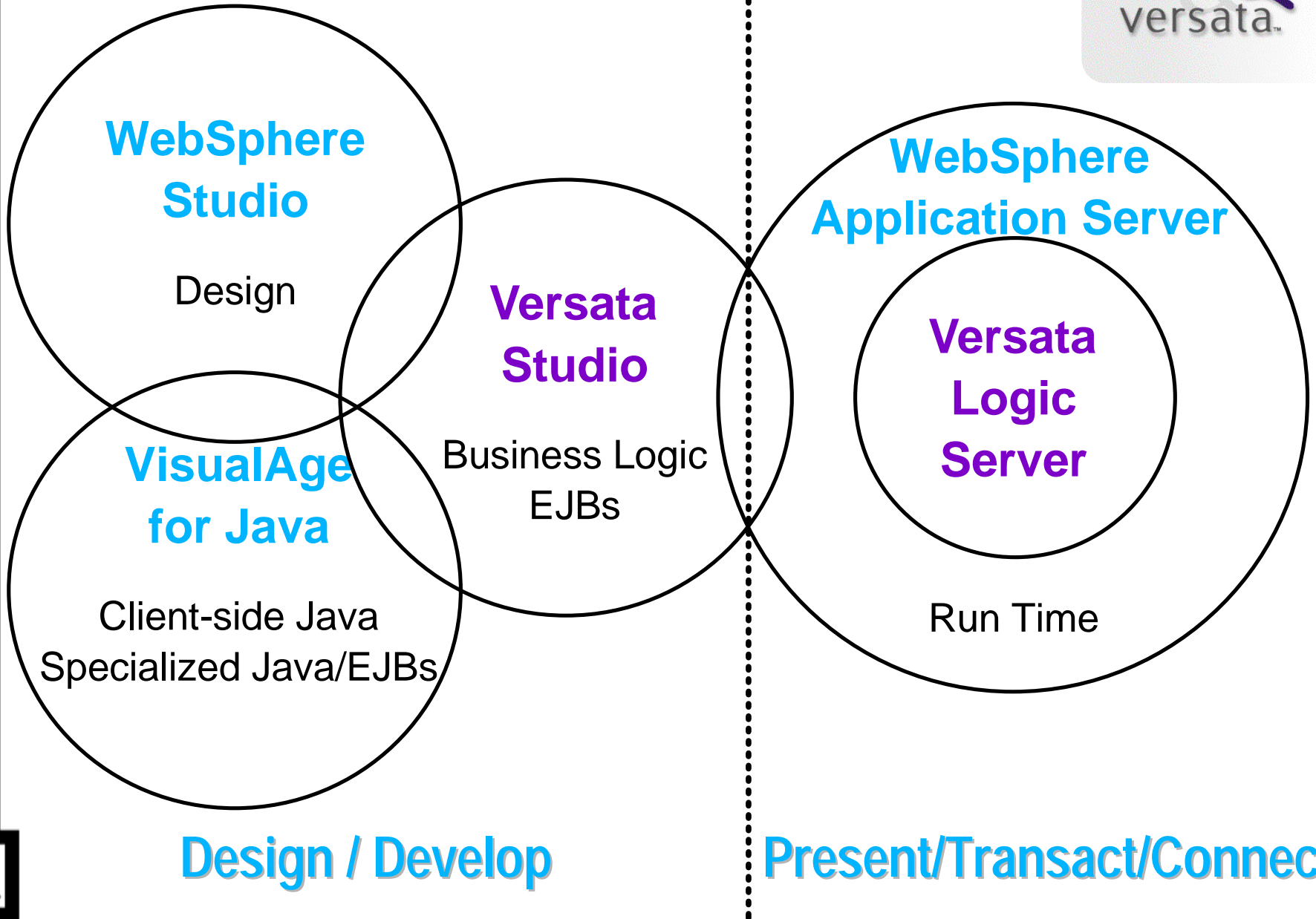
Skills

Client/Server
(PB/VB Users)

Traditional

OO

IBM's iRAD Initiative



The difference is WebSphere.





e-business software

Joint Success Stories

- Consolidated Freightways
- Mexicana Airlines
- Wellpoint
- Kemper Insurance
- US Air Force
- France Telecom
- Firemans Fund
- Sears Canada
- Novant
- UK Post Office
- DreamWorks
- Fidelity/Microgeneral
- Chase Manhattan Bank
- State of Utah
- ADP
- Melon Bank
- Cegetel
- Seevia
- Gebr Heinemann
- Adia/Adecco
- Economical Insurance
- Canadian National Railway
- CFM
- CNASEA
- KLM
- MarMaxx



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Success Stories

State of Utah Courts

■ The Challenge: Ramp Java Skills

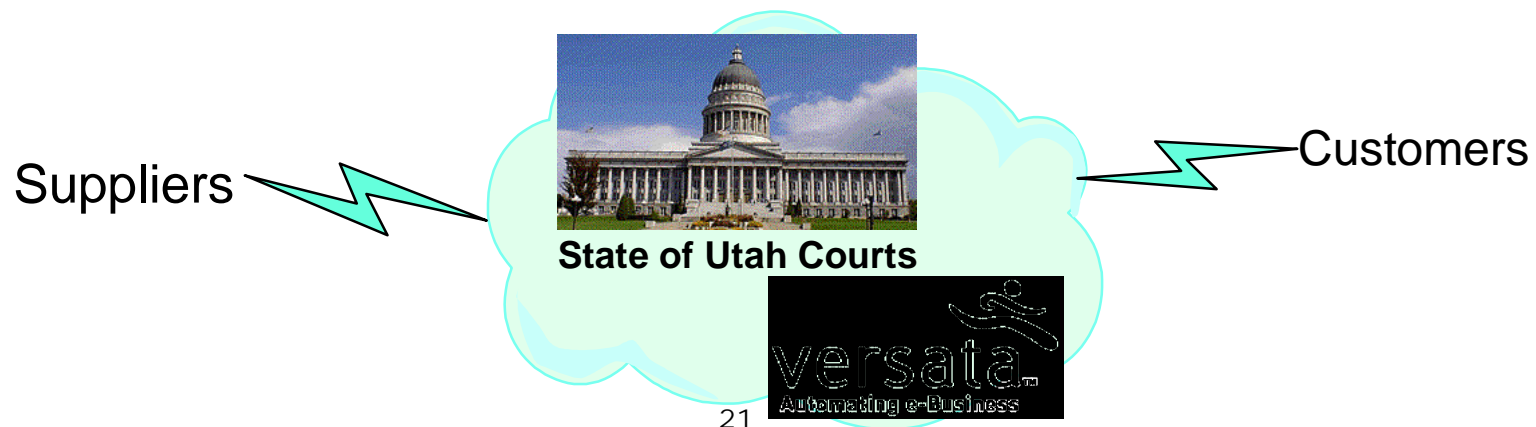
- ▶ Enable existing state IT staff to deliver new J2EE-based system to replace mainframe judicial case management tracking

■ The Versata Solution

- ▶ Quickly trained existing Cobol and RDBMS developers to develop using high-level rules, jumpstarting WebSphere applications

■ The Result

- ▶ “Versata is fundamentally different. Essentially, it allowed us to leapfrog ... straight into application development.”
-- Jerome Battle, Dir.. IT, State of Utah

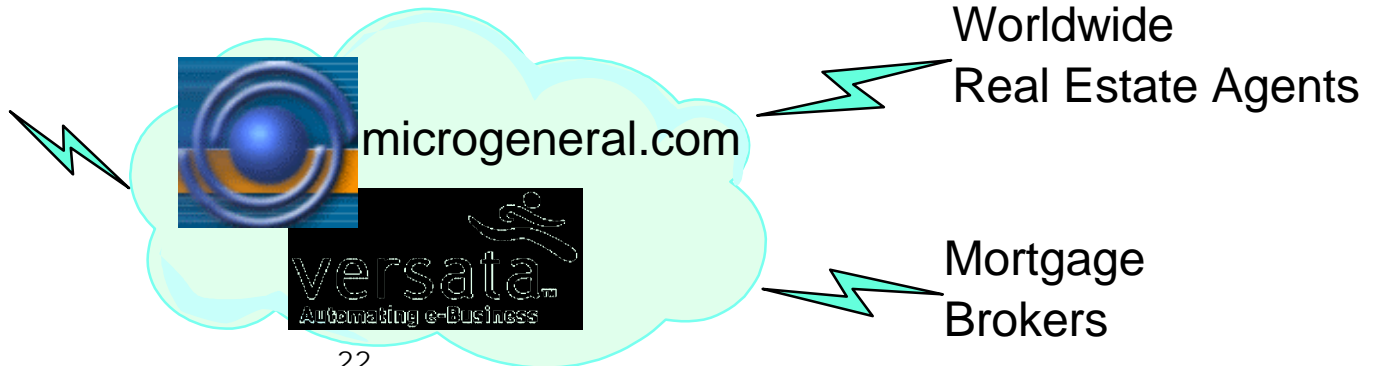


Success Stories

Micro General Corp.

- **The Challenge: Integrate and Extend Systems**
 - ▶ Integrate acquisitions (including Chicago Title) and transform #1 US title processor to online operations
 - ▶ Improve the title insurance certification process
- **The Versata Solution**
 - ▶ Converting all client-server and mainframe applications to Versata/IBM WebSphere
- **The Result**
 - ▶ Major new systems developed in record time, using existing staff, including 20-CPU AIX cluster running WebSphere EJB applications

Micro General
(IT Arm of Fidelity
National Title)





Success Stories

Mexicana Airlines

- **The Challenge: Increase Business Responsiveness**
 - ▶ Automate rapidly changing business logic and transactions including seat reservations and travel promotions
- **The Versata Solution**
 - ▶ Multi-lingual customer service site for customized itineraries and frequent-flyer transactions integrated to back-office systems
- **The Result**
 - ▶ [VLS] “allows us to rapidly modify and enhance business transactions ... and add increased features and functionality”
-- Antonio Valle, Exec. VP, Mexicana



The difference is WebSphere.



Success Stories

Consolidated Freightways

- **The Challenge: Modernize Systems**
 - ▶ Replace aging COBOL/CICS application and automate paper intensive process
- **The Versata Solution**
 - ▶ The new system leverages the unique business logic automation technology of the Versata Logic Server on WebSphere Application Server, replacing CF's legacy COBOL system and paper-intensive process with a new automated paperless claims system.
- **The Result**
 - ▶ The claims processing project has a projected cost savings of more than \$2 million.





Success Stories

ITT Fluid Technologies

- **The Challenge**
 - ▶ **Deliver e-Business projects with working functionality in 90-day windows**
- **The Versata Solution**
 - ▶ **Deployed private marketplace application to link 18+ units**
- **The Result**
 - ▶ **Met the 90-day challenge to develop real-time ordering online and order tracking applications for resellers and distributors**



Competitive Positioning

Direct Competition: Platform choices

Versata places WebSphere in an class of its own when competing against

- ATG (Dynamo/ColdFusion)
- BEA (WebLogic)
- Bowstreet
- Microsoft
- Oracle
- Selectica
- SilverStream
- Sun (iPlanet/Forte)

Versata delivers overwhelming competitive advantage for WebSphere by automating the construction of high-transaction, highly scalable, WebSphere applications.

Other challengers: Rules Engines (Versata is not a Rules Engine)

- Brokat Advisor (formerly Blaze - part of WebSphere Commerce Suite)
 - ▶ Optimized for personalization and decision support vs. high-volume transactions
- Ilog (AI rules tool - partnership w/BEA)
 - ▶ Optimized for decision support vs. high-volume transactions



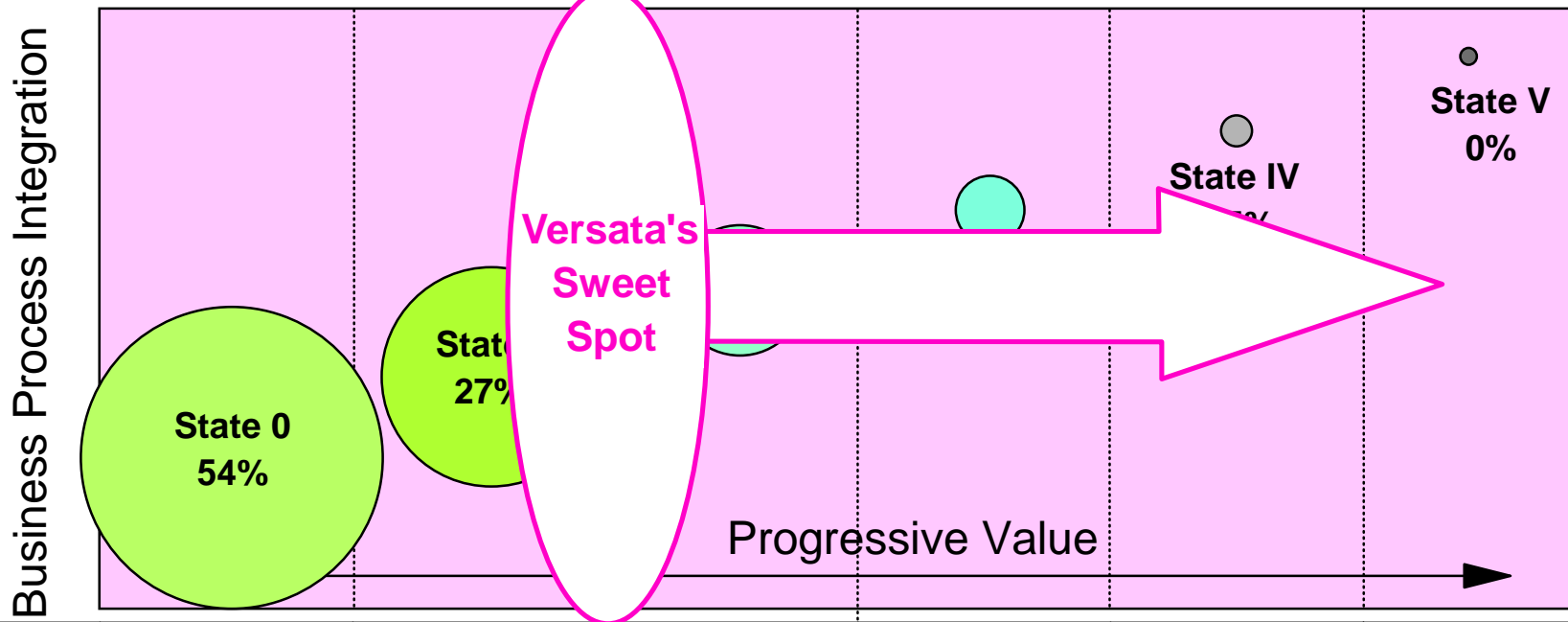
Versata's Sweet Spots

Transaction-rich AD projects, targeted for WebSphere on AIX, NT and/or Solaris, using a relational data base with other back ends

- 1. WebSphere customers with foundation already in place, project identified and budgeted**
 - ▶ **Budget, time-to-market and/or Java skill constraints**
 - ▶ **Looking to business domain knowledge**
- 2. Customers undertaking enterprise WebSphere projects for the first time**
- 3. Prospective WebSphere customers evaluating competitive solutions**
 - ▶ **Use Versata to gain competitive advantages over Microsoft, Sun, BEA, HP, Oracle, Sybase, et al.**

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Versata Is Not A Fit Where . . .

- **Customer needs to deploy WebSphere applications on AS/400, Linux, OS390/zOS**
- **Application has very simple or no business logic**
 - ▶ **Query and/or read only or simple transactions**
 - ▶ **Content management or personalization**
- **There is no RDBMS data store**

The difference
is WebSphere.





What Versata Is Not . . .

A CASE/Modeling tool

- CASE tools generate documentation (sometimes stubs)
- Versata Logic Server constructs executable systems (may use CASE as an input)

A Rules Engine

- Rules engines must be called from hand-coded components
- Versata Logic Server constructs components from rules



What Versata Is Not . . .

A Code Generator or 4GL

4GL Code Generators

- Are procedural
- Manual integration
- Don't iterate
- Aren't extensible
- Build indecipherable code

Versata Logic Server

- Is declarative
- Instantly executable
- Preserves customizations
- Built on extensible objects
- Builds readable EJBs

The difference is WebSphere.





The Art of the Deal

■ Lead with Versata advantages

- Strategic linkage of business strategy to application logic
- Accelerates business logic development
- Accelerates time to market
- Accelerates time to change
- Minimizes requirement for Java skills

■ Package with IBM SW & Services

- ▶ WebSphere AS AE
- ▶ VisualAge Java EE
- ▶ WebSphere Studio
- ▶ Services
 - Assessment (IGS/Versata)
 - Training (AIM)
 - Implementation (IGS/Versata)
 - Support (Versata)



What's in it for me??

- **Faster time to \$ales**
- **Significantly larger deals**
 - ▶ **1X = WebSphere**
 - ▶ **4X = WebSphere + Versata**
 - ▶ **Significant deals in 2000**
 - Wellpoint \$2.6 M (Mary Webb)
 - Kemper \$1.0 M (Tom Klein)
- **Average deal size = \$300K US**
- **Creates competitive advantage over adversaries like Microsoft, Sun and BEA**
- **Accelerates rate of customer's WebSphere adoption and deployment of WebSphere Applications**

The difference
is WebSphere.





Pricing/Ordering/Commission (today)

■ Commission

- ▶ IBM AIM reps receive 100% revenue credit for selling Versata on IBM paper
- ▶ Versata reps compensated by Versata for selling on IBM paper

■ Pricing

- ▶ Versata Studio - \$3,000/seat
- ▶ Versata Logic Server - \$40,000/CPU
- ▶ Special bids
 - Must be pre-approved by Versata
 - Must then be approved by country pricer

■ Ordering

- ▶ The Versata System is not available via Passport Advantage
- ▶ Orders must be placed using AAS
 - In US, call 800-426-2255 and ask for help in placing an order for Versata
 - In other countries, refer to local AAS ordering procedures
- ▶ A complete AAS order must include
 - Special bid approval (by both Versata and IBM pricer)
 - Valid customer number
 - PO or order letter from customer



IBM/Versata Future Directions

Select Versata reps to work exclusively with IBM

- Houston, TX (Central)
 - Cary Bourgeois
cary_bourgeois@versata.com
office: (281) 980-9343
cell: (832) 545-7066
- New York, NY (East)
 - Samir Ullal
samir_ullal@versata.com
office: (973) 484-3344
cell: (973) 223-7918
- San Francisco, CA (West)
 - Kristin Kraus
kkraus@versata.com
office: (510) 628-1299
cell: (510) 501-1942
- Toronto Canada
 - Randy Stackaruk (Canada)
randy_stackaruk@versata.com
office: (905) 337-2881
cell: (416) 565-0814
 - David Hewitt (Canada)
david.hewitt@versata.com
office: (416) 820-4876
cell: (416) 820-4876



e-business software

The difference
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IBM/Versata Future Directions . . .

■ **PassPort Advantage**

- ▶ Versata available via PassPort Advantage (business-as-usual!) versus AAS
- ▶ IBM-provided service and maintenance available from PPA

■ **New Versata Release & WebSphere 4.0 Support**

- ▶ Enhancements to Versata Studio Development Tool
- ▶ New Performance Pak enhancements to runtime environment
- ▶ Initial release on WAS AE 3.5.3 - Support for WAS AE 4.0 - 4Q01

■ **WebSphere Workbench & WAS for OS/390 Support**

- ▶ Versata announced plans to develop to IBM's Workbench (Eclipse)
- ▶ IBM/Versata plan to develop Versata runtime for WAS for OS/390 - 1Q02

■ **WebServices Support**

- ▶ Versata has formed a WebServices Architecture Team
- ▶ Initial POC being developed in the UK

■ **Sales enablement deliverables and events**

- ▶ WebSphere/Versata success stories and reference scenarios
- ▶ Redbook
- ▶ White papers
- ▶ Technical sales webinars
- ▶ WebSphere/Versata Performance Benchmark
- ▶ Integrated demo (Versata/VA₃₈ Java EE/WSS & WSAS AE)

Sales Support Resources

Key contacts - Americas

■ IBM

WW Sales Support

Jim Brammer

818-715-6907 (8/396)

Jim Brammer/Santa Teresa/IBM@IBMUS)

Americas Sales Support

Bill Tratnack

602-217-2220 (8/667)

William Tratnack/Phoenix/IBM@IBMUS

WW Technical Sales Support

Wilbert Kho

408-463-4023 (8/543)

Wilbert Kho/Santa Teresa/IBM@IBMUS

■ Versata

Americas Sales Support

Don Farrell

781-271-1237

Don@versata.com

Americas Sales Support

Mariano Ochoa

(510) 628-1264

mariano_ochoa@versata.com

Local Versata sales & technical sales support

Your local Versata team

(See Versata Sales Kit on AIMInfo)

Resources

- Online sales kit (AIMInfo - w3.ibm.com/software/sales/aim)
 - ▶ Click on "Select an Online Sales Kit" drop down menu and select "Versata Sales Kit"
- Versata/IBM Sales Assistance Hotline
 - ▶ 800-984-7638 (select sales option)

Sales Support Resources

Key contacts - AP

■ IBM

WW Sales Support

Jim Brammer

818-715-6907 (8/396)

Jim Brammer/Santa Teresa/IBM@IBMUS)

WW Technical Sales Support

Wilbert Kho

408-463-4023 (8/543)

Wilbert Kho/Santa Teresa/IBM@IBMUS

■ Versata

Remote Technical Sales Support

To be provided from Versata HQ in Oakland, California, USA

Resources

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e-business software

The difference is WebSphere.

Sales Support Resources

Key contacts - EMEA

WW Sales Support

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Pierre Fock

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Pierre Fock/France/IBM@IBMFR

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EMEA Nordic

Henrik Thykier

45-45233000 x4377

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EMEA

John Rander

45-45 23 3000 x 3830

John Rander/Denmark/IBM@IBMDK

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Call to Action

- **Nominate your city for a Versata customer seminar**
 - ▶ C-level executive seminar to articulate business value of Versata
 - ▶ Presented by IBM/Versata worldwide or Americas sales team
 - ▶ Executive-level demo by IBM/Versata worldwide technical sales team
 - ▶ Venue: IBM offices in major cities
 - ▶ Execution
 - ▶ Local AIM team nominates city
 - ▶ Worldwide team provides invitation and speaker support
 - ▶ AIM reps contact existing WebSphere customers and new WebSphere prospects
 - ▶ Versata reps contact existing CORBA/BEA customers and new Versata/WebSphere prospects
 - ▶ IBM marketing call center contacts existing WebSphere customers and prospects
 - ▶ IBM marketing call center tracks registration and follows up two days before event to confirm registration
 - ▶ Results: Qualified Versata opportunities and incremental Q3 business
 - ▶ IBM call center provides consolidated leads to city coordinators (AIM sales team and Versata sales team) for each city
 - ▶ City coordinator distributes leads to appropriate sales rep

Q & A

Backup

"It seems to me that to
bake an apple pie from
scratch, one must first
invent the universe"
-- Carl Sagan



Versata Relationship

Delivering on our Strategic Partnership

■ Why Versata?

- ▶ Innovative business rules automation technology
 - More than 500 customers worldwide
 - Both new Web startups like yet2.com, and Fortune 1000 customers such as MCI, ITT Fluid Technologies, Hilton Hotels and J. P. Morgan

■ The IBM/Versata Relationship

- ▶ IBM's advanced AD technologies are used by thousands of customers worldwide today
 - Standards-based
 - Highly productive, integrated, rapid development and deployment environments
- ▶ Versata provides a unique, innovative rules-based development solution that fills out IBM's VisualAge family of development tools and forms one of the cornerstones of IBM's iRAD initiative.

Versata helps IBM customers succeed in building strategic solutions based on the WebSphere platform

Different Types of Rules

■ Transactional Rules

- Declarative rules used to automate complex transactions in a large web site
- Example: Versata e-business Automation System

■ Deductive/Decision Rules

- Used for decision-making rather than transaction processing
- Examples: Blaze (formerly Neuron Data) and Ilog

■ Workflow Rules

- Automates routing of a unit of work between people or systems
- Example: MQ Workflow

■ Router Rules

- Automate the transformation and routing of transaction data
- Used for data interchange between applications and systems
- Example: MQSI

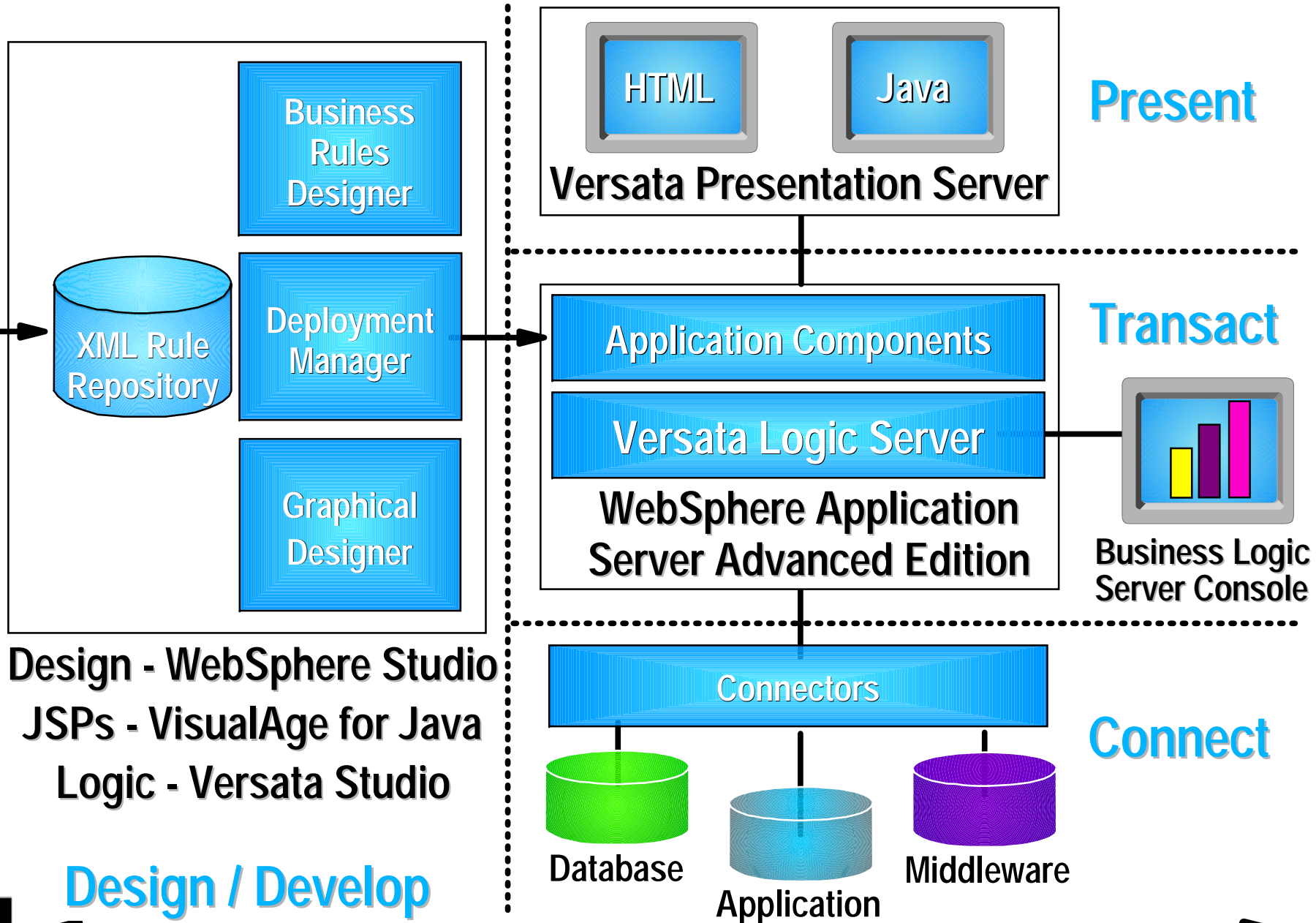
■ Personalization Rules

- Automate the process of displaying appropriate content on a web site (also called one-to-one rules)
- Typically used for getting the right content in front of prospects and customers in a large web site
- Examples: WebSphere Commerce Suite and Personalization Server



The difference is WebSphere

Versata Architecture



Design / Develop

Present

Transact

Connect

An open, end-to-end, extensible framework

The difference is WebSphere.

