

Host Integration Solution Guide

Why is Host Integration important to your customers?

Customers need to extend the reach of existing applications and data to new populations of end users using web technology. The potential savings and business value make a compelling case to "get to the web" quickly. Their customers are demanding it, their competition is forcing it. For most customers, the information and processes they need to extend to the web already exist in legacy applications. The IBM Host Integration solution enables customers to "webify" existing applications quickly, with little or no programming and extend these applications to intranet, extranet or Internet end users. Customers can modernize the applications with a GUI interface and streamline navigation through the applications to make them easier to learn and use.

What are the Benefits of Host Integration?

- ★ Offers a fast, low cost, low risk method to extend existing applications and data to the web
- ★ Provides a higher level of customer service - Makes information available to more end users, inside and outside the enterprise for extended time periods
- ★ Allows customers to reach new markets, new buyers and new selling partners
- ★ Allows companies to communicate better with agents, dealers, suppliers, and remote offices
- ★ Enables clerical savings and network communications cost savings. Employee driven applications can become self service applications. The Internet can be used in place of costly dial up connections.

Qualifying Questions for...

Marketing/Sales VPs, Product and Customer Service Managers:

- ▶ Have you considered expanding your business using the capabilities of the Web?
- ▶ Are you concerned that a competitor may gain a competitive advantage by expanding their business to the web before you can?
- ▶ Do your employees have easy access to the information they need to make decisions?
- ▶ Are your customers satisfied with the level of service you're delivering?
- ▶ Are you having difficulty retaining customers?
- ▶ Has a recent merger or acquisition severely impacted your company's operations?

Qualifying Questions for...

IT VPs, Directors and Managers:

- ▶ Are you looking for ways to extend your applications to...
your customers, suppliers, Business Partners?
- ▶ Are you trying to move information and functions to the Web?
- ▶ Do you have to support mobile employees and are there applications/data that they need but can't access currently or productively?
- ▶ Is it expensive for you to provide SW maintenance on your end users' emulators?
- ▶ Would you like to reduce training and help line costs by streamlining and modernizing existing applications?
- ▶ Do you have to support multiple vendors' emulators, communications servers and multiple network types?

Web Sites:

- ✦ Host Integration: <http://www.software.ibm.com/network/hostintegration/>
- ✦ Host on Demand: <http://www.software.ibm.com/network/hostondemand/>
- ✦ Secureway: <http://www.software.ibm.com/secureway/>