



# Selling WebSphere into SAP Accounts

September, 2001

**WebSphere** software

■ the fastest way to dynamic e-business ■

# Agenda

- **Overview**
- **SAP's History, Strength and Worldview**
- **Extend the SAP story with IBM software**
- **Resources**
- **Summary**

# Overview

- **Extend SAP's solution to the web**
- **Integrate SAP with other applications**
- **Develop new applications using SAP functionality**
- **IBM software deal size from \$100K to \$1M**



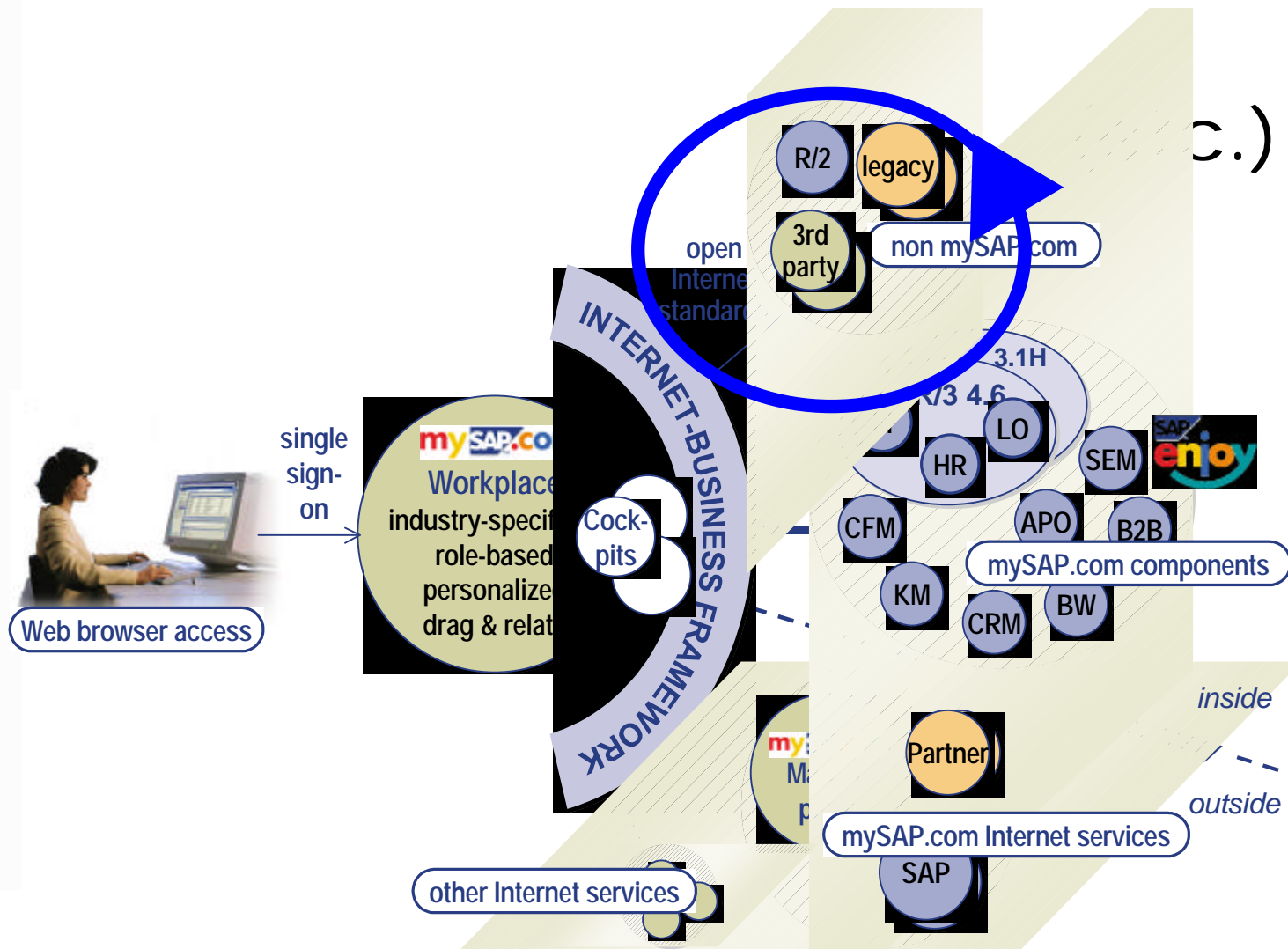
# SAP Background

- **Largest enterprise resource planning (ERP) application software company**
- **Third-largest independent software vendor**
- **29 years in business**
  - ▶ **10 Million Users**
  - ▶ **30,000 Installations**
  - ▶ **1,000 Partners**
  - ▶ **21 Industries**
  - ▶ **50 countries**
  - ▶ **23,700 employees**
- **Headquartered in Walldorf, Germany**
- **Industry Strongholds**
  - ▶ **Manufacturing**
  - ▶ **Distribution**
  - ▶ **Retail**

# What is ERP?

- **Enterprise Resource Planning (ERP) - attempts to integrate all departments and functions across a company onto a single computer system**
- **Hot in the '90s, but e-business changed everything**
- **ERP vendors are scrambling to re-cast themselves as e-business vendors**
- **mySAP.com is SAP's Internet strategy (re-branding) to encompass ECM, SCM, CRM - e-business**

# SAP View of the e-business Universe



# Where's the center -- SAP?

## What about:

- **Other packaged applications**

- ▶ PeopleSoft
- ▶ Siebel
- ▶ Baan
- ▶ Oracle

- **Custom-developed applications using:**

- ▶ DB2
- ▶ Oracle
- ▶ CICS
- ▶ Tuxedo
- ▶ Informix
- ▶ MQ

# Why should you care?

- **Many SAP customers are**
  - ▶ large enterprises
  - ▶ multiple divisions
  - ▶ likely have made acquisitions
  
- **SAP is one of IBM's biggest partners**
  - ▶ IBM hardware and services sales to SAP customers is huge
  - ▶ Unexploited, established relationships for software
  - ▶ Untapped market for many WebSphere products
  
- **Example: e-commerce is an emerging key play**
  - ▶ Typical e-commerce Opportunity
    - SW - WebSphere Commerce, MQSI, MQ = \$500K+
    - Services - Will vary from 2 to 5+ times software revenue
  
  - ▶ Many other areas where WebSphere software brings value



# WebSphere fundamentally does three things!

Provide any user or device streamlined access to customized content



Browser



Pervasive



Employees

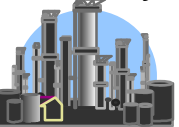


Cust/Suppliers

Integrate and automate business processes to maximize agility



Partners Sys



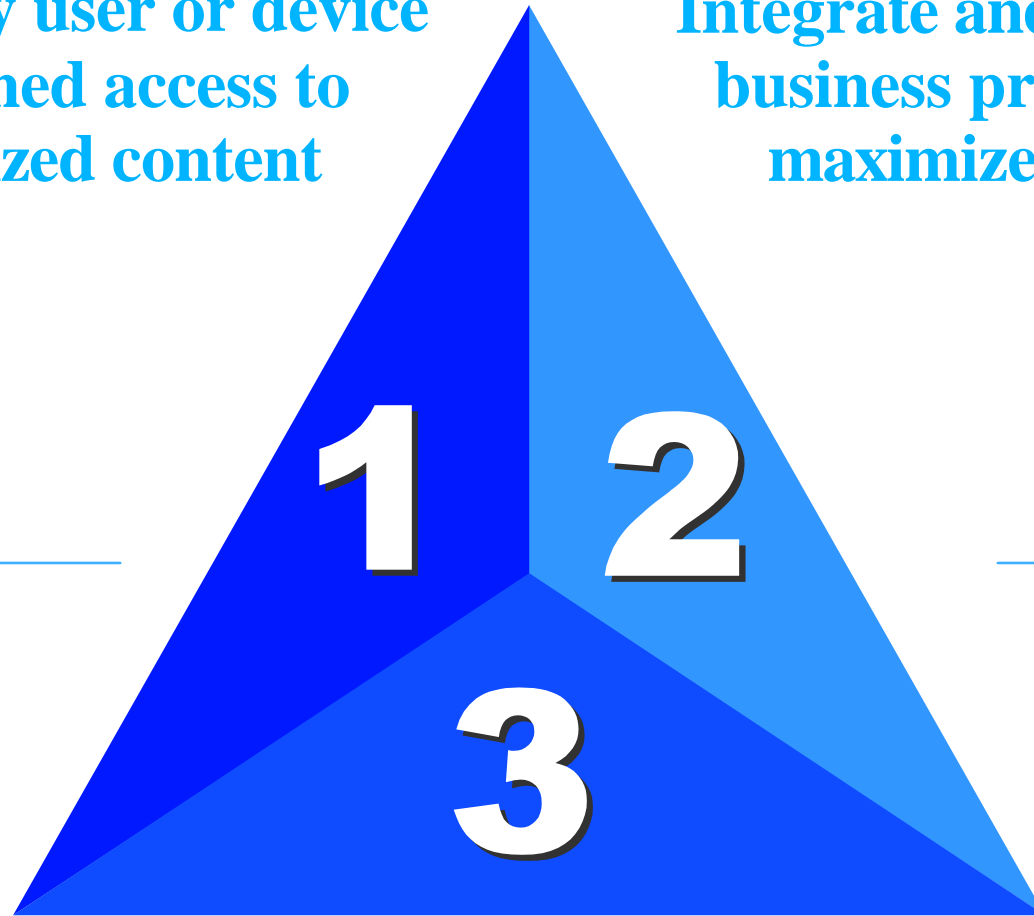
Suppliers Sys



Processes



Information

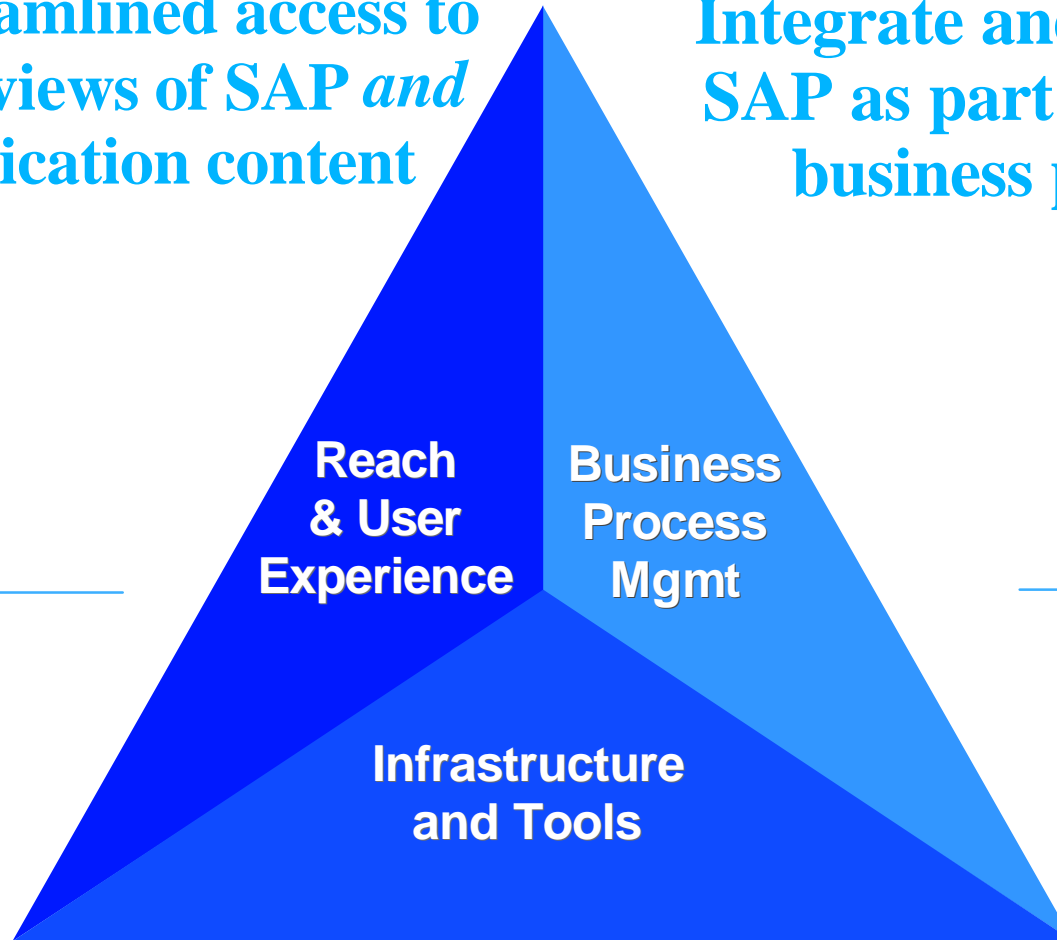
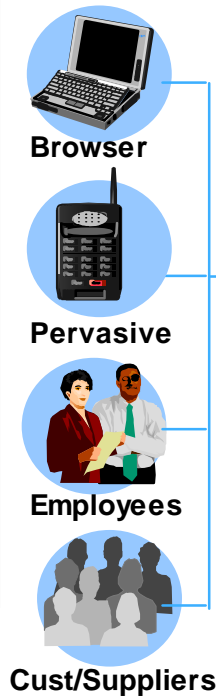


Build, connect and manage applications

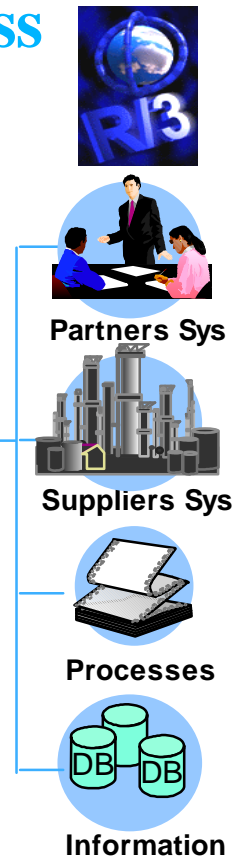
# WebSphere fundamentally does three things for SAP Customers!

Provide streamlined access to customized views of SAP and other application content

Integrate and automate SAP as part of a larger business process



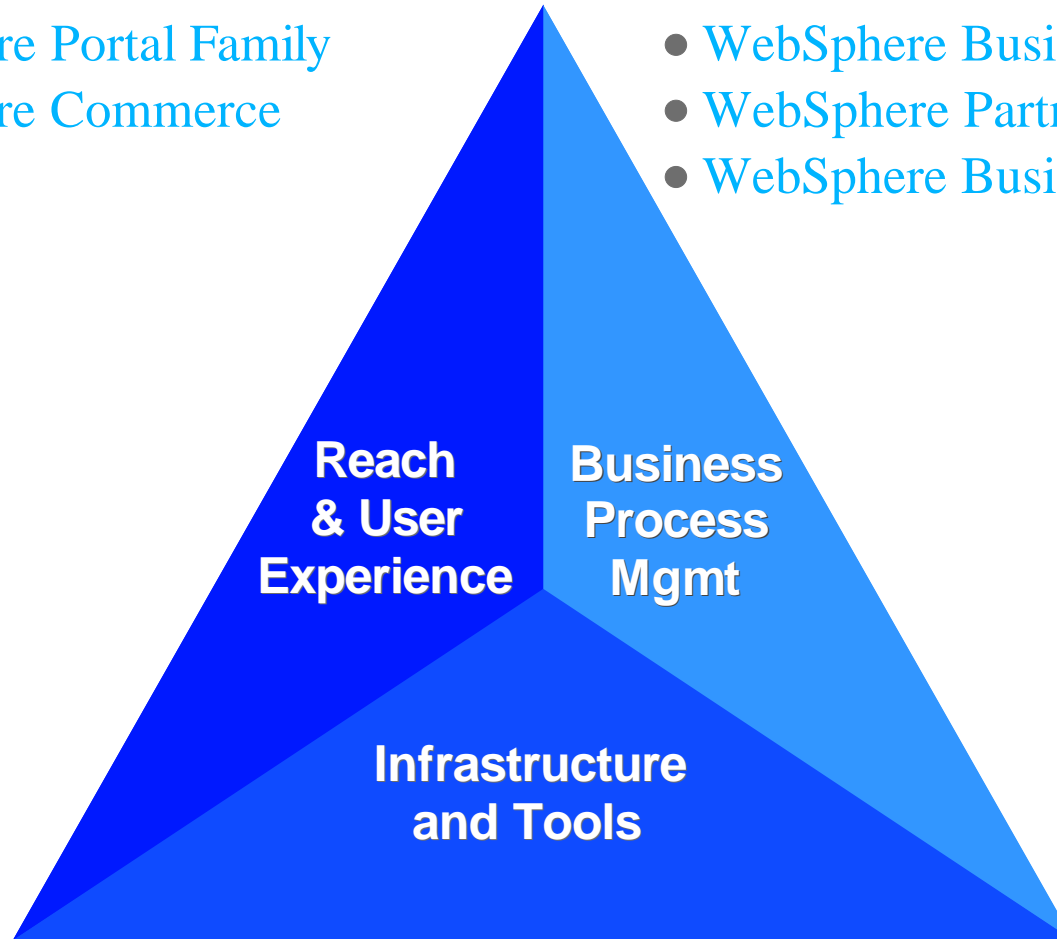
Build extensions that connect SAP to other applications



# Complementing an SAP Solution

- WebSphere Portal Family
- WebSphere Commerce

- WebSphere Business Integrator
- WebSphere Partner Agreement Mgr
- WebSphere Business Process Manager



- WebSphere Application Server
- VisualAge for Java
- Connector for SAP R/3
- WebSphere Adapter for mySAP.com

- WebSphere MQ Integrator
- MQSeries Link for SAP R/3
- MQSeries Adapter Offering

# Reach & User Experience

## ■ WebSphere Portal Family

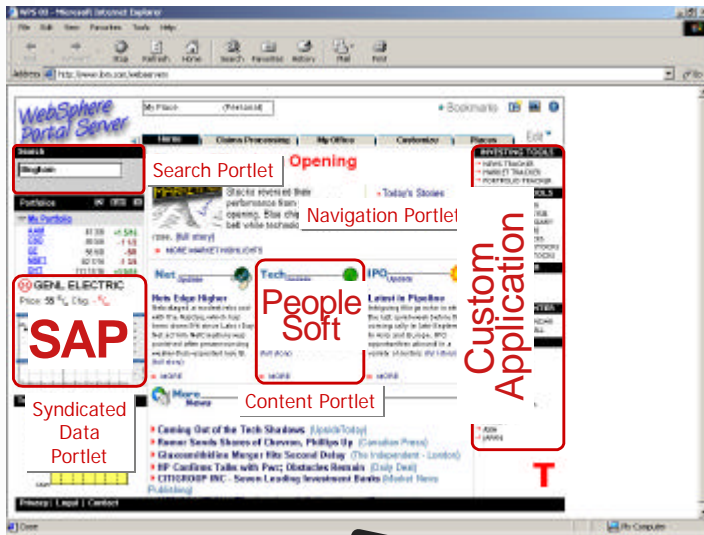
- ▶ **Customize and present SAP content**
- ▶ **Combine with other applicaiton and data content**
- ▶ **SAP-specific portlets**
- ▶ **Collaborate with co-workers and partners**

## ■ WebSphere Commerce

- ▶ **Use SAP for backend processes of commerce**
  - availability checking and inventory
  - order processing
  - supply chain



# Example: Reach & User Experience

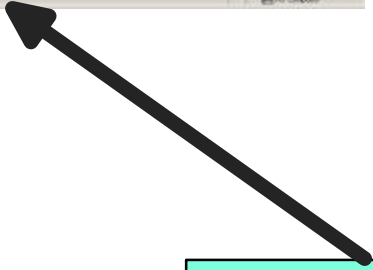


R/3 4.6c  
(3.1G or higher)

PeopleSoft

Custom Application

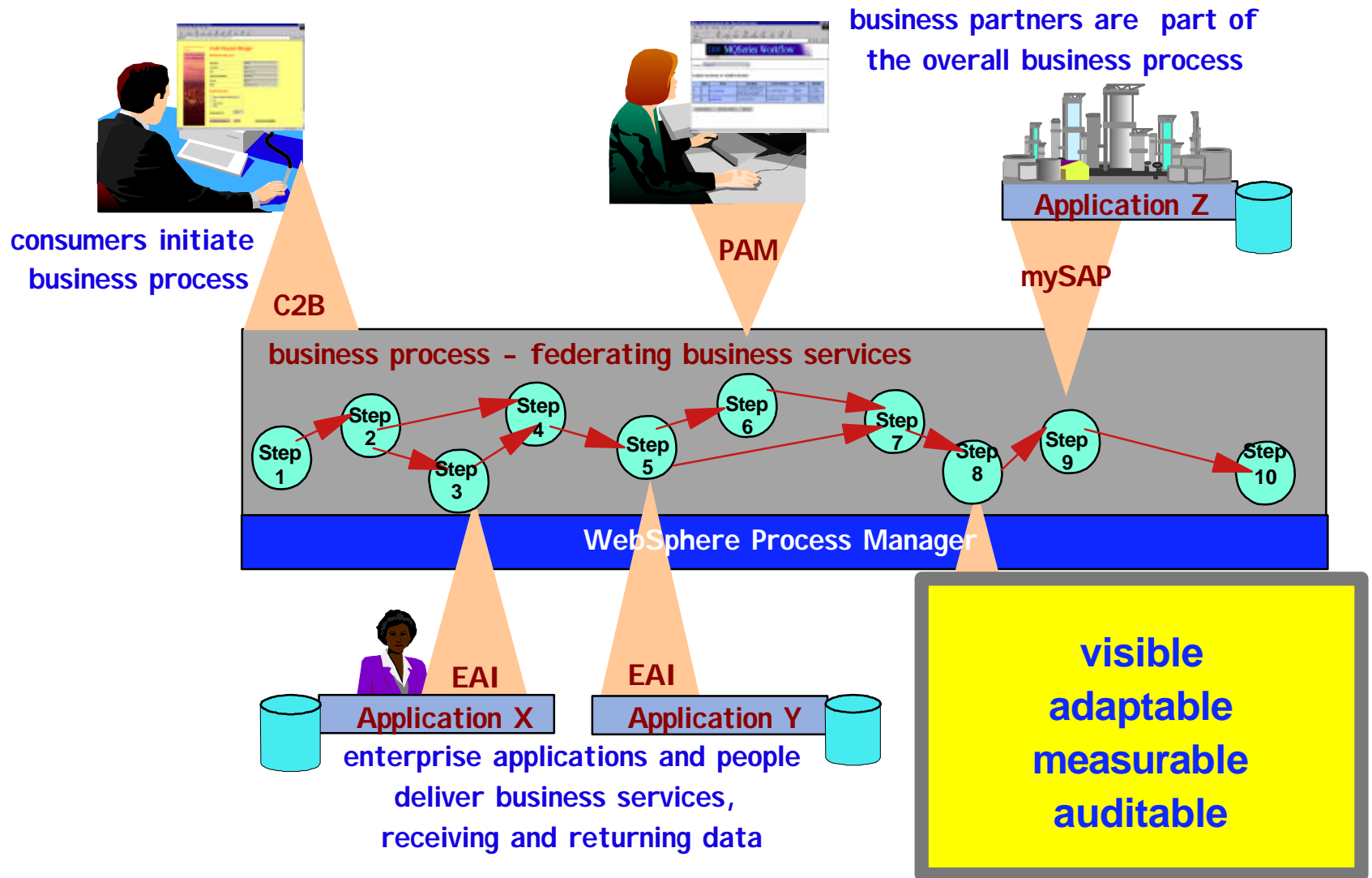
WPS 1.2



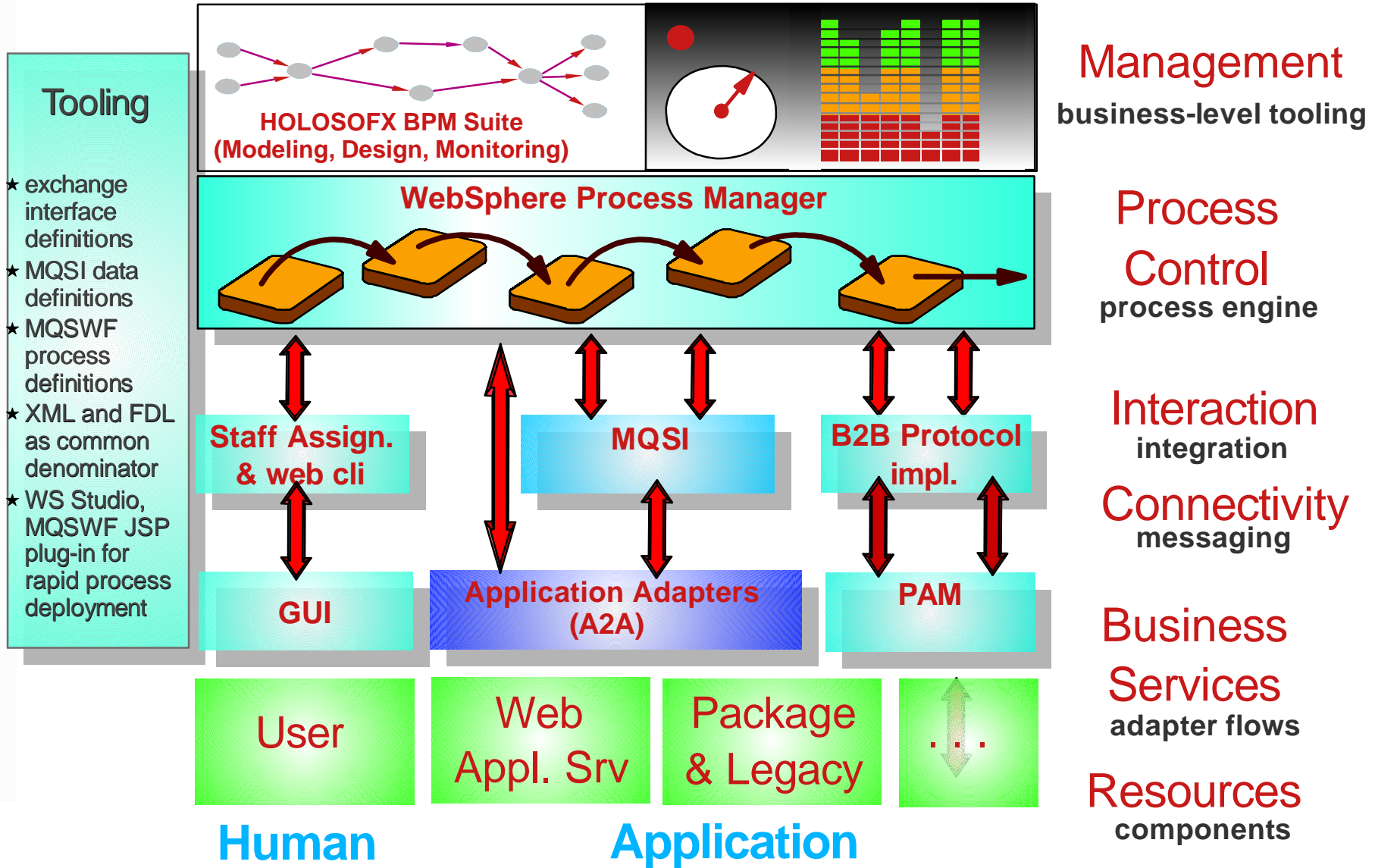
# Business Process Management

- **WebSphere Business Integrator**
  - ▶ End-to-end processes choreography within and across your enterprise
  - ▶ Based on EAI with built-in SAP connectivity
- **WebSphere Partner Agreement Manager**
  - ▶ Involve your trading partners in your business processes
  - ▶ Extend SAP's supply-chain management to your customers and suppliers
- **WebSphere Business Process Manager**
  - ▶ High level process management involving human and system resources
  - ▶ Connect SAP and non-SAP services in a business context

# Example: Business Process Management



# WebSphere Business Integrator: End-to-end Process Management





# Infrastructure and Tools

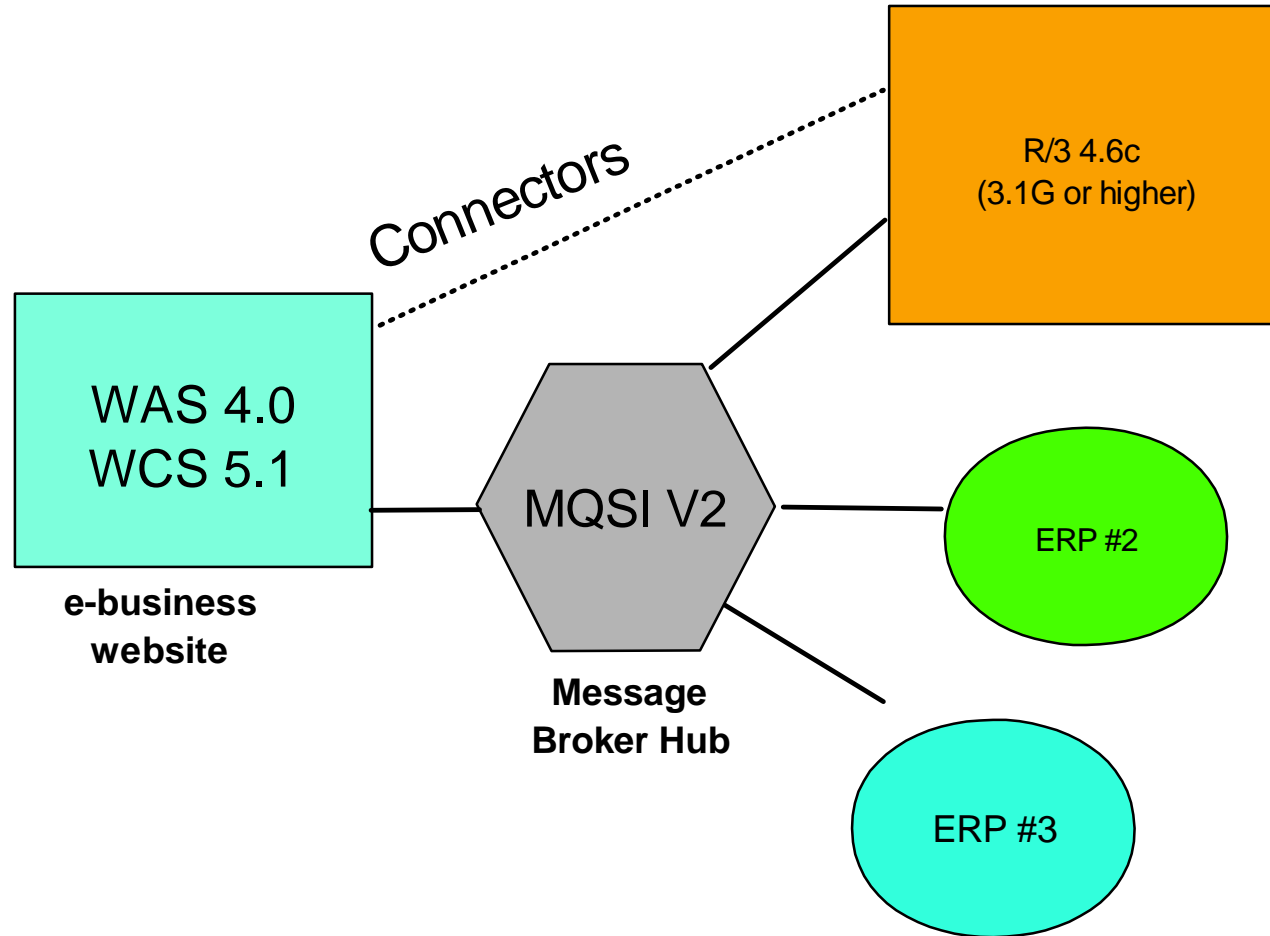
## ■ Tightly coupled

- ▶ WebSphere Application Server
  - Web applications utilizing SAP functionality
- ▶ VisualAge for Java
  - Tooling to build connections to SAP applications
- ▶ Connector for SAP R/3
  - CCF version runtime
- ▶ WebSphere Adapter for mySAP.com
  - JCA-compliant version

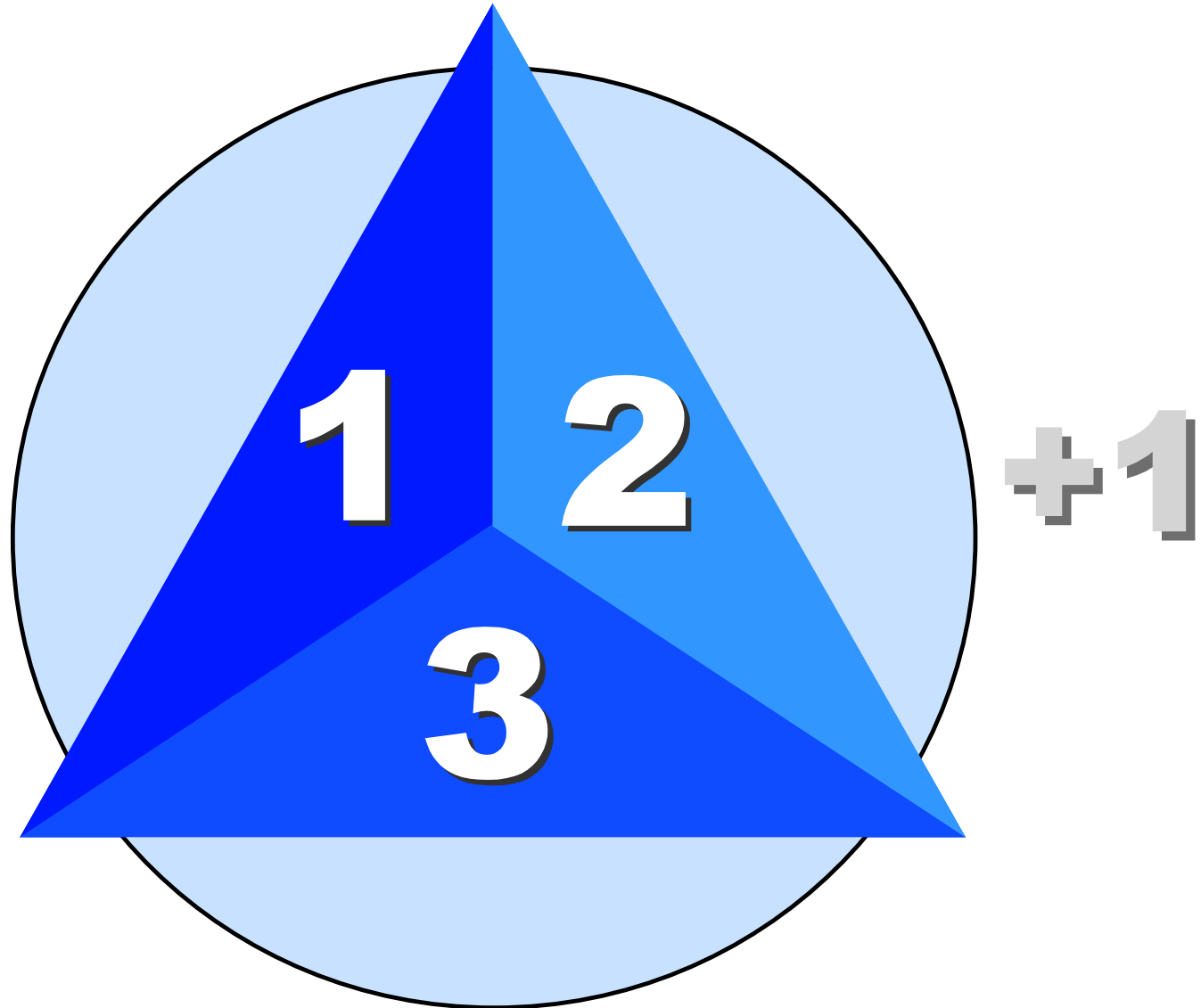
## ■ Loosely coupled

- ▶ WebSphere MQ Integrator
  - Routes and transforms SAP data to other applications
- ▶ MQSeries Link for SAP R/3
  - Base level messaging links
- ▶ MQSeries Adapter Offering
  - Adapts messages to J2EE component model

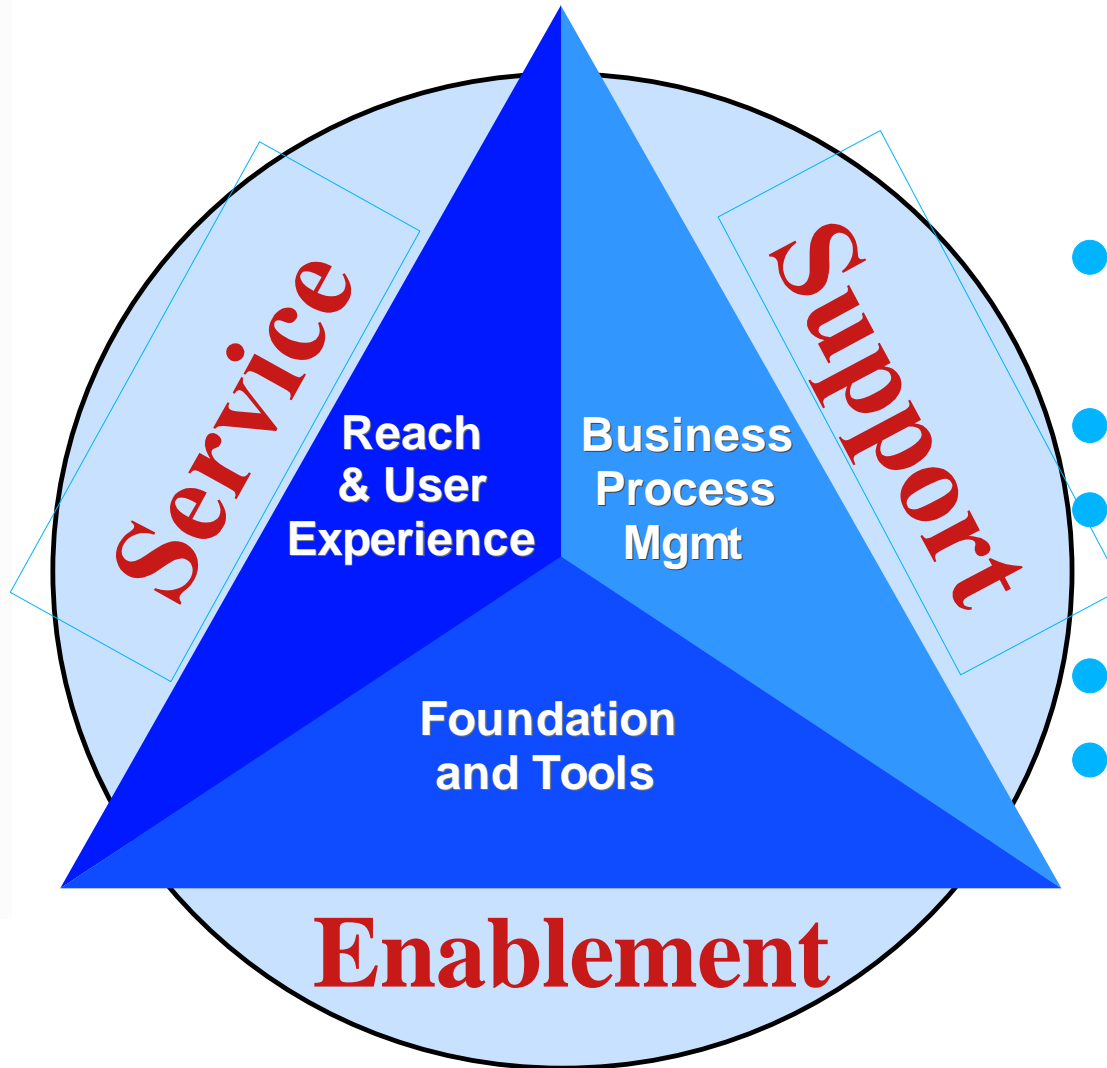
# Example: Infrastructure and Tools



# WebSphere fundamentally does three things..... plus one



# The +1 is Enablement



- **Expertise & Practical Experience**
- **Services**
- **Development**
- **Community Building**
- **Customer Support**
- **Technical Enablement**



# Resources

- **IBM will create future education on our SAP capabilities, including detailed technical information and development and deployment patterns that integrate SAP solutions to meet different customer needs.**
- **In the interim, look to these two web resources for content and contact information:**
- **Partners**
  - ▶ <http://www.ibm.com/websphere/partners>
- **IBM Sales and Marketing**
- **[w3.ibm.com/software/websphere/sales](http://w3.ibm.com/software/websphere/sales)**
  - ▶ **Competitive Sales Initiatives**

# References

## ■ General Info

- ▶ **WebSphere Software Platform** <http://www.ibm.com/websphere>
- ▶ **MQSeries Link for SAP R/3** <http://www-4.ibm.com/software/ts/mqseries/platforms/r3/>
- ▶ **VisualAge for Java** <http://www.ibm.com/software/ad/vajava/sap.html>
  - **Newsgroup** <news://news.software.ibm.com/ibm.software.vajava.sap>
  - **VADD Tutorial** <http://www7.software.ibm.com/vad.nsf/Data/Document2151>
- ▶ **Lotus Domino**
  - [http://www.lotus.com/products/eibu\\_knowbase.nsf/eipages/homeconsap](http://www.lotus.com/products/eibu_knowbase.nsf/eipages/homeconsap)

## ■ Case Studies

- ▶ **MQSeries** **Texas Instruments, Samsung**
  - <http://www2.software.ibm.com/casestudies/swcs.nsf/swgSearch?SearchView&Query=mqseries+AND+sap>
- ▶ **WebSphere** **Whirlpool, Degussa-Hüls AG**
  - <http://www2.software.ibm.com/casestudies/swcs.nsf/swgSearch?SearchView&Query=websphere+AND+sap>
- ▶ **VisualAge for Java** **Bosch AG**
  - <http://www-4.ibm.com/software/developer/casestudies/bosch.html?dwzone=java>

## ■ Technical infos

- ▶ **SAP Professional Journal** <http://www.sappro.com>
  - Article "BAPI Basics When Programming with Java" in 1/1999
  - Article "Web-Enabling SAP R/3 with Java - A Guide for the Uninitiated" in 01/2001
- ▶ **SAP Insider** <http://www.sapinsider.com>
  - Article "Building Java Applications for SAP R/3 Using IBM's VisualAge for Java"
  - in premier issue

# Summary

- **SAP has a huge install base to which WebSphere can provide value**
- **WebSphere is geared to a much wider world view**
- **WebSphere extends SAP functionality**
  - ▶ **Extends the reach of SAP functionality and combines it with other application functionality**
  - ▶ **Integrates SAP processes into larger enterprise processes**
  - ▶ **Connects and uses SAP functionality in new e-business applications**

# Call to Action

- **Make sure you know which of your accounts have SAP and where they use it.**
- **Get familiar with IBM's SAP offerings. Look for content over next few weeks at:**
  - ▶ IBM Sales [w3.ibm.com/software/websphere/sales](http://w3.ibm.com/software/websphere/sales)
  - ▶ Partners: [www.ibm.com/webpsphere/partners](http://www.ibm.com/webpsphere/partners)
- **Stay tuned for future SAP/WebSphere telecons.**
- **Work with your standard WebSphere support contacts on SAP opportunities.**
  - ▶ **SAP should be viewed as a back-end WebSphere helps leverage, not something new and difficult.**