



Prolifics simplifies development for robust WebSphere applications.

The rapidity of technological change and increased demands from customers and suppliers necessitates flexible, scalable IT infrastructures. Companies are scrambling to create integrated Web-based applications, with analysts predicting that spending for high-end enterprise applications will reach \$2 billion by 2003.*

“Our customers need complete solutions that tightly integrate with their IT infrastructures.... WebSphere Application Server enables us to develop robust, open standards-based solutions.”

– Richard Westle, CEO, Prolifics

IBM Business Partner Prolifics has more than 22 years of experience providing enterprise application development

framework solutions. The company is based in New York City and has regional offices worldwide. Its more than 1,500 customers include industry segments such as insurance, manufacturing, finance, telecommunications and the public sector. Panther, an enterprise application development framework created by Prolifics, enables its customers to easily and rapidly build component-based transactional applications. These applications reduce development cycles by an estimated 50 percent to 75 percent. Prolifics’ customers can leverage existing IT assets and thus preserve considerable investments made in legacy systems. A long-time Business Partner of BEA,

Application Panther: an enterprise development framework integrated with IBM WebSphere™ Application Server

Business Benefits Integrated solution expected to handle significant transaction spikes; 50% to 75% faster development cycles; customers can leverage legacy systems, saving millions in IT costs; more than 96% of customers deploy applications on time and within budget

Software IBM WebSphere Application Server, Advanced Edition



Prolifics’ integration of Panther with IBM WebSphere Application Server will enable its customers to better leverage legacy systems — such as shipping and fulfillment — for new Web-based enterprise applications.

Prolifics has powered the bulk of Panther's applications using BEA TUXEDO. The needs of Prolifics' customers are changing, however, with many wanting to leverage the benefits of using the latest application development technologies such as component-based architectures supported by Enterprise JavaBeans™ (EJBs).

Seeking to maintain its leadership position in the enterprise application development framework market, Prolifics turned to IBM and, in particular, the Application Framework for e-business for assistance. Prolifics wanted to provide customers with the ability to migrate applications from traditional client server and TUXEDO-based solutions to IBM WebSphere Application Server, Advanced Edition. The support for EJBs in WebSphere Application Server was key to Prolifics' decision. Prolifics' CEO Richard Westle notes, "Our customers need complete solutions that tightly integrate with their IT infrastructures, connecting front-end transactions with back-end systems. WebSphere Application Server enables us to develop robust, open standards-based solutions."

A technological roadmap for now and the future

The typical Prolifics customer wants a robust application development framework that will enable them to avoid reprogramming and training costs, which can sometimes reach into the millions—depending on the specific objectives of the customer. Westle notes, "WebSphere Application Server provides optimal support for EJBs, allowing us to create an application framework using Panther that supports the use of almost any programming language."

Westle adds that the open standards-based methodology of the Application Framework for e-business, which promotes portability and interoperability, were also important factors in Prolifics' decision to develop and migrate legacy-based applications to WebSphere Application Server. "The Application Framework for e-business provides a

road map with detailed directions for building almost any type of scalable, flexible, robust e-business solution," says Westle.

A scalable, portable solution

The ability of WebSphere Application Server to handle high transaction volumes is important to many of Prolifics' customers. "We have customers who have sudden significant spikes in transaction volumes," notes Westle. "These customers need the assurance that their systems can handle more than 100,000 daily transactions."

Prolifics is building innovative IT infrastructures using key principles of the Application Framework for e-business, including WebSphere Application Server, for several dot.com companies. "These sites require a robust transaction system infrastructure," explains Westle. "We're confident that the applications we're developing using WebSphere Application Server can handle steady streams of high transaction levels—including sudden surges in demand." Prolifics also expects its current 96 percent ratio of deploying applications on time and within budget to increase using WebSphere Application Server.

Part of the IBM Business Partner family

The excitement of being an IBM Business Partner and tapping into the available support in the IBM Business Partner family is palpable, growing on an almost daily basis for Prolifics. "The support IBM provides us in the development of Panther for WebSphere Application Server is unmatched," says Westle. "We'll have a best-of-breed solution that will boost us ahead of the competition—solidifying our place in the market as a leader in application development solutions."

For more information, please contact your IBM marketing representative or IBM Business Partner.

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* "Worldwide Application Service Provider Forecast, 1998-2003," International Data Corporation, March 2000.

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