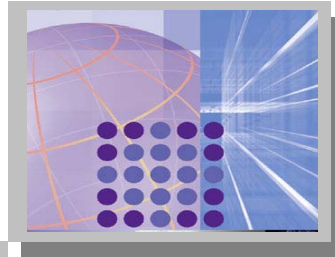


WebSphere® software



WebSphere Application Server Enterprise Edition Pipeline Building Sales Kit

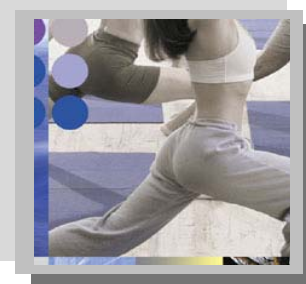


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Overview

Your customers are experiencing greater demands on their time and resources than ever before. And sure, they want the best of Java™ and J2EE technology for building new applications, but what do they do with their enormous existing investments? "Ripping and replacing" is not an option!

Here's the best kept secret in IBM — You can take away the pain!

For customers who need to rapidly assemble reusable Java technology-based solutions while leveraging existing resources, IBM offers a first-class "Build to Integrate" solution that delivers integration, flexibility, and productivity in a highly optimized market-leading runtime with:

- ONE point of administration
- ONE point of deployment
- ONE integrated development environment
- ONE programming mode
- The way your customers view integration and application development

You can change:

- The way your customers view integration and application development
- Their cost structure
- Shut out the competition

You cannot only unlock, but you can literally create new e-business value. The key is the new and greatly improved IBM WebSphere® Application Server Enterprise along with IBM WebSphere Studio Application Developer Integration Edition.

This Pipeline Kit Building Sales Kit is for IBM Business Partners across all sectors and industries to help individuals who want to:

- Deliver eye popping returns to their customer's business
- Grow really big deals
- Delight customers with real solutions to meet real challenges

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A recent Gartner report refers to "a complex, disorganized, unmanaged, inefficient, and expensive inter-application 'spaghetti-like' architecture that connects applications and databases throughout the enterprise and, increasingly, its business partners, suppliers and customers."

Customers have serious integration problems to solve, and they are prepared to spend big money to solve them. In fact, analysts tell us that customers spend nearly 40 percent of their annual IT budgets on integration — one of their top strategic priorities.

Moreover, a Giga Information Group report from December 2001 indicates that the strongest areas of IT spending in 2002 will include application serving and integration. IBM's high-end application server and tools bring application serving and integration together into a unified offering that reflects customer spending patterns.

Market Opportunity

The build to integrate market represents a multibillion dollar opportunity. Your customers will spend between seven and nine dollars on integration for every dollar of application purchased. IBM estimates that reusing existing assets rather than developing new ones cuts integration costs by 80 percent.

So what are some of the key areas to look for? Customer who:

- Recognize value in services-oriented architecture to facilitate integration and reuse
- Require strong integration new J2EE applications and existing assets
- Build integration-oriented J2EE applications who are challenged by competitive and rapidly changing marketplaces
- Require high levels of flexibility and productivity in leveraging existing investments
- Seek leading-edge integration functionality based on J2EE technology
- Require support for large, high-volume and reliable deployments on integration projects

Overview

Product Positioning

WebSphere Application Server Enterprise is a next-generation application server environment designed to allow businesses to:

- Take control of their applications, IT resources, and business processes in a complex and diverse transactional environment
- Simplify the integration of heterogeneous applications and assets with a powerful integration framework
- Manage the complexity of building and deploying enterprise applications through visual and logical process flow capabilities
- Incorporate e-business infrastructure designed to cut costs, build customer loyalty and promote business agility



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WebSphere Application Server Enterprise offers companies:

- The ability to take e-business to the next level through faster integration
- Rapid response to change
- Reduced complexity and increased productivity
- Offered in the context of a highly optimized J2EE technology-based runtime with industry-leading support for Web services

Supported by WebSphere Studio Application Developer Integration Edition, the Enterprise offering allows companies to be more dynamic and flexible as they build, deploy and manage the IT resources that drive their business and profitability.

Gain business value by integrating applications with WebSphere Application Server Enterprise
Today's enterprise infrastructures typically consist of existing application components and disparate systems. These applications and systems encapsulate the business logic and operational data needed to drive the day-to-day operations, and profitability of the business. Businesses are increasingly faced with the need to integrate and consolidate these resources in a productive and simplified fashion. WebSphere Application Server Enterprise allows businesses to accomplish these goals and realize a higher return on investment and increased profitability.

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The key capabilities that will allow customers to move their businesses to the next level include:

- ✿ **Support for Service-Oriented Architecture and Service Choreography.** Taking the idea of Web services to the next level, a service-oriented architecture allows virtually any software resource to be viewed through the lens of a business service interface. This allows faster assembly of new applications, improved consistency, and greater leverage of existing investments. Moreover, a key requirement for customers is support for process automation facilities.

The ability to host and schedule a living business model in the application server environment brings new opportunities for seamless integration of application assets.

This is sometimes called service choreography and it includes scripted interactions with Enterprise Information Systems and other services; longer running flows that integrate activities into more course-grained business process steps; and support for business entities that adapt themselves to diverse business processes.

WebSphere Application Server Enterprise allows you to create new applications with flexible intra-application flows and behaviors that can be changed dynamically through either human interactions or adaptable business rules. These capabilities offer the ability to simplify business processes by quickly defining them as a sequence of steps that utilize resources and execute directly in applications and organizations. Developers can quickly build, deploy and manage complex, automated business processes.

- ✿ **Extended Messaging Support:** By blending component-oriented and message-oriented computing models, the WebSphere platform for e-business makes it easier for developers to quickly create high quality applications that integrate with other systems through a messaging infrastructure. Container managed messaging delivers automated support for inbound and outbound messaging, allowing developers to focus on business logic instead of complex messaging APIs. Handcrafted Java Message Service code is no longer required because message content and transactional policies can be mapped onto the relevant business components.



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- **Advanced Transactional Support:** Many of today's back-end resources do not integrate well with a J2EE application server environment. In fact, most of the packaged applications on the market are not enabled for "two-phase commit" protocols required by J2EE technology. Fortunately, WebSphere Application Server Enterprise delivers the advanced transactional support required to efficiently bring back-end resources into the J2EE environment.
 - **Last Participant Support** offers businesses the ability to coordinate updates to two-phase commit resources and a single resource supporting one-phase commit in a single unit of work. Last Participant Support also allows users to leverage connector-based EJBs in real transactions.
 - **ActivitySession Service** provides the ability to extend the scope of and group together multiple local transactions. These local transactions can then be committed based on deployment criteria or through explicit program logic. This ability reduces the complexity of dealing with commitment rules and limitations therefore increasing flexibility.
 - **Compensation** is the ability to complete or negate a list of independent transactions (such as booking a car, hotel, and flight) that depend on each other to fully complete a business task (such as booking a trip). This ability lets you visually define the process of the transactions, as well as the appropriate actions to "undo" in the event of failure or commit the list of transactions if successful. This reduces the need to create complex, hand-crafted logic to manage compensation for transactions that are independent yet connected.



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Gain business value by building applications with WebSphere Application Server

Enterprise – WebSphere Application Server Enterprise delivers powerful and innovative extensions that leverage today's open standards. These extensions allow businesses to increase productivity and solve real customer issues by simplifying tasks, gaining flexibility and enhancing performance. The key capabilities that offer customers the ability to take e-business to the next level include:

- ✿ **Adaptable Business Rules Support.** Businesses today compete in a rapidly changing environment. The ability to build applications that can respond quickly to change is a must. The WebSphere platform delivers a powerful framework for defining, executing, managing and scheduling rules that encapsulate variable business policies. Any discrete unit of business logic can be expressed as an externally managed rule. Developers initially create or select a rule that will be triggered from an application. Business analysts maintain the rule from there without further programmer involvement. Additional benefits include improved documentation of business policies, increased consistency, reduced maintenance and testing costs, and increased confidence in predicting the impact of change.

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- **Dynamic Application Support.** Real business value comes from creating versatile and dynamic applications. With WebSphere Application Server Enterprise, customers gain the capabilities they need to compete.
 - **Dynamic Query Services** provide the ability to pass in and execute query statements at runtime. This eliminates the need to hard-code every query combination into an application during development thus increasing your productivity and flexibility.
 - **Application Profiling** provides a way to intelligently receive information from an administrator about the characteristics of an application. This information flows on the thread of execution. When the application server runtime is about to execute a task that is potentially costly, it consults with a predefined profile and makes decisions about resource utilization and runtime calls. The means that the exact same component can participate in an optimized fashion across multiple applications that have very different operational characteristics. This maximizes reuse without sacrificing efficiency.
 - **Internationalization Service** is designed to allow applications to automatically adjust to handle various global constraints associated with time, language, currency and cultural differences.
 - **Asynchronous Beans** provide the ability to schedule work to run asynchronously through deferred execution that accounts for the notions of priority and context propagation. They also allow for the execution of multiple tasks in parallel based on a single inbound request.
 - **Work Area Service** provides developers with the ability to efficiently share information across a distributed application using "virtual scratch pads."



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- Use the four key themes for **WebSphere Application Server, Version 5.0** to generate excitement among your customers:
 - ✿ **Comprehensive Build-to-Integrate Platform** — improve time-to-value by building new integration-ready applications which leverage existing software assets
 - ✿ **Integrated Application Development** — maximize ROI and lower labor costs with superior developer productivity and the flexibility of a portal-like integration of best-of-breed tools
 - ✿ **Agile Deployment and Administration** — lower cost of ownership and minimize startup investment with highly productive and flexible administration, deployment and management services
 - ✿ **Intelligent, End-to-End Application Quality of Service Optimization** — create competitive advantage and optimize price and performance while meeting the changing demands of dynamic e-business with industry-leading reliability, scalability, performance and security
- **Sell at the executive level** — [Vision for WebSphere Application Server Version 5.0 and Beyond White Paper](#) describes the savings and efficiencies delivered by Version 5.0.
- **Leverage the public webcast — the Cutting Edge of Web Applications** — How the Next-Generation Application Server from IBM WebSphere Software Brings New Value to Your Business at www.ibm.com/software/websphere
 - On the left, select Platform, then Foundation and Tools
 - At the bottom, click The cutting edge of Web applications
- **Bring in experienced help** — including the worldwide sales and technical sales teams for demonstrations and more detailed discussions
- **Recommend a WebSphere Center of Excellence** to close the sale

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- **Generally you should start**— with the CIO, CTO, lead architect, or senior developer who can influence projects and buying decisions.
- **Listen for a commitment to J2EE**— you'll need to get the decision makers on board with Java technology as a first step
- **Listen for pain points** — related to disparate systems and high integration costs
- **Listen for slow rollouts** — of new applications; slow turnaround on change requests; high backlogs of change requests
- **Listen for disconnects and breakage** — between development and deployment
- **Listen for weakness in the infrastructure** — security, reliability, scale, performance, availability and manageability
- **Promote the high-end application server and tools as a strategic necessity** — for large, standardized deployment across the enterprise
- **Be sure that your customer understands the complete story for** — the Build to Integrate. Sell new function as well as core strengths.
- **Be willing to leverage smaller project opportunities** — just to get your foot in the door
- **Introduce services** — including a Center of Excellence offering, to gain traction with the sale and to drive larger deals in the future

Deliverables**Pipeline Building Sales Kit****Call To Action****Sales Strategy****Questions To Ask Your Prospect****Customer Pains****Value Proposition To You****Elevator Pitches***Questions To Ask Your Prospect***Prospects:**

- Look for LOBs who need to deliver timely new business services to clients, respond quickly to change, and manage business policies externally
- Work with CIOs and chief architects to identify Java technology-based projects that require integration with existing assets in a reliable and cost-effective fashion
- Look for development organizations that are committed to (or are strongly considering) Web services technology at a strategic level
- Identify development managers who need to achieve higher levels of productivity and quality in the rollout of new applications

Questions:

Consider the following kinds of questions (ranging from business to technical, depending on the audience). Map responses back to your sales strategy:

- Do you need to adapt quickly to changing market conditions?
- Are you looking for ways to improve customer loyalty?
- Would you benefit by organizing your business model around reusable, accessible services?
- Do you need to integrate existing assets into new J2EE applications?
- Do you need to reduce your IT costs, and "do more with less"?
- Do you need to develop J2EE applications faster than your competitors?
- Do you need to support large deployments with exceptional throughput and manageability?

*Deliverables**Customer Pains*

<i>Pain</i>	<i>Solution</i>	<i>Benefit</i>
High IT costs are impacting the bottom line	Use WebSphere Application Server, Version 5.0 and WebSphere Studio Application Developer Integration Edition, Version 5.0 as an e-business foundation	Reduced expense through shorter development cycles, simplified integration for J2EE applications, industry-leading Web services enablement, and more efficient use of hardware and software resources
Inability to attract and retain customers is hurting revenue	Use WebSphere Application Server, Version 5.0 and WebSphere Studio Application Developer Integration Edition, Version 5.0 as an e-business foundation	Improved customer loyalty through faster and more consistent customer service, rapid delivery of tailored customer offerings, and easier penetration into new geographical markets
Inability to quickly react to new opportunity is eroding market share	Use WebSphere Application Server, Version 5.0 and WebSphere Studio Application Developer Integration Edition, Version 5.0 as an e-business foundation	Increased business agility through dynamic business policy management, accelerated application development, simplified Web services integration and rapid scaling



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Value Proposition To You

- **WebSphere Application Server, Version 5.0** can generate the interest to help you close big deals. It brings tremendous new value to your customers:
 - With optimizations for improved performance
 - Availability and scale
 - It includes extensions for improved productivity, flexibility, and integration
 - These optimizations and extensions cut costs, boost customer loyalty and promote agility
- **WebSphere Application Server, Version 5.0 consists** of flexible configurations to meet different customer requirements. WebSphere Application Server Enterprise, Version 5.0 is the configuration that delivers the greatest capability. Always consider leading with this product in an application server sale.
- **You should lead with Enterprise** because your competitors promote their full set of capabilities, and you cannot afford any disadvantage. Your customers have many problems that can only be addressed by this high-end offering from IBM. The high-end offering best differentiates the WebSphere family of products from what other vendors are promoting. It also provides a control point for future sales and drives bigger deals today.



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*Deliverables**Value Proposition To You (continued)*

Next speak to your customer's value proposition. WebSphere software platform can help customers solve integration issues to maximize:

- Their return on investment
- Reduce integration costs
- Reach new markets with accelerated speed

IBM is uniquely positioned in the market to deliver integration solutions that will enable companies to:

- **Leverage their existing assets and solutions** — turning them into a value network of employees, customers, suppliers and trading partners
- **Implement integration in a way that doesn't** — lock them into a proprietary path
- **Implement integration in a way** — that safeguards their flexibility to adapt within a dynamic heterogeneous environment
- **Rapidly develop and deploy** — new solutions
- **Utilize** — a common integration infrastructure



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For LOB or CIO (business-oriented slant questions):

- How can you more efficiently make new business services available to your customers?
- How can you react more quickly to seize new business opportunity?
- How can you improve the satisfaction of your customers?
- How can you leverage your core business assets through new channels?
- How can you make your myriad of systems and applications work together more effectively in delivering valuable e-business solutions?

Discussion:

- The bottom line is that IBM's high-end application server and tools are designed to help you reduce costs, improve customer loyalty, and respond quickly to change. They provide the world's most reliable infrastructure — so that you can easily grow, without interruptions to service, or concerns about security. But equally important, they enhance your business initiatives by allowing applications to be reshaped quickly — in some cases, on the fly.
- The net result is that you can head in new business directions and roll out new e-business offerings — implementing key business strategies — much faster than your competition.
- You can easily reach new constituencies across multiple geographies.
- You can integrate your significant arsenal of existing business assets so that they work together seamlessly in the delivery of new services. (This is a crucial point to make to customers.) And — you can do all of this at greatly reduced cost.

While none of this is magic. It's simply the result of application server and tool innovations from IBM that deliver:

- Unparalleled productivity, flexibility, and integration as well as runtime optimizations that enhance performance, availability, and scale
- Indeed we can do this much better than anyone else

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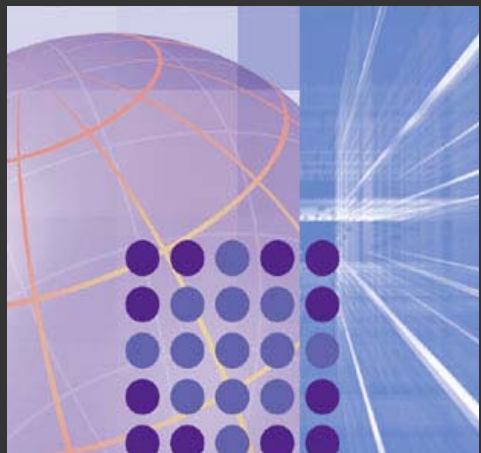
Elevator Pitches (continued)

For CTO or senior architect (technology-oriented slant questions):

- What is your strategic infrastructure for the next generation of e-business?
- How well does it incorporate your existing IT assets?
- How seamless is the linkage between development and deployment?
- How quickly can you respond to application change requests?
- How well does your infrastructure scale under load?

Discussion:

- WebSphere Application Server Enterprise and WebSphere Studio Application Developer Integration Edition provide a premier foundation for e-business infrastructure. This is accomplished through J2EE technology-based innovations that deliver unparalleled productivity, flexibility, and integration as well as runtime optimizations that enhance performance, availability and scale.
- Only the WebSphere software platform offers a service-oriented architecture in which virtually any software resource can be seen through the lens of a business service interface. This facilitates rapid assembly of new applications, leads to high levels of consistency, and provides for increased leverage of existing investments.
- The WebSphere software platform lets you create new services, as well as choreograph services that involve both components and people. It lets you automate business policy management. It provides advanced Web services monitoring and management, as well as advanced transactions, messaging, and query capability.
- The WebSphere software platform delivers support for long-running background processes, internationalization support, and optimized access to data sources. WebSphere family of products provides industry-leading performance and availability features for dynamic distributed configurations. Beyond these technical benefits, it also delivers real *business* benefits by helping companies to reduce costs, build customer loyalty, and respond quickly to change.

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Product Overview

IBM delivers true business value to customers with WebSphere Application Server Enterprise, Version 5.0 by:

- ✿ Providing higher return on IT investments
- ✿ Offering a greater level of application development productivity
- ✿ Delivering the flexibility to respond to the constantly changing world of e-business

Building on the world-class Web services and J2EE implementation of WebSphere Application Server, WebSphere Application Server Enterprise has evolved into a middle-tier deployment platform that provides customers with the capabilities they need to solve their most demanding enterprise business challenges.

- ✿ **Product Overview 'One Level Down'** — download presentation at
- ✿ **Product Overview 'Two Levels Down'** — www.ibm.com/software/websphere
- ✿ **Product Overview 'Three Levels Down'** — please see the white paper under the 'Call to Action' section

Scripted presentation

- ✿ [WebSphere Application Server, Version 5 customer-ready presentation and script](#)

*Collateral**Special Reports***• Simplifying Infrastructure SW decisions**

The target audience is IT decision makers not currently using WebSphere software products. They will need to make a SW infrastructure decision in the near future and probably have not thought of WebSphere software as relevant to them before.

The objective of this special report is to create a relationship with the reader by demonstrating our understanding of their critical issues, as well as serve as an introductory paper that introduces the WebSphere platform and its advantages.

• Build a Software Infrastructure to support your Business Strategies

This is a companion white paper targeting the LOB influencer. The objective of this piece is to create a relationship with the reader by demonstrating our understanding of their critical business issues and explain why they, the LOB guy, should care about SW infrastructure decisions. It also serves as an introductory white paper to the WebSphere platform.

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References and Sound Bytes

In the words of Thomas Leemann of UBS - one of the world's largest banks

"In today's competitive world of financial services — a world where more and more customer services and relationships are moving online — a secure, robust e-business infrastructure is critical. We look to WebSphere to support our efforts to maintain a highly satisfied, loyal customer base — and to do it more efficiently and cost effectively than our competitors. With the integration features, WebSphere helps us shorten time to market through faster application development, while reducing our ongoing maintenance costs. And, it integrates easily with our existing e-business applications, enabling us to leverage our prior IT investments. That boosts the return on our investment while enabling us to support thousands of users securely and reliably, day in and day out."



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FAQs

- **Q. How can I promote programming model extensions when a customer or raises concerns over portability?**
 - **First**, remember that we offer high-end value in the form of optimizations that don't affect portability; this is not just about extensions.
 - **Second**, remember that the extensions are really "tomorrow's standards today." These are being pushed into Java Specification Requests and discussions with standards bodies like W3C.
 - **Third**, consider the WebSphere software market share. A WebSphere product innovation is going to have strong buy-in and could become an industry standard prior to formal standardization.
 - **And finally**, consider the alternatives to WebSphere extensions in which customers and Business Partners would need to create frameworks and productivity APIs of their own. The question is: *What do you want to write and maintain yourself, and what are you willing to buy?*

More Info



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FAQs (continued)

● **Q. Isn't the Enterprise offering really about Component Broker and CORBA, or perhaps IBM @server TXSeries™?**

Component Broker has been stabilized for nearly a year and is no longer included in the WebSphere Application Server Enterprise Edition offering. And CORBA is just one of many technologies with which Enterprise integrates— there are many others as well.

- Beyond integration, Enterprise delivers the productivity and flexibility benefits that your customers so desperately need. TXSeries Version 5.0 is now available as a separate product on Microsoft® Windows® and IBM AIX® systems. It will be removed from WebSphere Application Server Enterprise, Version 5.0.

● **Q. Isn't there a way to order the individual Enterprise Services provided by the Enterprise offering?**

No, Enterprise is a total package. For example, customers who want "Business Rule Beans" for external business policy management need to buy a full Enterprise license. As a single exception to this, for customers who need CORBA interoperability, ActiveX bridge support, or message bean support, IBM will make WebSphere Application Server Enterprise Edition, Version 4.1 available through a special bid for 50 percent off the standard price (before Passport Advantage ?)

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Please contact your local IBM Business Partner Sales Representative for more information.



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