



WebSphere software



**A flexible foundation for e-business
on demand.**



Building a successful e-business starts with a reliable, flexible foundation. A base that can simplify application development now and grow applications in the future. IBM WebSphere® Application Server, Version 5.0 provides the foundation you need to extend your business to the Web with the speed, scalability and flexibility to meet your needs—today and in the future. Whether you're just getting started or need advanced integration and management capabilities, WebSphere Application Server helps generate immediate business value and a rapid return on investment.

Find out how WebSphere Application Server, Version 5.0 helped SupplyAid, a fictional medical supplies company, grow from a small startup to a global marketplace leader.





When SupplyAid first opened its doors, it had only a handful of employees. But those employees had innovative ideas and a commitment to transform these concepts into reality. Although the company's founders had limited resources, they knew that launching a Web site was a necessary step to help SupplyAid extend its market reach and reduce its overall costs. A Web presence could provide a professional face to potential clients and reduce sales collateral printing costs. So while the

employees worked to build a customer base and establish an efficient supply chain, they also launched a simple Web site. The site contained static pages with some content updated on a periodic basis, but it lacked the capabilities that help build stronger business relationships—like providing personalized content and up-to-the-minute product information.



In time, SupplyAid's hard work paid off. Not long after the company opened for business, SupplyAid had more than 200 staff members and a loyal customer base. Day-to-day operations ran smoothly most of the time. But the IT team was grumbling that the Web site no longer met the growing demands of the business. The IT staff had to take the site offline to make changes; they had problems generating interactive content. Furthermore, right after SupplyAid ran its first advertisement in a trade publication, the system response time slowed to a crawl after a flood of site hits from prospective customers.

The IT manager and the vice president agreed they needed to invest in reliable, scalable Web software to help improve customer satisfaction and manage growing internal information-sharing needs. But the IT manager was concerned that his department, which primarily handled routine hardware and software maintenance requests, didn't have the resources needed to maintain a complex Web site. The vice president's concern? Cost. With many business expenditures required to keep the company moving forward, SupplyAid could not afford IT capabilities beyond what it would immediately use.

Start small and finish big

With the advice of its local solution provider, SupplyAid turned to IBM WebSphere Application Server - Express, Version 5.0 to update its Web site quickly and affordably. WebSphere Application Server - Express gave a growing company like SupplyAid a quick, cost-effective on-ramp to quickly convert static Web sites into interactive, on-demand Web applications. Wizards and samples enabled fast and productive application development and deployment, saving time and money, while support for JavaServer Pages and servlet technology let SupplyAid's IT department create dynamic content without extensive Java skills. And with support for Java™ Database Connectivity (JDBC), SupplyAid could extend corporate database access through any available Web browser. Now, employees were always in the loop with the ability to access financial and operations reports containing the most up-to-date information virtually anytime, anywhere. SupplyAid finished the project within budget. And the IT manager knew SupplyAid could migrate smoothly to other WebSphere software products when it required more advanced development and deployment capabilities.





SupplyAid continued its rapid growth, hitting its stride in the marketplace. With increased sales, the company hired more staff, bringing the employee base to more than 1,000 members; the IT department expanded proportionately. But SupplyAid's customers and trading partners were demanding more from their online experience, at a time when it was more important than ever to maintain strong relationships with customers, trading partners and suppliers. SupplyAid wanted to take its Web site to the next level to allow more responsive customer information and service through robust e-business transaction capabilities. It also needed the capability to integrate and connect with customers, suppliers and trading partners. As SupplyAid added new capabilities, the IT department decided to more fully leverage Web services and Java 2 Platform, Enterprise Edition (J2EE) technology. Open standards gave SupplyAid the flexibility required to modify or change its technology as its business strategies evolved.

The next step forward

SupplyAid was ready for the core J2EE and Web services WebSphere Application Server configuration. Easy-to-use admin-

istration and setup features enabled SupplyAid to migrate from WebSphere Application Server - Express without missing a beat. Optimized for single-server environments, IBM WebSphere Application Server, Version 5.0 provided SupplyAid with full support for J2EE 1.3 with Enterprise JavaBeans (EJB) 2.0 components. These capabilities enabled SupplyAid to offer customers comprehensive, up-to-date product and order information, with automated sales and support responses and prompt, personalized Web interactions. With this level of responsiveness, SupplyAid could maintain loyal and profitable business relationships—with the flexibility needed to respond to new revenue opportunities.

WebSphere Application Server helped connect internal applications and create customized applications to streamline the flow of information, processes and transactions across its divisions and supply chain. SupplyAid also extended these important business functions and processes—like order processing and inventory management—to the Web by leveraging the open standards and Web services capabilities. As a result, SupplyAid generated operating and cost efficiencies with suppliers, created new opportunities with customers and increased employee productivity.



SupplyAid growth continued to accelerate, and with the help of its online client service capabilities landed three large contracts in one month. The Web site now routinely handled high volumes of transactions that increased each day. Caught off guard by its accelerating growth, SupplyAid experienced associated challenges. A single point of failure put its site out of commission for an entire day, a costly experience resulting in lost sales and a wave of negative client responses.

SupplyAid needed to ensure the security and availability of its site 24x7 to retain customer confidence. SupplyAid staff also recognized site performance could be improved with workload management capabilities that automatically balanced incoming requests. And SupplyAid wanted to extend selected Web services to some of their customers and trading partners from across divisions and outside firewalls.

Maintaining a competitive edge

IBM WebSphere Application Server Network Deployment, Version 5.0 provided the high levels of performance, availability and growth SupplyAid needed to handle unpredictable transaction volumes in a constantly changing environment. Broad, cross-platform support allowed SupplyAid to easily integrate and balance workloads across disparate systems and platforms. The ability to leverage a performance-monitoring application plug-in from IBM Business Partner Wily Technology helped SupplyAid evaluate, improve and manage Java applications to maximize system potential. Fault tolerance and workload management capabilities enabled SupplyAid to maintain customer loyalty and avoid costly downtime by providing dependable system availability. And advanced Web services like a private Universal Description, Discovery and Integration (UDDI) registry and Web services gateway let SupplyAid more easily deploy internal Web services applications and helped provide more secure access across firewalls and platforms.





Today, SupplyAid is a true market leader, employing thousands of staff members, with customers around the globe. The SupplyAid team is seeking ways to continue to grow and expand. While the rapidly changing business environment requires frequent updates to its applications, SupplyAid cannot afford the time it takes to bring down the applications, make updates, test them and redeploy. As SupplyAid looks to expand its global presence, building applications that take into account different cultural conventions and varying geographical boundaries is critical.

Full speed ahead

With a set of leading-edge enterprise services from IBM WebSphere Application Server Enterprise, Version 5.0, SupplyAid has the flexibility it needs to respond quickly to changing market conditions, gaining a competitive advantage in the process. A service-oriented approach to application

development through visual workflow tools speeds time to market. The capability to reuse systems already in place and integrate acquired systems and applications helps drive down development costs. With the business-rule framework, SupplyAid can reduce downtime or recoding requirements when regulatory or business policies change. And the internationalization framework in WebSphere Application Server Enterprise allows team members to build applications that easily adapt to the needs of international users, adjusting for different client locales, time zones, currency and languages. With this level of flexibility, SupplyAid can help drive continued growth and success through efficient use of its IT infrastructure.

From businesses just starting to leverage the power of the Web to global marketplace enterprises, WebSphere Application Server has a configuration to meet your business requirements. Find out now how WebSphere Application Server can help you at ibm.com/websphere/appserver.





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Software Group
Route 100
Somers, NY 10589
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- * This scenario is a composite based upon typical customer requirements and is not intended to represent a specific customer engagement. Individual customers will have different requirements. Contact your IBM representative to discuss your specific needs.