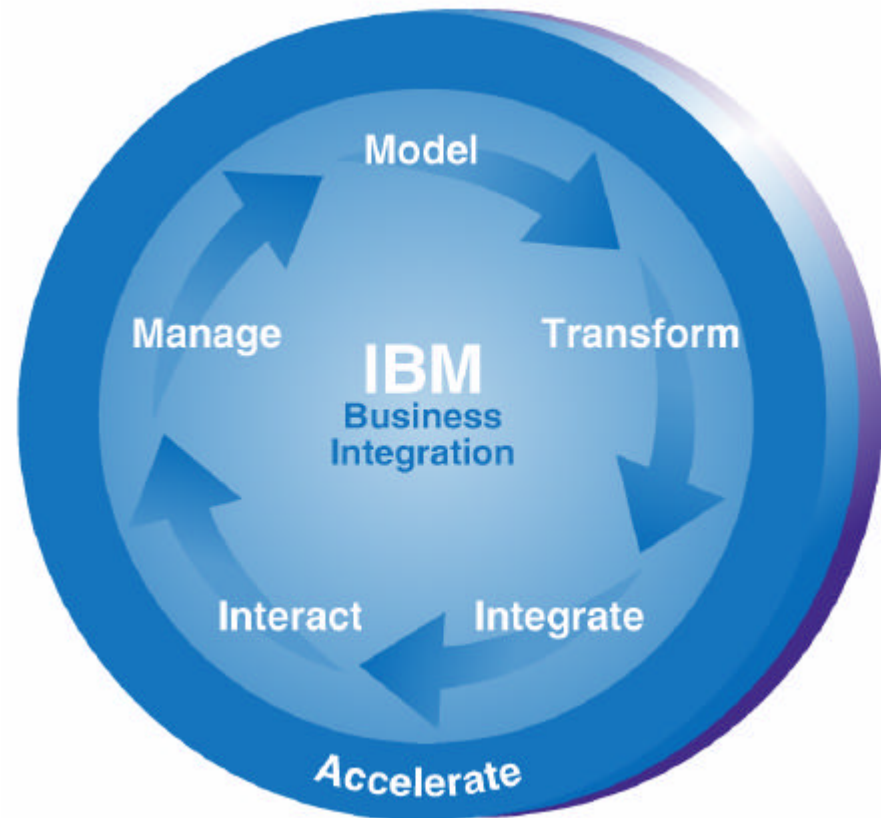


# IBM Integration Capabilities and Qualities

# Business Integration Capabilities from IBM

- Model** business functions and processes
- Transform** applications, processes and data
- Integrate** islands of applications, processes and information
- Interact** with resources anytime and anywhere
- Manage** performance against business objectives
- Accelerate** implementation of intelligent processes



# Business Integration Qualities from IBM

## Service Oriented Architecture (SOA) enablement

### Simple, integrated development

- ✎ Common tools platform
- ✎ Re-use and unification of assets

### Secure and scalable deployment

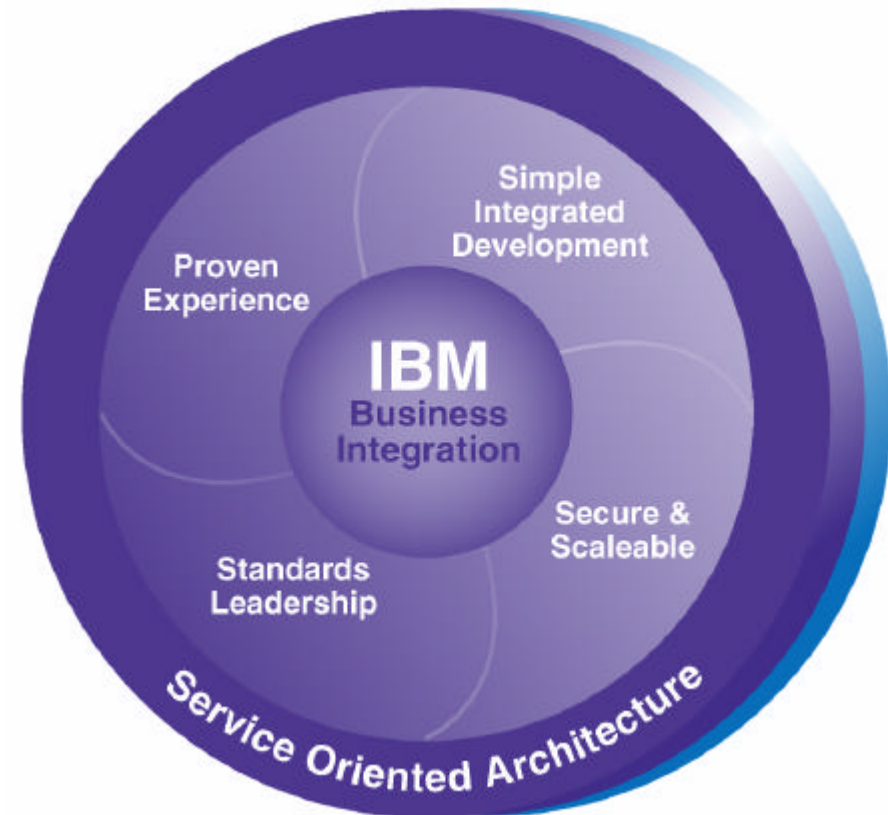
- ✎ Common and flexible deployment environment
- ✎ Flexible management and security infrastructure

### Standards leadership

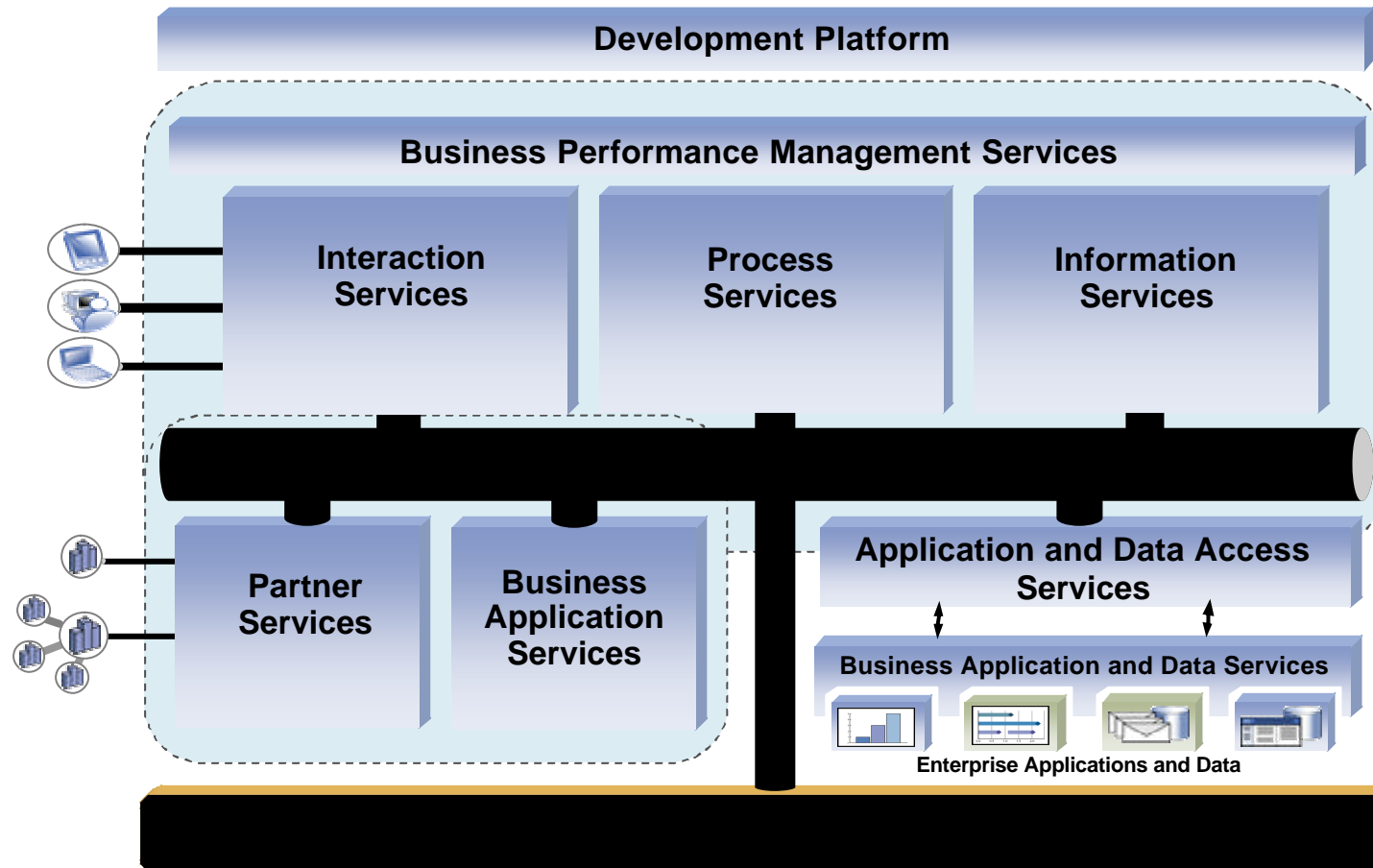
- ✎ Interoperability
- ✎ Investment protection
- ✎ Freedom of choice

### Proven experience

- ✎ Augmented with best practices
- ✎ Improved time to value
- ✎ Risk mitigation

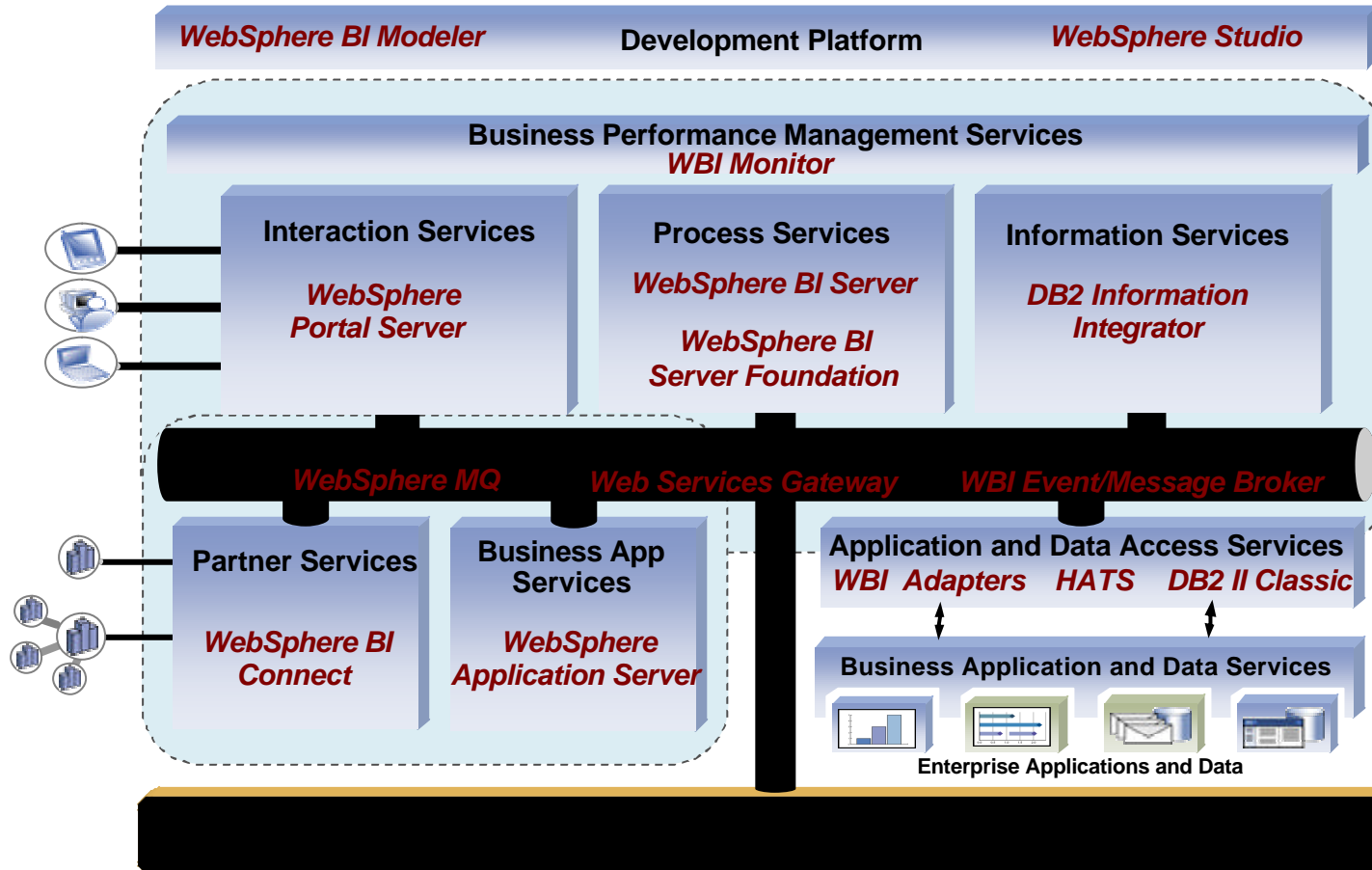


# Business Integration Reference Architecture



# Business Integration Reference Architecture

**IBM Software Offerings**



# Business Partner Ecosystem Momentum



# IBM: Delivering Industry Middleware Solutions Based on Customer Buying Behavior

IBM is set to make a multi-billion dollar bet that there has been a fundamental shift in the way corporations will buy technology.

*Big Blue Bets on a Coming Revolution*

The Financial Times, December 1, 2003

"IBM's increased focus on vertical markets reflects the changing needs of customers ... Rather than purchase general-purpose software, businesses are seeking more specialized tools."

Analyst Stephen O'Grady, RedMonk

*IBM Thinks Vertical with Software Revamp,*

C/Net, December 1, 2003

"No other vendor was able to match IBM's mix of technology and services."

Russ Cooke, President, BostonCoach  
InformationWeek, December 8, 2003



# IBM Middleware Industry Solutions

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Banking

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Electronics

Retail

Consumer  
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Utilities

Telecom

Government

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Life  
Sciences

ISV  
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Industry-Specific  
Adapters,  
Message Sets...

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Delivery

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Lotus.

Tivoli.

DB2.

Rational.

# WebSphere is Core to Industry Middleware Solutions

In 2004, tripling industry resources for Software development

Sales and Services resources that understand your industry

Systems Integrator partners

Complementing – not competing with -- key ISVs in your industry

Insurance	Integrated Claims Management	Integrated Underwriting	Policy Management	Channel Distribution Integration	Customer Insight	...
Banking	Branch Transformation	Channel Empowerment	Core Systems Transformation	Risk & Compliance Foundation	Wholesale Pmts Processing	...
Financial Markets	Front Office Insight	Trade & Order Management	Financial Info Interchange	Post Execution Integration	Risk & Compliance	...
Automotive	Pro Mgmt				Telematics	...
Retail / Wholesale	Sto				Multi-Channel Management	...
Consumer Products	Iter				...	...
Energy & Utilities	Tra				...	...
Telecom	OS				...	...
Electronics	Prod				...	...
Health	Patient Centric Portal	Healthcare Collaborative Network	Clinical Decision Intelligence	Payer Services Portal	Health Plan Administration	...
Government	Government Access	On Demand Workplace	e-Forms & Records Mgmt.	Government Collaboration	Emergency Response	...
Life Sciences	Corporate Info Asset Management	Investigator Recruitment & Trials Mgmt.	Clinical Genomics	Annotations & Knowledge Sharing	Clinical Trials Management	...

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