

IBM WebSphere News

20. Mai 2010



Agenda

1 WebSphere Application Server V7 New Functions

2 WebSphere Application Server Feature Packs

3 WebSphere MQ V7 New Functions

4 WebSphere MQ FTE V7 New Functions

Challenges Exist In Delivering Innovative Applications

The Situation

- Cost of development is rising, but budgets are declining
- Difficult to stay competitive and deliver rich user experiences
- New applications need to make the most of existing apps and services
- Increasing demand for mobile apps
- Need to deliver new & custom applications faster than ever before



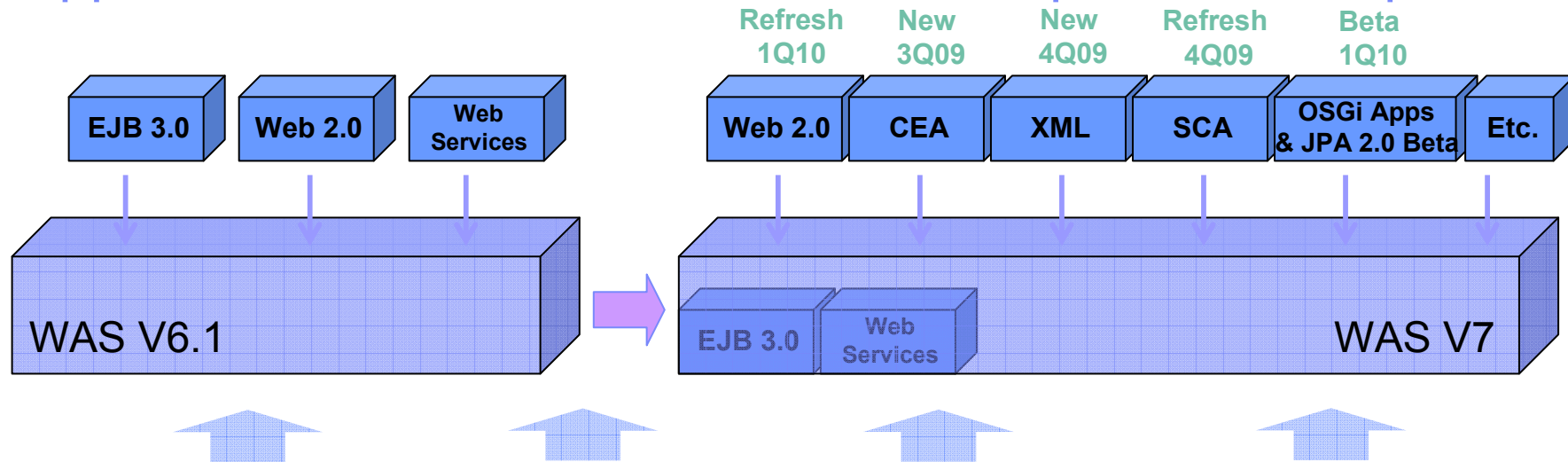
WebSphere Application Server Helps You Efficiently Deliver Innovative Applications

Your Opportunity

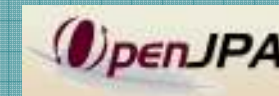
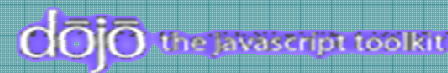
- Use the latest open standards and programming models to easily add innovative capabilities
- Be productive with integrated tools
- Achieve 24% faster ROI with SOA reusing applications and services
- Quickly deliver dynamic Web based applications using Web 2.0
- Enable real-time access from mobile devices



Deliver Innovative Applications Faster with WebSphere Application Server Feature Packs to Jumpstart Development



- Adopt the latest technologies without disruptive upgrades
- No additional charge: included in WAS PPA subscription
- Synergy with IBM open source contributions

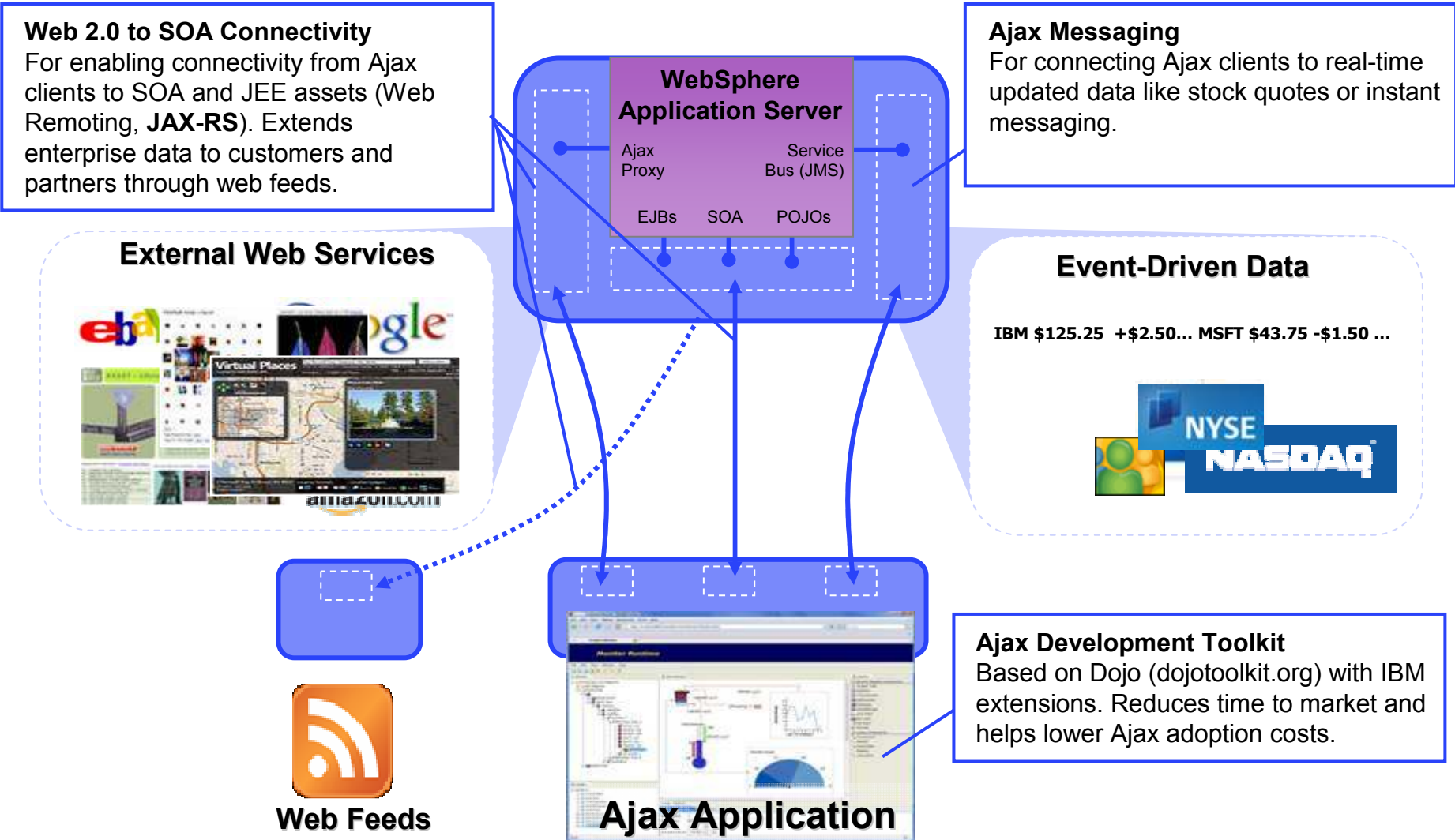


WebSphere Application Server Feature Packs

The screenshot shows the IBM WebSphere Application Server Feature Packs webpage. The main content area is titled "WebSphere Application Server Feature Packs" and includes two featured articles: "WebSphere Application Server V7 Feature Pack for CEA" and "Getting started with WAS V7 Feature Pack for CEA". Below these is a "Technical detail" section titled "Introducing WebSphere Application Server Version 7.0 Feature Packs" and a "WebSphere Feature Packs" list. The right sidebar contains a "We're here to help" section with contact options and a "Looking for open source-based application servers?" section. A URL box is overlaid at the bottom of the screenshot.

<http://www-01.ibm.com/software/webservers/appserv/was/featurepacks/>

WebSphere Application Server Feature Pack for Web 2.0 v1.0.1 Refresh (1Q10)



A Pharmacy Benefits Provider Upgrades User Experience with Web 2.0

Register now!

Personal information: Name, Address, Phone

Member information: Member number, Relationship

Prescription information: I am the prescriber



Customer

The primary point of contact between customers and the company occurs through the Web.

Customers must spend time filing out lengthy online forms, which can often lead to frustration.

AJAX streamlines the interaction between the customer and the online application.

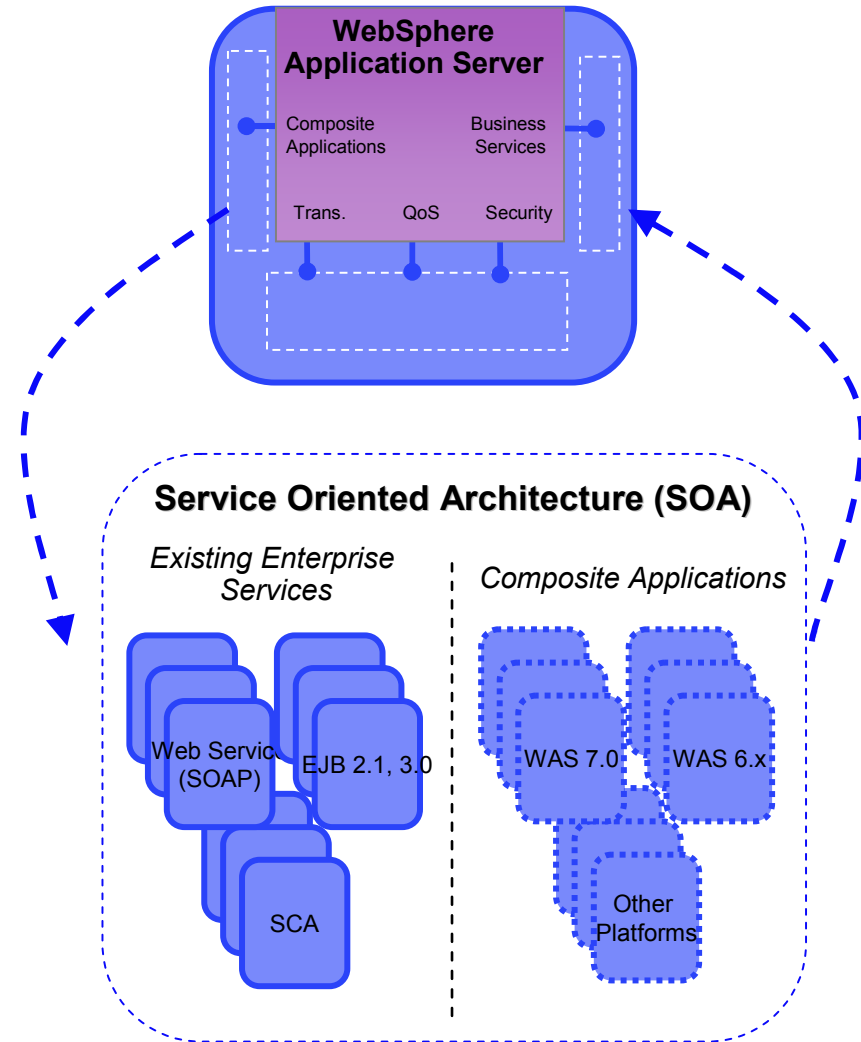
The applicant completes the form faster and is left with a positive customer service experience.

The company reduces its server costs by moving validation and UI logic to the web tier.

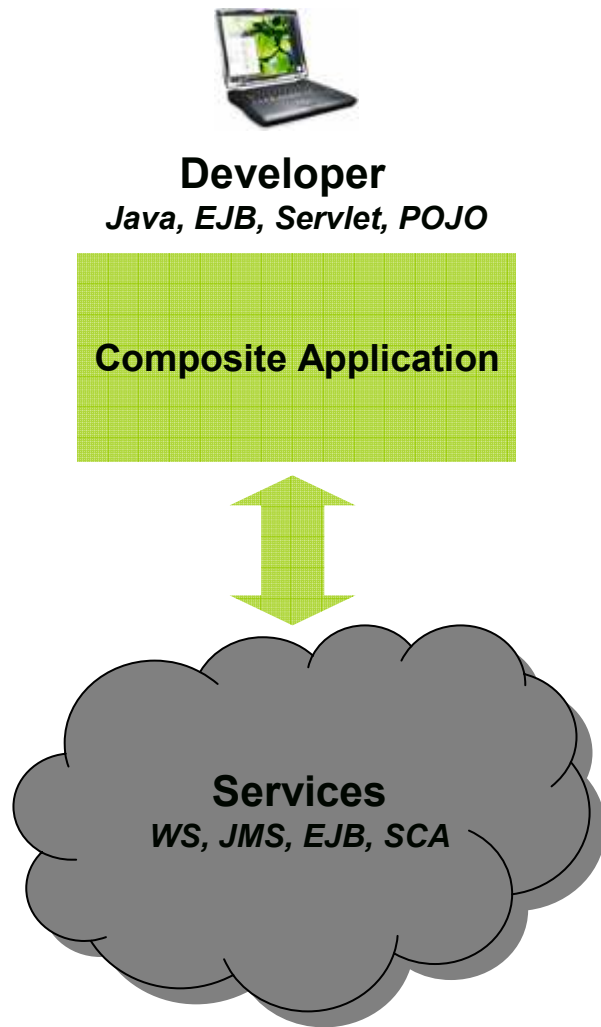
NEW! WebSphere Application Server Feature Pack for Service Component Architecture (SCA) 1.0.1 Refresh

▪ **Highlights / Key Features:**

- **Build Composite Applications**
 - Wire a variety of service types to build composite applications in POJO, JEE and Web 2.0 applications
- **Develop and Deploy Business Services**
 - Simplify service development and deployment within POJOs, EJBs, and Spring components.
 - Extend services to multiple application types (SCA, JEE, JMS, or Web 2.0)
- **Support for a flexible data model**
 - Service Data Objects (SDO) 2.1 for accessing heterogeneous data



A leading bank adopts SOA in an evolutionary fashion with SCA



International presence with strong growth particularly in the Caribbean, South America, and Mexico

A wide variety of server technologies and platforms in use across the company

Lacked skills in service development and wanted developers to focus on business logic

Needed to set the standards for future SOA application development across the company

SCA gave them an open standard that addressed their needs and allowed evolutionary SOA adoption

NEW! WebSphere Application Server V7 Feature Pack for XML

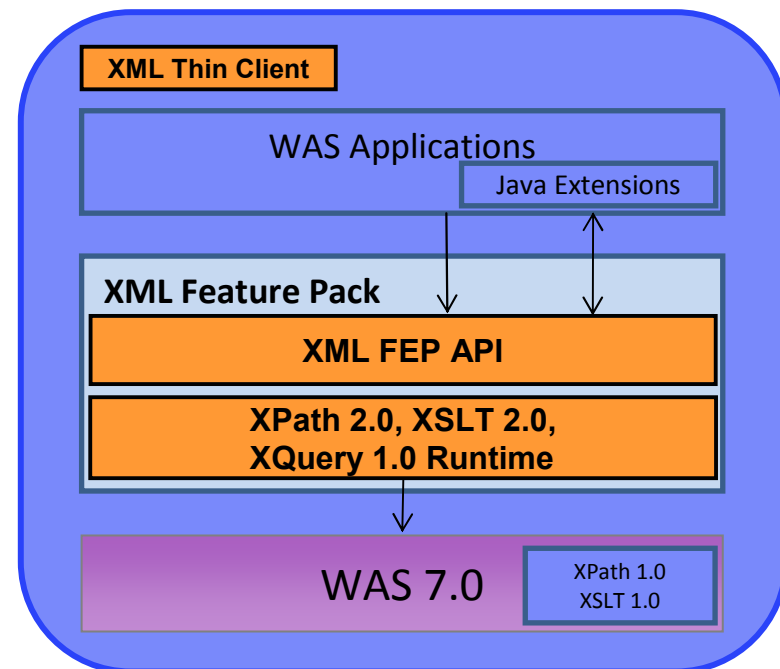
Business Value: Unlock business insights hidden in data & simplify data interoperability across the enterprise & with partners

Key Features:

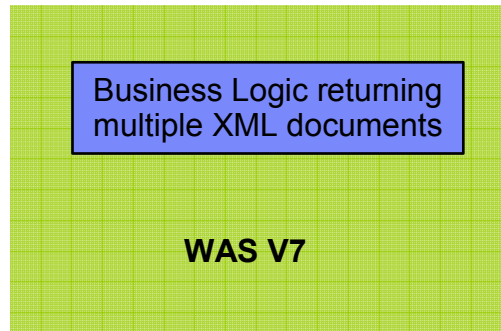
- **Standards Based:** Support for the XPath 2.0, XSLT 2.0, and XQuery 1.0 W3C standards
- **Consistency:** XML runtime API that offers consistent execution and data navigation API while allowing access to existing Java logic
- **Enterprise grade:** Enterprise class multi-threaded scalability & serviceability with IBM support, consistent tooling across Java and XML runtime
- **Samples:** 40+ samples including 4 end to end scenarios
- **Easy to Evaluate:** Thin client allows simple evaluation/testing and same runtime in Java SE 16 clients

Data / Documents

ACORD, FIXML, OAGIS, HL7, TWIST, XBRL, etc



Adapt to new business scenarios with XML programming models



Web applications need to adapt to various client devices (HTML, XHTML, iPhone, Blackberry)

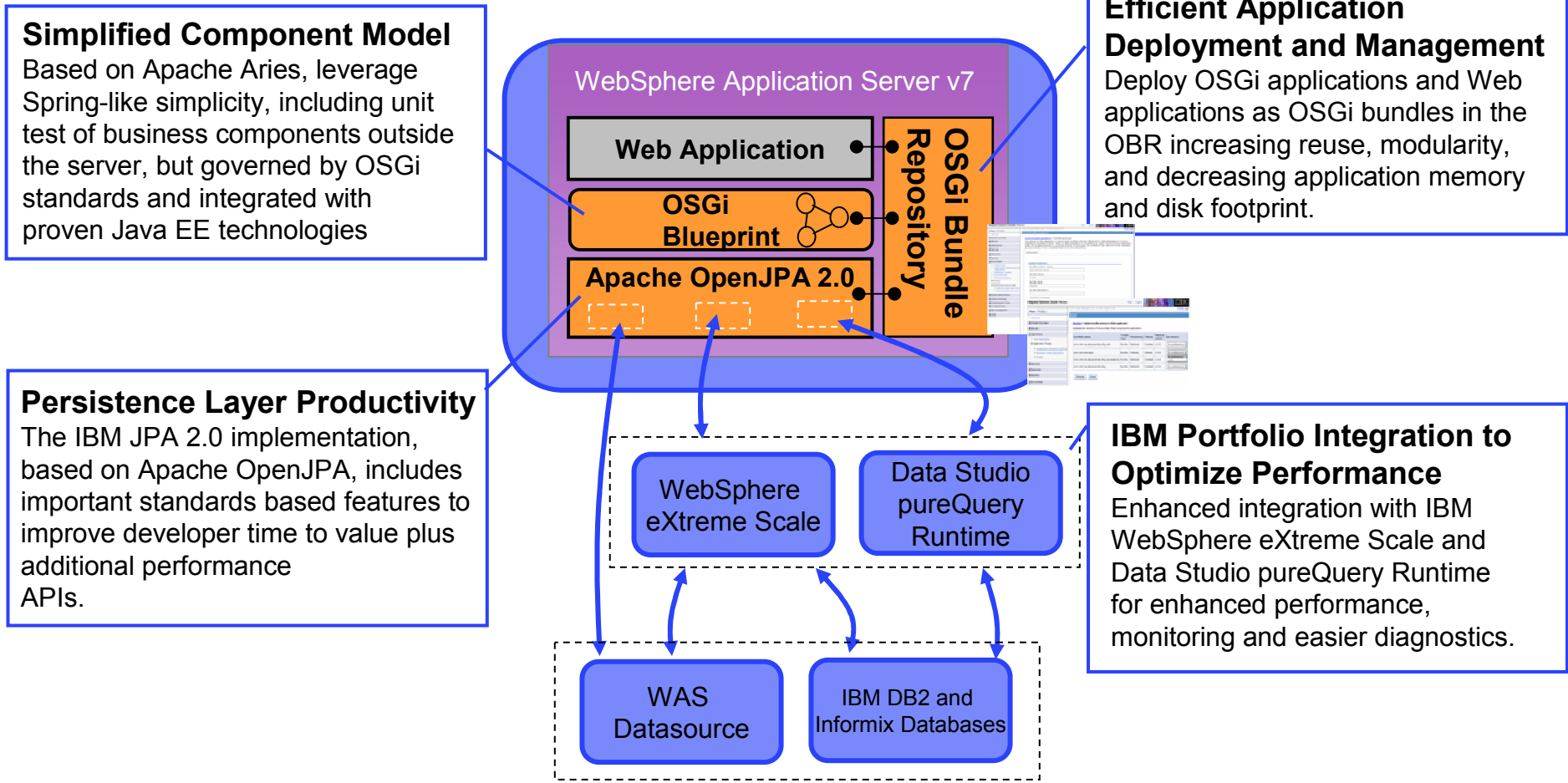
XSLT provides a programming model for efficiently adapting XML data to the requesting client device platform

XML data is often locked in the form of documents located on file servers and in Web resources such as ATOM and REST WS

XQuery 1.0 and XPath 2.0 allow for efficient access and filtering of XML content

Results in improved decision making, customer satisfaction, and reduced development cost

NEW! WebSphere Application Server v7 Feature Pack for OSGi Applications and JPA 2.0 Open Beta



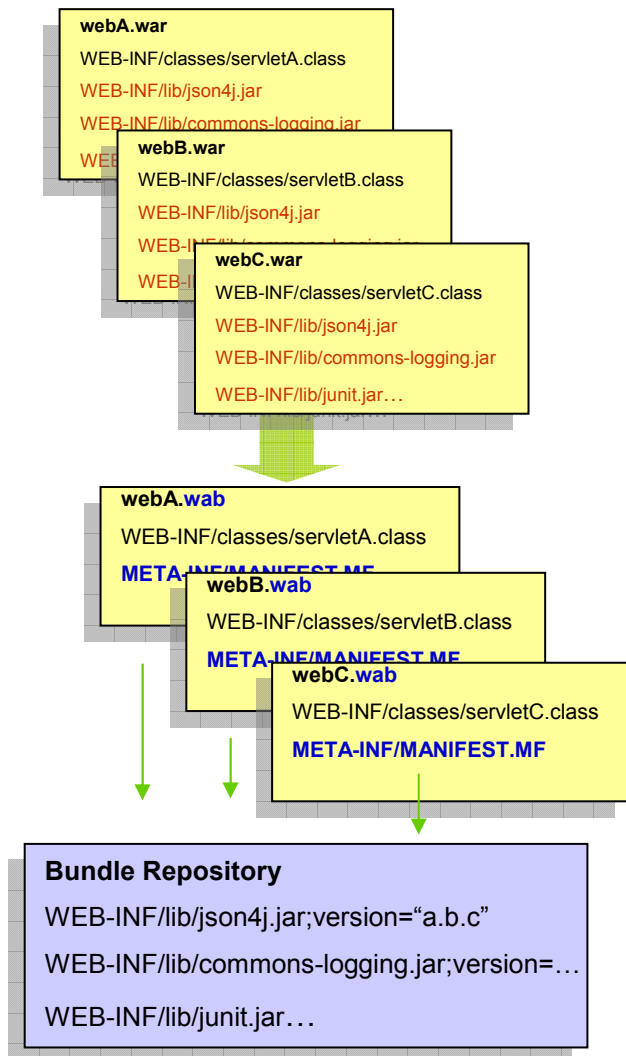
Support for OSGi Applications Features vs. Spring

Functional Comparison	JSE + Apache Aries	Vanilla WAS 7/JEE 5	WAS 7/JEE 5 + OSGI FP (GA)	JSE + Core Spring Framework	JEE App Server + Core Spring F/W
Simplified POJO programming model with dependency injection	✓		✓	✓	✓
Fully managed and supported native containers for all components		✓	✓		
Full access to JEE features		✓	✓		✓
Open standards-based component models	✓ (OSGI)	✓ (JEE)	✓ (OSGI and JEE)		
Centralised dependency management with support for concurrent library versions	enabled		✓		

New: Bundle Repository Config in WAS

The screenshot displays the IBM WebSphere Integrated Solutions Console interface. The top navigation bar includes 'Integrated Solutions Console Welcome', 'Help | Logout', and an IBM logo. The breadcrumb path is 'Cell=irobinsNode01Cell, Profile=AppSrv01' with a 'Close page' link. The left-hand navigation pane shows a tree view with categories like 'View: All tasks', 'Welcome', 'Guided Activities', 'Servers', 'Applications', 'Services', 'Resources', 'Security', 'Environment', 'System administration', 'Users and Groups', 'Monitoring and Tuning', 'Troubleshooting', 'Service integration', and 'UDDI'. Under 'Environment', 'OSGi bundle repositories' is expanded to show 'External bundle repository' and 'Internal bundle repository'. The main content area is titled 'Internal bundle repository' and shows the configuration for 'com.ibm.json.java'. It includes a descriptive paragraph about the internal bundle repository's role in OSGi applications. Below this is a 'Configuration' section with a 'General Properties' sub-section containing several text input fields: 'Bundle symbolic name' (com.ibm.json.java), 'Bundle version' (1.0.0), 'Bundle name' (JSON4J), and 'Bundle description'. There are also sections for 'Imported packages' and 'Exported packages' (com.ibm.json.java;version="1.0.0").

Efficiently Manage Web applications with OSGi Applications Support



Applications using common libraries need a simple way to provision and deploy isolated applications along with their dependencies

WebSphere OSGi Application support enables deployers to version and manage common libraries in one or more OSGi bundle repositories

Driven by business requirements, application developers leverage 3rd party libraries

Applications using 3rd party libraries have little control over the dependencies these libraries have and can suffer from versioning conflicts

OSGi bundle versioning enables multiple versions of the same library to be loaded by different applications and even within the same application

WebSphere Application Server V7 Feature Pack for Communications Enabled Applications (CEA)

Simply and rapidly add communications capabilities, like Click to Call and Cobrowsing, to any Web Application leveraging existing skills and an SOA approach

Lower costs and higher security vs. third party hosted Click to Call

No client-side software or plug-in installations required

Four lines of code to add functionality to existing or new applications

Works with WebSphere & other server runtimes

WebSphere CEA Programming Model

Telephony Access Services

- Make Call
- Disconnect Call
- Incoming Call Notifications
- REST and Web Service Access
- Simplified Provisioning via Standard Telephony SIP CTI Gateway

Multimodal Communications

- REST Services to Share Data Across Peer Sessions
- Fully Customizable & Extensible Web 2.0 Widgets
 - Click to Call
 - Call Notifications
 - Collaboration Dialog
 - Contact Center Cobrowsing
 - Peer to Peer Cobrowsing
 - Two-way Synchronized Forms

Next Generation Retail with WebSphere CEA



• *Peer to Peer Cobrowsing*

- *Click to Call*
- *Contact Center Cobrowsing*
- *Two-way Synchronized Forms*

Too many choices; I'll shop with a friend online.

Our browsers are kept synchronized and we can highlight information for each other to easily see.

Do I need AppleCare? Let me ask an Apple Contact Center Rep (CSR) using click to call.

My mobile (or landline) phone rings; I'm connected via phone and browser to an Apple CSR. She cobrowses to show me the benefits of AppleCare and upsells me One to One training.

The CSR enters my billing info. I can visually confirm it using two-way synchronized forms.

Next Generation Insurance with WebSphere CEA



- Click to Call
- Contact Center Cobrowsing
- Two-way Synchronized Forms

- Click to Call
- Peer to Peer Cobrowsing

Filing online auto insurance claim.

Click to call and cobrowsing keep our browsers synchronized while we speak on the telephone.

TIC Agent & I are stumped on one final question.

TIC Agent puts me on hold while he uses click to call and cobrowsing to talk with a claims adjuster and show the adjuster where he's stuck.

With the question answered, TIC Agent returns to my call and quickly fills in the claim form information while I confirm the input using two-way synchronized forms.

Get Started Now With WebSphere Application Server

New ways to kick-start your projects and use feature packs

Get WAS for Developers at no charge

- No charge, web download for developer desktop
- ibm.com/websphere/wasd

Use WAS in Amazon Elastic Compute Cloud (EC2)

- Hourly usage in EC2
- No software acquisition cost for development & test of commercial apps

Download and start using WAS Feature Packs

- No charge for existing WAS customers
- ibm.com/websphere/featurepacks



Thank You

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