Without integrated systems, no enterprise can be truly competitive. Our application innovation services combine strategy, process and technical expertise to meet today's most pressing business challenges. Our clients benefit from enterprise efficiency, reduced cost, faster speed to market and improved customer service.

One of the biggest challenges facing large organizations today is integrating the multitude of different information systems that have been implemented over the years. An enterprise without integrated systems will find it difficult to think and act as quickly as the competition.

Our application innovation services can help:

**Enterprise application integration**
Do you have business applications on disparate platforms? Enterprise application integration (EAI) architecture allows them to work together efficiently, enabling shared data and business processes. Our EAI solutions enable every imaginable kind of computer to exchange data and e-mail over the Internet.

The DSMC Practice offers extraordinary breadth and depth of capability in all of the critical EAI technologies, including:

**Application Connection Services**
- Connectors/Adapters for application access via:
  - Remote Function Calls API's
  - Messaging API's
  - Connectro Beans / Adapters, Object API's
- Database Access Services

**Object-Oriented Middleware Services**
- Object Request Brokers (CORBA)
- EJB Integration
- Web-server Integration

**RPC-Oriented Middleware Services**
- DCE Services
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**Enterprise application development**

The old mainframe and client-server architectures are shifting towards highly flexible, distributed e-business infrastructures. We plan, design, build, test and implement applications that can be fully integrated into your business process and system environment. We are committed to a multi-vendor, open systems environment.

Our services provide rapid delivery of application function and reduced cycle times designed to minimize project risk and cost while maintaining high-quality delivery. Our application development approach is focused on helping businesses rapidly re-engineer selected business processes and systems through prioritization of activities, extensive use of solutions prototyping, and time-boxed project management. This approach significantly reduces the risk and cost of systems development and enables more rapid response to the changing business environment.

In addition, we can also analyze and assess your application development process and procedures to improve their effectiveness. Our consultants are experts in all aspects of the application development process including culture, methodology, technology, skills, organization and measurements. Engagements can be tailored to one, many or all aspects of the overall application development process for improvement.

Through IBM Application Development Services, your company can quickly respond to business and system changes with fast delivery of high-quality applications.
Enterprise services for Microsoft® technologies
Companies that use Microsoft technologies turn to IBM's 2,500 Microsoft Certified Professionals for help. We provide analysis, design, planning, development and deployment services to help you implement a Microsoft solution.

You may need to:

- Develop an end to end application strategy integrating your legacy data marts to different front ends including web services or B2B data exchanges
- Plan and implement a comprehensive rollout of Microsoft products, perhaps in a complex, heterogeneous environment
- Focus on a specific business objective with a customized application
- Grasp the opportunity of the exploding e-business world to sharpen your company's competitive advantage

Regardless of your circumstances, we will work with you to deliver the results you want.

e-Commerce package integration
At IBM, e-commerce is about business, not simply technology. We provide customized integrated applications that help you capitalize on the emerging opportunities of buying and selling online.

Are you making the most of your Internet strategy?

We have extensive experience working with electronic data standards both on and off the Web. We can run your systems. We have a track record for creating effective and secure payment programs. Here are the IBM range of services and end-to-end solutions for any stage of e-business development:

Services

IBM Electronic Bill Presentment and Payment Services
Acceptance of the Internet as a universal business communications tool is creating unprecedented business-to-business (B2B) and business-to-consumer (B2C) opportunities for organizations worldwide. However, these market openings bring with them a more sophisticated customer base, as well as an increasing number of competitors. Any chance a company has to reduce costs, improve customer relationships and generate new
Application Innovation

revenue can be used as a competitive differentiator. Offering customers new service options, such as electronic billing and payment is one way to accomplish these goals.

IBM Interchange Services

- Provides all the applications and training needed to transact business electronically
- Increases efficiency, reduces time-to-market and lowers costs

Payment services

Create confidential Internet services and new capabilities or improve your existing systems.

Dynamic workplaces

A dynamic workplace fundamentally alters the way people work. Are you ready to make the switch? Our e-workplace offerings include systems integration, content management, dynamic workplace strategy, and rapid workplace implementation.

IBM On Demand Workplace

IBM On Demand Workplace is designed to help companies decrease costs, boost efficiencies and fundamentally alter the way their people work. e-workplace offerings will include systems integration, content management, dynamic workplace strategy, rapid workplace implementation (including employee self-service tools like intelligent directory, distance learning and enterprise-wide brainstorming technology).

The IBM Story...

2001 was a watershed year: IBM's "e-workplace" reached $6.2B in savings over 4 years and became "the grapevine." IBM has been on a path to digitize most manual process - everything from HR, procurement, learning to travel. While the savings speak for themselves, the impact on how people work may be even greater. For the first time ever, the e-workplace was cited by a majority representative of IBM's 320,000 employees as the Number One most credible, most preferred, most useful source of information - as much so as co-workers and ahead of managers. This is much more than a quantitative change - it is a change in kind. The e-workplace is now playing at a whole new level. Today, people look at the e-workplace the way they look at relationships with other people - not the way they regard formal communications channels.
IBM Global Services now offers IBM's learnings along with those of other to assist your company in achieving similar results.

Portals, knowledge and content management
It is a strategic imperative to leverage the information within a business to fuel innovation, responsiveness and efficiency. We provide consultative and implementation services around four major areas: dynamic workplaces, portals, content management and knowledge management.

Portals are transactional gateways targeted to a specific audience. Implementing a portal in your organization can lead to increased productivity, improved work collaboration and knowledge sharing and maximized investment on expensive back-end packages.

IBM's Workplace, Knowledge and Content Management services include both consultative and implementation services around four major areas: On Demand Workplaces, Portals, Content Management and Knowledge Management. IBM delivers best of breed solutions to our clients, leveraging our thought leadership from the Knowledge and Organizational Performance Forum to deliver breakthrough consulting and implementation around 'the future of work.'

Security and privacy services
The popularity of the Internet is driving companies to focus on security and privacy. Our specialists work with you
to assess, plan, design, implement and manage a security-rich environment for your online applications and transactions.

These Security, Privacy, Wireless Security and PKI services will help you build trusted electronic relationships with your employees, customers and business partners. A total security and privacy plan includes many elements of the following categories:

**Services**

**Security and privacy assessments & planning**
Our assessment and planning services range from developing an overview of your organizational issues to assessing specific components, such as network applications, systems and the Internet. Since security involves all parts of your business, we also go beyond the electronic and network concerns and include physical site security. In addition, we include assessment of your PKI-based e-business security needs in our list of service offerings. The bottom line is that after our assessments, you'll know the relative strengths and weaknesses in your environment.

**Security and privacy architecture & design**
The development of the correct security and privacy environment is one of the most important investments a business will make. Our consultants and security architects will work with you to create the policies, standards and procedures that form the foundation for trusted e-business, as well as the security architecture and design specifications that best fit your requirements. Whether the focus is on secure solutions, PKI secured e-business solutions or on creating an enterprise-wide security approach, our services team will bring the most experienced and capable resources together to design and deliver the solution that best fits your requirements.

**Security and privacy implementation**
Implementing and integrating Security and Privacy solutions can be complex and resource intensive. IBM provides implementation services to help you minimize the costs of training new resources and re-missioning valuable skills. Our skilled services practitioners help you identify the best technology solutions, build prototypes, and perform the integration and test activities required to bring solutions securely online in your business. Our consultants and integration specialists have broad experience installing and integrating products from numerous security vendors, and a proven track record of successful engagement.

**Security and privacy management**
As your organization implements new e-business solutions, IBM Security and Privacy Services will help you understand the costs and expense necessary to run and maintain your security investment. IBM provides a group
of managed services to accommodate your needs. With these services, IBM partners with you to constantly assess and provide the most appropriate levels of security and privacy on an ongoing basis.

Privacy services
Privacy is not just about policy, security or confidentiality. It's about all those things and more. Privacy is also about respect and relationships.

PKI services
A Public Key Infrastructure (PKI) is a trust-enabling, technology-based system for establishing and ensuring trust in public cryptographic keys. Public key cryptography has emerged as a principal security mechanism for providing authentication, non-repudiation, data integrity and confidentiality services to internal and external e-business operations. When implemented as an integral component of a comprehensive trust enablement solution, a PKI can contribute to increasing the velocity and value of e-business transactions.

IBM Security

Wireless e-business solutions
The convergence of mobile devices and the Internet is nothing short of a revolution. Analysts predict that mobile business (m-business) will create a US$200bn world market in five years. IBM can help you make the most of the opportunity.

Additional resources
Mobile portal strategy: When did business partnerships become so critical to customer value?
In tomorrow's market, profits will be driven by the ability of wireless carriers to offer services valued by customers. To be successful, wireless carriers must adopt new business strategies -- and new methods of partnering.