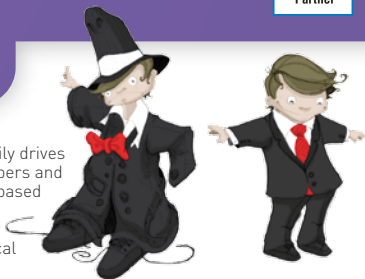


IBM WebSphere

Application Server



The IBM WebSphere® Application Server Family drives business agility by providing millions of developers and IT Architects with an innovative, performance-based foundation to build, reuse, run, integrate and manage service-oriented architecture (SOA) applications and services. From business critical and key enterprise-wide apps to the smallest departmental level apps, WebSphere Application Server offers the highest levels of reliability, availability, security and scalability.

Only WebSphere Application Server has the three foundational attributes to enable robust and agile business applications: Simplified development - High performance - Intelligent management.

Customer Pain Points

Drive Customer Satisfaction

- Make applications available, secure, and responsive while reducing cost.
- Meet customer demand needs without complex IT infrastructure

Reach Customers in New Ways

- Stay competitive and deliver rich user experiences.
- New applications need to make the most of existing apps and services.

Reduce Cost through Simplification

- Manage geographically dispersed apps centrally to cut costs of administration.
- Cost of development is rising, but budgets are declining.

Solution Business Benefits

Deliver Responsive and Available Applications Customers Can Trust for the Least Cost

- Leverage high performance to consolidate workloads to reduce costs up to 30%.
- Support more business services with fewer IT resources.

Offer Customers New and Natural Ways to Access Business Applications

- Achieve 24% faster ROI with SOA reusing applications and services.
- Quickly deliver dynamic Web based applications using Web 2.0.

Optimize Your Application Foundation

- Cut admin. costs up to 55%.
- Deliver simple situational apps with less costly development skills using dynamic scripting.