



e-business software

The difference  
is WebSphere.

# Web Services: The Next Generation of e-business

... IBM delivering today

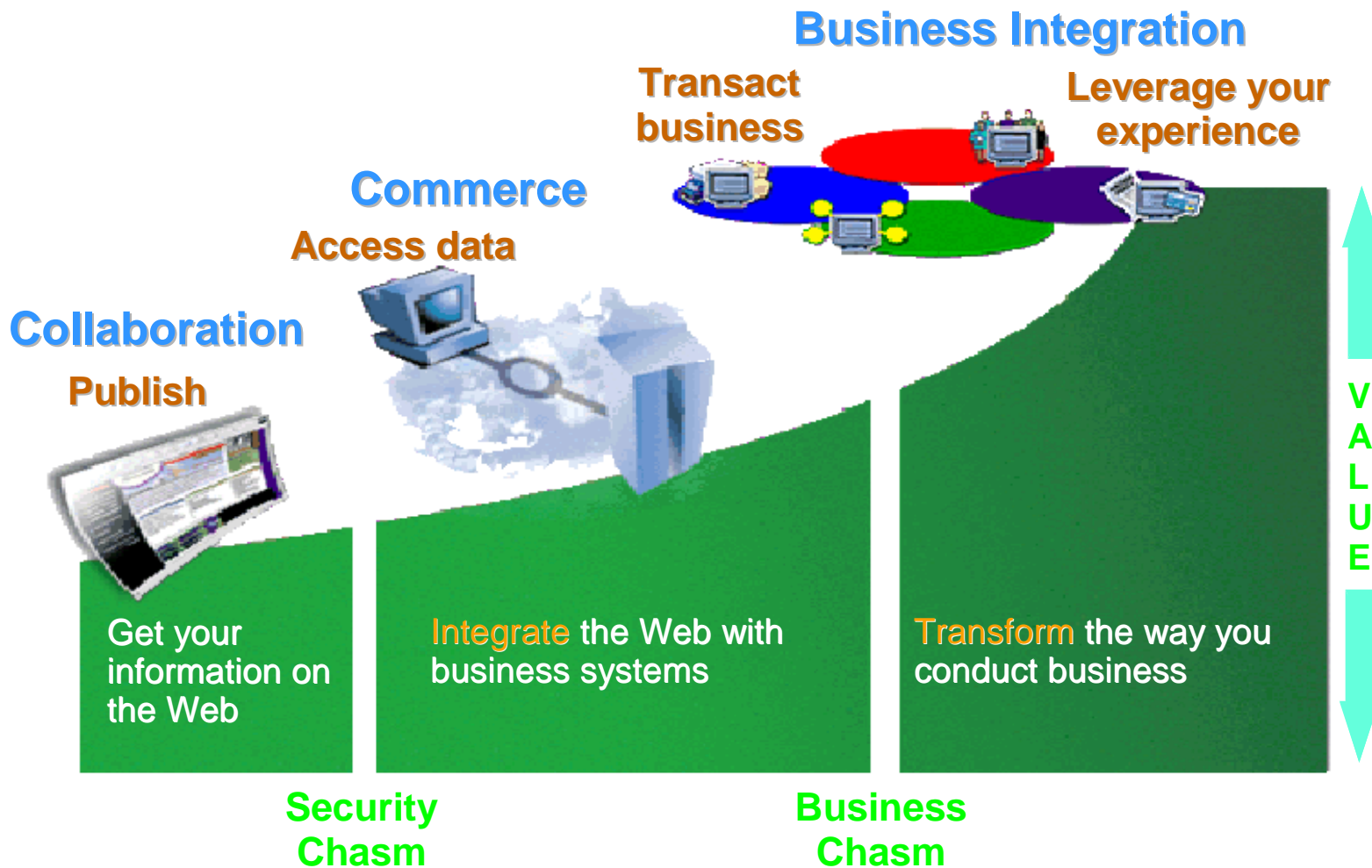




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# Evolution of e-business

The difference is WebSphere.





## Implications to the Web Services programming model...

- **Rigid → Flexible application design**
- **Static → Dynamic interactions between partners**
- **Focus on Technology → Focus on dynamic business models**

**Just-in-time integration to meet the needs of dynamic business evolution**

- ▶ **12-18 months → 12-18 days → Automated**

# Web Services: the next piece of the puzzle



## ■ Technical requirements:

- ▶ self-contained, modular applications
- ▶ platform and implementation neutral
- ▶ use open standards for description, discovery and invocation
- ▶ programatically connect business processes together
- ▶ typically transactional, requiring integration with existing systems

## ■ Business functions:

- ▶ From simple request-reply to full business process interactions
  - stock quotes/stock charting
  - credit card verification/payment processing
  - integrated travel planning
  - RFQ/bid process/auctions
- ▶ Can be mixed and matched to create complete process, product
- ▶ Enable dynamic integration with decreased human interaction
- ▶ Both new and extensions to existing applications



## Business Development Opportunities

- **Extend the horizontal and vertical reach of businesses**
  - ▶ A small **Gourmet-to-Go** company can offer an expanded menu by using web services to order special ingredients as-needed from pre-approved purveyors.
  - ▶ **Gourmet-to-Go** can increase profits by recommending wines to accompany the meals using a web service from wine connoisseurs.
- **Respond quickly to market conditions and competitive pressures**
  - ▶ A manufacturer uses a web service to discover the most cost-effective providers of key parts (from a previously approved list) and to dynamically expand inventory to meet unanticipated demand



## Business Development Opportunities

- **Grow profit by quickly exploiting new opportunities and expanding the scope of new ones**
  - ▶ A bank adds a financial planning web service that analyzes a customer's current financial position, and offers (and then transacts) investment options
- **Optimize non-core business processes**
  - ▶ A manufacturer replaces a home-grown shipping application with a web service from a logistics company(ies) - thus reducing costs and delivery time.
- **Provide improved customer service**
  - ▶ An engine manufacturer provides a web service that delivers a database of engine problem symptoms and fixes compiled from its engineers and feedback from worldwide customers.

# Memphis Flowers Scenario

