

From Web Sites to Web Services *e-Business after the Crash*

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What's happening as we connect to the Internet?



The advertisement features a large stadium scoreboard as the central focus. The scoreboard displays a photograph of several sprinters in mid-stride during a race. The word "MACRO PROCESSING" is written across the bottom of the scoreboard in large, white, spaced-out capital letters. Above the scoreboard, the Intel logo is visible in the top right corner. Below the scoreboard, a crowd of spectators is seated in bleachers. In the bottom right corner of the advertisement, there is a small sign that says "Intel Inside XEON".

MICROPROCESSING

Intel.

MACRO PROCESSING

Macro-scalability. Macro-reliability. Macro-affordability.
Discover a different class of server at intel.com/ebusiness.

Intel Inside XEON

Internet Effect

People

Individuals → Communities

Business

Enterprises → Extended Value Chains

Computing

Centralized → Distributed

Communications

Proprietary → Open

For all businesses to become e-Businesses...

**...It Will Take
~8.3 Billion Person Days
to connect the Small and
Medium Businesses
Worldwide**



*Est. based on ave. of 4 highly skilled workers taking 90 days to ".com" a company and 23M small and medium sized businesses worldwide

Evolving Computing Experience



Centralized
Mainframes

CLIENT-
SERVER



Server Centric
Internet

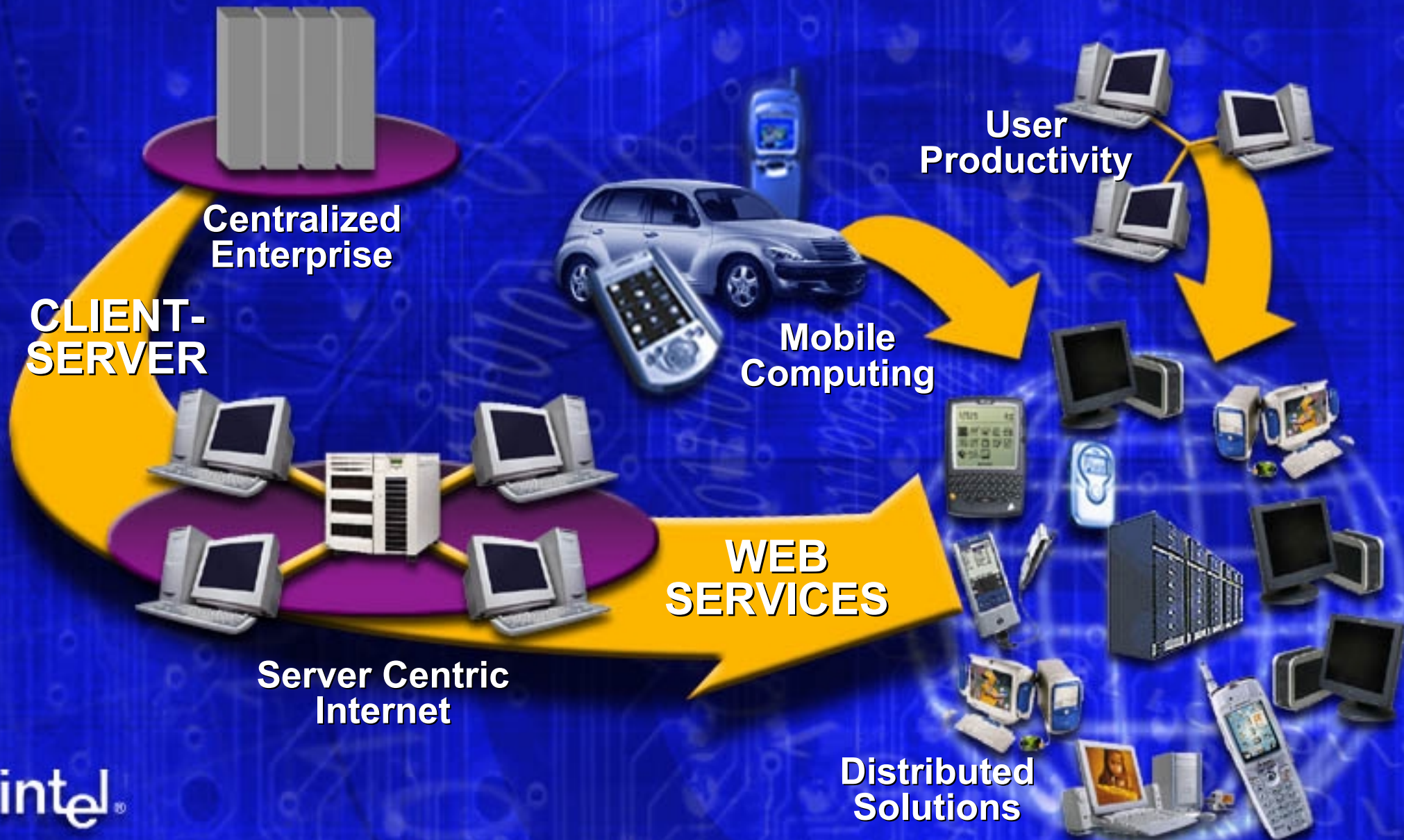
Macroprocessing
Just Beginning

Intel's Customer Expectations

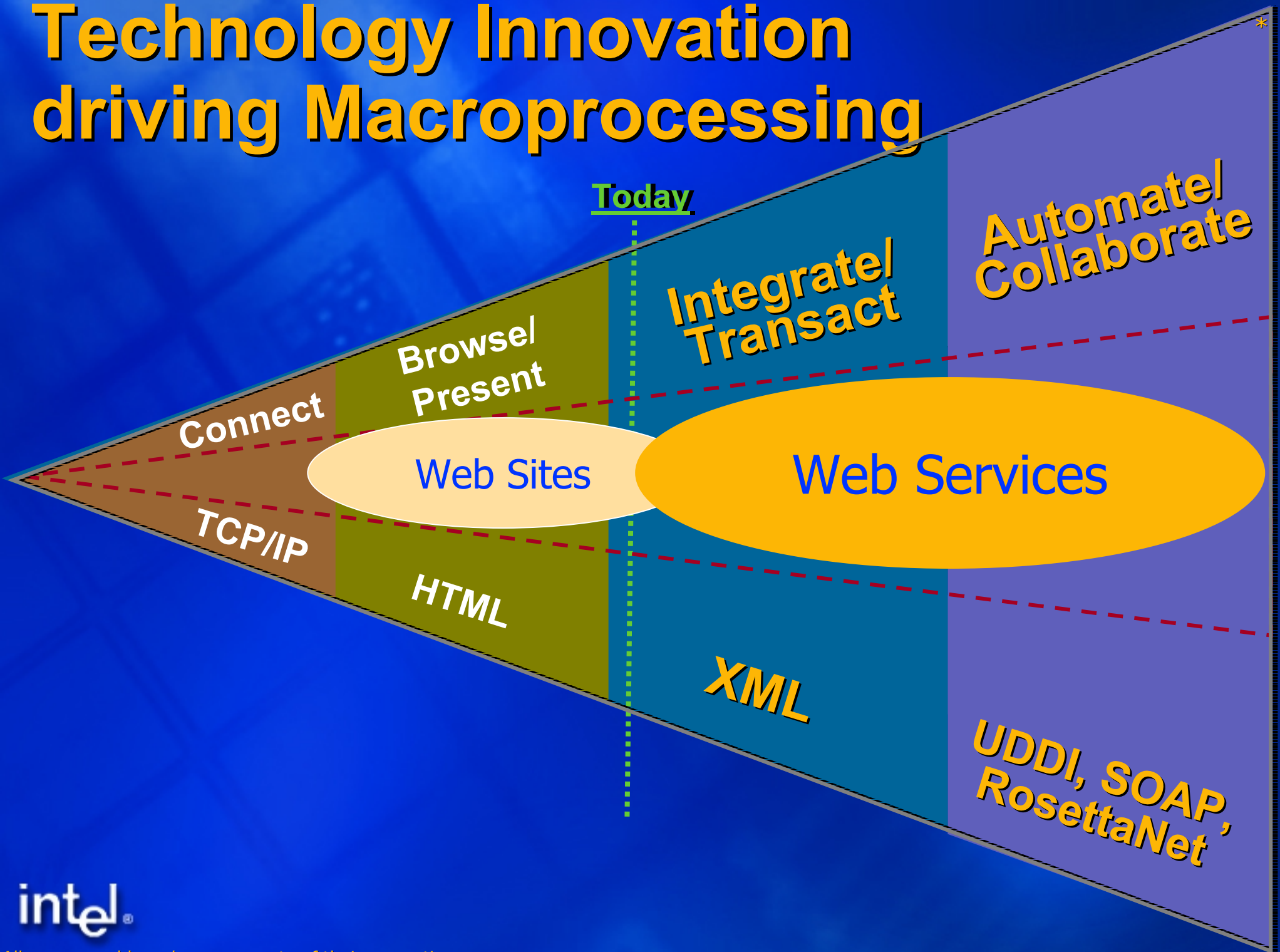
- **Personalization**
 - Self-service interfaces
 - Anytime, Anywhere, Any Device
- **Delivery Options**
 - Notification vs. Logging On
 - Peer information exchange
- **Ease of B2B integration**
 - Application Automation (beyond browsing)
 - Business Process Integration (e.g. RosettaNet)

Create services for the customer

Macroprocessing Computing Experience



Technology Innovation driving Macroprocessing



*All names and brands are property of their respective owners

From Web Sites to Web Services Means:

- **Event Integration**
 - Automation via XML
- **Peer Collaboration**
 - Eliminating centralized bottlenecks
- **Dynamic Business Links**

Beyond browsing

Macroprocessing Intel IT Key Learnings

- **Architect for Choice**
 - Choose “Best of Breed”, and new Breeds
 - Standardize customer Interfaces and services
- **Architect for Change**
 - Don’t over-architect
 - 80% solutions make for speedier deliveries
 - Design for integration and reuse

Use commercial-off-the-shelf solutions

“Be a Hero - Hold Mods to Zero”

Source: Sandra Morris VP and Director eBusiness Intel Corporation

Enabling New Breed of Applications and Services

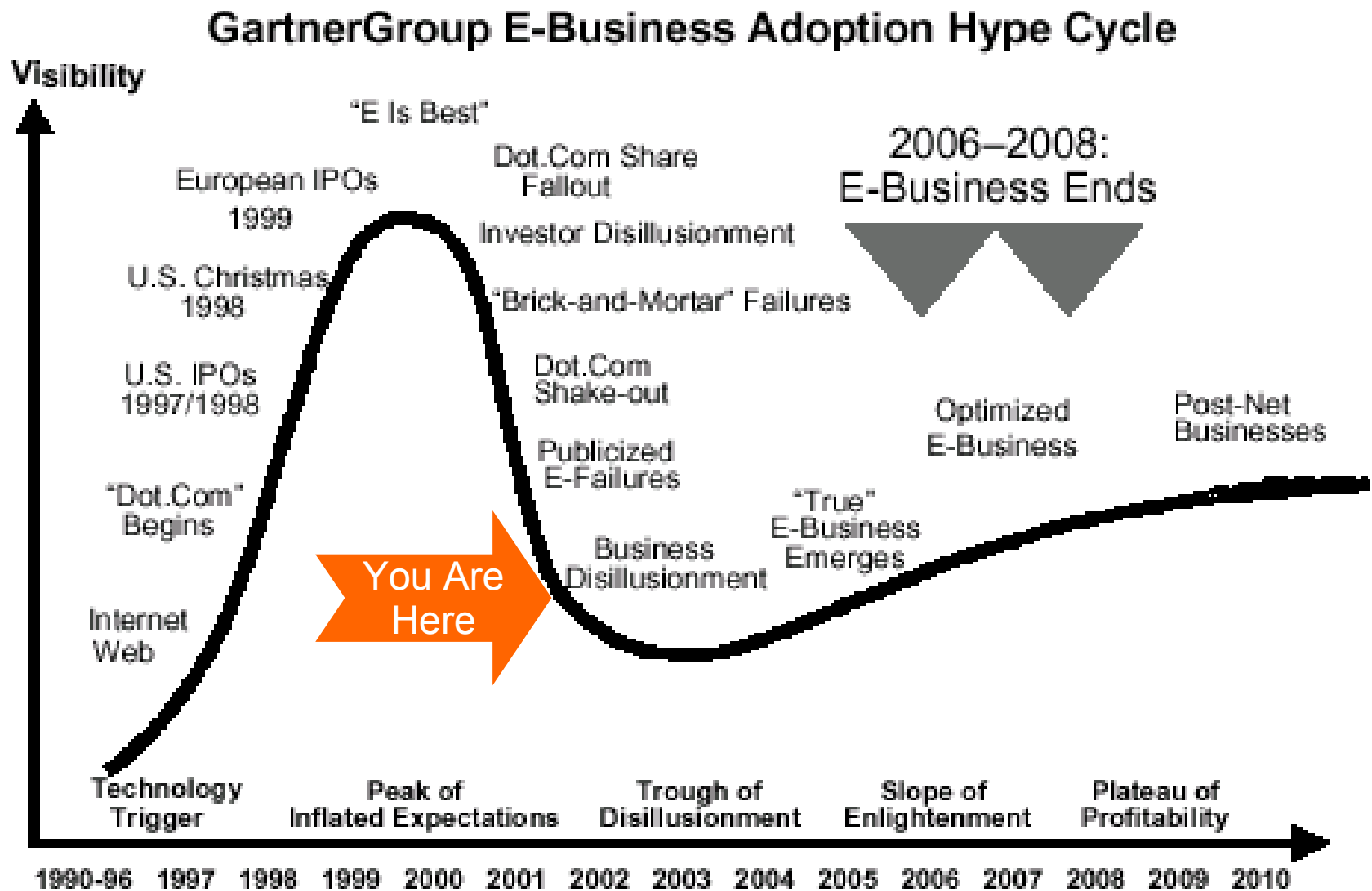
**Dell, EdVISION, Intel, JES & Co., Microsoft, OneNET, SAP, and Riverdeep announce Managed Learning System Research and Development Program
TUCSON, Arizona., April 30, 2001**

Many school districts and state departments of education establish multi-million dollar contracts with single vendors to supply IT solutions. However, the MLS specification gives education a way to build powerful IT systems by choosing products from dozens of vendors with interoperable products, thus reducing initial cost, vendor lock-in and complexity.

Developed as a Web Services Architecture



Where do we go from here?



Source: GartnerGroup

From Web Sites to Web Services

**You never leave a recession
on the same technology that
you entered it.**

Source: Gordon Moore

**Are You
Macroprocessing?**