



# Discovering business application services, featuring IBM WebSphere Application Server ND V7.0

AN IBM PROOF OF TECHNOLOGY

## INTRODUCTION

Your business requires an agile, solid foundation for service-oriented architecture (SOA) to align the advancements of business and IT. In IBM® WebSphere® Application Server V7.0 you have a visionary platform for SOA that is an IT-centric entry point to SOA implementations. WebSphere Application Server technology enables reuse and creation of applications and services that promote business agility - anticipating and adjusting to the mission-critical issues that help businesses win in the marketplace. WebSphere Application Server offers the industry's broadest range of choice to support every size business, including advanced management, to help decrease costs and grow your businesses.

Designed to improve efficiency, reduce risk, and cut cost, WebSphere Application Server is the IBM entry strategy to SOA through service creation and reuse. It can help you to:

- Reduce the amount of new code that must be created for business initiatives.
- Lower maintenance cost by eliminating redundant systems.
- Expedite the roll-out of new business functions by creating composite function from within your applications.
- Integrate tasks performed by your legacy applications into broader business functions to establish a simple and effective means to enhance usefulness of mainframe-based systems.

WebSphere Application Server V7.0 expands on previous versions by delivering complete Java™ EE 5 support and certification, Web services enhancements, and Enterprise Java Beans (EJB) 3.0 and Web 2.0 Feature Pack support, plus a range of features that can help you:

- Improve time to value and make the most of existing technology skills with simplified application development for improved ROI.
- Benefit from ease of use and flexible consumability delivered through enhancements to the system administrative console, including a new Flexible Management option.
- Reduce the application server footprint and administrative overhead through intelligent provisioning.
- Be confident that applications and data are secure, and that you can eliminate lost business opportunities with a more scalable, secure, highly available SOA runtime environment.
- Minimize the cost of managing your environment with effective application management tools.
- Maximize developer productivity by using the optional Rational® Application Developer for WebSphere V7.5 to help deliver higher quality, mission-critical applications for WebSphere Application Server.

For clients who need to develop, deploy, and manage secure, portable applications that run on a multitude of mobile, server, and desktop systems, WebSphere Application Server is the SOA runtime platform of choice. WebSphere Application Servers have delivered the solid foundation your business has depended on for 10 years.

## OBJECTIVE

This session is designed for customers who are interested in implementing a highly available and scalable e-business infrastructure using the IBM WebSphere Application Server software. Participation in the session will enable customers to understand how to accelerate the deployment of enterprise applications using WebSphere Application Server.

## AUDIENCE

This Proof-of-Technology is for IT Managers and Architects evaluating IBM WebSphere Application server. No prerequisite knowledge is required, although it would be helpful if the attendee has a basic understanding of J2EE/JEE.

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## COST

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This session is offered free of charge. IBM will provide complementary refreshments for this event including a continental breakfast and lunch. The customers are responsible for their own business travel expenses.

## SCHEDULE

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For your convenience, registration and continental breakfast will begin at 8:30 AM. The session will start at 9:00 AM and end at approximately 5:00 PM.

## CONTACT FOR INFORMATION

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To enroll in this Proof of Technology, please contact your IBM Software Sales Representative.

## AGENDA

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- Proof of Technology Introduction
- Technical Overview
- Packaging, Installation and Migration
  - Lab 1: Network Deployment Installation and Configuration
- System Administration and Flexible Management
  - Lab 2: Administering the Application Server Environment.
- WebSphere Security Enhancements
  - Lab 3: Securing the Application Server Environment
- WebSphere Performance and Runtime Provisioning
- WebSphere Problem Determination and ISA
- WebSphere Messaging
  - Optional Lab 4: Messaging Enhancements
- WebSphere Application Development Tools – RAD
- WebSphere Value add Enhancements
- Wrap-Up
- Complementary Products (Optional)