Helping optimize, implement or migrate your Web application infrastructure

IBM SOA Integration Services—Web application server

Highlights

■ Assists you in leveraging Web applications to reach new marketplaces, customers and suppliers

■ Supports increased flexibility to deploy applications and capture opportunities

■ Modernizes your Web application infrastructure with version-to-version or platform migrations that support new business requirements

■ Helps reduce cost, complexity and application downtime while increasing manageability and optimizing performance

■ Builds new IT skills in-house or updates those you already have

Supporting dynamic business objectives

As your organization strives to succeed in today’s constantly changing marketplace, it requires a strong Web presence to reach new marketplaces, customers and suppliers. But it’s not just the marketplace that is changing. The continued influx of new, enabling technologies has accelerated the need for greater flexibility and better integration. This requires an IT infrastructure that supports new business requirements and dynamic business objectives. It means implementing and deploying new Web-based applications, and upgrading old ones. But first you need a flexible infrastructure upon which to build—and an IT staff that has the skills and time to undertake such a project.

IBM can help you realize the value of today’s Web-based technologies by tapping into the IBM WebSphere® integration platform. It includes the entire middleware infrastructure—servers, services and tools—needed to develop, manage and monitor 24x7 Web applications and cross-platform, cross-product solutions. IBM SOA Integration Services—Web application server can help you implement IBM WebSphere Application Server software, the foundation of this leading infrastructure.

Our Web application server team provides project management, design and implementation services that can enable you to achieve significant benefits:

• Connect and integrate disparate information sources and applications in an efficient, optimized Web environment

• Identify performance issues, make recommendations to resolve those issues and optimize use of available resources

• Help reduce costs by modernizing the IT environment; implementing Web, service-oriented architecture (SOA) or Java™ Platform, Enterprise Edition (Java EE) capabilities; consolidating both hardware and software; and enabling virtualization of your application infrastructure environment
Help increase security capabilities and overall manageability by utilizing WebSphere Application Server software’s modular platform based on industry-supported open standards.

Furthermore, our team understands that IT is integrated throughout your business and that, even during a platform migration, it is critical that IT systems run continuously. We help facilitate smooth migrations within budget and with reduced risk. We also know that your in-house IT resources may already be stretched to the limits of their availability and skills. We provide education and mentoring of your in-house IT staff so they can implement, administer and support WebSphere Application Server software.

**Reaching new marketplaces, customers and suppliers via the Web**

Your ability to establish a strong Web presence to reach new marketplaces, customers and suppliers hinges on your implementing and deploying new Web-based applications, and upgrading old ones. But first you need a solid infrastructure upon which to build—and that may require migrating platforms in support of new Web applications.

Whether your business is new to WebSphere Application Server technology or is migrating from a previous release, IBM can help implement the infrastructure quickly, cost-effectively and with reduced risk.

Our Web application server team of deeply skilled architects and certified professionals delivers leading-edge technologies to help ensure an optimized Web application infrastructure that meets or exceeds your business needs. By using proven methods and experience gained through thousands of Web application server implementations, we can help lower the risks associated with implementations and platform migrations.

Specific Web application server services include the following:

- **Design and implementation services for WebSphere Application Server**—for initial deployment of Web application servers
- **Migration services for WebSphere Application Server**—for version-to-version or platform upgrades of existing deployments
- **Design and implementation services for WebSphere Application Server on System z™**—for extending and deploying applications on mainframe systems
- **Healthcheck services for WebSphere Application Server**—for Web application server environment health evaluation
- **QuickStart services for WebSphere Application Server**—onsite IBM expertise for rapid deployment of Web-based infrastructures
- **Design and implementation services for multi-channel infrastructures**—for deployment of infrastructures that deliver applications across multiple channels (WiFi, cellular, wired and satellite networks) to a wide range of devices and platforms, including laptops, personal digital assistants (PDAs) and mobile phones

**Increasing flexibility to support new Web applications**

A more flexible infrastructure gives you an edge over the competition by enabling you to react more quickly to rapid changes in the marketplace. The IBM Web application server team can help to increase your business flexibility by working with you to engineer an integrated, flexible and reusable infrastructure that supports your Web, Java EE or SOA applications. IBM is a visionary marketplace leader in Web application servers and SOA. Our deeply skilled architects and engineers are actively involved in driving innovation in these areas. You can leverage this leadership and innovation to help integrate new and existing Web capabilities throughout your organization.

**Upgrading your Web application infrastructure**

In a modern IT environment, the Web infrastructure supports business requirements with streamlined and adaptive business processes. But your infrastructure reality may be stove-piped,
incompatible and isolated systems. Even if your organization is typically cautious about adopting new technology, you may be feeling increased pressure from customers, suppliers and employees to deliver a Web infrastructure that not only works but enhances the quality of experience for your end users.

A security-rich, optimized Web application infrastructure is a critical component of an IT architectural evolution toward SOA and can help you solve a number of pressing and expensive problems, such as:

- Providing direct access to the following groups without requiring any of them to log on to your company Web site or intranet:
  - Customers—direct access to the information, data and functions they need to interact with your company
  - Distribution channel partners—direct access to the functionality they need to serve your mutual customers better
  - Suppliers—direct access to the information and functionality they need to support just-in-time inventory replenishment
- Enabling affordable, easy-to-implement, end-to-end application integration both within and across your enterprise boundaries
- Avoiding the overhead and confusion of having redundant and conflicting IT services embedded in different applications across your enterprise
- Enabling teams of developers to work independently and effectively on systems that will interact, because they are working toward a common set of interfaces rather than having to synchronize processing.

The flexibility that is inherent in Web applications comes from the knowledge that they are not cast in concrete; you can add or substitute different services as a Web-based application is running—as long as you have the infrastructure to support it. And that infrastructure goes well beyond your server. An optimized, modern Web infrastructure doesn’t end with a Web application server. You must consider the performance and availability of the entire Web application platform and each of its components.

The IBM Web application server team offers version-to-version or platform migrations that help you modernize your Web environment for optimized performance and a positive end-user experience.

Lowering cost, complexity and application downtime
A new Web application infrastructure can help you connect and integrate disparate information sources and applications in an efficient, optimized and manageable Web environment.

Our specialists can help analyze your IT environment to identify performance issues, make recommendations to resolve those issues and optimize your available resources. We can help reduce costs by modernizing your IT environment; implementing SOA, Web services or Java EE capabilities; consolidating both hardware and software; and enabling virtualization of the application infrastructure environment.

Because WebSphere Application Server technology is a modular platform based on industry-supported open standards, it can increase security capabilities as well as overall manageability. You can use it to build and monitor an infrastructure that adapts to spikes and lulls in your business. Our Web application server team can show you how to plug your existing assets into this WebSphere platform using trusted and enduring interfaces and then build and extend your environment as your needs grow.

Helping you build new IT skills
Platform migrations are complex. We understand that your in-house IT staff may not have the skills to undertake such a project. Or they may be highly skilled but lack the time to perform the migration themselves. The IBM Web application server team is committed to educating and mentoring your IT staff to undertake complex implementation or migration projects if they wish to learn.
Ours is a team of highly skilled professionals with broad architectural knowledge, deep technical skills, best-practices expertise and close ties with IBM research and development labs. Our services include skills transfer, customized workshops and education to fit your business needs. We are able and willing to mentor your staff—to transfer our knowledge and skills to them—so they can implement, run and support WebSphere Application Server environments.

Why IBM?
IBM can deliver high-quality Web application services quickly and cost-effectively. For your Web application server needs, IBM offers virtually unmatched expertise:

• Industry-leading methods and roadmaps that leverage combined business, industry, application and infrastructure knowledge
• Professionals who are experienced, trained and certified in designing and implementing new Web services technologies

• A range of services and solutions—from assessment and design to implementation and tool support
• Technologies (accelerators) that speed application infrastructure development and integration
• Proven methodologies to help ensure continuous operation during migration

For more information
To learn more about IBM SOA Integration Services—Web application server, contact your IBM representative or IBM Business Partner, or visit:

ibm.com/services/middleware