

## Wireless computing. Expand market reach with information everywhere.



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### Highlights

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- **Enables Service Providers to deliver Web content and Web-based services to a wide range of wireless handheld devices, as well as to wired PCs**
- **Extends e-business enterprise applications to mobile workers with a high level of security and reliability**
- **Provides a solid platform for transacting complex business activities, such as sales order processing and booking travel itineraries, in a mobile environment**

### Helping to meet the need for convenience

The world is moving quickly into a new age of wireless computing. Using an assortment of mobile phones and other handheld devices, wireless communication enables people to get relevant, personalized information wherever and whenever they want, and to act on this information immediately.

In the business world today, the Wireless Web is helping many companies and Service Providers reach new markets, deepen cost savings, and improve relationships with customers. Likewise, the sheer convenience of “going wireless” is helping consumers and mobile workers become more productive and save time, in both their business and personal lives.

### IBM is doing it today

IBM was a pioneer in e-business and is now leading the worldwide explosion of wireless e-business across many industries. Together with IBM Business Partners around the world, we can deliver complete, quality integrated systems— including the devices, software, servers, and people to implement them. Today IBM is a “one-stop shop” for wireless e-business, with vast experience in:

- *Consulting*
- *Integration*
- *Security*
- *Technology*
- *Operations*
- *Hosting and outsourcing*

### Bring your e-business to the Wireless Web

Now you can make a smooth transition to a mobile environment with the full confidence of proven experience by IBM. To help you implement a wireless solution quickly, IBM offers a solution where we encourage experimentation with various mobile systems to find out what works best for you. As needs dictate, we can develop a more comprehensive wireless solution integrated with all of your existing systems.

## **IBM WebSphere® Everyplace Suite**

To get you started, IBM has created a software platform—IBM WebSphere Everyplace Suite—that integrates industry-leading technologies in a quality wireless solution. It will serve as a solid foundation for your expansion into the mobile computing market.

- *For Service Providers, it enables the easy delivery of Web content and Web-based services to a wide range of non-PC devices, such as cell phones, pagers and other handheld devices.*
- *For mobile e-businesses, WebSphere Everyplace Suite is a complete framework for extending e-business enterprise applications that incorporates a high level of security and reliability.*

WebSphere Everyplace Suite also provides a platform to transact with the server for more complex business activities. Examples are sales order processing and tracing for mobile sales teams, booking travel itineraries, and accessing customer records in preparation for meetings. Whatever the application, WebSphere Everyplace Suite offers flexibility, centralized management, and scalability.

### **IBM Quick Start Engagement for Wireless Computing**

With Quick Start Engagements, IBM can help any e-business or Service Provider get started now to meet the needs of increasingly mobile customers. Leveraging the IBM WebSphere Everyplace Suite, Quick Start Engagement for Wireless Computing lets your customers tap into your e-business virtually anytime,

anyplace, through dial-up or wireless connection using a PDA (Personal Digital Assistant) or cell phone. With a handheld device, a customer can use a personalized menu to transact business or retrieve and respond to e-mail.

The Quick Start Engagement is also designed to help you move rapidly from prototype to test model to market. For businesses and Service Providers, additional benefits include:

- *Improved customer service via enhanced service offerings*
- *Increased revenues potential*
- *Expanded customer reach*
- *Low-cost transactions*
- *Greater speed to new markets*

### **IBM is ready to help you go mobile**

Worldwide, wireless subscribers are projected to grow from 450 million in 2000 to 1.2 billion in 2004, according to the Cellular Telecomm Industry Association. IBM is serving this growing market by providing mobile professionals with wireless solutions that make their lives easier, more manageable, and more productive.

Today we can help you develop the right strategy and the right infrastructure to extend your e-business presence, and provide your customers with universal access to information.

## **For more information**

For more information about IBM Wireless Solutions, visit **ibm.com/pvc** or call your local IBM Representative.



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