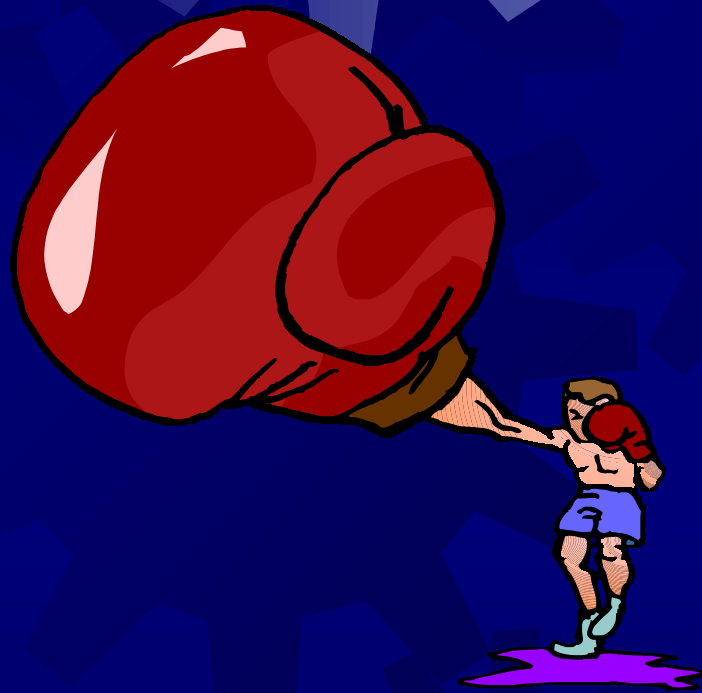


Selecting a Web Platform



Microsoft's DNA vs. Sun's J2EE

9/1/2001

Over Line, Inc.

Lance Arlaus

1

Presentation Overview

- ✦ Background – Context and Importance
- ✦ Business Problem – Subject and Vocabulary
- ✦ Technical Problem – Common Ground
- ✦ Platform Description – Divergent Choices
- ✦ Panelist Discussion – Relevant Strengths and Weaknesses
- ✦ Conclusion – Review and Concluding Remarks

Background – New Economy

- ☀ New Economy = Strategic Use of Digital Information
 - The transformation of information into digital form to produce **digital assets**
 - Digital asset **value extraction** to produce strategic advantage
 - How do we produce and extract this value?
 - *Information Technology!*

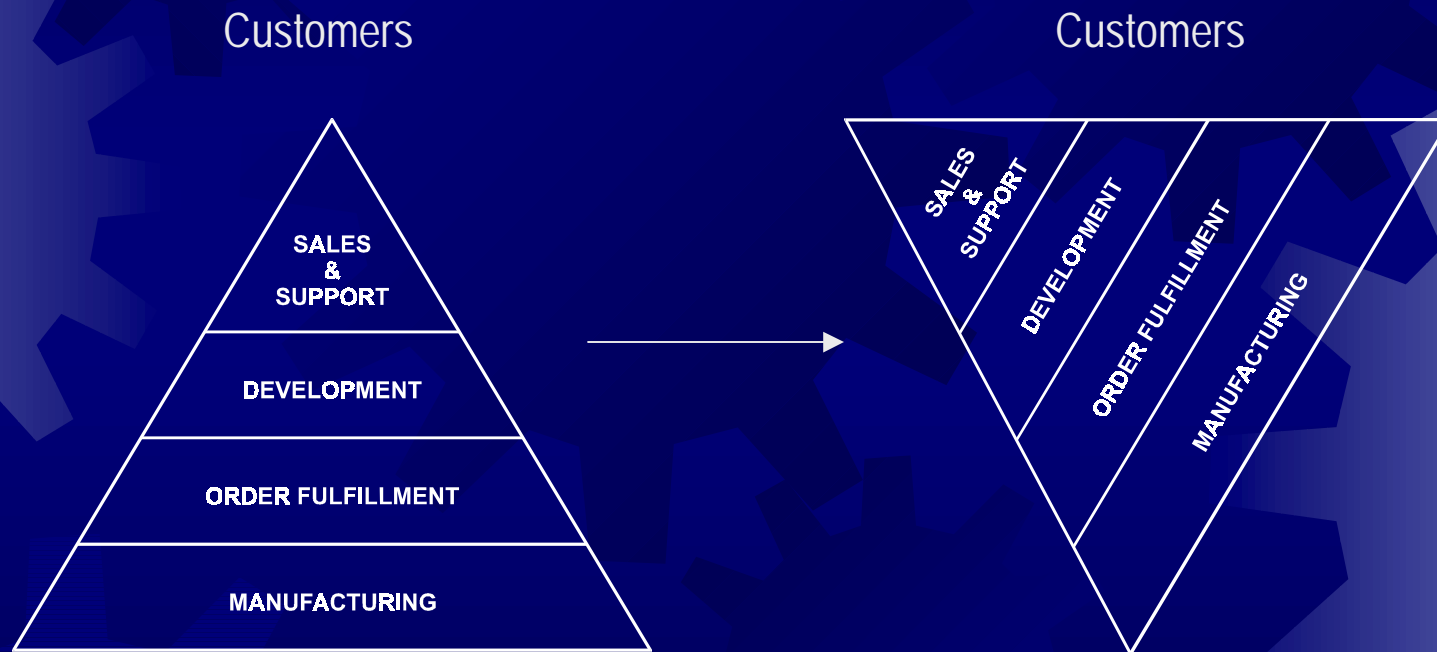
Background – IT Attains Strategic Status

☀ IT = Strategic Enabler

- ☀ IT continues to support efficient operations, but...
- ☀ Companies that continue to view IT as merely operational support just don't "get it"
- ☀ IT is strategic, stupid!
- ☀ IT is the transformation and extraction vehicle for **digital assets**
- ☀ Without IT, you lose. It's that simple.

Background — You Can Run, But You Can't Hide

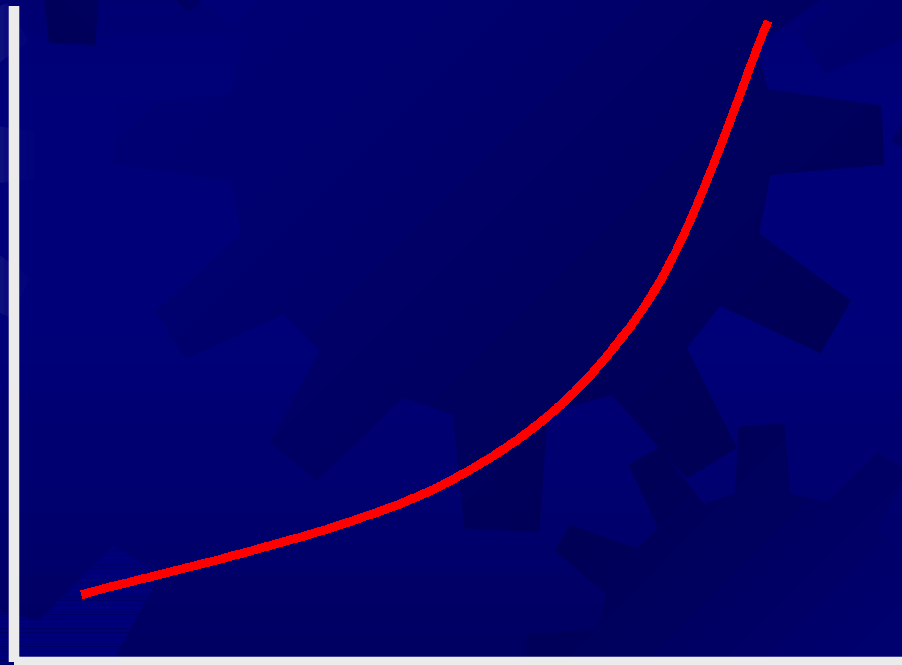
☀ Enterprise Exposure



☀ One Click Competition

Background — Explosive Growth

- ☀ Anything Internet Graph



- ☀ Innovation - New markets, new business models, etc.
- ☀ Productivity - Quantum leap via the Digital Revolution

Background — Poster Children of the Web

- ☀ Real companies owe their success to superior IT
 - Amazon
 - Dell
 - Yahoo
- ☀ Not just theory!

Background – Summary

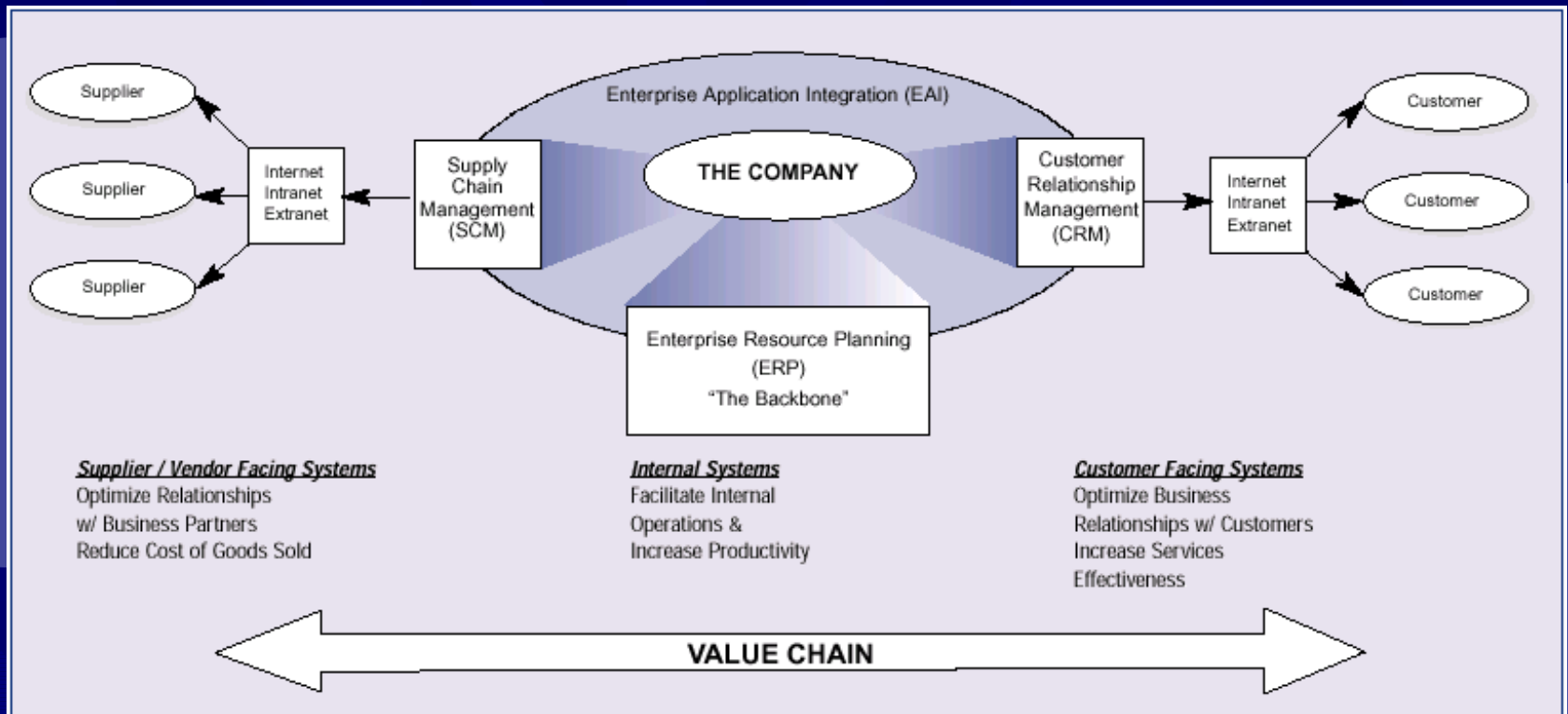
- ☀ New Economy = Strategic Use of Digital Information
- ☀ IT = Strategic Enabler
- ☀ Great Opportunities and Great Danger
 - ☀ One Click Competition
- ☀ Real (Successful) Companies Use Strategic IT – You Should Too



Business Problem — Deliver eBusiness Results

- ★ Leverage the **digital assets** of the “extended enterprise” to dominate the competition
 - Internal - efficient operations and effective, fact-based management
 - External — world-class digital interfaces (B-to-C and B-to-B) that promote fluid adaptation to changing business conditions

Business Problem – The Extended Enterprise



Source: Cherry Tree & Co. Research

Business Problem — Common Requirements

- ✦ Business requirements driven by elevated customer expectations and enterprise extension
- ✦ Some Attributes :
 - ✦ Available
 - ✦ Responsive
 - ✦ Accessible
 - ✦ Private
 - ✦ Accurate
 - ✦ Dynamic
 - ✦ Customized
 - ✦ Flexible



Business Problem — Solution Evolution

- ✦ Every system has a finite lifetime
- ✦ A solution must support the evolutionary requirements of the underlying business problem during its lifetime
- ✦ Increasing pace of change only underscores the importance of solution evolution
- ✦ Luckily, vast efforts have begun to bear fruit
 - ✦ More on this later...

Business Problem – Typical Initiatives

- ★ Wide variety of projects
 - Internet ecommerce presence
 - Internet support and education site
 - Intranet business process support
 - B-to-B extranet
- ★ Very challenging (read fun) environment for today's Internet professional
- ★ Once again, great opportunity and great danger

Business Problem – Summary

- ★ Leverage the **digital assets** of the extended enterprise
- ★ Satisfy the requirements of today's demanding customer and enable enterprise integration
- ★ Solution evolution to support real world change
- ★ Very challenging environment
- ★ We need all the help we can get!

Technical Problem – Common Requirements

- ★ Technical requirements (from our business requirements)

- ★ Scalable
- ★ Reliable
- ★ Fault Tolerant
- ★ Proven Performance
- ★ Secure
- ★ Rapid Development
- ★ Easy Deployment

Technical Problem – Common Architecture

★ Multi-Tier Architecture

★ Client Tier – Presentation Services

- User interface typically delivered via a Web browser or custom application

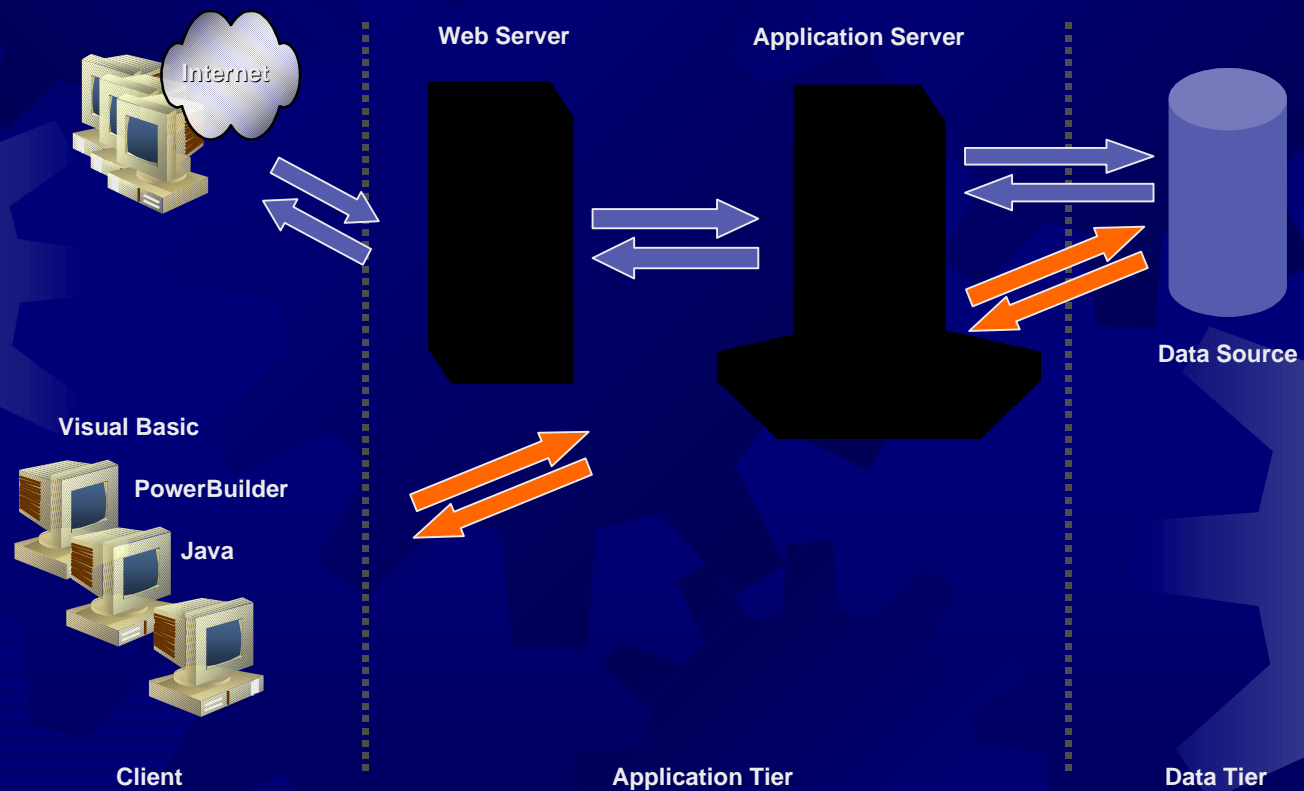
★ Application Tier – Business Services

- Application-specific processing and business rules

★ Data Tier – Data Storage

- Relation database or other persistent data store

Technical Problem – Common Architecture



Technical Problem — Application Server

- Application Server is the essential core engine of a Web-based application
 - Responsible for providing or ensuring many of the attributes described earlier (the “...ities”)
 - Frees the development team from handling the more difficult aspects of a distributed application, allowing them to concentrate on business value-add
 - End-to-end security
 - Multi-client
 - Scaling (connection management, caching, ...)
 - 24x7x365
 - Resource Pooling
 - Persistence
 - Data source integration
 - Maintenance
 - Troubleshooting
 - Management
 - Concurrency
 - Transactional Integrity

Platform Description — Two Contenders

- ☀ Microsoft Windows DNA Architecture
 - Single vendor, multi-language, tightly integrated
- ☀ Java 2 Enterprise Edition (J2EE) Based Solutions
 - Multi-vendor, single language, loosely coupled
 - BEA Weblogic, SilverStream, Inprise Application Server, IBM Websphere, others
- ☀ Surprisingly similar (after all, they're solving the same problem)
- ☀ Radically different business approaches

Platform Description — The Big Four

- ★ Four pillars of Web-based applications

<i>Service</i>	<i>Microsoft DNA</i>	<i>Sun's J2EE</i>
Component Model	COM+ (COM/MTS)	EJB
Database Connectivity	ADO/OLEDB	JDBC
Messaging	MSMQ	JMS
Dynamic Presentation	ASP	JSP

Platform Description — Important Differences

★ Business Approach

- Implementation-based (Microsoft) vs. specification-based (Sun's J2EE)

★ Technical Approach

- Although similar, MTS and EJB offer different views of server-side components

★ Vendor Support

- Productivity is paramount
What level of productivity can my team achieve on a vendor's platform/tool set?

Panelist Discussion — Focus

“People don’t buy electric drills,
they buy ¼” holes”

- Source Unknown

- ★ We’re here today to talk about business solutions (the ¼ holes).

Let’s not lose sight of that while we debate Web platforms.



Panelist Discussion — Ground Rules

- ☀ Direct questions, direct answers
- ☀ No religious zealots
 - Opinions must have a strong rational foundation
- ☀ Discussion, not discourse
- ☀ Participate, have fun!



Panelist Discussion — Discussion Topics

- ☀ What are the important issues and how do they affect my ability to deliver ebusiness results?



Panelist Discussion — Today's Panelists



Panelist Discussion — Today's Panelists
