



IBM Software Group

# Competing Against Microsoft with WBI Express



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## Good News

WebSphere Business Integration Server Express  
is **Highly Competitive**  
vs. Microsoft's BizTalk 2004 Server



## Key Areas to Compete with

### ★ Price and Total Cost of Ownership

- WBI Express is a lower cost solution compared to BizTalk 2004

### ★ Ease of Use

- WBI Express has better first user experience than BizTalk 2004

### ★ Development Productivity for Process Automation

- WBI Express has more pre-built accelerators for developing business processes

### ★ Performance

- WBI Express has a better performance track record with customers than BizTalk 2002, BizTalk 2004 is even slower

### ★ Upgrade Path

- WBI Express business processes can be migrated to the full WBI Server to provide as much Enterprise Scale as is required – BizTalk 2004 is all Microsoft have

# Price and Total Cost of Ownership

## Key Microsoft Attack - Price

Microsoft will attempt to position themselves as the low price provider

### BizTalk Server 2004 pricing

- Enterprise Edition \$24,999 per processor
- Standard Edition (limited to single CPU) \$ 6,999 per processor
- Partner Edition (limited to single CPU) \$ 999 per processor

### BizTalk requires SQL server

- SQL Server \$19,999 per processor

### BizTalk Adapters (Not yet available from Microsoft for BizTalk 2004)

- Adapter for SAP (BizTalk 2002 price) \$14,999 per processor
- Adapter for MQ (BizTalk 2002 price) \$14,999 per processor

### 1<sup>st</sup> Year's maintenance not included

- Need software assurance @ 25% of list per year

The full WebSphere Business Integration Server is \$110,000 per processor

- It provides far more capability for an Enterprise
- But for SMB or small department, looks expensive vs. BizTalk

All prices are US list as of August 2004

# WBI Server Express – Offerings

## WBI Server Express \$5,999

### ISV Focused

- Help build solutions that are commoditized
- Lowers the cost for ISVs
- Provides **Run-time** capability

## WBI Server Express Plus \$19,999

### RSI, VAR Focused

- Help build customizable solutions
- Provides **Design, Development and Run-time** capabilities
- Comprehensive Integration

*Applicable to WBI-Express Plus Only*

## WBI Server – Express Plus Adapter Capacity Pack

**\$14,999**

*Applicable to WBI-Express Plus Only*

## WBI Server– Express Plus Collab Capacity Pack

**\$14,999**

### Processor Based Pricing (limited to 2 processors)

- InterChange Server Express
- **Limited Tools** – Business Object Designer, Map Designer, Relationship Designer, Connector Configurator, Relationship Manager, Flow Manager
- **WebSphere MQ for internal / limited use**
- **DB2 Express for internal / limited use**
- **WebSphere App Server Express for internal / limited use**
- Use of a **Maximum of 3 Adapters**
  - Includes the use of the following technology Adapters:
    - JText, JDBC, email, JMS, WMQ, XML, Web Services, COM, Exchange, Portal, Domino, Swift, iSeries

### Processor Based Pricing (limited to 2 processors)

- InterChange Server Express
- **Tools – Design, Development and Runtime** - Business Object Designer, Map Designer, Relationship Designer, Connector Configurator, Process Designer, Relationship Manager, Flow Manager
- **WebSphere Business Integration Workbench- Entry**
- **WebSphere MQ for internal / limited use**
- **DB2 Express for internal / limited purpose use**
- **WebSphere App Server Express for internal / limited use**
- Use of a **Maximum of 5 Adapters**
  - Includes the use of the following technology Adapters: JText, JDBC, email, JMS, WMQ, XML, Web Services, COM, Exchange, Portal, Domino, Swift, iSeries

### Per Application Instance Pricing

- **Extends the number adapters that can be used by 1**
  - Includes the use of the following Business Application Adapters
    - SAP, JDEdwards, Oracle, Siebel, i2, Commerce, MetaSolv, QAD, Telecordia, Peoplesoft
- Use of a Maximum of three Adapter Capacity packs per WBI-Express Plus edition

### Per Application Instance Pricing

- **Use of 1 Group of collaborations from 4 groups of horizontal collaborations**

**Very competitive pricing vs. BizTalk**

## Compare to Microsoft - BizTalk 2004

In the middleware space Microsoft position themselves as the low price provider with sufficient function to meet many requirements

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### BizTalk Adapters from Microsoft (Only available for BizTalk 2002)

- Adapter for SAP \$14,999 per processor – not available for 2004
- Adapter for MQ \$14,999 per processor – Beta for BizTalk 2004

Product	BizTalk 2004	WBI Express
2 cpu Integration Server	\$49,998	\$39,998
2 cpu Database to support server	\$39,998	Included
Adapter for SAP	Contact Vendor	\$14,999
1 year's maintenance	\$22,499	Included
<b>Total List Price</b>	<b>\$112,495+?</b>	<b>\$54,997</b>

## Infopath

Microsoft state that human interaction can be added to BizTalk with Infopath, which provides a way to share XML formatted forms/documents between teams.

This provides basic information/forms sharing, not full human workflow

It also introduces per user charges to the integration solution

### Pricing for Infopath 2003

Standalone product	\$199 per seat
Office 2003 Professional Ent. Ed. EA Volume price	\$197 per seat
Platform EA – (includes core cal and desktop os/s)	\$289 per seat

This may dramatically increase the cost of the solution

<http://www.microsoft.com/office/infopath/prodinfo/faq.mspx>



## Upgrade Path from BizTalk 2002 to 2004

Existing BizTalk 2002 customers may upgrade for free if they have Software Assurance for their BizTalk 2002.

Software Assurance costs 25% of Full License Charge each year you have it – typical number of years is 3.

Customer's without Software Assurance must pay full price for BizTalk 2004 – no upgrade price.

Opportunity:

Sell WBI Express to those BizTalk 2002 customer who did not purchase Software Assurance

# Business Integration Play vs. BizTalk

## **Sell WBI Express head to head against BizTalk 2004**

### **Target customer profile**

#### General Customer Requirement

- Looking to integration two or more applications one of which is not a Microsoft application

#### Specific Customer situations

- Has BizTalk 2002 – but did not buy software assurance
  - Key messages:
    - ✓ WBI Express is a cheaper option than BizTalk 2004
    - ✓ WBI Express is faster than BizTalk 2004
- Has BizTalk 2002 – and bought software assurance
  - Key messages:
    - ✓ BizTalk 2004 1/3 performance of BizTalk 2002
    - ✓ Our maintenance is lower leading to lower TCO

# Ease of Use

## WBI Express beats BizTalk in First User Experience

- ★ WBI Server is **50% faster** than BizTalk in First User Experience
- ★ WBI Server is fully functional in less than **30 Minutes**
- ★ WBI Server installs in less than **4 Minutes**
- ★ WBI Server Express gets configure in less than **4 Minutes**

### ***BizTalk 2004 comparison numbers***

❖ Entire installation with ALL prerequisites:	65 minutes
❖ Microsoft BizTalk 2004 SE installation:	18 minutes
❖ Microsoft BizTalk 2004 SE configuration/setup:	8 minutes

Based on tests conducted by IBM Express Certification Team



# Development Productivity for Process Automation

# Improving Time to Value

## Reusable Services

Microsoft provide 4 Accelerators for BizTalk 2004

- BizTalk Accelerator for HIPAA 2.0 \$19,999 per processor
- BizTalk Accelerator for HL7 \$19,999 per processor
- BizTalk Accelerator for RosettaNet 2.0 \$19,999 per processor
- BizTalk Accelerator for SWIFT \$19,999 per processor

Any additional reusable services would have to be written by the customer

WebSphere Business Integration Server Express Collaboration Pack provides a rich set of 31 collaborations

- WBI Server– Express Plus Collab Capacity Pack \$14,999 per app. instance

**WBI Server Express has more reusable services and they are much cheaper when compared to BizTalk 2004**



# Full List of Collaborations

## Order Management V1.0

- ATP to Sales Order
- Available to Promise
- Item Manager
- Price List Manager
- Sales Order Processing
- Order Billing Status
- Order Delivery Status
- Order Status
- Return Billing Status
- Return Delivery Status
- Return Status
- Contact Manager
- Customer Manager
- Trading Partner Order Management

## Financials & Human Resources V1.0

- AR Invoice Sync
- Department Manager
- Employee Manager
- GL Movement
- Invoice Generation

## Customer Relationship Management V1.0

- Contact Manager
- Contract Sync
- Customer Credit Manager
- Customer Manager
- Installed Product
- Billing Inquiry
- Vendor Manager

## Procurement V1.0

- BOM Manager
- Inventory Level Manager
- Inventory Movement
- Purchasing
- Vendor Management

## Additional Collaborations Available in WBI Server

- ★ **Collaboration Foundation**
- ★ **Insurance**
- ★ **Telecommunications**
- ★ **Retail**
- ★ **UCCnet Item Synchronization**
- ★ **UCCnet message manager**
- ★ **Product Information management**
- ★ **HIPPA transactions**
- ★ **Healthcare (includes HL-7)**



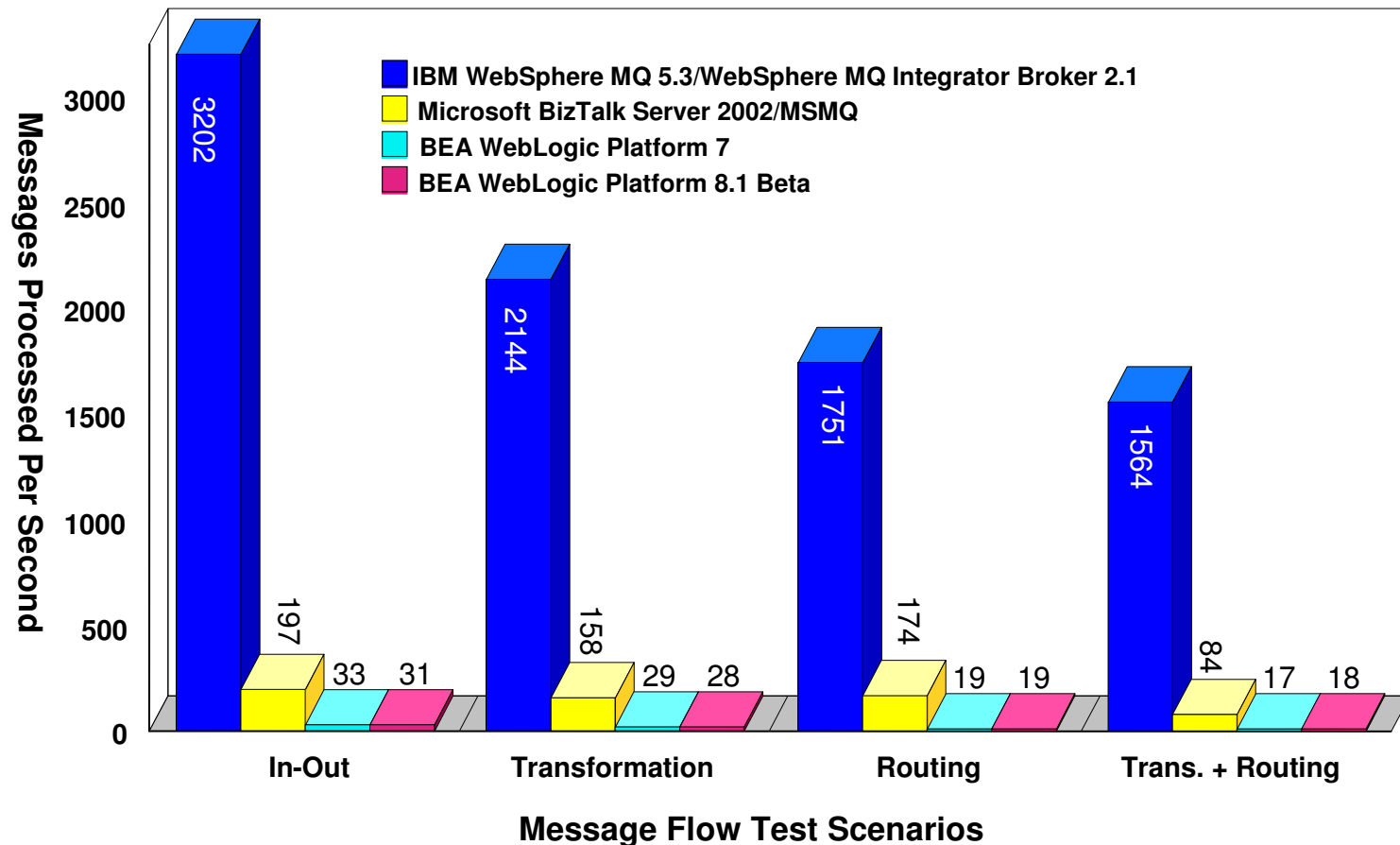


# Performance

# Message Broker Performance Comparison

Specialized: IBM WebSphere MQ/MQ Integrator Broker and BizTalk 2002

J2EE-Based: BEA WebLogic Platform 7/8.1 Beta



Initial testing of BizTalk 2004 indicates at least 1/3 the performance capability compared to BizTalk 2002

RTP LAB: Benchmark Update

IBM Confidential

# Upgrade Path

## Upgrade Anyone ?

BizTalk 2004 is all Microsoft have in the integration space  
and WBI Express has  
more capability, better performance and a lower price !

In addition, more integration capability can be added with  
the rest of IBM's Business Integration Portfolio.



## Overall Comparison of Capabilities

Capability	IBM	Microsoft
Model	<b>Clear lead</b>	<b>No Simulate capability, Microsoft can not counter!</b>
Manage	<b>Clear lead using modeling</b>	<b>No closed loop with model</b>
SOA	<b>Lead due to openness</b>	<b>Equivalent if only Windows</b>
Transform	<b>Lead if focus is transforming host based assets</b>	<b>Will claim equivalent capability</b>
Integrate	<b>Lead due to process and people integration</b>	<b>Microsoft will claim good enough, and cheaper</b>
Interact	<b>Lead if focus is for thin/browser clients</b>	<b>Lead if focus is for rich (Office based) clients</b>
Accelerate	<b>Clear lead</b>	<b>Very limited capability</b>



## Microsoft's Objections to WBI Express

## Key Microsoft Objections to WBI Express

- ★ WBI Server Express is not scalable.
  - WBI Server Express is designed for the mid-market and customers can grow with the WBI Portfolio, unlike BizTalk which is just one product.
- ★ BizTalk offers unlimited connectivity. WBI Server Express does not.
  - WBI Server Express does offer unlimited connectivity. However, unlimited connectivity is meaningless if you do not have the means to connect. To solve integration needs, WBI Server Express offers a suite of 22+ pre-packaged adapters from which customers can choose 5. These restriction are applicable to only the pre-packaged adapters. There is no restriction on 3rd Party adapters. Like BizTalk, WBI Server Express allows customers to buy adapters from partners or build adapters themselves.
- ★ BizTalk has a large base. About 3600. WBI Express is new
  - The WBI Integration portfolio has tens of thousands of customer of which some are show on the next slide. WBI Express is a simplified packaging of this technology which has been in customer use long before there was a BizTalk.

Proven, Robust WebSphere Business Integration Portfolio drives mission-critical applications





## Microsoft's View of BizTalk 2004

# Microsoft's Top Ten Reasons for BizTalk 2004

## Improving Time to Value

<http://www.microsoft.com/biztalk/evaluation/overview/topten.asp>

- 1 By using a common set of reusable integration services, organizations can deploy new applications and trading partner relationships far more quickly and easily.
- 2 With the BizTalk Server SEED Wizard, organizations can test and deploy business-to-business exchanges in hours instead of days or weeks.

## Ease of Use

- 3 A single, integrated development environment lets organizations develop integration solutions far faster using readily available marketplace skills, thereby dramatically reducing the overall personnel costs associated with integration.
- 4 With access to information in real time through Microsoft Office, business users spend less time gathering information and more time acting on it.

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**WBI Express has a better time to value**

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**WBI Express is easier to set up and as easy to develop**



# Microsoft's Top Ten Reasons for BizTalk 2004

## Efficient Business Process Automation

- 5 The BizTalk Server 2004 visual environment for defining, deploying, and managing internal and external business processes can enable organizations to react far more quickly to changing market conditions, government regulations, customer desires, and competitor behavior.
- 6 Interoperability of Microsoft Visio and Visual Studio .NET enables information workers and business analysts to define business processes, while developers make those processes actionable.
- 7 InfoPath, with its native support of XML, easily integrates with BizTalk Server 2004, allowing human interaction at appropriate stages throughout a running business process.

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WBI Express is provides greater business process automation capability and doesn't have the price trap of InfoPath

# Microsoft's Top Ten Reasons for BizTalk 2004

## Productive Infrastructure

- 8 BizTalk Server 2004 provides enterprise-class scalability and reliability without requiring modifications to existing systems, providing organizations with reduced cost, development time, and risk.
- 9 A flexible architecture enables IT organizations to react quickly to market shifts that demand process change.
- 10 The substantial Microsoft research and development commitment to enterprise integration solutions, combined with its leadership in Web services, ensures long-term value for customers and makes BizTalk Server 2004 a low-risk investment.



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IBM's business integration capabilities far outstrip Microsoft  
and have far greater customer acceptance

# Winning with WBI Server Express



“WebSphere Business Integration Server Express provides almost immediate back-end integration, right out of the box. It enables faster implementation of standard processes without disrupting the current customer environment—*Brian Hall, Practice Leader, Gemini Systems*



“We selected WebSphere Business Integration Server Express as the cornerstone for our integration strategy because we needed a scalable, low-cost integration platform to handle message brokering, message transports, adapters and integration between our systems and Web sites” -- Peter Josefsson, IT systems specialist,



“The release of WebSphere Business Integration Server Express now makes a scalable integration platform available to the broader SMB marketplace, enabling increased integration between automotive manufacturers, suppliers and machine builders in both established and emerging markets”  
-- Michael Kluiber, senior vice president, Rockwell Automation



## Good News - Reminder

WebSphere Business Integration Server Express  
is **Highly Competitive**  
vs. Microsoft's BizTalk 2004 Server

WBI Express has  
more capability, better performance and a  
lower price !

How can you lose?

