

## PlanetJ powers rapid application development with WebSphere Express



### Highlights

#### ■ **The Challenge**

*Enable customers to develop their own Web-based applications quickly, easily and cost-effectively*

#### ■ **The Solution**

*PlanetJ Web Object Wizard (WOW) in conjunction with IBM WebSphere products on IBM @server iSeries™ servers*

#### ■ **The Benefit**

*Affordable, easy-to-use application development software reduces development time and helps cut costs; unique integrated iSeries design provides reliability and enables a fast return on investment*

In the on demand era, businesses take for granted that orders should be processed, fulfilled and shipped in realtime. Why, then, do companies often resign themselves to long development cycles—or expensive outsourcing—when it comes to building more effective e-business applications?

Building applications from scratch, explains PlanetJ president Paul Holm, involves a steep learning curve. “To learn HTML, Java and JavaScript™—and then put it all together to produce an application—is a monumental task,” he says. PlanetJ, a software consulting and training firm that helps clients automate application development, realized

that it could help customers create their own custom Web-enabled applications quickly and easily with simple tools.

#### **Easy-to-use tools speed application development**

Because creating custom e-business applications requires an average of seven to nine months, many companies choose to use in-house development resources for projects that can show more immediate results. PlanetJ, recognizing a niche for intuitive tools that automate the Web-enablement process, developed the Web Object Wizard (WOW).

WOW gives customers an easy way to build self-service business automation applications based on Java™ and HTML. Through an intuitive interface and workflow, the software provides a mechanism for designing and producing database-driven applications in just minutes. In fact, Holm points out, this remarkable speed is how the software earned its name. “We used the product to develop an application for a client. It built the application for them in four minutes and eleven seconds—from scratch—and they said, ‘WOW.’”

## **WebSphere Express now adds value to all iSeries servers**

To support the rapid development and deployment of e-business applications, WOW runs on IBM WebSphere on the IBM **@server** iSeries server. "WebSphere is the foundation that allows the data-centric systems built with WOW to run reliably and securely," says Holm.

Now, even the smallest iSeries servers include WebSphere Express for iSeries, allowing small and midsize businesses to create Web-enabled applications at an affordable entry price. New, lower price points enable WebSphere Express to offer additional value to small and midsize businesses. "WebSphere has always been a great solution," says Holm. "But with WebSphere Express, every customer—no matter how small—can leverage new price/performance and usability enhancements to produce Internet-enabled applications much more quickly and affordably than in the past."

## **PlanetJ builds on iSeries server reliability and scalability**

PlanetJ often helps customers build Web-enabled applications for critical functions such as inventory control and human resources management. Because these systems are central to the operation of the company, they must be available 24 hours a day, 7 days a week. PlanetJ recommends iSeries servers—with an impressive track record for availability—because they provide the reliability businesses need to support core applications.

In addition, Capacity Upgrade on Demand (CUoD) on the iSeries enables customers to support changing business needs by activating additional processing power exactly when it is needed. With CUoD, customers can achieve the uninterrupted performance growth demanded by database-intensive programs. "If the applications they create with WOW require extra capacity," explains Holm, "the processors are already in the machine. The customer just activates them."

## **Built-in business tools reduce costs and complexity**

The unique, prepackaged design of iSeries servers makes installation and administration easy for PlanetJ's customers. "The strength of the iSeries is its integration," Holm notes. "Other platforms require the installation of multiple separate components, and maintaining the compatibility of each component can become a very complex task." On iSeries servers, however, security, database and networking elements are all built in and pretested for interoperability—with an intuitive graphical user interface for quick and easy system management.

In addition, advanced logical partitioning (LPAR) capabilities on the iSeries enable the isolation of Web-enabled applications from core applications, while keeping system management simple. By simultaneously supporting mixed workloads in a variety of operating environments, iSeries servers can facilitate server consolidation—which can help reduce both the cost and complexity of IT administration.

## **WOW puts Web enablement within reach for all customers**

With support from WebSphere Express and iSeries servers, companies of any size can now use PlanetJ's WOW software to automate e-business application development and dramatically reduce Web enablement costs. Says Holm, "WebSphere Express and the iSeries form the foundation for our products and will be critical components of our offering for many years to come."



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