

Adobe® Intelligent Document Platform Optimized for IBM® WebSphere®

Intelligent Documents in an on-demand world

Adobe and IBM have optimized the Adobe Intelligent Document Platform for IBM WebSphere. This powerful solution enables organizations to use Intelligent Documents to securely extend, beyond the enterprise, the core business processes resident in IBM middleware applications.

IBM WebSphere provides the ideal integration infrastructure, business portal capabilities, tools, and application development environment for organizations to achieve full performance from their Adobe Intelligent Document Platform. At the core of the WebSphere platform is WebSphere Application Server, a fast, scalable, and reliable server based on Java™ 2 Enterprise Edition (J2EE™) technology that enables enterprises to deploy, integrate, and manage dynamic e-business applications. Adobe LiveCycle server and design tools are also built on the J2EE foundation, making it easy for organizations to integrate Adobe Document Services into their IBM WebSphere environments.

The Adobe Intelligent Document Platform extends the value of WebSphere, allowing organizations to maximize the returns in their existing enterprise applications by involving a wider audience of constituents to interact with business information and processes. Intelligent Documents have the same look-and-feel as static forms, but can also include important enterprise data and business logic. The combination of the Intelligent Documents and IBM WebSphere enables an organization's employees, customers, and partners to interact with IBM middleware applications at any step of a business process.

In addition to optimizing the Adobe platform for WebSphere, Adobe has also integrated Adobe Designer with WebSphere Studio, reducing the need for custom Java application interfaces. WebSphere Studio accelerates J2EE development with templates, wizards, and a comprehensive visual XML development environment. Developers can easily design forms using familiar tools, saving the organization unnecessary development costs and accelerating the time to value of new applications.

With the availability of the Adobe Intelligent Document Platform optimized for IBM WebSphere, documents are integrated with the very IT infrastructure and enterprise applications that streamline and automate business processes. The Adobe Intelligent Document Platform can provide incremental value to IBM customers by extending business processes, providing better interaction between systems, and improving communications with partners and customers.

FOR MORE INFORMATION

For more information about the Adobe Intelligent Document Platform and IBM e-business on demand™, please visit www.adobe.com/ibm and www.ibm.com.

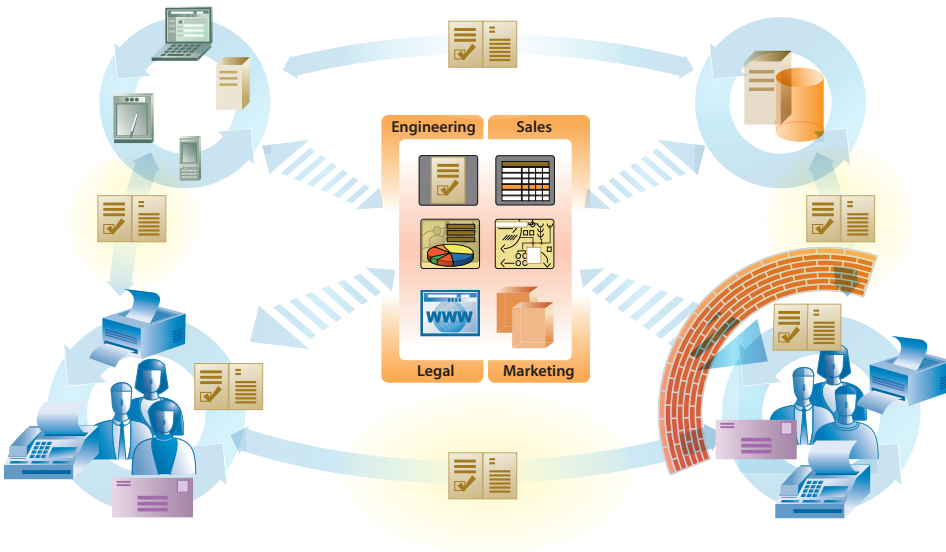


Business challenges: Connecting documents to core business applications

Business success depends on effective communication and customer satisfaction. However, in meeting these imperatives, most organizations face these challenges:

1. Improving operational efficiencies by eliminating manual processing as well as printing, storage, and distribution costs associated with paper and paper-based processes.
2. Integrating user-friendly, interactive documents—such as invoices, statements, forms, and catalogs—with core enterprise systems.
3. Extending the reach of business-critical information to external constituents, including customers, partners, and suppliers.
4. Enhancing quality of service and customer satisfaction by responding more quickly to requests.
5. Achieving and maintaining compliance with legal and regulatory requirements.
6. Protecting information while maintaining the privacy and security of online data.

No matter how much an organization automates its internal processes, the documents it uses for daily business are usually disconnected from core systems. To make data from documents useful across the enterprise, organizations must manually enter data or scan documents. Most often this results in inefficiencies, delays, and increased costs to the organization.



The problem: Persistence of documents

Inefficient processes frustrate customers, partners, and employees. Enterprise processes break down where they include documents—both digital and paper. The information in documents is not readily linked to enterprise applications without some form of data capture, which increases costs and decreases efficiency. Because documents are an important part of electronic processes, organizations need to include those documents in the business processes that connect departments, systems, and information both within the organization and throughout the entire value chain.

What is the Adobe Intelligent Document Platform?

The Adobe Intelligent Document Platform includes three key components: Intelligent Documents, universal clients, and a set of Adobe Document Services—the underlying Adobe technologies that create Intelligent Documents and integrate them into business processes maintained in WebSphere.

Intelligent Documents are familiar, easy-to-use documents that interact with core applications and that integrate people and information into business processes. Intelligent Documents can be accessed via universal clients, such as the free Adobe Reader® or Web browsers, and have the same look-and-feel as static documents. However, Intelligent Documents can also include important enterprise data and business logic to perform automatic calculations and data validations.

Adobe Document Services

The Adobe Intelligent Document Platform provides a wide range of Adobe Document Services, which enable people to share, manage, and interact with complex information and business documents—more securely, efficiently, and reliably than ever before. Leveraging the Adobe Portable Document Format (PDF) as well as native XML, Adobe Document Services help companies unlock the power and extend the reach of accurate, up-to-date project information and documentation.

Adobe Document Services can be delivered by the Adobe Acrobat® family of software on desktops and by Adobe LiveCycle servers and design tools that are integrated into enterprise infrastructures. The four Adobe Document Services are:

1. Document generation—enables organizations to create high-quality, customized documents in a secure and reliable format for delivery across a broad range of platforms and devices
2. Document collaboration—lets multiple users input, access, and exchange business-critical information more securely and efficiently using Intelligent Documents
3. Process management—makes it easy for organizations to integrate electronic documents with enterprise applications and business processes
4. Document control and security—helps organizations validate the authenticity of a document's origin, the integrity of its content, and the confidentiality of the communication

IBM and Adobe: Solving critical business challenges

By enabling more people to interact with the business information and processes resident in core systems, the Adobe Intelligent Document Platform running on IBM WebSphere helps organizations obtain higher returns from their existing technology investments.

Using secure and reliable Intelligent Documents on WebSphere, enterprises can:

- Easily present personalized content to customers and other constituents
- Enable complex internal and external collaboration
- Capture data exchange and transactions that involve core applications, the Web, and paper
- Meet corporate and government regulations for security and privacy in electronic information sharing

For example, government agencies can seamlessly interact with their constituents using forms with built-in intelligence, privacy controls, and digital signature capabilities. Upon receiving a customer request, an agency can automatically populate a form with personalized information from core systems, route the form to a “must approve” list, and quickly provide the applicant with a decision. With all businesses processes integrated from end to end, the government agency and its constituents enjoy a faster and easier application processing experience.

The Adobe Intelligent Document Platform optimized for IBM WebSphere delivers easy-to-use tools and resources as part of an integrated solution.

The Adobe Intelligent Document Platform optimized for IBM WebSphere enables organizations to communicate more effectively with their employees, customers, suppliers, and constituents.

Benefits of Adobe Document Services and WebSphere

By running Adobe Document Services—including document generation, collaboration, document control and security, and process management—on the highly scalable and reliable IBM WebSphere Application Server, organizations can increase their competitive advantage by:

Maximizing returns on existing enterprise infrastructure investments

- Use the WebSphere software platform to connect core systems and the information in those systems. Intelligent Documents enable more people to interact with business information and processes.
- Achieve lower total cost of ownership (TCO) and extend the value of existing middleware investments.

Gaining better business insight to make decisions faster

- Automate Web-based form workflows and accelerate access to business-critical information for faster, better decision making.
- Extend form-based workflows to support continuous business processes.
- Enable efficient data sharing between forms and back-end systems and processes through a common WebSphere infrastructure foundation.

Improving service quality and responsiveness

- Provide customers with better experiences by offering more service options delivered via the Web.
- Alleviate tedious form filling by delivering prepopulated data and offering an easy-to-use, paper-like interface.

Enabling secure collaboration beyond the enterprise

- Protect document-level authenticity and integrity with digital signatures within Adobe PDF documents that can be signed digitally in individual or batch mode.
- Customize security controls during and after transmission by setting permissions within the documents themselves. The sender of a document, or the business process itself, can determine which constituents can access or alter documents and to what extent.
- Integrate Adobe Document Services with other hardware security modules to create certified documents and perform advanced cryptographic functions. For example, enterprises can use WebSphere authentication for access to portals and processes. Documents can also be further encrypted for secure global transfer.

Reducing overhead costs and accelerating time to value

- Lower development and integration costs while speeding application deployment by using a single development environment rather than multiple islands of tools.
- Drive down costs of paper distribution and handling.
- Lower the cost of designing forms by reducing the need for expensive, time-consuming Java development.
- Minimize staff training by reusing existing development tools and technical standards. Adobe Document Services and IBM support the same open standards that are the foundation of IBM's middleware environment: Java, XML, Electronic Business XML (ebXML), Simple Object Access Protocol (SOAP), and Web Services Description Language (WSDL).

Complying with government and policy mandates

- Streamline and simplify process compliance with searchable and archivable PDF-based documents connected to processes.
- Deploy forms online quickly and cost-effectively for easier data capture, more accurate and secure information gathering, and flexible reporting in both digital and paper-based formats.
- Enforce compliance both inside and outside the firewall through the combination of Adobe security capabilities and robust system-level security provided by WebSphere.

Beyond the enterprise

Adobe and IBM share a vision of e-business as a connected enterprise that responds with flexibility and speed to any customer demand, market opportunity, or threat. The powerful combination of the Adobe Intelligent Document Platform and IBM WebSphere helps organizations reduce overhead costs and increase efficiency by securely integrating documents with business processes. The solution helps automate and accelerate the flow of information to deliver highly secure business services on demand to constituents inside or outside the firewall. Together, IBM and Adobe establish new standards in business agility and customer responsiveness.

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