

THE E-COMMERCE TRANSACTIONS COMPANY

# BEA Overview



## BEA: How Business Becomes E-Business.™

“THE **NEW ECONOMY** IS CHANGING THE COMPETITIVE LANDSCAPE EVERYWHERE, IN EVERY MARKET, IN EVERY INDUSTRY, NO EXCEPTIONS. THE WINNERS WILL BE THOSE WHO MOST SUCCESSFULLY ADOPT BUSINESS MODELS THAT LEVERAGE THE ECONOMICS OF THE NET.”

— BILL COLEMAN, FOUNDER, CHAIRMAN,  
AND CEO, BEA SYSTEMS, INC.


The first mad rush to the Internet is over. The hype, the flash, the feverish experimentation, the giddy risk-taking—done. In the wake of the dot-com shakeout, e-business has become serious business.

Savvy companies know that it's not a sprint but a marathon. Victory in the long run will come to those companies that start with the old-fashioned values of sound business models, strong products, superior customer service, and efficient production and distribution—and then combine these with the scale, speed, technology integration, absolute reliability, and flexibility that global e-business requires.

The BEA WebLogic® E-Business Platform is the infrastructure of choice for the New Economy. It is an integrated suite of products that support high-volume transactions on a global scale, real-time personalization, business process management, application integration and business collaboration within and across enterprises, and the ability to create and maintain dynamic trading markets. Thousands of customers consider BEA the safest bet. Here's why:

- > BEA WebLogic E-Business Platform™ is built on the #1 Java Application Server (according to market-share assessments by Giga, IDC, and Gartner).
- > BEA WebLogic servers have won eight “best of category” awards in the last year alone.
- > *Business Week* named BEA the Number One Technology Company with the highest shareholder return: 884 percent (June 2000).
- > BEA is one of the ten highest valued software companies in the world.
- > BEA has logged 21 straight quarters of record revenue, becoming the fastest software company to achieve an annual revenue run rate of 1 billion.
- > More than 9,400 customers.
- > More than 1,500 partners.
- > More than 200,000 registered BEA developers.





You can't predict the future,  
but you can **prepare** for it.

“THE **RACE IS ON** AND,  
FOR THE FIRST TIME, SOFTWARE  
IS EMPOWERING A NEW WAY  
OF DOING BUSINESS, NOT JUST  
AUTOMATING THE OLD WAY—  
AND THAT'S THE DIFFERENCE.”

— BILL COLEMAN, FOUNDER, CHAIRMAN,  
AND CEO, BEA SYSTEMS, INC

To succeed in the Internet economy, you must expect change, accept change, and embrace change, and you must also *use* change to your advantage. Businesses that *can't* are on the fast track to irrelevance. Businesses that *can* are future-proofed against the strain and dislocation that continuous change can cause. They are prepped and primed to capitalize on the opportunities presented by change. Future-proofed businesses, in short, use agility as a competitive advantage.

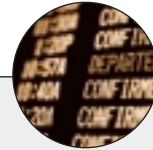
Your plans and your technology must be as fluid as the changing environment in which they operate. Your software, your systems, your entire technology architecture must mold and adapt to changes without costly, time-consuming infrastructure overhauls. Your e-business software platform must provide a safe, yet powerful catalyst for ongoing innovation, increasing customer value-add, and continuing competitive advantage.

The BEA WebLogic E-Business Platform is an adaptable infrastructure for managing change and future-proofing your business. Built on BEA™, your business can provide reliable and personalized service to customers, on a global scale. The platform gives you the power to collaborate with trading partners and customers across the entire chain of commerce and adapt nimbly to an environment characterized by an increasing rate of change.

Your software infrastructure is the lifeblood of your e-business. The WebLogic E-Business Platform helps you effectively and efficiently respond to change, spurs non-stop innovation, and is a catalyst for creating new choices and value for your customers. With the WebLogic E-Business Platform, you are *future-proof*. That is one key reason industry after industry is turning to BEA.

## BEA has more than 9,400 customers, including:

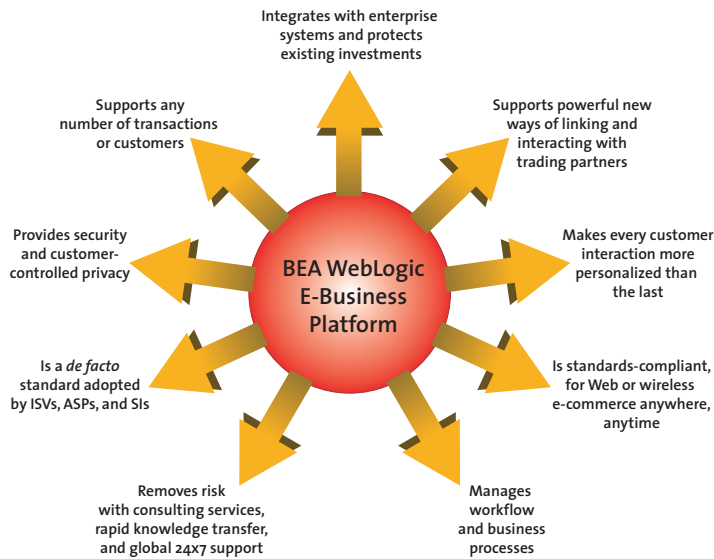
- > 100 percent of the *Fortune* Global 500 **Telecommunications** companies
- > 100 percent of the *Fortune* Global 500 **Computer/Office Equipment** manufacturers
- > 100 percent of the *Fortune* Global 500 **Financial Securities** and **Diversified Financial** companies
- > 100 percent of the *Fortune* 500 **Pharmaceutical** companies
- > Majority of the *Fortune* 500 **Healthcare** companies
- > Majority of the *Fortune* Global 500 **Airline and Delivery Service** companies
- > Majority of the *Fortune* Global 500 **Commercial Banking** companies, including the top 9 of the *American Banker* Top 100
- > Majority of the customers on *Forbes* Super 100, *Fortune* Global 100, *Fortune* e-50, and *Business 2.0* 100 lists



Below, a handful of customer examples sketch out the range of New Economy companies that are Built on BEA.

- >> **Amazon.com** chose the BEA WebLogic E-Business Platform to help its customers easily shop for an increasing variety of products over the Web. The platform gives Amazon.com the agility to handle increasing traffic and rapidly change its business processes, while also integrating with back-end systems.
- >> **British Telecom** has made the BEA WebLogic E-Business Platform a strategic component of its core customer service architecture. As the telecommunications giant Web-enables many of its customer service applications to offer the convenience (and cost-savings) of Internet self-service, BEA will provide the “glue” that holds all the internal and Net-based systems together.
- >> **Chase Manhattan Bank** has built Chase Online—its Internet-based, self-service bank that lets customers access and manage their accounts any time day or night—on the BEA WebLogic E-Business Platform, and plans to expand the service soon to loans and investments.
- >> **FedEx** uses BEA infrastructure software for its package tracking and logistics system (as well as some 30 other applications). “BEA is the heart and soul of our transaction engines,” says Paul Orsak, vice president of Internet Architecture for Federal Express. “In fact, we are processing over 150 million transactions a day using BEA software.”
- >> **Fujimic, Inc.** of Tokyo, an affiliated company of Fuji Television Network, Inc., built its i-Mode wireless subscription service for content on demand (called Fuji Televi) on BEA WebLogic Server. “The reliability of BEA WebLogic Server ensures that we can handle the massive volume of requests that Fuji Televi subscribers generate—upwards of several million per day,” notes a company spokesperson.
- >> **United Airlines** relies on the BEA platform to provide a constant feed of information—aircraft schedules and ticket prices—to 30,000 ticketing stations worldwide, so that the airline can keep its check-in and ticketing counters updated and its planes on schedule. United Airlines also uses BEA software to maintain its [www.ual.com](http://www.ual.com) site.

## BEA E-Business Platform Imperatives



While at least 17 software products today are marketed as "e-business platforms," one alone meets these requirements: The BEA WebLogic E-Business Platform. That's why BEA is the *de facto* standard used by more than 1,500 systems integrators, independent software vendors (ISVs) and application service providers (ASPs).

## The BEA WebLogic E-Business Platform™

The WebLogic E-Business Platform includes the following:

- > Market-leading BEA WebLogic application servers for rapidly building, deploying, and managing e-business applications for both wired and wireless commerce
- > BEA WebLogic Commerce Server,™ for rapidly developing and adapting e-commerce applications
- > BEA WebLogic Personalization Server,™ for building applications that win and retain customers
- > BEA WebLogic Collaborate,™ to support powerful new ways of linking and interacting with suppliers and partners
- > BEA WebLogic Process Integrator,™ to automate business process workflow
- > BEA Campaign Manager for WebLogic,™ a new customer management solution that enables marketing pros to create and manage highly personalized marketing campaigns
- > BEA eLink,™ to integrate with enterprise systems and protect existing investments
- > A wide range of education, customer support, and professional services to enable businesses to get in the game fast and integrate their e-business from end to end



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