

The Generic Transaction Engine for Linux on IBM POWER processor-based systems



merchandise promotions, collect customer response at the point of impact, and analyze results. The innovative AnyPlace Kiosk acts as the customer interaction point—a full audio-visual presentation device that can be used for product promotions and information, and as an interactive customer survey station. The GTxE helps quickly create promotions and surveys for the AnyPlace Kiosk. And, then analyze the results to gain insights into customer reactions, better leverage co-marketing funds and individual brand promotions.

Highlights

- **Leverage a Software as Services solution model to quickly develop turnkey applications based on proven IBM platforms**
- **Jumpstart the transition from legacy application silos to an integrated on demand architecture**
- **Take advantage of the IBM on demand architecture to develop solutions that meet specific business challenges quickly and cost effectively**
- **Share data, services and IT costs across participating organizations**

WordenGroup offers rapid development software for, and optional delivery of, Customer Insight and Product Promotivate services, for manufacturers, distributors and retailers participating in joint marketing efforts. Based on infrastructure and middleware from IBM, the Generic Transaction Engine (GTxE) powers the applications that let you define, refine, focus and quantify the results of your investment in merchandising promotions. Coordinate activities and information across the supply chain to ensure your just-in-time strategy doesn't result in lost sales, rain checks or awkward shortages and substitutions.

Get more from your merchandising

The GTxE provides an extensible set of business objects that help deliver

The front end user interface components of the GTxE run on IBM Anyplace Kiosks or inside any SVG-enabled Web browser. On the backend, the extensible, retaskable GTxE business objects contain the logic needed to integrate supply chains across multiple participating organizations. Use them to make and manage forward delivery agreements, identify impending inventory shortfalls or overstocks and take corrective action.

Rely on a solution backed by IBM

With support from the IBM @server[®] Application Advantage[™] for Linux (Chiphopper[™]) offering, WordenGroup is able to optimize its software for Linux and support it across multiple IBM server product lines—giving you a wealth of computing options.



The Chiphopper assurance offering provides IBM assistance to our support team with porting-related customer problems on the Linux on IBM POWER™ processor-based servers we support. Our joint clients can be assured of superior service from WordenGroup. The Ready for IBM @server with Linux mark signifies WordenGroup is backed by IBM support.



IBM also signifies GTxE as Ready for IBM Retail Store Innovations—Store Integration Framework. Products earning this distinction are designed, tested and validated for ease of use with IBM Store Integration Framework. Selecting Ready for IBM Retail Store Innovations software or peripheral products helps you take advantage of the latest retail technology while meeting customer demand.



IBM Linux on POWER: Performance and flexibility without compromise

GTxE supports IBM System p5™, IBM @server p5, and OpenPower™ systems, so you can choose the best system to meet your needs. IBM System p5 Express servers are available with 1 to 8 processor cores and are packaged in popular configurations at attractive prices. @server p5 systems are available with up to 64 processors, and OpenPower systems are available from one to four processors—at break-through prices. All systems support

32- and 64-bit applications and provide micro-partitioning and reliability features to help reduce costs and make the most of resources. They also offer outstanding reliability, native 64-bit performance and excellent price/performance.

The GTxE also specifically takes advantage of the vertical scalability provided by System p5 systems, as well as the reliability features provided by Linux on POWER processor-based servers to keep this mission-critical application up and running. The solution is offered to clients on an IBM hosted, IBM Global Services-supported basis under a Software as Services model. Clients can ease into the world of on demand business, adding other IBM solutions and components as their needs grow and change.

For more information

The GTxE-based solutions for Linux on POWER processor-based servers provide the combination of infrastructure and services that allow your business to benefit from a highly capable computing platform. This combined solution helps support an on demand environment, and provides a reliable foundation capable of handling high-volume, secure transactions and Web services.

To learn more about the GTxE, call 1-866-321-9631 to arrange a technical conference, or visit: www.worden.net

To learn more about Linux on IBM POWER processor-based systems, visit: ibm.com/linux/power



© Copyright IBM Corporation 2006

IBM Systems and Technology Group
Route 100
Somers, NY 10589

Produced in the United States of America
February 2006
All Rights Reserved

IBM reserves the right to change specifications or other product information without prior notice. This publication could include technical inaccuracies or typographical errors. References herein to IBM products and services do not imply that IBM intends to make them available in other countries. IBM PROVIDES THIS PUBLICATION "AS IS" WITHOUT WARRANTY OR CONDITION OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING THE IMPLIED WARRANTIES OR CONDITIONS OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. Some jurisdictions do not allow disclaimer of express or implied warranties in certain transactions; therefore, this statement may not apply to you.

The material included in this document regarding third parties is based on information obtained from such parties. No effort has been made to independently verify the accuracy of the information. This document does not constitute an expressed or implied recommendation or endorsement by IBM of any third-party product or service.

Visit ibm.com/pc/safecomputing periodically for the latest information on safe and effective computing.

IBM, the IBM logo, Application Advantage, Chiphopper, DB2, @server, OpenPower, POWER, pSeries, System p5 and WebSphere are trademarks of IBM Corporation in the United States, other countries, or both. For a list of additional IBM trademarks visit ibm.com/legal/copytrade.shtml.

Java is a trademark of Sun Microsystems, Inc. in the United States, other countries, or both.

Linux is a trademark of Linus Torvalds in the United States, other countries, or both.

Other company, product and service names may be trademarks or service marks of others.

