

Net Services Software

As Eric Schmidt, Novell Chairman of the Board and CEO, explained at BrainShare 2000 in Salt Lake City, traditional network architecture prevents you from taking full advantage of the power of networking. "We're all hiding in the intranet," Schmidt said, "and our customers are all waiting to see us."

To be competitive and to provide the services customers want, your company must stop hiding in its intranet—that is, behind its firewall. Novell's solution is a world in which your company's employees, customers, partners, and suppliers are all part of a single, collaborative network—a vision Novell calls *one Net*.

THE E-BUSINESS CHALLENGE

Steve Adams and Dave Shirk, senior vice presidents of Worldwide Marketing and of Product Management, respectively, recently conducted extensive interviews with Novell's customers and determined that most companies have completed only 10 to 20 percent of their e-business strategies. At BrainShare 2000, Adams and Shirk cited four reasons for the surprisingly slow transition of traditional businesses to e-businesses:

- Complexity
- Scale
- Security
- Customer's digital experience

"When you start extending your technology base outside the firewalls of your enterprise," said Adams, "you're talking about tens of thousands and millions of users. . . . The reach and scope create a lot of complexity." You must accommodate both the scale and heterogeneity that are hallmarks of a venture of this size. Your new phenomenal base of users also makes security a top issue, as illustrated by the incidents of cyber-terrorism that have taken place over the past few months.

When creating e-business solutions, you must also cater to the tremendous performance demands of your customers. According to Adams, "The digital experience that your users have will determine the value of your brand in an online world."

Gathering information about your company's customers has never been so easy. In a world where the slightest delay in the performance of your web site can mean a significant reduction in customer loyalty, customer profiling is crucial to the success of your company's business.

Reliability is also key: Your company's network must be available to customers (and every other user on your company's network) all day, every day.

THE NET SERVICES SOLUTION

Adams and Shirk took the information gathered from Novell's customers and determined that Novell could help customers by delivering cross-platform Net services software. This category of software leverages and interoperates with existing network services and other IT investments, while expediting and easing the transition to e-business. Net services software also enables the creation of a stable and secure one Net.

Of course, Novell knows it cannot deliver every solution by itself. Novell continues to partner with leading IT vendors to deliver Net solutions.

Although Net services software encompasses a variety of products and appliances, Novell has stated emphatically that all of these products and appliances have the same benefits: They simplify complexity, increase security, and accelerate e-business.

DENIM: THE FABRIC OF THE NET

The architectural approach that Novell is taking to deliver Net services is known as the Directory-Enabled Net Infrastructure Model (DENIM). At the core of DENIM is NDS eDirectory, an open standards-based and highly scalable directory service with which you can manage and secure network resources across all leading platforms.

NDS eDirectory provides the foundation for e-business solutions by enabling you to grant your company's customers, partners, and suppliers secure access to private and highly customized data. In addition, as these individuals browse your company's web site, directory-enabled applica-

tions can collect personal data from purchase patterns and patterns of movement through the web site, as well as from online surveys and personal profiles. With this collected information, you can customize your company's web site to meet the demands of customers.

DENIM categorizes all of Novell's Net services so that you can understand exactly where each service fits in your e-business model. DENIM focuses on the following three areas of Net services:

- **Net Management Services.** Net Management Services consolidate and simplify the management and control of all internal and network resources, including users, client devices, servers, network hardware, and application configurations. As a result, you can significantly increase the number of users your one Net supports without increasing the size of your IT staff.
- **Net Content Services.** Net Content Services provide seamless and continuous access to information on the one Net. This access is independent of data or user location, platform, or client device. Net Content Services also enable information to be aggregated and personalized to meet the unique needs of any user, application, or device.
- **Net Portal Services.** Net Portal Services create a flexible and secure foundation for e-business applications. Using these services, users can seamlessly interact and collaborate with other users in the supply chain. Net Portal Services also supply integrators and service providers with a comprehensive set of tools for developing and hosting advanced e-business applications for individual companies or entire industries.

CONCLUSION

It's one thing to host a clever web site. It's quite another to really drive e-business. With Net services software, Novell has revealed its solution for helping your company succeed in e-business. For more information about Net services software, visit <http://www.novell.com/products/mktg/netservices>. ●