



JavaOneSM

Sun's Worldwide Java Developer Conference



JavaOne™

Sun's Worldwide Java Developer Conference

The Value of Java™

*Bob Airasian
VP, Advanced
Technologies
Fidelity Investments
Boston, MA*



Why Java at Fidelity?

- Electronic Commerce over a Web based architecture
- A pre-requisite for the adoption of Internet Terminals
- Software distribution to diverse users

How We Make Java Work at Fidelity Investments?



- “Cooperative” corporate standardization
 - Java™ Application Software Services
 - User Group to Exchange Ideas
- Extending Fidelity Security Protection
 - Transactional Semantics
 - Authenticating EVERY request!

Why Do the Java Application Software Services?



- Business Foundation Objects
- Transaction Brokers
- Relay Services
- Staging Services (especially for Network Terminals!)
- Security Services

JAVASOFT
A SUN MICROSYSTEMS, INC. BUSINESS



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New Horizons for Life Insurers

Jerry Peters

Chairman,

TRiMARK Technologies Inc.



Value Triangle - 60s & 70s

Business Climate

- *Traditional Products*
- *Captive Agents*
- *Static Market*

Business Process

- *Assembly Line*
- *Division of Labor*

Technology Revolution

- *Mainframes*
- *Batch Processing Systems*



Value Triangle - 60s & 70s

Business Climate

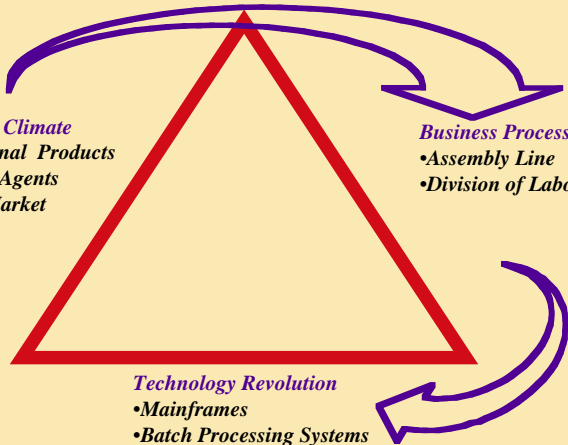
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Value Triangle - 80s & 90s

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- *Complex Products*
- *Independent Agents*
- *New Channels*

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Technology Evolution

- *Mainframe,s PCs/Networks*
- *Batch Processing Systems*
- *Technology initiatives Du Jour*



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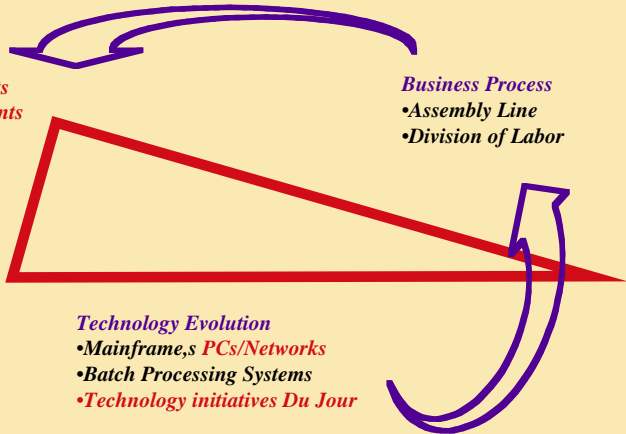
*Results have
fallen short*

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Working Definition of Insanity

“...performing the same actions repeatedly while expecting different results.”

Computerworld

Client/Server Journal

November, 1995



Value Triangle - 2000

Business Climate

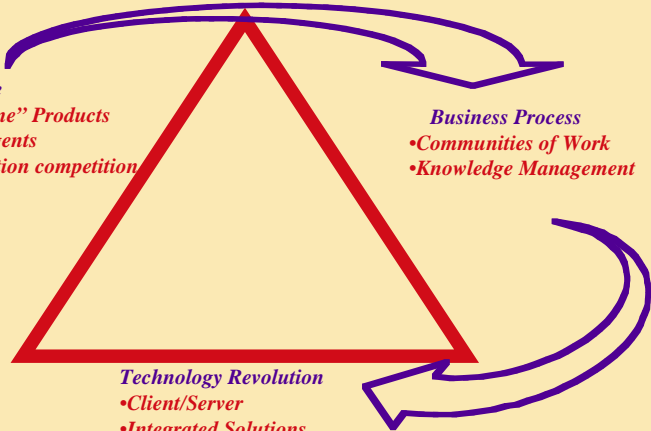
- “Audience of One” Products
- “Value Add” Agents
- Intense distribution competition

Business Process

- Communities of Work
- Knowledge Management

Technology Revolution

- Client/Server
- Integrated Solutions
- Event Driven Software
- Java/Internet/Intranet

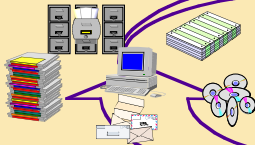


Starting with the End in Mind Means Redefining Productivity

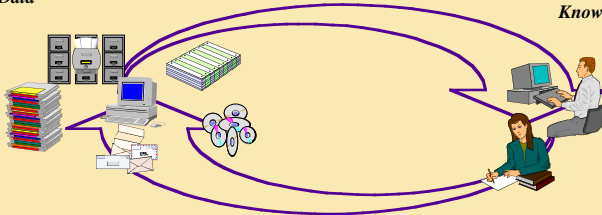
Knowledge as an Asset



Data



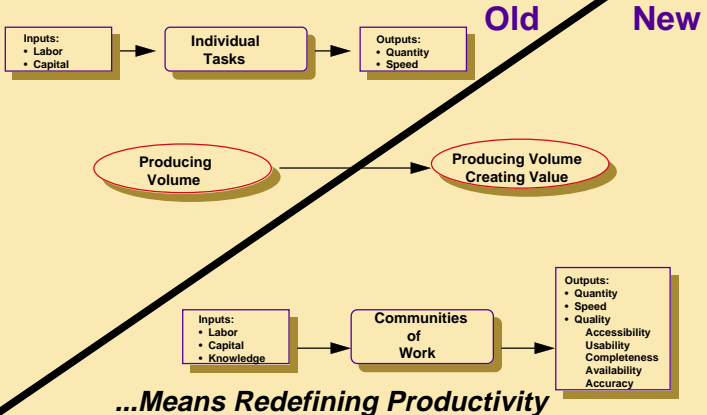
Knowledge Worker



New Productivity Definition



Productivity Growth...





TRiMARK Connections Foundation

- **Speed**

Rapid Product Development
Distributed Processing

4GL
Client/Server



TRiMARK Connections Foundation

- **Speed**

Rapid Product Development
Distributed Processing

4GL
Client/Server

- **Quantity**

High Performance
Open & Scalable

Sun Sparc/Solaris
Sun Sparc/Solaris



TRiMARK Connections Foundation

- **Speed**
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 - Distributed Processing**
 - 4GL**
 - Client/Server**

- **Quantity**
 - High Performance**
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 - Sun Sparc/Solaris**
 - Sun Sparc/Solaris**




- **Quality**
 - Accessibility** **One Common Interface**
 - Usability** **Customization & Control**
 - Completeness** **Common Database** **Integrated Functionality**
 - All Data Forever** **Oracle Database**
 - Accuracy** **Real-time data & processing** **Event Driven**
 - Availability** **“Evers” Who, Where, When, What**



TRiMARK Connections Foundation

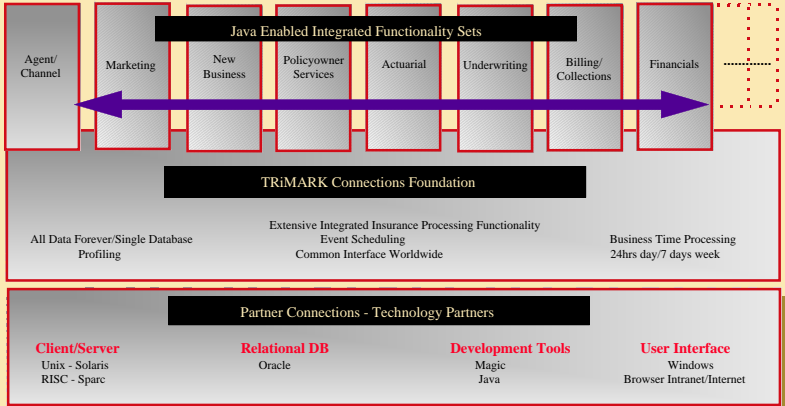
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TRiMARK Connections Strategy





Invent your future™

“The only way to successfully predict the future is to invent it.”

---- Dr. Alan Kay