

MediaKomm Esslingen: With IBM wireless e-business, armed for the future.



Esslingen is on the way to the mobile area

Overview

■ The Challenge

MediaKomm Esslingen is a leading light in the implementation of safe local government business transactions via Internet with mobile access.

■ The Solution

IBM Global Services implements the Esslingen business portal and makes it mobile with wireless e-business.

■ The Benefit

Everyone on the way in Esslingen receives precisely the information he or she needs, just when it is needed, via a mobile user device.

Parallel to projects in Bremen and the greater Nuremberg region, in one of the largest multimedia projects in the country promoted by the federal government, the virtual town – with “electronic town hall” and “virtual marketplace” is being developed and researched in Esslingen/Neckar. Competing against 136 entries, all three towns received awards in the competition MEDIA@Komm in March 1999, which was preceded in 1997 by the German digital signature legislation. The Ministry of Economy is now investing a volume of 60 million DM to promote the development, testing an implementation of model projects for multimedia in towns and local communities in a three-year project until the end of 2002.

Digital signature ensures digital and mobile interaction

The core of the project MEDIA@Komm is the safe, confidential and legally binding interaction between citizens, town halls and marketplaces via Internet, using the electronic signature. The aim is to create a paperless office, as the signature ensures that digital documents are genuine and authentic – requirements for their deployment in public administration. Submission of applications, registration and deregistration as inhabitants, and even planning permission applications will thus be possible online. The “electronic town hall” will be supplemented by the “virtual marketplace”, where retailers, tradespeople, commerce, industry and service providers can pre-

sent themselves, offer their services, and inform the citizens. Contracts, purchases and sales can thus be concluded conveniently, quickly and at low-cost from the home PC and from anywhere.

Project team coordinates activities

The central interface between the town, citizens and implementation partners in Esslingen is the project team MediaKomm Esslingen, headed up by Andreas Kraft. In the first year, the team initially examined 200 local council services in order to develop around 50 in the year 2001 as prototypes and to make them ready to use by the end of 2002. The entire project is divided into six areas, five of which cover content: local council services, electronic business/e-commerce, education, culture and social matters. All of the activities defined here come together in an interdisciplinary area, where the base technologies and products are evaluated. A total of 40 partners are involved in the project, currently supporting their solutions with full outsourcing. The local council implementation partner for the compound MediaKomm Esslingen project is the neighboring town of Ostfildern.

IBM expands portal for M-Business

The commercial portal for the town of Esslingen – with the area Electronic Business/E-Commerce – is currently being set up for citizens and visitors. Implementation partner is IBM Global Services, the full-service provider for “Wireless and Mobile Services and

Solutions". IBM Global Services designs and implements the smooth operation of mobile application and connection scenarios for companies on their way into the mobile world. The offering for wireless e-business covers the entire range of services: strategy consulting, design and restructuring, implementation and integration, as well as mobile hosting. SerCon GmbH, a subsidiary of IBM Global Services, is using its comprehensive know-how to implement the "virtual marketplace" in Esslingen independently, with various components for information, communication, presentation and transaction.

Faster parking and shopping with wireless e-business

Wireless e-business offers great advantages to all those who are on the move. Drivers are informed by the mobile Esslingen town information system about the traffic situation, gridlocks and tailbacks, and how to get around them. The mobile user devices are also ideal as navigators: anyone looking for a parking space can look up the parking information system to find free spaces, and will be shown the fastest way to get there. Via the map of the town, which contains address data as well as company information such as opening hours, contact persons and telephone numbers, everyone is able to reach the local authority offices, companies, and businesses quickly and simply. And anyone who wants to see a movie can look at all the movie theaters in Esslingen, sort the movies by starting time, by name or by genre, find out whether tickets are still available, and make reservations. The first prototype feature to go online is the small ads market. If people are interested in what is offered, those who place the ads are notified by SMS and e-mail.

"The extraordinary skills of IBM in the areas of e-business and mobile services enable us to establish the MediaKomm Esslingen project as wireless e-business."

*Andreas Kraft, Project Manager,
MediaKomm Esslingen*

IBM Netfinity as reliable basis

An IT landscape consisting of 5 IBM Netfinity servers creates the technological requirements for MediaKomm Esslingen. The servers are equipped with Intel PIII and/or Intel Xeon processors, have 256 to 768 MB RAM, and have up to 4 hard disks with 17 GB memory. In addition to the evaluation, each IBM Netfinity server has other dedicated tasks. One server uses Lotus Notes and Lotus Domino to control the internal communication, one is a Web server, another is a database server. The second database server is used as an IBM Websphere application server and IBM HTTP server; a second Web server under Red-Hat Linux is still under construction. The IT landscape has a secure connection to an IBM AS/400 server belonging to the town of Esslingen, on which the central citizens' information systems of the public administration run on OS/400 and Lotus Domino.

The lack of standard for mobile applications is balanced out by the IBM Transcoding Publisher. This software ensures conversion of the data from the Web server according to the mobile user device and represents it in the display in the best possible way. This means that all users – mobile and stationary – access the same data stock.

Wireless in the future

In future, the entire town of Esslingen will be represented on the Internet, secured by the digital signature. The "electronic town hall" and "virtual marketplace" will strengthen the regional economy and ensure that purchasing power remains in the region. This aim will be pushed further, as the next project for IBM Global Services involves development of all the applications also for the Palm Pilot. At fixed stations, it will be possible to download and read the map of the town, the hotel and restaurant directory. Andreas Kraft: "Wireless e-business offers decisive advantages, ensuring that our project will continue."

For more information please visit:

ibm.com/services/de/wireless

ibm.com/services/de



© Copyright IBM Corporation 2001

IBM Germany GmbH
D-70548 Stuttgart
ibm.com/de

IBM Austria
Obere Donaustrasse 95
A-1020 Vienna
ibm.com/at

IBM Switzerland
Baendliweg 21, P.O. Box
CH-8010 Zurich
ibm.com/ch

The IBM home page can be found on the Internet at:
ibm.com

IBM, the IBM logo, @server logo, AIX and RS/6000 are trademarks or registered trademarks of IBM Corporation in the United States, other countries, or both.

The e-business logo is a trademark of International Business Machines Corporation and used under licence.

Tivoli, NetView, Lotus, Freelance, and Word Pro are trademarks of IBM Corporation in the United States, other countries, or both.

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

IBM Form GK12-3700-0 (08/2001)