How to Order IBM Publications

IBM documents, publications, CD-ROMs, brochures, videos, and other types of material can be ordered by phone or fax. Prices for documents vary, with an average of $25. Orders can be placed from 6:30 A.M. to 5:00 P.M. MST. Publications can also be ordered through your IBM branch office.

By fax:

- Obtain a form from your IBM branch office, or create your own that includes the following information:
  - Publication numbers for all items you are ordering
  - IBM customer number if you have one
  - Credit card type (VISA, MasterCard, Diners Club), number, expiration date, and name on the card
  - Your name, phone number, and fax number
  - Ship-to address, including the name of the person to receive the order
- Fax to (800) 284-4721, toll-free in the U.S.

By phone:

- Have the above information available.
- Call (800) 879-2755, toll-free in the U.S to reach IBM Software Manufacturing Solutions.
- Select option 1 and follow the directions.

into responsive, service-oriented, and profitable firms. These themes include open systems, distributed computing, interconnection, user friendliness, global networking, and architectural modularity. This last theme is described as follows:

> Rather than being a giant monolith, computing architectures consist of standardized, independent parts that can be grouped together as required to meet business requirements. These can include standard computing platforms, or interchangeable application software components. The goal is to create a dynamic, flexible computing environment...

The Open Blueprint is IBM's view of a modular architecture. Many IBM customers are using the Open Blueprint as a guide for creating their own internal architectures for deploying applications in the open, distributed environment. It will help IBM and others deliver integrated, interoperable solutions with the following benefits:

- **For end users**: Open Blueprint integration hides the complexities of the network and makes it appear as a single system.
- **For application developers**: Standard interfaces enable a single system view of the network and allow for the development of interoperable applications that can run on many platforms.
- **For system administrators**: The Open Blueprint defines a consistent way to manage the network to hide the complexities from application developers and end users.

References

The Tapscott and Caston book gives a complete look at how to re-invent, re-engineer, or re-architect your enterprise through the transition from host-centered, mainframe-based computing to user-centered, network-based computing. It makes the case for complete planning and for adopting an architecture such as the Open Blueprint that is based upon standards. Other valuable references include the following (see the box for ordering instructions):

- Hammer, Michael and Champy, James. *Re-engineering the Corporation*. Harper Collins, 1993.
- *IBM Networking Blueprint Executive Overview* (GC31-7057).
- *IBM SystemView® Concepts* (SC23-0578).
- *IBM SystemView Structure* (SC31-7038).
- *Information Warehouse™: An Introduction* (GC26-4876).
- *Multimedia Distributed Computing—IBM's Direction for Multimedia Distributed Systems* (G229-7340).
- *Open Blueprint Technical Overview* (GC23-3808, available 2H94).
- *The Networking Blueprint* (SX33-6090).
- X/Open Company Ltd. *Distributed Computing Services Framework*, November 1992 (ISBN 1-872630-64-2).