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IBM introduces new AI capability to help marketers understand campaign performance. Announcing Watson Assistant for Marketing, an AI-powered intelligent assistant built into Watson Campaign Automation, IBM's AI-powered email marketing and digital marketing application.

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WebSphere Application Server (WAS) is a software product that performs the role of a web application server. More specifically, it is a software framework and middleware that hosts Java-based web applications. It is the flagship product within IBM's WebSphere software suite. It was initially created by Donald F. Ferguson, who later became CTO of Software for Dell.

### **IBM WebSphere Application Server - Wikipedia**

IBM WebSphere DataPower SOA Appliances is a family of pre-built, pre-configured rack mountable network devices (XML appliances) that can help accelerate XML and Web Services deployments while extending SOA infrastructure. Originally these devices were created by DataPower Technology Inc., which was acquired by IBM in October 2005.. This WebSphere family consists of rack-mountable network ...

