



IBM Software Group

IBM Middleware and Linux in an On Demand World

Surjit Chana, Vice-President, Strategy & Planning, IBM Software

August 4th, 2004



WebSphere.

Lotus.

Tivoli.

DB2.

Rational.

ON DEMAND BUSINESS™

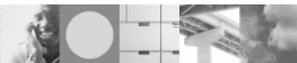
Business 2004...

- **Your Customers** are demanding new levels of service
- **Your Competitors** are fighting harder for market share
- **Your Stockholders** are keeping their eyes on the bottom line
- **Your Company** needs to constantly Innovate the business to differentiate and capture new value
- **You need to be** an On Demand Business



What's new in Linux ?

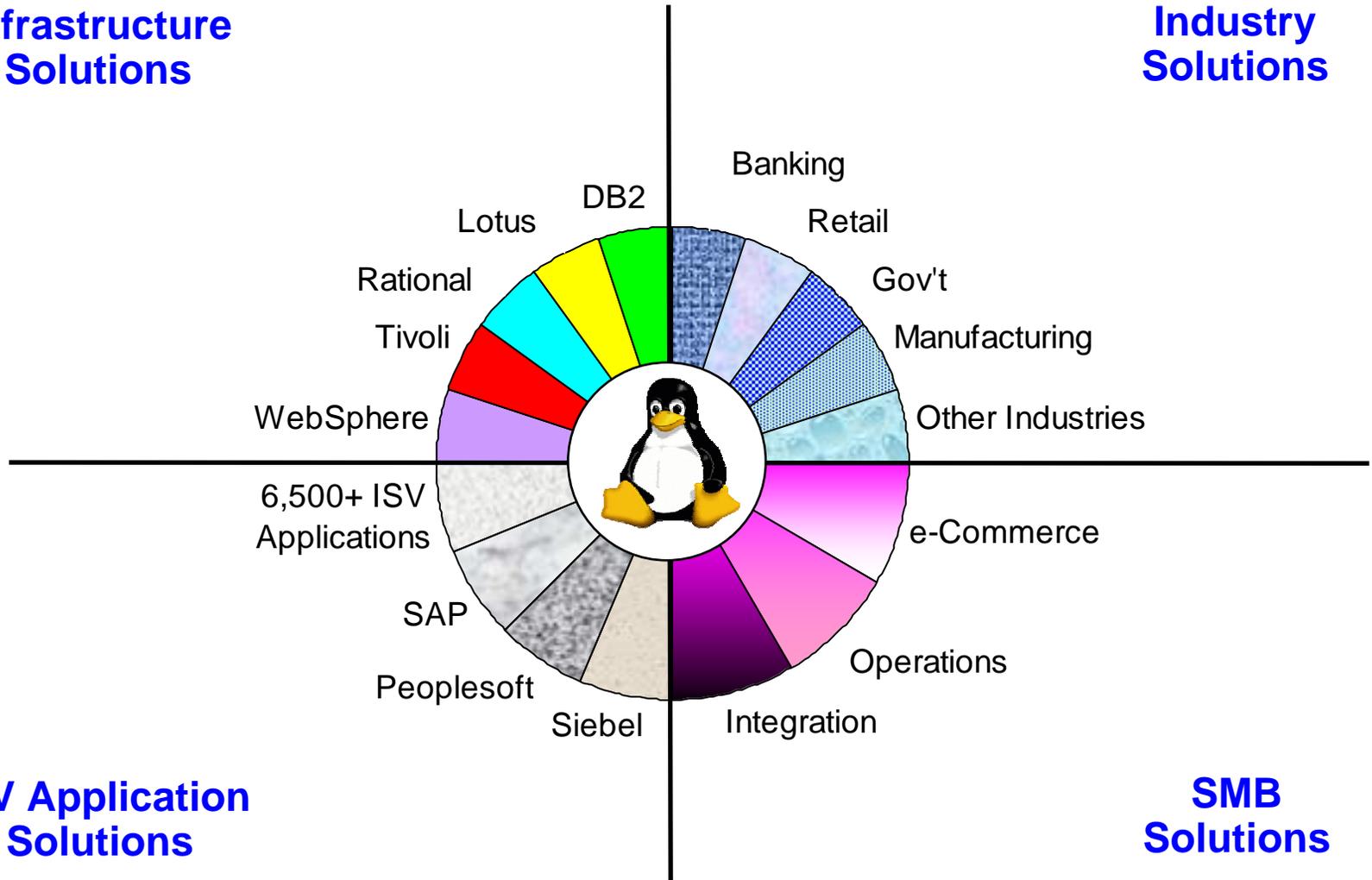
- **Linux usage is becoming more industry optimized**
- **Linux middleware is enabling mission-critical solutions**
- **Linux applications are widely available from ISVs**
- **Linux is pioneering the new frontier**



Linux Software Solutions for On Demand

Infrastructure Solutions

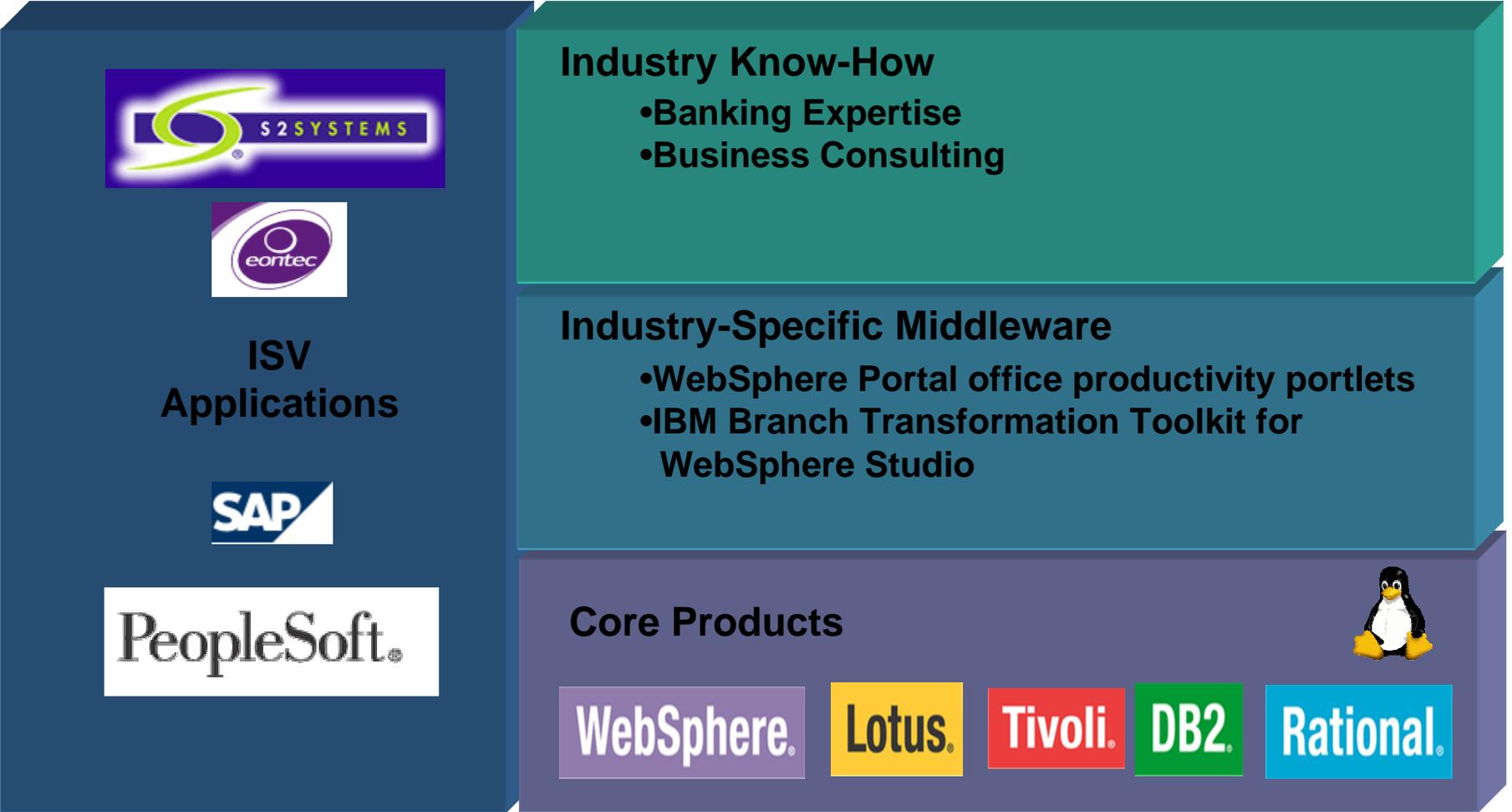
Industry Solutions



ISV Application Solutions

SMB Solutions

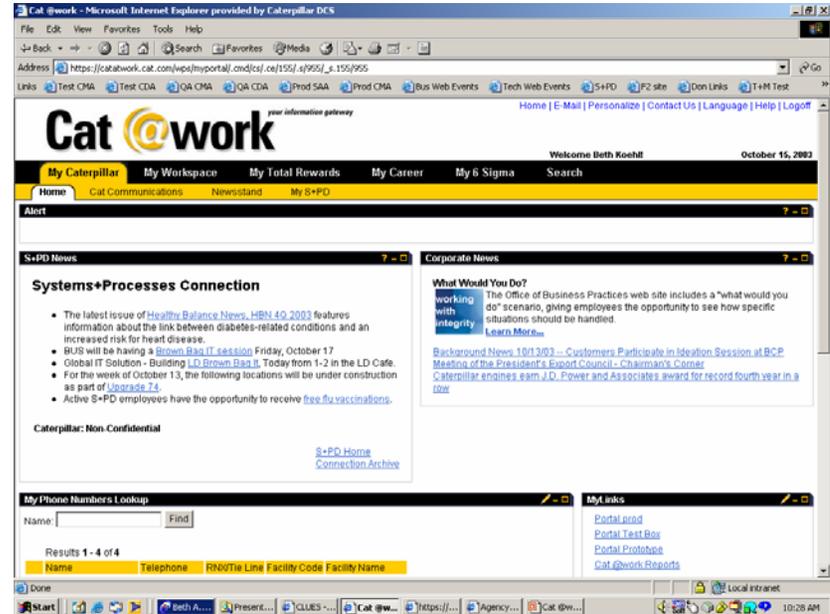
Example: Bank Branch Transformation



■ *Visit the **Branch Transformation demonstration** to find out more...*

Caterpillar Enterprise Portal Project

*Rich Rosetto,
Portal Systems Administrator
Caterpillar Inc.
Peoria, IL*



Why a portal at Caterpillar?

- ▶ Unreliable communication distribution channels
- ▶ No single safe source for information
- ▶ Duplicated communications efforts
- ▶ Difficult for employees to find information on the Intranet
- ▶ Multiple logins to obtain information

Cat @work – Employee Portal

Vision

- ▶ Improve employee engagement and productivity by revolutionizing how Caterpillar delivers key corporate messages, benefits and business information to employees in a dynamic, easy to use, web-based environment.

Scope

- ▶ Globally available – supports 11 languages
- ▶ 24 x 7 availability
- ▶ Initial rollout to 35,000 users

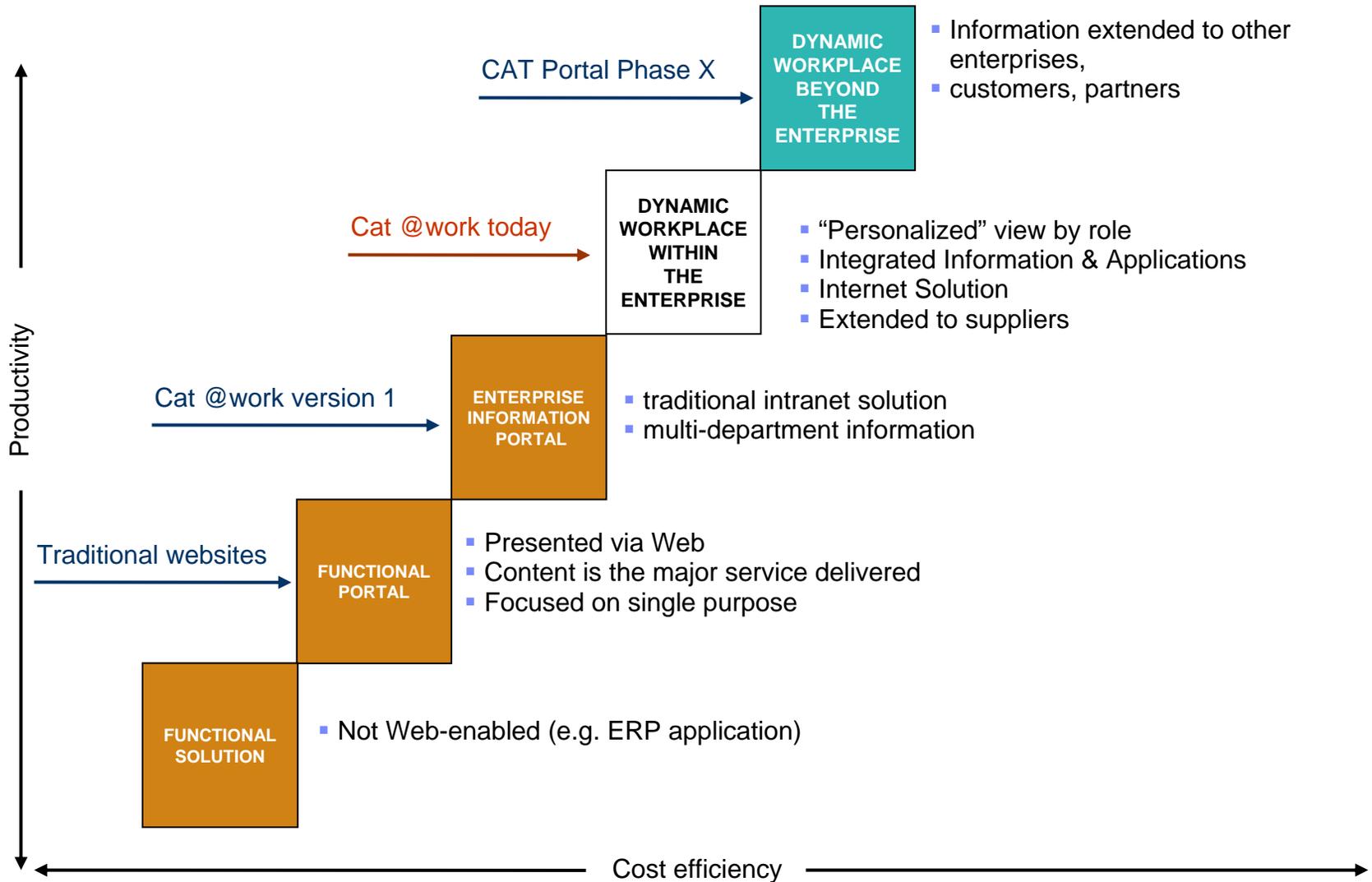
IBM products used

- ▶ IBM WebSphere Portal, WebSphere Application Server
- ▶ IBM xSeries servers

Linux

- ▶ Reliable, Scalable, Low cost of ownership

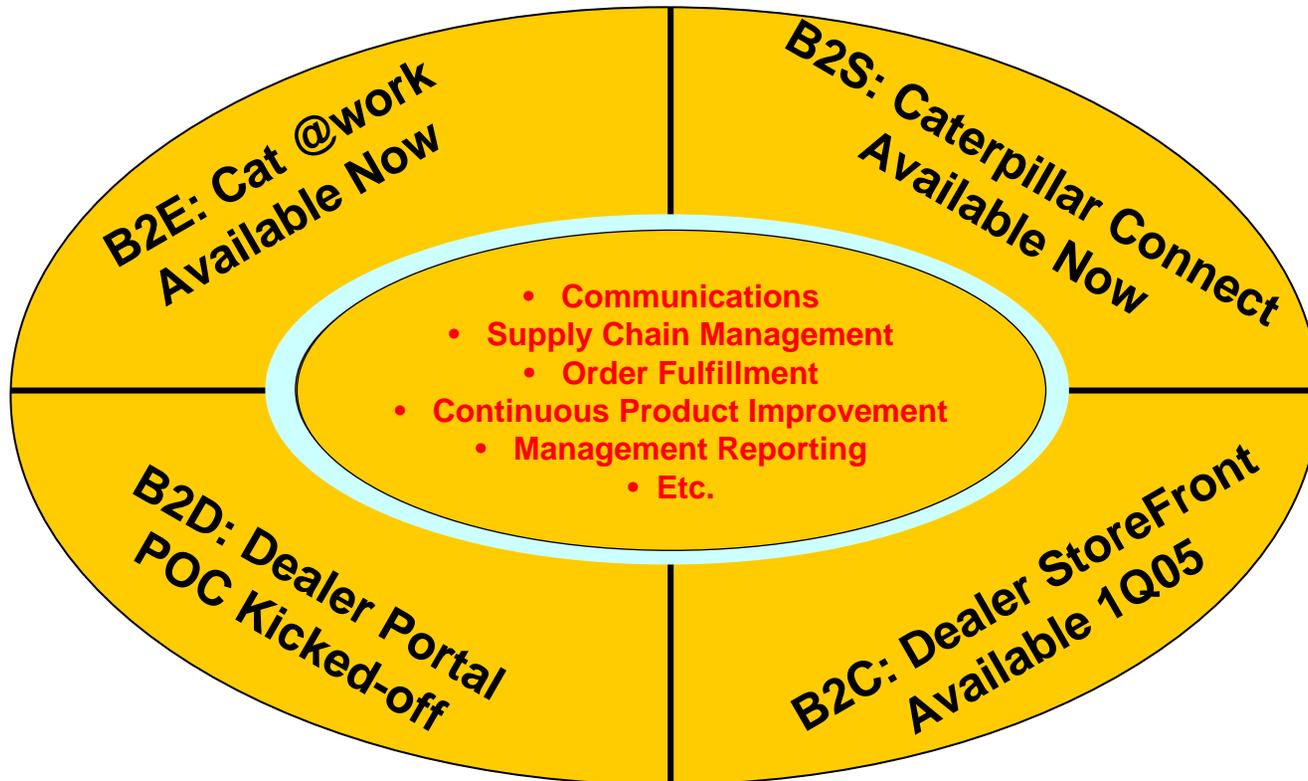
Cat @work – The Journey



Unifying the Web at Caterpillar

Enterprise portal

Delivers customized content and process integration to key audiences



What is the Enterprise Vision ?

Single point of personalized collaboration w/applications, content, people, & processes

Single point of interaction with Caterpillar

- ▶ Customers, Dealers, Employees, Suppliers, Investors, Analysts

Personalized, yet consistent, experience with Caterpillar

- ▶ Brand enhancement
- ▶ High value perception
- ▶ Very efficient – time, cost

Enterprise portal key benefits

- ▶ Lead the next leap of productivity for the information worker
- ▶ Enable business process changes in the business units
- ▶ Optimize processes for targeted roles with personalization

Dynamic and Scalable Web Servers



WebSphere Application Server

- ▶ J2EE web app server
- ▶ Base for WebSphere Portal

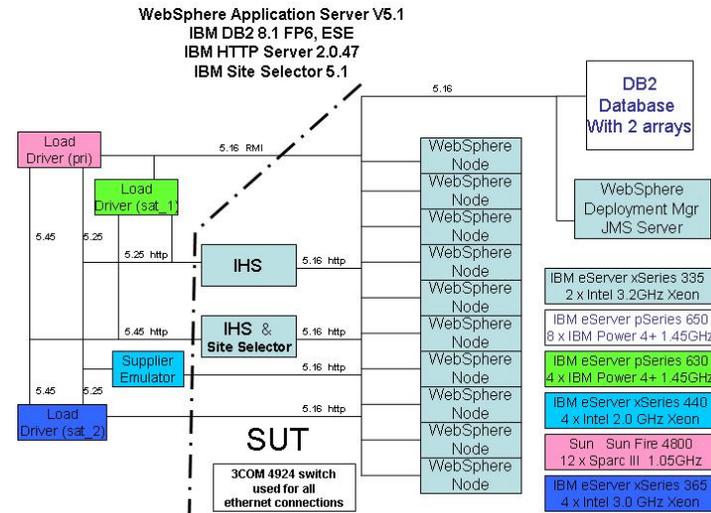


Linux Case Study

- ▶ Wimbledon Lawn Tennis Website

Linux Benchmark

- ▶ SPECjAppServer2004
- ▶ 10,000 concurrent clients
- ▶ 1,300 transactions / second



End to End Systems Management - Tivoli

Tivoli. software



- Automate high availability and failover for Linux servers
- Monitor, isolate and diagnose problems in Linux environments
- Secure Linux and integrate identity infrastructures
- Protect, store and recover critical business data on Linux

Linux Case
Studies:

Honeywell



Directory consolidation & integration
using Tivoli Directory Solutions

Clustered web hosting using
Tivoli Systems Automation

Visit www-306.ibm.com/software/tivoli/solutions/linux to find out more...

Large and Scalable Databases

DB2.

DB2 ICE

- ▶ Scales horizontally from 2 to 1,000 nodes



DB2 "Stinger"

- ▶ Technology preview of upcoming release of DB2
- ▶ Exploits Linux 2.6 kernel
- ▶ Native 64-bit editions optimized for all major Linux platforms



Linux Case Study

- ▶ E*TRADE analyze customer trends with DB2 ICE



Linux Benchmarks

- ▶ TPC-C Price/Performance Benchmark Leader
- ▶ TPC-H 100GB & 300GB Performance Benchmark Leader



Visit the DB2 Hospitality Suite to find out more...

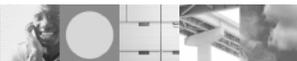
ISVs and Linux Applications

- ISVs are porting their applications to Linux
 - ▶ IBM is actively supporting ISVs and developers

3RSOFT, INC.
 ACCPAC INTERNATIONAL, INC.
 Adobe Systems, Inc.
 ADS RETAIL
 AFS
 AMETRAS Informatik AG
 Aras Corporation
 Ardeno AB
 Automated Workflow Pvt Ltd
 AXE Group
 Base Information Management Pvt. Ltd
 BISON GROUP C/O BISON SCHWEIZ AG
 BLUE MARTINI SOFTWARE INC.
 BUSINESS BRAIN SHOWA-OTA, INC.
 BUSINESSONLINE CO., LTD.
 Butone Information Corporation Xi'an
 Centro de Cálculo de Sabadell, S.A.
 CERNER CORP.
 Chemical Computing Group, Inc.
 CISCO SYSTEMS
 CLEAR TECHNOLOGIES, INC.
 Command AG
 Computer VAR S.p.A.
 CRYSTAL DECISIONS
 DATATEX
 deCODE genetics
 DEMANDTEC
 Digital Union UK Ltd
 DIMENSIONAL INSIGHT, INC.
 DOCUMENTUM, INC.
 DOUBLE ONE (merged)
 DPS, INC. (DATA PROCESSING SERVICES)
 e2open
 EMAGEON INC
 Engineous Software, Inc
 eOne Group, Inc.
 EONTEC LTD
 ESRI (ENVIRONMENTAL SYSTEMS RESEARCH INSTITUTE)
 Evant Europe
 EVANT, INC.
 FAIR ISAAC CORPORATION
 FAIRWAY SOLUTIONS, INC.

Fineos
 Fineos
 Fritz und Macziol Software und Computervertrieb GmbH
 Generix
 GIS GESELLSCH. FUER INFORMATIONSSYSTEME MBH
 GridXpert
 Gruppo Formula S.p.A
 Gruppo Pro Spa
 Guangzhou Royalstone System Intergration Company Ltd.
 Hardis
 Harlosh Limited
 HYPERION SOLUTIONS CORPORATION
 iCore Effective
 IDS ENTERPRISE SYSTEMS PTY LTD.
 IDS ENTERPRISE SYSTEMS PTY LTD.
 iEnterprises, Inc.
 IFS WORLD
 IFS WORLD
 IFS World - North America
 INFRASOFT TECHNOLOGIES LIMITED
 INSTITUTE FOR INFORMATION INDUSTRY SI LAB
 INTELLIDEN CORPORATION
 INTERCHANGE SOLUTIONS, INC.
 J & J Dreger
 Jutel Oy
 KARISHMA SOFTWARE LTD
 Kelros Ltd
 KHiMetrics, Inc.
 Lansa
 LOKI MANAGEMENT SYSTEMS INC.
 Maconomy A/S
 MANTAS, INC
 MarCole Enterprises, Inc.
 MICROMUSE INC.
 MICROSIGA SOFTWARE S/A
 Miracom
 MSC SOFTWARE CORPORATION
 NeoJapan Inc.
 NSS CORP
 ORDAT GMBH & CO. KG
 PCMS DATAFIT, INC.
 PCMS Group PLC
 Pegasystems

PEGASYSTEMS, INC.
 PEOPLESOFT
 PEREGRINE SYSTEMS, INC.
 Pironet AG
 Prima Solutions
 Primavera Systems, Inc.
 ProDigital Softwaresysteme GmbH
 RAM TECHNOLOGIES, INC.
 Relavis (Spain)
 RELAVIS CORPORATION
 RETEK INC.
 RIPPE & KINGSTON SYSTEMS, INC.
 S2 Systems, Inc.
 SAP AG
 SAS INSTITUTE INC.
 SealTronics
 SECUi.com Corporation
 SIEBEL SYSTEMS, INC.
 SOLPAC Company
 SPL WORLDGROUP, INC.
 SUNGARD DATA SYSTEMS INC.
 SWaN corporation
 SYNCHRONISED SOFTWARE PTY LTD
 Tacton Systems AB
 Tech Trans Technology Ltd
 TECSYS INC.
 TEMENOS HEADQUARTERS SA
 Thera S.p.A
 TJ Group
 TOUCHTONE CORPORATION
 Triangle Computer Services
 Trigo Technologies Inc.
 TRIVERSITY INC.
 TSAI
 Ubiquity Software
 UNICCS
 Velosel Corporation
 VERSATA
 VIEWLOCITY
 Viewlocity Australia
 YOJNA, INC.
 Zantaz
 Zecca Ufficio SPA



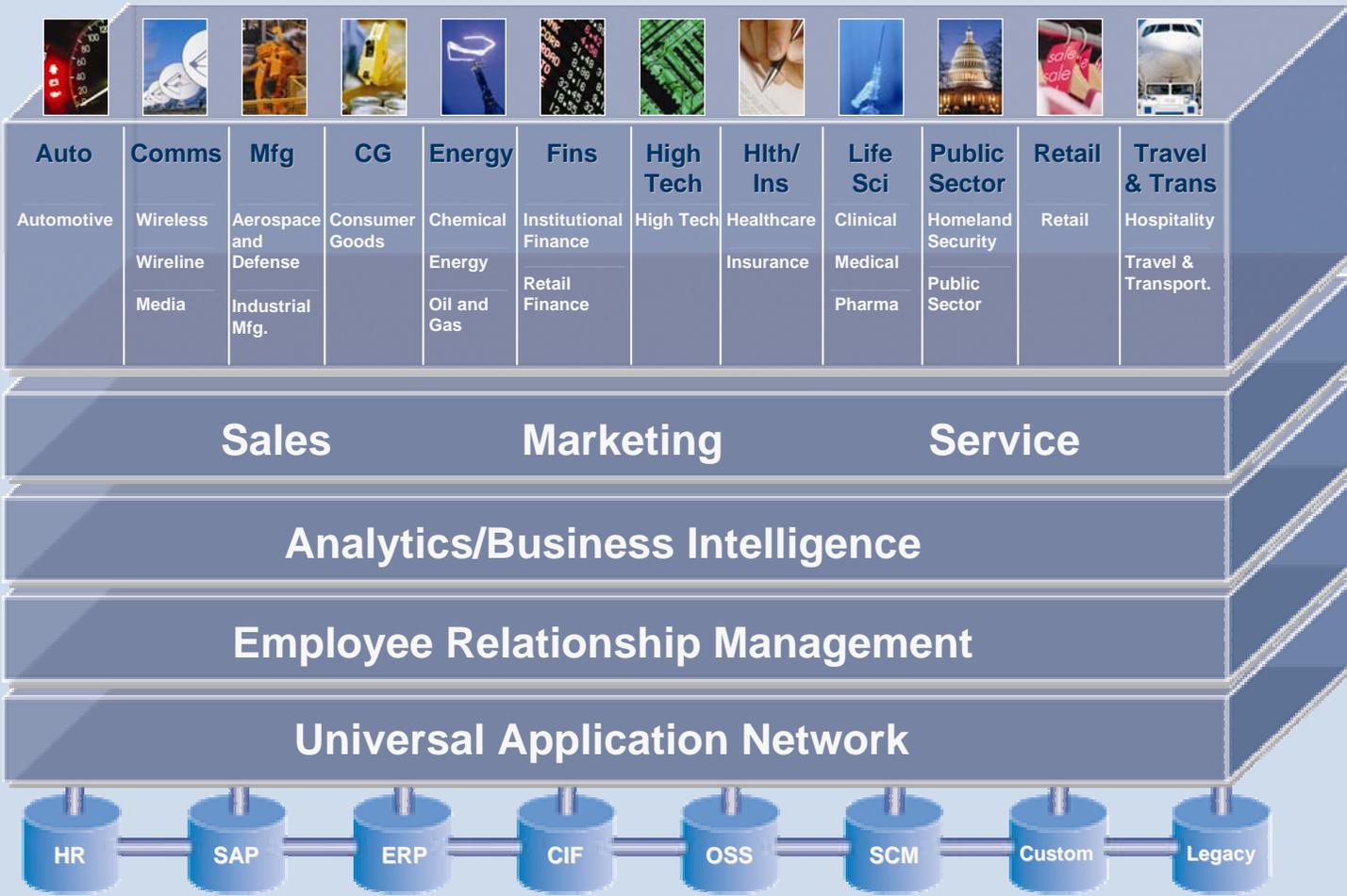
Siebel Systems, Inc.

- Founded in 1993
- 5,000 Employees Worldwide
- 28 Countries, 100+ Offices
- 2003 Revenue of \$1.35 Billion
- 4,000+ customers
- 2.58 million users in production
- World's leading provider of CRM solutions



**Headquartered in
San Mateo, California**

Comprehensive Market-leading CRM Suite



Embedded best practices from 4,500+ customer successes across more than 20 industries

Market-leading CRM applications

Customer analytics / Enterprise BI

Employee relationship mgmt (ERM) applications

Standards-based suite of business integration applications

Enterprise CRM and Linux

▶ Establishing Market Growth

- Worldwide CRM software license revenue on Linux is expected to grow to \$155M by 2008, at a CAGR of 67.6%
(source: Gartner Dataquest March 2004)

▶ Siebel on Linux Fits Product Strategy

- Linux support inline with Siebel's continued commitment to reduce Total Cost of Ownership
- Siebel's platform direction is to support open industry standards across all layers of the architecture
- Supports key customer requirements led by Europe, Financial Services and Public Sector

Information included in this presentation is pre-release and is subject to change without notice. The purpose of this presentation is to provide a statement of the current direction of Siebel Systems' product strategy and product marketing efforts. Please note that this statement of direction is intended neither to bind Siebel Systems to any particular course of product marketing and development nor to constitute a part of the license agreement or any contractual agreement with Siebel Systems or its subsidiaries or affiliates.

Siebel CRM on Linux Statement of Direction

- **Announcing extended Linux support for the database Siebel 7.7**
 - Featuring support for IBM's DB2
- **Siebel 7.8 support for the Web Server due Winter 2004/2005**
 - Support for Intel x86 architecture
- **7.x support for Application Server due late 2005**

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The New Linux Frontier



- IBM Client Strategy builds on Workplace Client Technology
 - Builds on Eclipse 3.0 Rich Client Platform
- Workplace Client includes platform support for Linux
 - Extends TCO and manageability benefits to Linux client
 - Enables ISVs to deliver multi-platform client applications
- Lotus Workplace 2.0 products will be available on Linux
 - Lotus Workplace Messaging / Lotus Workplace Documents

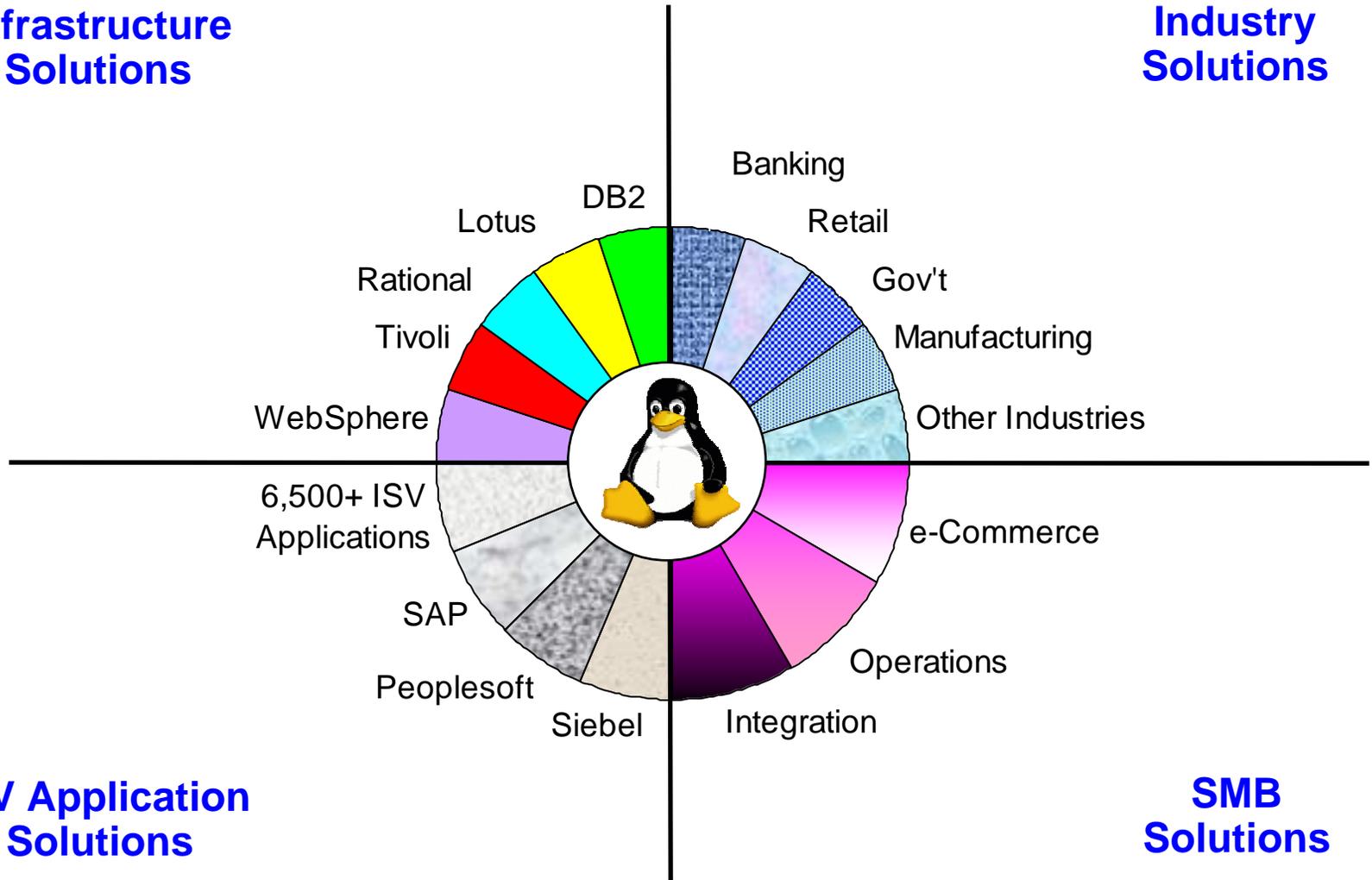
See the Lotus Workplace and IBM Workplace Client Technologies demos...



Linux Software Solutions for On Demand

Infrastructure Solutions

Industry Solutions



ISV Application Solutions

SMB Solutions