

IBM PC Information Update

SALES AND MARKETING NEWS FOR BUSINESS PARTNERS

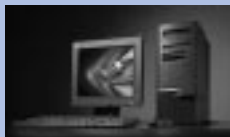
JANUARY 1998

In This Issue

- 3** IBM positioned as leading Windows NT solutions provider with new suite of services



- 6** IntelliStation channel program enhanced for '98



- 7** IBM improves competitiveness with AFI



IntelliStation and ThinkPad take top honors at COMDEX

IBM IntelliStation M Pro won *PC Week's* "Best of COMDEX" award for desktop systems, at the COMDEX computer trade show held in Las Vegas, Nevada.

The IntelliStation M Pro was singled out by *PC Week's* judges, "for redefining the standard in manageability and high performance of corporate professional workstations."

In addition to the *PC Week* award, the IBM IntelliStation M



Pro was also a *Byte Magazine* "Best of Show" desktop finalists at COMDEX. It is particularly exciting that after being on the market only nine months, the IntelliStation line has captured "Best of Show" awards at both Spring and Fall COMDEX.

IBM is also proud to note that the only nominated note-

book by *PC Magazine*, the ThinkPad 770, won the award for the world's best PC Innovation. *PC Magazine* eliminated the Notebook and Server categories of awards, and created one award for the best PC. Desktops, notebooks, and servers were competing for the one award which ThinkPad proudly claimed.

IBM rates high with VARs

IBM achieved high marks for satisfaction among its Value Added Resellers, according to the latest Annual Report Card of desktop vendors compiled by *VARBusiness Magazine*. Especially noteworthy was IBM's showing in the partnership category, tying for first place in administration of its VAR program and channel management.

IBM excelled in its VAR programs by keeping its Business Partners "constantly updated

about what's new and the direction in which [the company] is headed," according to Scott Sherman, purchasing and service manager for DRPA, Inc., a VAR in Manhattan, Kansas. "IBM has really had a noticeable improvement." (*VARBusiness Magazine*, Sept 12, 1997)

IBM VARs were particularly enthusiastic about the company's move to streamline its authorization process, giving distributors the ability to apply on behalf of their VARs. IBM

continues to work closely with its partners to facilitate forecasting, availability and pricing, as well as enhancing its distribution to include channel assembly with the popular IBM Authorized Assembler Program (AAP). Overall, IBM moved up from a fifth place finish last year to a strong second place this year, improving in every category including products/pricing, product/quality/functionality/availability, and pre and post sales support.

Create network management opportunities with IBM Server remote and Web management

An interesting and rewarding information processing industry trend is that more and more business comes from the services side of enterprises.

That's certainly true of IBM. Opportunities are created by emphasizing to customers the remote and Web management capabilities of IBM Netfinity and IBM PC Server.

IBM Netfinity or your IBM PC Server equipped with Netfinity Manager software and the Advanced Systems Management Adapter give you the unsurpassed ability to manage customer network assets from any location, at virtually any time.

Likewise, you now have the ability to manage these networks securely using industry-standard Web browsers – including Netscape Navigator and Microsoft Internet Explorer.

Even multiple customer resources are manageable from a central location, which should make your help desk resources look even more attractive to customers seeking this service.

The bottom line is that by emphasizing services in addition to hardware and software, you create new revenue opportunities for yourself and can establish a lasting relationship with your customers.

And, while you're discussing remote and Web management with your clientele, don't forget to mention IBM MostConnect and IBM SystemXtra, as well as the Logical Drive Migration feature of the IBM ServeRAID II Ultra SCSI Adapter as part of the total solution package you can offer them.

► For more information, visit <http://www.us.pc.ibm.com/server/>



IBM and Baan team to provide certified solutions

We talk about the 'strategic relationships' that IBM has formed with industry-leading software providers, but what does this really mean to you? A look at the IBM-Baan relationship provides the answers.

BAAN IV is a leading Enterprise Resource Planning solution that combines strong functionality and scalability with high flexibility and fast implementation schedules. BAAN IV is a truly international product that supports a wide range of busi-

ness processes including project management, sales, procurement, manufacturing, distribution, service and financial operations with full multi-site, multi-language and multi-currency capabilities.

Additionally, BAAN IV is open systems-based, provides industry-standard platform support (Microsoft Windows NT Server and Microsoft BackOffice-certified), supports Informix, Microsoft SQL Server and Oracle relational databases and includes Web-enabled applications for e-business.

The cornerstones of the IBM-Baan relationship are joint Competency Centers in The Netherlands and California, both of which are co-located with Baan Headquarters. These facilities certify that the products and technologies of both companies work efficiently with each other. Therefore, customers who purchase an IBM Netfinity or an IBM PC Server and BAAN IV BackOffice with

IBM Netfinity Manager, for example, know that this powerful hardware/software combination has been rigorously tested for compatibility and will provide enterprise-wide business automation and supply chain management. Additionally, IBM offers even more, being



one of the few companies to have global BAAN implementation services capability. It's the turnkey, total solution that more and more customers demand, and it's the result that a strategic relationship between IBM and a software industry leader like Baan can deliver. Other IBM relationships include those with Microsoft, Lotus, Oracle, Novell, SCO and SAP.

► For more information, visit <http://www.baan.com>

ServerProven™ Solutions offer applications flexibility, compatibility

IBM ServerProven Solutions program provides independent software vendor (ISV) applications software, which raises IBM ServerProven to Total Solution status.

To date, IBM has teamed with 28 leading ISVs, including Great Plains Dynamics and Visual Accountmate, to simplify the integration, testing and implementation for leading business applications on IBM Netfinity and IBM PC Server systems.

Potential customer benefits are:

- Optimized solutions for specific application configurations.
- Reduced integration risks and time.
- Smoother installations and more reliable implementations of application software.

IBM positioned as leading Windows NT solutions provider with new suite of services

IBM announced several new services that provide critical and comprehensive support to customers who use Microsoft Windows NT.

The services—which offer assistance with planning, migration and installation—add to IBM's growing portfolio of offerings that support the Windows NT environment. These include services for consulting, application development, integration/rollout, technical support, education and desktop management—all offered through IBM Global Services. "The services announced today are evidence of IBM's commitment to help customers minimize their risk as they implement complex, multivendor systems and applications," said Jocelyne Attal, vice president, NT Marketing, IBM Software Solutions. "These new services further enhance IBM's solutions for the Windows NT environment. The

Windows NT services from IBM Global Services offer customers comprehensive support for IBM or Microsoft software running on Windows NT, allowing them to choose the technology that best meets their business requirements."

The new services are:

- IBM Integration Services for Windows NT, which helps customers migrate from their current non-Windows NT platforms, including NetWare, to Windows NT. This service also enables the migration of Novell Directory Services (NDS) to a Windows NT server.
- IBM Integration Services for Microsoft BackOffice, which provides remote design and planning assistance for deploying Windows NT and BackOffice servers.
- IBM SmoothStart Services for DB2 Universal Database Enterprise Edition for Windows NT, which offers effi-

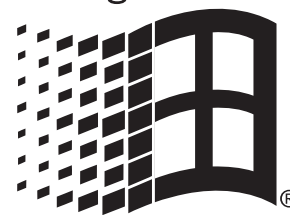
cient and professional installation services.

These services, available worldwide, join an existing portfolio of IBM installation, planning, migration and support offerings for the Windows NT environment. Windows NT customers can turn to IBM Global Services for comprehensive life cycle support, choosing from an array of packaged service offerings or customized consulting services.

IBM Global Services has more than 3,200 consultants and services specialists worldwide, skilled in Windows NT solutions, including Microsoft Certified Professionals (MCPs), Microsoft Certified Systems Engineers (MCSEs), Microsoft Certified Developers (MCDs), and Microsoft Certified Trainers (MCTs).

With 1996 revenue of \$22.9 billion and 115,000 professionals in 164 countries, IBM Global Services is the world's

Designed for



Microsoft®
Windows NT®

largest and most versatile IT services provider. Its capabilities range from business transformation consulting and systems management to product support services, education and training, and global network services.

► For more information on IBM Global Services' offerings for Windows NT, visit <http://www.us.ibm.com/asus/windowsnt/>. IBM Global Services' Web site is located at <http://www.ibm.com/services/>

Bloomingdale's By Mail delivers the goods with a little help from the IBM PC Server 330

Bloomingdale's By Mail handles as many as 12,000 worldwide customer orders per day. Bloomingdale's also sends 28 to 35 different versions of its catalog to the same customer base.

To help keep this \$155 million business running smoothly, Bloomingdale's chose IBM PC Server 330 systems, Microsoft Win-

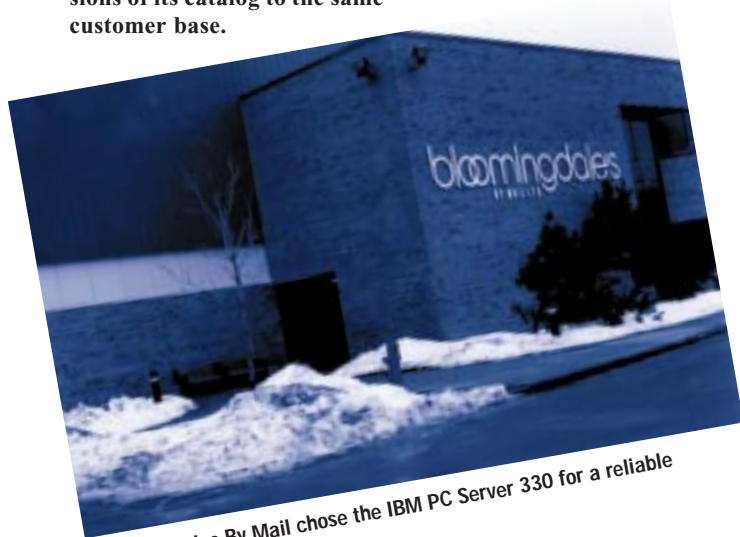
dows NT and a host of application software.

Tim Thurrot, technical services manager, says Bloomingdale's picked IBM PC Server 330 systems for their speed, reliability and scalability, as well as IBM's service and support programs. "The purpose of the servers is to support 'Platform '97,' our data warehouse methodology for addressing key business needs such as planning and forecasting catalogs and data mining.

"But nowhere is system improvement more obvious than in customer service. In Japan, for example, a Bloomingdale's By Mail representative can enter an order online, check inventory in Cheshire, Connecticut and, within seconds, determine a delivery date for the customer, resulting in high-quality service.



"With a worldwide presence, it's critical that our servers are available 24 hours every day. Reliability is very important to us, and with IBM PC Server 300 systems, we have the technology to keep us going," concludes Thurrot.



Bloomingdale's By Mail chose the IBM PC Server 330 for a reliable worldwide presence

InstallPro: installation and CD-ROM guide

InstallPro simplifies the process of installing and configuring LAN adapter device drivers. It has recently begun shipping with new IBM PCI Token-Ring LAN adapters and new IBM PCI Wake On LAN Token-Ring adapters.

InstallPro automates the driver installation/configuration process for Windows 95, and assists the process for operating systems. Future versions will even support IBM's new Workspace On Demand OS, and will

support additional Token-Ring adapters such as the new IBM Turbo 16/4 Token-Ring PC Cards. In addition, InstallPro:

- Provides online adapter pubs and print tools
- Facilitates Internet access to IBM technical libraries for installation tips and retrieving newer adapter device drivers
- Can create portable installation diskettes to facilitate adapter driver installation/configuration on other PCs
- Facilitates the creation of

remote installation diskettes

- Provides GUI for Windows 95 installs and text interface for DOS, Windows 3.x, WFWG 3.xx, WindowsNT and OS/2 installs

• Can be used over and over
Because InstallPro can create installation diskettes for PCs other than the one running InstallPro, it has been designed to run with a variety of operating systems. You can run InstallPro with DOS, Windows 95, Windows NT or OS/2. InstallPro supports

installation of these IBM PCI Token-Ring adapters.

► **For more information, visit <http://www.us.pc.ibm.com/options/>**

IBM PCI Token-Ring Adapter
41H8900, 75H9800,
85H3410, & 85H3409
**IBM PCI Token-Ring Wake
On LAN Adapter**
86H1880, 86H1886, &
86H1887

ThinkPad Solutions Corner

The new "ThinkPad Solutions Corner" is your guide to ThinkPad options and accessories available through Options by IBM and ThinkPad Proven.

Whether you need additional memory, a second battery, an AC adapter, a larger hard disk drive, additional multimedia functionality, or increased networking and communications capability, Options by IBM has a solution to enhance and protect your investment.

Featured IBM Option: 56K PC Card Modem Kit (Part # 04K0052)

Tired of the World Wide Wait trying to access the Internet?

The IBM 56K PC Card Modem Kit offers incredibly fast, easy and convenient Internet access for your ThinkPad. This kit includes a full-featured 33.6/14.4Kbps data/fax modem with x2 technology enabling Internet download rates up to 53Kbps, a software CD, that contains a complete software kit

for surfing the Internet. x2 technology is designed to be capable of receiving data at up to 56Kbps from an x2-compatible service provider and transmitting data at up to 33.6Kbps.

This kit offers:

- 56K PC Card modem (33.6 kbps data/14.4 Kbps fax)
- XJACK Connector that eliminates proprietary cables
- CD containing a powerful suite of communications and Internet tools including: IBM AntiVirus with Internet protection, Netscape Navigator 3.0, IBM HomePage Creator, NetNanny Lite, Adobe Acrobat Reader and PointCast.

Featured ThinkPad Proven Option: Apricorn EZ-Gig Data Transfer Utility Kit (Part # EZPI-TP)

Thinking about upgrading your ThinkPad to a larger hard disk? Apricorn's EZ-Gig Data Transfer Utility Kit simplifies the task of moving the contents of your old disk to a new disk.

Instead of the daunting task of backing up files to a network server, installing the new drive and then re-installing operating systems and programs from the original disks, and finally reloading the data files, EZ-Gig does all of this with the click of a button, without altering any data or settings.

EZ-Gig provides a direct connection to a new, larger capacity hard disk drive through a PC Card interface and Apricorn's proprietary utility software. With

ThinkPad goes to Hollywood

Over the past few years IBM's ThinkPad notebook has been spotted on Hollywood's silver screen. Most recently it was a ThinkPad notebook that enabled Jodi Foster's character in *Contact* to communicate with alien life.

An IBM ThinkPad notebook has allowed sitcom characters such as Rachel on *Friends* (played by Jennifer Aniston), to work while travelling on the road. And the ThinkPad 701 made a cameo appearance in *Goldeneye* starring Pierce Brosnan. Don't be deceived by thinking that only fictional characters in Hollywood are using ThinkPad systems. In fact, John Grisham wrote the fictional bestseller *The Chamber* on a ThinkPad notebook in his backyard.

the click of a mouse, EZ-Gig transfers the operating system, applications and data files to a new and larger EZ-Gig hard drive. The EZ-Gig kit comes with Apricorn's proprietary EZ-Gig Data Transfer Utility software, an ATA PC Card and cable assembly, as well as the appropriate high-capacity hard drive in 1.4GB², 2.1GB or 3.1GB sizes.

► **For more information, visit <http://www.us.pc.ibm.com/thinkpad/>**

IBM ThinkPad Notebook is welcomed into the Museum of Modern Art

Along with its Picassos and Miros, New York's Museum of Modern Art (MoMA) is home to a permanent collection celebrating the best in industrial design. And there you'll find the IBM ThinkPad Notebook.

The man responsible for the ThinkPad Notebook's distinctive look and feel is Richard Sapper, IBM's worldwide product design consultant. Sapper, one of the world's leading industrial designers, is no stranger to MoMA, fifteen of his products are in the museum's collection.

Sapper says that his inspiration for the ThinkPad design was the cigar box, a very simple, practical object. The sleek, uncluttered exterior makes an interesting contrast to the complexity of the system when it is open. Combined with the decision to make the case black, the result was a very distinctive product – probably the most recognizable product in IBM history.

Sapper believes that only IBM, with its global resources, could have created a system like ThinkPad. Since its introduction, the ThinkPad system has won a number of prestigious design awards.

Which one stands out most in Sapper's mind? "The Museum of Modern Art is a good address to be in," he answers.

Flat panel monitors: an emerging market

The market for flat panel monitors continues to boom as LCD technology keeps improving and prices keep falling.

Because of their slim, lightweight design—occupying approximately one-sixth of the depth and 85 percent of the width and height of regular monitors—flat screen monitors are an ideal choice in work environments where space constraints and energy conservation are issues.

Financial trading room floors

In this fast-paced, crowded environment, you need a computer monitor that's big enough and clear enough to open the windows for all those big opportunities while keeping you close to your many fellow traders.

Hospitals

You need a low-emission, high-resolution monitor that combines the high performance of data and video display with

flexibility of location. You want to be able to assist patients from their room, the hallway or the nurses' station.

Military installations

You need a large picture displaying some very detailed maps in a command control center. The monitor must be portable and profiled, allowing it to be stowed in the tight quarters aboard a ship.

Design Shops

Powerful workstation software is helping you design new components for a large motor. You need a monitor that is virtually an extension of your drafting board. It must not only project high-quality graphic images but be integrated into the drafting workspace.

Even as flat panel monitor prices are dropping, they still tend to cost more than traditional monitors. Therefore, it is important to weigh the benefits of flat screen against tradi-

tional CRTs. They also have much lower electromagnetic emissions.

Flat screen monitors typically use one-third the power and hence generate just one-third the heat of monitors with

IBM offers a number of flat screen monitors to suit various applications in a range of colors to match every system unit. Be on the look-out for new flat panels later this year.



traditional CRTs. They also have much lower electromagnetic emissions.

► *For more information, visit <http://www.us.pc.ibm.com/options/>*

IBM Monitors: a perfect match

IBM P Series and G Series monitors offer a wide portfolio of products to suit virtually every business need.

IBM monitors are designed and built in response to user feedback; they offer superior image quality with bright, crisp images. Some G and all P Series models are available in Stealth gray (in addition to traditional Pearl white) to complement the look of your IBM system.

IBM P Series monitors are designed for top-of-the-line performance in graphic-intensive environments such as desktop publishing, CAD and imaging. It uses Sony Trinitron aperture grille technology for unsurpassed picture quality.

Aperture grille technology ensures greater brightness and color definition than tradi-

tional shadow-mask CRTs. And it minimizes distortion and distracting external light reflections.

IBM P Series monitors are available in 17"-20" models and are an ideal match for high-end IBM PCs and IBM IntelliStation systems.



IBM G Series monitors, designed for word processing, data entry and standard graphics, are great for home and office use. The G Series monitors are available in 14"-17" models and are an ideal pairing for IBM docking stations and IBM PCs.

► *For more information, visit <http://www.us.pc.ibm.com/options/>*

Flat Panel monitors terminology from A to Z

The following are common terms used to discuss LCD monitors.

- **Brightness:** The intensity of colors and the ability of the screen to be viewed easily in a bright room.
- **Contrast:** The 'clarity' of the screen, defined through its ability to depict sharp lines, uniform colors, white whites and black blacks.
- **Glare resistance:** LCD monitors are flat, unlike CRT technology, which always produces curved screens. Flat screens greatly reduce reflections, and glare is further suppressed with anti-reflection coatings.
- **LCD:** Liquid Crystal Displays make use of substances which possess some of the properties of liquids and some of the properties of solids. When stimulated with an electrical charge, the manner in which light passes through the crystal changes, and this technology is incorporated into flat, lightweight, power-efficient displays.
- **Resolution:** The clarity of what you see on the screen as determined by the total number of pixels the monitor can display.
- **Screen Size:** The actual diagonal size of the glass on the Cathode Ray Tube (CRT) is often quoted as the screen size. However, a portion of the CRT is hidden behind the monitor cover. Hence the portion of the screen which actually displays the image is termed the viewable image size. LCD monitors' screen size equals the viewable image size diagonally.
- **TFT:** Thin-Film Transistor, also called active matrix technology, is a type of LCD panel that displays bright, high-contrast images viewable from wide angles. TFT also delivers a high refresh rate, which can improve the playback of motion video and animation, as well as easy navigation with the mouse pointer, which can 'disappear' during movement on slower screens.

IntelliStation channel program enhanced for '98

Riding the crest of *PC Week's* "Best of COMDEX" award, the second such honor achieved in consecutive COMDEX expos, the IntelliStation series moves into 1998 with newly enhanced models as well as a newly enhanced channel program.

Building on IntelliStation's mission to provide our customers with a tool that energizes their demanding technical applications, IBM continues to foster close relationships with leading independent software vendors (ISVs).

By closely collaborating with these experts in targeted market segment, CAD/CAM/EDA, digital content creation, financial markets and scientific visualization, the IBM IntelliStation is certified for compatibility with their mission-critical applications.

Leveraging these endorsements, IBM will focus its resources on Business Partners who add value and resell these key ISV applications as an integral component of a total IntelliStation solution.

The market for Windows NT-based workstations is growing at an exponential rate, with over 2 million units expected to be shipped in 1998.

To take advantage of this lucrative



opportunity, IBM has redoubled its commitment to its Business Partners who resell IntelliStation with three initiatives. First, IBM has increased funding to raise awareness and demand for the IntelliStation series through new high-profile advertising and promotional campaigns, including direct mail and Web resources.

Second, IBM has increased the number of dedicated IntelliStation specialists calling on IBM Business Partners to sup-

port their marketing plans and programs.

And third, the Business Partners will enjoy significant increases in profit margin potential with very aggressive solution provider programs on IntelliStation.

With these strategic moves, IBM Business Partners will fully participate in the growing momentum of the IntelliStation series.

In keeping with the open distribution policy of IBM's Personal Systems Group, qualifying resellers who specialize in customer solutions, especially those with UNIX workstation experience, will find the IntelliStation series complements their strategy, providing a highly scalable design that delivers pure performance, consummate compatibility, and manageability features that are unique in the marketplace.

► **For more information, visit <http://www.us.pc.ibm.com/server/>**

Ziff-Davis WinBench 97 Version 1.0*

- Business Disk WinMark 97 RAID: 2540 non-RAID 1080
- High-end Disk WinMark 97 RAID: 4490 non-RAID 3220

* IntelliStation M Pro with 300MHz² Pentium® II processor, 128MB² RAM, Windows NT® Workstation 4.0 (NTFS file system), Intergraph 2200/4T graphics accelerator, RAID comprised of two 7200rpm 4.5GB² Ultra Wide hard drives.

IntelliStation M Pro speeds data flow with Adaptec's RAIDport II

The new IBM IntelliStation M Pro, equipped with the optional Adaptec dual-channel RAIDport II SCSI architecture, delivers the high data throughput crucial for data-intensive applications like CAD/CAM, image creation and manipulation, pre-press, and digital video.

According to results published by Adaptec, the application performance of the IntelliStation M Pro is enhanced by 23% with RAIDport, resulting in dramatic productivity benefits for users of demanding technical software.

Collaborating with Adaptec's high-speed storage specialists, IBM engineers have 'pre-tuned' the cache settings of the M Pro's RAIDport II subsystem to

achieve excellent application performance for disk arrays configured for striping (storing data across two or more disk drives simultaneously, known as RAID Level 0), and mirroring (storing identical data on two drives, RAID 1).

Striped arrays afford fast access and throughput for applications like digital video production, while mirrored arrays are designed for fault-tolerant storage in mission-critical environments. IBM tests of the IntelliStation M Pro using RAIDport's striped array settings confirm and amplify Adaptec's test results. And a major automotive company reports "a 2x performance improvement for a real-world automotive manifold simulation

package on a dual processor IntelliStation M Pro." The IntelliStation M Pro utilizes a PCI-based architecture featuring industry standard RAID and dual-channel Ultra Wide technology.

The optional RAIDport II card (ARO-1130CA) installs into the RAIDport-enabled PCI slot, upgrading the IntelliStation's motherboard with configurable disk array capabilities.

The RAIDport II kit includes:

- The ARO-1130A card with RAID co-processor and integrated error checking and correction to manage 16MB of EDO on-board data caching memory
- ArrayConfig CA installation wizard software
- Adaptec CI/O Workstation Array Management software

- Support for Microsoft Windows NT Workstation 4.0

With advanced features like performance optimization and profiling, support for hot- and warm-swapping, and bootable and non-bootable array configurations, RAIDport II solution is a low cost/high performance option that brings the benefits of RAID within reach of every IntelliStation M Pro user.

RAIDport's plug-in-and-go convenience means easy installation and immediate performance gain—just another example of the IntelliStation M Pro's highly scalable design that's ready to grow with our customers' needs.

► **For more information, visit <http://www.us.pc.ibm.com/server/>**

IBM improves competitiveness with AFI

IBM's latest effort to lower costs and improve their ability to respond to needs is the **Advanced Fulfilment Initiative, a comprehensive restructuring of their supply and fulfilment chain.**

AFI seeks to improve every aspect of the chain, from design and parts procurement to forecasting, inventory management, assembly, shipping, and delivery. One of AFI's primary initiatives is the IBM Authorized Assembler Program, under which IBM Business

Partners custom configure the hardware and software on systems to help you meet customers' specific needs.

In order to make it easier for Business Partners to assemble customized systems, IBM has begun designing its products with 'snap-in' simplicity, like the NLX-style motherboard, and with simpler things like fewer screws and a more compact design. These design features debuted in the IBM PC 300PL which announced last August, and

will be included in many new personal computer systems that IBM announces, moving forward. To improve availability, inventory flow and turnover, IBM has also appointed fulfilment managers to work full-time with resellers to improve the systems that track supply and demand for parts and products. AFI will help reduce IBM and reseller inventory levels and enable parts suppliers to improve just-in-time delivery capabilities.

"What we are creating is a

'virtual enterprise' with our suppliers and Business Partners so that we can each operate more efficiently, increasing speed and removing cost from the business," said William E. McCracken, general manager, sales and service, IBM PC Company.

"From the standpoint of the customer, this is all seamless, but it can mean better pricing and a faster, more efficient capability to respond."

► **For more information:** <http://www.pc.ibm.com/us/news/systemxtra/sxol.html>

PC Magazine lauds manageability of IBM PCs

In its December issue, *PC Magazine* recognized the benefits that IBM PCs offer to corporate customers with positive reviews and an "Editors' Choice award."

The IBM PC 300PL was bestowed with an Editors' Choice Award out of more than 90 systems. The reviewer noted that "IBM, per usual, boasts some of the finest corporate PC technology on the market."

Manageability features were also the focus of the magazine's review of the IBM PC 300XL, which was said to offer "some of the best available solutions for those with doubts about their own abilities to get a PC going and keep it going."

The reviewer continued, "IBM's support is also appealing. You'll even find the jumpers documented inside the lid of the heavyweight case."

These products demonstrate how IBM is following through on its commitment to improving systems management. To let *PC Magazine* have the last word: "If you want to manage your PCs seriously, this is a good bet."



IBM is ready for e-business

IBM has seen the future of business, and it begins with an "e". E-business, that is. Commerce on the Internet is expected to explode from \$1.3 billion in 1996 to over \$176 billion in the next three years.

During that period, analysts estimate 550 million potential online customers by 2001. But doing real business on the Internet depends on the transition from traditional forms of commerce to the new paradigm. While 80% of FORTUNE 500 companies have Web sites, only 5% are selling anything. That's in contrast to the 10,000 customers worldwide who have integrated the Web into their core business, aided by the technologies and services of IBM, Lotus and global Business Partners. Now IBM has rolled out a worldwide campaign that raises awareness of IBM's expertise in Internet commerce solutions. The ads extol the benefits of e-business: revenue growth, cost reduction and efficiency in serving customers. Featuring IBM's e-business logo, the campaign illustrates IBM Groupware solutions created with Lotus Notes and Lotus Domino that have generated new sales opportunities.

The campaign is aimed at IT decision-makers concerned with transaction security and server scalability.

The IBM e-business Web site provides tools that help evaluate e-business potential.

► **For more information, visit** <http://www.ibm.com/e-business/>

Price actions for IBM PC products

For the latest information on product withdrawals, price actions, programs and promotions please visit the US PC Reseller Web site at <http://www.partner.us.pc.ibm.com/>

To automatically receive a weekly Personal Systems Group Marketing Summary via fax or e-mail, please call the Sales Solution Center at 1-800-722-PCPC and select option 3. If you would like to download the summary, please visit <http://www.partner.us.pc.ibm.com/globj/mktsum.html>

Announcement Letter database

Includes all product announcements, product withdrawals, price actions, programs and promotions.

<http://www.partner.us.pc.ibm.com/globj/announc.html>

Personal Systems Group Marketing Summary

A weekly summary of selected announcements, promotions, programs and price actions.

<http://www.partner.us.pc.ibm.com/globj/mktsum.html>

Price Lists

Updated daily, in both Lotus 1-2-3 and Adobe Acrobat formats for easy export to other applications.

<http://www.partner.us.pc.ibm.com/globj/prices.html>

Transship List

A weekly listing of products with excess inventory in the channel.

<http://www.partner.us.pc.ibm.com/globj/chansum.html>

IBM HomePage Creator improves business opportunities

IBM HomePage Creator is one of several software programs that is included with IBM PC Systems. But what value does a program like this add to your systems?

Auto A/C, a Florida-based wholesaler of automotive air conditioner repair parts, used IBM HomePage Creator to create a World Wide Web site that has opened up a whole new retail segment for its products and services.

"Surprisingly, our retail response is huge," says Andy Green, manager of Auto A/C.

The company's Web site has also expanded its reach into the global marketplace.

One company in Argentina, for instance, discovered Auto A/C online and subsequently became a distributor for their products.

"That definitely wouldn't have happened if we weren't visible on the Internet," Andy says.

Auto A/C is also using the Internet to train nearly 1500 service personnel to retrofit new refrigerant systems. "We get a lot of comments via e-mail about the success of retro-

fits," Andy says.

Another IBM customer helps people chill out in a different way. **Fess Parker Winery and Vineyards** has found that IBM's HomePage Creator helps attract new members to its Wine Club, says Charlie Kears, general manager of the winery.

"IBM HomePage Creator overlaps every single one of our divisions: the Wine Club, retail sales and our wholesale market," he says.

Kears has also maximized



production at the winery, which produces 35,000 cases per year, by using three new IBM PCs. "We've been able to build an intranet within the winery," he says. "I think we're cutting edge."

If you want to stay on the cutting edge and grab your share of e-business, IBM PCs with HomePage Creator are the answer.

Contacts

IBM Editorial Directors

Jeff Lin (jefflin@us.ibm.com)
Beth Nance

Contributors

Marie Christine Bouthor
Gavin O'Hara
Bill Snider
Doug Unwin
Richard Zabelicky

Brand Strategists

Meda Bojarski
Becky Barnes
Dawn Chapman
Holly Crane
Andrea Croom
Janine Gerber
Haitham Himoud
Kimber Jones
Lisa Marie Lewis

Designer

Anne Kelley



Printed on recycled paper containing 10% recovered post-consumer fiber.

IBM PC Institute Information

Date	City	Class	Code	Days
1/19/98	Waltham, MA	Netfinity/PC Server Technical	V5051	3
1/22/98	Waltham, MA	Netfinity/PC Server WinNT Installation	V5055	2
1/26/98	New York, NY	Netfinity/PC Server Technical	V5051	3
1/29/97	New York, NY	Netfinity/PC Server WinNT Installataion	V5055	2
2/2/98	New York, NY	Netfinity/PC Server Technical/IntranetWare	V5072	4
2/3/98	Orlando, FL	Netfinity/PC Server Technical/WinNT	V5075	4
2/9/98	Atlanta, GA	Netfinity/PC Server Technical	V5051	3
2/12/98	Atlanta, GA	Netfinity/PC Server WinNT Installation	V5055	2
2/16/98	Minneapolis, MN	Netfinity/PC Server Technical	V5051	3
2/16/98	Costa Mesa, CA	Netfinity/PC Server Technical	V5051	3
2/16/98	Atlanta, GA	Netfinity/PC Server Essentials	V5065	1
2/17/98	Atlanta, GA	Netfinity/PC Server Cluster	V5056	1
2/18/98	Atlanta, GA	Netfinity Manager Implementation	V5105	1
2/19/98	Minneapolis, MN	Netfinity/PC Server WinNT Installation	V5055	2
2/19/98	Costa Mesa, CA	Netfinity/PC Server WinNT Installation	V5055	2
2/19/98	Atlanta, GA	Client SMART	V5118	1
2/20/98	Atlanta, GA	ThinkPad Systems Technical	V5138	1
2/23/98	Atlanta, GA	Netfinity/PC Server Technical/WinNT	V5075	4
2/27/98	Atlanta, GA	Netfinity/PC Server Cluster	V5056	1

► For more information on the IBM PC Institute catalog and worldwide schedule, please visit <http://www4.pc.ibm.com/pcinstitute/>

(1)MHz only measures microprocessor internal clock speed, not application performance. Many factors affect application performance. (2) When referring to hard drive capacity, MB stands for million bytes and GB stands for one thousand million bytes. Total user-accessible capacity may vary depending on operating environments. (3) Lotus SmartSuite diskettes and hard copy documentation are available at extra charge. (4) CD-ROM transfer rates vary. Actual playback speeds depend on many factors and are often less than the maximum possible. IBM, IntelliStation, IBM PC, ThinkPad, Predictive Failure Analysis, Wake on LAN, SystemXtra and TechConnect are trademarks or registered trademarks of International Business Machines Corporation. Microsoft, Windows, Windows NT and the Windows 95 logo are trademarks or registered trademarks of Microsoft Corporation. Intel, Pentium, LANdesk and MMX are trademarks or registered trademarks of Intel Corporation. **Java and all Java-based trademarks and logos are trademarks or registered trademarks of Sun Microsystems, Inc. in the U.S. and other countries. Other trademarks or registered trademarks are the properties of their respective companies. The views expressed in this newsletter are those of the editors and not necessarily of IBM. IBM is the registered trademark of International Business Machines Corporation. Note: IBM does not guarantee the accuracy of the information in this newsletter, including information relating to the functions, quality and performance of products or services from IBM or other vendors. IBM makes no representations, warranties, implied or express, concerning such vendors' products. The customer is responsible for determining whether any particular vendors' products or services are suitable for his or her own needs. The customer is also responsible for the selection, use and results obtained from any particular product or service referenced by IBM. The appearance of a non-IBM product in this publication in no way constitutes an IBM recommendation or endorsement. Note: The computer display may not be described as 15 inches unless the viewable image size is also disclosed in the immediate proximity of and in connection with that reference and in the same size type and font. IBM hardware products are manufactured from new parts, or new and used parts. In some cases, the hardware products may not be new and may have been previously installed. Regardless, IBM warranty terms apply. Note: The data/fax modem and telephony functions are subject to country PTT homologation approval and installation of a country prerequisite DAA/Telephony Kit II. The DAA/Telephony Kit II is not a standard feature of the system and needs to be ordered separately. IBM reserves the right to change specifications or other product information without notice. This publication could include technical inaccuracies or typographical errors. References herein to IBM products and services do not imply that IBM intends to make them available in other countries. IBM provides this publication as is with out warranty of any kind, either expressed or implied, including the implied warranties of merchantability or fitness for a particular purpose. Some jurisdictions do not allow disclaimer of expressed or implied warranties, therefore this disclaimer may not apply to you.