Demonstrate your business agility in an on demand world
Sell IBM Automation Solutions

An on demand business is an enterprise whose business processes – integrated end-to-end across the company and with key partners, suppliers and customers – can respond with speed to any customer demand, market opportunity or external threat.

Customers are recognizing the critical importance of aligning their IT direction with their business goals. When you sell IBM Automation solutions you help customers become agile, optimize their IT resources, and successfully manage the complexity of their IT environments. This enables companies to manipulate their IT environment in real time – according to the business policies they have defined – to achieve their desired business goals.

Automation:
Automation helps customers respond to business changes quickly and with flexibility while reducing IT costs. By automating and integrating your clients' business processes internally and across their value chain of trading partners, customers, and suppliers, your solutions can help enhance their operational efficiency, increase their responsiveness to changing market conditions, decrease costs, and potentially improve their time-to-market with new products and services.

To support this fundamental business transformation, an underlying set of technologies is required -- IBM automation software from Tivoli®, DB2® Information Management, WebSphere® and Lotus®. IBM automation software provides customers with modular, incremental and heterogeneous capabilities to automate the management of complex IT environments.

IBM is helping IT organizations meet their challenges by providing a plan for building e-business on demand capability. IBM automation solutions provide blueprints in the areas of availability, security, optimization, provisioning, orchestration and business service management to deliver solutions to the business challenges your customers face. Automation solutions are grouped around three user priorities that, when achieved, result in reduced IT costs for your customers and significant value added services for you:

1. Optimize Resources: Maximize the usage of computing resources through automated workload management and policy-based capacity allocation that is linked to business priorities. Optimization can drive savings of up to 35% in reduced capital outlays and up to 30% in staff efficiency[1].

2. Business Agility: Create a highly available, dynamic IT infrastructure that can orchestrate actions in real time to maintain service levels dictated by business needs, and that can protect itself from internal/external events that impact performance

3. Manage Complexity: Centralize, streamline and automate the monitoring and management of large heterogeneous, distributed IT infrastructures

Do your customers need IBM Automation Solutions?
They do if they need to……
- Ensure business operations continuity in the event of a disruption
- Automate core business processes
- Provide infrastructure reliability & availability to support business operations
- Secure exchange of critical business information
- Maximize utilization of existing computing resources
- Simplify monitoring and management of IT infrastructure
- Consolidate IT resources to reduce complexity of operations
- Improve performance of the current IT infrastructure
- Manage an increasingly complex environment while reducing IT operational costs
- Prioritize resources intelligently based on business policies, and without incurring extra costs
- Design their systems to respond dynamically based on real-time business service information and historical trending

[1]Automation Solutions for the On Demand World, Sandy Carter

IBM Business Partners report a 9 to 1 ratio of profit to investment dollars

Reality Research & Consulting conducted a report analyzing Business Partner profitability when they engage with IBM software

<u>A few of the results include:</u>
➤ IBM provides an excellent return on a Business Partner's overall investment. IBM Business Partners, on average, report a 9 to 1 ratio of profit dollars to investment dollars.

➤ IBM provides a 21X sales multiple. For every dollar a customer spends on IBM middleware, an additional $21 is spent by that customer on related software, hardware, and services purchases.

➤ IBM certifications provide a significant ROI. Each dollar spent in training yields $345 in revenue.

Market Penetration

IBM has developed a robust marketing program around the concept of automation including advertising direct marketing, web, telemarketing, events, collateral, demos, and more.

IBM began running the "Middleware is Everywhere" ads in late 2003 and continued placements into the first half of 2004. In June of 2004, IBM will launch a series of four automation-focused ads, beginning with the "Leadership" ad and with other print and interactive ads following throughout the remainder of the year.

Worldwide execution of direct mail and email campaigns provide

"drive to" offers on IBM's automation campaign website. Follow-up telemarketing is then used to qualify and validate leads, which are passed to the appropriate sales channel. In many cases, IBM Business Partners are pulled in to close deals and provide services.

IBM will demonstrate its automation offerings at many events around the globe in 2004, in addition to hosting webcasts and seminars. See the details on the BP Zone under Events -> Channel Marketing Calendar.

Business Partner Opportunity

For Regional Independent Software Vendors and Regional System Integrators looking to provide "sense and respond"

automation capabilities to customers, IBM provides industry-leading, standards-based automation software and technical expertise that can help you bring your solutions to market faster than your competitors and respond more quickly to changing market opportunities.

For Value Added Resellers and Reseller professionals looking to provide "sense and respond" automation capabilities to customers, IBM provides industry-leading, standards-based automation software and technical expertise that allow you to bring automation-based solutions to an emerging market requiring business agility, optimization of IT resources and the management of IT risk and complexity.
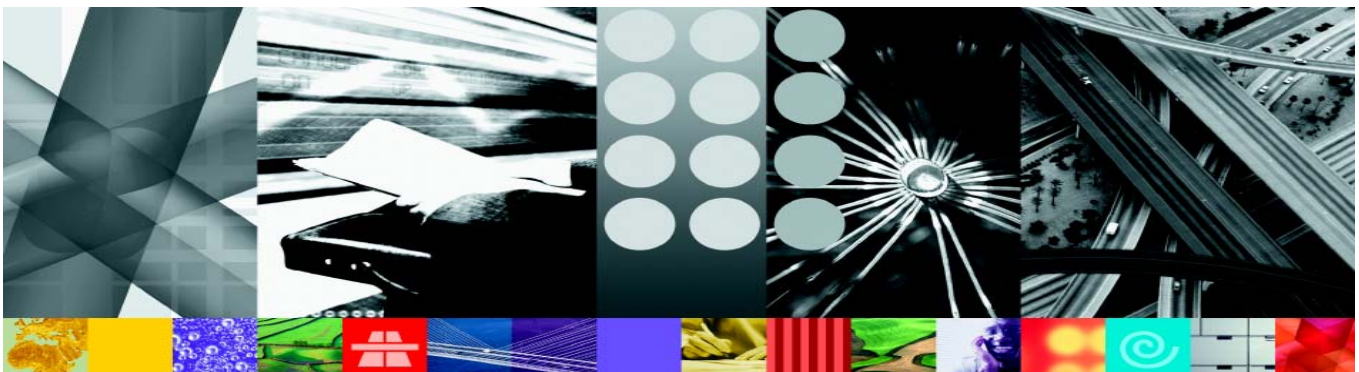
A wealth of information and tools are available for Business Partners to build their own practices and marketing campaigns around automation solutions.

The best resource for IBM Business Partners is the Business Partner Zone on the PartnerWorld for Software Web site. To gain access to this site you must first register as an IBM Business Partner by visiting: ibm.com/partnerworld/software

With Business Partners playing such a critical role in the overall go-to-market plan for IBM automation solutions, you have access to a variety of resources designed to help maximize your success:

Marketing: In the marketing materials section of the Business Partner Zone you will find materials that make it easy to promote your automation solutions. We encourage you to use the direct marketing templates, email and web copy, seminar resources, telemarketing scripts, and even suggested offers to use in your own demand generation activities.

Training and education: IBM recognizes that the key to profitable services engagements is repeatability. So we offer a host of classes to help Business Partner technical resources gain expertise on the various products that comprise IBM automation solutions.
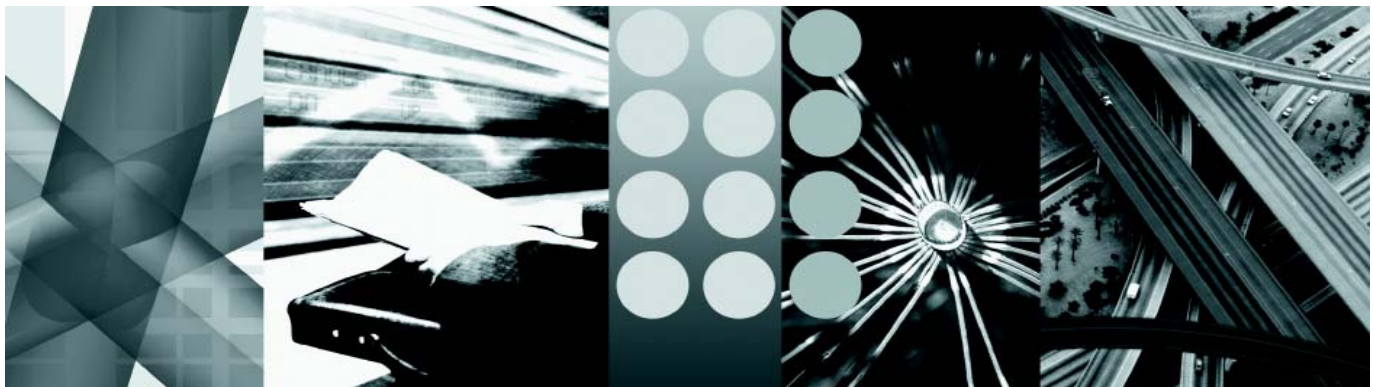
Sales Support: You can use IBM's technical sales support to gain a competitive advantage when selling your own services.

Perhaps the most important tool available to you today is the Automation Assessment Tool. With this tool, you can help your customers assess how far along they are on the journey to becoming automated on demand. The Automation Assessment Tool helps you to clearly see target opportunity areas in which to sell IBM automation software with your services and solutions to move your customers to the next level.

Start today by visiting the BP Zone -> Marketing Resources -> 2004 Marketing Programs or contact your IBM Business Partner Representative to add this to your PartnerPlan.

> *"We wanted to improve the reliability of our Web site to deliver real-time marketplace services in all regions and boost customer satisfaction, which would, in turn, impact our bottom line. With WebSphere software, we have solid tools to help us respond to our customers' needs--by providing over 99.9 percent site availability."*
>
> *--Chuck Geiger, Vice President of Product Development, eBay*