

# Content Management

## Data Management Sales Education

The Fillmore Group, inc





# CM101 Agenda

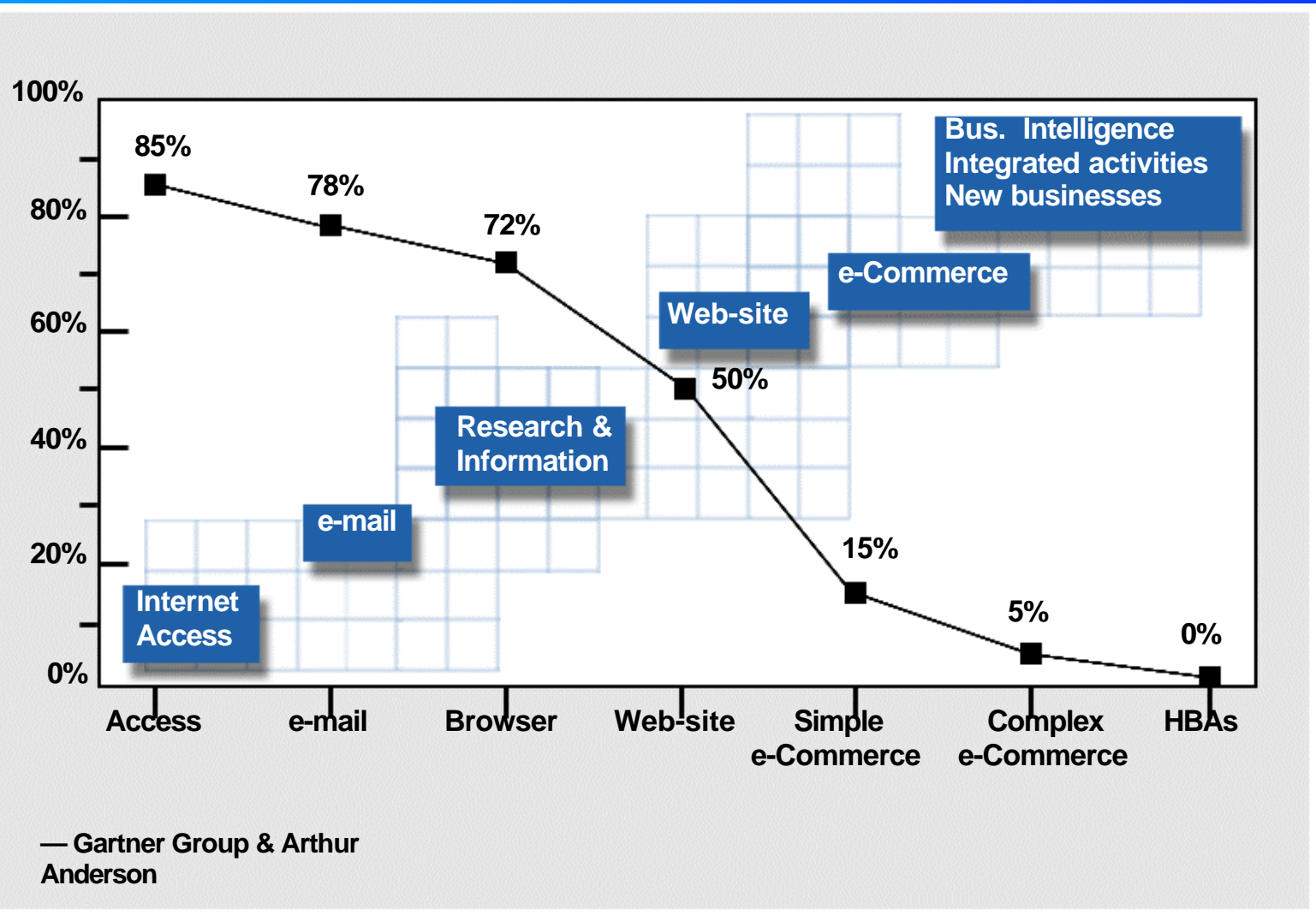
- Data Management Strategy
- Business Partner Support
- Signature Sales Method overview
- Content Management Overview
  - Pains, Visions, Technologies



# Strategies : Objectives

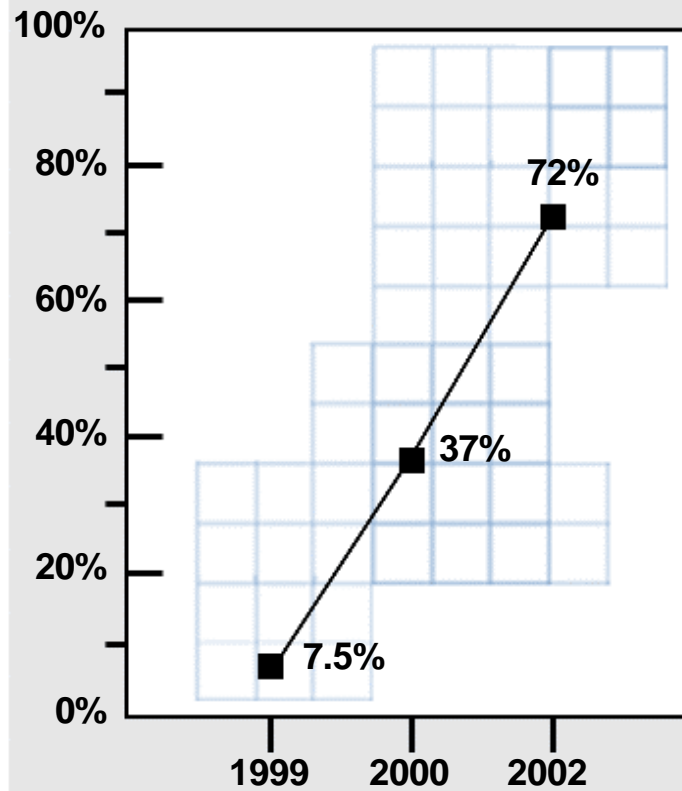
- Data Management & e-business strategy.
- Data Management Value Proposition:
  - ▶ Why DB2?
  - ▶ Competition
  - ▶ Focus on DB2 Solutions

# e-business Adoption in SMB





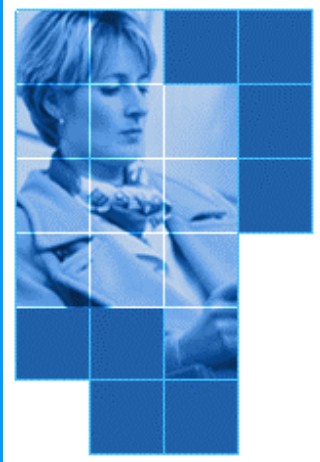
# SMB using e-Commerce



— eMarketer 2000



# e-business Wish List for SMB



## Business Needs

- Acquire and retain customers
- Enhance market competitiveness
- Increase sales and productivity
- Reduce costs
- Maximize return on investment

## Solution Needs

- Reliable, available and scalable
- Fast and easy to implement
- Flexible and secure
- Leverage existing systems
- Cost effective
- Complete solutions
  - ▶ (Not just a set of tools)

## Supplier Needs

- IT/Business expertise
- Easy to work with
- Mutually profitable relationship
  - ▶ (based on trust)
- Sound IT recommendations



# ... Software is the Key to Meeting Business Needs

## ■ For Customers:

- ▶ IBM has the highest impact e-business software based solutions.
- ▶ IBM e-infrastructure software portfolio: robust, scaleable, multi-platform.

## ■ For Business Partners:

- ▶ IBM is the partner to do business with ... outstanding value proposition.

## ■ For New IBM Territory Coverage Teams:

- ▶ GMB opportunity is huge and growing.
- ▶ IBM software is a "drag engine".
  - (\$1 of SW = \$5+ of HW, Services).



# Key Software Segments

Four key segments:







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# Key Software Segments - Application Framework for e-business

▶ Websphere

▶ DB2

## Transformation and Integration

- ▶ Web-based Transactions
- ▶ Workflow / Business Integration

- ▶ Core business processes being Web-enabled.
- ▶ e-Commerce applications being integrated with core transaction systems.
- ▶ Enterprise applications being integrated - as well as suppliers and partners.

## Leveraging Information

- ▶ Content Management
- ▶ Business Intelligence

- ▶ Demand for all types of data: (structured and unstructured)
- ▶ Capability to manage content increasingly important.
- ▶ BI becoming way to create competitive advantage.
- ▶ Demand for easier access to data increasing.

▶ Lotus

▶ Tivoli

## Organizational Effectiveness

- ▶ Web-based Collaboration
- ▶ Knowledge Management

- ▶ Virtual org models increasing need for collaboration and learning.
- ▶ Traditional education delivery moving to distance learning.
- ▶ Knowledgeable employees recognized as competitive advantage.
- ▶ Emerging KM systems helping organizations capitalize on experience.

## Managing Technology

- ▶ Secure Network
- ▶ Systems Management
- ▶ Storage Management

- ▶ IT linked to revenue generation / profitability.
- ▶ Infrastructure heterogeneity increasing with pervasive device.
- ▶ Basic infrastructure and security strained by rapid e-business expansion.



# Data Management Portfolio

Core Applications  
ISV Partnerships

Enterprise Information Integration  
IBM Enterprise Information Portal

Content Management  
Content Manager

Warehouse Management  
DB2 Warehouse Manager

Analysis  
DB2 OLAP  
Intelligent Miner

Enterprise Management  
DB2 UDB Control Center

Database Manager

DB2,  
IMS

OS/390 OS/400 AIX Solaris HP-UX NUMA-Q Linux OS/2 W2000

# Why DB2?

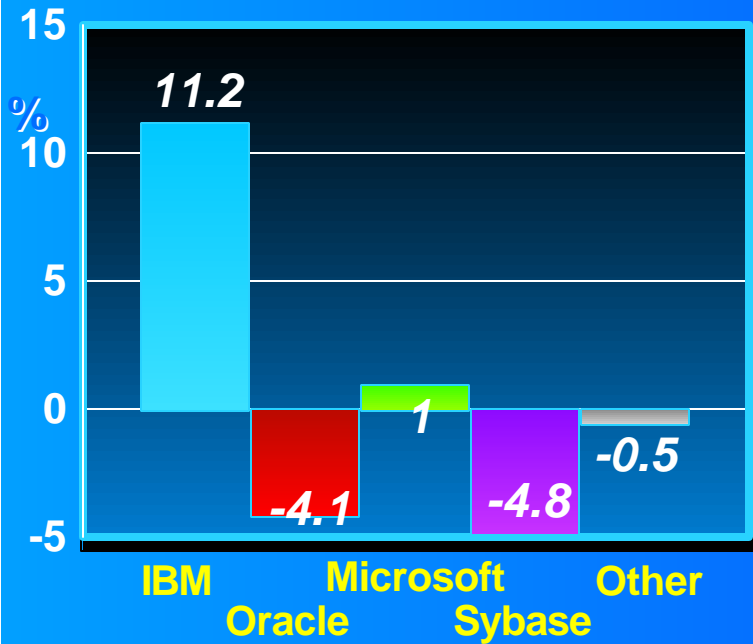
- Market Leadership
- Global Enterprise Scalability
- Industry-Leading Performance
- Environment Integration
- Support Excellence
- Value: Lower Cost of Ownership



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# Data Management Market Share

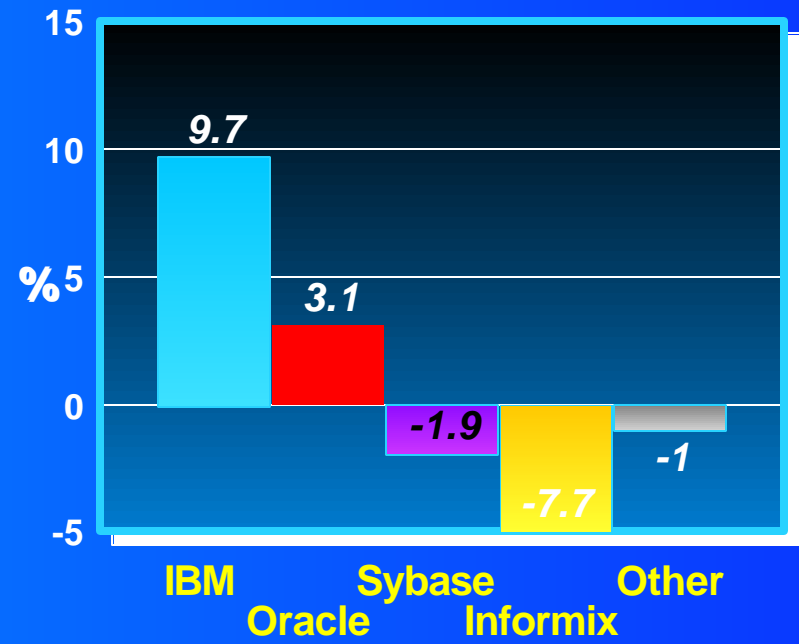
### NT Market Share Growth '97 - '00



◆ 62% Rev.Growth vs. 34% Industry Rate

◆ 2x Oracle

### UNIX Market Share Growth '97 - '00



◆ 61% Rev.Growth vs. 17% Industry Rate

◆ 3x Oracle

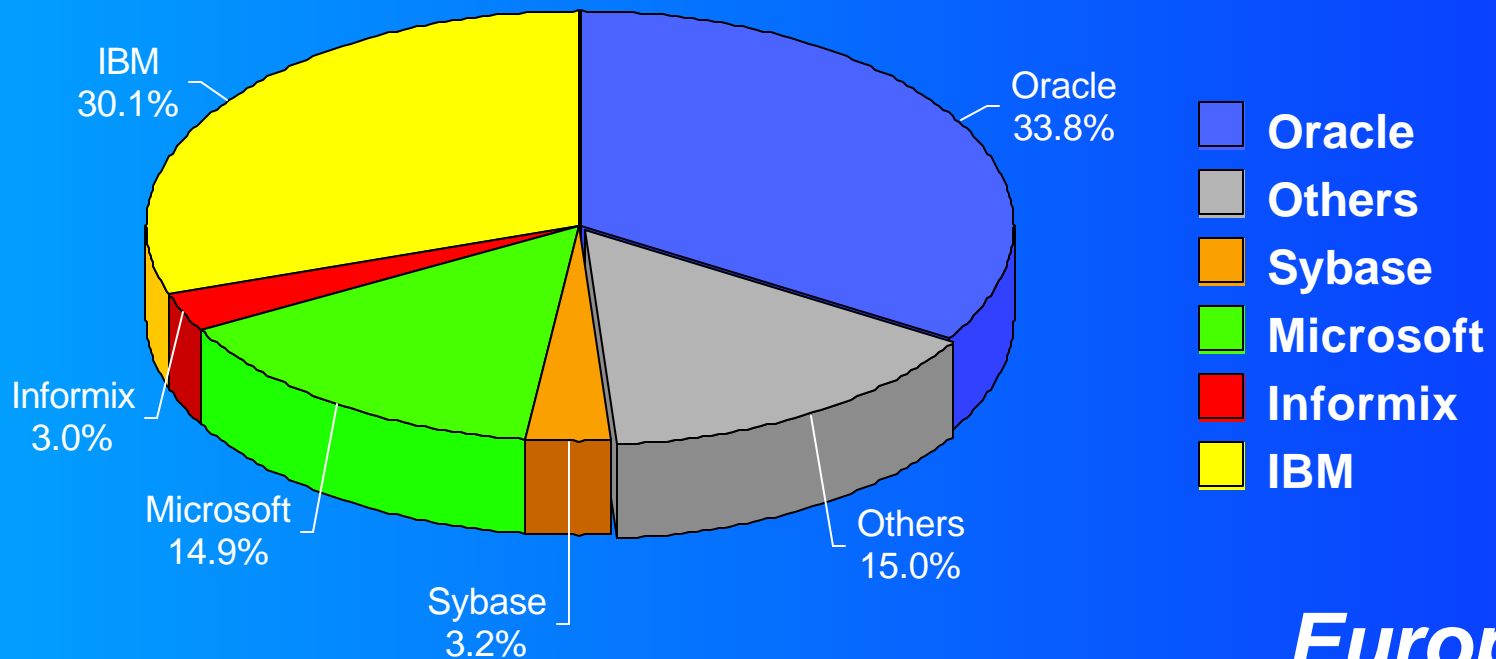
Source: Dataquest, May 2001





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# Worldwide DBMS New License Revenue Market Share Estimates for 2000



## Europe

IBM	37.9%
Oracle	26.3%

Source: Gartner Dataquest (May 2001)

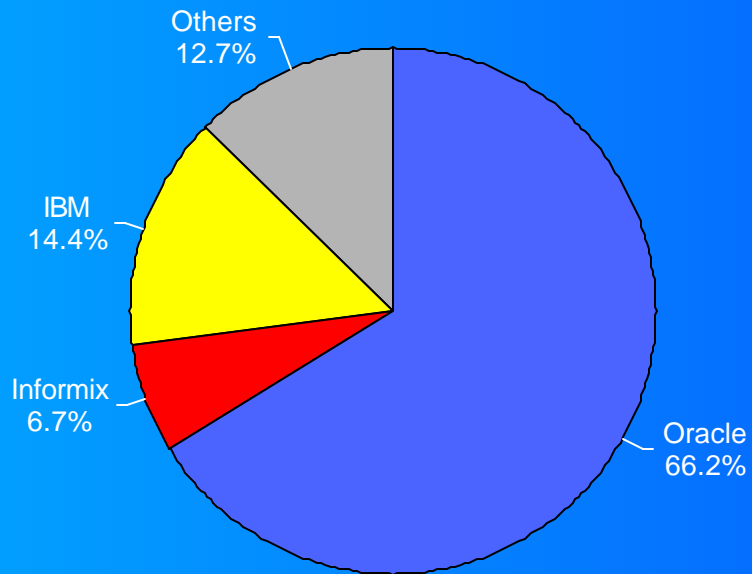




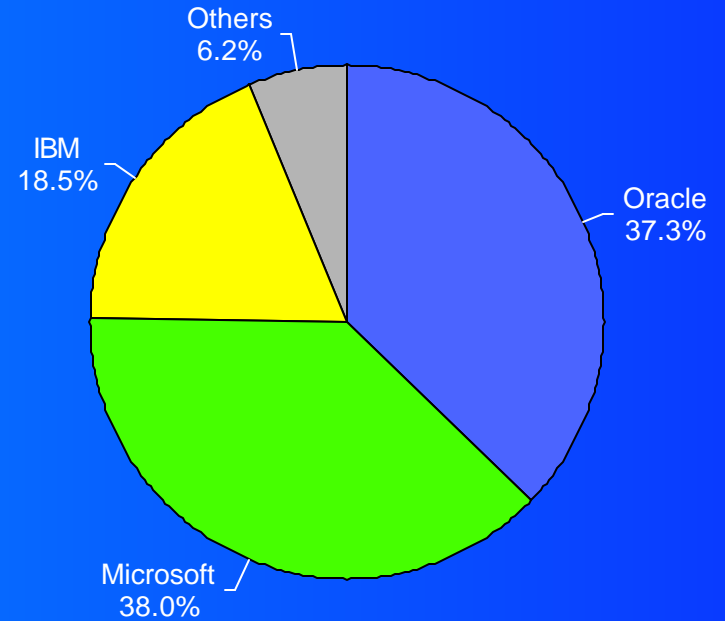
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# Relational DBMS: 2000 Market share

## UNIX



## NT



Source: Gartner Dataquest (May 2001)

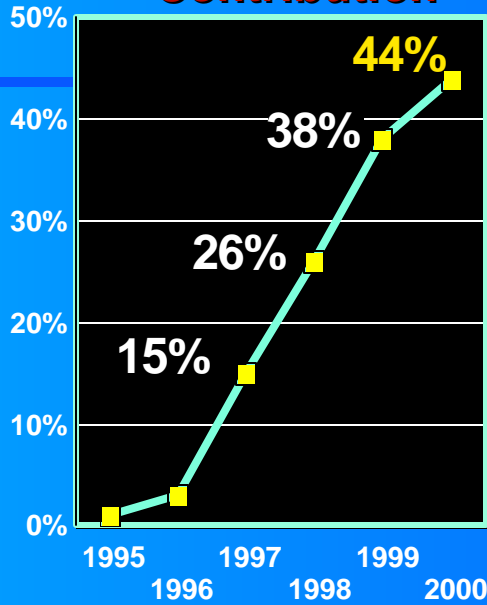




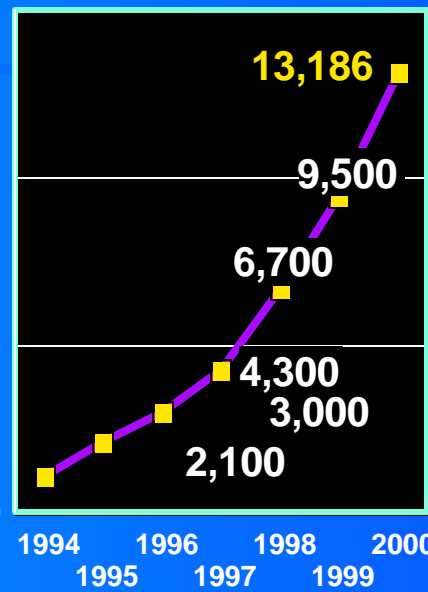
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# Explosive Growth in Partnerships

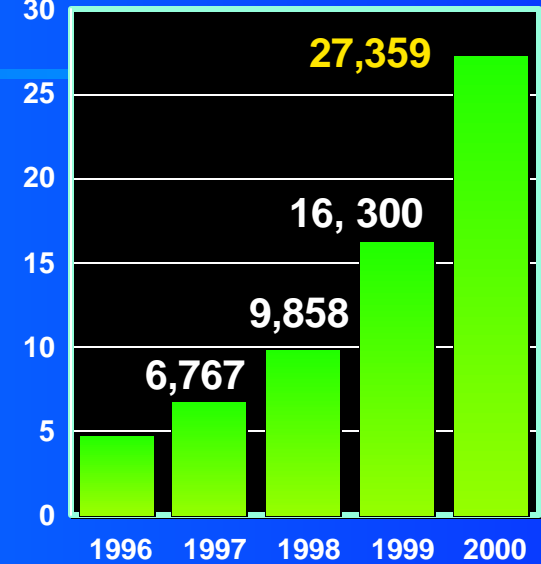
### Channel Revenue Contribution



### Partners



### Applications



## ■ Strategic Commitment to DB2

- Development platform
- Internal deployment platform

## ■ Wide-ranging IBM support

- IBM Software
- IBM Global Services
- IBM Servers
- Joint Marketing and Sales

**SIEBEL**  
• SALES • • MARKETING • • SERVICE

**SAP**

**PEOPLE**  
*Soft*

**ARIBA**

**i2**

**DB2 ... the Platform of Choice**





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# Industry Recognition



**2000 Codie Award  
Enterprise Software**  
*DB2 Universal Database  
Software & Info. Ind. Assoc. (SIIA)*



**2000 Winner**  
*Database Software*  
**Best Product/pricing  
Best Support , Best Partnership  
September 2000**



**AD Trends  
2000 Innovator Awards  
Data Warehousing  
Winner: Bank of Montreal**  
*DB2 Universal Database  
Intelligent Miner  
April 2000*



**Imaging & Doc. Solutions  
Best of AIIM 2000**  
*IBM Content Manager  
April 2000*



**Show Favorite Award;  
Database Category,**  
*DB2 Universal Database  
February 2000*



**2000 Winner**  
**eWeek Analyst Choice**  
*DB2 Universal Database  
Top Flight Database  
August 2000*



**2000 Winner**  
*Database and Datastore*  
**Readers Award**  
*DM review Top 100  
September 2000*



**Bank of Montreal & IBM**  
*Best Data Warehouse  
August 2000*







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# IBM DB2 Family

## Hosts

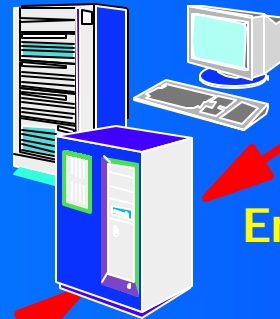
- DB2 UDB for OS/390
- DB2 for VSE & VM
- DB2 UDB for AS/400



## DB2 Connect Data Joiner Data Propagator

## Enterprise

- OS/2,
- Win NT, Win2000
- AIX, HP-UX, Solaris
- Linux, NUMA-Q



## Everyplace



- PalmOS
- Win CE
- EPOC-32
- Neutrino

## Satellite

- Win 95, 98
- Win NT
- Win 2000

## Workgroup

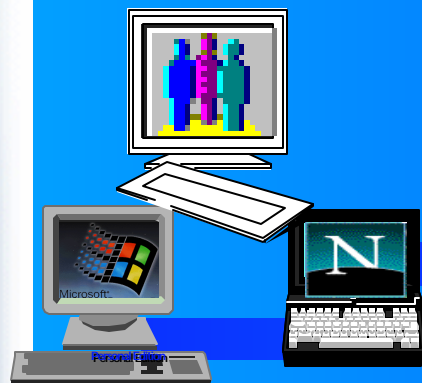
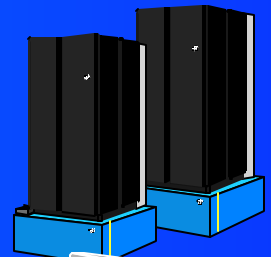
- OS/2
- Win NT
- Win 2000
- Linux
- AIX
- Solaris
- HP-UX

## Personal

- OS/2
- Win 95, 98
- Win NT
- Win 2000
- Linux

## Enterprise - Extended

- AIX
- Solaris
- Win NT
- Win 2000
- HP-UX
- NUMA-Q





# Data Management - -

## What is the solution

### ➤ Effective ways to

- ▶ Manage data of all types
- ▶ Analyze data
- ▶ Handle structured and unstructured data

### ➤ IBM Offerings:

- ▶ Database Software Solutions
  - DB2 UDB (OS/400, NT, UNIX/AIX, Linux, OS/390)
  - DB2 Everyplace, for mobile computing (NT, PDA-Palm OS/CE)
- ▶ Business Intelligence
  - DB2 Warehouse Manager (NT, UNIX/AIX, Linux, OS/400, OS/390)
  - DB2 OLAP Server (NT, UNIX/AIX, Linux, OS/400, OS/390)
  - DB2 Spatial Extender (NT, UNIX/AIX, Linux)
  - DB2 Intelligent Miner for Data (NT, UNIX/AIX, Linux, OS/400, OS/390)
- ▶ Content Management
  - Content Manager (NT, UNIX/AIX, Linux, OS/400, OS/390)
  - Content Manager on Demand (NT, UNIX/AIX, Linux, OS/400, OS/390)
  - Content Manager Common Store-Domino and SAP (NT, UNIX/AIX, Linux)

### ➤ Typical opportunity revenue range:

- ▶ \$65K to \$150K US first year, with exponential growth potential
- ▶ Drag-along: Hardware and Services up to \$500K US



# Data Management Opportunity Areas

## ■ Business Intelligence

- ▶ Data Warehousing, Data Mining, Decision Support
- ▶ 74% growth in BI and data warehousing in Europe by 2004.
- ▶ Growth from 15% to 50% of software deployment will be BI.

## ■ ERP / CRM

- ▶ Siebel, SAP, PeopleSoft, i2.
- ▶ 80% of customers currently have CRM Projects.
- ▶ Expenditure from \$2.2B to \$7.6B by 2005.

## ■ e-Business

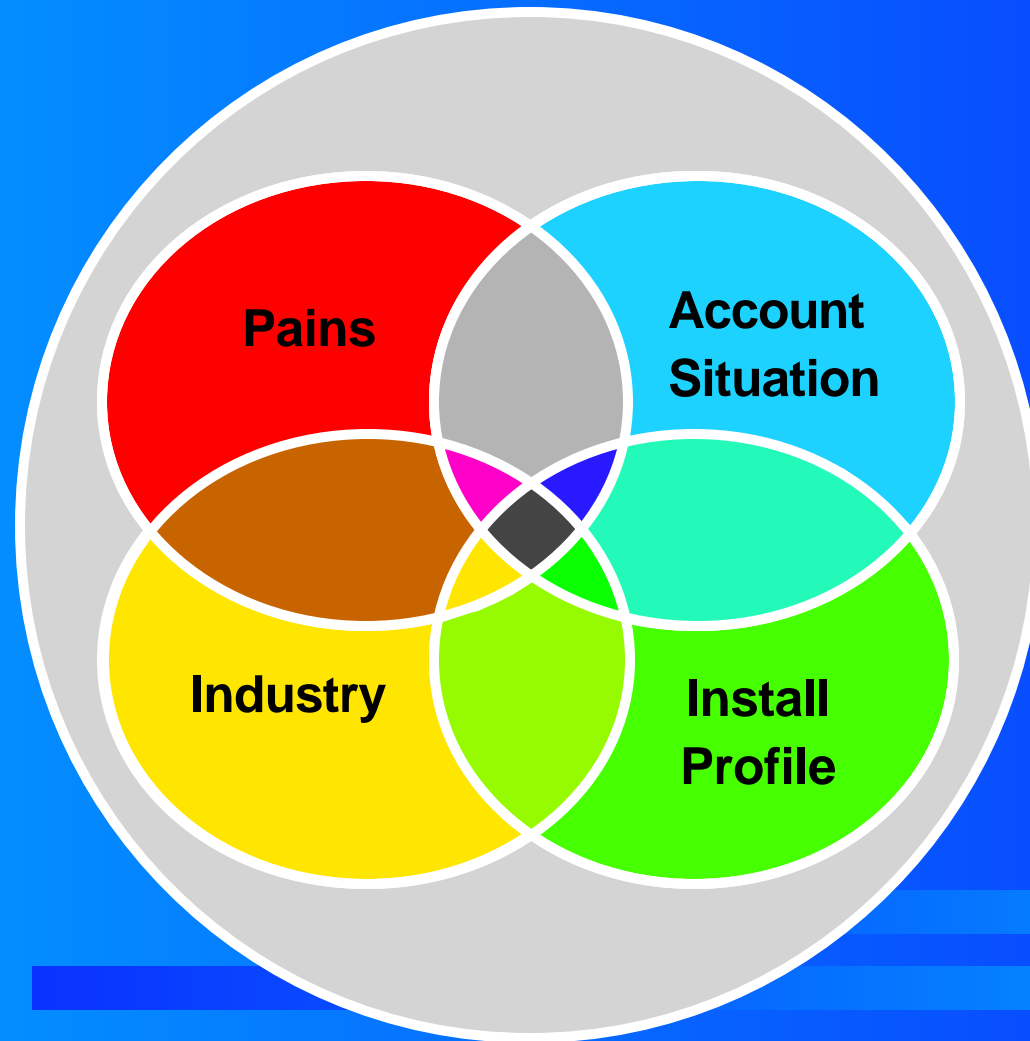
## ■ Pervasive Computing

- ▶ DB2 Everywhere:
  - Palm OS, Microsoft CE, WAP (Wireless Access)



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# Opportunity Identifiers



# Data Management - - Key Opportunity Identifiers

## Industry

- ▶ Banking, Finance and Securities
- ▶ Insurance
- ▶ Retail Distribution
- ▶ Manufacturing
- ▶ Telecommunications

## Pain

- ▶ Unable to identify business problems in time to solve them
- ▶ Unable to understand who their most profitable customers are or where to find them
- ▶ Difficulty managing documents
- ▶ Unable to control business processes

## Account situation

- ▶ Planning to implement CRM
- ▶ Planning to implement Partner Relationship Management
- ▶ Planning to enter world of e-business
- ▶ Buying Web content management system

## Install profile

- ▶ DB2 or other database systems
- ▶ AS/400
- ▶ Windows NT
- ▶ Lotus Domino
- ▶ SAP



# Data Management

## What does it mean to a customer's business?

### What could the solution do for the customer's business?

- Facilitate fast identification of problems and their solutions with the right information.
- Spot customer trends.
- Create customer loyalty.
- Enhance supplier relationships.
- Reduce financial risk.
- Uncover new sales opportunities.
- Reduce cost of start-up.
- Offer high availability to customer ordering on the Web.

### What is the potential value a customer could expect to receive?

- Analysis of data which doubles in size every 18 months - 88% of data stored in-house never analyzed for business decision (on-average-source Gartner Group).
- Ability to make informed decisions based on trends and patterns previously hidden in their data.
- A way to see 'why' instead of just 'what'.
- From a transaction interaction with customer/supplier to a lifetime relationship.



# Data Management

## Where do we start the selling?

### Examples of "Pain" questions:

- **LOB Executive**
  - ▶ "Are you having difficulty measuring profitability at the transaction or organizational level?"
  - ▶ "Are you losing control of your business processes?"
  
- **Marketing Executive**
  - ▶ "Can you describe the profile of your very best customer and the best way to find such a person?"
  - ▶ "Can you look at your business results from multiple perspectives, in detail or summary views?"
  
- **Financial Executive**
  - ▶ "Are your canned reports providing you with all the information you need to explain 'why' business it the way it is?"
  - ▶ "If you don't like current business results, do you have the tools to truly analyze the data?"



# The Competition

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# Competitive Landscape

## ■ The "Big Three":

- ▶ IBM
- ▶ Microsoft
- ▶ Oracle

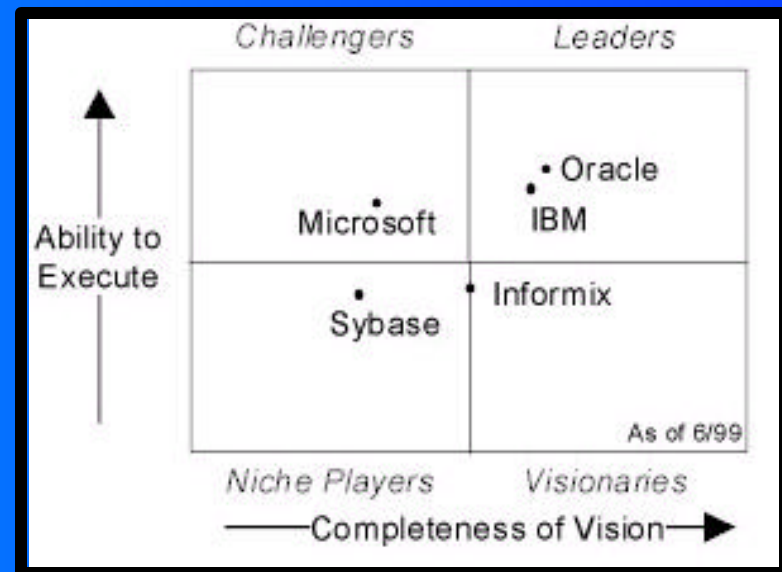
## ■ Data Warehousing:

- ▶ NCR/Teradata

## ■ Others to Watch:

- ▶ Sybase
- ▶ Informix -- Now ours!

## Enterprise DBMS Vendor Magic Quadrant



▶ Source: Gartner Group

# Target: ORACLE



- For first DB2 footprint, go after new applications
  - ▶ no migration difficulties to manage
  - ▶ then, sell our migration offerings for existing applications
- Go after Oracle-installed accounts -- they are NOT invincible
  - ▶ Sell the financial advantages - (TCO)
  - ▶ Demonstrate integrity & establish trust
  - ▶ Execute quickly and flawlessly
  - ▶ Stay focused after the sale
- When our team engages, we win most of the time against Oracle



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# Lower Total Cost of Ownership

## 8-way UNIX Server running AIX

RS/6000 M80; 8-way @500MHz for 4 years usage

Configuration	DB2 Universal Database Version 7.2 (non-Internet / Internet based application, unlimited users)	Oracle 8i (Named user pricing for non-Internet environment - 500 users)	Oracle 8i (Universal Power Unit pricing for Internet-based application)
Enterprise Edition	8 processors @ \$20,000/processor = \$160,000	500 named users x \$600 /user = \$300,000	8 processors x 500 MHz/processor = 4000MHz 4000MHz x \$100/MHz x 1.5 (HPI) = \$600,000
Diagnostics and tuning features	No charge, included in the DB2 Control Center	Oracle Tuning Management Pack, \$40 x 500 = \$20,000 Oracle Diagnostic Pack, \$40 x 500 = \$20,000	Oracle Tuning Management Pack, \$40 x 500 = \$20,000 Oracle Diagnostic Pack, \$40 x 500 = \$20,000
Bugs fixed for 4 years	no charge	Oracle Silver Support Oracle 8iEE = \$66,000/yr Diagnostics = \$4,400/yr Tuning = \$4,400/yr 4 yr Total = \$299,200	Oracle Silver Support Oracle 8iEE = \$66,000/yr Diagnostics = \$132,000/yr Tuning = \$13,200/yr 4 yr Total = \$633,600
Upgrade Protection	@20%/year = \$28,000 \$32,000 x 4 yrs = \$128,000	Included in Oracle Silver Support	Included in Oracle Silver Support
Technical support	\$500 x 8 proc = \$4,000/yr, 24/7 supp \$2,900/caller per yr \$4,000 x 4yrs = \$16,000 \$2,900 x 4yrs = \$11,600 4 yr Total = \$27,600	Included in Oracle Silver Support	Included in Oracle Silver Support
<b>Total Price (4 Years)</b>	<b>\$315,600</b>	<b>\$639,200</b>	<b>\$1,353,600</b>





# Key Points to Emphasize for DB2 UDB

- **Price and pricing model advantages**
  - ▶ Lower absolute price, lower maintenance costs
- **Database functionality and what's included (i.e. - BI capability)**
- **IBM's partnerships with best-of-breed ERP and CRM**
  - ▶ Emphasize difference from Oracle's partnerships with these vendors
  - ▶ Integrated best-of-breed is result of partnerships – no need to sacrifice best functionality for less risk and easier management
- **IBM's reputation**
  - ▶ Strategic partner versus adversarial vendor



# Target: **Microsoft - SQL**

- Platform specific (NT) not allowing cross-platform application development, scalability, etc.
- Incomplete vision: Business Intelligence/Content.
- Breadth of Partnerships (Siebel, SAP, etc)
- Team IBM: Software, Hardware, & Services.

# Questions?

- Data Management Intranet Website:
  - ▶ [w3.software.ibm.com/sales/data](http://w3.software.ibm.com/sales/data)
- Data Management Internet Website:
  - ▶ [www.software.ibm.com/data](http://www.software.ibm.com/data)
- Data Management Consultant Reports:
  - ▶ <http://w3.software.ibm.com/sales/corner/database.html>