

IBM DB2 vs. MS SQL SERVER CAMPAIGN

Questionnaire 2.0

Respondent: _____

Company: _____

Title: _____

Address: _____

City/State/Zip: _____

Phone: _____

E-mail _____

Instructions for Interviewers in bold italic.

Hello. My name is _____ calling on behalf of IBM and your local IBM Business Partner. There are some issues regarding critical database functionalities we'd like to explore with you. Is it correct that you use Microsoft SQL Server in your company? (***If yes***) May I take about 4 or 5 minutes with some brief questions?

1. In addition to your Windows-based system, what other operating systems do you use, if any?

2. Do you have other database systems besides MS SQL Server?
 - a. Yes/Which: _____
 - b. No

3. I'm going to read a short list of database-related issues that could impact a company from the departmental to enterprise level. Which ones most closely describe the needs or challenges *your* company is facing now, or you anticipate in the near future:
 - a. Expanded performance and scalability requirements to support transaction or data warehousing applications—in other words, expansion with minimal change;
 - b. A more flexible application development environment so you're not locked in to just one operating system;
 - c. Customer service and support problems due to delivery by 3rd party providers;
 - d. The need to access dissimilar targeted databases in a transparent manner;
 - e. The ability to support multiple operating systems;
 - f. Tools to meet increased business intelligence, transaction and data warehousing demands;
 - g. Security issues and code problems;
 - h. Stringent measurement of IT needs and goals against ROI.
 Other:
 - i. None (***Go to Q7***)

4. Are the issues you mentioned being driven across your company, or by one or more specific departments? (*ask only those mentioned on Q3*)

- a. Performance and scalability:
 Enterprise Department/Which: _____
- b. Flexible application development environment:
 Enterprise Department/Which: _____
- c. Customer Service:
 Enterprise Department/Which: _____
- d. The need to access dissimilar targeted databases:
 Enterprise Department/Which: _____
- e. The ability to support multiple operating systems
 Enterprise Department/Which: _____
- f. Tools for increased business intelligence, transaction and data warehousing:
 Enterprise Department/Which: _____
- g. Security issues and code problems:
 Enterprise Department/Which: _____
- h. Stringent measurement of IT needs and goals against ROI:
 Enterprise Department/Which: _____
- Other:
 Enterprise Department/Which: _____

5. How are these issues manifesting themselves? (*ask only those mentioned on Q3*)

- a. Performance and scalability:
- b. Flexible application development environment:
- c. Customer Service:
- d. The need to access dissimilar targeted databases:
- e. The ability to support multiple operating systems
- f. Tools for increased business intelligence, transaction and data warehousing:
- g. Security issues and code problems:
- h. Stringent measurement of IT needs and goals against ROI:
- Other:

6. Is there a timeframe by which you're aiming to have these issues solved?

- a. 0 – 6 months
 All issues Specific/Departmental issues: _____
- b. 6 – 12 months
 All issues Specific/Departmental issues: _____
- c. Over 12 months
 All issues Specific/Departmental issues: _____
- d. Unknown
 All issues Specific/Departmental issues: _____
- e. Refused to disclose
 All issues Specific/Departmental issues: _____

7. IBM DB2 Information Management Products and its business partners have made a commitment to companies of all sizes, large to small, and believe they should leverage current and legacy investments in a cost-efficient manner. DB2 leads the way in adherence to standards-based computing. For example, if you want to leverage a .Net environment you can use DB2. DB2 can be used for ODBC, Java and Web Services. If you want to have Windows-based databases for departmental computing, UNIX or mainframe for the transaction side of the business, *and* use the same application development skill set, you can use DB2 for everything. DB2 also allows you to make more scalable and secure decisions for your operating system.

Does this sound like it may be a realistic solution to any of your upcoming requirements?

- a. Yes
(If Respondent skipped from Q3 only): Why?
- b. No/Why?

8. Do you have any questions about DB2 at this time that I can forward to one of our Business Partner product specialists? *(If 'None' on Q3, when answered, go to Q10)*

9. What range of expenditure do you anticipate for the technology changes you mentioned:
(If Respondent mentions specific amount, indicate on line to the right of the amount range)

- a. Under \$25,000 \$ _____
 All issues Specific/Departmental issues: _____
- b. \$25-50,000 \$ _____
 All issues Specific/Departmental issues: _____
- c. \$50-100,000 \$ _____
 All issues Specific/Departmental issues: _____
- d. \$100-250,000 \$ _____
 All issues Specific/Departmental issues: _____
- e. \$250-500,000 \$ _____
 All issues Specific/Departmental issues: _____
- f. \$Over \$500,000 \$ _____
 All issues Specific/Departmental issues: _____
- g. Unknown
 All issues Specific/Departmental issues: _____
- h. Refused to disclose
 All issues Specific/Departmental issues: _____

10. Besides yourself, who are the key departmental or executive people who are or will be involved in the evaluation and decision process for new technology:

Name _____
Address _____
Title _____
Phone _____
Email _____

Name _____
Address _____
Title _____
Phone _____
Email _____

Name _____
Address _____
Title _____
Phone _____
Email _____

Name _____
Address _____
Title _____
Phone _____
Email _____

Name _____
Address _____
Title _____
Phone _____
Email _____

Name _____
Address _____
Title _____
Phone _____
Email _____

11. Based upon what you've told me, I'd like to have one of our top IBM Partners in your area get in touch with you. Would you also like to review some information that compares the functionalities of DB2 with MS SQL Server?
- a. Wants contact from IBM Business Partner *and* wants information (***Go to Conclusion 1***)
 - b. Wants information only (***Go to Conclusion 2***)
 - c. Suggests we contact another departmental head/executive: _____
(***Go to Conclusion 3***)
 - d. Does not want to be contacted (***Go to Conclusion 3***)

Conclusion 1

That concludes my questions. Thanks for all the information you shared with me. You'll be hearing from (***name of IBM Business Partner***) soon. And be on the lookout for the technical data we'll be sending you by email.

Conclusion 2

That concludes my questions. Thanks for all the information you shared with me. Please be on the lookout for the technical data we'll be sending you by email.

Conclusion 3

That concludes my questions. Thank you very much for your time and input. Have a great day.