

A vertical bar on the left side of the slide, divided into five colored segments: yellow, red, purple, green, and blue.

IBM Data Management...

the power of  **ONE**

**Rick Bowers, Program Director
WW Channel Development
IBM Data Management**

IBM

We're Winning!

Database

3 New Products

DB2 for Windows 22%
DB2 for Unix 13%
DB2 for zSeries 14%

Tools

30 New Products
IBM 30%

Development

On-time Deliveries 64
DM Patents 132
Product Awards 35

Partners

YTY Rev. Growth – Tier 1 ISVs 50%
Dist. Rev. w/ Partners 44%

Business

Intelligence

9 New Products
DB2 EEE 17%

Enterprise Content Mgmt.

9 New Products
IBM 4%

Finishing Strong In 4Q...

- ▶ **48% YTY Growth**
- ▶ **Largest Data Management Quarter Ever**
- ▶ **30% of the Largest Deals Driven by Informix Portfolio**
- ▶ **4Q Distributed Larger than FY 1997 Distributed**

The IBM DM Engine... In High Gear

Bank of America, Lucent, Motorola, Sears, Wal-Mart....

Building Brand Awareness - 2001



✓ **10 new Ad Creatives**
✓ **100s of Executions**

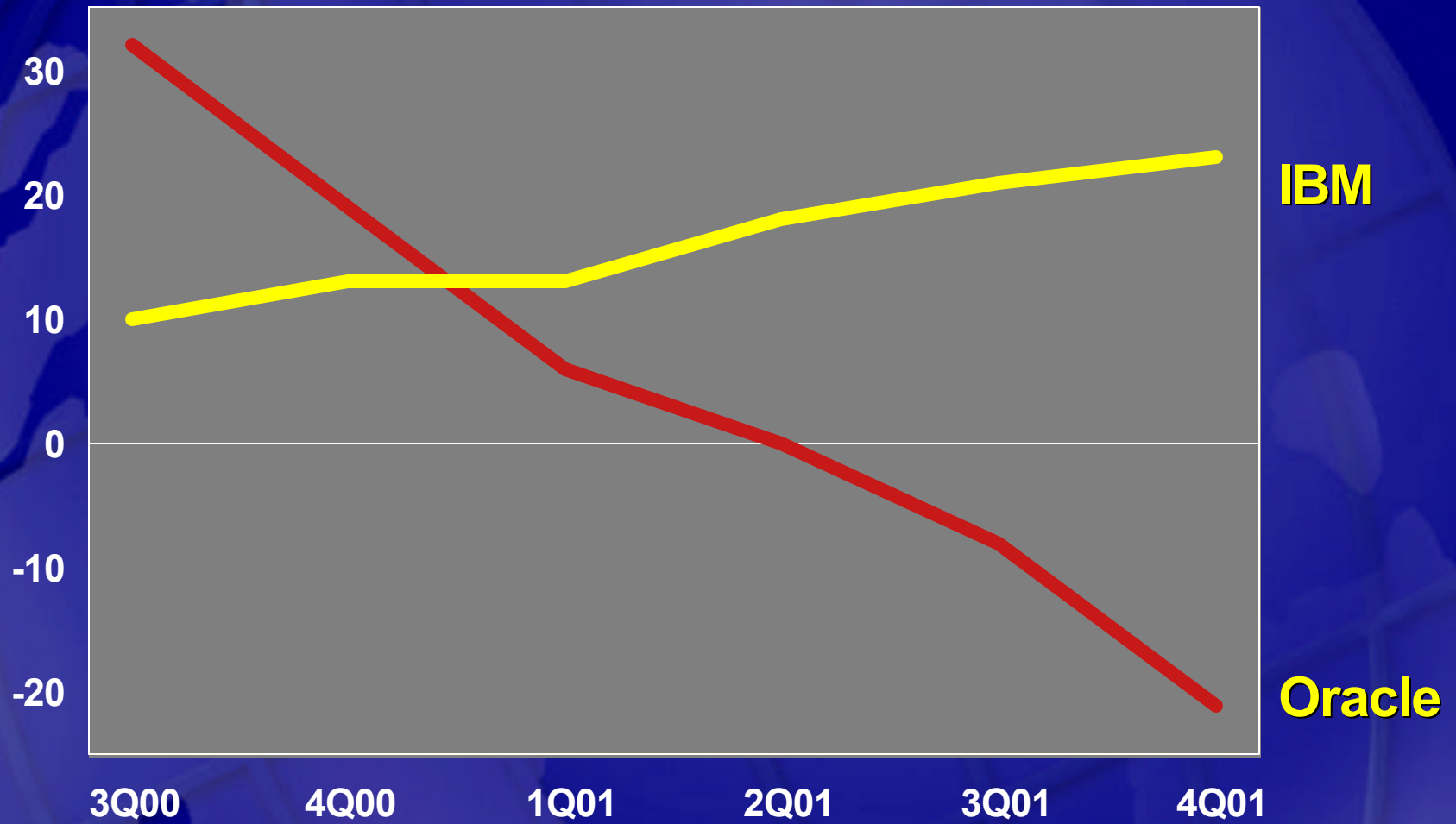
- ▶ Unaided awareness up 4 points
- ▶ Most voice & most favorable voice
- ▶ Over 4,000 Leads
- ▶ DB2 Site Web traffic
 - ▶ >2 million views / month (+55%)
- ▶ Millions of e-mail Touches
 - ▶ 40,000 Newsletter Permissions
 - ▶ 50,000 DB2 Mag. Subscribers
 - ▶ 100s of e-mail sponsorships
 - ▶ >500 INFOBRIEFS; >4K Subscribers
- ▶ DB2 Developers Zone
 - ▶ >90 Technical Papers

"...they're [IBM] a marketing machine..."

Larry Ellison, 2001

Impacting the Competition

YTY Quarterly Growth % Comparing Similar Calendar Periods



**IBM Bolsters DB2 and Ties To WebSphere,
MQSeries In New Release**

Computer Reseller News - 5/8/01

Why

**"Content Management Is Major
Goal as It Battles Rival Oracle..."**

Wall Street Journal - 10/1/01

are we

**"IBM, the best-of-breed
alternative to Oracle"**

Giga Group, 2001

Winning?

**"IBM's done a lot of marketing work.
The company [is serious]...."**

Gartner Group

The Best Customer Value...

Oracle

Microsoft

NCR

FileNET

Documentum

IBM

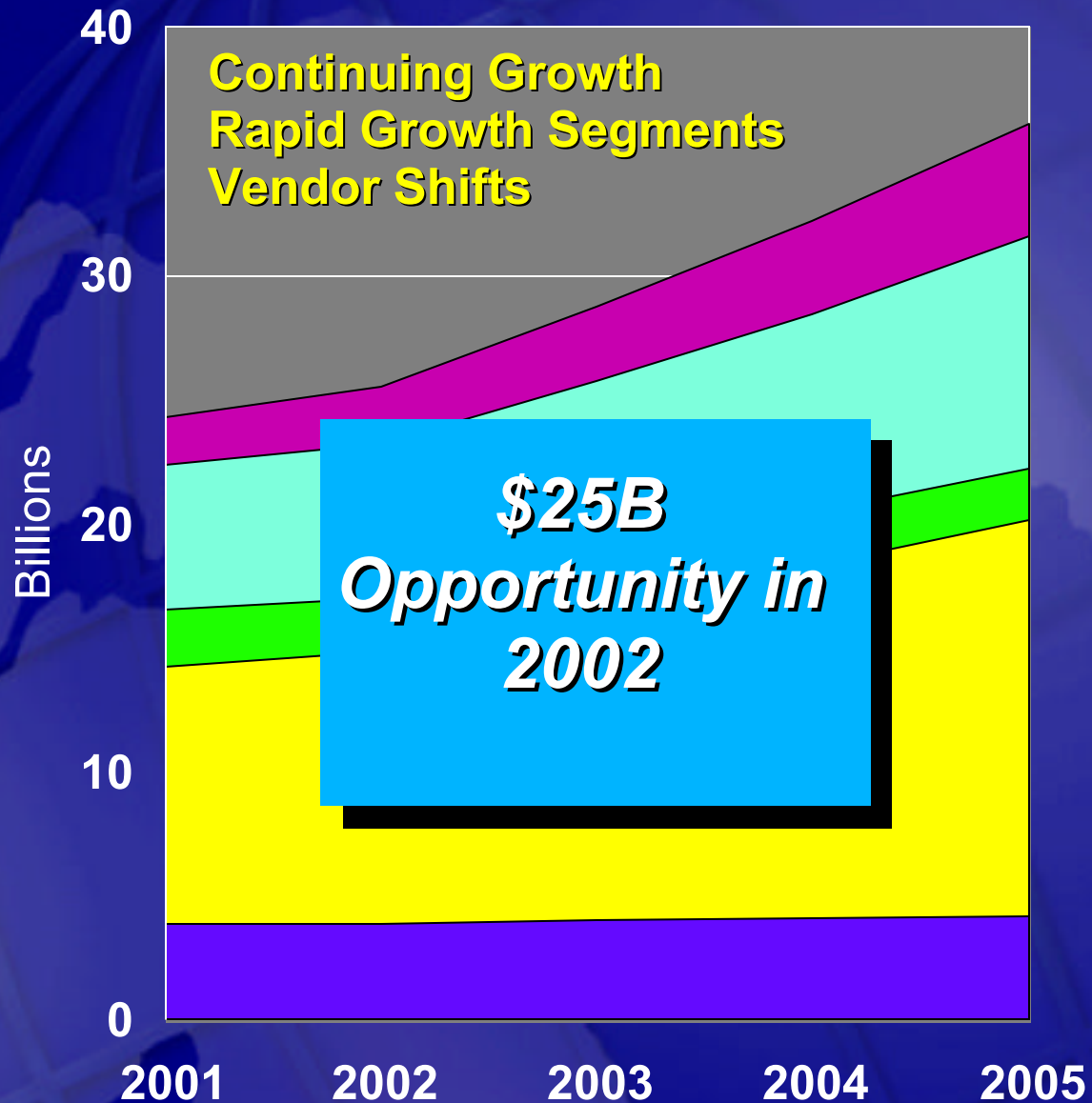
- **Innovative Technology**
 - e-business Enablement, SWG Portfolio
 - Performance & Scale, x-Workload
 - SMART Databases
- **Strong Partnering**
 - Tier 1 ISVs, 26,000 Apps, 16,000 Partners
 - Industry Specific Investments
- **Low Cost of Ownership**
 - Ease-of-use
 - Standards, Cross Platform
 - Pricing
- **IBM's Service, Support & Relationship**

The slide features a dark blue background with a faint, light blue grid pattern. On the left side, there is a vertical bar with four colored segments: red at the top, yellow in the middle, and purple and green at the bottom. The main text is centered and written in a bold, italicized, white font. The title is at the top, and the main message is in the center.

IBM Data Management Vision

***Be the leader in helping customers
access, integrate, manage, analyze
and securely distribute all forms of
digitized information.***

Opportunity Dynamics



2002 Opportunity

CM/II **\$2.3B**

BI Tools **\$6.1B**

DB Tools **\$2.1B**

Dist. DB **\$10.9B**

Host DB **\$3.8B**



*This Team
Is Magic!!!*