



IBM Software Group

DM Business Partner Enablement EMEA

... an overview

DB2. Data Management Software



Feb 18th 2003

© 2003 IBM Corporation

DM Business Partner Enablement EMEA - who are we ?

- Free support for strategic Data Management Business Partner
 - ▶ Customized workshops and education
 - ▶ Certifications
 - ▶ Continuous technical product and project support
 - ▶ Technology assessments
- 18 DM certified consultants (integrated in the WW BP Enablement Team)
- Location
 - ▶ IBM Germany Software Development Lab, Böblingen
- Close cooperation with
 - ▶ Channel Marketing
 - ▶ Sales, Technical Presales
 - ▶ Developer Relations
 - ▶ Solution Partnership Centers
 - ▶ WebSphere Innovation Centers & WebSphere Development



Enablement Team - Mission

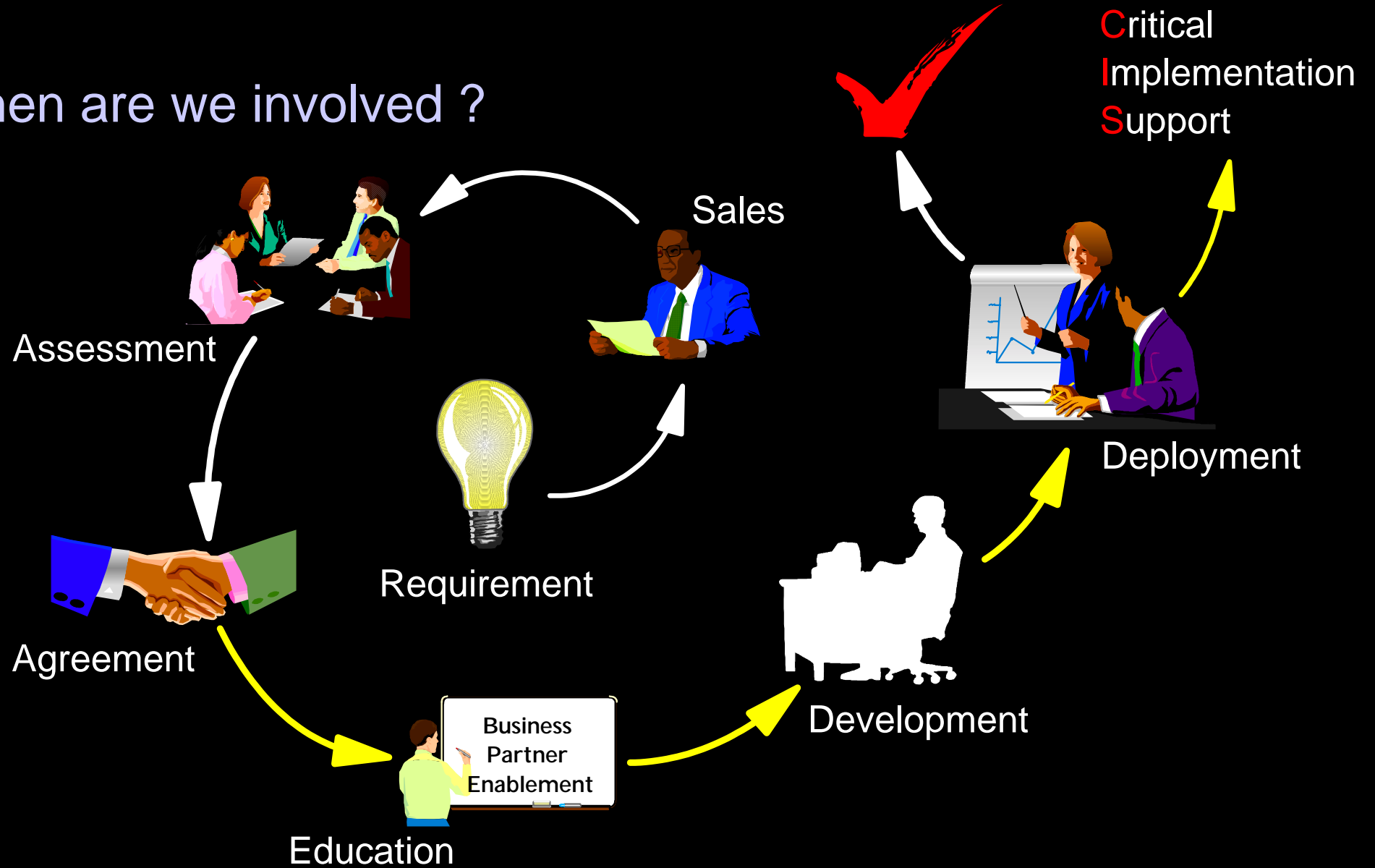
- We provide support to be built around our Data Management products and solutions to enable Business Partners to leverage Data Management technology
 - ▶ Focus on working with
 - IBM Sales
 - System Integrators
 - Business Partners
 - ▶ Our resources are there for
 - Skills transfer
 - Support emerging technologies and
 - Backup to other providers if/when required



Criteria for an engagement

- Focus on Business Partner enablement to leverage Data Management technology
- Amount and type of enablement depends on ...
 - ▶ Data Management business value and revenue opportunity
 - ▶ Partners affinity to Data Management products
- Engagement through IBM Sales & IBM Developer Relations
- Contact is established through your IBM sales representative
 - ▶ Nordic: Anders Blomquist anders.bq@se.ibm.com
 - ▶ North: Mark Barret barrettm@uk.ibm.com
Louise Clements clemenl@uk.ibm.com
 - ▶ Central: Ralf Wagner Ralf.Wagner@de.ibm.com
Dieter Schmelzle dschmelzle@de.ibm.com
 - ▶ South: Giancarlo Marino gcarlo_marino@it.ibm.com
 - ▶ West: Eric Delobelle eric_delobelle@fr.ibm.com
 - ▶ CEMA: Peter Stolc Peter_Stolc@sk.ibm.com

When are we involved ?



Organisation, Team, Expertise

1/2

DB2 / OLTP

Databases

DB2 UDB V7 & V8
Informix

Migration Tools

MTK
Kumaran

Web Applications

WebSphere & DB2

Mobile Solutions

DB2 Everyplace
UNIX, MS, LINUX

Business Intelligence

OLAP

DB2 OLAP Server
Aurora

Mining

Data Mining
IM Modelling

IM Scoring

IM Visualization

Text Search & Mining

Warehouse

Data Warehouse

Manager

Front-end Tools

Content Management

Content Manager

CM onDemand
CommonStore

Lotus Domino

MS Exchange

SAP

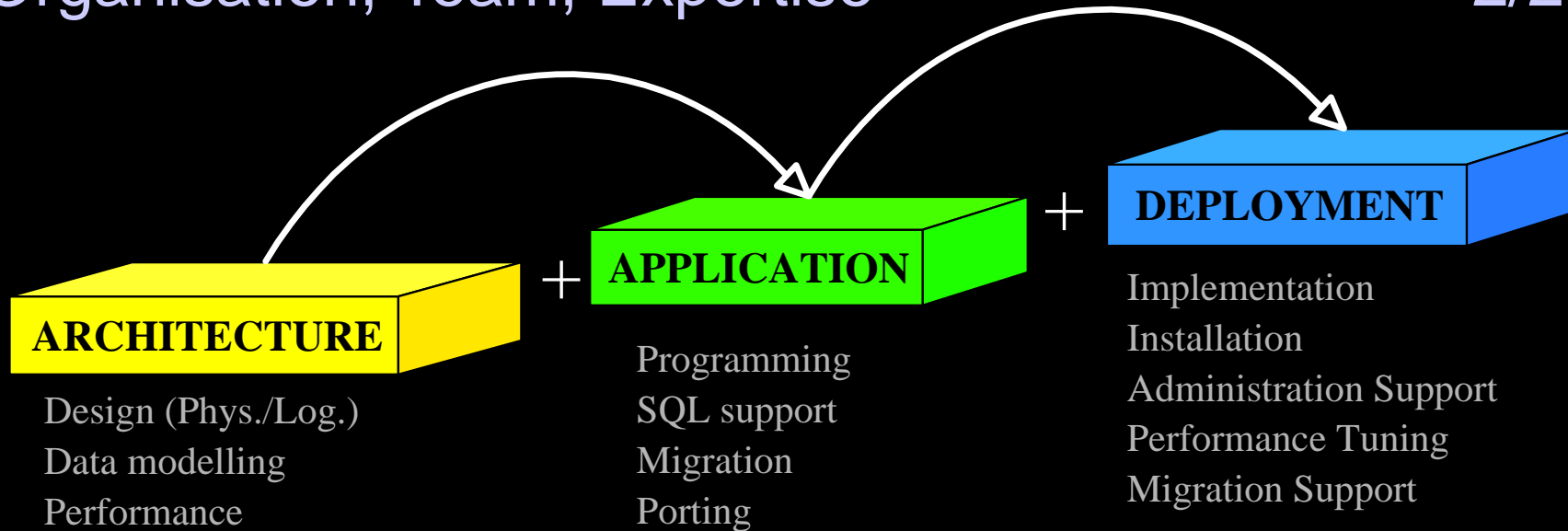
Video Charger

EIP



Organisation, Team, Expertise

2/2



Information Integration

Certifications

Version 8
CM & DB2

Life Sciences

Mobility

120 EMEA partners enabled in 2002

- Tier 1

- ▶ Dassault Systemes
- ▶ SAP AG, Walldorf



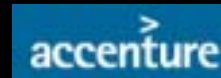
- Strategic Alliances

- ▶ Searchspace, UK
- ▶ Uniquare, Austria



- System Integrators, GSIs

- ▶ Accenture, Nordics/Central
- ▶ Cap Gemini Ernest & Young, West & Central



- Life Sciences Partner

- ▶ deCode, Iceland
- ▶ Biomax, München



- SMB

- ▶ Magirus, AIS Software, Fantastic, ...



Fantastic Corporation www.fantastic.com

- The Fantastic Corporation, founded in 1996 in Zug, Switzerland, develops software products that optimize the distribution of rich media content over any broadcast or corporate network.
- Key Contact: Urs Lauenstein, Director Strategic Partners
- Involved IBM parties: Developer Relations, Digital Media Group, TAM team

Press release by Alain D. Bandle, CEO of The Fantastic Corporation.

“CoreCast eCDN is the system of choice for businesses that distribute content over classic WAN/LAN networks,”

“It provides a scalable, low-maintenance, easy-to-use solution that enables companies to leverage multimedia applications in their corporate environment, especially in internal communications and training.”





Fantastic Corporation www.fantastic.com

- We helped Fantastic to enable their product CoreCast eCDN on IBM CM V8. The challenge was to use an early beta of CM V8 for the enablement, so that the prototype could be presented at the CMTC fair/USA.
 - ▶ CM Quickstart education for application development
 - ▶ Application development support for CMv8 showcase
- Key to Success:
 - ▶ We know Fantastic since 2001 and continuously follow up on new technology initiatives, projects etc.
 - ▶ Close cooperation with Developer Relations and Digital Media group
 - ▶ Available skills in CM V8, Digital Media, DB2 V8
 - ▶ Immediate action and onsite support to their support request