

IBM Software Group



# IBM Software

Mark Balding  
Territory Sales Manager  
IBM Software  
Region North

# Lotus Video

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# IBM in UK & Ireland

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- Approx 20,000 direct employees, 5,000 agency staff
- Run from 40 Locations from Aberdeen to North Harbour
- Manufacturing in Dublin & Greenock
- IBM Hursley Laboratory - largest e-Business Lab in Europe
  - ▶ Java Technology Centre,
  - ▶ WebSphere Innovation Centre
  - ▶ Voice Systems.....
  - ▶ 1000+ Developers



# IBM Software Group - North Region

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- 4 Countries



- 1,000 People  
Sales, Support, Operations, Marketing

- \$1Bn Revenues  
50 / 50 Split across Distributed and Mainframe

- 4 Power Brands

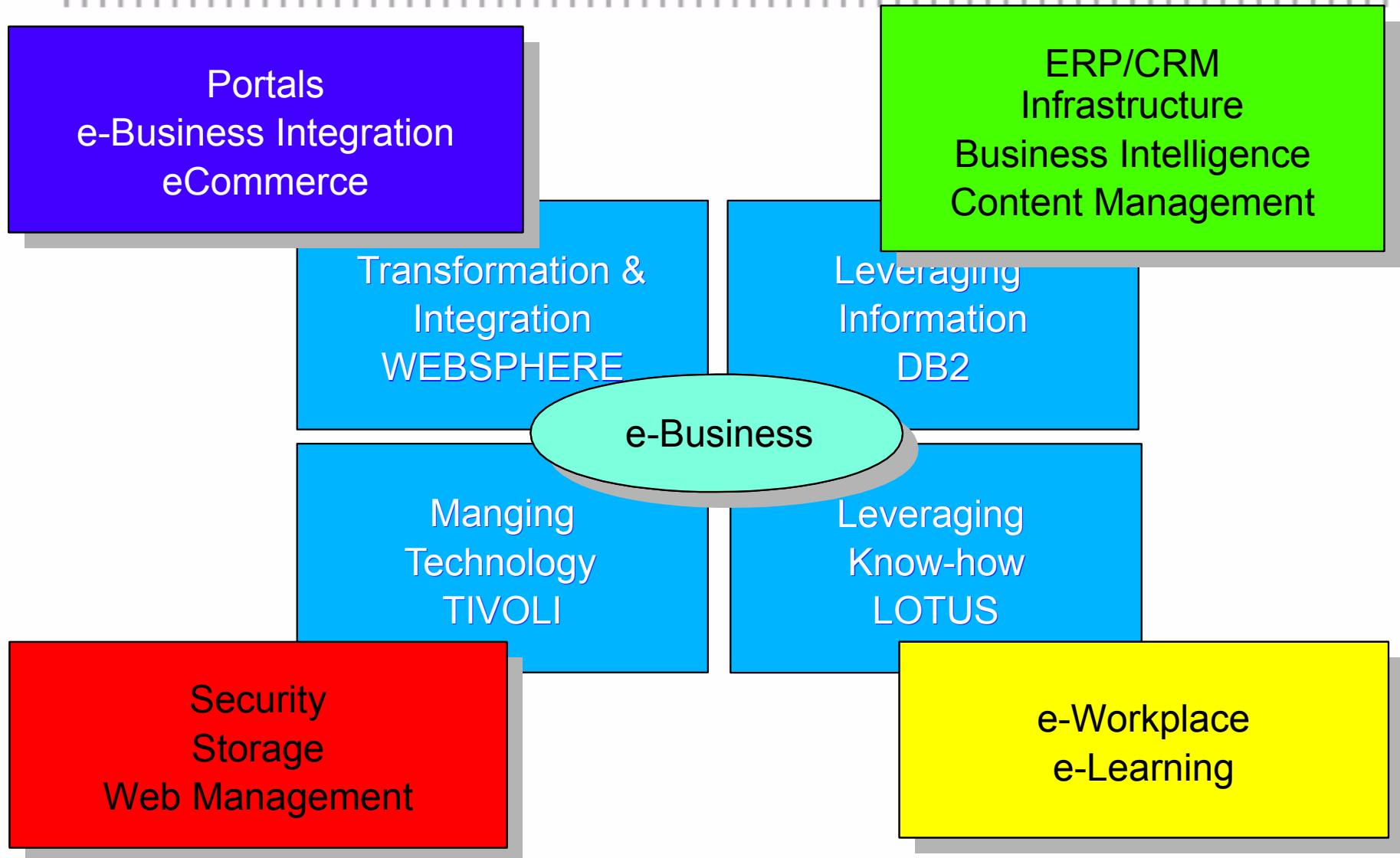
**Lotus**

**Tivoli**

**WebSphere**

**DB2**

# IBM Software Portfolio



# Tivoli Video

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# IBM Software Value Proposition

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## Flexible

- Technology integration and exploitation
- Highly scalable
- Platform independence
- Extensive partner portfolio
- Use current and new skills

## Innovative

- Integrated development and deployment
- Leader in making standards robust
- Swift adoption of emerging technologies
- Leading participant in Next Generation Internet (NGi)

## Proven

- Leverage existing applications
- Repeatable roadmaps
- Reusable business components
- Leadership products
- High-volume Web Sites Practices
- Secure and manageable

# IBM e-business Strategy



**Flexible · Innovative · Proven**

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# Data Video

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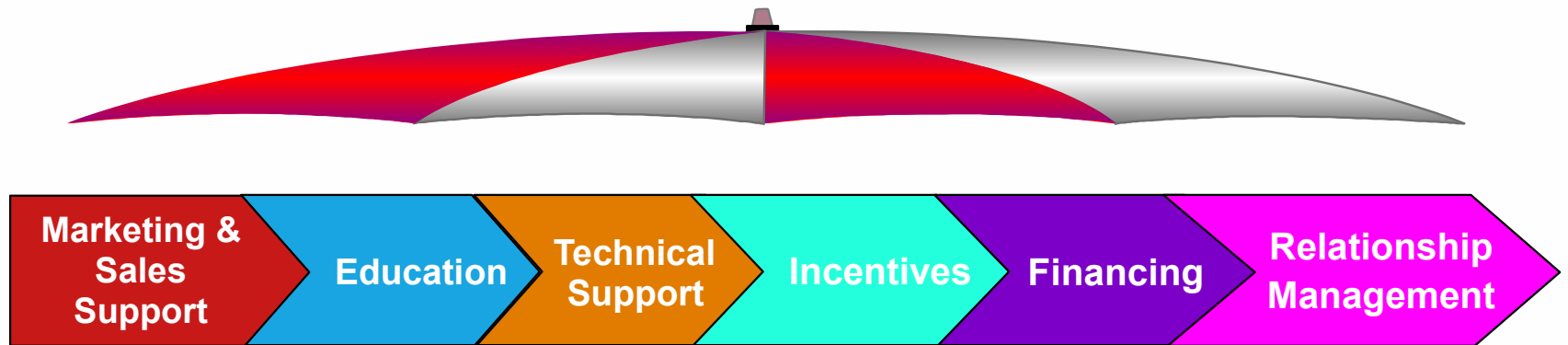
# PartnerWorld for Software

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## Business Partners want...

*support, help, leads, ideas, opportunities, education, software as well as, rebates, marketing funds, greater revenues, profit.....*

## PartnerWorld Offers....



**Lotus**

**Tivoli**

**WebSphere**

**DB2**

IBM Software Group

**IBM**

# Growing Partners Worldwide

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## *Partnering with leaders in their industry*

- Web integrators
- Systems integrators
- Application ISVs
- ISPs/ASPs/NSPs
- Value Added Resellers



# So why do we REALLY want BPs?

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## Industry Skills

- Manufacturing
- Retail
- Media

## Business Focussed Solutions

- Knowledge Management
- Web to Interactive Digital Television
- Content Management
- Storage Management

## Customer Relationships

- Referenceable
- Long standing

## Past Successes

- Customer Friendly
- Passport Advantage Knowledge
- Sales Skills

## So why do we need Business Partners? (2)

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- **"IBM absolutely needs Business Partners. Without you, we won't make our objectives -- for **revenue**, for **customer satisfaction**, and for **share growth**."**

**Sam Palmisano**  
**CEO**



# IBM UK SWB Resources

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## TeleSAMs

- Opportunity Identification

## Brand BPS Specialist

- Builds & Drives BP's IBM Software pillar pipeline
- Owns Marketing campaigns with BPs
- BP Relationship Manager for Pillar

## Brand Sales Specialists

- Manages large single pillar Opportunities
- Opportunity Creation in largest customers

## Software Business BP Sales Manager

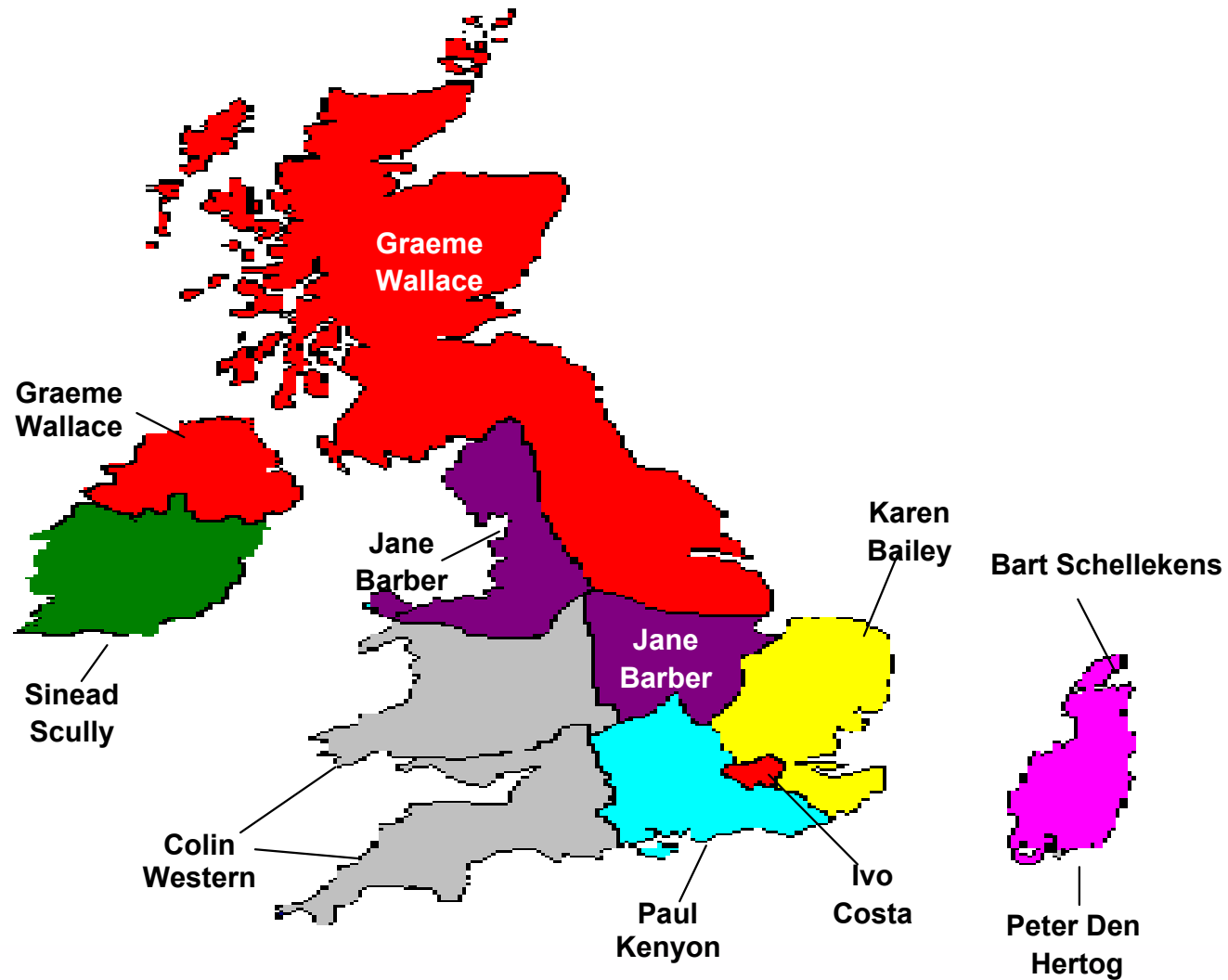
- Builds & Drives BP's IBM Software pipeline
- Increase focus on MidMarket

## Territory Managers

- Runs a balanced Territory
- Manages large Cross-Pillar Opportunities
- Ensures "Local" BP coverage
- Manages relationships within IBM

# Software Territory Coverage

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# IBM Software Business Contacts

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## BP Sales

- Colette McDonnell - 01784 499584

## Brand Leaders

- Websphere - Steve Lee
- Data - Stuart Hall
- Lotus - Kay Mason
- Tivoli - Malcolm Money

## IBM Software Territory Managers

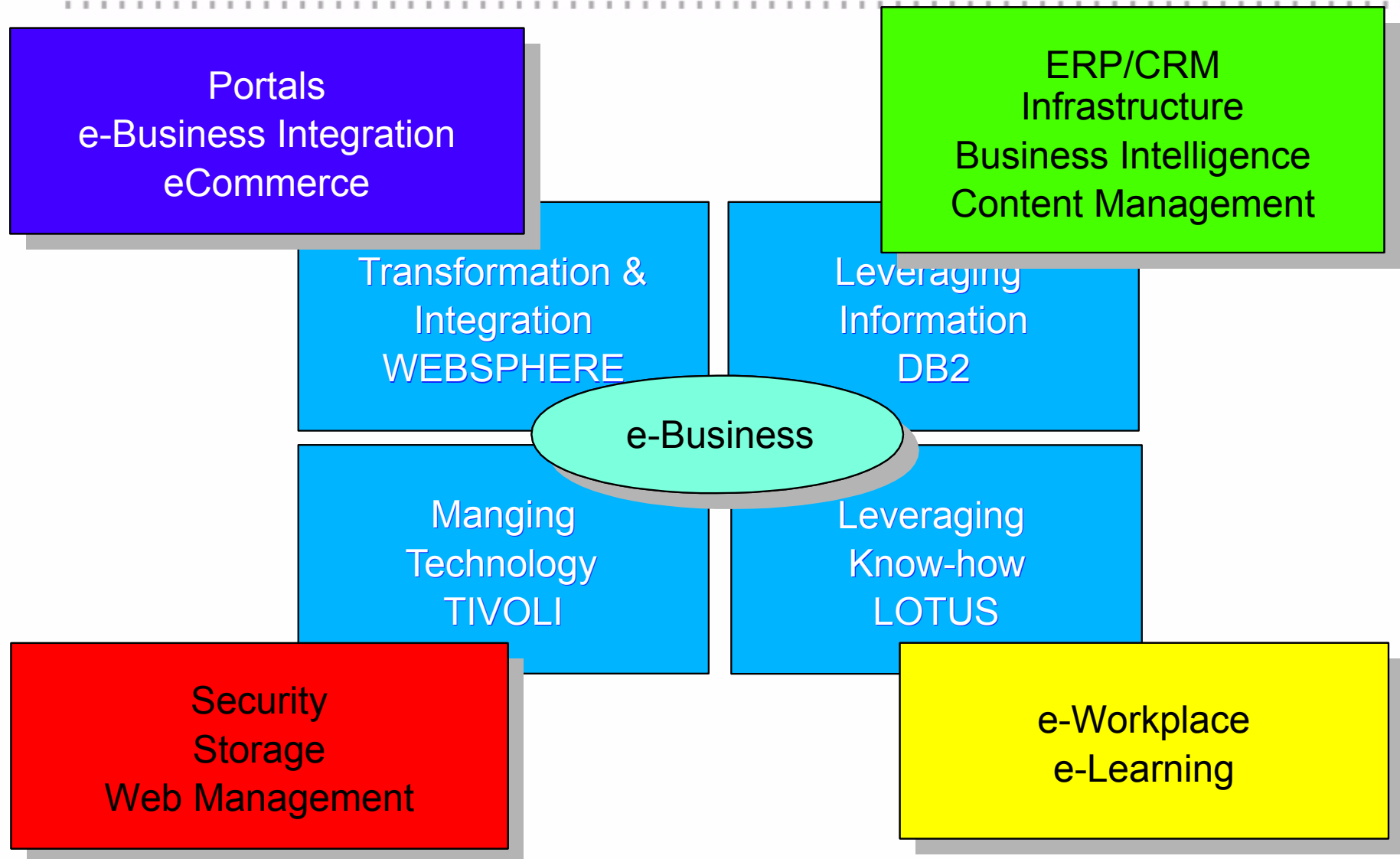
- Scotland / North East - Graeme Wallace - 0131 558 4195
- North West - Jane Barber - 0161 905 6045
- Midlands - Kathy Van Vuuren - 01926 464164
- South - Colin Western - 0208 818 4869
- South East - Karen Bailey - 0207 202 3748
- London - Ivo Costa-Sa - 0207 202 3893



# Websphere Video

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# IBM Software Portfolio



# What to do tomorrow?

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## **Elevator Pitch**

- What does your company do
- How is IBM Technology technology integrated?

## **Know your customer set**

- Why would they want your solution?
- What does the IBM relationship add?

## **Customer Focussed Solutions**

- key business problem
- compelling event
- power chain

## **Find your IBM contacts**

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Thank You

Mark Balding  
Territory Sales Manager  
IBM Software  
Region North