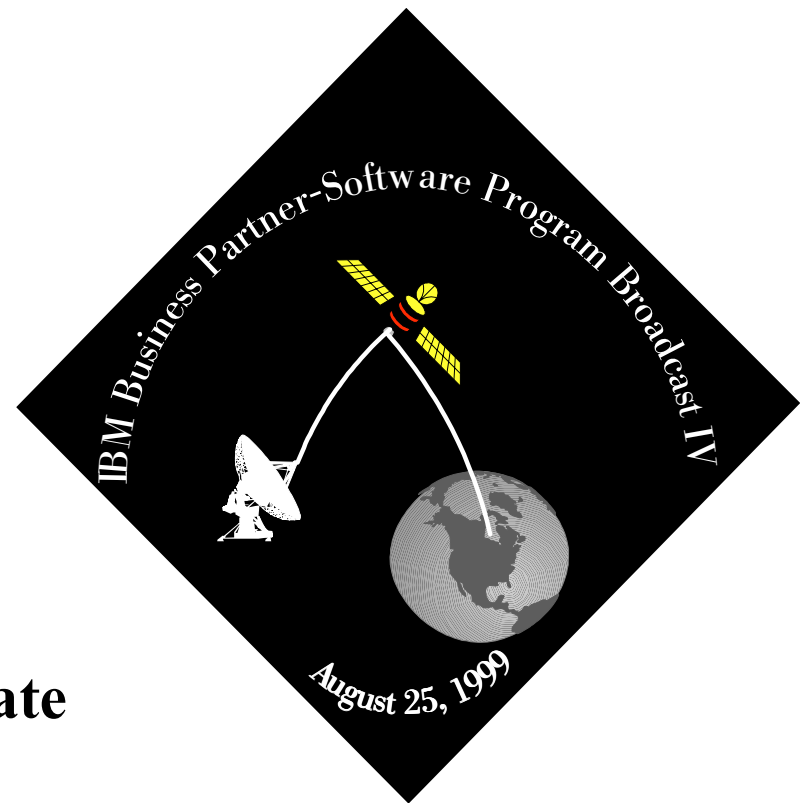


# IBM Business Partner-Software Program Broadcast IV 1999 Series

**Data and Content Management Update  
August 25, 1999**



# *IBMTV (FTN) and TEN Participants Only*

## *Broadcast V - Data and Content Management Update*

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Name: \_\_\_\_\_ Location: \_\_\_\_\_ Phone: \_\_\_\_\_

*We value your input!*

Please circle your answers to the questions asked on the broadcast and return this form immediately by either Fax or Mail.

**FAX**

Ann Barnhart, IBM Business Partner Software Program at 972-280-6394

**MAIL**

IBM Corporation  
Attention: Ann Barnhart  
5th Floor  
1507 LBJ Freeway  
Dallas, TX 75234

*Thanks for your cooperation.*

Question 1	A	B	C	D	E	Evaluation Question 1	A	B	C	D	E
Question 2	A	B	C	D	E	Evaluation Question 2	A	B	C	D	E
Question 3	A	B	C	D	E	Evaluation Question 3	A	B	C	D	E
Question 4	A	B	C	D	E	Evaluation Question 4	A	B	C	D	E
Question 5	A	B	C	D	E	Evaluation Question 5	A	B	C	D	E
Question 6	A	B	C	D	E						
Question 7	A	B	C	D	E						
Question 8	A	B	C	D	E						
Question 9	A	B	C	D	E						
Question 10	A	B	C	D	E						

# *Broadcast V - Data and Content Management Update*

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Name: \_\_\_\_\_

Company: \_\_\_\_\_

Program #: \_\_\_\_\_

Voice #: (Must be included) \_\_\_\_\_

FAX # (Must be included) \_\_\_\_\_

E-mail: \_\_\_\_\_

Please limit your questions to Business Integration solutions discussed in today's broadcast.

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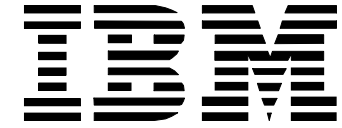
# Coming Events

- **September 15** **TBD**
- **October 27** **First SecureWay/On Demand Server**
- **December 8** **2000 Business Partner Program**

# *Agenda*

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- 2:00 **■ Welcome**
  - Sheryl Ball, Manager IBM Business Partner Software Program NA
- State of the Business**
  - Melinda Matthews, Americas Sales Manager Data Management
- Content Management**
  - Ron Fodor, WW Channels Sales Support Mgr- EDMSuite and Digital Library
  - Jerry Jones, WW Content Management Global Systems Integrator, Sales Support Manager
  - Cathy Billingsley, EDMSuite Channel Sales Mgr
- Business Intelligence**
  - Rick Michaels, Software WW Channel Marketing Data Mgmt
  - Beth Wolfe, Data Management Channels Marketing NA
- DB2 Universal Database**
  - Dennis Dorman, WW Channel Mktg Program Mgr - Data
- Call to Action**
- 4:00 **■ Close**



# Content Management Market Opportunity

Ron Fodor  
World Wide Channels Sales Support Mgr



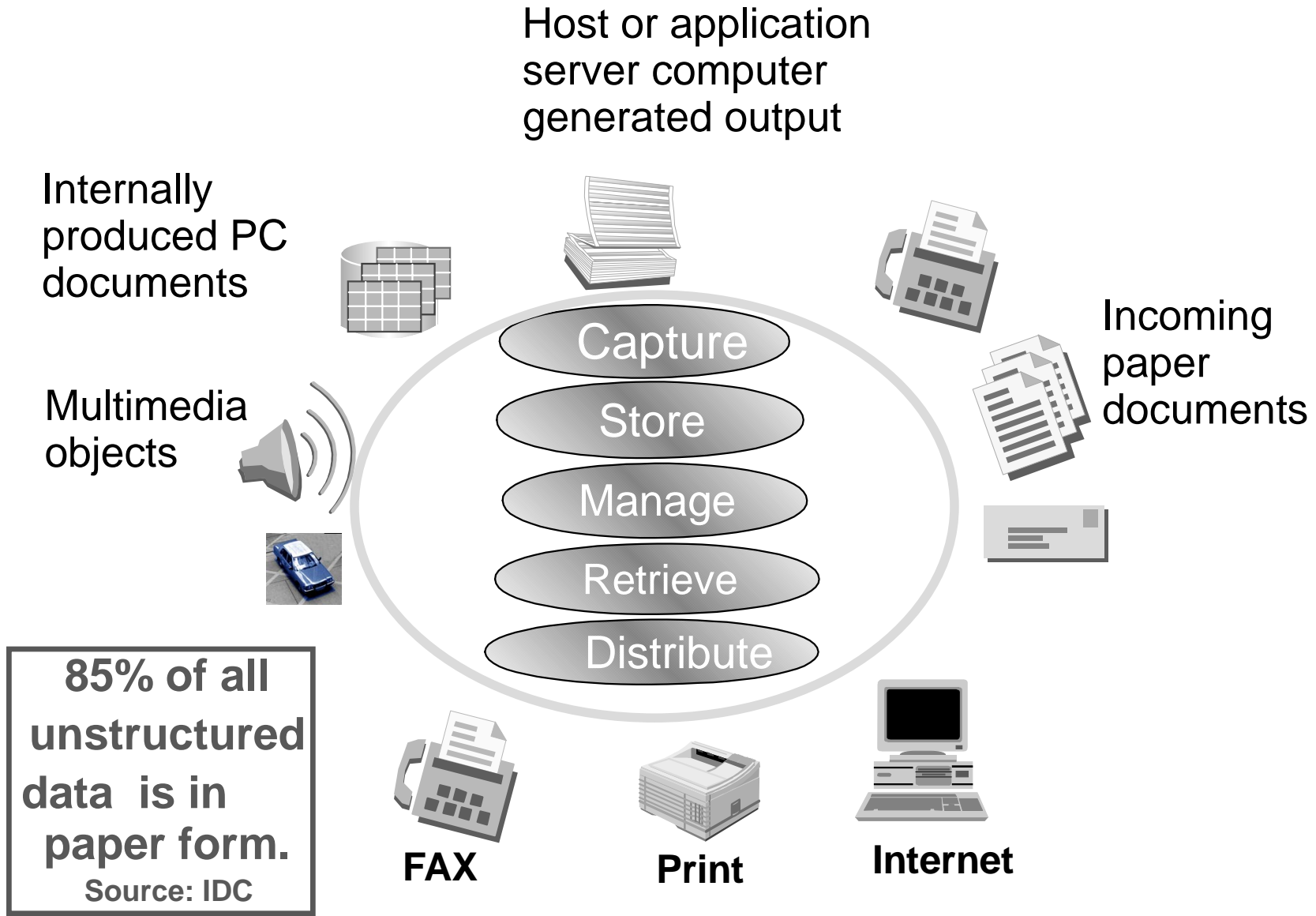
IBM Business Partner-Software Program

## *Agenda*

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- **IBM CM Offerings: EDMSuite and Digital Library**
- **Content Management Market**
- **Why Partner with IBM?**

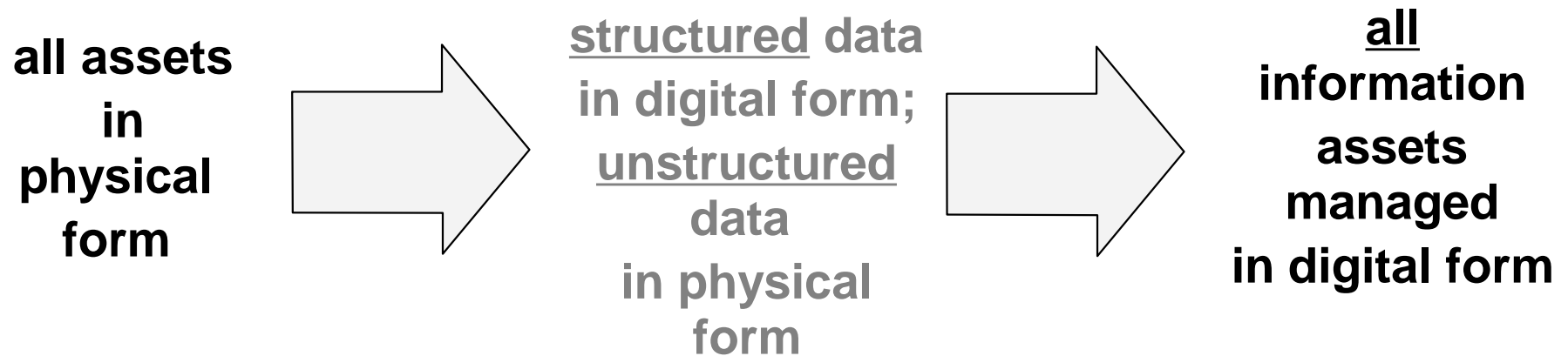
# What is "unstructured" data?





# What is Content Management?

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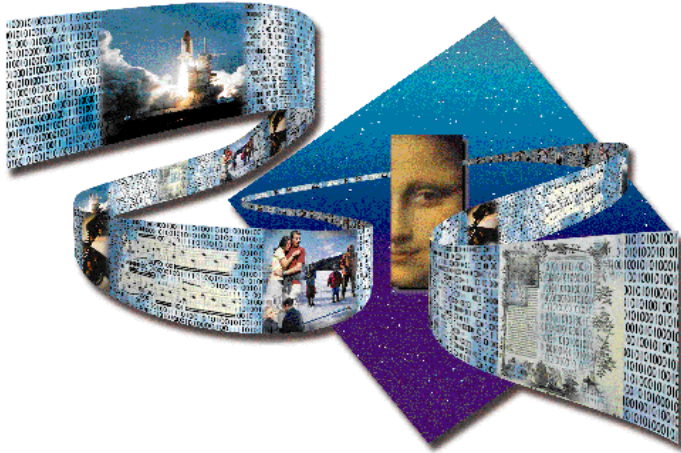
*Philosophical shift to digital management of  
all enterprise information assets.*

*With all data digitized, business operations shift  
from*

*physical assets -> digital assets  
and  
data -> information -> knowledge mgmt*

# IBM Content Management Offerings

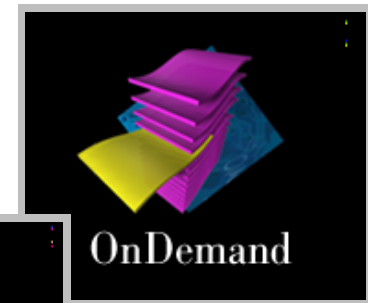
## Media Asset Management



DB2 Digital Library

DB2 Digital Library  
VideoCharger

## Enterprise Document Management Suite



## ***Worldwide Content Management Market***

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■ **HW/SW/Services: \$13.2B ('98); \$41.6B ('03); 26% CGR**

■ **Software Only: \$3.9B (1998); \$11.6B (2003); 24% CGR**

■ **Top 3 SW Vendors \$0.4B**

**Consolidation of vendors predicted.**

■ **IBM plans to grow dramatically faster than the 24% average with most growth from 2-tier channel model.**

## *Why IBM Content Management*

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- **Leader in Data Management software**
- **Range of products needed for a complete solution**
- **Growing faster than industry and competition**
- **Award-winning content management products**
- **High profile customer references**
- **More than 50 customers with > 1000 users**
- **Leader in software support customer satisfaction**

## *IBM EDMSuite*

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### **ImagePlus VisualInfo**

- Production scan/capture search/retrieve imaging

### **EDMSuite OnDemand**

- Enterprise Report Management (COLD)

### **EDMSuite ContentConnect**

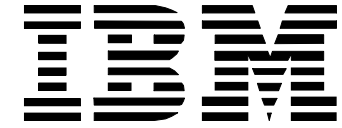
- Java based, web capable multi-repository access

### **Lotus Domino.doc**

- Electronic document mgmt (e-mail, word processor)

### **MQSeries Workflow**

- Highly functional work process management



# Content Management Product Update

**Cathy Billingsley**  
**EDMSuite Channel Sales**  
**Manager**



IBM Business Partner-Software Program

## ***Business Opportunity Make \$\$ with EDMSuite***

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### **Typical VI NT/AIX deal with 20 concurrent users**

<b>Description</b>	<b>Customer Price</b>
Hardware	\$189,925
IBM Software	\$73,781
Scanning SW	\$17,238
Services	\$114,139
<b>Total</b>	<b>\$395,083</b>

Typical Partner Profit from Margin: \$70K

ILSAP Payment: Up to \$10K

**Total Partner Profit: \$80K**

From small customers and departments with less than 10 users to very large customers with thousands of users and over a billion documents





# *Content Mgt. Application Areas*

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## **Banking/Finance**

- ★ Loan Origination
- ★ Signature Verification
- ★ Contract Management
- ★ Investment Research
- ★ Mutual Fund Processing
- ★ Credit Card Applications
- ★ Letters of Credit
- ★ Customer Service
- ★ Tax Records
- ★ Leasing Transactions
- ★ Stock Investments

## **Corporate Media**

- ★ Education / training
- ★ Distance / On-demand learning
- ★ Marketing collateral, media

## **Government and Transportation**

- ★ Law Enforcement - Case Records
- ★ Land Records
- ★ Asset Management
- ★ Tax Processing
- ★ Way Bills
- ★ Air Bills

## **Cross Industry**

- ★ Accts. Payable/Receivable
- ★ Order Processing
- ★ Customer Service
- ★ Sales Force Automation
- ★ Litigation Support
- ★ Competitive Files
- ★ Correspondence Tracking
- ★ Employee Applications/Benefits

## **Manufacturing**

- ★ Material Safety Data Sheets
- ★ Clinical Research
- ★ R&D Records Mgt.
- ★ Technical Manuals
- ★ Regulatory Compliance
- ★ Contract Management
- ★ ISO 9000 Certification
- ★ Asset Management
- ★ Engineering Change Control

## **Insurance / Health**

- ★ Claims Processing
- ★ Patient Records
- ★ New Drug Administration
- ★ Patient Accounting
- ★ Policy Origination
- ★ Group Pension Benefits
- ★ Underwriting
- ★ Policy Administration

# ***Beneficial Skills for Content Management***

---

- ★ Application Development
  - ★ Database
    - ★ Storage Management
    - ★ Service Configuration
    - ★ Workstation Setup
    - ★ Networking
- ★ Business Process Analysis
  - ★ Industry Expertise

# *Content Management*

---

## **Business Dynamics**

### **■ Current Business Environment**

- **Complex systems integration required**
- **Limited number of experienced Content Management business partners**

### **■ Increased Distributor Investment**

- **3 additional Content Mgt. specialists**
- **Enhanced Reseller support program for CM products**
- **Conduct 2 Content Management classes each 6 months**

## *Value-added Distributors*

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### **Business Partner Solutions, San Antonio, TX**

[www.bpsolutions.net](http://www.bpsolutions.net)

800-275-6922

Geography Coverage: North America

### **Magirus Datentechnik, Stuttgart, Germany**

[www.magirus.com/ibm](http://www.magirus.com/ibm)

e-mail: [edmsuite@magirus.com](mailto:edmsuite@magirus.com)

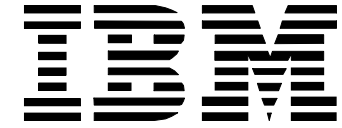
Geography Coverage: Central Europe

**In discussion with others**

# ***Marketing and Sales Support***

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- ★ Product Education
- ★ PartnerWorld Benefits
- ★ Dedicated Sales Support Team
- ★ Marketing material from "PartnerInfo"
- ★ Content Management brochures and fact sheets
- ★ Technical briefings and monthly newsletters
- ★ Global Software Solutions Guide
- ★ Linkage to Sales Specialists
- ★ Seminar-In-A-Box



# Electronic Document Management (EDM) Update

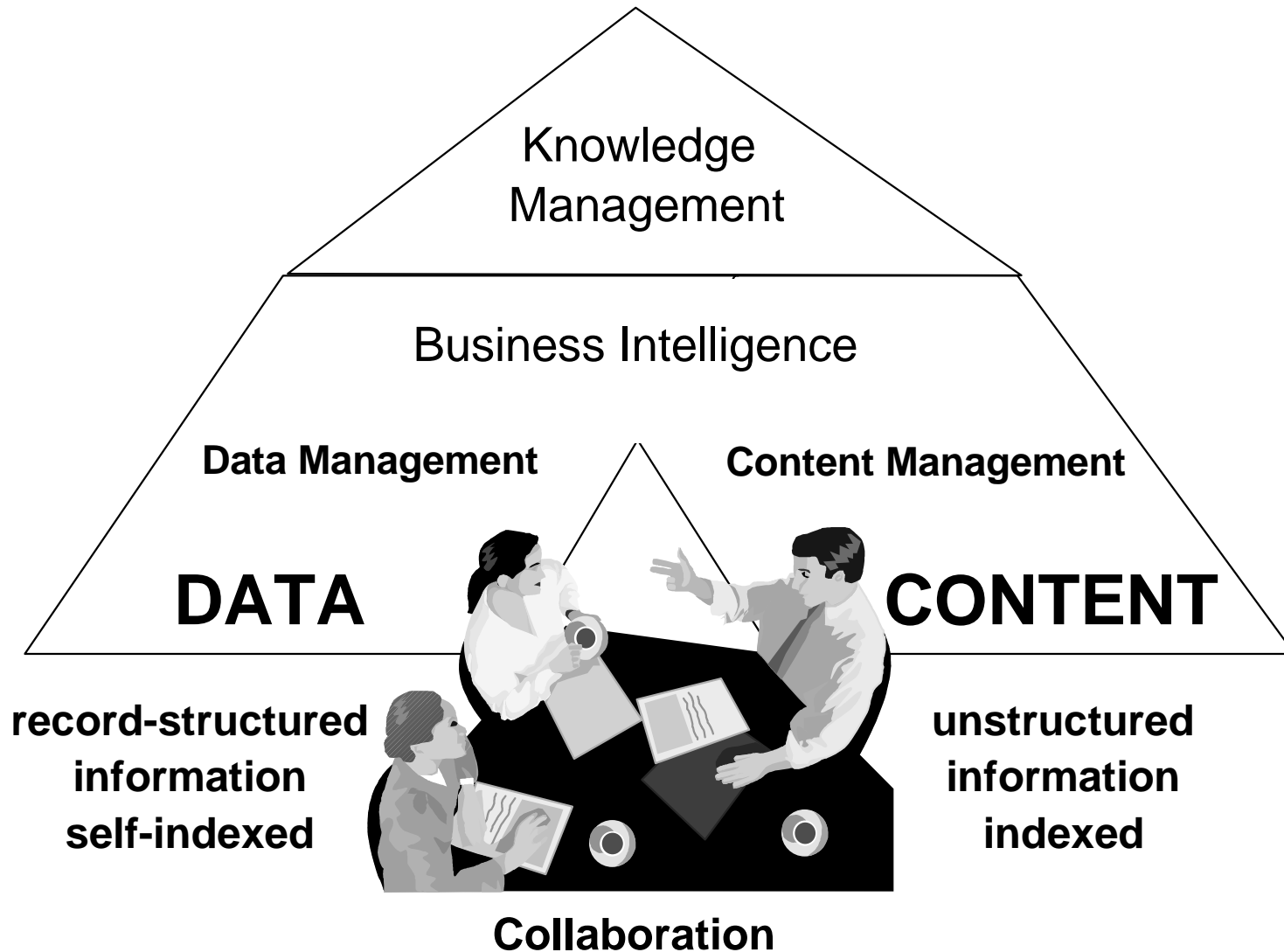
**Jerry Jones**  
**World Wide Content Management**  
**Global Systems Integrator**  
**Sales Support Manager**



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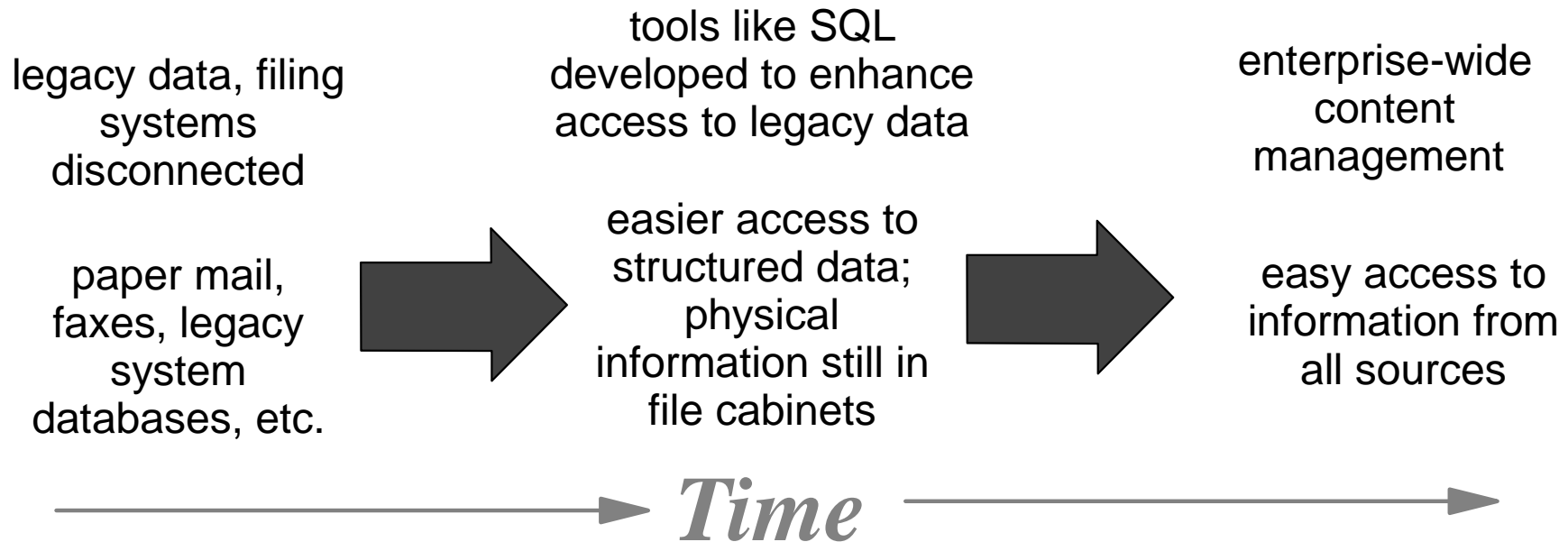
IBM Business Partner-Software Program

# Confluence of Data and Content



# *Why content management ?*

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***philosophical shift to digital management of all enterprise assets***

***with all data digitized, business operations shift from physical assets -> digital assets, and enables data -> information -> knowledge mgmt***



# *IBM Enterprise Document Management Suite*

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A series of integrated, advanced computing offerings designed to enable solutions to business problems that deliver improved customer service, increased productivity and competitive advantage.

## ***IBM EDMSuite & Digital Library***

---

### **ImagePlus VisualInfo**

- Production scan/capture search/retrieve imaging

### **EDMSuite OnDemand**

- Enterprise Report Management (COLD)

### **EDMSuite ContentConnect**

- Java based, web capable multi-repository access

### **Lotus Domino.doc**

- Electronic document mgmt (e-mail, word processor)

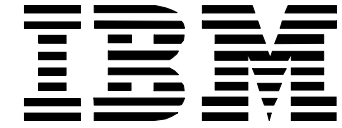
### **MQSeries Workflow**

- Highly functional work process management

*The future...enhancements to Digital Library and VisualInfo with the "Green" release...*

---

- **e-Documents for e-Business**
- **ContentConnect now ships with VisualInfo**
- **New thin-client will provide browser access to TIFF image documents with more file types such as AFP soon**
- **Enhanced search capabilities through integration with WebSphere and Lotus Domino Extended Search (DES)**
- **Enhanced Java development tool kit**
- **and more...**



# Business Intelligence

**Rick Michaels**  
**Software WorldWide Channel**  
**Marketing Data Management**

## *Business Intelligence Corporate Campaign*

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- **TV, print ads, the works**
- **A primary objective: drive leads directly to our partners**
- **Catch the wave**
  - *DB2 Certification or BI Certification*
  - *Visual Warehouse Technical Specialty*

## ***Certified Solutions Expert - Business Intelligence***

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### **■ Two Tests:**

- **503 - DB2 Universal Database Fundamentals**
- **515 - Business Intelligence Solutions**

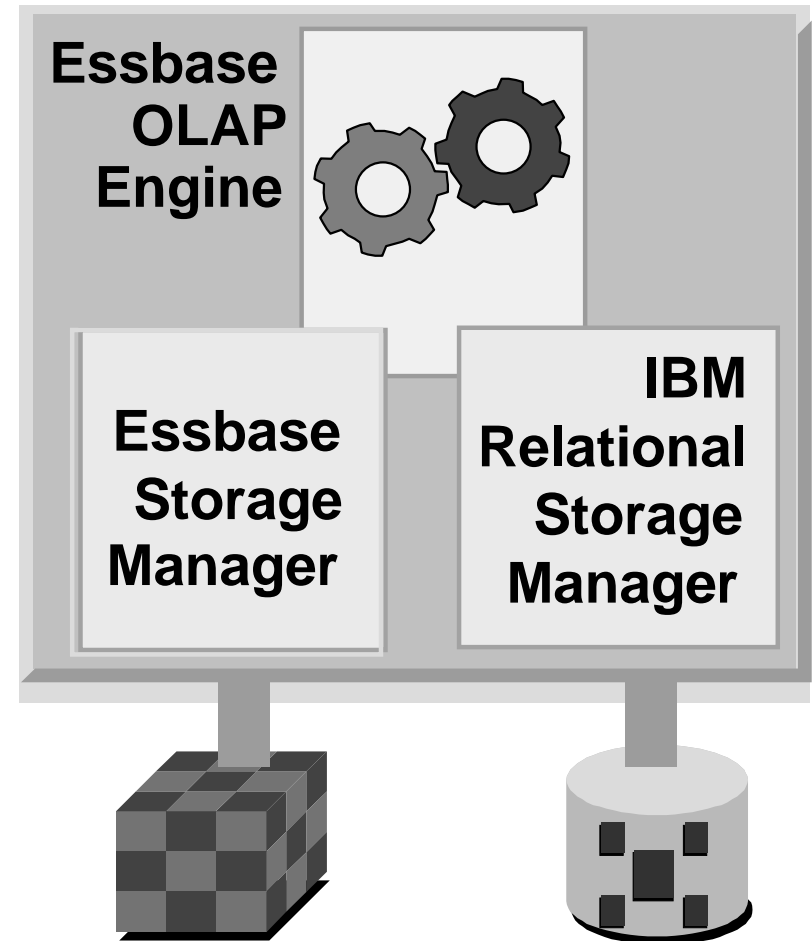
### **■ Shares same first test as DB2 Certs**

### **■ [www.software.ibm.com/data/channels](http://www.software.ibm.com/data/channels)**

# *DB2 OLAP Server Version 1.1*

---

Education:  
DW600 --DB2  
OLAP Server:  
Up & Running



## *BI Demo*

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- **Audience: non-IT management**
- **Visual Warehouse OLAP, BBC editions**
- **Dial-up connection**
- **ibmswna@us.ibm.com - "BI Solutions Demo"**
  - *Name*
  - *Title*
  - *Company*
  - *Address*
  - *Phone*
  - *Fax*



## *TeamPlayers*

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- **Direct Response Mail**
- **Next mail wave coming soon**
- **We do the work, you receive the leads**
- **200 pieces free**
- **Prospect list rental available**
- **[www.teamplayersprogram.com](http://www.teamplayersprogram.com)**

# *Business Intelligence Demonstration*

---

## **Qualifications:**

Visual Warehouse Specialty OR  
Business Intelligence Certification OR  
DW600 - DB2 OLAP Server

## **Access:**

ibmswna@us.ibm.com OR  
1-800-426-1822

## ***BI Solutions Demo email information required***

---

Subject: BI Solutions Demo

Partner Number

Your Name

Your Title

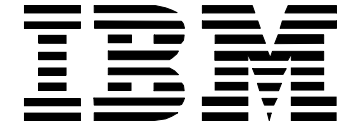
Company Name

Mailing Address

Phone Number

Fax Number

Your e-mail address



# Business Intelligence

**Beth Wolfe**  
**Data Management Channels Marketing**  
**North America**



IBM Business Partner-Software Program

## *Enablement*

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- **Training**
- **NFR Code**
- **BI Fundamentals CD**
- **Business Intelligence Demonstration**
- **Technical Mentoring**

## *Technical Mentoring Program*

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**Up and Running  
On-Site Assistance  
Discounted Technical Support**

<http://www.ibm.com/software/partnerweb/na>  
Choose the 'Support' category,  
then choose 'Technical Support'

## *Demand Generation*

---

- **Business Intelligence Seminar in a Box**
- **TeamPlayers**
- **Test Drive**

## *Test Drive*

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### **Extended to include:**

**Visual Warehouse (all editions)**

**DB2 Extended Edition**

**DB2 OLAP**

### **Leads via:**

**BPOPS**

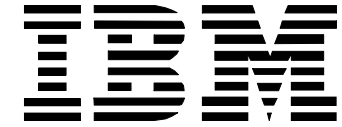
**IBM rep submission**

**Partner submission**

<http://www.ibm.com/software/partnerweb/na>

Choose the 'Marketing' category,  
then choose 'Campaigns'





# DB2 Program Update

**Dennis Dorman**  
**World Wide Channel Marketing**  
**Program Manager - Data**

## *DB2 Everywhere*

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### ■ **Extending DB2 to Handheld Devices**

- **PalmOS**
- **Windows CE**

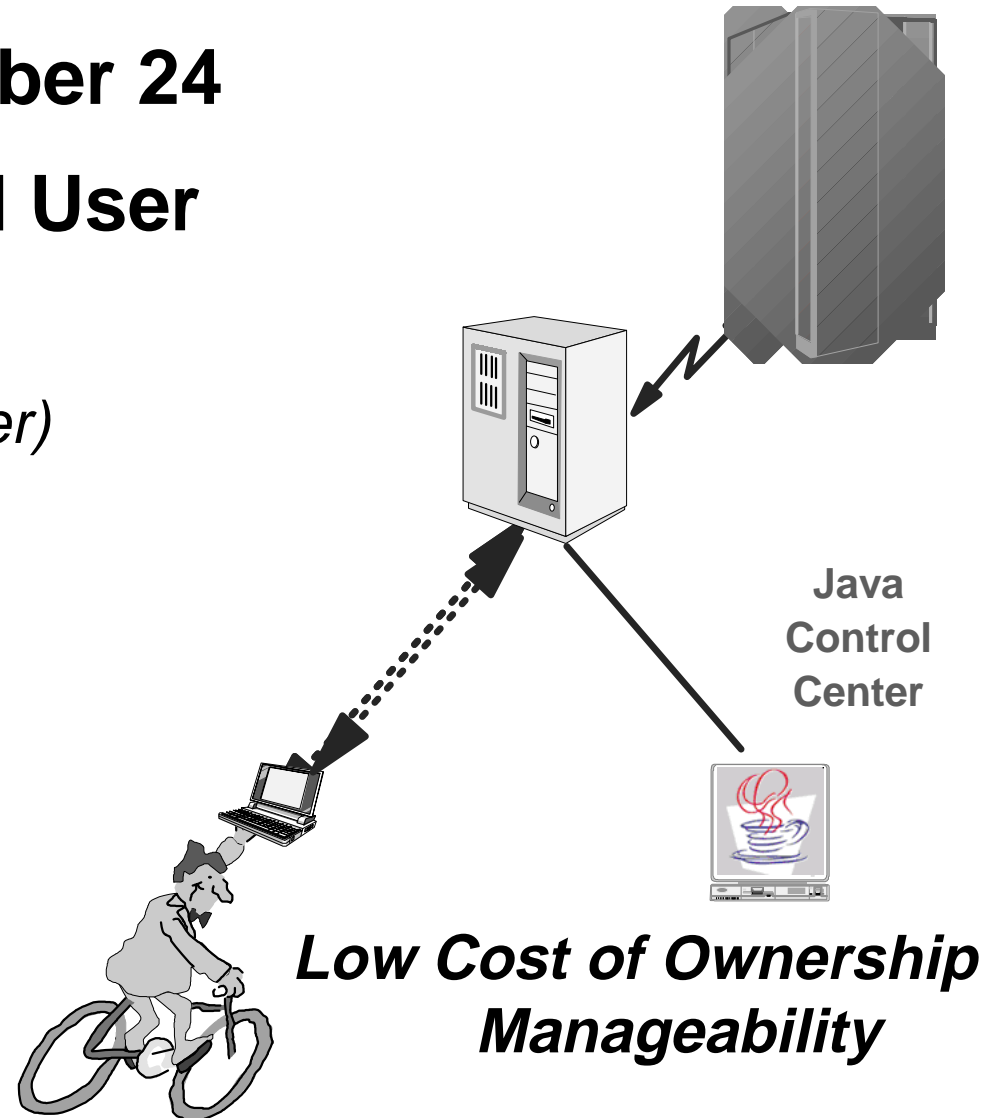
### ■ **Synchronization with:**

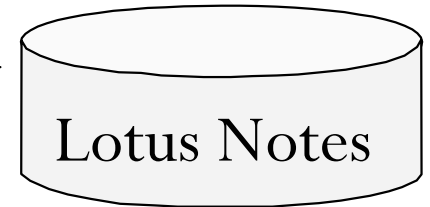
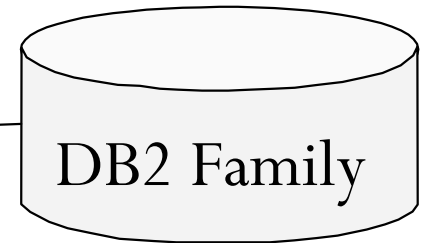
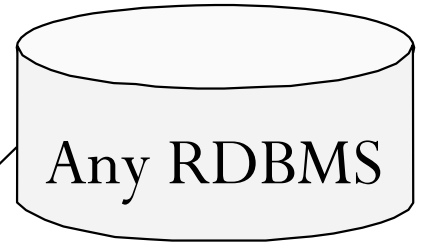
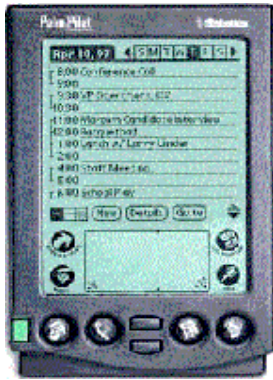
- **DB2 Everywhere Server**
- **IBM Mobile Connect V2.2**

## *DB2 Satellite Edition*

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- **Available September 24**
- **For Disconnected User**
- **Easy to Use**
  - *(transparent to end user)*
- **Easy to manage**
  - *Use Control Center*





## *Air Cover*

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### ■ **Increase Awareness of DB2**

- *Print Ad Campaign (August - November)*
  - ▲ 120 placements
  - ▲ Customer & Channel Publications
  
- *Web Banners*

## *New Collateral*

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- **DB2 Brochure**
- **Fact Sheets**
- **Sales CD**
  - *DB2 Fundamentals for Business Partners*
- **Marketing CD**
- **NFR code**
  - *Enterprise Edition & Personal Connect*
    - ▲ Avail Aug 20 (International English)
    - ▲ [WWW.BPOPS.COM](http://WWW.BPOPS.COM) to order

## *Education*

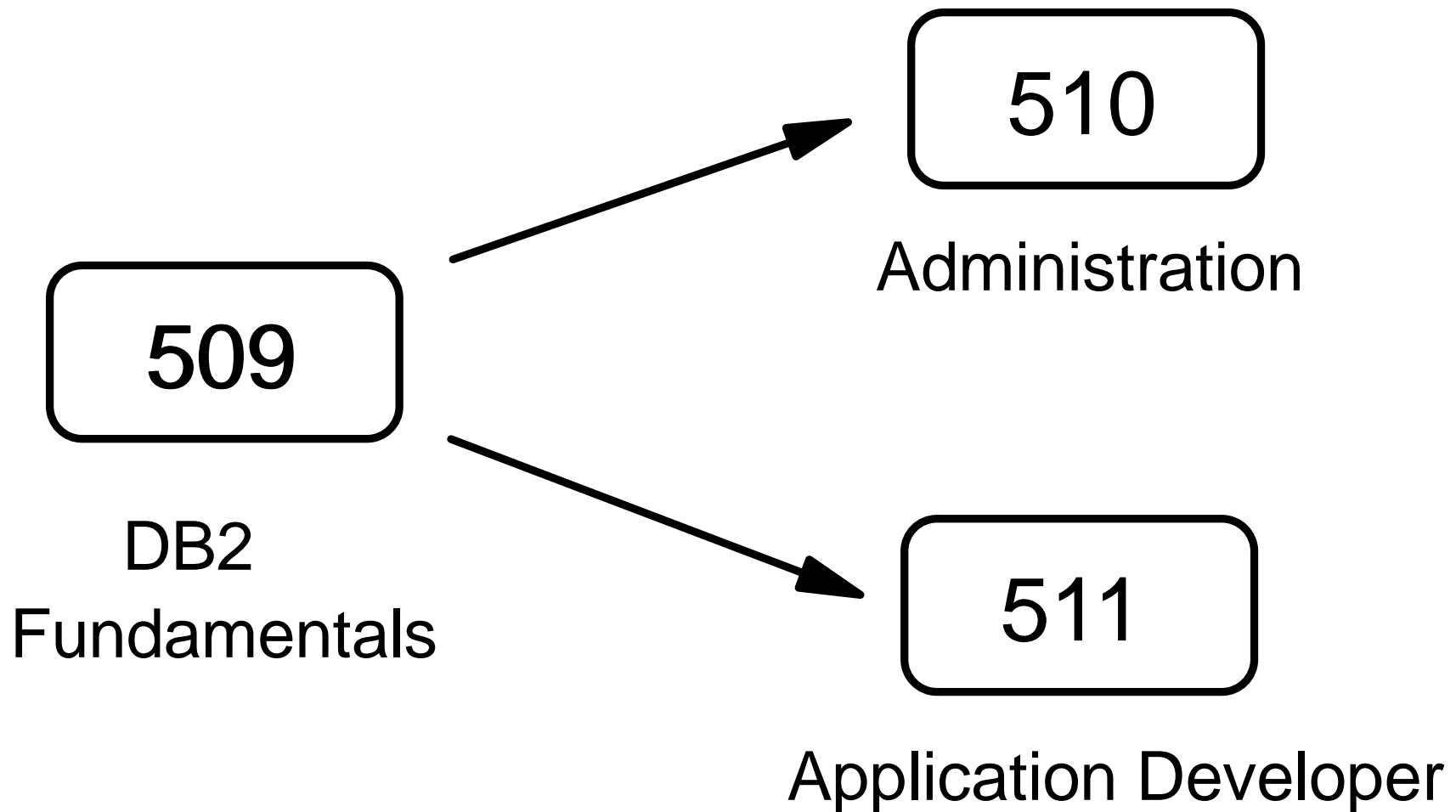
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- **Transition Course (CF071)**
  - *4 sessions scheduled through 12/9*
- **Transition Course CD**
  - *Will send to every Certified individual*
- **New Certification Guidebook**
  - *Available Early October*
- **Redbooks**

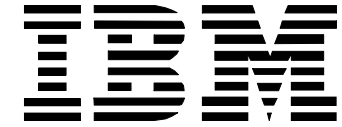
*Get Certified!*

## *DB2 Certification Path*

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# DB2 Program Update

**Beth Wolfe**  
**Data Management Channels Marketing**  
**North America**



IBM Business Partner-Software Program

## *Programs for you*

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■ **Technical Mentoring**

■ **Seminar in a Box**

● *Connect for Results*

■ **Data Management Test Drive**

■ **Advertize in DB2 Magazine**

## *Web Sites Referenced*

---

### ■ **IBM Business Partner Software Program Information**

- <http://www.ibm.com/software/partnerweb/na>

- ▲ Select Program Information

### ■ **SI Impact Awards**

- <http://www.solutionsintegrator.com>

### ■ **Quickstart '99**

- <http://www.ibm.com/certify>

- <http://www.ibm.com/partners/education>

### ■ **Business Partner Executive Institute**

- <http://www.ibm.com/Partners/bpei>

### ■ **Technical Mentoring Program**

- <Http://www.ibm.com/software/partnerweb/na>

- ▲ Choose support, then technical support

### ■ **SIB Central**

- <http://partnerinfo.software.ibm.com/sibcentral>

### ■ **Test Drive**

- <http://www.ibm.com/software/partnerweb/na>

- ▲ Choose Marketing category, the Campaigns

## *Web Sites Referenced cont.*

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### ■ **DB2 Rebate Offer**

- <http://www.software.ibm.com/data/info/switch>

### ■ **Mobile Connect**

- <http://www.ibm.com/solutions/mobile/products.htm>

### ■ **Palm Computing**

- [www.palm.com/newspromo/corporate/platform.html](http://www.palm.com/newspromo/corporate/platform.html)

### ■ **Pervasive Computing**

- <http://www.software.ibm.com/pervasive/>

### ■ **DB2 Courses**

- [Http://www.ibm.com/services/learning/delivery/classroom.html](http://www.ibm.com/services/learning/delivery/classroom.html),
  - ▲ Select DB2 Universal Database

### ■ **Certification Guide**

- <http://www.ibm.com/education/certify/certs/>
  - ▲ Select DB2 Universal Database then Certified Solutions Expert for Administration or Application Developer

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# IBMTV and TEN

- **Input from IBMTV and TEN sites**
  - **Fax answer sheets to 972-280-6394**

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## Thank You

- **Thank you for your attendance and support of IBM Business Partner Software Program**
- **We appreciated your input today**
  - **Additional input**
    - ▲ **Partner Services at 1-800-IBM-1822**
    - ▲ **FAX 1-972-280-6394**
    - ▲ **E-mail**  
**IBMSWNA@US.IBM.COM**