



WebSphere e-Commerce Solutions *Achieving Undisputed Leadership In Business-To-Business e-Commerce*

1 December 2000



The Goal - Undisputed Leadership in B2B

- **In addition to our solid, ongoing strength in B2C, you've laid the foundation for undisputed B2B leadership!!**
- **Together we can take it to the next level**
- **We're going to provide you the momentum you need to grow your B2B revenue**
 - ▶ Four hot new products to build B2B solutions
 - ▶ New sales tools that help you drive our message to LOB executives and decision makers
 - ▶ Customer success stories and competitive sales kits
 - ▶ Expanding 'Team IBM'
 - ▶ The WCS B2B drumbeat and much more!
- **Focus on what you can do to increase your sales**

IBM B2B e-Commerce Software Solutions Are...

Fast

Flexible

**Number One
Rated
e-commerce
Platform**

Fearless

Through Your Success We Have Laid the Foundation

- **In 2000, you will drive over \$25M in B2B e-commerce software sales!!!!**
- **Great momentum on B2B sell-side and huge success with WCS-MPE**
- **Closed some huge B2B enterprise deals this year**
 - ▶ European global leader in electrical engineering and electronics
 - e-Commerce software revenue: \$39.7M (USD)!!!
 - Awesome solution sale against Broadvision
 - Keep an eye out for our December press release
 - ▶ Guidant (US)
 - \$500K in software for commerce for sell-side solution!!
 - Beat i2
- **IBM leadership in the e-Marketplace space**
 - ▶ Over 300 marketplaces
 - ▶ 90 WCS-MPE marketplaces in the pipeline, 40 targeted to close by year-end, 30 being implemented today
 - WCS-MPE Sites are rapidly going live: Freeborders, CoatingsMart, Marubeni ...

Your Success Has Been Ramping Up All Yearlong

- **Freeorders: Kicked off hugely successful Limited Availability Release of WCS-MPE that included 12 paying beta customers out of the gate in June**
 - ▶ Innovative private trading network for apparel sourcing
 - ▶ Generate billions \$\$ by thousands of buyers and sellers in 2001
 - ▶ Radically lower cost of goods for everyone
- **CoatingsMart: Record-breaking launch of leading e-marketplace for paint industry**
 - ▶ Pulled great TEAM IBM together to deliver successful marketplace up & running in 8 weeks -- IGS, Hosting Services, Global Financing, Business Partner (Lante), and many more!!!
- **Omron Electronics: Built winning B2B e-commerce website by customer's October 2000 deadline**
 - ▶ Met the challenge with BP - Precision Systems Concepts
 - ▶ Converted 30,000 SKUs in print catalog to B2B site with parametric search capabilities meeting time constraints and keeping cost down

FAST - FLEXIBLE - FEARLESS



You're Building Customer References Every Day



FreeBorders.com

SONY

UNITED COLORS OF BENETTON.

GraybaR



*Cayenta*TM

Your Total Service Provider



RenovoTech
.com

a property of
Renovo Group, Inc.

ERICSSON



packageXTM.com

OMRON®

GOOD YEAR



Intellectual Property Network
To Search & Research



2000 Was Just the Tip of the B2B Iceberg

- This year: e-commerce between companies will total \$336B or 3% of the total B2B transactions
- By 2005: e-commerce between businesses will grow to 40% -- representing \$6.3 trillion of online trade
- By 2011: analysts project over 80% of all B2B commerce will be electronic!
- The opportunity for 2001 is real!
(Source: Jupiter 9/00)
 - ▶ The software opportunity for sell side and marketplaces is over \$1.3B
 - ▶ If we capture only 8% of this opportunity it represents over \$100M in WCS revenue
- Sales success in B2B is critical to all of us!

Why is B2B Growing?

Businesses Recognize the Advantages are Real!

■ The new B2B frontier enables businesses to:

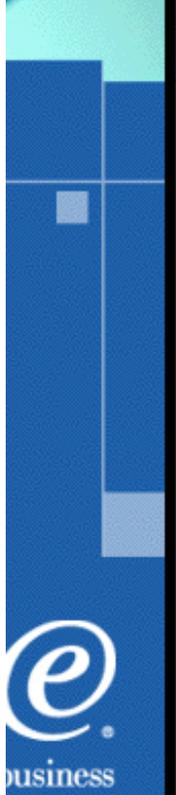
- ▶ Manage the 'customer value chain'
- ▶ Accelerate the speed they can respond to customers
- ▶ Expand business opportunities and open new markets
- ▶ Increase operational efficiency and reduce costs
- ▶ Enhance customer service and increase loyalty
- ▶ Grow revenue and dramatically improve the bottom line

■ To capitalize, the industry is responding at breakneck speed with a B2B revolution

- ▶ New Internet standards and increased access means a friendly environment to synchronize and integrate business processes
- ▶ Emerging marketplaces make B2B e-commerce affordable to buyers and sellers of all sizes
- ▶ Hot new technologies like m-Commerce spreads reach to buyers anywhere

■ WCS must be seen as a leader in this revolution

- ▶ Proven track record with leading-edge businesses - References!
- ▶ Industry knowledge and Signature Selling Method
- ▶ Solutions leader built on the best products in the industry



Success = Targeted Solution Selling

- **Companies selling to other companies**
 - ▶ Wins: Ericsson, Omron, Guidant
 - ▶ Solution Examples: WCS + Catalog Manager, WCS + Commerce Integrator Seller Edition
- **External or internal supply chains**
 - ▶ Wins: Goodyear, Whirlpool
 - ▶ Solution Examples: WCS + Catalog Manager, WCS-SPE + Payment Manager
- **Marketplaces**
 - ▶ Wins: Sony (Japan), CoatingsMart, Freeborders
 - ▶ Solution Examples: WCS-MPE + Catalog Manager, Alliance Solutions (IBM/Ariba/I2)
- **Indirect Selling (Supplier Enablement)**
 - ▶ Customers: IBM.com, ExpansionNet
 - ▶ Solution Examples: WCS + Commerce Integrator Seller Edition, WCS + StartNow for Ariba SupplierLive, WCS-SPE + Payment Manager + Connectors

Target Industries

- Manufacturing (Whirlpool)
- Distribution (Goodyear)
- WCS retail customers transforming to B2B commerce (Land's End)
- NetGen (Freeborders)

Competitive Value of IBM's B2B e-Commerce Solutions...

- FEARLESS: Provide **value around the transaction**
 - ▶ Enhance entire customer relationship and all business processes involved
- FEARLESS: Help customers **anywhere in the world** do business over the web -- either locally or globally
- FLEXIBLE: **Adaptable** to support the sales strategy of the organization
- FLEXIBLE: Support **organizations of all sizes** and handle rapid changes in a dynamic world
- FAST: Easily **extend the enterprise** between 2 businesses or entire supply chain

Exciting **New** Products For Building B2B Solutions

■ **WebSphere Commerce Suite V.5.1**

- ▶ General Availability: November 30, 2000 (NT, English, DB2 only)
- ▶ Marketing Launch: January 2001
- ▶ AIX: January 31, 2001
- ▶ Solaris, Win2000 and NT, AIX NLV: February 28, 2001
- ▶ Win2000 NLV: March 31, 2001
- ▶ OS400: 2Q01
- ▶ OS390: tbd

■ **WebSphere Commerce Suite Marketplace Edition V.4.1**

- ▶ General Availability for AIX: November 21, 2000 (Limited Availability: June 2000)
- ▶ NLV version: December 15, 2000

■ **WebSphere Catalog Manager V.1.1**

- ▶ General Availability: November 24, 2000 (NT, English)
- ▶ NLV: March 31, 2000

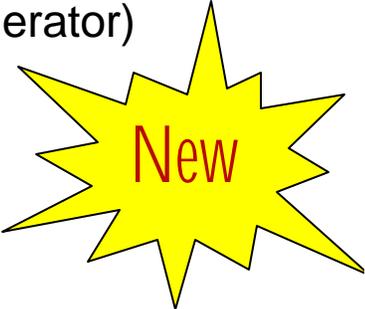
■ **Commerce Integrator Seller Edition (PRPQ)**

- ▶ Limited availability (PRPQ, IBM only): November 20, 2000



WebSphere Commerce Suite v5.1

- **FAST & FEARLESS:** Single package provides components to create and run sophisticated e-commerce applications
 - ▶ Buyer group specific pricing/catalog views (Commerce Accelerator)
 - ▶ Auctions
 - ▶ m-Commerce enabled
 - ▶ Business Intelligence
 - ▶ B/E integration - extends to suppliers (XML)
 - ▶ B2B order management
- **FLEXIBLE:** Multiple editions tailored to meet specific customer requirements
- **FLEXIBLE:** Built on 100% Java and industry standards for portability, extensibility and easier development
- **FAST & FEARLESS:** Leverages WebSphere Application Server for scalability, reliability and killer performance
- **FEARLESS:** Supports Global commerce with NLS and multicultural support -- including multi-currency payment support
- **Competitors:** ATG, Blue Martini, BEA, Intershop, Broadvision, Spaceworks, Microsoft, Oracle, iPlanet



New

WebSphere Commerce Suite v5.1

Packaging

- ▶ Start Edition - base commerce server, sold primarily through business partners
- ▶ Pro Edition - Auctions, buyer group promotions/ campaigns, personalization
- ▶ Commerce Developer Studio - Start includes Visual Age, Hot Media and Page Designer; Pro edition adds tools for auctions, creating rules and personalization
- ▶ DB2, WAS, HTTP Server, Secureway Director, Payment Manager included in both editions

Product Availability - Start & Pro

- ▶ NT (English, DB2) - 11/30/00
- ▶ WC Studio NT editions - 11/30/00
- ▶ AIX - 01/31/01
- ▶ Solaris & Win2000 - 02/28/01
- ▶ NT/AIX NLVs - 02/28/01
- ▶ Win2000 NLV - 03/31/01
- ▶ OS400 - 2Q01
- ▶ OS390 - tbd

Pricing - Start & Pro

- ▶ Start processor - \$9K
- ▶ Start store - 0.5K
- ▶ Pro processor - \$45K
- ▶ Pro store - \$8K
- ▶ WC Studio Developer, per user - \$2.5K
- ▶ WC Studio Pro Developer, per user \$10K

**Special Worldwide
Promotion
Limited Time Only
12/31/2000**

★ Drive WCS Revenue for 4Q00

★ V5.1 licenses at V4.1 prices through Passport Advantage

★ Additional 18% Savings

★ Sell NT Today to AIX customers --
Use NT development tools now;
Publish to AIX server in January

Leverage V5.1 to Sell **New** B2B Solutions

- **B2B sell-side solution with catalog management**
 - ▶ WebSphere Commerce Suite V.5.1/4.1 + WebSphere Catalog Manager
 - ▶ V.5/CM beta customers: Mazda, 3M
 - ▶ Maintain advanced, dynamic e-commerce site with more than two-fold improvement of catalog data management process saving time and money

- **B2B sell-side solution with front-end integration**
 - ▶ WebSphere Commerce Suite V.4.1 + Commerce Integrator Seller Edition
 - ▶ Beta customer: IBM.com (Major Account Sales)
 - ▶ Quickly, easily and seamlessly extend the supply chain from seller's site to eMarketPlaces and buyer's procurement systems with robust point-to-point connectors

WebSphere Commerce Suite MarketPlace Edition v4.1

- **FAST & FEARLESS: Integrated framework for building e-marketplaces**
 - ▶ Auction, RFP/RFQ, exchange and catalog on single platform
 - ▶ Advance searching capabilities, contracts and workflow
 - ▶ Business integration tools for supplier enablement
- **FLEXIBLE: Supports multiple dynamic trading models and contract requirements existing between multiple sellers and buyers**
- **FLEXIBLE: Enables marketplace participants to electronically share or aggregate product and service information using Java and XML standards-based technologies**
- **FAST: Speeds time-to-market for new features and services through adherence to open standards**
- **FAST, FLEXIBLE, FEARLESS: Combines ease and speed of development with adaptability and versatility**
 - ▶ Full functioned integrated Java platform
 - ▶ Additional functions through variety of ISVs
 - ▶ Complete toolset to ease customization
- **Competitors: Broadvision, Intershop, RightWorks, SpaceWorks, iPlanet, CommerceOne, Oracle, Atlas Commerce**



New

WCS MarketPlace Edition v4.1

Packaging

- ▶ Includes: WCS-MPE Server, DB2 Udb, DB2 Extenders, WAS, WCS Pro, Net.Data, Segue Silk Preview for NT, SecureWay Directory
- ▶ AIX

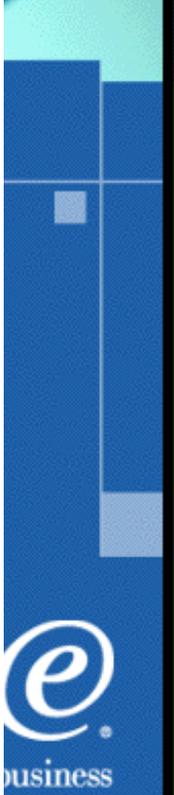
Product Availability

- ▶ GA AIX version 11/21/00
- ▶ NLV available 12/15/00
- ▶ FixPack for Business Partner Enablement 1Q01
- ▶ Evaluating Oracle, Solaris, NT, Hosted Offering

Pricing

- ▶ \$125K/processor
- ▶ Typical configuration w/ 4 processors
- ▶ No transaction fees

**First
WCS-MPE
Customer Council
12/11/2000
New York**



IBM e-Marketplace Solutions

WCS Marketplace Edition - provides a robust and scalable e-marketplace platform for **independent trading exchanges for companies of all sizes, private e-markets run by large enterprises for suppliers and dot-com initiated e-markets**. Delivers fast, flexible and cost-effective e-marketplaces.

Competitors: iPlanet, Intershop, Broadvision, Ariba, Asera, Atlas Commerce

IBM/i2/Ariba Solution - delivers a value chain-centric, end-to-end marketplace platform -- with tightly coupled procurement (Ariba Buyer) integrated with marketplace (Ariba Marketplace & Ariba Dynamic Trade; or i2 Trade Matrix) and supply chain (i2 Trade Matrix) -- that targets **large enterprises** and their business trading partners.

Competitors: Oracle, CommerceOne

Hot News:

***Effective Jan 1, 2000, B2B Solution Reps Paid
for WCS Marketplace Edition &
WCS Sell-Side Solutions!!!!***

Leverage MarketPlace Edition to Sell **New** Solutions

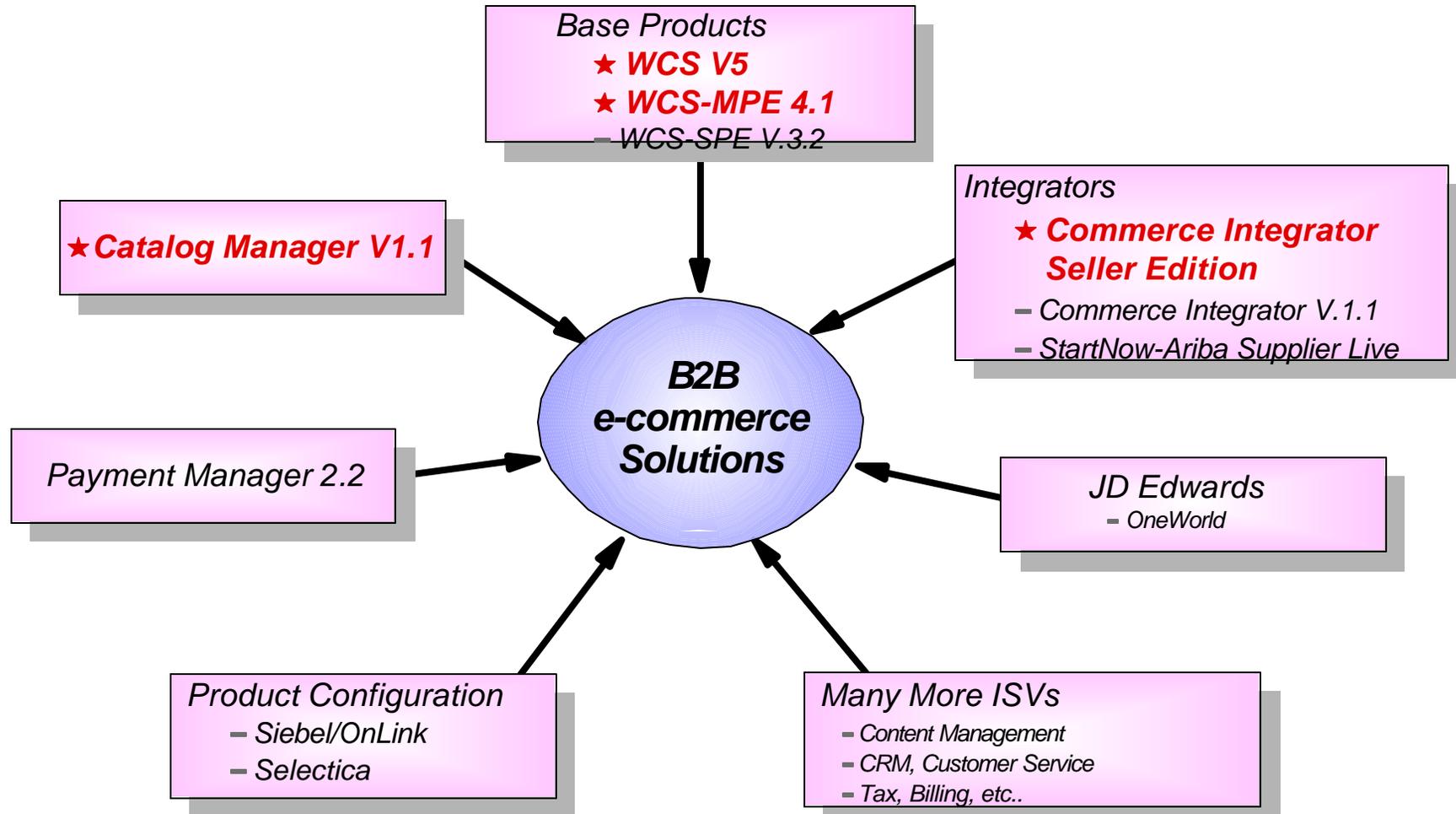
■ e-Marketplace solution plus supplier enablement

- ▶ WebSphere Commerce Suite Marketplace Edition V4.1 + WebSphere Catalog Manager
- ▶ Beta customers: UNIG, Nedit, Cayenta/Healthwell
- ▶ Gives marketmaker fast, flexible, easy-to-use solution to enable suppliers to deliver product information to marketplace catalog

■ e-Marketplace solution plus enterprise system integration

- ▶ WebSphere Commerce Suite Marketplace Edition V4.1 + JD Edwards OneWorld
- ▶ Provides fast tight integration for backend systems that is highly scalable

Software Solution Components "The Building Blocks For Solutions"



★ Adding new products to solutions portfolio

Selling solutions drives revenue for our whole product portfolio - hw, sw, services

WebSphere Catalog Manager v1.1



New

- **FAST: Client and server-based tools to facilitate the collection, management and distribution of catalog information**
 - ▶ Facilitates the Import/Export of Data through XML
 - Aggregates Data
 - Filter/Query Data
 - Publish Data
 - Migrates Data
 - ▶ Easy-to-use Editing Tools for Content Contributors
 - Product Definitions
 - Categories
 - Product Relationships/Packaging
 - Data Validation
- **FLEXIBLE: Aggregates and consolidates catalog data from multiple suppliers in a centrally managed system**
- **FLEXIBLE: Exports catalog data for distribution to trading partners**
- **FLEXIBLE: Uses standards-based Java and XML technologies to simplify information sharing**
- **FAST: Easy enough for line-of-business personnel to build and manage catalogs**
- **FEARLESS: Supports multiple languages and currencies out-of-the-box**
- **Competitors: Cohera, Cardonet, Saqqara, Poet**

LEARN MORE at EBU Online: <http://it.lahulpe.ibm.com/ebu/signon>

WebSphere Catalog Manager v1.1

Packaging

- ▶ WCM Server Package
 - Includes: CM Server, WAS, DB2, LDAP
 - Loads catalog data to all WCS platforms for WCS-MPE, WCS Pro
 - Windows NT
- ▶ WCM Client Package
 - Single CM workstation client
 - Migration path for existing CA customers

Availability

- ▶ English NT: 11/24/00
 - ▶ English version: Enabled for national languages
- ▶ NLV: 3/31/01

Pricing

- ▶ WCM Server: \$25K/processor
- ▶ WCM Client: \$3K/user

Commerce Integrator Seller Edition



New

- **FAST & FEARLESS: Enables "best-of-breed" end-to-end supplier solutions**
 - ▶ Fast, easy front-end integration to industry leading e-marketplace and e-procurement systems:
 - Ariba
 - Metiom (formerly Intelisys)
- **FAST: Slashes connectivity costs by leveraging packaged connectors**
- **FLEXIBLE: Extends the value of an organization's WCS investment with connections to multiple e-marketplaces and procurement systems**
- **Other WebSphere Commerce Suite Integration Software**
 - ▶ Commerce Integrator V.1.1
 - ▶ IBM StartNow e-Commerce Solutions for Ariba SupplierLive
- **Other IBM Integration Software**
 - ▶ MQ Series
 - ▶ B2B Integrator (Extricity)
 - ▶ iSeries Connect (AS400)
- **Competitors:**
 - ▶ Connector based: Broadvision, Blue Martini, Microsoft, Interworld
 - ▶ Gateway based: webMethods, Tibco

LEARN MORE at EBU Online: <http://lt.lahulpe.ibm.com/ebu/signon>

Commerce Integrator Seller Edition

Packaging

- ▶ **Commerce Integrator Seller Edition** (i-listed PRPQ)
Suite of Integration Connectors for Ariba, Metiom, OBI
Windows NT, English
Limited Availability/Beta (to be released in Commerce Integrator v2 - Plan March 2000 but not booked yet)
Compatible with WCS v4.1
 - Statement of direction: Additional connectors for WCS-MPE, mySAP, Commerce One, Oracle
- ▶ **Commerce Integrator v1.1**
Start/Pro Versions
Backend ERP System Integration
Compatible with WCS v3.2, Windows NT, AIX, Solaris, English

Availability

- ▶ Commerce Integrator Seller Edition - November 30, 2000
- ▶ Commerce Integrator V1.1 - available now

Pricing

- ▶ **Commerce Integrator Seller Edition**
\$40,000 per cpu
- ▶ **Commerce Integrator v1.1**
Start: \$20K first cpu, \$16K additional
Pro: \$40K first cpu, \$36K additional

Hot New Sales Tools You Can Use

- Exciting, new solution-oriented B2B e-commerce sales presentation (available Dec.)
- More than 11 B2B customer success stories you can add to your presentations (available now)
- Jazzy B2B e-commerce solutions CD to leave with your customers (available Jan.)
- 4 slick customer videos on the web (2 now; 2 Jan.)
- Lots of fresh new sales literature (available now-Jan)
 - ▶ New Solution Overview, New Product Sheets, More Whitepapers, New Configuration Guides & more.....
- Competitive sales guide for 9 B2B competitors (available Dec.)
- 5 updated and expanded B2B demos (1 now, 2 Dec., 1 Jan.)

**High-Quality
Revamped
Sales Tools** ..

See Back-Up charts 37-39 for complete list with availability dates

GET YOUR NEW TOOLS AT:

<http://w3.ncs.ibm.com/ecommerce>

<http://www.ibm.com/software/partnerwebna>

<http://www.ibm.com/software/websphere/commerce>

<http://www.developer.ibm.com/welcome/wcs/index.html>

Air Cover You Can Count on to Support Your Sales Efforts!!!

- Projected to generate **\$200M+** in IBM e-commerce opportunity revenue in EMEA (\$62M) & NA (\$138M) from *Corporate e-Commerce Campaign*
- Repeatedly reaching more than **500,000** customers worldwide with exciting B2B success stories and leadership announcements in dozens of *customer newsletters and IBM websites* through end of year
- Generating customer awareness at *CeBit* -- world's largest industry event -- *Feb 01*
- *AP customer tour* with Sandy Carter and AP spokesperson (B2B & B2C) -- Feb 01
- Direct mail and e-mail promotion of subscription offer for series of case study booklets targeted for LOB, IT and industry-specific audiences in 5 European languages throughout 1H01 in EMEA

Lead Access

WW IBM Rep - OMSYS
Americas IBM Rep
- Also MSM
Americas Business
Partners - BPOPS

Key OMSYS/MSM Codes

Solution Code: ECMM
Brand Code: ECMM in OMSYS, ECOM in MSM
ISA Codes:
510 - e-business
511 - B2B Web Selling & e-markets
512 - B2C Web Selling
530 - e-commerce hosting

More Air Cover You Can Count on from your WW Marketing Team!!

- Reaching **700,000** B2B and marketplace prospects with targeted invitations to interactive **webcast December 13**
 - ▶ Starring GEXpress, CoatingsMart, IDC Analyst and IBM
 - ▶ Projected to generate **20** qualified leads for Marketplace Edition and B2B solutions
- Staking out IBM e-marketplace leadership and raising WCS-MPE awareness with **2,000** NetGen business leaders -- WW Platinum sponsor of **GroundZero4, Los Angeles, Dec 5-7**
 - ▶ WW Platinum Sponsor at 3 more GroundZero events in AP, EMEA, NA - 2001
 - ▶ Leads distributed through Kathy Harper
- Spreading the word on IBM B2B e-Commerce Solutions with speakers at major industry and customer events: **Doculabs, GroundZero4, FastTrack and many more next year**
- Special January mailing to **140,000** SW customers (NA) with commerce supplement to **IBM Software Catalog** highlighting Catalog Manager
 - ▶ Targeted mailing to **200,000** customers in March of complete update of Commerce SW Solutions in new Catalog

More Air Cover You Can Count on From Your WW Marketing Team!!

- Building on more than **1,600** press clips with **B2B** messages so far this year with
 - ▶ 3 media announcements reaching more than **450** e-commerce reporters worldwide -- NA-225, EMEA-110, AP-75, LA-40
 - Advanced order management with OpenOrders acquisition -- October (US)
 - B2B leadership with major European global company win --any day now! (WW)
 - e-marketplace leadership -- coming soon in 1Q01! (WW)
 - ▶ Huge WW PR Program for V.5 release -- late January
 - Press tour in 4 European cities
 - Press release localized with partners and customers in each Geo
 - ▶ Sandy Carter and AP spokesperson to brief media and analysts during AP Tour -- February (B2B & B2C content)
 - ▶ Many features and positive press coming on MarketPlace customers, B2B leadership, mobile commerce
 - Briefed 30 international reporters this week on WCS-MPE and mobile commerce
- Raising our **B2B** visibility with analyst meetings on **B2B** leadership proofpoints -- plus focused sessions on supplier enablement, catalog

What You Can Do to Close Business ...

- **Sell solutions** - leverage solution components with new and existing customers
- **Promote WCS V.5 at V.4 prices** before December 31 to your Passport Advantage Customers
- **Reinforce the leadership message** to your customers
 - ▶ Use the new B2B customer success stories
 - ▶ Reference our leadership PR and positive press
- **Complete sales training courses on 4 new products** on EBU Online by January 15
- Use the **new sales tools** available on e-Business Advisor, PartnerInfo and e-commerce website
- Jump on **hot leads** for WCS-Marketplace Edition in new year generated by **December customer events** (US-based)

FAST . . .

FLEXIBLE . . .

FEARLESS . . .

**WEBSPHERE E-COMMERCE
SOLUTIONS**

THANK YOU!!!

Questions & Answers

Back-Up

Contacts

- **Brian Silverman, Worldwide Business to Business Sales Manager, e-commerce software**
 - ▶ Brian Silverman/Somers/IBM@IBMUS
 - ▶ absilver@us.ibm.com
 - ▶ 1-914-766-1504

- **Kathy Harper, Worldwide e-commerce Sales Exec for MPE**
 - ▶ Kathy Harper/Atlanta/IBM@IBMUS
 - ▶ kharper@us.ibm.com
 - ▶ 1-770-644-5902

More B2B E-Commerce Solutions to Sell

- **Hosted B2B e-Commerce plus supplier enablement**
 - ▶ WebSphere Commerce Suite Service Provider Edition + IBM Start Now e-commerce Solutions for Ariba SupplierLive (by engagement)

- **Hosted B2B e-Commerce plus hosted payment**
 - ▶ WebSphere Commerce Suite Service Provider Edition + WebSphere Payment Manager

- **B2B sell-side + product configuration**
 - ▶ WebSphere Commerce Suite V.4.1/V.5.1 + ISV Product Configurators (Selectica, Siebel-OnLink)

Product Compatibility for Solutions

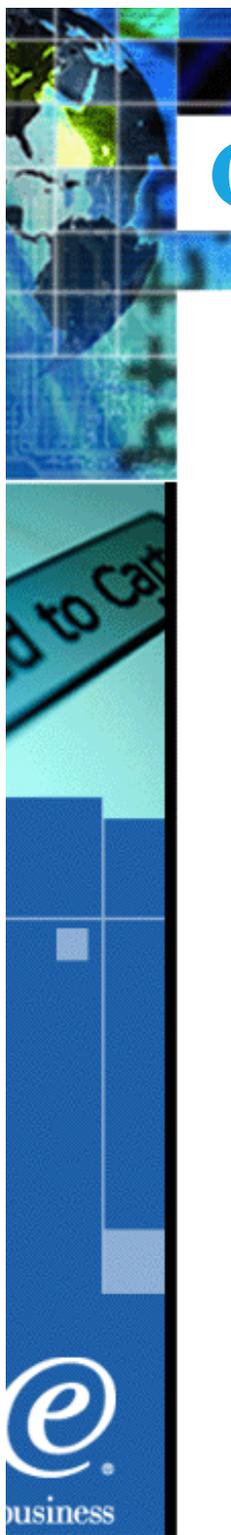
Product/Offering	WCS V4.1	WCS V5.1	WCS MPE V4.1	WCS SPE V3.2	Remarks
Commerce Integrator & Commerce Integrator Seller Edition	Y	Y*	Y**	Y***	*CI V2 will combine CI and CI Seller Edition; available March/April 2001 **as an engagement ***as an engagement for the Ariba component
IBM Solution for Ariba SupplierLive	Y*	N	N	N	*as an engagement
WebSphere Catalog Manager	Y*	Y	Y	Y**	* as an engagement ** By 1Q 2001
WebSphere Payment Manager	Y	Y	Y*	Y*	* as an engagement
Product Configurators (ISV)	Y	Y	Y*	N	*as an engagement
Alliance (IBM/Ariba/i2)	Y*	Y**	N/A	NA	*Ariba only **as an engagement
B2B Integrator	N	Y*	N	N/A	*as an engagement

The Best Just Keeps Getting Better

- **You're armed with the most competitive products in our history**
- **But we're committed in 2001 to taking our business to the next level with:**
 - ▶ Comprehensive B2B solutions with increased functionality to address all aspects of the customer's value chain
 - ▶ MarketPlace Edition enhancements delivering increased functionality, improved interfaces and a Java-based architecture
 - ▶ Expanded integration offerings addressing the internal and external processes for small, mid-tier and enterprise companies
 - ▶ Advanced order management capabilities through integration of OpenOrders software

Guidelines for IBM e-marketplace Solutions

	WCS-MPE	Alliance
Description	<ul style="list-style-type: none"> software solution for B2B e-commerce with strong sell-side functionality for a single company or group of companies that need a stand-alone marketplace targeted at the high volume, VAR driven market 	<ul style="list-style-type: none"> comprehensive integrated marketplace solution that incorporates supply chain management and e-procurement, running on IBM middleware for e-commerce.
Typical customer profile	<ul style="list-style-type: none"> mid and large enterprises establishing private exchanges NOT requiring complex integration stand-alone marketplaces netgen businesses 	<ul style="list-style-type: none"> complex integrated marketplaces that involve large enterprises for situations requiring high levels of integration, collaboration, and an active open interconnection with other e-marketplaces.
Pricing	<ul style="list-style-type: none"> NTE \$125K/processor Generally 4 processor min 	<ul style="list-style-type: none"> Generally > \$5M
Integration/collaboration	<ul style="list-style-type: none"> open standards provide API's to integrate to non-resident applications pervasive support 	<ul style="list-style-type: none"> Integrated suite of i2 supply chain services, Ariba Buyer software on IBM middleware enables integration of buyer , seller and the marketplace
Workflow/Site Management	<ul style="list-style-type: none"> provides one level workflow for procurement authorizations enables roles and membership definition API's provided for procurment integration 	<ul style="list-style-type: none"> supports complex user management enables multiple levels of workflow provides full function B2B buyer integration
Advantages	<ul style="list-style-type: none"> robust and scalable - built on DB2 and WebSphere NLV support symmetrical catalog structure permits integrated negotiation extensive sell side functionality incorporating personalization, shopping lists and campaign management product specific tools 	<ul style="list-style-type: none"> integration of supply chain tools enable customers to conduct strategic sourcing, dynamic pricing, collaborative designing, planning and forecasting.
Competitors	<ul style="list-style-type: none"> Sun/iPlanet Intershop Broadvision SpaceWorks RightWorks 	<ul style="list-style-type: none"> CommerceOne/SAP Oracle
Timeframe	<ul style="list-style-type: none"> 30+ days 	<ul style="list-style-type: none"> one to three months
Availability	<ul style="list-style-type: none"> NOW 	<ul style="list-style-type: none"> Q4 2000 (for full IBM SW integration)
More info	<ul style="list-style-type: none"> http://www.ibm.com/software/webshpere/commerce 	<ul style="list-style-type: none"> http://w3.ibm.com/e-marketplace



Hot **New** Sales Tools You Can Use

Tools	When Available
B2B Sales Win Kit	<ul style="list-style-type: none"> ▶ Easy to access web-based grouping of all B2B sales tools as pdfs at- e-Business Advisor, PartnerInfo and e-Commerce external sites ▶ Ongoing flow of new tools November to January
B2B e-Commerce Sales Presentation - all jazzed up- plus talking points	<ul style="list-style-type: none"> ▶ Line of business manager base presentation - Available December ▶ Industry-targeted and IT modules to follow 1Q01
New WCS-MPE Sales Presentation with customer solutions focus	▶ Now
B2B e-commerce solutions Multimedia Brochure CD	▶ January
4 Marketplace and B2B customer video segments CoatingsMart, Freeborders Ericsson, Siemens	<ul style="list-style-type: none"> ▶ Now ▶ January
WCS-MPE Marketing and Training CD for BPs and SIs	▶ 1Q01
B2B e-commerce solutions overview sheet	▶ December 15
Forbes B2B white paper	▶ Now
Updated E-Commerce Strategies report	▶ Now
Marketplace Edition brochure	▶ Now
StartNow Ariba SupplierLive brochure	▶ Now
WebSphere Commerce Suite Marketplace Edition product sheet	▶ December 15
2 WebSphere Commerce Suite Marketplace Edition whitepapers	▶ Now
IGS Marketplace whitepaper "Creating a successful business-to-business e-marketplace; strategic design considerations"	▶ Now
WebSphere Catalog Manager product sheet	▶ Now

GET YOUR NEW TOOLS AT:

<http://w3.ncs.ibm.com/ecommerce> <http://www.ibm.com/software/partnerwebna>
<http://www.ibm.com/software/websphere/commerce> <http://www.developer.ibm.com/welcome/wcs/index.html>



More **Hot** B2B Sales Tools You Can Use

Tools	When Available
WebSphere Catalog Manager white paper	▶ December 15
Commerce Integrator Seller Edition fact sheet	▶ December 15
WCS V.5 B2B brochure	▶ January
WebSphere Catalog Manager & Interwoven white paper	▶ 1Q01
B2B customer success story charts and talking points - 11 Now and more to come CoatingsMart, Ericsson, Paradata, Whirlpool, SciQuest, Goodyear, SoundConcepts, Supplyeye, Freeborders, GE Express, Staples to come: HVAC Industry, Land's End (B2B), IBM.com	▶ 11 Now ▶ Others coming Dec to 1Q01
Competitive sales guide High-level tables comparing the competition along with IBM value props and positioning against each, ATG, Blue Martini, BEA, Intershop, Broadvision, SpaceWorks, Microsoft, Oracle, iPlanet	▶ December
Updated Tekcraft B2B Sell-side Demo for WCS V.5.1 with customization guide	▶ January
Enhanced Tekcraft Demo for WCS V.4.1 with Ariba Connector	▶ December
JD Edwards integrated with WCS V.4.1 Demo with Ariba Connector	▶ January
Improved WCS-MPE Demo	▶ Now
JD Edwards integrated with WCS-MPE Demo	▶ December 15

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<http://w3.ncs.ibm.com/ecommerce>
<http://www.ibm.com/software/websphere/commerce>

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<http://www.developer.ibm.com/welcome/wcs/index.html>



More **Hot** B2B Sales Tools You Can Use

► Tools	When Available
<p>► IBM e-marketplace Offerings Positioning Tools (WCS-MPE & the Alliance)</p> <p>Internal presentation "Positioning WebSphere Commerce Suite Marketplace Edition and the IBM/i2/Ariba Solution"</p> <p>Internal whitepaper "Selling in the B-to-B e-commerce segment - Featuring IBM WebSphere Commerce Suite, Marketplace Edition and complementary offerings from Ariba and i2"</p> <p>Expanded internal whitepaper on positioning IBM e-marketplace offerings</p>	<p>► December</p> <p>► Now</p> <p>► January</p>
<p>Distance learning sales seminars at EBU Online (http://lt.lahulpe.ibm.com/ebu/signon)</p> <p>WCS V.5.1</p> <p>WCS -MPE V4.1</p> <p>Catalog Manager V.1.1</p> <p>Commerce Integrator Seller Edition</p> <p>B2B e-commerce competitive sales training - January</p>	<p>► Now</p> <p>► Now</p> <p>► Now</p> <p>► December 6</p> <p>► January</p>
<p>Recommended Product Configuration Guides</p> <p>WCS V.5.1</p> <p>WCS-MPE V4.1</p> <p>Catalog Manager V1.1</p>	<p>► December</p> <p>► December</p> <p>► January</p>

GET YOUR NEW TOOLS AT:

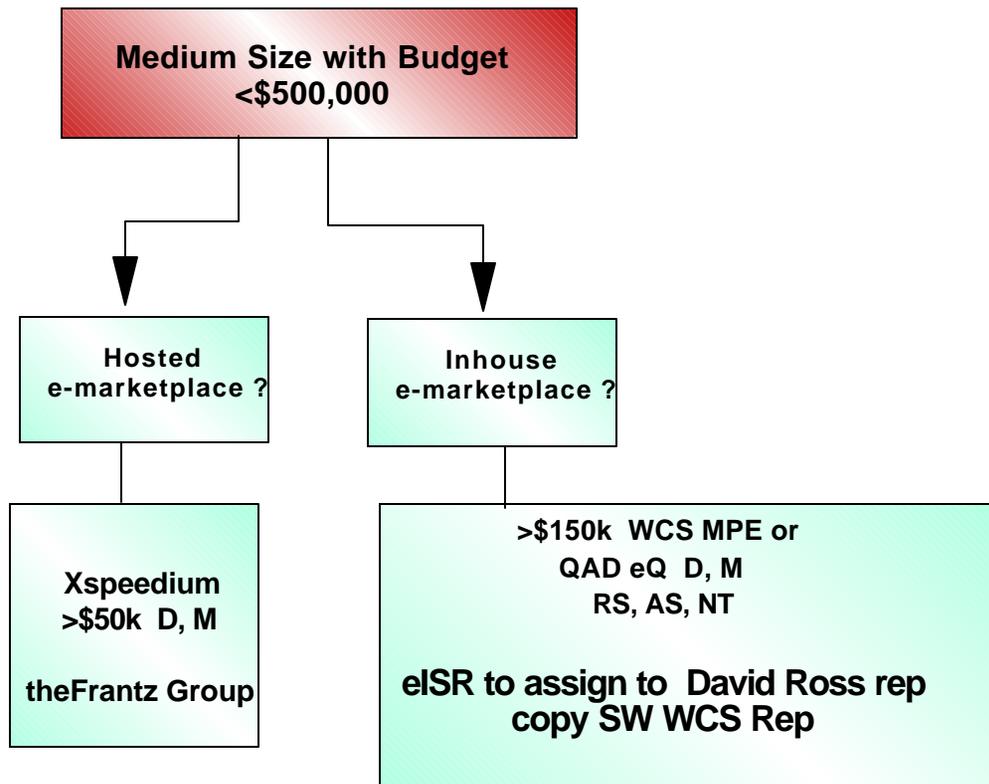
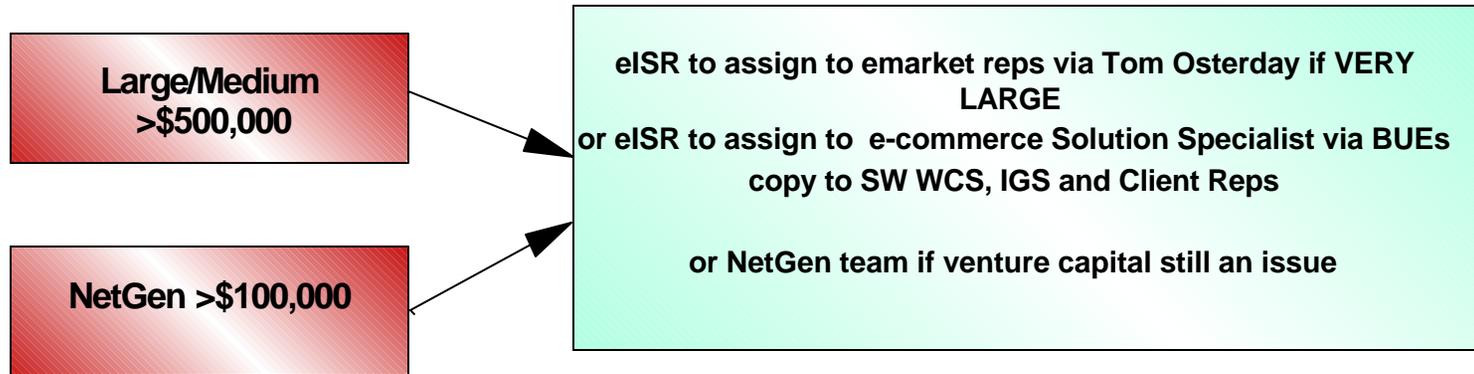
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<http://www.ibm.com/software/websphere/commerce> <http://www.developer.ibm.com/welcome/wcs/index.html>



For More Information: WCS-MarketPlace Edition

- **The Marketplace Edition Splash page:** <http://www.ibm.com/software/websphere/commerce>
- **What will customers and IBMers find when they link to the e-marketplace Splash page?**
 - ▶ Link to Marketplace Edition benefits/features
 - ▶ Link to e-marketplace application briefs and/or references: eSeeds, SciQuest, edeal.com and GE Express
 - ▶ Link to key ISVs/partners
 - ▶ Press release
 - ▶ Link to WCS Community Site
 - ▶ Within the library, the eMP customer brochure
 - ▶ Also to be posted at the library, the business white paper pdf
- **Alternate set of directions for finding Marketplace Edition materials at the Advisor:**
 - ▶ Go to e-business Advisor, <http://w3.ncs.ibm.com>
 - ▶ Select e-commerce Solutions
 - ▶ Select IBM Announces WebSphere Commerce Suite, Marketplace Edition
- **Which materials are currently at the Advisor?**
 - ▶ Press release
 - ▶ Internal Qs & As
 - ▶ Partner Info & Quotes
 - ▶ Customer Info & Quotes
 - ▶ e-Marketplace brochure
 - ▶ Selling Guide: Positioning IBM/Ariba/i2 Offerings
 - ▶ Application Briefs
 - ▶ Unauthorized Business White Paper
- **Other URLs:**
 - ▶ WebSphere Commerce Suite, all editions: <http://www.ibm.com/software/websphere/commerce/servers/index.html>
 - ▶ WCS Community: <http://www.ibm.com/software/websphere/commerce/community/>
 - ▶ Press release: http://www.ibm.com/software/websphere/commerce/press_051600.html
 - ▶ Splash page: <http://www.ibm.com/software/websphere/commerce/marketplace.html>
 - ▶ Brochure, White papers: <http://www.ibm.com/software/webservers/commerce/servers/lit.html>

Lead Process Example: e-Marketplace Solutions

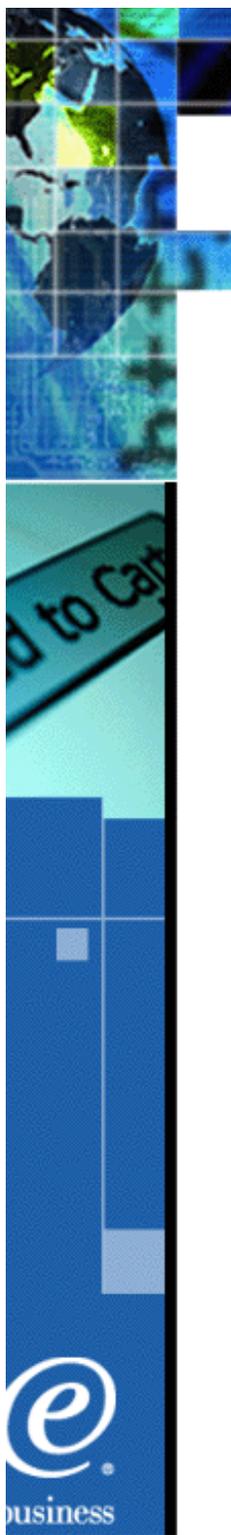


Example of B2B E-Commerce Competitive Sales Guide Oracle (Draft)

Company Background	
Contact Information	Oracle Redwood Shores, CA 650-506-7000 www.oracle.com
Year founded	1977 (IPO in 1986)
Number of employees	43,800
Public or private	Public, NASDAQ: ORCL
1999 revenues (if public)	\$8.8 billion
Product/service revenue split	42 software; 58% services
Sales channel	Direct and through partners
International presence	90 offices worldwide; software used in over 145 countries

Example of B2B E-Commerce Competitive Sales Guide Oracle (Draft) - cont.

Sales/Marketing/Positioning Highlights	
Who they are	Provider of Oracle database, tools, and application products, along with related consulting, education, and support services."Big Business. Small Business. All Business.", "Oracle Software Powers the Internet."
Product Offering	Oracle E-Business Suite is an integrated suite of products for integrating front and back office environments. The suite consists of iStore, an e-commerce application for B2C and B2B; iSupport, a customer self-service module for handling customer requests over the web; and eMail Center for managing inbound and outbound sales, marketing, and customer service email.
Market Focus	Oracle targets this suite to the broad market, including both Fortune 500 and mid-market organizations in manufacturing, retail, telco, and high tech.
Architecture	A mix of Java and C++; uses Java server pages.
Platform Support	Runs on Sun Solaris and HP-UX
Database Support	Oracle 8i
Web Application Server Support	Requires the Oracle Application Server
Pricing Information	\$100K per Universal Power Unit (equivalent to 1 MHz of processing power)
Key Customers	Bertelsmann AG (BOL.com), DrugEmporium.com
Key Partners	3COM, Data General, Intel, HP, Compaq, Sun



Example of B2B E-Commerce Competitive Sales Guide Oracle (Draft) - cont.

Solution Highlights	
Key Strengths	<ul style="list-style-type: none"> • Oracle's install base and strength in the database market • Ability for e-commerce components to tie into Oracle ERP applications and databases • Sits on top of Oracle Application Server
Key Limitations	<ul style="list-style-type: none"> • iStore e-commerce software is not as evolved as most competitors (including IBM's) • Platform support is limited • Oracle lacks clear strategy in the e-commerce market • Heavy reliance on other Oracle technologies

Example of B2B E-Commerce Competitive Sales Guide Oracle (Draft) - cont.

Competitive Positioning Highlights	
Competitor's positioning against IBM; potential objections raised	<ul style="list-style-type: none"> • Oracle e-commerce software can leverage existing Oracle database applications • Oracle's solution includes the Oracle Application Server • Oracle is the leader in e-business
IBM response to competitive positioning	<ul style="list-style-type: none"> • IBM's solution is open to tie into multiple ERP systems and line-of-business applications • IBM provides a solid infrastructure built on Java and leveraging the WebSphere Application Server for scalability • IBM is more than a database and software vendor; IBM offer a much richer complement of software products, as well as hardware and services to provide complete solutions • Oracle's many products makes it confusing for customers to understand which products are needed
Key IBM leverage points over competitor	<ul style="list-style-type: none"> • IBM is a global organization with more extensive services and support than Oracle • IBM is focused on e-commerce and e-business; Oracle's ability and expertise to support e-commerce deployments (as opposed to database deployment) is still questionable • IBM offers superior e-commerce software, with more advanced capabilities and more flexibility for business users • IBM is a more open solution that can leverage disparate back-end systems within an e-commerce deployment

