



e-business

**IBM North America
DB2 & Business Intelligence
Partner Conference Call
July 12, 2000
4 PM EDT**

1 877 997-9919

Passcode = DataManagement

*Hosted by: Glenn Rogers
NA Channels Marketing
DB2 and Business Intelligence*

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes through the letters.

IBM



Agenda

- Introduction and "Key News Bulletins"
- DataManagement on Linux
- Education Update
- Co-Marketing Programs Update
- Start Now Business Intelligence Solution
- Where to get more information
- Live Q & A

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters. It is positioned at the bottom of a vertical sidebar on the left side of the slide. The sidebar also contains a faint background image of a globe and a hand holding a mouse.

IBM



e-business

Introduction

- This call is recorded and available via replay for 2 weeks
 - ▶ Dial 1 800 408-3053 passcode 458 534
- Start your browsers, and bookmark URLs provided on the call
- We welcome suggestions for topics you want to hear
- Tell us what you like and don't like about this call, our programs

Forward feedback to Glenn Rogers at grogers@ca.ibm.com

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters. It is positioned at the bottom of a vertical sidebar on the left side of the slide. The sidebar also contains a faint background image of a globe and a hand holding a computer mouse.

IBM



e-business

Key News Bulletins !!

- There will not be a call in August
- Next Month's Call . . . Wednesday August 9 will be suspended due to summer vacations
- The next call will be held Wednesday September 13
- 4 PM Eastern Daylight Time
- Call in number 1 877 997 - 9919 Passcode = Data Management
- Watch for the agenda e-mail Monday September 5

Have a good Summer !!

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes through them.

IBM



e-business

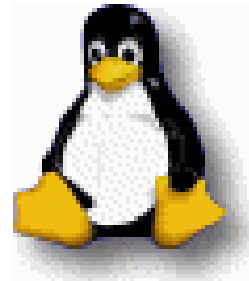
IBM Linux Strategy

Linux and Open Source

Scott Handy

Director, Linux Solutions Marketing

July 2000



IBM



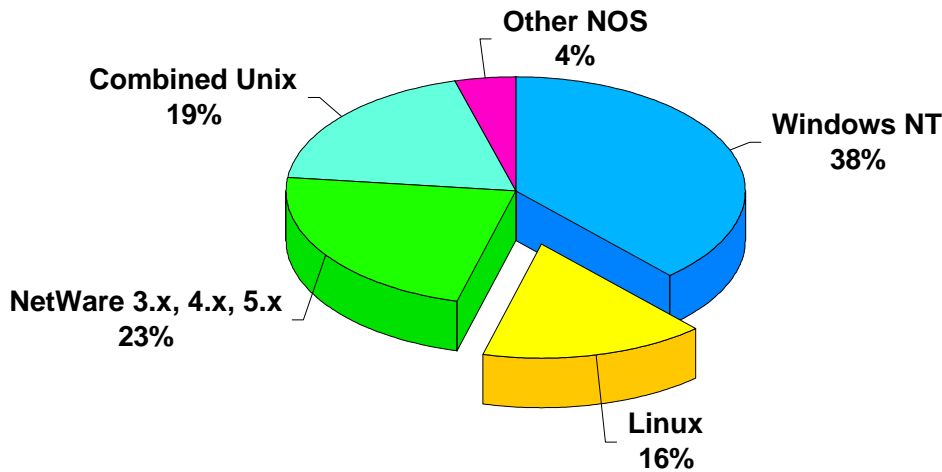
e-business

Why Linux is Important...

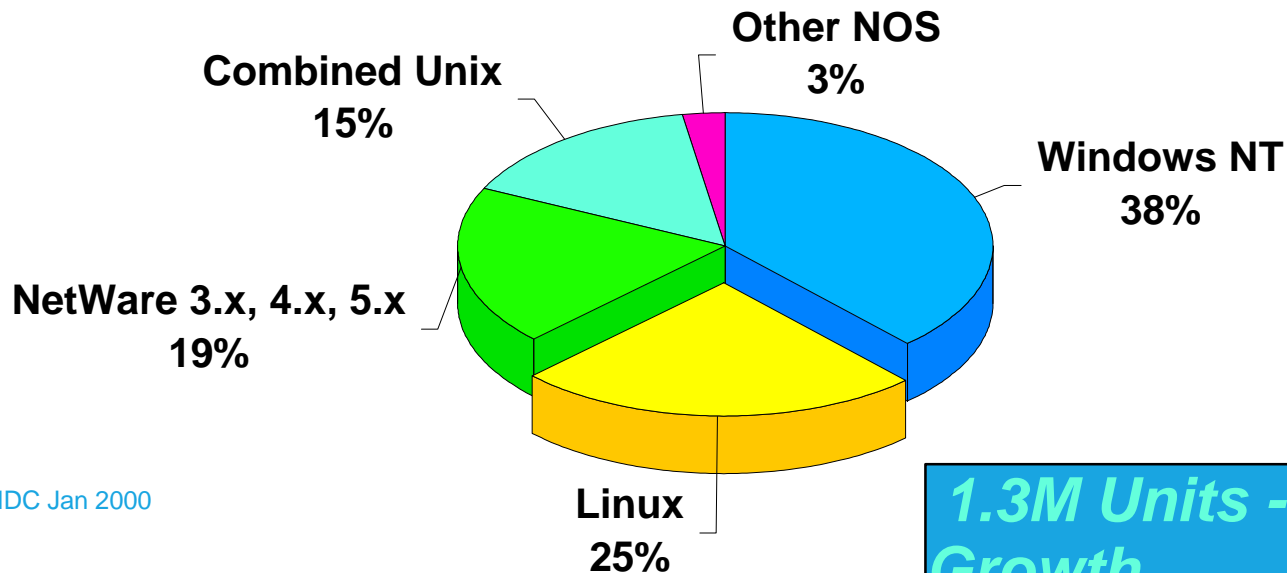
...Customer demand is very high and growing fastest

*WW Server
Operating
Systems
Shipments
(New Licences)*

1998 Market Size = 4.4 M Units



1999 Market Size = 5.5 M Units



**1.3M Units - 92% YTY
Growth**

* IDC Jan 2000





e-business

Where is Linux having an Impact ?

Applications *

- ✓ Web Servers (45%)
- ✓ Networking (42%)
- ✓ Email/Messaging (38%)
- ✓ Database (28%)
- ✓ File/Print (26%)

* Figures represent % of current Linux install base. Source: IDC Nov. 1999

Observations

- ▶ Very high Apache (66%) and Linux (31%)** penetration of web servers
- ▶ Many SMBs & small ISPs
- ▶ Action in autonomous departments; bottoms-up
- ▶ CIOs have discovered they already have Linux

**Netcraft Web Server Survey, April 2000

Conclusions

- **Linux has established itself in the e-business market**
- **Mindshare is strong among software developers**
- **Significant opportunity exists for "value-add"**

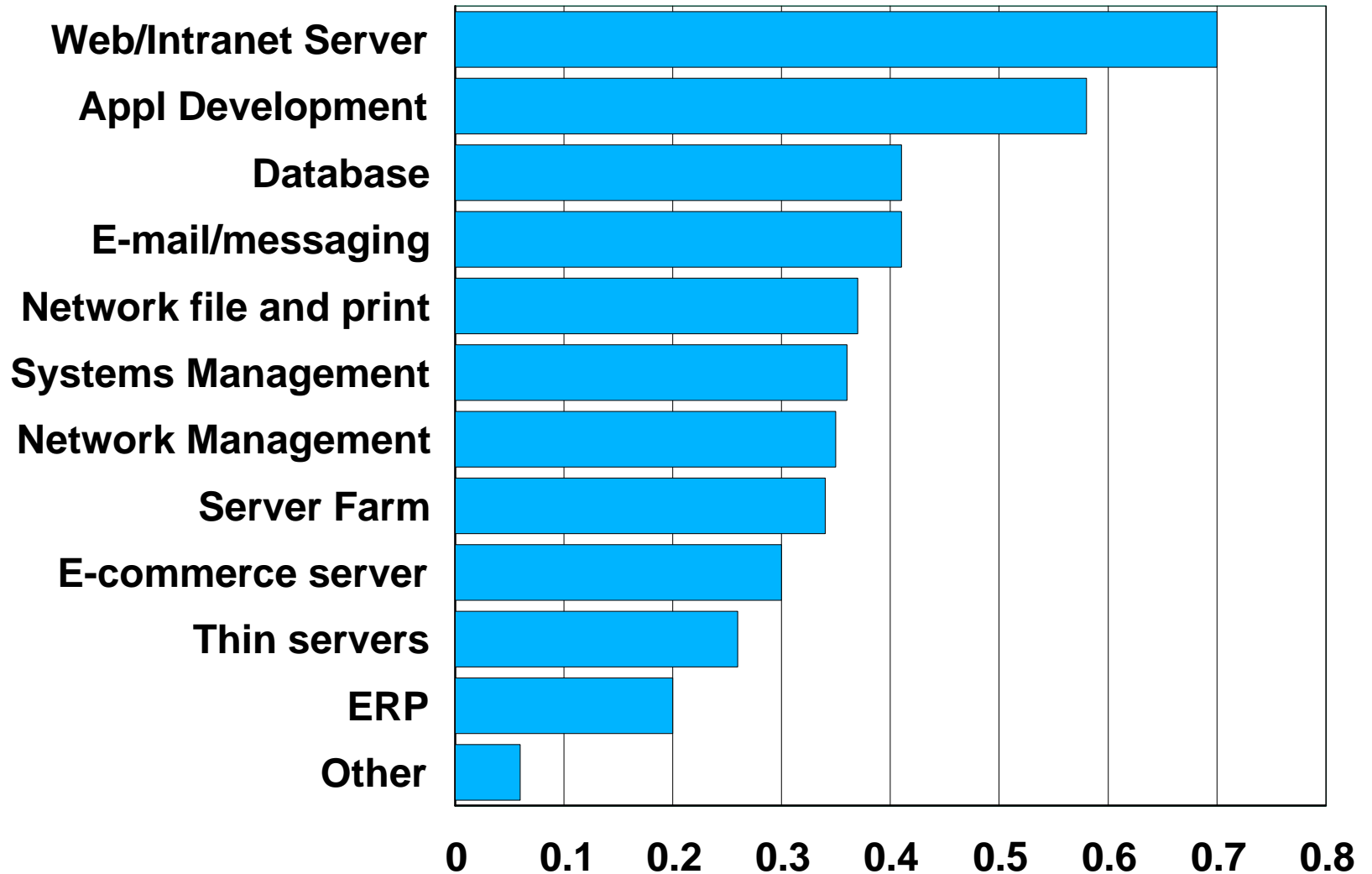
IBM



e-business

Where will Linux be having an impact?

Linux Deployments - Next 12 Months



*Source: Information Week - 01/24/00





e-business

What is IBM's Linux Strategy ?

IBM's Linux Focus

Actions

Hardware

**Netfinity servers, ThinkPad and
Intellistation clients (Intel-based)
RS/6000 servers and S/390**

Software

**Key products ported to Linux
(DB2, WebSphere, Lotus
Domino, VA Java, MQSeries, etc)**

Services

**WW Support, Training,
Professional and Consulting
Services offerings**

Alliances

**WW Partners with Caldera, Red
Hat, SuSE, & TurboLinux on
solution delivery and support**

Open Source

**Significant code contributions and
technical resources working with the
open source community**

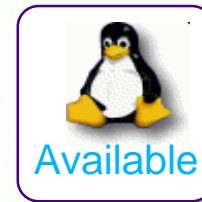
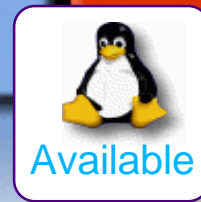
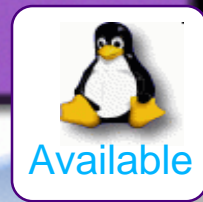
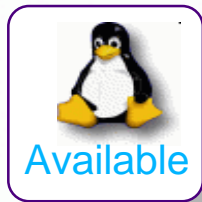
IBM



e-business

Application Server Software

 Application Framework



IBM MQSeries

- Connect applications
- Speed application deployment and integration
- Manage and integrate business process flow across more than 35 application environments

Lotus Domino

- Rapidly develop and deploy collaborative applications
- Advanced capabilities for managing work and information flow
- Integration with database, ERP and transaction systems

IBM WebSphere

- Speed transition from publishing to Web-based transactions
- For transaction intensive environments
- Support for distributed business components

DB2 Universal Database

- Best performing database for Linux, UNIX and NT
- Handles multimedia as well as conventional data
- Optimized for Web applications
- Delivers enterprise class reliability and availability



IBM Small Business Pack for Linux



Domino



DB2



WebSphere

- Strong interest from IBM & Lotus Business Partners
- June 2000 General Availability, SBP contains:
 - **Lotus Domino Application Server V5.0.3**
 - **+WebSphere Application Server 3.02**
 - Standard Edition w/ IBM HTTP server V1.3.6.2, proxy support, and JDK V1.1.8 or 1.22
 - **+DB2 Universal Database Workgroup Edition V7.1**
 - **Promotional offering for channel/OEM - not sold retail**
- For Small Businesses with up to 100 users per server
- An effective, low-cost platform needs *attractive pricing*:
 - **US\$499 SRP** - list price of any one product exceeds total SBP price. **Without 100 user limit per server, separate products combined SRP is over a \$3,500 value!**
 - User/client licenses sold separately



e-business

DB2 Universal Database For Linux

www.ibm.com/software/data

- ▶ **DB2 Universal Database is the industry's first multimedia, Web-ready relational database management system.**
 - *Strong enough to meet the demands of large corporations*
 - *Flexible enough to serve medium-sized and small e-businesses*
 - *Combines integrated power for business intelligence, content management, enterprise information portals and e-business with industry-leading performance and reliability to drive the most demanding industry solutions.*
 - *More than 40 million DB2 users from over 300,000 companies worldwide relying on IBM data management solutions.*
- ▶ **Robust Enterprise Database Server for Linux**
 - ✓ *Support for Personal, Workgroup and Enterprise Editions*
 - ✓ *Includes DB2 Connect for Linux for host connectivity*
 - ✓ *Full technical support available*
- ▶ **Includes full DB2 UDB Web Support**
 - ✓ *JDBC, SQLJ, Java Stored Procedures & User Defined Functions*
 - ✓ *DB2 PERL module & Web Web Control Center*
- ▶ **Free DB2 UDB Personal Developer's Edition**
- ▶ **New DB2 Version 7.1 available this month for Linux**
 - ✓ *Included in the new IBM Small Business Pack for Linux*

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes through the letters.

IBM



e-business

More Information...

- www.ibm.com/linux
 - ▶ **Links to IBM Linux & open source sites**
 - IBM Hardware for Linux
 - IBM Software for Linux
 - IBM Service and Support for Linux
 - IBM Alliances / Linux distribution partner's sites
 - IBM Open source contributions
- www.ibm.com/developerWorks
 - ▶ **Comprehensive online resource for the developer community**
 - Linux zone
 - Open source zone
 - plus Java, XML, Security, Web architecture zones
- www.ibm.com/software/casestudies
 - ▶ **Use search word "Linux"**
- learn.ibm.be/linux
 - ▶ **Introduction to Linux (no-charge)**

The classic IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal stripes through the letters. It is positioned at the bottom of a vertical sidebar on the left side of the slide. The sidebar also features a faint background image of a globe and a hand holding a computer mouse.

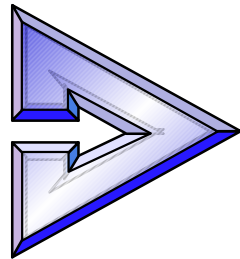
IBM



e-business

Education Update

- Education Roadmap
- Certification Roadmap
- DB2 V7 Migration classes
- Sales Solution Resource web site now live !



Check it out !!

IBM



e-business

Education Roadmap

- www.ibm.com/services/learning/roadmaps
- Select "Business Intelligence and Data Warehousing"
- or
- Select "DB2 Universal DataBase"
 - ▶ Select "Family" or the Operating System

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes through the letters.

IBM



e-business

Certification Roadmap

- www.ibm.com/education/certify
- Select "Certification Roadmaps"
- Select "DB2 Universal Data Base"

- Outlines the "Roadmap to Certification"
- Helpful information
 - ▶ Test Objectives
 - ▶ Sample tests
 - ▶ Recommended education and publications

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes through them.

IBM



e-business

DB2 V7 Migration Classes

- V7 Migration classes
 - ▶ September 07 Dallas
 - ▶ September 27 Portland, Oregon
 - ▶ October 26 New York City
 - ▶ October 30 Dallas
 - ▶ January 2001 Phoenix

- ▶ Call 1 800 IBM TEACH to register

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters. It is positioned at the bottom left of the slide, partially overlapping a vertical sidebar image that shows a hand holding a mouse and a globe.

IBM



e-business

Sales Solution Resource (SSR) - NEW!

The IBM Solution Sales Resource is a website that provides sales tools, presentations, competitive information, and marketing collateral to help sales people and marketers sell IBM software.

Information is presented at each step of the solution selling process, thereby offering sales people the information they need, when they need it to close IBM sales.

Available now on the web at <http://partnerinfo.software.ibm.com>

- > Select the geography, such as Canada or United States
- > then under Marketing and Sales, Select SSR

Partners will need their user ID and Password to access this site.

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes through the letters.

IBM



e-business

Co-Marketing Program Update

- Changes to TestDrive Program
- Start Now Business Intelligence Solution
 - Disclosure Conference
- DB2 V7 Electronic Launch Kit
- Co-Marketing Programs summary

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes through the letters.

IBM



e-business

TestDrive Program and Leads

IBM is planning to include the Business Intelligence TestDrive as part of its Data Management brand marketing campaigns. Therefore, we need to identify qualified IBM Business Partners who are willing to accept leads generated from these campaigns, engage the customer to close the business and implement a Business Intelligence TestDrive where appropriate.

To participate, IBM Business Partners must be Advanced or Premier and have at least one of the following:

1. IBM Certified Solutions Expert - DB2 Universal Database certification
2. IBM Certified Solutions Expert - Business Intelligence
3. Visual Warehouse Technical Specialty
4. DB2 Warehouse Manager Technical Specialty (when available)
5. Credit for DB2 OLAP Server: Up and Running course

If you wish to participate and possibly receive customer leads that may require the implementation of a Business Intelligence TestDrive, and you have one of the above qualifying credentials, please respond to the Membership Centre (formerly Partner Services) at IBMSWNA@us.ibm.com

Indicate your name, company name, and BST# or BESTEAM # , and the qualifying credential(s) from the list above.

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes through the letters.

IBM



Start Now Business Intelligence Solution - Disclosure Conference

E-commerce is creating huge amounts of customer data, and the opportunity to gain an insight into this commerce activity that will drive increased sales and profits for your customers -- that's Business Intelligence.

We're introducing the IBM Start Now Business Intelligence Solution to help you take advantage of this opportunity. Like all of our Start Now offerings, its ease of implementation enables you to expand your services delivery and increase profitability.

Join us and hear about this exciting offering.

Replay #: 800-627-9289

Passcode: 14789

(Replay available until August 10.)

Presentation material is available at
<http://ibm.com/partnerworld/startnow>

Select "North America," then "Business Intelligence."

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters.



e-business

DB2 V7 Electronic Launch Kit

- Including . . .
 - ▶ Trial code
 - ▶ Advertising plans
 - ▶ Marketing Collateral
 - ▶ Value proposition
 - ▶ White papers
 - ▶ Colour brochures - HTML / PDF format
 - ▶ Consultant reports
 - ▶ Articles, online support
 - ▶ Technical Support
 - ▶ Webinars and conferences
- Available from the Data/Channels web site www.ibm.com/software/data/channels





e-business

Co-Marketing Program

**Flexibility to expand mindshare and marketshare for Data products
Developed in response to feedback by Data Partner Advisory Board**

**Allows Business Partner to maximize impact with marketing tactics
Reimburses Partners for half the cost of activity - up to \$4,000
Tactics to be approved by geography Channel Marketing Manager**

Choices Include:

- ✓ **Joint Advertising**
- ✓ **Tradeshaw Assistance**
- ✓ **Telemarketing**
- ✓ **Partner Proposals**
- ✓ **Seminar-in-aBox**
- ✓ **TestDrives**
- ✓ **Technical Mentoring**

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes through them.

IBM



e-business

Joint Advertising

Provides Partners with the resources to develop and execute Print Advertising

Reimbursement of half the cost, up to \$4,000, for approved ad placements

Includes Resources on Web:

- ▶ **IBM advertising templates for customization with Partner messages**
- ▶ **Schedule of planned IBM print advertising**
- ▶ **Sample customization text**
- ▶ **Advertising rules and restrictions**

To Enroll, Partners Submit Information on:

- ▶ **Proposed publication and circulation**
- ▶ **Solution to be advertised**
- ▶ **Call to action**

Follow-up Reporting Required:

- ▶ **Number of leads generated**
- ▶ **Follow-up activity conducted**
- ▶ **Image of ad run**

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters. It is positioned at the bottom of a vertical sidebar on the left side of the slide. The sidebar also contains a faint background image of a hand holding a computer mouse and a wireframe globe.

IBM



e-business

Tradeshow Assistance

Helps Business Partners represent IBM/Partner Solutions at tradeshows
Reimbursement of half the cost, up to \$4,000, for approved show participation

Web-content:

- ▶ **Schedule of IBM sponsored tradeshows**
- ▶ **Schedule of other tradeshows to be considered for Partner reimbursement (non-exhaustive)**
- ▶ **Brand collateral available for order**

To Enroll, Partners Submit:

- ▶ **Estimate of show size and lead potential**
- ▶ **Description of show attendee demographics**
- ▶ **Description of solution to be featured**

Follow-up Reporting Required:

- ▶ **Number of leads generated**
- ▶ **Recap of show activity**

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes through the letters.

IBM



e-business

Telemarketing

Provides Partners with the infrastructure and resources to conduct telemarketing lead generation

Reimbursement of half the cost, up to \$4,000, of approved telemarketing activity

Website:

- ▶ **Suggested telemarketing script**
- ▶ **Schedule of costs**

To Enroll, Partners Submit:

- ▶ **Estimate of leads/revenue to be generated**
- ▶ **Description of target audience**
- ▶ **List of IBM products involved**
- ▶ **Description of call-to-action**
- ▶ **Other elements of marketing plan as appropriate**

Follow-up Reporting Required:

- ▶ **Leads/revenue generated**

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes through them.

IBM



e-business

Business Partner Proposal

**Allows Partners flexibility in lead-generation co-marketing
Reimbursement of half the cost, up to \$4,000, of approved activity**

**Approvals based on expected project ROI - decisions made by geography
Channel Marketing Manager**

To Enroll, Partners Submit:

- ▶ Detailed plan
- ▶ Estimated revenue/leads to be generated
- ▶ List of IBM products to be involved

Follow-up Reporting Required:

- ▶ Leads or revenue generated
- ▶ One page report of project status and feedback

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters. It is positioned at the bottom left of the slide, partially overlapping a vertical sidebar image that shows a hand holding a mouse and a computer screen with a globe and a bar chart.

IBM



e-business

Seminars-in-a-Box

This is a well established and proven marketing tool that will give you everything you need to run a face to face seminar. This comprehensive program includes the services of list acquisition, customizable invitations, mail services, inbound phone, fax, Web and e-mail registration, confirmation calls and registration lists.

Watch for changes coming to the Seminar program !

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes through the letters.

IBM



e-business

Leveraging Information TestDrive

Reduce customer risk and speed up the sale.

Let your prospects take a Test Drive before they buy.

This program reimburses qualified IBM Business Partners with US\$1500 for proof-of-concept services using the customers own data that you provide.

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes through them.

IBM



e-business

Technical Mentoring

Get Partners started fast - shorten skills 'ramp-up' time

Bridges the gap between technical education and implementation

Lends Partners credibility on first engagement through direct IBM representation



IBM



Co-Marketing Program

Details available now at the IBM PartnerInfo web page . . .

The URL for Partners is <http://partnerinfo.software.ibm.com>

select the geography, such as Canada or United States,

then under Marketing and Sales, Select Co Marketing Programs

Partners will need their user ID and Password to access this site

Call 1 800 426 - 1822 for assistance





e-business

DB2 & Business Intelligence Channels Marketing Program Timeline

IBM North America

July 12, 2000



IBM



e-business

Overview

The following charts are intended for an internal and external audience with the objective to provide an overview of the marketing programs currently available to IBM Qualified Business Partners. These programs enable partners with the appropriate skills, and assist them with their marketing efforts to be successful selling and implementing IBM's DB2 and Business Intelligence solutions.

The details provided in the coloured boxes direct partners to where they can obtain program information and learn how to engage in the program.

Please forward comments and suggestions to Glenn Rogers at grogers@ca.ibm.com

For a single entry point to Data Management Channels Information and all DM Channels Marketing Programs, go to <http://www.ibm.com/software/data/channels>

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters. It is positioned at the bottom left of the slide, partially overlapping a vertical decorative bar that features a globe, a hand holding a mouse, and a document with a URL.

IBM



2000 Marketing Programs - Ready and Available

Enablement Programs	Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec
Education Roadmap	www.ibm.com/services/learning/roadmaps
Certification Roadmap	www.ibm.com/education/certify
"We Pay" Offerings	www.ibm.com/software/partnerweb/na Select Education, We Pay Offerings
DB2 V7 Migration Classes	1 800 IBM TEACH
Solution Sales Resource	http://partnerinfo.software.ibm.com Select Country, then IBM Solution Sales Resource
Data Management Channels Web Site	www.ibm.com/software/data/channels





2000 Marketing Programs - Ready and Available

Enablement Programs	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
DB2 V7 Electronic	<p data-bbox="1220 591 1814 711">www.ibm.com/software/data/channels On the right side under Headlines: Select Now Available: DB2 V7!</p> <p data-bbox="1423 769 1612 802">Includes . . .</p> <ul data-bbox="1213 850 1829 1289" style="list-style-type: none">Trial codeAdvertising plansMarketing CollateralValue propositionWhite papersColour brochures - HTML / PDF formatConsultant reportsArticles, online supportTechnical SupportWebinars and conferences											





2000 Marketing Programs - Ready and Available

Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec

Co-Marketing Programs

<http://partnerinfo.software.ibm.com>
Select Geography, then Co-Marketing Programs

Joint Advertising
Tradeshaw Assistance
Telemarketing
Partner Proposals
Seminar-in-a-Box
TestDrives
Technical Mentoring

BI solutions demo

www.ibm.com/software/data/channels
Select Marketing Programs

NA Partner Conference Call

2nd Wednesday Monthly 4PM Eastern
1 - 877 - 997 - 9919
Passcode = Data Management





e-business

Where to get more information ?

- General and Targeted E-Mails
 - ▶ General - 2nd and 4th Mondays
 - ▶ Targeted - Mondays

- Web Access > <http://www.ibm.com/software/data/channels>
Access to all Data Management partner related information

- Monthly Conference Call for NA DB2 and BI Business Partners
 - 2nd Wednesday of the month at 4 PM EDT
 - 1 hour in duration, including 30 minutes for live Q & A
 - Agenda and call details available at www.ibm.com/software/partnerweb/na
 - Select Education, Seminars/Teleconferences
 - Select IBM DB2 and Business Intelligence Business Partner Monthly Teleconference

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes through them.

IBM