

Sales Team Update

6/26/2001

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Agenda

June 4th call

Objective of today's call

Market opportunity

Announcement Information

Summary of Everyplace Family

Next steps



June 4th call

- What's happening
- June 4: @ Supercomm
 - ▶ Service Provider Offering packaging/features
 - ▶ Scalability benchmark
 - ▶ New Partnerships
 - ▶ Reference Customers
- June 26 Announcements
 - ▶ Enable Offering and Wireless Gateway
 - ▶ New packaging/platforms
- Positioning & other SWG activities
- Summary

What is happening this week

- Press announcements June 25th
 - ▶ WebSphere Everyplace Server Enable Offering to be GA in July
 - ▶ Intel and RiverRun commitment to use WES Enable with their customers
 - ▶ WebSphere Everyplace Wireless Gateway Version 2.1 GA in July as separate product or integrated with WES
- Lunch and Learns for sales teams scheduled starting June 29th
- Sales tools available
 - ▶ Spec Sheets
 - ▶ Family Brochure
 - ▶ Sales Presentations
 - ▶ White paper
 - ▶ Press release
 - ▶ Product RFA's

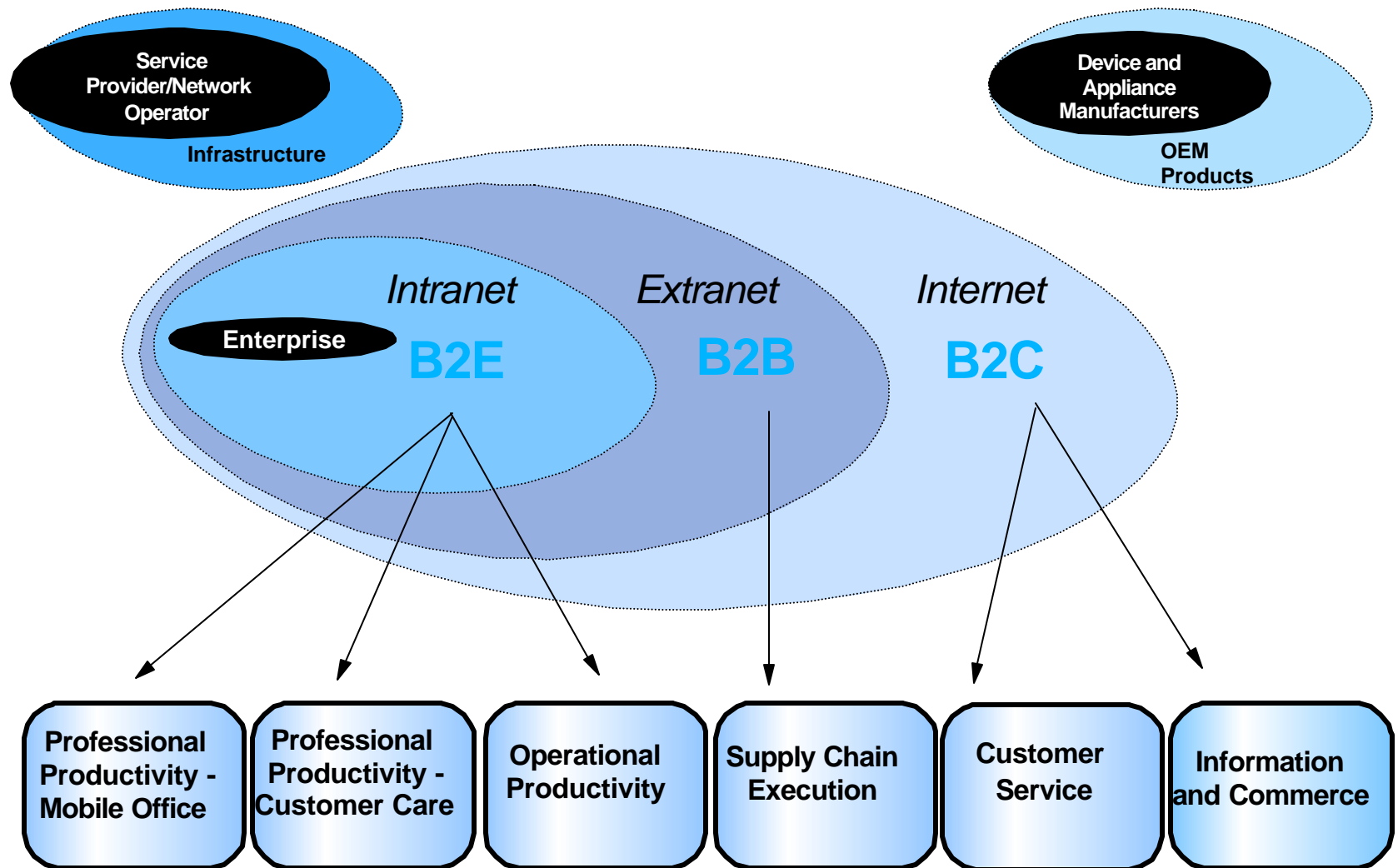
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Objective of today's call...

- Overview market opportunity
- Prebrief this week's Everyplace press announcement
 - Enable Offering
 - Wireless Gateway
- Review the Everyplace product portfolio and positioning

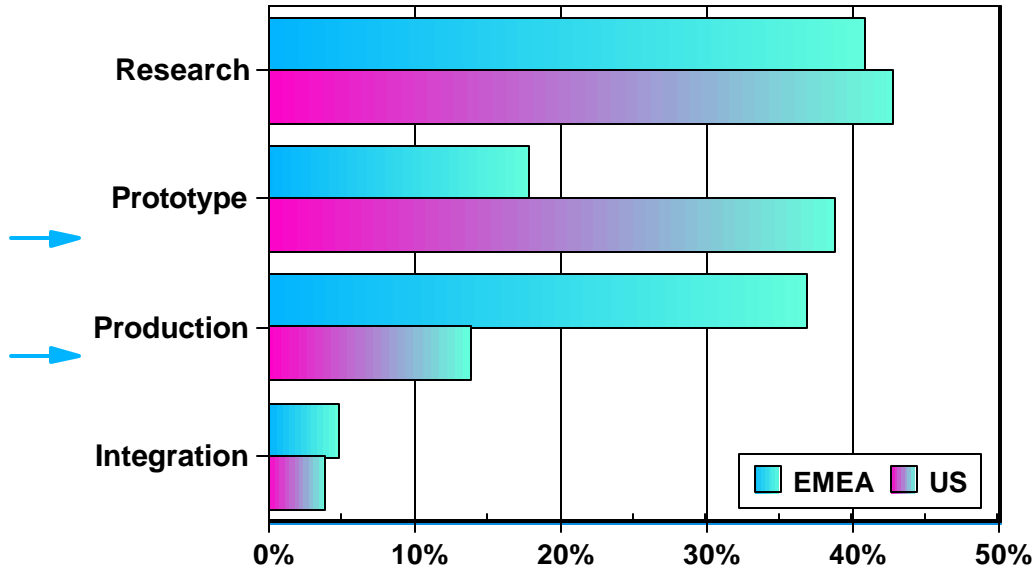
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Market Opportunity

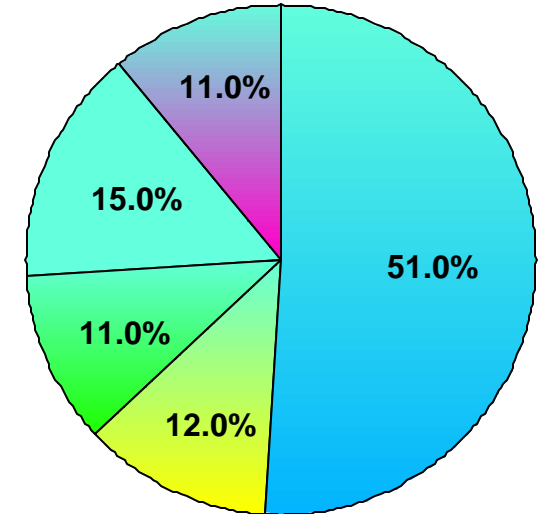


Maturity of Enterprise Market

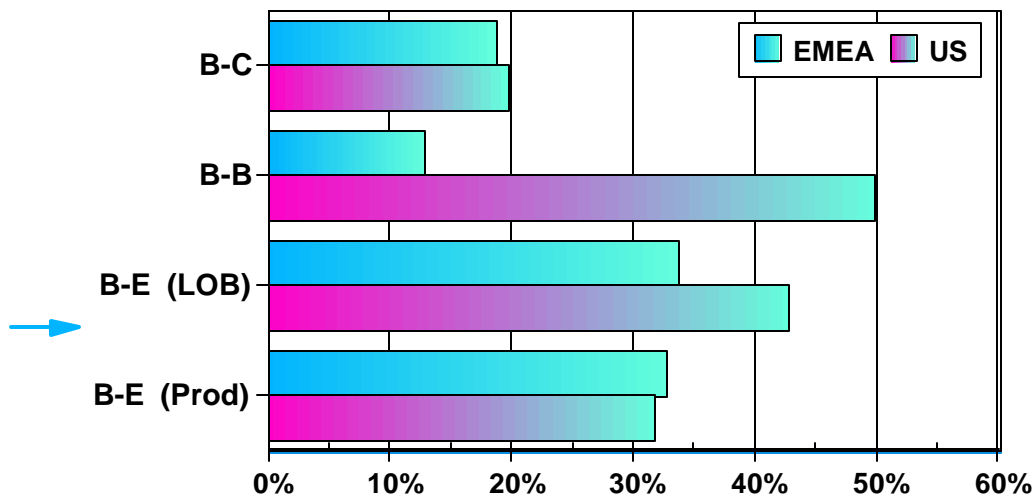
Where is your company in adopting wireless?



What are your biggest concerns

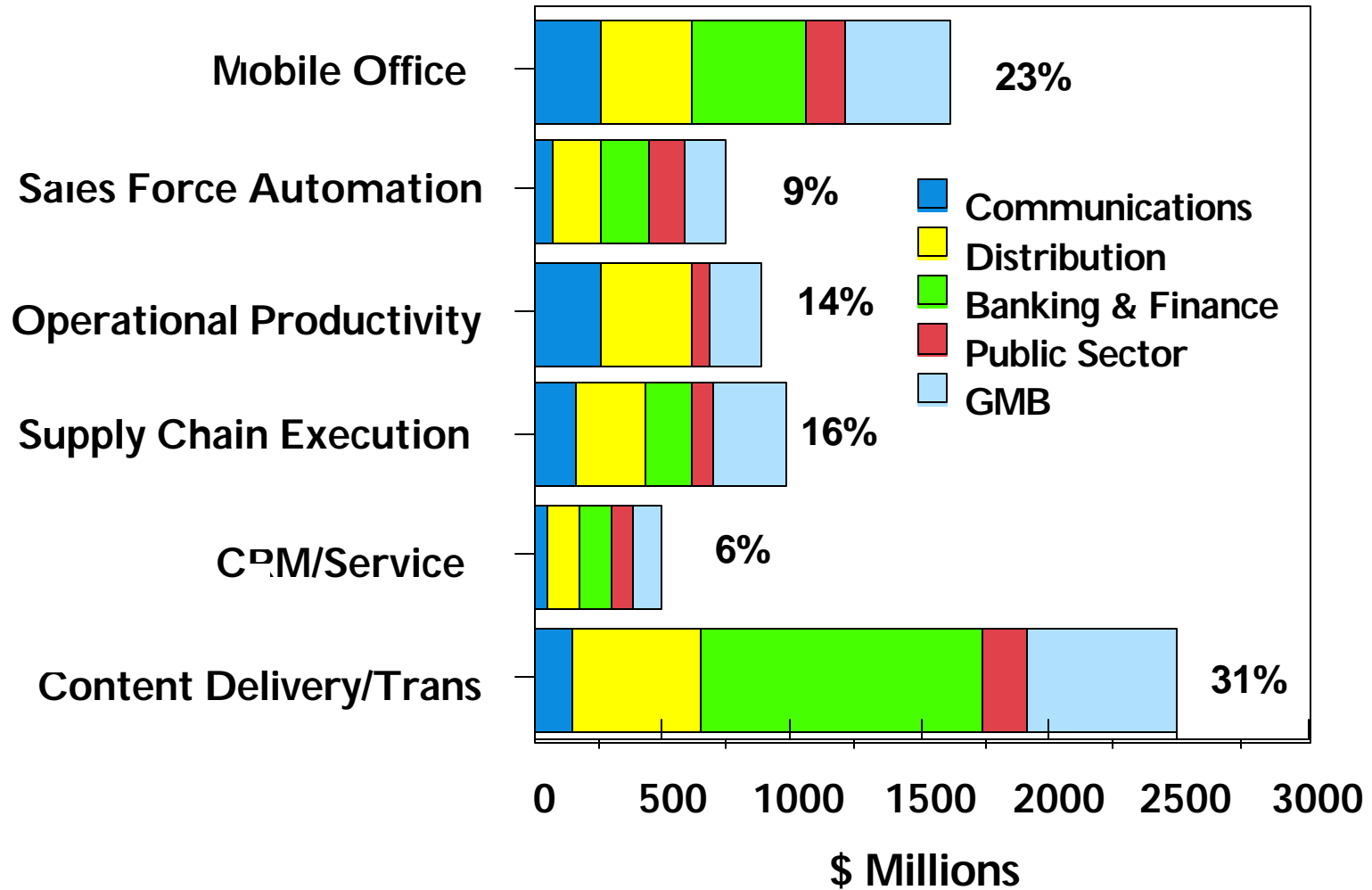


What type of deployments are you targeting?



Source: Giga Information Group
2/23/2001 Survey Summary

Total Enterprise Opportunity in 2001 by Sector

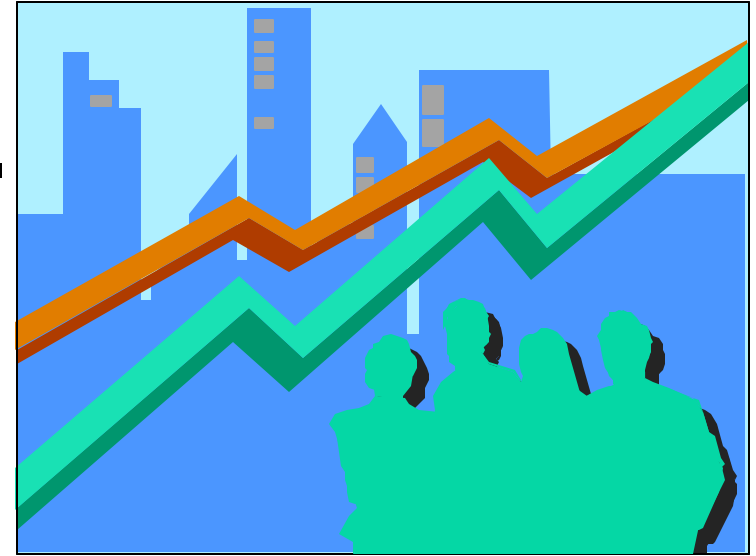


Four clear user scenarios are emerging for wireless internet use...

- **Personal / Casual**
 - ▶ time available, usually young
 - ▶ focus on immediacy, spontaneity
 - ▶ relationship-oriented services dominate
- **Personal Task-Oriented**
 - ▶ time short, typically managing a family
 - ▶ focus on efficiency, process
 - ▶ time-saving services dominate
- **Mobile Managers & Professionals**
 - ▶ time pressures, speed critical, typically high travel
 - ▶ focus on effectiveness, flexibility
 - ▶ communication and travel-related services dominate
- **Mobile Operational Employees**
 - ▶ efficiency and information oriented applications
 - ▶ focus on control, accuracy, and timeliness
 - ▶ dispatch, supply chain tracking, and navigation dominate

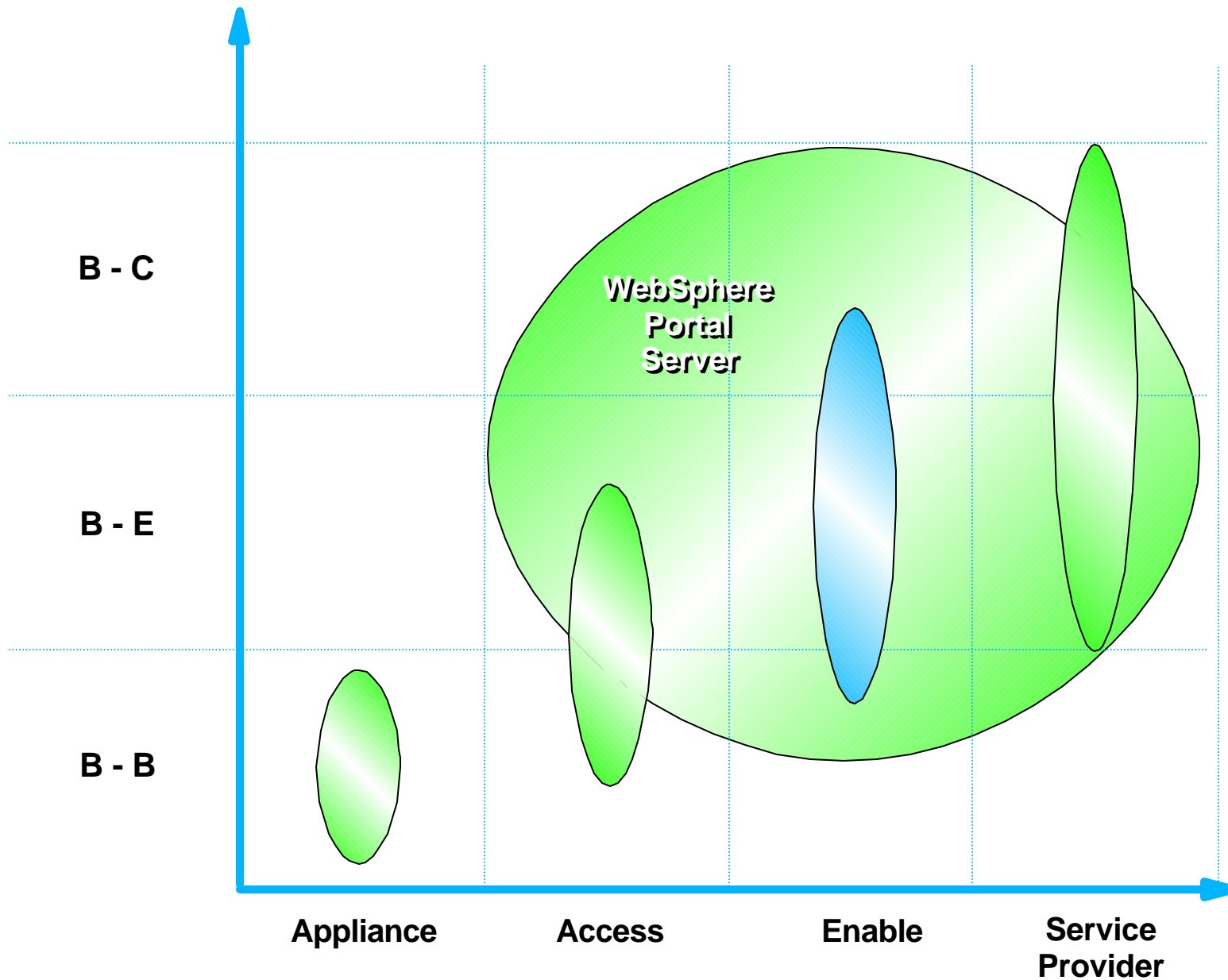
Source: IBM PvC analysis, 2000

What we concluded ...



- Enterprise market is growing
- B to E product needed for enterprise customers
- Enterprise market requires products that integrate with existing infrastructure
- Customers/sales teams needed more product purchase options (buy functions you need)

So we developed a product to "enable" the enterprise...





The WebSphere Everyplace Server family

Base

Options

WebSphere Portal

Content
Personalization
WAS (pre req)

WebSphere Portal

Content
Personalization
WAS (pre req)

Service Provider

Sub. Mgmt.
Int. Directory
DB2 (private)
Scalability

Enable V1.1

MQe
Device Mgmt
WAS (private)
Transcoding
Plugable Directory
Plugable Authentication

MQe
Device Mgmt
Notification/IM
LBS Support
Authentication
Policy Director
Domino Integration
WAS (private)
Transcoding

Access

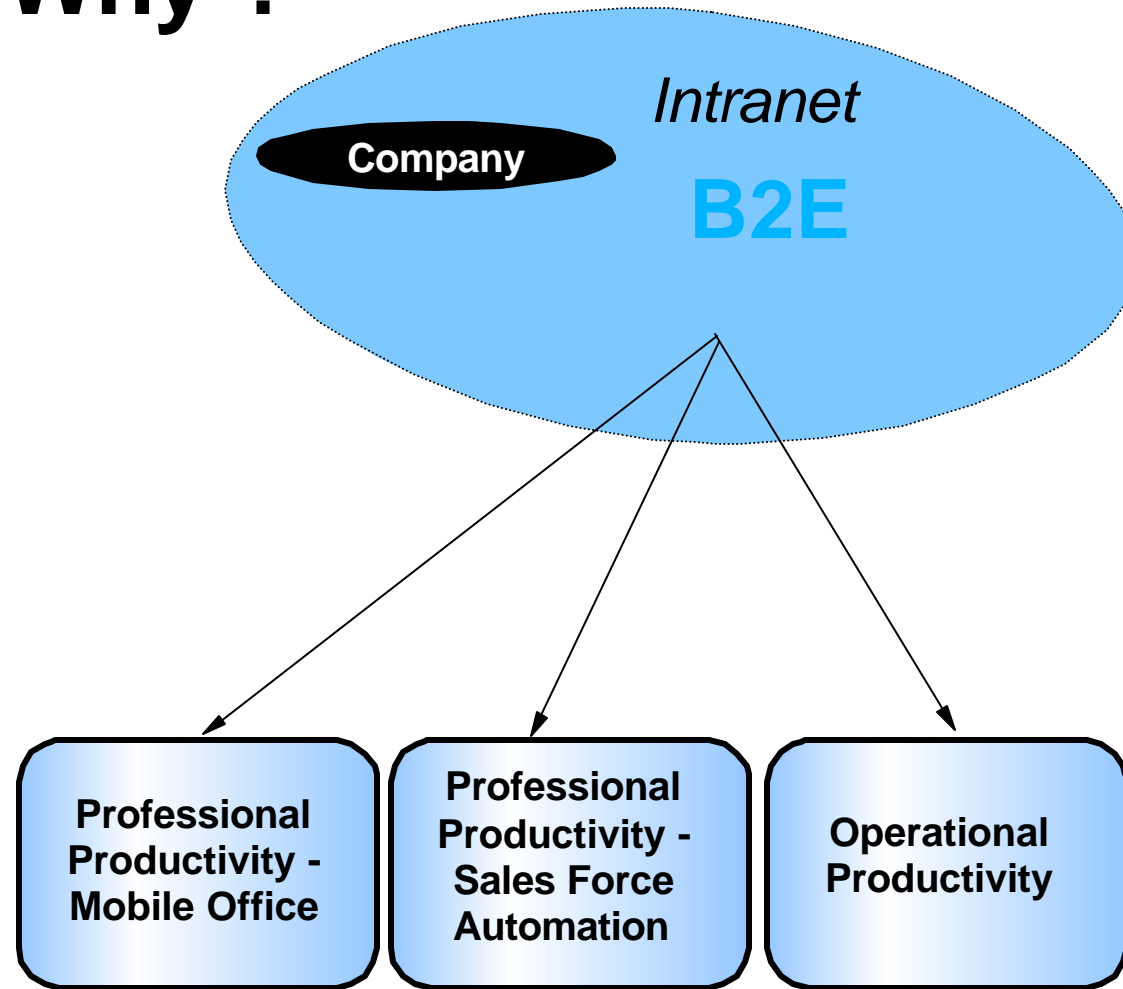
WAS
Transcoding
Voice XML Server

Sync
Gateway
Voice XML Server

Sync
Gateway
Voice XML Server

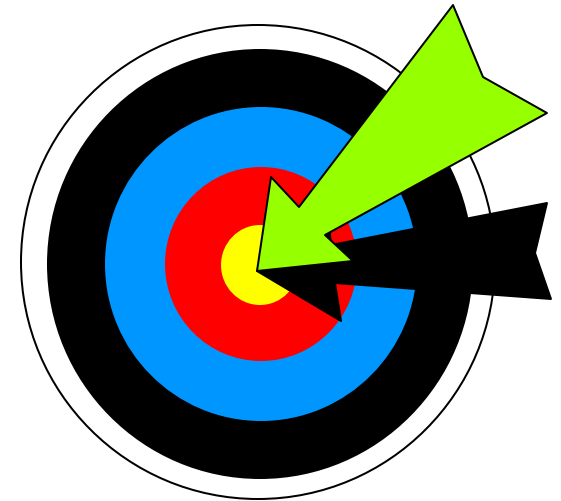


Where is the Enable Offering focused and Why ?



✓ 50 million digital devices in employee hands by 2003 (IDC).

What does the Enable Offering target market want ?



- The potential customer is a business looking to increase productivity and reduce cost by getting the right information to the right employee at the right time and in the right place.
 - ▶ Extending current client/server or inter/intranet applications to the mobile workforce.
 - ▶ All vertical industries: Early adopters are insurance, health, manufacturing, transportation & distribution, travel & tourism.
 - ▶ Typical applications involve Salesforce Automation, Field Operations and the Mobile Executive.d





WebSphere Everyplace Server Enable Offering

• **Description:**

- ▶ Enables businesses to extend their e-business applications to Pervasive devices, improving productivity, expanding revenue opportunities for mobile professionals and field dispatch workforces.

• **Target Market:**

- ▶ Enterprises, Companies, LOB's
- ▶ WebSphere, DB2 and MQSeries ISV's

• **Availability:**

- ▶ GA ; July 2001

• **Pricing:**

- ▶ Value Points, Passport Advantage with volume tier discounts
- ▶ Subscription & support bundled

• **Audiences:**

- ▶ LOB VP, CIO, CTO, Application Developers, ISVs, System Integrators

• **Key Differentiators:**

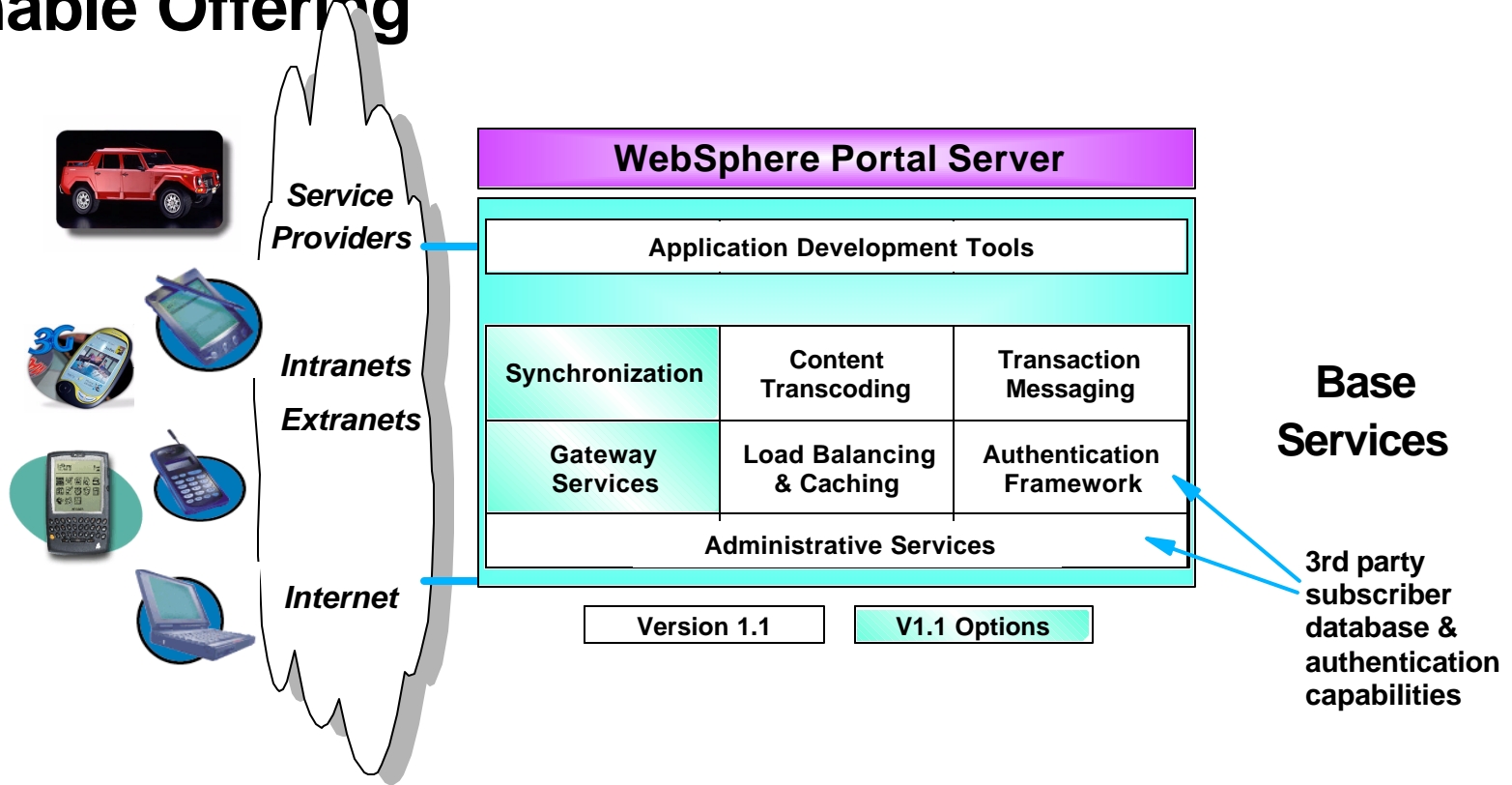
- Extends e-business to mobile devices while protecting existing IT investments
- Broad set of platform options (WIN2000, AIX, and Solaris)
- Provides the flexibility and expandability to adapt to the rapidly evolving networks, devices and application requirements of the future.
- Common infrastructure environment for management and delivery of applications, content and services to multiple devices over multiple networks for all mobile e-business requirements.
- Leverages MQ, DB2 and WebSphere Success

• **IBM Content:**

- WebSphere Transcoding Publisher
- WebSphere Edge Server
- MQSeries Everyplace
- Device Management
- Administration Services
- WebSphere Application Server (private)
- IBM Mobile Connect (optional)
- Everyplace Wireless Gateway (optional)



WebSphere Everyplace Server: Enable Offering



- Integrates with existing IT infrastructure
- Utilizes existing IBM or non-IBM
 - ▶ Application Servers
 - ▶ Subscription/User management services
 - ▶ Authentication Services
 - ▶ Wireless Gateways
- Expands platform options to 2000, AIX & Solaris
- Builds on IBM's MQ, DB2 and Websphere success

...but we also found that



**... there was a market for a
separate wireless gateway**

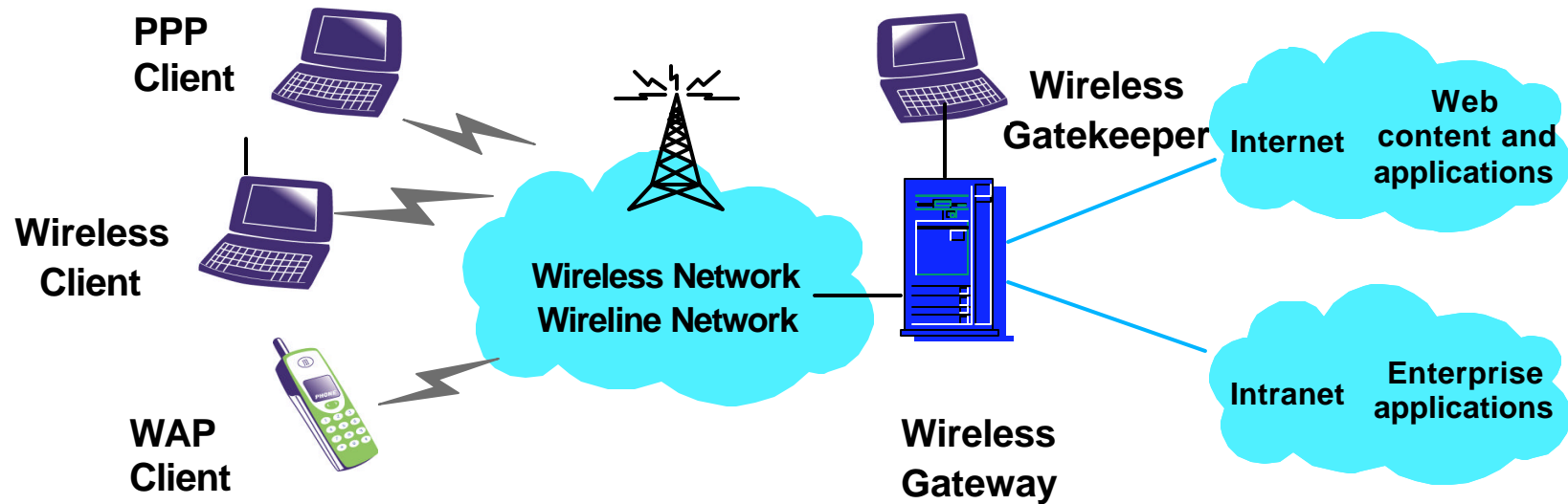
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IBM Wireless Gateway



Public Packet-Radio Networks:

CDPD and CS-CDPD

DataTAC 4000 (US)

DataTAC 5000 (Europe)

Modacom (Germany)

DataTAC 6000 (Asia)

DataTAC/IP

GPRS (GSM)

Mobitex (Worldwide)

Mobitex/IP (US)

PDC-P (Japan)

Private Packet Networks:

Dataradio

Motorola Private DataTAC

Cellular Networks:

AMPS and N-AMPS

CDMA

GSM

iDEN

PCS 1900

PDC (Japan)

PHS (Japan)

TDMA

Satellite Network:

Norcom

Internet Connections:

Cable Modem

DSL

ISP

Dial Connections:

DIAL/TCP

ISDN

PPP

PSTN (POTS)

LAN Connections:

Ethernet

Token Ring

Wireless LAN



IBM Everyplace Wireless Gateway for Multiplatforms Version 2.1

- Provides a worldwide wireless solution supporting CDMA, GSM, GPRS, ...
- Supports devices that implement the Wireless Application Protocol (WAP) specification
- Runs all of your existing TCP/IP applications over wireless networks
- Supports WAP PUSH and SMS messaging through the Messaging Gateway

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New Clients Supported in IBM Wireless Gateway Version 2.1

- Palm OS V3.5 client
- Palm III , Palm V and Workpad C3
- Window ME
- QNX Neutrino embedded client
- WinCE 3.0 Handheld PC 2000 client
- HP Jornada 720
- HP Jornada 820
- WinCE 3.0 PocketPC and H/PC
- Casio Cassiopeia
- Compaq IPAQ



IBM Wireless Gateway Version 2.1

- **Description:**

- ▶ The Everyplace Wireless Gateway is a distributed, scalable, multipurpose UNIX communications platform that supports optimized, secure data access by both Wireless Application Protocol (WAP) and non-WAP clients over a wide range of international wireless network technologies, as well as local area (LAN) and wide area (WAN) wireline networks. It integrates the WAP Version 1.2.1 standard support as defined by the WAP Forum together with award-winning IBM Secureway wireless technology for supporting standard Internet Protocols (IP) efficiently and securely over both IP and non-IP wireless bearer networks

- **Target Market:**

- ▶ Wireless carriers, ISPs, ASPs, other service providers and Enterprise Customers

- **Availability:**

- ▶ GA ; July 27, 2001

- **Pricing:**

- ▶ Value Points, Passport Advantage with volume tier discounts
- ▶ Subscription & support bundled

- **Audiences:**

- ▶ CIO, CTO

- **Key Differentiators:**

- In addition to the functions provided by the IBM Secureway Wireless gateway:
- Compliance with WAP Version 1.2.1 standard including WAP Push support and Non Wap Push support
- Persistent storage of cookies on behalf of WAP clients
- Secure features based on the Internet Transport Layer Security standard using a Wireless Transport Layer Security (WTLS) connection between WAP clients and the WAP gateway
- Secure HTTP (HTTPS) requests using secure sockets layer (SSL) made on behalf of WAP clients
- A choice of encryption key strengths for both key exchange and bulk encryption methods
- Interfaces to IP network types like, GSM, TDMA, CDMA and GPRS among others
- Interfaces to SMS network types (SMS-SMPP, SMS-UCP).

- **References Available:**

- **Toronto Police Department**
- **Arizona Public Service**
- **Bullhead City Police Department**
- **Netherlands National Police Agency**
- **KUSA Television News**

Everyplace Family - When do you sell what ?

	Everyplace Access	Everyplace Server Enable Offering	Everyplace Server, Service Provider Offering
Target Customers	Enterprises, ISPs, ASPs, NetGens	Enterprises, Companies, LOB's	Telcos, ISPs, ASPs, Large Enterprises
Business Need	Adapt content and voice enable WAS based applications to pervasive devices.	Extend business processes to the mobile workforce, while preserving existing any e'business infrastructure.	Generate new sources of revenue by building and deploying new value added services to the mobile marketplace
Price	Processor based \$49,500 Entry-level offering	Processor-based \$75,000 Entry-level offering	Subscriber-based
Challenge	Deal with pervasive user interfaces (voice, screens, keypad input)?	Integrate all the required technologies into the existing infrastructure to extend e'business to the wireless world	Rapidly create new revenue generating services leveraging existing and new data sources (contextual notification)
Key Strengths	<ul style="list-style-type: none"> Facilitates rapid delivery of new customer functions Cost efficiency Integration with WebSphere Application Server for security and scalability 	<ul style="list-style-type: none"> Preserves and expands existing infrastructure Future-proof (adapts to rapidly changing networks, devices and application requirements) 	<ul style="list-style-type: none"> Supports any application, any device and any network Future-proof, adapts to rapidly changing networks, devices, and application requirements Fully integrated
Platforms	<ul style="list-style-type: none"> AIX, Solaris, Linux, NT and Windows 2000* <p>*Voice technology supported on NT and AIX</p>	<ul style="list-style-type: none"> Win2K Server, AIX, Solaris 	<ul style="list-style-type: none"> AIX, Solaris
Optional & Complementary Products	<ul style="list-style-type: none"> Lotus Domino Access 	<ul style="list-style-type: none"> Everyplace Wireless Gateway IBM Mobile Connect Lotus Domino Everyplace 	<ul style="list-style-type: none"> WebSphere Voice Server SameTime

Sales Training - "Lunch and Learns"



- July 10
 - ▶ Websphere EveryPlace Family - Gail Shlansky
 - ▶ Service Provider Offering - Gail Shlansky
 - ▶ Enable Offering - Dave Richter
 - ▶ WebSphere Everplace Access - Anu Mannar
- July 12
 - ▶ Application Enableing - Paula Richards
 - ▶ Transcoding Publisher - Allen Marin
 - ▶ Wireless Gateway - Eric Otchet
- July 17
 - ▶ Websphere Portal Server - Tim Thatcher
 - ▶ Marketing Support - Ed Colandra

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Wireless e-business University

July 2-5 2000 - La Hulpe

- ✓ Interested in delivering Wireless e-business Solutions to your customers?
- ✓ Want to experience the ultimate in Wireless e-business education?
- ✓ Want to get an appreciation of the solutions, offerings and the technology?
- ✓ Want to get “hands on” experience of the key products, guided by experts?
- ✓ Want to network with other IBMers with the same goal?

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Pre-enrolment is available on the web site on
http://www-3.ibm.com/services/learning/conf_emea/mobile/



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Summary...status update

- WES Family Announcements
- July GA's
 - WES Enable Offering
 - Wireless Gateway
 - (WES Service Provider Offering)
- Partnerships with Intel and RiverRun
- Beginning early adopter program for Enable
- Beta's proceeding with Service Provider
- Lunch and Learn Sales Training
 - Starts July
 - Available in instant replay
- Sales information available on w3.ibm.com PvC
- Questions?



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