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WebSphere Everyplace Server Service Provider Offering

Sales Education 7/10/01

Gail Shlansky

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Whenever,
However...



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Agenda

- Introduction (market and strategy)
- Customer requirements
- Product offering
- Customer benefits
- Offering positioning
- Sales approach
- Competition
- Pricing
- Sales tools
- Key contacts/Sales support
- Closing

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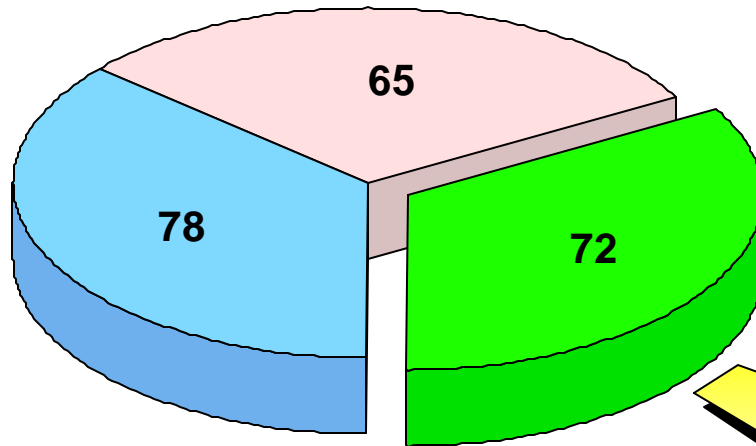




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PvC Market Opportunity

\$215B in 2003

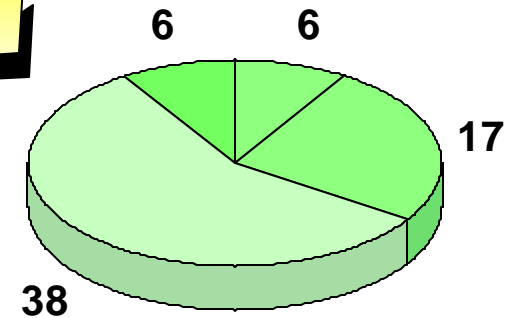


- IBM Addressable
- Devices (partly addressed by PSG)
- IBM Non Addressable (content, applications, connection services)

2000-2003 CGR

- ▶ 57% : PvC
- ▶ 23% : e-business
- ▶ 11% : I/T Industry

\$72B in 2003



- Server
- Embedded HW
- Services
- Middleware

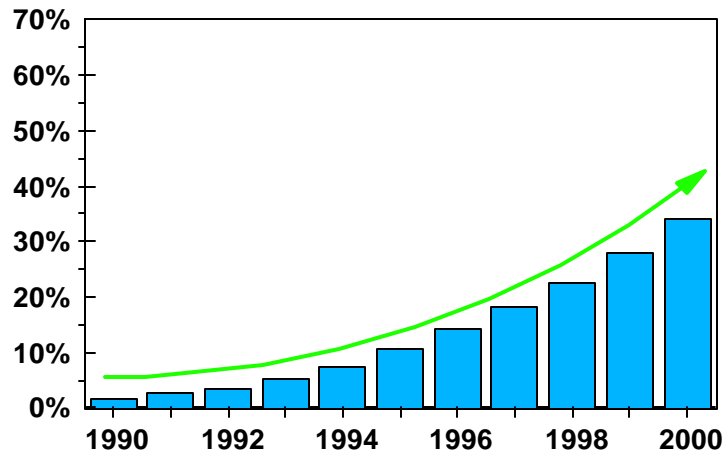




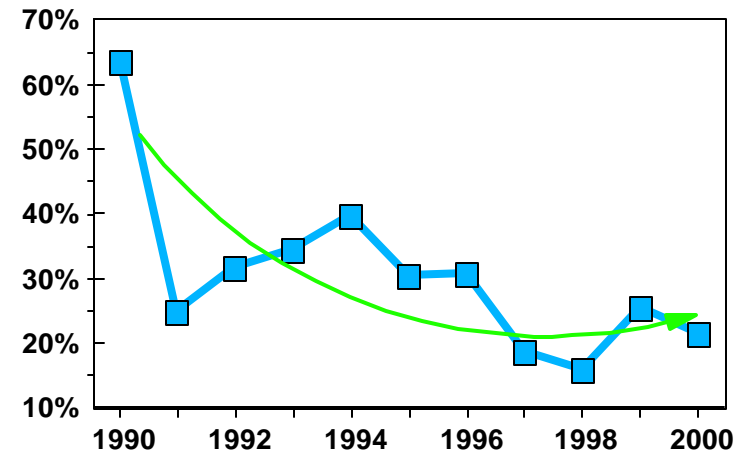
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US Carrier Environment

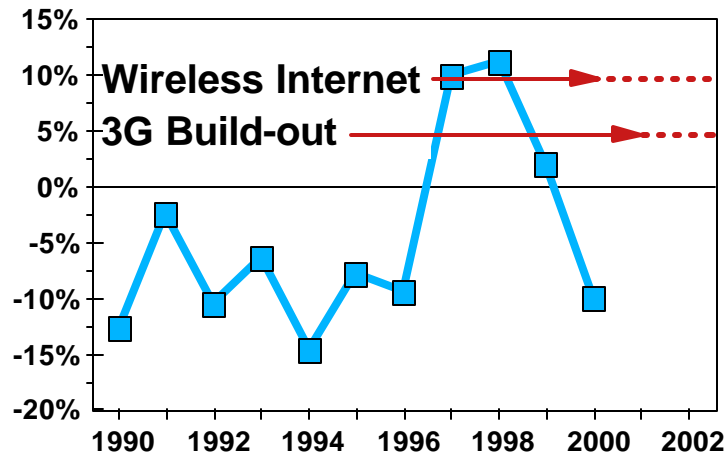
Market Penetration (Total Population)



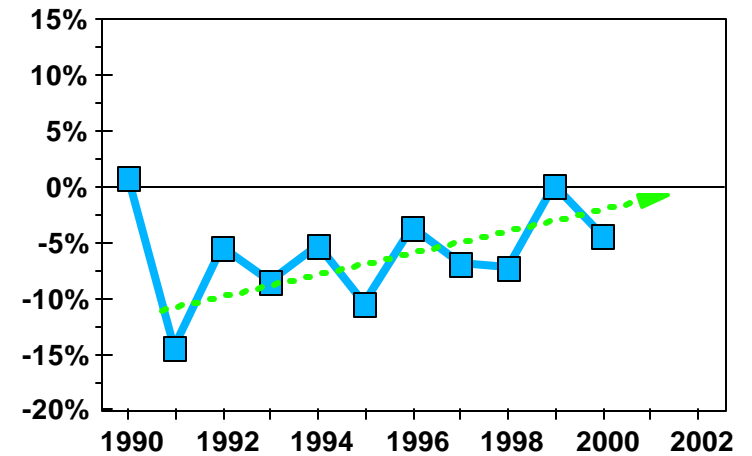
Y-T-Y Revenue Growth



Y-T-Y Capital/Sub Growth



Y-T-Y Revenue/Subscriber Growth



Source: CTIA





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Carriers Investing in Packet Data Networks

- Next-generation (2.5G, 3G) wireless packet data networks
 - ▶ "Always on" capability coming with packet switching (2.5G)
 - ▶ More users per cell and packet-based billing
 - ▶ 3G brings more bandwidth
 - ▶ Large investment required for 3G rollout
 - License fees, new infrastructure

- Carriers increasing "IT" investment to provide data services
 - ▶ Targeting growth towards enterprises
 - Corporate data synchronization
 - ▶ 3G applications not proven yet
 - Downloading media
 - Rich content messaging

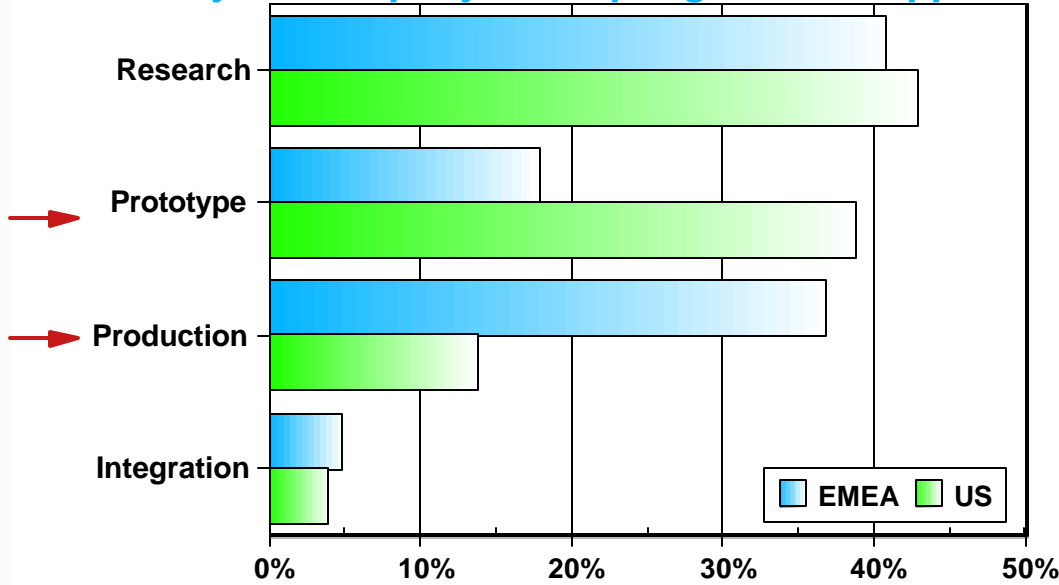
- Telephony Equipment Manufacturers entering the "IT" space
 - ▶ TEM's trying to leverage their position in the network
 - ▶ Nokia has created mPlatform
 - ▶ Motorola has created MIX
 - ▶ Cisco, Ericsson partnering with IBM

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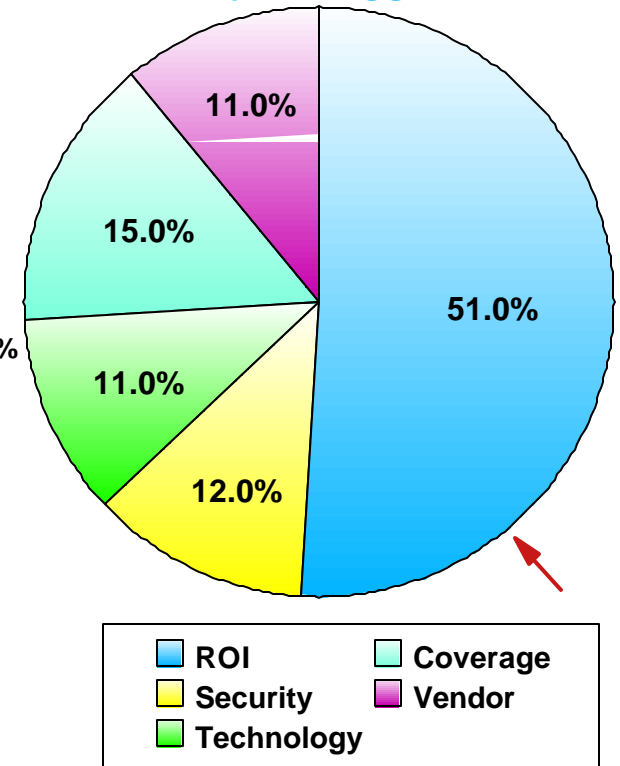


Enterprise Market Maturity

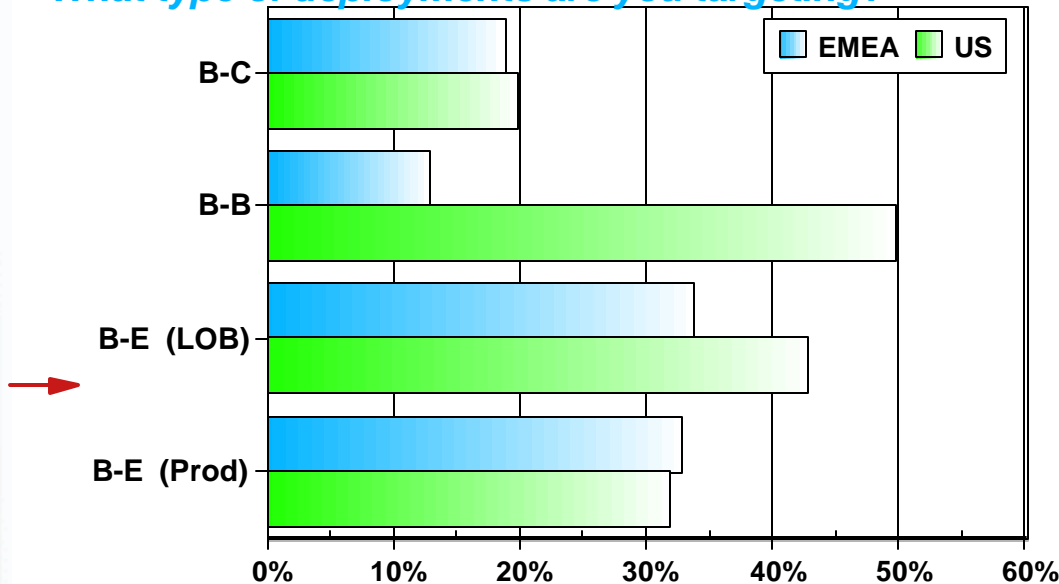
Where is your company in adopting wireless applications?



What are your biggest concerns?



What type of deployments are you targeting?



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

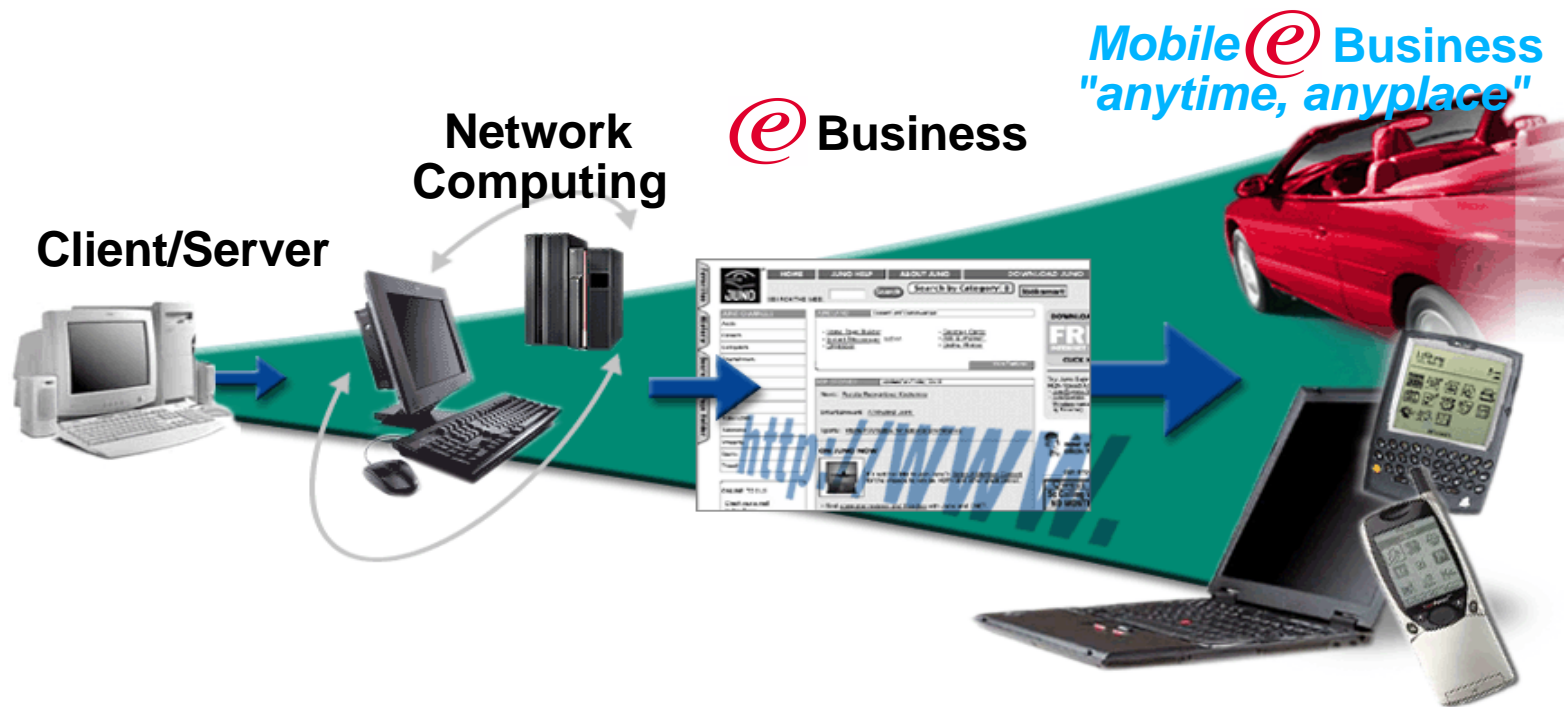




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What is Pervasive Computing

Pervasive Computing is a natural progression



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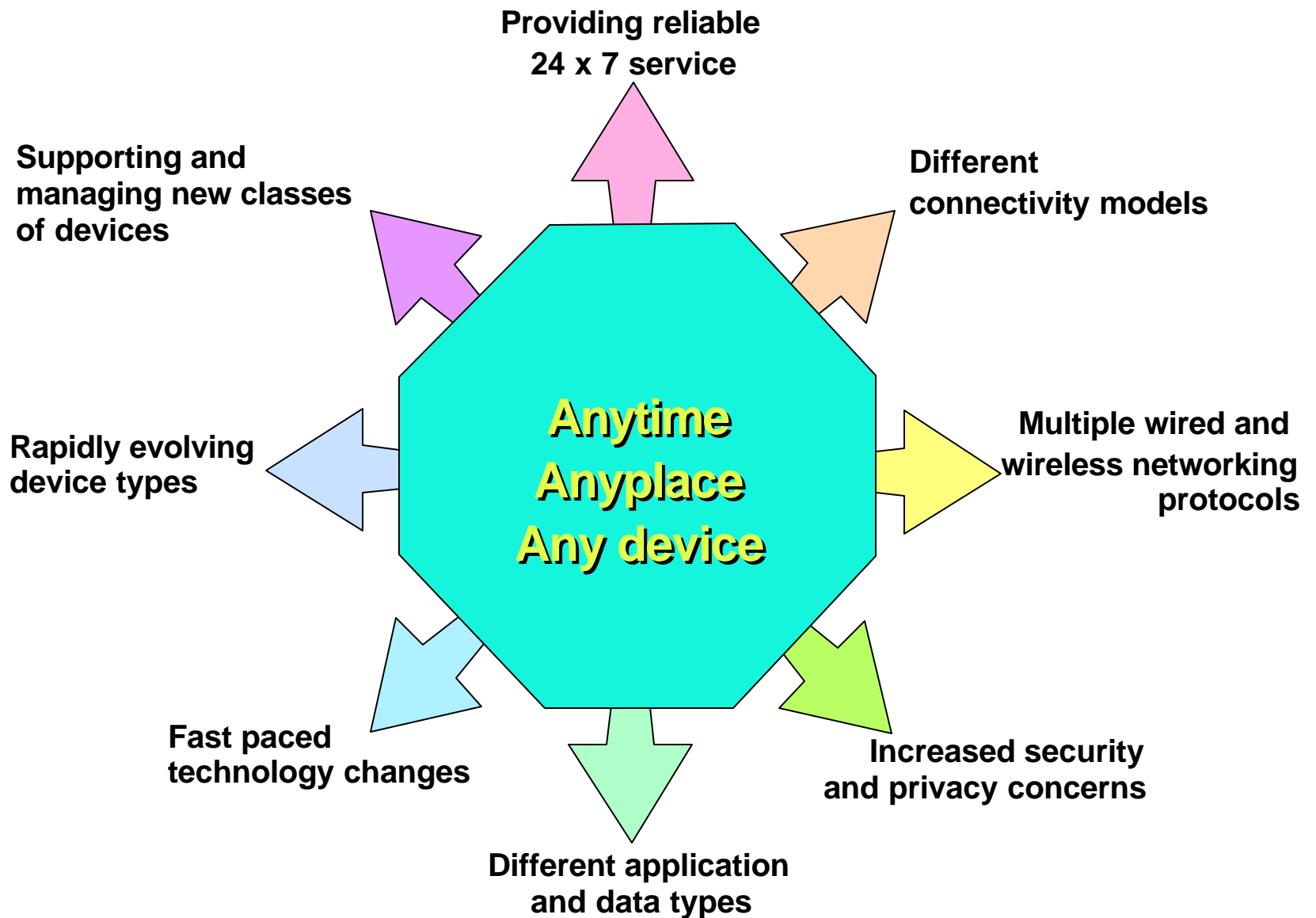
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Challenges



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IBM Strategy for Pervasive Computing

- Continue e-business market leadership
 - ▶ Software
 - ▶ Hardware
 - ▶ Services

- Build on what we've learned
 - ▶ Open standards
 - ▶ Industry wide consortiums
 - ▶ Partnerships as a requirement of success
 - ▶ Reliability, Scalability and Security "architected in"

- Protect our customers' legacy investments

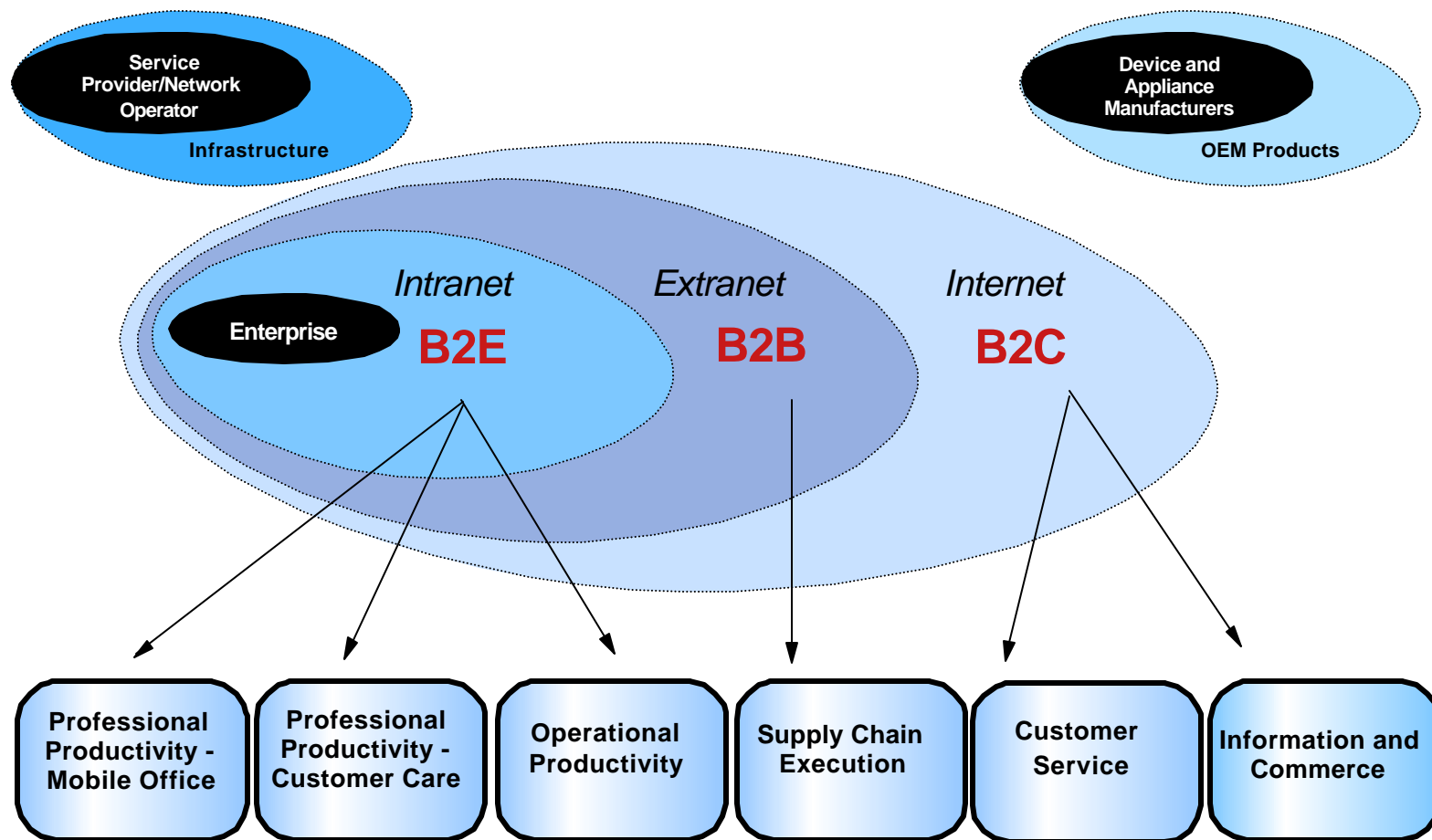
- Ease our customers' pain

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Where wireless e-business can make a difference...





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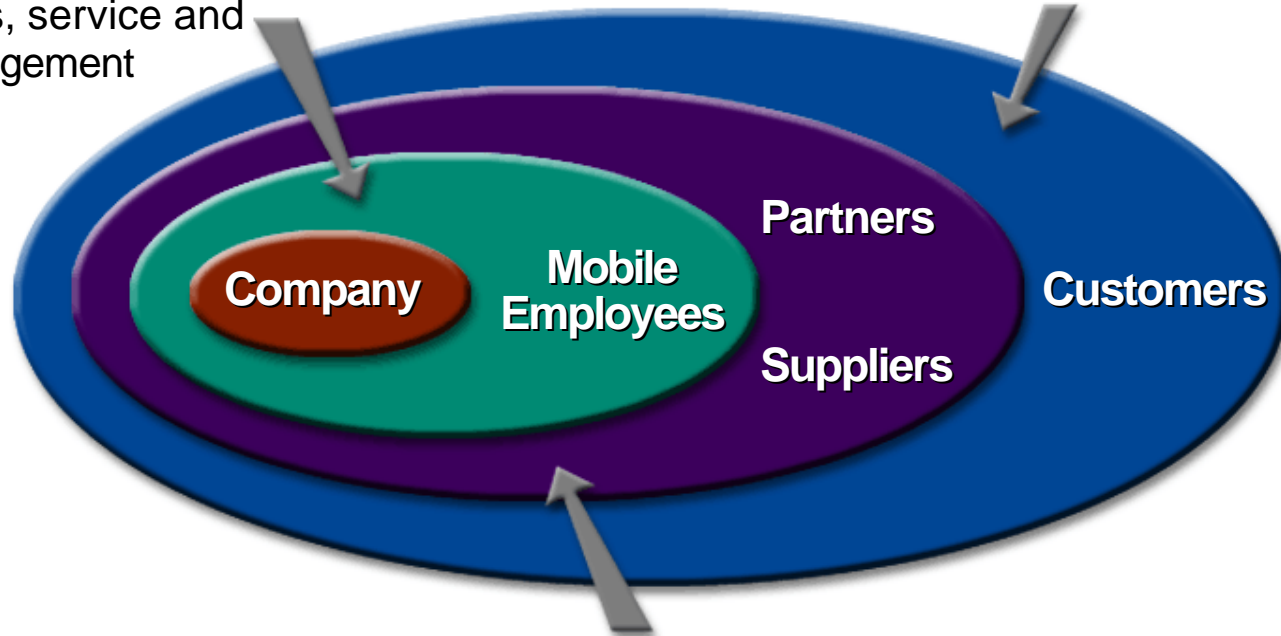
Enterprise Market

Mobile Intranet

Mail, calendar, to-do
Content: customers,
products, directories
Sales, service and
management

Mobile Portals

Consumer and SMB alerts
to best customers mobile
commerce



Mobile Extranet

Channel and franchise management
Content:
customers, products, directories

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Interested parties

- CEO
- CIO/IT Executive
- Application Developers
 - ▶ Enterprise in-house development teams
 - ▶ Solutions developers, ISV's
- Service Partners
 - ▶ IGS, PvC Solution Centers, AIM Services Team
 - ▶ Web Integrators
 - ▶ System Integrators

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Service Provider Offering: Business Challenges / IBM Solutions

	Business Challenges	SPO provides
CEO	To create new services which generate new revenue streams.	The ability to rapidly deploy secure & reliable mobile solutions that capture new customer opportunities and retain current customers
CTO / CIO	To implement flexible infrastructure which meet the needs of today's new services as well as future requirements, all under increasing budget pressures	An integrated, flexible foundation to support the extension of applications and enable the creation of a new class applications to current and future wireless devices while protecting existing investments.
In-house Application Developer and ISVs	To have an open and flexible foundation upon which to create applications to the wireless space, opening up new opportunities and markets	A component of IBM's integrated 'off the shelf' software, tools, services and partnership programs to rapidly develop new or extend existing applications to the wireless space.
System Integrators	To expand revenue streams and reduce the cycle time of integrating products into solutions for multiple environments.	An integrated software infrastructure for taking applications mobile giving the SI additional opportunities with both new and existing customer sets.





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The prospective customer wants to ...

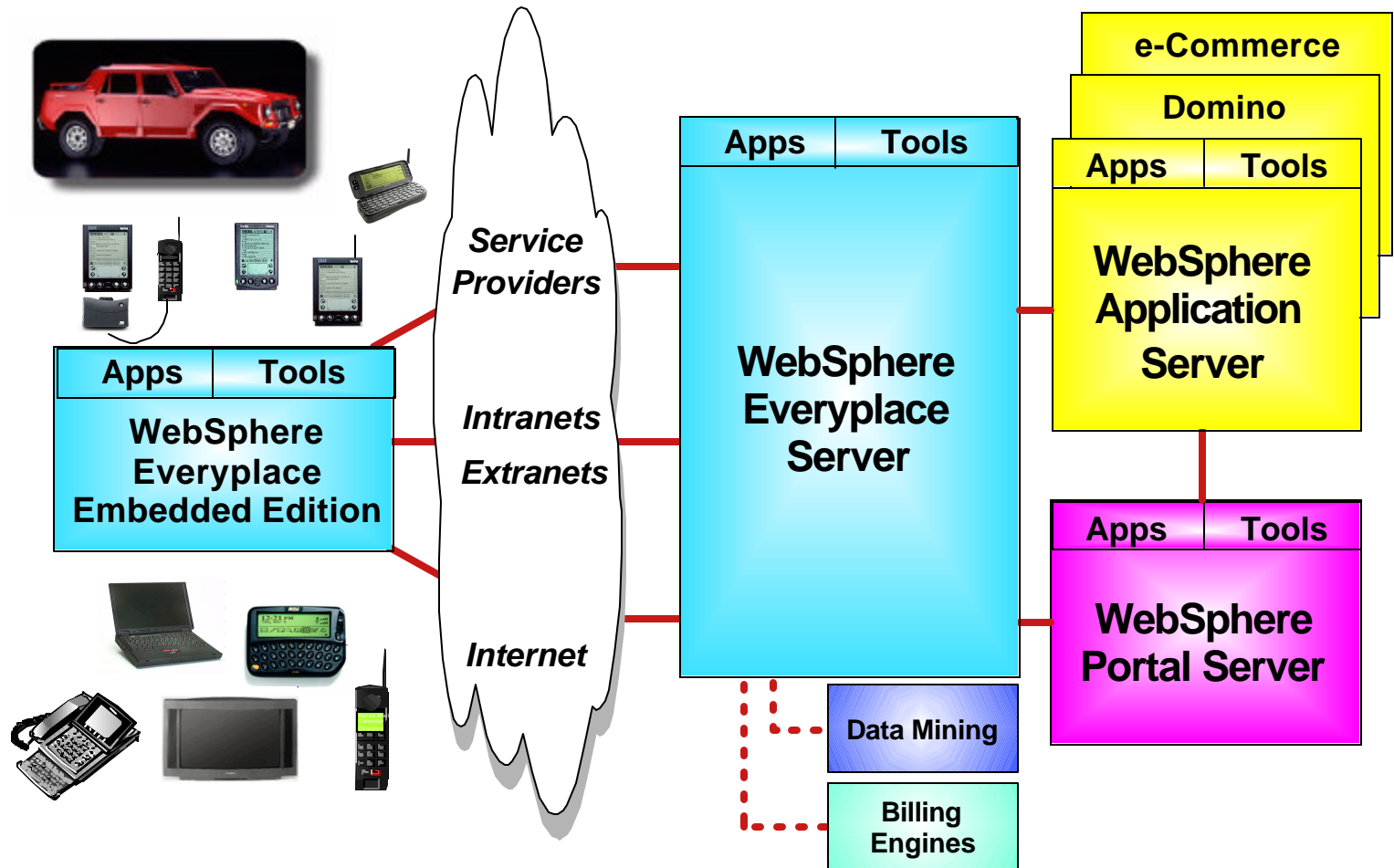
Increase revenue by delivering new services to attract new customers and retain current customers -- reducing churn

▶ Who	Service Providers: Telecom, ASP, ISP, Wireless carriers, other service providers, and enterprises that are building subscriber-based business model
▶ How	By extending existing applications and building new applications
▶ What	A common environment for management and delivery of applications, content and services to multiple devices over multiple networks

The IBM logo, consisting of the letters 'IBM' in a bold, white, sans-serif font, is positioned at the bottom left of the slide. The background of the slide features a vertical strip on the left with a wireframe globe, a computer mouse, and a hand pointing at a screen displaying a waveform.



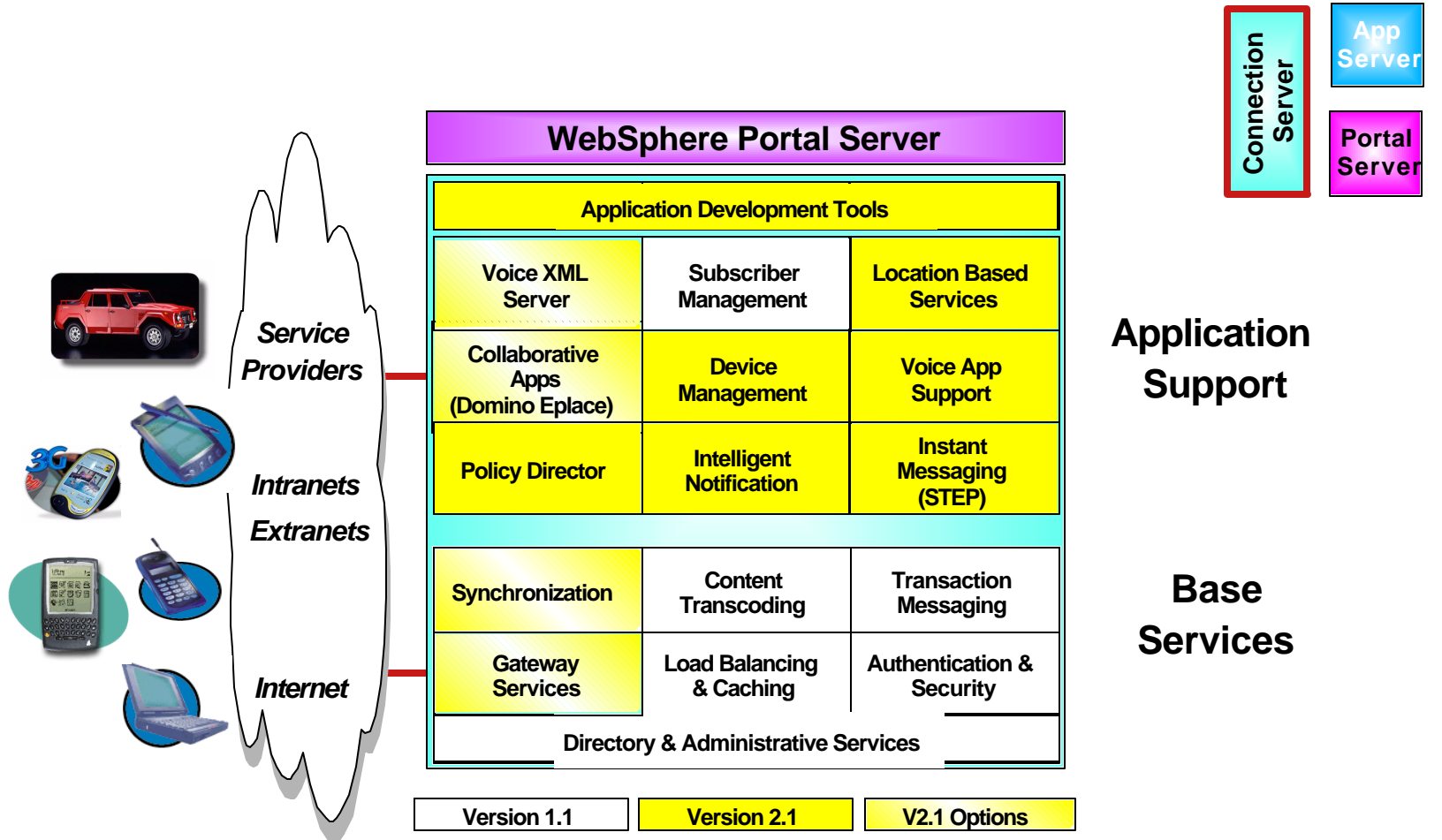
The Pervasive Computing End-to-End View





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WebSphere Everyplace Server - Service Provider Offering



- Extend pervasive application support beyond just Subscriber Management
- Repackaging of "not always wanted" components
- Domino acceptable cookie

New Features





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Service Provider Offering: Key features / benefits

Feature	Function	Benefits
Intelligent Notification	User configurable real-time event notification	Keeps users up-to-date when events occur and/or content is available.
Location based Services	Privacy-controlled capability to dynamically determine a user's device position	Delivers information to users when and where they need it
Instant Messaging	Technology First Look of integration with Lotus Sametime Everyplace	Opens up additional channels for communication by supporting instant awareness and real-time communications
Security	End to end encryption and authentication and integration with Policy Director for enhanced authorization and access control	Complete infrastructure for deploying security-rich applications
Content Adaptation	Transcodes content from one format to another	Reduces effort to deliver information to pervasive devices
Voice integration	Extends applications with integrated voice technologies	Offers hands-free access to applications
Secure Messaging	Asynchronous messages with guaranteed secure message delivery	Guarantees message delivery regardless of connectivity, once and only once
Load Balancing	Load balancing, rules engine, with content-based routing	Optimizes performance
High availability & Scalability	Optimizes data transmission across networks to make network usage more efficient and improve related usage-based network charges.	Allows for enterprise-wide as well service provider-sized deployments
Collaborative Applications	Integration with Domino application adapters in Domino Everyplace	Access to collaborative application content

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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

Domino Everyplace

Domino Everyplace

Sync
Gateway

Sync
Gateway
Voice XML Server





What do you sell, when?

	Everyplace Access	Everyplace Server - Enable Offering	Everyplace Server - Service Provider Offering
Target Customers	Enterprises, ISPs, ASPs, NetGens, LOBs	Enterprises, ISVs, GSIs, LOBs	Telcos, ISPs, ASPs, Large Enterprises
Business Need	Extend e-business content and applications for wireless and voice interaction	Extend business processes to the mobile work force, while preserving any existing 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	Processor-based \$75,000	Subscriber-based pricing
Challenge	How to allow voice interaction and reach wireless devices?	How to extend e-business to wireless while taking advantage of existing IT services?	How to rapidly create new revenue-generating services leveraging existing and new data sources (contextual notification)
Key Strengths	<ul style="list-style-type: none"> • Extends existing content • Speeds time to market • Includes and integrates with WebSphere Application Server for security and scalability 	<ul style="list-style-type: none"> • Preserves and expands existing infrastructure by taking advantage of existing user management and authentication. • 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* *Voice technology supported on NT and AIX 	<ul style="list-style-type: none"> • Windows 2000, AIX, Solaris 	<ul style="list-style-type: none"> • AIX, Solaris
Optional and Complementary Products	<ul style="list-style-type: none"> • Everyplace Wireless Gateway • WebSphere Edge Server • WebSphere Translation Server 	<ul style="list-style-type: none"> • Everyplace Wireless Gateway • IBM Mobile Connect • Lotus Domino Everyplace 	<ul style="list-style-type: none"> • WebSphere Voice Server • Lotus Sametime • Lotus Domino Everyplace



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Target Audience

■ Service Providers

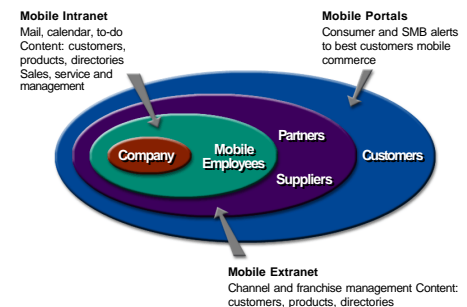
- ▶ Single infrastructure that provides all the functionality needed to host and deploy value added services
- ▶ Extends current applications or build a new class of applications that dramatically change the way people and applications communicate-delivering pertinent information in a timely manner.

■ Enterprises doing business with partners or customers

- ▶ Feature rich including subscriber management features needed for applications that are customer facing
- ▶ Typical customer application - banking, insurance

■ Any customer looking for the features of 2.1

- ▶ Some Enterprise customers may want the features
- ▶ No license limitations



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Competition

Company / Product	Strengths	Weaknesses
Openwave Systems Product: Services OS	<ul style="list-style-type: none">• Value chain positions (mobile middleware, portal, end-user and carrier applications, microbrowsers, hosting)• Cachet and incumbency with mobile and wireline network operators (Phone.com, Software.com)• Well positioned for emerging unified communications market (mobile middleware, messaging technology, service provider)	<ul style="list-style-type: none">• Portfolio includes nonstandard, proprietary technology• Limited enterprise experience• Gaps in enterprise-enabling middleware
Oracle Product: Oracle9i Application Server Wireless Edition	<ul style="list-style-type: none">• Transcoding engine• Value chain positions (mobile middleware and portal, Web server, application server, back end)• Installed base of Web-enabled products	<ul style="list-style-type: none">• Limited deployments of mobile middleware• Limited customization and integration services• Oracle-centric solution
Sun Microsystems Product: iPlanet Intelligent Communications Platform	<ul style="list-style-type: none">• Installed base of Sun hardware servers, incumbent in the service provider and net-gen space• Ability to leverage extensive partnerships (value nets) and acquisitions• Strong R&D investment	<ul style="list-style-type: none">• No Sun-labeled mobile middleware• iPlanet product provides entry level services: messaging services including SMS, limited transcoding, calendar and directory access• Limited client platform and device support compared to IBM
Microsoft Product: Mobile Information Server	<ul style="list-style-type: none">• Corporate installed base of back-end servers which can be leveraged with mobile extensions• Developer community support• Investment (in-house and external) in strategic positions of mobile wireless value chain	<ul style="list-style-type: none">• Late to market with mobile middleware (Mobile Information Server)• Mobile Information Server is not general purpose mobile middleware (Exchange extension only)• Tarnished image in mobile Internet space due to early initiatives (WinCE, Wireless Knowledge)



Pricing

Value Units - What are they ?

- Value units are like a Tivoli point or MQ capacity unit
- Value units provide a common licensing vehicle for products with multiple chargeable elements
 - ▶ i.e.. volume-tiered subscribers for the WES family products
 - ▶ Value units are product specific and not transferable to other products
- Licensing vehicle to reduce complex ordering structures to a single orderable.
 - ▶ Provide increased customer flexibility and reduces IBM ordering systems complexity
 - ▶ Recognize the customers' previous investments
- Customers purchase a pool of value units to cover the current environment plus anticipated growth (if desired)

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Example: Service Provider Offering Pricing with Value Units (Passport Level A)

WebSphere Everyplace Server, Service Provider Base Offering

Number of users/subscribers	5,050	500,050
Number of user groups	101	10,001
Value units per user group	100	18
Value unit Passport price	\$25.00	\$25.00
Total Purchase Price	\$252,500.00	\$4,500,450.00
Price per User	\$50.00	\$9.00

Everyplace Wireless Gateway for WebSphere Everyplace Server, Service Provider Base Offering

Number of users/subscribers	5050	500,050
Number of user groups	101	10,001
Value units per user group Gateway	162	32
Total Purchase Price Gateway	\$409,050.00	\$8,000,875.00
Price Per User Gateway	\$81.00	\$16.00
Value units per user group Base	100	18
Value unit Passport price	\$25.00	\$25.00
Total Purchase Price (Base + Gateway)	\$661,550.00	\$12,501,250.00
Price per User (Base + Gateway)	\$131.00	\$25.00





Example: Service Provider Offering Pricing with Value Units (Passport Level A)

Everyplace Synchronization Manager for WebSphere Everyplace Server, Service Provider Base Offering

Number of users/subscribers	5050	500,050
Number of user groups	101	10,001
Value units per user group Synch	225	30
Total Purchase Price Synch	\$568,125.00	\$7,500,750.00
Price Per User Synch	\$112.50	\$15.00
Value units per user group Base	100	18
Value unit Passport price	\$25.00	\$25.00
Total Purchase Price (Base + Sync.)	\$820,625.00	\$12,001,200.00
Price per User (Base + Sync.)	\$162.50	\$24.00

WebSphere Everyplace Server, Service Provider Offering

Number of users/subscribers	5,050	500,050
Number of user groups	101	10,001
Value units per user group	390	64
Value unit Passport price	\$25.00	\$25.00
Total Purchase Price (Base + G/W + Sync.)	\$984,750.00	\$16,001,600.00
Price per User (Base + G/W + Sync.)	\$195.00	\$32.00





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Sales tools

Where can you get more information?

- w3.ibm.com/pvc

What can you find there?

- Collateral
- White Papers
- Press announcements
- Demos
- Configurator
- More in-depth product information
- Application Briefs / Reference Information
- Links to other IBM wireless / mobile related sites





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Key contacts / Sales support

Offering manager

Gail Shlansky

Gail Shlansky/CAM/Lotus

(617) 693-8476 / 693-8476

Sales Support

Technical Sales Support

NA

Bruce Mante
Bruce Mante/Armonk/IBM@IBMUS
781 895-2289 (tie 362-2289)

Jeff Mirman
Jeff Mirman/Charlotte/IBM@IBMUS
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EMEA

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44-1962-815798 (tie7-245798)

Jean-Michel Corrieu
Jean-Michel Corrieu/France/IBM@IBMFR
33-4.9211.4711 (tie 36-4711)

AP

Ernest Lee
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Yasunori Akenaga
Yasunori Akenaga /Japan/IBM@IBMJP
81-46-215-6140 (tie 18086140)





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At a glance... Service Provider Offering

■ **Description:**

- ▶ Enables service providers to quickly build and launch value added data services aimed at multiple devices and multiple networks, including both wireline and wireless. WES SPO is built on a secure, reliable, flexible and scalable infrastructure that reduces development risk and improves time-to-market.

■ **Target Market:**

- ▶ Wireless carriers, ISPs, ASPs, other service providers
- ▶ Enterprises who are building subscriber based business models

■ **Availability:**

- ▶ GA ; July 2001

■ **Pricing:**

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

■ **Audiences:**

- ▶ CIO, CTO

■ **References Available**

- ▶ Civista
- ▶ Helsinki Virtual Village
- ▶ Telecom Italia
- ▶ UniSX

■ **Key Differentiators:**

- All the functionality needed to host and deploy value added services
- Scalability to millions of users/devices
- Predictable, subscriber-based, one-time-charge pricing
- Capability to integrate with existing accounting and billing systems and 3rd party gateways
- Supports all popular device/network options
- Common environment for management and delivery of applications, content and services to multiple devices over multiple networks.
- End-to-end security (processes, platform and services)

■ **Partnerships:**

- ▶ Motorola, Nokia, Ericsson, Signal Soft, Kivera, Webraska

■ **IBM Content:**

- Everyplace Intelligent Notification
- Everyplace Location Based Services
- Everyplace Wireless Gateway (optional)
- Everyplace Synchronization (optional)
- WebSphere Voice Server (optional)
- Everyplace Authentication
- WebSphere Transcoding Publisher
- WebSphere Edge Server
- MQSeries Everyplace
- Lotus Sametime Everyplace
- Tivoli TPSM and Policy Director
- Secureway LDAP Directory
- DB2 Relational Database (private)
- WebSphere Application Server (private)





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In Summary

- Includes many new features that dramatically change the way people and applications communicate - delivering pertinent information in a timely manner.
- Extends Web and enterprise applications to virtually any device including mobile phones, PDAs and other Internet appliances.
- Supports secure wireless and wireline communications over a broad range of networks including GSM, WAP, SMS, TCP/IP and others.
- Provides the flexibility and expandability to adapt to the rapidly evolving networks, devices and application requirements of the future.
- Tailors content based on user characteristics such as device type, location, notification preferences
- Provides device, application, and subscriber management capabilities to support even the largest customer deployments
- A proven solution that reduces risk, time-to-market and integration challenges
- Based on Industry and Web Standards for interoperability and investment protection.

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