The User is the Destination

BackWeb Technologies

Thursday, June 21, 2001

www.backweb.com

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Who is BackWeb?

Company / Financial

- Founded in 1995
- More than 300+ global customers
- FY00 Revenue $38.6M
- 290 employees worldwide
- Headquartered in San Jose, CA
- R&D facilities in Israel
- Publicly traded on the NASDAQ: BWEB

Technology Leadership

- Patented "Polite Push" communications infrastructure
- Revolutionizing Enterprise Video Communications
- Off-line extension to on-line portals
- Success in CRM: Call Center, Field Force Communications, Partner/Reseller Communications

IBM-BackWeb Alliance Overview

IBM-BackWeb Global Alliances

- Proactive Content Delivery Solutions for CRM
- Proactive Delivery Solutions for WebSphere
- IBM's e-business technology, hardware, software, services and financing

Structure for CRM Alliance

- Joint selling
- Collaborative marketing
- Joint development/porting
- Services competency

Structure for WebSphere Alliance

- BackWeb Proactive Delivery Server on IBM Price list, *this Summer*
- Collaborative marketing
- Joint development/porting
- Two year Agreement
- Competitive differentiator/cross-sell for User Experience

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IBM-BackWeb Alliance Commitments

IBM's Commitments:

- Promote BackWeb in e-business sales opportunities requiring enterprise-wide proactive content delivery.
- Joint selling and marketing
- Sales and technical training
- BackWeb's applications into IBM Solution centers, beginning with Hawthorne, New York
- Porting Services

BackWeb's Commitments:

- Introduce IBM products into BackWeb sales opportunities
- Joint Marketing, worldwide in scope
- Sales and technical training
- Porting of the BackWeb product suite to the IBM platform DB2, WebSphere, xSeries, pSeries

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Evolution of Content Delivery

Postal Service	Overnight	Fax Machine	Email	Portal
Inexpensive	Priority	Quick	Multimedia	Consolidation

The User is the Destination

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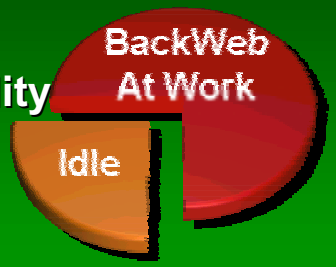
Polite Push sets the "PACE"

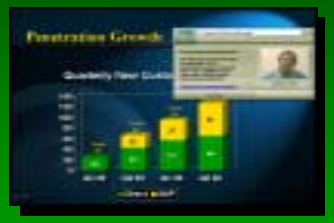
Polite Push

- Idle Time
- Interruptability
- Neighbor Cast
- Byte Level
- Compression



Attention Management

- Flash
- Tickers
- Shadow Alerts



Closed Loop Management

- Targeting
- Subscriptions
- User Profile Management
- Approval Management
- Survey Tabulation

Escalation

- Multi-Channel
- Cell, FAX,email, PDA, etc
- Destination Path

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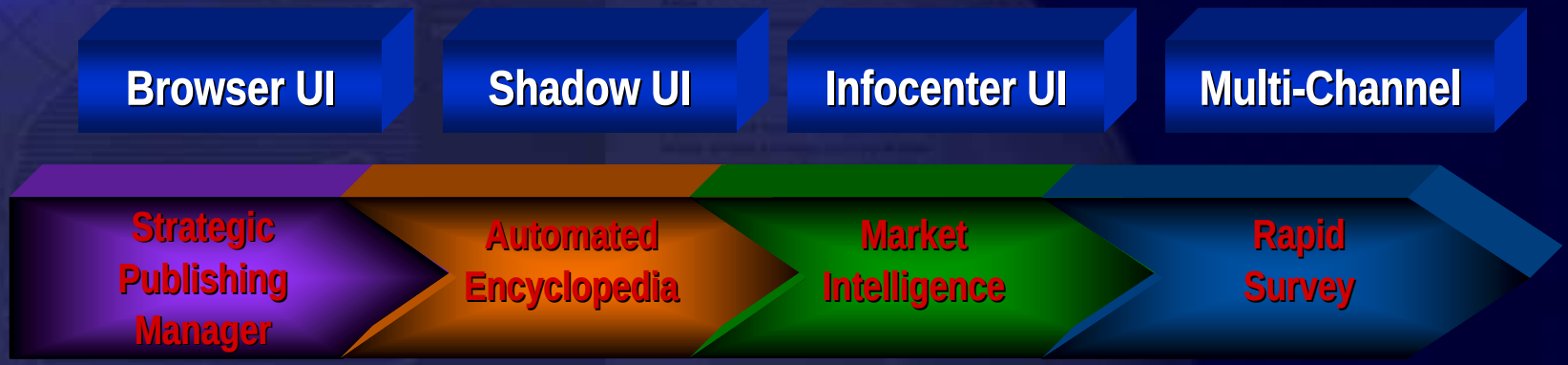
BackWeb Product Suite



BackWeb e-Accelerator
(X-Series, P-Series, DB2, WebSphere)

Development Platform -API Interface

BackWeb Foundation Server
(X-Series, P-Series)
BackWeb Push Application Server
(X-Series, P-Series, DB2)

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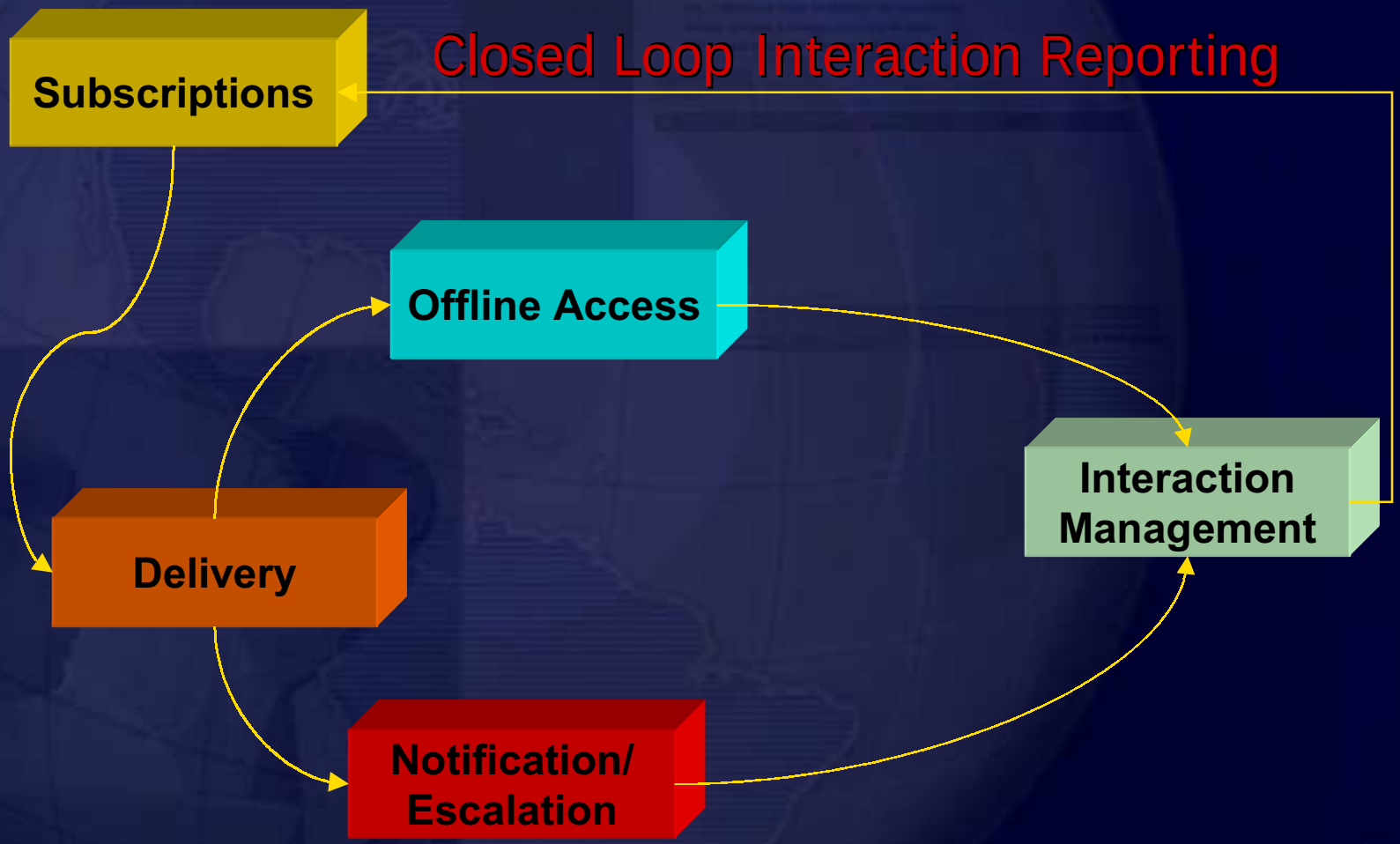
Proactive Delivery Life Cycle



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The Business Benefits of BackWeb

Mind-share
Increase traffic & interaction with WEB

Reliability
Guarantee Interaction with critical information

Time to Market
Accelerate communication cycles

All the time access
Mobile users - offline Portal access

Impact
High reach, low cost Audio / Video communication

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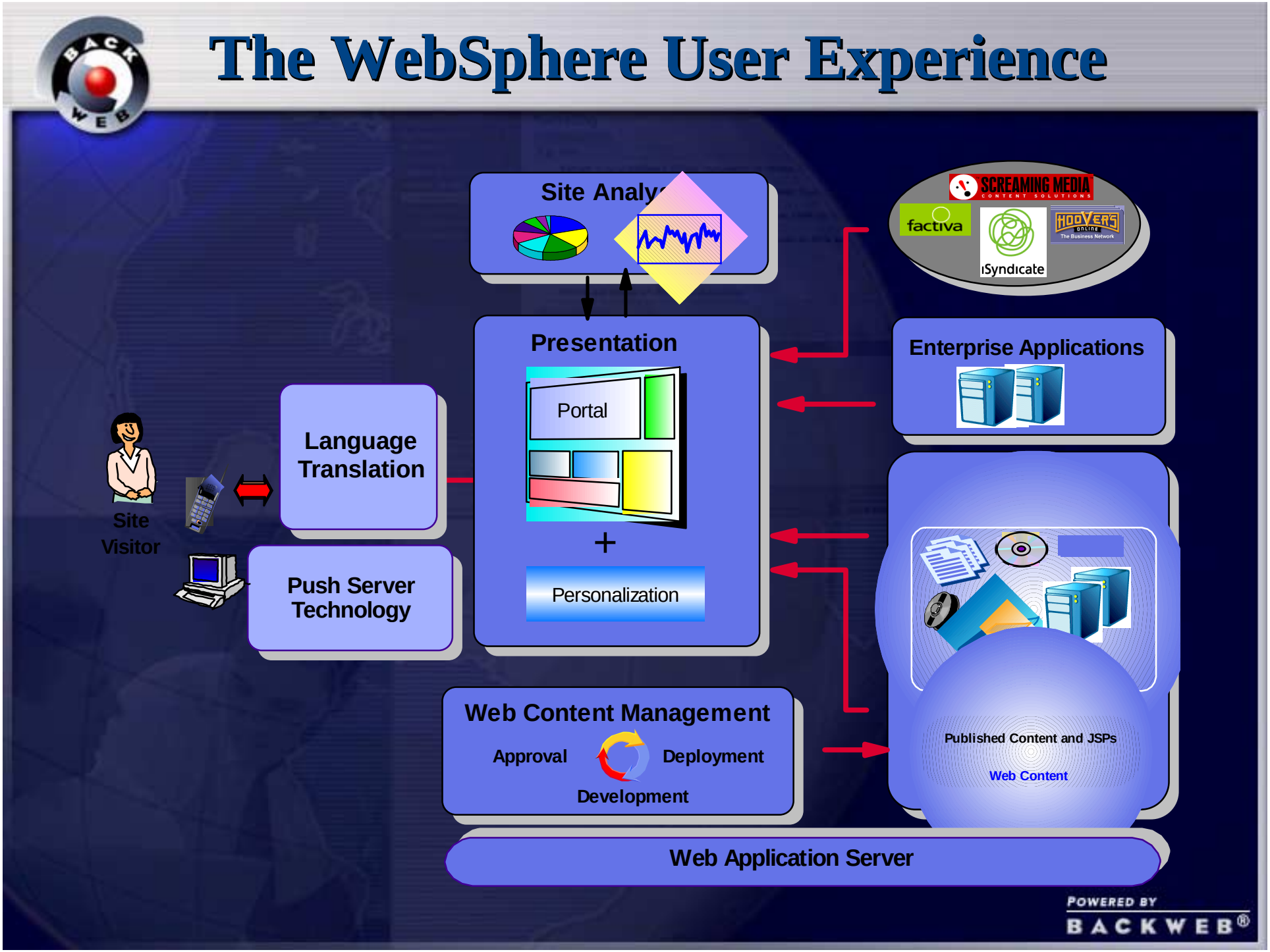
The WebSphere User Experience



NBC - "Push Application Server"

One of Four Leading Broadcasting Networks

- **Critical People**
  - Network Affiliates
  - Wholly owned stations
- ***Time Critical Content***
  - Priority Alerts for Network programming interruptions
  - Escalation to Operations when no interaction with PC Flash notification
- **Solution**
  - PAS will deliver critical notifications to US affiliates. This is the first deployment of its kind in the Media vertical.

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IBM Canada Personal Systems Group

- Target Users
  - 5,000 IBM Resellers
- Critical Content
  - New product Pricing
  - Promotions
  - Market trend updates
- Results
  - Accelerate promotion & pricing cycles
  - Increase revenue via increased channel mind share

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Recognizing a BackWeb Opportunity

DOES YOUR PROSPECT/CUSTOMER NEED TO …..

- Save time & money on delivering content?
- Improve communications with employees, partners, customers?
- Get control of their content delivery?
- Get and manage users' attention?
- Communicate urgent information quickly and reliably?
- Ensure portal "stickiness"?
- Acquire mindshare of newly acquired customers, partners?
- Send video communications throughout the enterprise?
- Communicate to mobile/remote users?
- Deliver mission-critical alerts?
- Get timely and reliable feedback from employees, partners, customers?

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What's in it for you?

- Rapid Implementation = Rapid IBM Content purchase
- Competitive **DIFFERENTIATOR** for the WebSphere product suite
- Complementary to other IBM ISV partner solutions
- Great follow-on opportunity for your existing customer base
- Solutions are highly repeatable across the enterprise
- Measurable ROI provides great visibility for your account sponsor(s)
- High impact solution
- Push Server Technology that Proactively delivers rich content to a user's desktop that includes an escalation process to multiple channels

How Can BackWeb Help YOU Win?

- BackWeb gives off-line access to on-line portals
- Field Force Communications
- Partner/Reseller Communications
- Escalation capabilities
- Portal “stickiness”
- Accelerates knowledge transfer
- Closed Loop Process

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Summary

- BackWeb Proactive Delivery Server enables proactive delivery of critical content to the end user
  - Content Subscription
  - Content Notification and Delivery to the desktop
  - Content Escalation to multiple devices (PDA, Phone, Pager, Fax…)
- BackWeb PAS & Foundation: Polite Delivery Infrastructure
  - Deliver any size content over any network connection
  - Reliably and Politely
- BackWeb Shadow: The Content UI
  - Alerting
  - Off-line Content Access
- BackWeb Accelerator:
  - Content Subscription
  - Off-line Content Access

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Points of Contact…

The IBM Team

- Anne Miller – Business Development Manager, BackWeb Alliance

Abmiller@us.ibm.com, 401-851-4132

- Chris Lamb – IBM WebSphere Marketing Manager

Chrislam@us.ibm.com, 919-543-9844

The BackWeb Team

- Dave Kloc – Director of Strategic Alliances Worldwide

Dkloc@backweb.com, 508-620-4591, mobile 978-376-8221

- Diana Leccese – Technical Alliance Manager

Dleccese@backweb.com, 508-620-4591, mobile 617-901-3563

- Helaine Cohen – Director, IBM WebSphere Relationship

Hcohen@backweb.com, 312-214-3551

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