



Honoring the
Innovators of
e-Business

The International Beacon Tribune

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Access benefits to help enhance your sales efforts. Build skills and collaborate to attract new business.

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FREE



Scott Cooper, Vice President, Worldwide Channel and SMB Marketing, IBM Software Group

Leadership is Doing the Right Things

QUESTIONS FOR SCOTT COOPER

Scott Cooper was named Vice President of Worldwide Channel and SMB Marketing for IBM Software Group in October 2002. He joined this group after ten years at Lotus, where he was most recently vice president of Lotus Solutions.

Q: WHAT ARE YOUR TOP THREE PRIORITIES IN 2003?

One, demand generation in SMB. Two, ease of doing business with IBM. Last, streamlined communications, so we hit Business Partners with a consistent, easy-to-consume set of offerings and messages.

Q: CAN YOU LIST A FEW EXAMPLES?

Sure. Beginning at the end of last year, we broke a new advertising campaign that targets the retail distribution and banking industries and runs in vertical publications targeting the SMB market. We are increasing this type of investment in 2003. We've improved PartnerWorld for Software by simplifying benefits, we've implemented common frameworks for our Start Now enablement kits and we're enabling a single partner profile across all IBM Business Partner Web sites. We've also done a lot of work to consolidate

our newsletters and reduce the sheer volume of communications we send out.

Q: THESE ARE INTERESTING TIMES TO BE IN THE IT BUSINESS. HOW'S THAT PLAYING OUT FOR BUSINESS PARTNERS?

This whole industry continues to face tough economic times. That translates to longer sales cycles and smaller transactions. All of us need to be smarter about how we spend our investment dollars. Business Partners need to focus on their competencies and on building relationships with customers in the midmarket.

Q: WHAT ABOUT TECHNOLOGY? WHAT ARE THE BIG TECHNOLOGY NEEDS YOU'RE SEEING FROM CUSTOMERS?

Customers of all sizes are experiencing a common set of challenges in applying technology to horizontally integrate their business — integrating their suppliers, employees, and customers — into an end-to-end technology view. IBM is making a significant investment in the infrastructure needed to make this happen and the tools to use and monitor it.

See LEADERSHIP, Page B4

SIXTEEN IBM SOFTWARE BUSINESS PARTNERS CAPTURE THE CRYSTAL

GALA CEREMONY MARKS FOURTH ANNUAL IBM BEACON AWARDS

Fireworks exploded, confetti rained down and a Grammy award winner sang *Simply the Best* in a stirring grand finale that capped an evening of celebration at the 2003 IBM Beacon Awards.

Sixteen IBM Software Business Partners were honored for their outstanding achievements in e-business at the fourth annual IBM Beacon Awards, which took place during PartnerWorld at New Orleans historic Saenger Theatre. Winners traveled from around the world to receive their crystal trophy before an audience of fellow Business Partners, journalists, IT analysts and IBM executives.

The host of the ceremony, Scott Cooper, vice president, SMB and Channel Marketing, IBM Software Group, stressed how important innovation in e-business is to customers and to IBM. Cooper thanked all of the award nominees for their tremendous contributions in this area.

The IBM Beacon Awards are judged by a distinguished panel of IT analysts, press and key IBM executives, and were presented by IBM brand and software group executives. In addition to Cooper, presenters included Buell Duncan, general manager, Developer Relations; Ambuj Goyal, general manager, Lotus Software; Carl Kessler, vice president, Tivoli Products; Janet Perna, general manager, Data Management Solutions; John Swainson, general manager, Application & Integration Middleware Division; Donn Atkins, vice president worldwide, Software Sales and Marketing; and Mark Ouellette, vice president worldwide, SMB Software Sales, Software Group.



The IBM Beacon Award honors the leaders in the e-business revolution — IBM Business Partners.

Built in 1927 as a 4,000-seat movie palace, the Saenger Theatre features an interior resembling a Baroque Italian courtyard — complete with 150 small lights in the ceiling arranged in constellation patterns to give the impression of stars in the night sky. It was rumored that the chandelier in the outer lobby originally hung in the Hall of Mirrors at France's Palace of Versailles. The chandelier actually came from a nearby chateau, but was created by the same artisan who designed the Hall of Mirrors' fixtures.

The awards ceremony followed a dinner featuring classic New Orleans cuisine and live music from the New Leviathan Oriental Fox-trot Orchestra. The Orchestra also backed up Grammy Award winner and New Orleans soul star Irma Thomas during the grand finale, as she sang a tribute to this year's IBM Beacon Award winners.

2003 IBM BEACON AWARD WINNERS

BEST DATA MANAGEMENT SOLUTION

TradePower

BEST MANAGING TECHNOLOGY TIVOLI® SOLUTION

Elyzium Ltd

BEST WEBSHERE® E-BUSINESS SOLUTION

Digital Union

GREATEST INNOVATION IN E-BUSINESS

J.D. Edwards

GREATEST MIDMARKET SUCCESS

Boom Vang Consulting, Inc.

HOT LINUX SOLUTION

Trigo Technologies

LOTUS® SOFTWARE ENABLING THE MINDS OF E-BUSINESS

Relavis Corporation

SAFE AND SECURE DEVELOPER SOLUTION

PNCglobal

PARTNERWORLD FOR SOFTWARE Distinguished Achievement Awards

ASIA PACIFIC

Toshiba Corporation

EUROPE, MIDDLE EAST, AFRICA

BMS Systems GmbH

LATIN AMERICA

YKP Informatica

NORTH AMERICA

Sirius Computer Solutions

PARTNERWORLD FOR DEVELOPERS Distinguished Achievement Awards

ASIA PACIFIC

Penta Security Systems, Inc.

EUROPE, MIDDLE EAST, AFRICA

Daon

LATIN AMERICA

SISDAM Technology

NORTH AMERICA

KANA Software, Inc.

TradePower Builds e-Business Foundation for Construction Industry

BEST DATA MANAGEMENT SOLUTION

TradeSource from TradePower [www.tradepower.com] is an enterprise business system for distributors in the electrical, plumbing, and tools industries that integrates accounting, sales, purchasing, inventory control, warehouse management, and e-commerce capabilities in a single application with real-time data access. Contractors and suppliers are directly connected through TradePower's Online Exchange

for instant pricing, product availability and automated purchasing. Combining the IBM pSeries eServer with DB2 Universal Database technology, TradeSource enabled Interstate Electrical Supply to seamlessly migrate and integrate all of its internal business systems. Workers can now use PDAs to scan data from warehouse operations, providing improved asset management and better customer service.

Finalists:

Horus Informatica
www.horusinfo.com.br

Integrated Distribution Solutions LLC
www.ids-world.com

Elyzium Solution Warns of System Outage by Cell Phone, Pager or PDA

BEST MANAGING TECHNOLOGY TIVOLI SOLUTION

The e-business Availability Solution from Elyzium Ltd [www.elyzium.co.uk] contacts systems users by cell phone, two-way pager or PDA to alert them to service outages in their company's e-business infrastructure. The solution was built for the London office of one of the largest financial holding companies in the United States, which sought an automated solution that would save on-site manpower by notifying users remotely of

problems and letting them take control of resources using a keypad or voice commands. Incorporating a wide range of Tivoli products, Elyzium's solution helps organizations achieve reduced operating costs and improved service levels, with a return on investment that is measured in months rather than years by maximizing the mean time to fix problems with minimal staffing requirements.

Finalists:

Advanced Systems Group, Inc.
www.advancedsystems.com

VANguard
www.vanguard-it.com.br

Online B2B Exchange from Digital Union Saves Retailers \$500 Million

BEST WEBSHERE E-BUSINESS SOLUTION

The World Wide Retail Exchange from Digital Union [www.digitalunion.com] is an Internet-based B2B exchange that substantially reduces costs across product development, e-procurement, and supply chain processes for retailers and suppliers in the food, general merchandise, textile/home, and drugstore sectors. Working with the IBM Watson Laboratories, Digital Union has incorporated some of the world's most advanced

auction/negotiation theory and visualization technology into the solution. The solution has saved the Retail Exchange's 62 members worldwide over \$500 million. Built on Digital Union's ezMarket product and incorporating WebSphere Commerce Suite, the solution let UK supermarket chain Tesco get an auction up and running in days, delivering immediate benefits to their bottom line.

Finalists:

InSystems
www.insystems.com

Sundata Pty Ltd
www.sundata.com.au



Elyzium's e-business Availability Solution lets users correct system downtime remotely using PDAs, cellphones or two-way pagers.

J.D. Edwards Charts Creative Routes to Market for IBM Middleware

GREATEST INNOVATION IN E-BUSINESS

An agreement to pre-integrate and OEM a range of IBM middleware into its portfolio of business applications gives J.D. Edwards [www.jdedwards.com] an innovative approach to delivering e-business solutions. J. D. Edwards strategy combines WebSphere Applications Server, WebSphere Portal, DB2

Universal Database, embedded security components and Lotus collaboration tools with its ERP, CRM, SCM, and SRM applications. For midmarket customers, this innovative route to market for IBM software provides access to industry leading middleware solutions—already integrated—at a very affordable price.

Finalists:

Business Systems Group Ltd
www.bsg.co.uk

GERS
www.gers.com

Move to Midmarket Means Major Success for Boom Vang Consulting

GREATEST MIDMARKET SUCCESS

When Boom Vang Consulting, Inc. [www.boomvang.com] decided to change its focus to IBM software, the company turned to IBM's Start Now offerings to speed its time to market. Combining Start Now marketing tools, co-marketing funds and repeatable solutions has paid off. During its first full year as a member of the IBM Top Contributor Initiative, Boom Vang experienced tremendous success selling

IBM based solutions. Boom Vang is also e-business firm certified and Start Now certified in Collaboration, Host Integration, and Wireless Solutions. Customers like Sharp MicroElectronics and CorVel are taking collaboration to new levels by leveraging Boom Vang's innovations with Lotus Sametime and PDAs supported by Domino and IBM Mobile Connect.

Finalists:

Sapiens (UK) Ltd
www.sapiens.com

Servion¹ Global Solutions
www.servion.com

Vormittag Associates, Inc.
www.vai-solutions.com

Trigo Product Center Reduces New Product Time to Market from Six Months to Two

HOT LINUX SOLUTION

Trigo Product Center is a Product Information Management system that enables manufacturers, distributors, and retailers to manage product information from a variety of back-end systems right through to point of sale. By reducing the cost to manage hundreds of thousands of SKUs, this 100 percent Java, Linux-based solution from

Trigo Technologies [www.trigo.com] is accelerating the introduction of new items from an industry average of six months to eight weeks. Alpha Purchase, one of Japan's first virtual distributors, relies on Trigo Product Center for key customer data which enables more flexible customer service and a stronger competitive edge.

Finalists:

eOneGroup
www.eonegroup.com

HRsmart, Inc.
www.hrsmart.com

Relavis eService for Domino Signals Improved Call Center Operations for Western Union

LOTUS SOFTWARE:
ENABLING THE MINDS OF E-BUSINESS

Designed to dramatically improve customer service performance, Relavis eService for Domino from Relavis Corporation [www.relavis.com] combines the collaborative power of Lotus Domino with the data processing power of DB2 for a highly scalable solution. Its open architecture allows for rapid integration with a customer's other busi-

ness components and applications, such as ERP, Supply Chain Management and legacy systems. Western Union is using eService to optimize its call center operations—which have now expanded to Web self service, e-mail and live chat with customers—and provide better customer service throughout its vast network of 117,000 agent locations worldwide.

Finalists:

Net.Team S.p.A.
www.netteam.it

TIMETOACT Software & Consulting GmbH
www.timetoact.de

PNCglobal Secures Medical Records Company with Two-Factor Authentication Solution

SAFE AND SECURE DEVELOPER SOLUTION

Uni-ID from PNCglobal Inc. [www.pncglobal.com] offers two-factor authentication using a mini CD card and pass phrase. Through a cross-domain authentication service custom developed by PNCglobal, the product is integrated with Tivoli Access Manager and incorporates WebSphere Portal Server and IBM DB2. With no require-

ments for additional hardware, Uni-ID offers a unique and affordable two-factor authentication solution for any Web portal application needing access security. Online medical records company ExpertMedic chose Uni-ID over competitive products to protect highly sensitive patient information, citing the product's low price, ease of use and versatility.

Finalists:

Daon
www.daon.com

The PowerTech Group
www.powertech.com



Relavis eService for Domino is helping Western Union optimize its call center operations and enhance its customer service.

BMS Systems, Sirius Computer Solutions, Toshiba and YKP Informatica Distinguish Themselves in 2002

DISTINGUISHED ACHIEVEMENT AWARDS —
PARTNERWORLD FOR SOFTWARE

As the winner for Asia Pacific, Toshiba Corporation [www.toshiba.co.jp] offers customers a one-stop solution for essential cross-platform network integration services. Finishing the year with significant GMB revenue contribution, Toshiba is committed to all four IBM software brands. The company established a WebSphere Partner Center last year, integrated DB2 into its Forefront media solution, recently began a Domino 6 migration campaign, and is Tivoli's top Business Partner in Japan.

BMS Systems GmbH [www.bmsys.de] takes top honors for the EMEA region because of its strong commitment, products, and revenue performance. After joining

PartnerWorld in early 2002, BMS Systems invested in its success and ended the year by surpassing its commitment as a member of the Top Contributor Initiative. Through products such as its Lotus Notes Client Configuration and Migration Tool, BMS Systems helps customers reduce costs by reducing software roll-out to only a few mouse clicks.

Latin America's winner for Distinguished Achievement is YKP Informatica [www.ykp.com.br]. Starting out as an IBM AS/400 and Lotus Business Partner, YKP Informatica last year expanded its portfolio to include WebSphere and Data Management software. With seven solutions based exclusively on IBM middleware, the

company's success with IBM technology has earned it four IBM awards for application excellence or sales performance in the past three years.

North American winner Sirius Computer Solutions [www.siriuscom.com] has shown its commitment to IBM through a 70% year to year revenue growth in 2002. Its winning formula included boosting sales force performance through attendance at IBM's Solution Sales Methodology class and creation of an inside sales team. Sirius also offered all-IBM solutions, added certified and dedicated pre-sales specialists for all four IBM brands, and focused on recruiting business partners with strong software skills.

Top Achievements from Daon, KANA Software, Penta Security Systems and SISDAM Technology

DISTINGUISHED ACHIEVEMENT AWARDS —
PARTNERWORLD FOR DEVELOPERS

Penta Security Systems, Inc. [www.pentasecurity.com], this year's winner for Asia Pacific, has made significant contributions to the growth of IBM software through its intrusion detection solution. The company will soon be Korea's first intrusion detection solution developer to be granted K4 Level Security certification by the Korea government on AIX. As it extends its products to Public Key Infrastructure and firewalls, Penta Security Systems is helping grow IBM market share among SMB and large customers.

This year's winner in EMEA is Daon [www.daon.com], developer of a unique biometric solution that can handle multiple

biometric techniques. Built for the J2EE architecture using WebSphere and DB2, with connectors to Tivoli Access Manager, Daon's product runs on IBM pSeries and xSeries eServer platforms. Daon's solution will help IBM meet growing customer need for enterprise-wide biometric security middleware.

Latin America winner SISDAM Technology [www.sisdam.com.ar] has designed its new and existing applications to incorporate WebSphere and Java. SISDAM is also expanding beyond Argentina to target other Latin American countries, and is completing an OEM agreement to bundle its applications with WebSphere Application Server

for increased WebSphere adoption in the SMB segment.

KANA Software, Inc. [www.kana.com], winner for North America, has adopted IBM's e-business infrastructure as its Tier 1 development platform and uses WebSphere Application Server, DB2 and pSeries as its high-water benchmarking platform for performance measurements. KANA utilizes IBM Global Services as one of its key systems integrators. Together KANA and IBM create significant customer value, resulting in superior customer satisfaction and corporate profitability.



The confidentiality of patients' medical records is safeguarded using PNCglobal's two-factor authentication solution.

Seventeen Business Partners Win Lotus Beacon Awards

NINTH ANNUAL LOTUS BEACON AWARDS

On January 26, 2003, winners of the 2003 Lotus Beacon Awards were announced and recognized during Business Development Day at IBM's annual Lotusphere conference in Orlando, FL. These are the software Business Partners in the IBM PartnerWorld program who have taken IBM Lotus software to new heights with their collaborative solutions. This year, IBM is proud to honor 17 winners and 34 finalists in 13 categories for providing ground-breaking products, services and solutions to their customers.

BEST COLLABORATIVE SOLUTION

Titan Solutions Group, Inc.
www.titansolutions.com

Finalists
COGNICASE
www.me4n.com

Eden Communications
www.eden.com

iEnterprises, Inc.
www.ienterprises.com

BEST MOBILE/WIRELESS SOLUTION

Brookstone Technologies Pty Ltd
www.brookstone.com.au

Finalists
APSYME, S.A.
www.apsyme.com

QED Advanced Systems Ltd
www.qedcs.co.uk
x-dot GmbH
www.x-dot.de

EXCELLENCE IN PARTNERING

Northern Collaborative Technologies
www.thenorth.com

Webb Consulting, Inc.
www.webb-consult.com

Finalists
Berwanger, Inc.
www.berwanger.com

onClick Corporation
www.onclickcorp.com

BinaryTree, Inc.
www.binarytree.com

Recor Corporation
www.recor.com

Wolcott Systems Group
www.wolcottgroup.com

iEnterprises, Inc.
www.ienterprises.com

NuTechs
www.nutechs.com

BEST INDUSTRY SOLUTION

ComputerWorks
www.computerworks.com

Finalists
Anesis, Inc.
www.anesis.net

Modern Devices (China) Ltd
www.mdcl.com.cn

Winchester Business Systems
www.wbsnet.com

BEST KNOWLEDGE DISCOVERY SOLUTION

EKM Corporation
www.ekmco.com

Finalists
Landray (ShenZhen) Management Consulting Support System Co., LTD
www.landray.com.cn

Presence Online
www.aptrix.com

Spherion
www.spherion.nl

BEST PHILANTHROPIC SOLUTION

Computech Resources, Inc.
www.compures.com

Finalists
Cadence Solutions, LLC
www.cadencesolutions.com

Convergens A/S
www.convergens.dk

BEST PORTAL SOLUTION

Cordial Co., Ltd
www.cordial.co.kr

Finalists
Loughheed and Associates
www.loughheed.com

Spherion
www.spherion.nl/technology

Distinguished Achievement Awards

ASIA PACIFIC

Tata Consultancy Services
www.tcs.com

BEST TOOL/UTILITY SOLUTION

DLI.tools Inc.
www.dlitoools.com

Finalists
CommonTime Limited
www.commontime.com

PistolStar, Inc.
www.pistolstar.com

Ytria, Inc.
www.ytria.com

EUROPE, MIDDLE EAST, AFRICA

Infosys Limited
www.infosys.co.uk

LATIN AMERICA

Jonima S.A. de C.V.
www.jonima.com

RISING STAR AWARD

Instant Technologies Corporation
www.instant-tech.com

Finalists
CITIC Application Service Provider Co., Ltd (iCITIC)
www.icitic.com

PSC Group, LLC
www.pscslistens.com

Shree Consultants
www.shreecon.com

NORTH AMERICA

Computech Resources, Inc.
www.compures.com

BEST IN LOTUSPHERE SHOWCASE

iEnterprises, Inc.
www.ienterprises.com

BEST LEARNING SOLUTION

Safmarine Computer Services (SCS)
www.scs.co.za

Finalists
AIT Work Group Technology Sdn Bhd
www.patimas.com

Multimedia Marketing.Com
www.multimedia marketing.com

Nanfor Iberica
www.cursosweb.com

BEST MESSAGING MIGRATION SOLUTION

Advanced Development Group, Inc.
www.adg-inc.com

Finalists
BMS Systems GmbH
www.bmsys.de

IntraVision
www.intravision.dk

Beacon Bits



FACT #1

The award is hand cut, polished, and engraved in Bethlehem, PA by Crystal Signatures.

FACT #2

It takes six weeks to produce.

FACT #3

As many as seven craftspeople work on a single award.

FACT #4

It weighs six pounds —two and a half pounds less than an Oscar, two and a half pounds more than an ultralight ThinkPad[®].

FACT #5

The same amount of crystal could produce two dozen champagne flutes.

FACT #6

49 crystals have been awarded since the IBM Beacon Awards began in 2000.

LEADERS IN THE E-BUSINESS REVOLUTION

TURNING VISION INTO REALITY

By Mark Ouellette

Henry Ford had it. Thomas Watson had it. John D. Rockefeller did, too. All three of these legendary business leaders had incredible vision — an unwavering ability to conjure a vision of something that did not yet exist. They also had the drive and commitment to follow through. By turning vision into reality, they changed the course of history.

The IBM Beacon Awards recognize today's leaders at the front lines of the e-business revolution. These are the IBM Business Partners who have demonstrated an ability to analyze a customer problem or need, envision a sophisticated technology solution, and implement it to the customer's complete satisfaction.

Part of being a great leader is recognizing opportunity, especially in the face of adverse conditions. Today Business Partners face the challenge of delivering solutions in an economic climate marked by consolidation, capital spending cutbacks, and a renewed demand for proven productivity. Despite this, there are still significant IT opportunities. A recent IDC survey states that 54% of all IT spending is coming from companies with less than 1,000 employees —

the same market segment that IBM has turned over to Business Partners to provide sales, fulfillment and support.

As midmarket customers increasingly transform their businesses into e-businesses, IBM is committed to helping Business Partners meet this need. This year, IBM continues its focus on providing software offerings relevant to the midmarket, easy to use and install and demonstrating short time to value. An aggressive marketing and demand generation program will increase awareness of our software offerings, with a focus on the new Express family of IBM software. And IBM will continue to act on its vision of partnership, which means teaming — not competing — with its Business Partners.

Congratulations to all of the IBM Beacon Award winners and finalists. The caliber of their solutions and the satisfaction of their customers show what is possible when people combine vision with the ability to make it happen. As Henry Ford said, I am looking for a lot of men who have an infinite capacity to not know what can't be done.

Mark Ouellette is IBM's vice president of Worldwide SMB Software Sales, IBM Software Group.

AWARD GIVES ADDED CREDIBILITY, SAY LAST YEAR'S WINNERS

The afterglow of winning a Beacon Award continues long after the last photo is snapped and the last trophy is packed up. According to past winners, it's an award that keeps on giving — throughout the months that follow, throughout their company, and throughout the sales cycle.

It's a really cool ego boost to win this recognition after working so hard, said John Wargo, vice president, Wolcott Systems Group. But it's also important for everyone in our company. Times were tough last year, and the Beacon is something employees can point to with pride.

Wolcott Systems Group, based in Fairlawn, OH, won a 2002 Lotus Beacon Award for Best Tool/Utility Solution. The company has been a finalist four times in the past five years.

Being a Beacon Award winner has dramatically reduced our sales cycle, said Wargo. After being featured on the Lotus home page last year, we got a call from one of the nation's biggest greeting card companies. They were very close to signing with our competitor, but we closed a deal with them in just two weeks.

Patrick Lawton, chief executive officer at Digital Union, sees similar effects. The Guildford, UK Business Partner has won the IBM Beacon Award twice and been a four-time IBM or Lotus award finalist.

Winning the Beacon Award gave Digital Union worldwide recognition, which was great in differentiating our solutions from the crowd. It gave us instant credibility, said Lawton. It was also a great thank you to all the people involved with the winning projects.

Lawton noted that winning has helped build an even closer relationship between customers, partners and the Digital Union team.

Emerging Technology Solutions, Inc. from Franktown, CO, is a four-time Beacon winner. Last year, the company won its first IBM award, sharing Excellence in Partnering honors with two fellow Business Partners.

The first time we won was a very moving experience, recalls Bud Brasier, president of Emerging Technology Solutions. It was just two years after we started the business, and it acknowledged that we were on the right track.

For ETS the award lends extra credibility.

We are already well known in our market, but this is another way of saying that we've been recognized as the best of the best, Brasier said.

Winning an Excellence in Partnering award also helps ETS as a member of IBM's Start Now Solutions Proven program, which helps link ISVs with Solution Providers. It shows we know how to partner, said Brasier.

LEADERSHIP IS DOING THE RIGHT THINGS

Continued from page B1

Q: ARE SMB SIZE CUSTOMERS INTERESTED IN END-TO-END INTEGRATION, OR IS THIS AN ENTERPRISE TREND?

Midmarket customers absolutely want integration. A lot of the attributes that are important to our most demanding enterprise customers — reliability, ease of management, simplicity — are important to our midmarket customers, too. But that's not to say things designed for large multinational companies easily drop into the midmarket. That's why IBM is tailoring its technology for the midmarket with things like our new Express offerings.

Q: THE BEACON AWARDS RECOGNIZE LEADERS IN E-BUSINESS. WHAT DOES IT MEAN TO BE A LEADER?

It's borne out by your actions. Peter Drucker said that management is doing things right; leadership is doing the right things. What we see in our highest performing Business Partners, and those that we honor with a Beacon Award, is that they determine on their own the right things to do. They also apply the right discipline and execute on the opportunities they see.

Q: WHAT DOES IT MEAN TO BE A BEACON WINNER?

It's all about the recognition. The Business Partner's col-

leagues, the media, analysts, IBM, and customers all recognize Beacon winners and finalists as simply the best. People are attracted to leaders, and customers want to do business with the best and the brightest.

Q: TELL ME ABOUT AN AWARD YOU'VE WON.

My soccer team won the local championship when I was ten. It was one of those teams without a star player. We played really well as a team, we knew our positions and we were well-coached. In other words, we had a leader who could see opportunities and execute on them.

Q: YOU SPENT TEN YEARS AT LOTUS. WHAT DID YOU LEARN THERE THAT'S HELPING YOU NOW?

I was at Lotus when they launched their Business Partner program. One of the great things we saw was that Lotus could play a big role in facilitating partnering between partners, especially smaller local Business Partners looking for complementary skills or products. As customers move increasingly into the on demand era, they're going to require more and more integration between business processes and technology. The need for a value net of Business Partners with complementary offerings is going to be critical.

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