



Techline Software Review for Business Partners about Content Management

January 10, 2001

What Does Techline Do

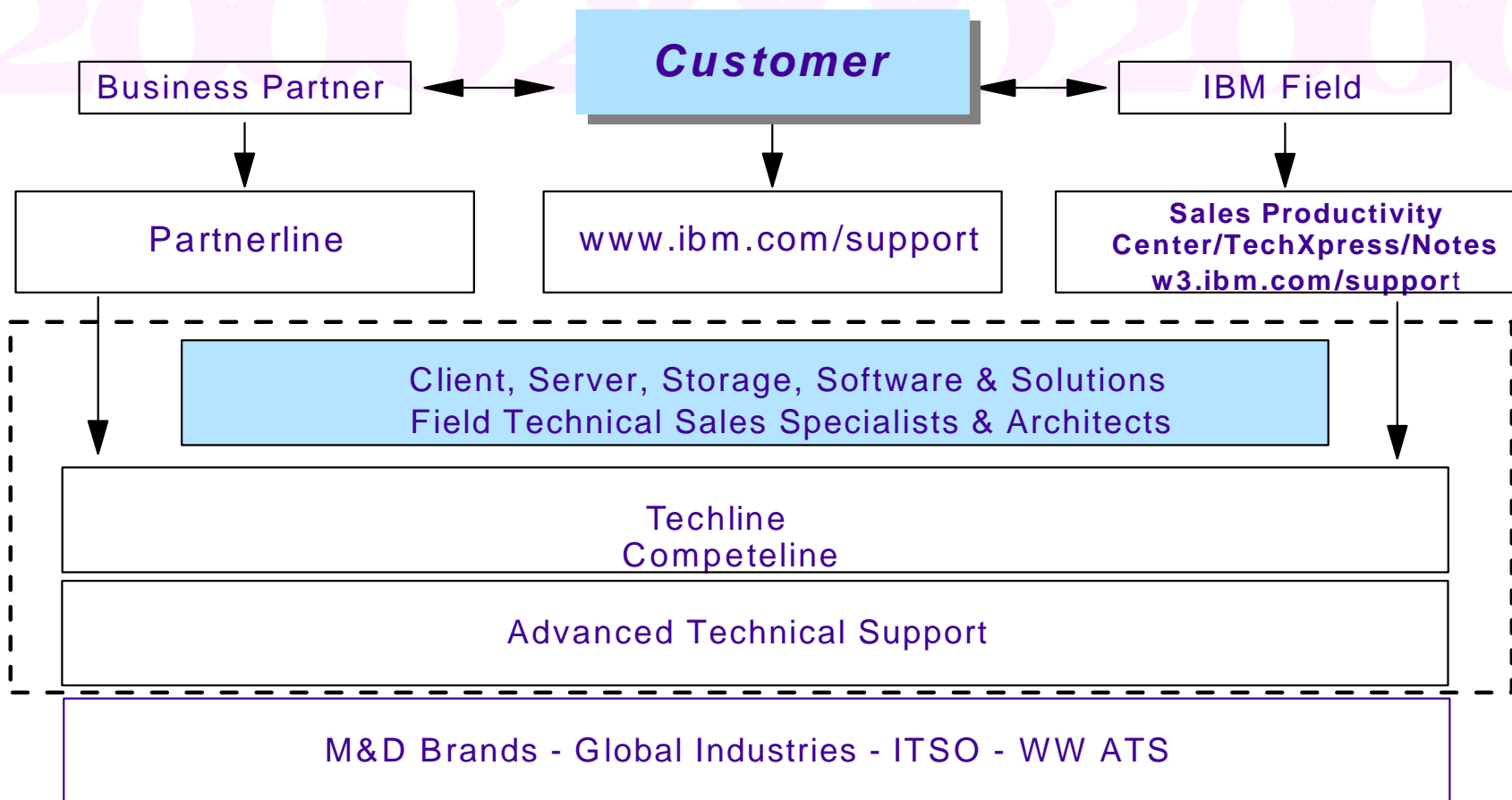
- ◆ Help sales teams win and close business
- ◆ Improve sales productivity of IBM and Business Partners
- ◆ Increase customer selling time
- ◆ Respond quickly and accurately
- ◆ Help enable a strong sales force

Our Values

1. Help sales teams win and close business
2. Improve sales productivity of IBM and Business Partners
3. Increase customer selling time
4. Respond quickly and accurately
5. Help enable strong sales force



Americas Technical Sales Support Structure



How to Business Partners Contact Techline

- ◆ Through PartnerLine
 - ◆ Call 1-800-426-9990

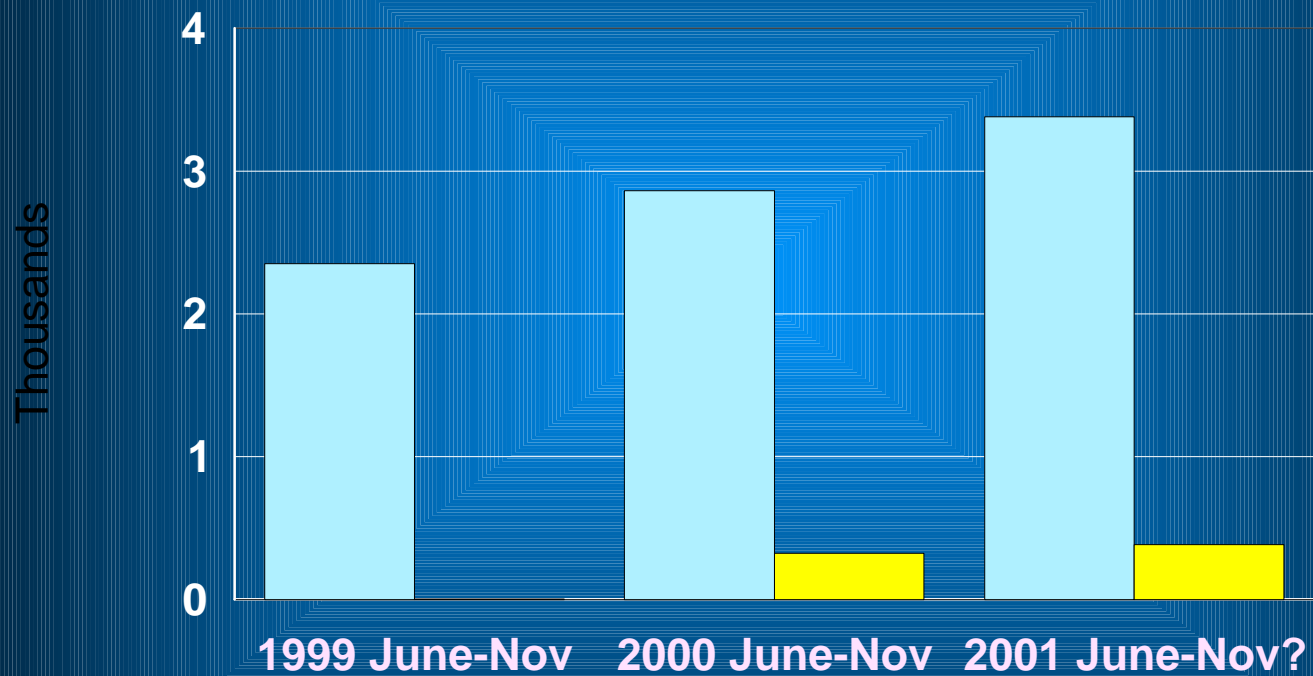


Americas Technical Sales Support Strategy

- ◆ Shift resources to customer facing roles
 - I/T Specialists, Architects
 - Deployed in sales regions
- ◆ Techline Mission:
 - Lead support for "no-touch" channels
 - Key services for direct sales channel
- ◆ ATS Mission
 - Proof of Concepts
 - Product Introduction Support



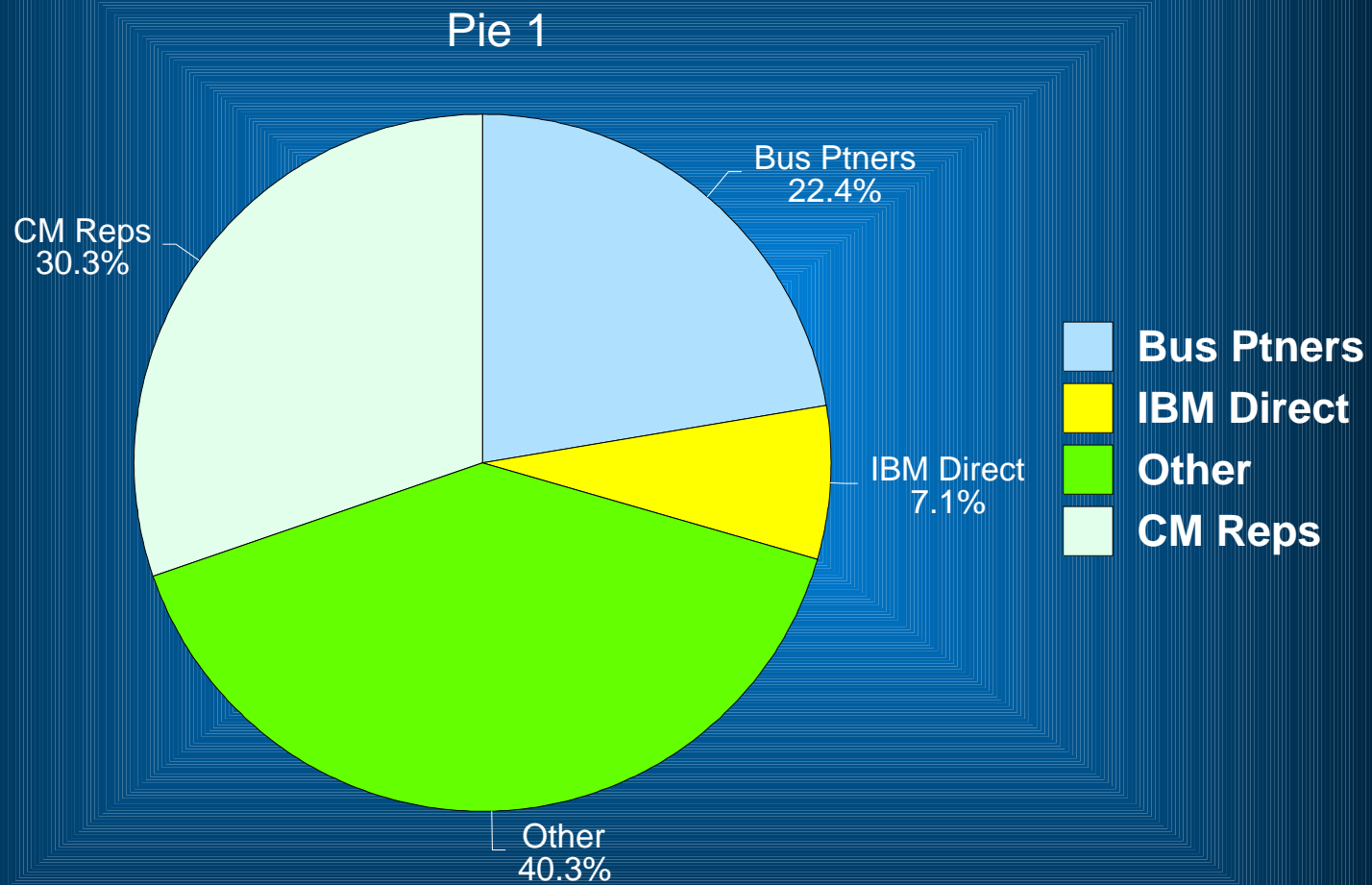
DM Techline Workload Comparison of 1999, 2000, and 2001 projection



Shows an 18% growth



Content Management Techline Requests



Winning with Techline Assistance

'We have re-focused our business plans and efforts around defining and leading the new Content Management marketplace.'

Janet Perna, April 2000

Techline is in-step with Janet

