

**To IBM Authorized  
Business Partners**

**CHANNEL DISCLOSURE**

**The IBM  
e-business Infrastructure Marketing  
Program**

## **Campaign Overview**

### **IBM e-business Infrastructure Campaign Summary**

IBM's e-business Infrastructure campaign, a new cross-divisional initiative, launched at PC Expo, June 27, 2000.

The e-business Infrastructure Campaign is a software, hardware and services campaign to raise the infrastructure discussion to a more strategic decision level, and to influence sales of IBM e-business infrastructure products. The campaign objective is two fold; 1) to increase awareness of IBM as the only vendor able to sell a complete infrastructure solution that is secure, reliable integrated and flexible; and 2) to drive sales of hardware software and services associated with e-business infrastructure.

### **Why e-business infrastructure?**

Successful e-business strategies depend on the strength and flexibility of the underlying "e-business infrastructure" — hardware, software and services that work together seamlessly, to support e-business as a whole — not just a part of it.

IBM is the only company with the experience, offerings, resources and Business Partners necessary to put together all elements demanded by customers who need e-business infrastructure for e-business success.

### **What are the goals of this campaign?**

- Drive sales of IBM e-business infrastructure products and services
- Create awareness of the strategic importance of e-business infrastructure
- Establish IBM leadership in this space
- Emphasize the strategic importance of choosing an open, flexible and scalable infrastructure for e-business
- Highlight IBM Business partners who can provide a complete IBM e-business infrastructure solution

### **Who is the campaign targeting?**

Information Technology professionals within companies of all sizes. Customer segments are divided by company size and infrastructure phases -- building and integrating e-business infrastructure or running and managing e-business infrastructure.

### **What will this campaign look like?**

A series of print and TV ads, web banners, direct mailings, a dedicated e-Infrastructure web site, events like PC Expo and additional collateral have been developed to support this campaign.

All tactics drive end users to IBM web site: [www.ibm.com/e-business/infrastructure](http://www.ibm.com/e-business/infrastructure)

### **What is the time frame of this campaign?**

Print advertising, Web Banners and the Web site kick off  
The formal launch of the campaign will happen at PC Expo

June 26, 2000  
June 27 - 29, 2000

Direct email tactics will begin  
Direct Mail pieces will drop

July, 2000  
August and  
September, 2000  
November

TV ads will run through

Tactics run continuously through the end of year 2000.

## Campaign Offerings

### Developer Kits

Free Linux, and/or Windows 2000 application developer software. White papers, case studies, and a Self Assessment are also down-loadable from the web site.

### e-business Hardware and Software

Netfinity and RS/6000 servers with Linux, Win 2000, and AIX operating systems as well as other IBM application components including Web Sphere Server, WebSphere Studio, Web Sphere Commerce Suite, DB2 UDB, Visual Age Java, MQ Series, and Tivoli Policy Director. We also have very flexible developer financing from IBM Global Finance

## Market Opportunity

### The e-infrastructure Market Opportunity Will Grow to \$265 Billion by 2003

#### e-business Infrastructure Market Forecast

The campaign's targeted customer segments are showing considerable growth over the next 3 years.

End Customer	2000 (\$000)	2003 (\$000)	CAGR
Large Build	18,399,249	37,121,347	26.4%
Large Run	11,813,139	22,801,688	24.5%
Medium Build / Run	30,212,388	59,923,035	25.6%
Web Integrators	8,183,616	20,557,051	35.9%
Dot.com	707,542	1,748,663	35.2%

### E-Infrastructure Business Partner Opportunity

In 2000, there is over \$38B opportunity in the mid-market space, as well as another \$29B in the enterprise space. This corporate campaign offers qualified e-business partners an opportunity to receive all BANT qualified leads from IBM's non-named accounts.

## **What is the Revenue Opportunity?**

Average e-business infrastructure solutions will be worth approximately \$42,600 - not including partner services

## **Receiving Leads from the e-business Infrastructure Campaign**

### **Software Plus Hardware**

Must be Advanced or Premier Level of IBM Business Partner Software Program with an up-to-date profile in BPOPS. When web integration is involved, leads will flow to partners enrolled in the Web Integrator Initiative within the Business Partner Software Program. When no web integration involved, leads flow to a software partner with the appropriate hardware affiliation (NetFinity, RS/6000).

### **Software Only**

Location must have both e-business certifications -- Solution Developer and Solution Designer AND must have one of the following certifications - DB2, or MQSeries, or VA Java, or WebSphere, or Net.commerce.

### **Hardware Only**

Up to date BPLM profile Netfinity Business Partner with e-business skills and one of the following certifications - DB2, or MQSeries, or VA Java, or WebSphere, or Net.commerce OR RS/6000 Business Partner.

\* All partners should follow normal processes established for receiving, responding to, and reporting leads: Respond to customer and lead passing system within 48 hours, update records within 6 days, regular communication on lead status.

## **Business Partner Proposition**

Ability to leverage IBM's investment in e-business infrastructure demand generation and awareness tactics. IBM is investing millions of dollars in telling the IBM e-business infrastructure story. Through the direct marketing tactics, emails, web banners, print ads, major event presence and-newsletters, the e-infrastructure message will hit 16,569,860 times.

Leverage IBM's end-to-end, scalable e-business infrastructure solutions, combine them with your superior services, and you are able to deliver an integrated solution from a single source. Hence, one contact for support, pricing and marketing.

Qualified leads from IBM non-named, midsize and enterprise businesses who have the budget, authority, need and appropriate time frame to invest in, build, run, and/or scale e-business infrastructure will flow to business partners. Campaign tactics are targeted to drive over 1,900 qualified leads.

Complete Sales Kit for partners including: Sales Guide, End User Presentation and Script, Customer Positioning Statements, White Paper, Application Briefs, End User e-business Survivability Test CD, Customer Value Propositions, etc.

Leasing alternatives to make customer acquisition fast - available through IGF at [www.ibm.com/financing](http://www.ibm.com/financing)

### **To Add to Partner Success...**

#### **Enablement and Support**

Electronic Sales Guide and sales tools pave the way for IBM e-Infrastructure sales. Standard Pre-Sale and Post-Sale support from partner agreements apply.

#### **Co-marketing**

Detailed co-marketing tactics and funding are currently being defined; details to be communicated.

#### **Call to Action**

Attend 7/12/00 Teleconference from 11-12 CST call in details:  
1-800-210-9006, passcode: 740842