



IBM Services for WebSphere Site Analyzer

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IBM Global Services

Agenda

- ★ *Why Selling WebSphere Services Makes Sense?*
- ★ *Services for WebSphere Site Analyzer*
- ★ *US WebSphere Practice*
- ★ *US AIM Services Practice*
- ★ *How To Engage IBM Global Services*

Why Selling WebSphere Services Makes Sense?

Below are some facts that were extracted from the:

ITSMA, 1998 Benchmarking Study on Services Marketing Practices.

They help to reinforce the requirement for selling SW services. The study found that some of the major reasons for selling services were:

- ***Support the sale of product***
- ***Ensure customer satisfaction, loyalty and a positive image***
- ***Provide product differentiation***

94% of companies surveyed stated that Professional Services, "Pull-Through" additional product revenue.

Services for WebSphere Site Analyzer

WebSphere Services Specialist at Customers site:

- Planning, Installation and Architecture Review
- Installation and Implementation
- Analysis assistance of Site Analyzer output

Customisable

Platforms:

- Sun Solaris
- AIX
- HP-UX
- Windows NT
- Windows 2000

Services for WebSphere Site Analyzer (continued)

Transfer knowledge by training customers staff

- Basic skills instruction for:
- Persons responsible for:
 - ▶ supporting
 - ▶ maintaining
 - ▶ administering
- Installed WebSphere Site Analyzer environment

Proof of Concept

US IGS/ITS WebSphere National Practice

National Practice

- Infrastructure Consultants
 - ▶ focusing on the underlying infrastructure and components to support a WebSphere implementation
 - ▶ not responsible for developing WebSphere applications
- Broad range of skills
 - ▶ networking, performance, scalability, availability, security,
- Broad range of Products
 - ▶ Operating Systems, Databases, HTTP, Java, WebSphere
- Geographically located
 - ▶ minimize traveling, maximize coverage

Increasing Capabilities

- Now
 - ▶ WebSphere Application Server Advanced Edition
 - ▶ WebSphere Commerce Suite
 - ▶ WebSphere Edge Server
 - ▶ WebSphere Payment Manager
 - ▶ WebSphere Site Analyzer
- Soon
 - ▶ WebSphere Personalization
 - ▶ WebSphere Transcoding Publisher
- Future
 - ▶ More WebSphere services

AIM Services

Lab-Based AIM Services is missioned to complement IGS, Partners', and Customers' e-business Development / Deployment Teams using WebSphere technologies...

- Focus is to provide in-depth skills to mentor client teams
- As stated by Mark Elliott, GM, IGS and Dan Lautenbach, VP, Worldwide Software Sales...
 - ▶ "Increasingly, clients are demanding responsive, integrated solutions to help them address their business challenges. This requires integrated responses from IBM, but in particular from SWG and IGS. Experience has shown that when we work together as a team, there is no one in the industry who can beat us."
- AIM Services' consultants have...
 - ▶ Broad architectural knowledge
 - ▶ Deep technical skills
 - ▶ Access to and direct relationships with lab development teams
- ...to ensure clients' success in using IBM Application & Integration Middleware products.

AIM Services Lead

- Ken Polleck/Raleigh/IBM@IBMUS or kpolleck@us.ibm.com

Worldwide Services Requests

- Software Services/Raleigh/IBM@IBMUS or swsvcs@us.ibm.com

IBM Global Services Contacts and Engagement Process

AMERICAS:

- Canada
 - ▶ Ron Hampson EXPRESS@ca.ibm.com 1-800-426-2255
- USA
 - ▶ Mike Petrovic Express/Atlanta/IBM or EXPRESS@us.ibm.com 1-888-426-4343

IBM Global Services Contacts and Engagement Process (continued)

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- Overall
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- South Region
 - ▶ Maria E Hermelo Maria E Hermelo/Argentina/IBM 54114341-5470

IBM Global Services Contacts and Engagement Process (continued)

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- ▶ Yew Hou Ho Yew Hou Ho/Malaysia/IBM 60-3-7102564

- GCG

- ▶ Sam Tsai Sam Tsai/Taiwan/IBM 02-2725-9333

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- ▶ Hajime Kashiwagi Hajime Kashiwagi/Japan/IBM 81-44-245-6965

- Korea

- ▶ SeungBong Kim SeungBong Kim/Korea/IBM 822 781-7314

IBM Global Services Contacts and Engagement Process (continued)

EMEA

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- ▶ OS/390

- ▶ Jens Spring Jens Spring/Germany/IBM 49-6131-84-0 x5513

- Nordic Region

- Denmark

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- Finland

- ▶ Kari Koivisto Kari S Koivisto/Finland/IBM 358-9-4591 x4943

- Norway

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- Sweden

- ▶ Karing Dahlberg Agermo Karin Dahlberg Agermo/Sweden/IBM
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IBM Global Services Contacts and Engagement Process (continued)

North Region

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- **Netherlands**

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South Region

- ▶ Luca Benanti Luca Benanti/Italy/IBM 39-02.5962.5610

West Region

- ▶ Herve Marret Herve Marret/France/IBM 33-1.4905.6834

- **Belgium**

- ▶ Karel Claessens Karel Claessens/Belgium/IBM 32-3-2448951