



**Welcome, Service Providers for  
e-business.....**

**Tuesday, June 6**

**Introducing IBM's Service Provider  
Solution Series for e-business**

**Service Provider Solution Series for e-business**



e-business

## Today's Speakers:

**Terry Thomas**

*Vice President, NetGeneration ISP/ASP Partner Programs*

**Sue McKinney**

*Director, eSP Offerings*

**Hina Shah**

*Solution Lead, Service Provider Business Segment*

**Mostafa Elbagoury**

*Solution Executive, Telecom Sector*

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## Today's Webcast Call-in Information:

North America: 800-966-6338  
415-217-0050

UK: 181.410.0675

France: 149.573.266



# Terry Thomas



**Vice President, NetGeneration  
ISP/ASP Business Partner Marketing**

Service Provider Solution Series for e-business



# Agenda

Service Provider Solution Series  
for e-business

e-business Start Now --  
Web Self-Service Solutions

NetVIA e-Contact Center



# Today's Speakers:

**Sue McKinney**

*Director, eSP Offerings*

**Hina Shah**

*Solution Lead, Service Provider Business  
Segment*

**Mostafa Elbagoury**

*Solution Executive, Telecom Sector*



## From Our Audience:

### Where are you located?

- United States:
- Canada:
- Latin America:
- Europe:
- Asia:



## From Our Audience:

### What is your business model?

- **ISP:**
- **ASP:**
- **Hosting Provider:**
- **ISV:**
- **Portal,Exchange,Hub:**





# Sue McKinney



**Director, eSP Offerings**



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# Service Provider Solution Series for e-business

Sue McKinney  
Director, eSP Offerings  
*Sue McKinney/Somers/IBM@IBMUS*

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## Mission and Strategy

Serve as catalyst to IBM brands for NetGen requirements and offerings

Package IBM technology into Service Provider offerings to reduce sales cycle

Partner with ISVs to extend IBM portfolio and capture mindshare

Enable new channels to broaden IBM coverage of NetGen market

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# Delivering value with e-business services

**Added-value**

- ASP
  - ✓ Differentiated service
  - ✓ Increased profits

**Pervasive access**

- managed messaging
- e-commerce
- application hosting

**Core infrastructure**

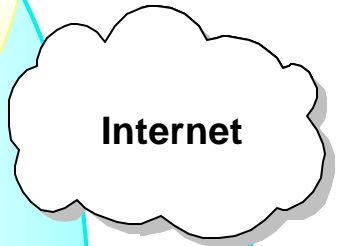
- Internet access
- e-mail
- News
- Web hosting
- Security / VPN
- QoS

■ Device support

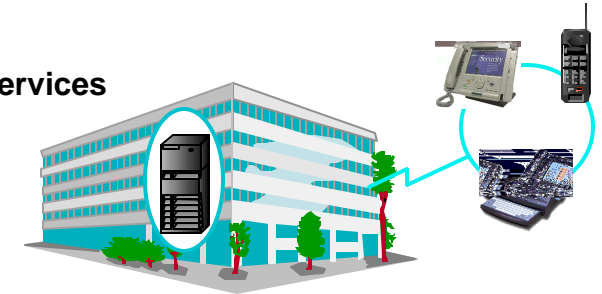
■ Transcoding

■ ISP & Telco

- ✓ Speed to market
- ✓ Basic services



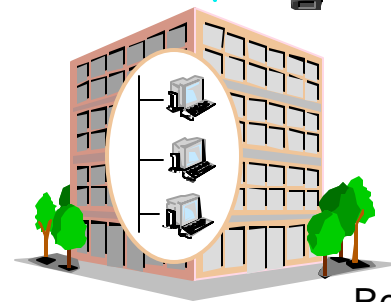
## e-business services



- Customer premise
  - ISP & Telco
    - Drive network services
    - Customer loyalty



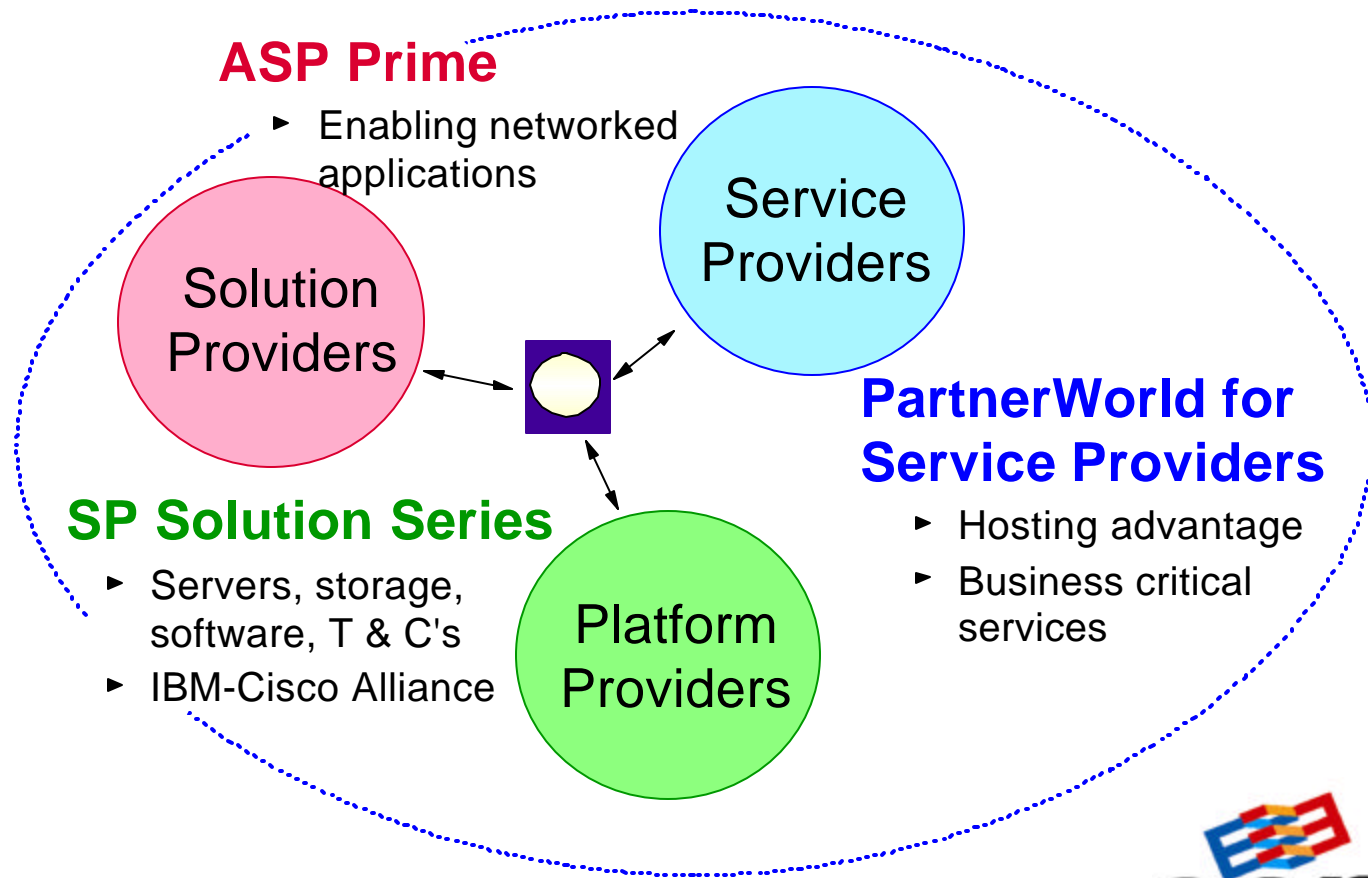
- Web access**
- Consumer



- Rentable applications**
- SME



# Service Providers for e-business



IBM Founding Member

Service Provider Solution Series for e-business



*Introducing...*

## Service Provider Solution Series for e-business

SP Solution Series -- Value

SP Solution Series -- Core

SP Solution Series -- Premise

Service Provider Solution Series for e-business



# Service Provider Solution Series

SP Solution Series -- Premise

## Description:

- Solutions designed to drive network services revenue for Service Providers and help them build e-business bonds with their customers

Web CRM	Web Commerce	e-Contact Center
Web Self-Service Start Now	Web Commerce Suite Start Now	Cintech NetVIA



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# Service Provider Solution Series

SP Solution Series -- Core

## Description

- Solutions designed to efficiently deploy basic Internet services and improve Internet service delivery

ISP Linux Solution Suite	CC&B	Web	Mail	Database	News/Chat
Open Source	Cistron	Apache	Sendmail	planned	INN IRCd
Fee Ware	tbd	WebSphere	tbd	DB2	tbd

Advanced  
Hosting

Web
Netfinity A100 Web Server Chili!Soft ASP

Security

Firewall
Checkpoint







# Service Provider Solution Series

SP Solution Series -- Value

## Description

- Solutions designed to help Service Providers deliver differentiated offerings and increase their revenue and profits

**Managed Messaging**

**Application Services**

**InterMail KX**

**Citrix enablement**



## Rack optimized servers for Service Providers

Designed to meet the packaging requirements for SP data centers

- High-density, small footprint
- Low cost implementations of Internet services

### Netfinity

- 4000R (Intimidator) 1U Server - March performance refresh
- Additional models coming
  - ✓ *Performance, capacity, redundancy*
  - ✓ *Optimized for web serving - Windows and Linux*



### RS/6000

- Model B50 (Pizzazz) with Exp Plus storage
- Additional models coming
  - ✓ *Performance, capacity, redundancy*
  - ✓ *Optimized for web application and data serving - AIX*
  - ✓ *Designed for telecom network applications - NEBS*

Service Provider Solution Series for e-business



# Service Provider Solution Series for e-business

## Solution Details

SP Solution Series -- Value

SP Solution Series -- Core

SP Solution Series -- Premise



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## From Our Audience:

**Which of these service offerings are most important to your business growth?**

- **Core Infrastructure:**
- **Added Value Services:**
- **Customer Premise Solutions:**



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**Hina Shah**



**Solution Lead, Service Provider  
Business Segment**

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On-site offerings:

# IBM e-business Start Now Program, Web Self-Service Solutions

Web Self Service Solutions and Customer  
Relationship Management



Overview

*With IBM Web Self Service Solutions, waiting to be Served is History!*

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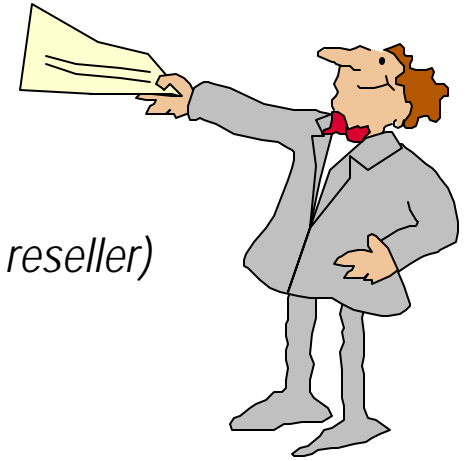


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# Service Providers and Business Partners Wants & Needs

## ■ Service Providers

- ▶ Higher margin service offerings
  - *combine access with equipment / application*
  - *optionally take profit on equipment (if chooses to be a reseller)*
  - *optionally perform on-site services*
- ▶ Long term revenue stream
- ▶ Easier customer to cross and upsell
- ▶ Increased customer loyalty
- ▶ Offer competitive differentiation



## ■ Distributors and VARs

- ▶ Sell Hardware and Software
- ▶ Services revenue
- ▶ Cross and upsell opportunity (product and services)

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# A Service Provider Opportunity

Service Providers partner with IBM to provide SMB solutions and to drive access bandwidth

- Service Provider does not want to become an equipment reseller or perform on-site services
  - ▶ Service Provider partners with an IBM VAD/VAR for fulfillment
  - ▶ The Service Provider can either front end the transaction (be the sole customer contact) and have the VAD/VAR be a sub, or just take the initial order and pass to the VAD/VAR for follow-up ordering/installation
  
- Service Provider wants to become an equipment reseller and/or perform on-site work
  - ▶ Can partner them with a VAD
  - ▶ Can take order and fulfill through IBM Direct
  - ▶ IBM IGS can perform the services





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# What is Web Self Service?

- "A web self-service application allows the customer, employee, business partner, or supplier to access information, ask questions, get answers, make decisions, and take action without human contact"

Forrester: 'The Self Service Imperative'



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# Web Self Service Examples

## Customer/Supplier

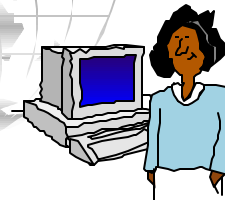
- Order placement/status
- Delivery status
- Review billing status
- Profile record updates
- Managing inventory

## Employee

- Personnel Management
- Employee profile mgt.
- Recruiting
- Computer based training
- Employee benefits



- ▶ Customer Control
- ▶ Customer Responsiveness
- ▶ Customer Retention



*"When customer retention rates increase by just 5%, profits increase by 25-125%"* The Bain Group

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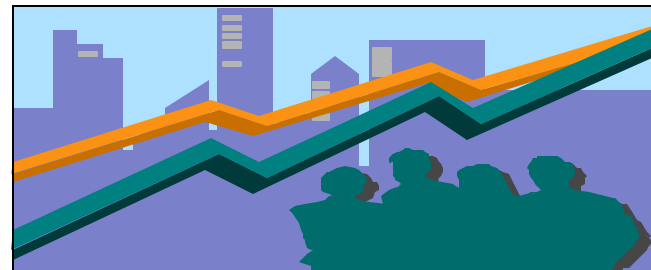


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# The Web Self Service Market

## Market Views

- 142 million web users growing to 500M
  - ✓ *IDC*
- Global CRM Market Opportunity for SMB Segment
  - ▶ 2000 - \$5B
  - ▶ 2001 - \$6B
  - ▶ 2002 - \$8B
- Web to legacy integration will expand at 75% from \$1.6B in 1997 to \$14.7B in 2002
  - ✓ *Information Week*



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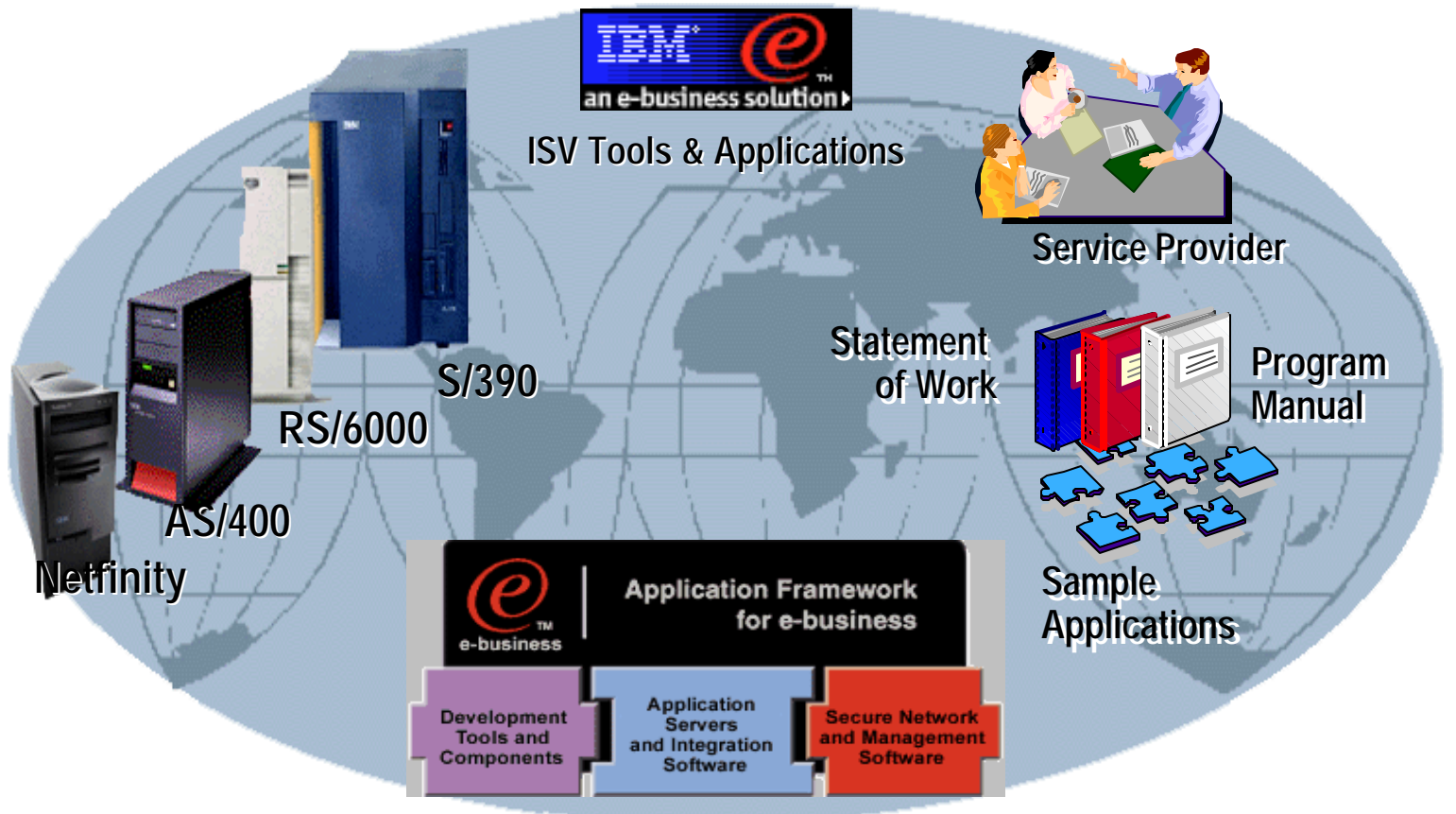
## From Our Audience:

**Are you interested in offering solutions enabled to run on customer premises?**

- Yes
- No
- Have not seen a requirement from my customers



# The IBM e-business Start Now Program



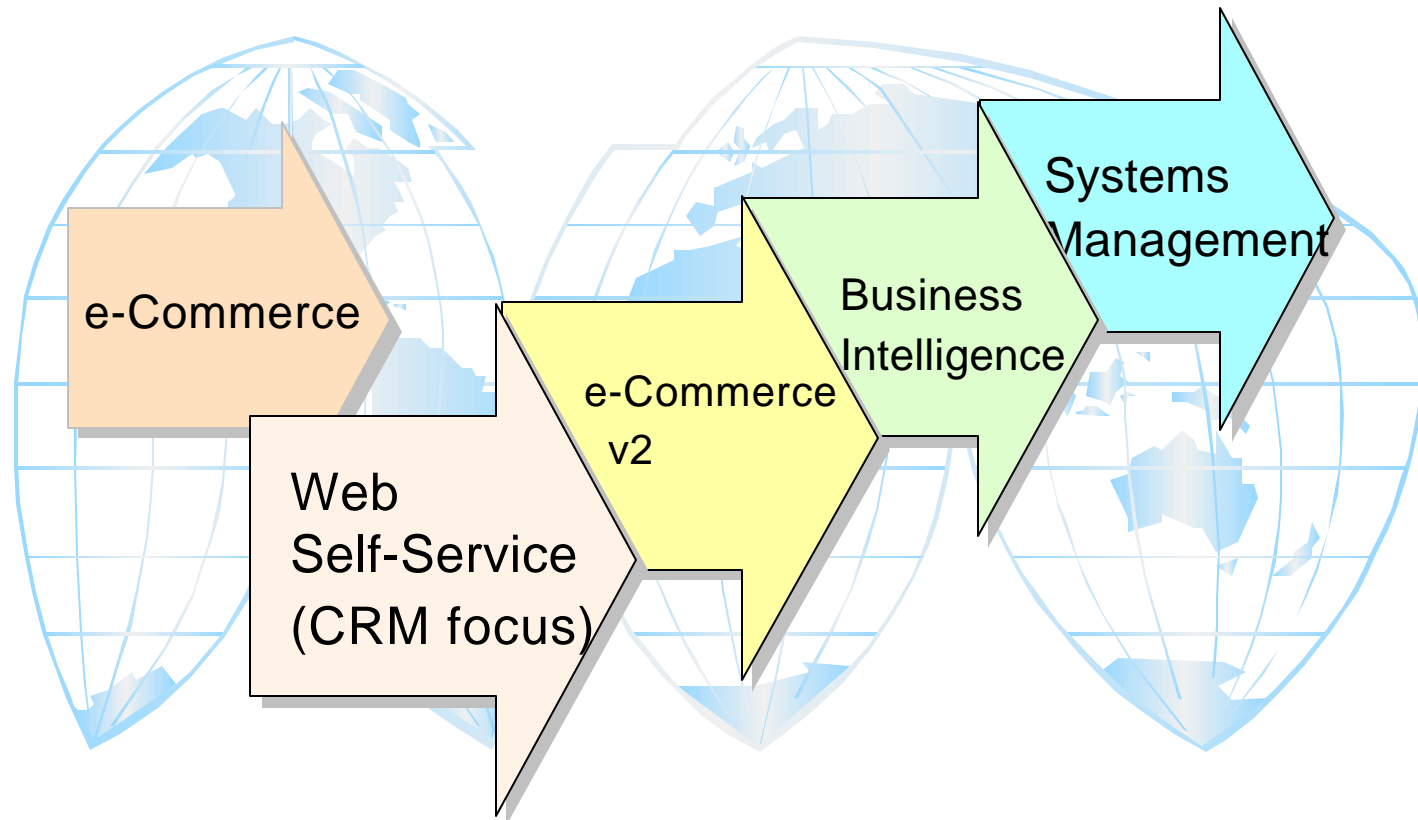
- ...for Small and Medium Businesses

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# Planned e-business Start Now Offerings

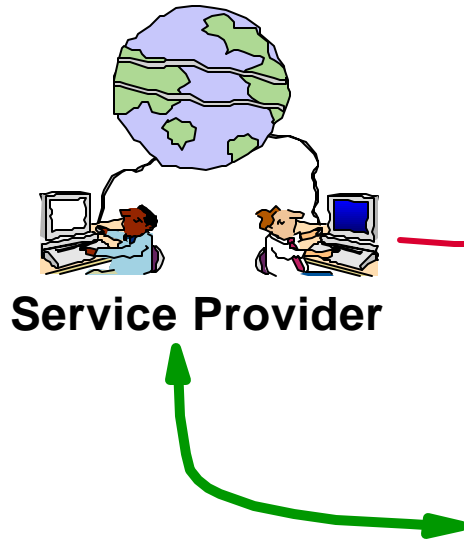


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# How it works



**Service Provider**



**Customer**

## Solution Provider

### Solution Provider Services:

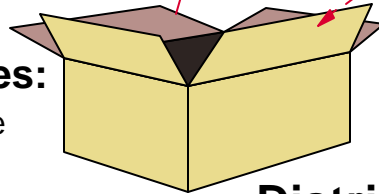
- ✓ Consult
- ✓ Install
- ✓ Customize
- ✓ Test
- ✓ Train
- ✓ Support

**Total = 104 hrs**

### Distributor Services:

- ✓ Pre-load & Configure
- ✓ Test & Ship direct

**Total = 8 hrs**



**Distributor**



**Starting Price with Netfinity Server ~\$30K**

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# Value Chain



## Service Provider

Drive bandwidth, up/cross-sell existing customers, reduce churn, penetrate vertical markets

## Solution Provider

Solution services revenue  
New channel for Service Providers

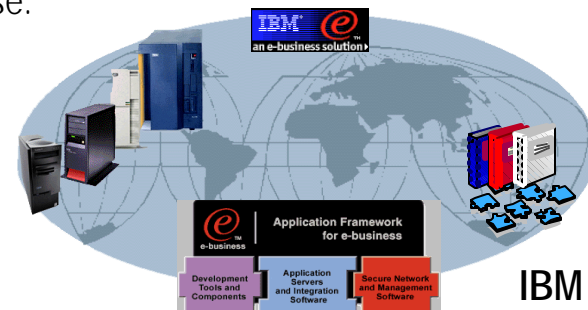
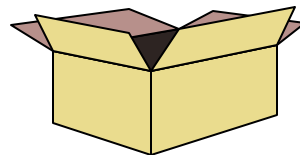


## Customer

Single tested solution, one call, one source for a "connected solution". IBM support. IBM Business Partner expertise.

## Distributor

- ✓ Hardware / software
- ✓ Integration services



**IBM**

Tested solutions, single point of contact for support, marketing/advertising of brand awareness, offerings tailored to small and medium customer requirements

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# Web Self Service Solution Options

## IBM Hardware



Netfinity 5000,  
Model 8659

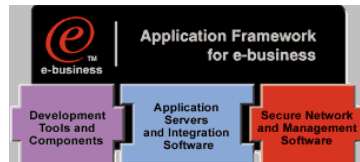


RS/6000 43P  
Model 140



AS/400e 170,  
feature 2291

## IBM Software



## IBM Suites for e-business

- *WebSphere Standard Edition*
- *Domino*
- *DB2 UDB*
- *SecureWay Directory*
- *Communication Server*
- *Tivoli Agents*
- *IBM Suites e-business demo application tools*



## ISV Tools



## Drumbeat 2000 JSP by Macromedia

- *Drumbeat Quickstart Self-Study Guide*
- *Drumbeat Starting Points*
- *CRM/WSS oriented sample code*



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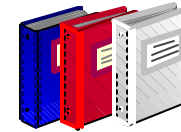


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# Web Self Service Solution Options (Continued)

## IBM Tools

- Program Manual
  - *How-to-Guide*
- Sample "Statement of Work"



## Business Partner Services

- Total minimum Value = 104 hrs:
  - *Consult*
  - *Build Solution*
  - *Install, Configure, Test, and Maintain*



## Total Customer Value

- Starts at ~ \$30,000 USD (NT)



IBM



# What does IBM provide?

## Solution definition for all IBM platforms

- Minimum specification to build e-business solutions

## Sales & Technical Training

- IBM Certified e-business Solution Advisor, Designer
- Start Now Technical training (configuration and install)
  - ✓ *Seminars*
  - ✓ *Web-based education*
- Traditional product training and certification

## Start Now Demand Generation

- Start Now participates in IBM corporate and brand campaigns (TV, Print, Direct Mail, Web, etc. varies by campaign & solution)



# Current Status of Start Now Web Self Service

## ■ North America

- ▶ IBM Business Partners -- 88

## ■ Europe

- ▶ Participation in the following countries:
  - Germany
  - Spain
  - UK
  - France
  - Italy
  - Austria

## ■ Asia Pacific

- ▶ Participation in the following countries -- English version: :
  - Singapore, Korea, Australia

## ■ Feedback from Business Partners

- ▶ "Start Now is the most successful demand generation program in the channel we've ever seen from IBM"



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## Next Steps

For More Information on the Program  
and How you can get started, visit:

[\*http://www.ibm.com/partnerworld/startnow\*](http://www.ibm.com/partnerworld/startnow)

[\*http://www.ibm.com/solutions/netgeneration\*](http://www.ibm.com/solutions/netgeneration)

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, is positioned at the bottom of the vertical sidebar.

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## From Our Audience:

**Is this an offering that your customers would be interested in?**

- Yes
- No
- Not Sure
- Offering an alternative solution to Customer



# Mostafa Elbagoury



**Solution Executive, Telecom Sector**

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# NetVIA

## e-Contact Center

Virtual Interactions... *Anywhere. Anytime. Anyway*

**Mostafa Elbagoury - IBM Telecom  
Sector**

**Webcast Module - June 2000**





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## From Our Audience:

### Question:

How do most customers prefer to reach you?

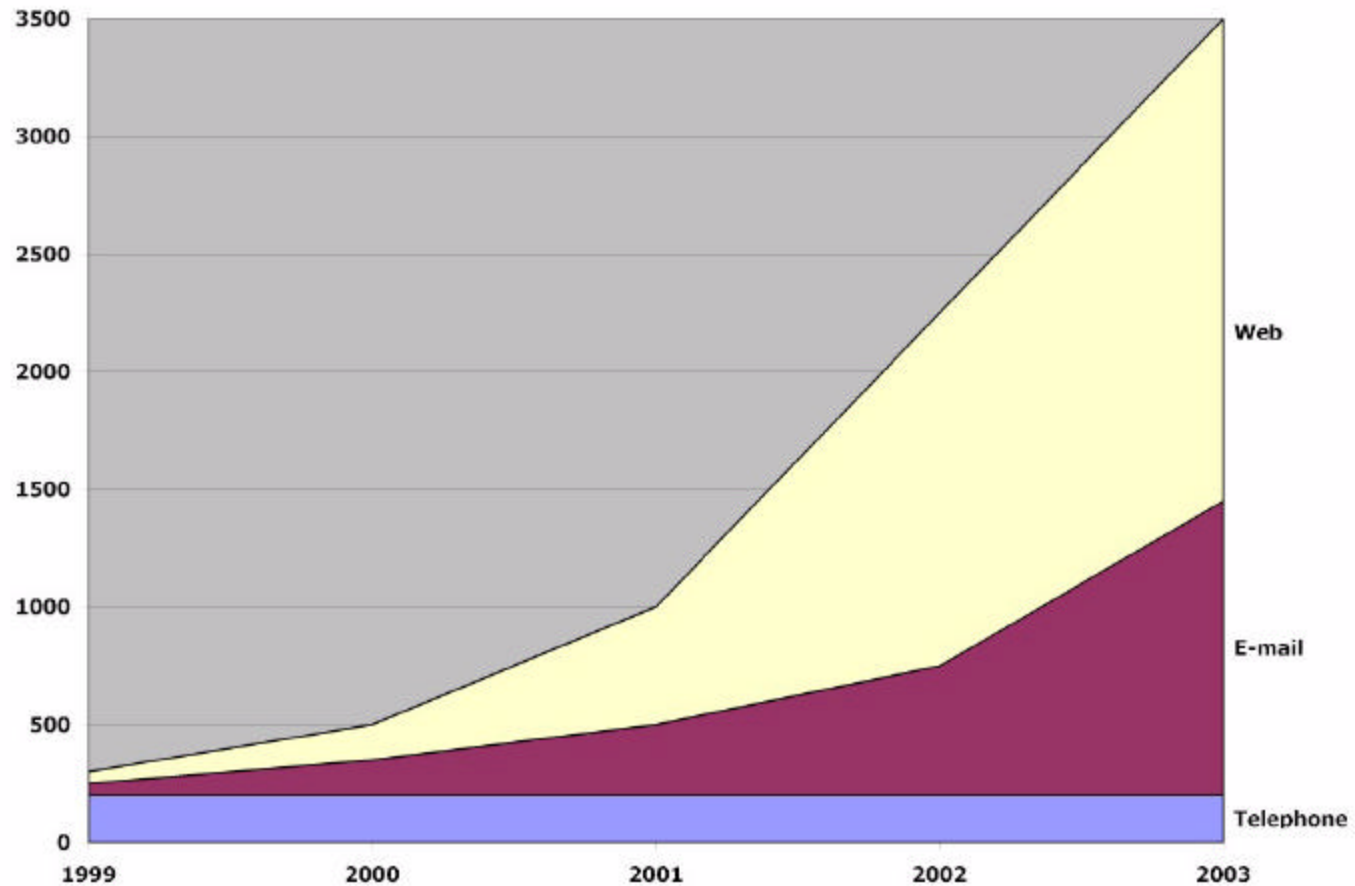
- Telephone
- e-mail
- Fax
- Internet
- Mail



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# e-Contact Center Growth



Source: Forrester Research

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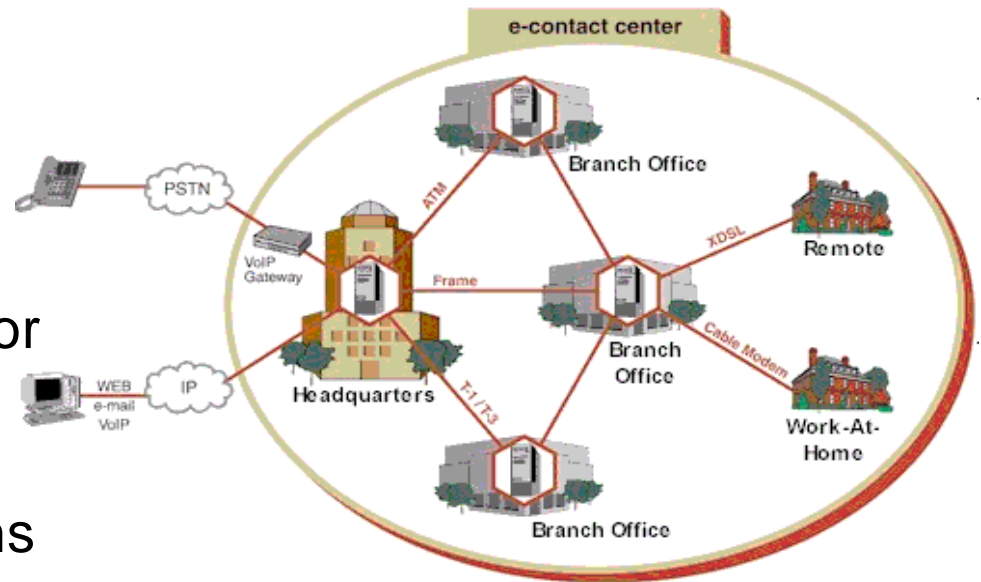


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# Positioning NetVIA

NetVIA is an **e-contact center** solution that connects resources across an enterprise to form a **virtual community** to **communicate** with **customers, colleagues** or **business partners** in a **uniform, integrated** manner via **phone, e-mail or web**.

Designed **exclusively** for small to mid-sized entities within Fortune-1000, dot-coms and small to medium businesses.



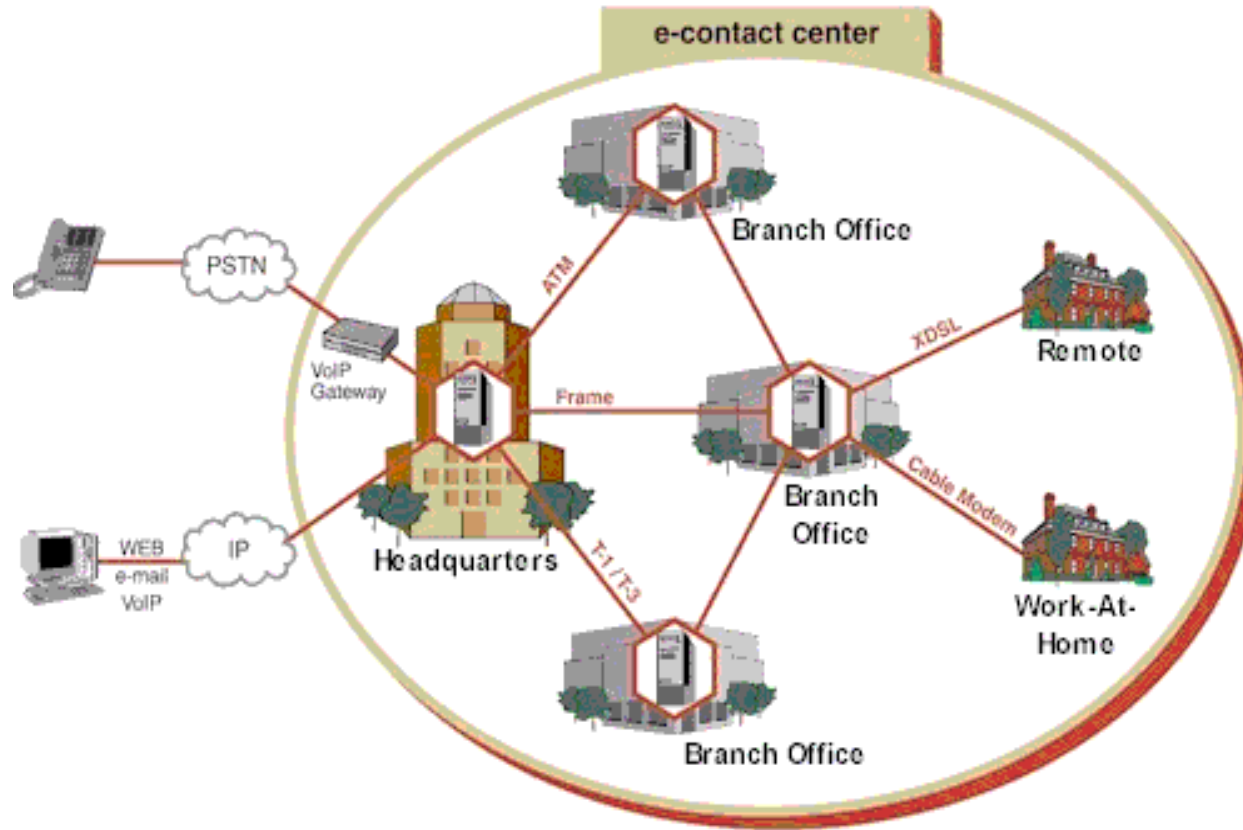
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# Virtual e-Contact Center



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## Target Market: Small - to Midsize Entities

### Enterprise / Large Business

- Multi-sites, branch offices, departments, remote sites
- Fortune 1000 / global
- WANs / LANs

### Medium Business

- Multi-sites, branch offices
- LANs (some WANs)

### Campus / Single Site / LAN

- Campus environments, single sites

### Cross-industry



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## Market Needs

### Unified Multi-channel communications

- Voice contact is dominant
- e-mail and web interactions - explosive growth

### Leverage existing infrastructure - voice & data

### Flexibility

- Remote workers
- Virtual teams
- Standard, open architecture and platform

### Scalable

- 2 users to 100s of users
- Migrate to multi-contact types

### Remote technical support

Ease of use - consistent interface for voice and web contacts

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# Application

## Multi-media e-contact center

- Unifies voice, email, and web contacts
- Unifies management information

## IP-based

- Resides on data network
- Switch technology/vendor/transport indifferent
- Open standards; H.323 v2

## Location neutral

- Creates a "virtual community" comprised of local and remote resources
- Customer Premise or Dedicated, Managed Service





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# End-to-End Offering

## Software

- NetVIA e-contact center application

## Hardware

- IBM's Netfinity Server platform
- Connects to Cisco VoIP gateways

## Services & Support

- IBM Global Services – data networking implementation and integration

## Service Providers

- Consulting services
- Transport, connectivity, data, and telephony

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# NetVIA e-contact center applications

## Industry

- Distribution
- Education
- Financial/banking
- Government
- Healthcare
- Insurance
- Manufacturing
- Retail/remote shopping
- Travel services
- Utilities

## ■ Applications

- ✓ *Sales / Order Processing*
- ✓ *Customer Care*
- ✓ *Dispatch*
- ✓ *Help Desk*
- ✓ *Information*
- ✓ *Registration*
- ✓ *Reservations*
- ✓ *Appointments*

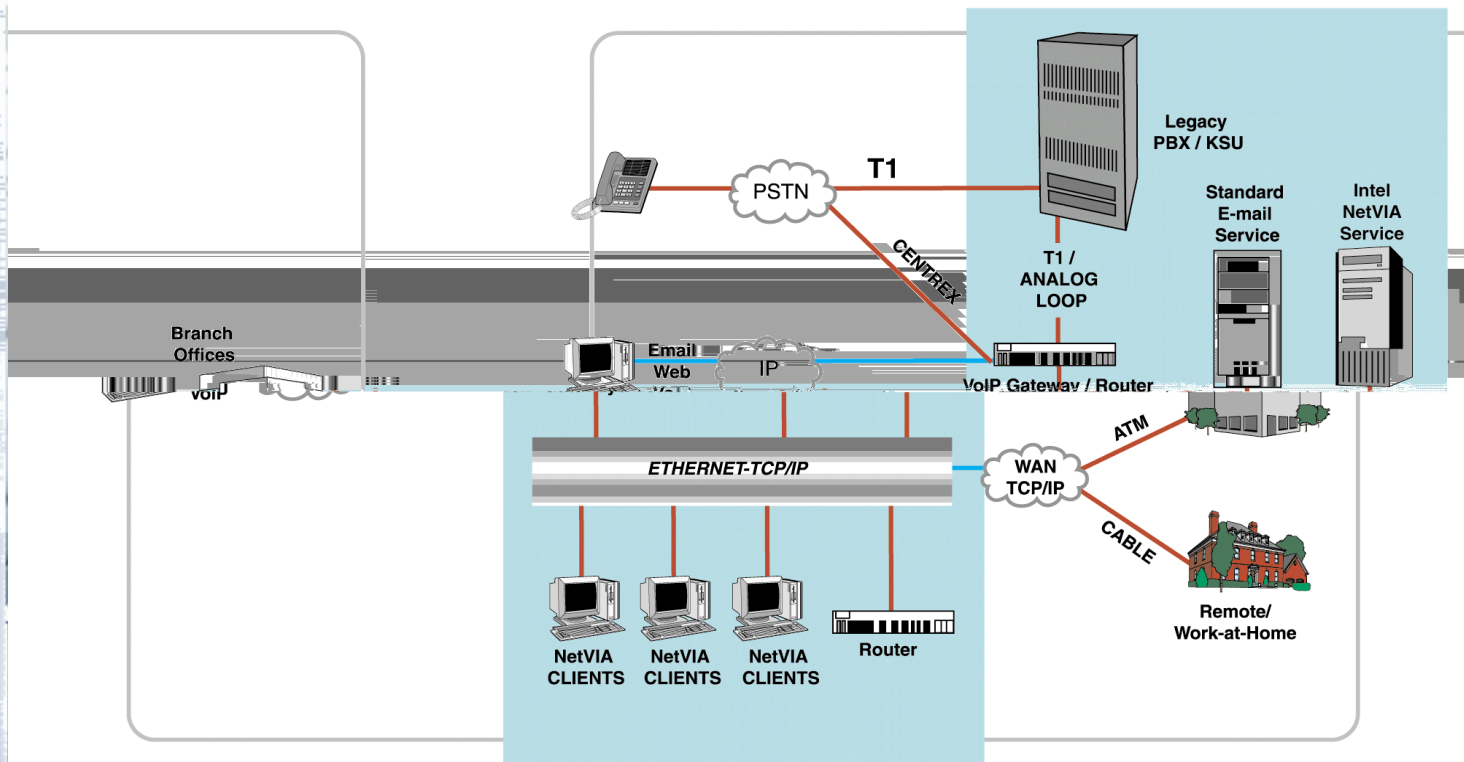


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# Standard Configuration



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## Netfinity - Features

Versatile **1 or 2-way** Intel CPU server that sets the standard for e-business

**Price/performance leader** for growing businesses or departments

Growth into **superior power and reliability** of an enterprise-class server

Clustered with a suite of services to provide **99.9% availability**

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## NetVIA - Voice Features

PSTN calls from ANY telephony platform

PSTN "trunking" thru PBX to gateway

PSTN "trunking" directly into gateway

### Call Distribution

- Announcements and automated attendant
- Caller-directed based on customer-entered digits
- Skills-based routing
- Customer-profile routing

Intuitive, table-driven routing schedules

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## NetVIA Value Propositions

2000 contact center opportunity - 60K seats

- Cumulative opportunity over 5 years - 900K seats

Service Provider opportunity \$46M in 2000

- Assuming 5% market share - 3K seats
- \$16 M revenue (HW, SW, Services)
- \$30 M annual telecom access revenue
  - ✓ *(local, internet and toll free communications costs)*

Value for SMB Customer

- \$250 K to \$500 K annual cost savings
- Improved customer satisfaction

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# Value Proposition: Service Providers

## End-to-end offering

- Components and services packaged with transport and connectivity

## Extends customer relationships

- Expanded portfolio of offerings

## Expands geographic coverage

- Service global enterprises

## Drives traffic on the network

- Voice and data

## Drives broadband usage

- VPN, T1/T3, frame relay, ATM, xDSL and cable modems



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# NetVIA information resources

## Cintech Website

- [www.cintech-cti.com/NetVIA](http://www.cintech-cti.com/NetVIA)

## IBM website

- [www.ibm.com/solutions/netgeneration](http://www.ibm.com/solutions/netgeneration)
- [www.ibm.com/PartnerWorld/StartNow](http://www.ibm.com/PartnerWorld/StartNow)

## Contact: Mostafa Elbagoury

- 905-316-4995
- 416-458-5781 (mobile)
- e-mail: [melbagou@ca.ibm.com](mailto:melbagou@ca.ibm.com)





# For Further Information and Feedback:

Visit the IBM Service Provider for e-business web site at: [www.ibm.com/software/spebusiness](http://www.ibm.com/software/spebusiness)  
Then "Select a geography"

## North America:

E-mail: [isp@us.ibm.com](mailto:isp@us.ibm.com)  
Call Partner Services at 1-800-426-1822

## Europe:

E-mail: [dominic\\_moore@uk.ibm.com](mailto:dominic_moore@uk.ibm.com)  
Call: 44 208 818 4149

## Asia:

E-mail: [bpservices@lotus.com](mailto:bpservices@lotus.com)

## Latin America:

E-mail: [isp@us.ibm.com](mailto:isp@us.ibm.com)

## Service Provider Solutions:

[www.ibm.com/solutions/netgeneration](http://www.ibm.com/solutions/netgeneration)

As of 6/4/00  
21:00



Thank You