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IBM and Microsoft Co-opetition At Its Best

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Agenda

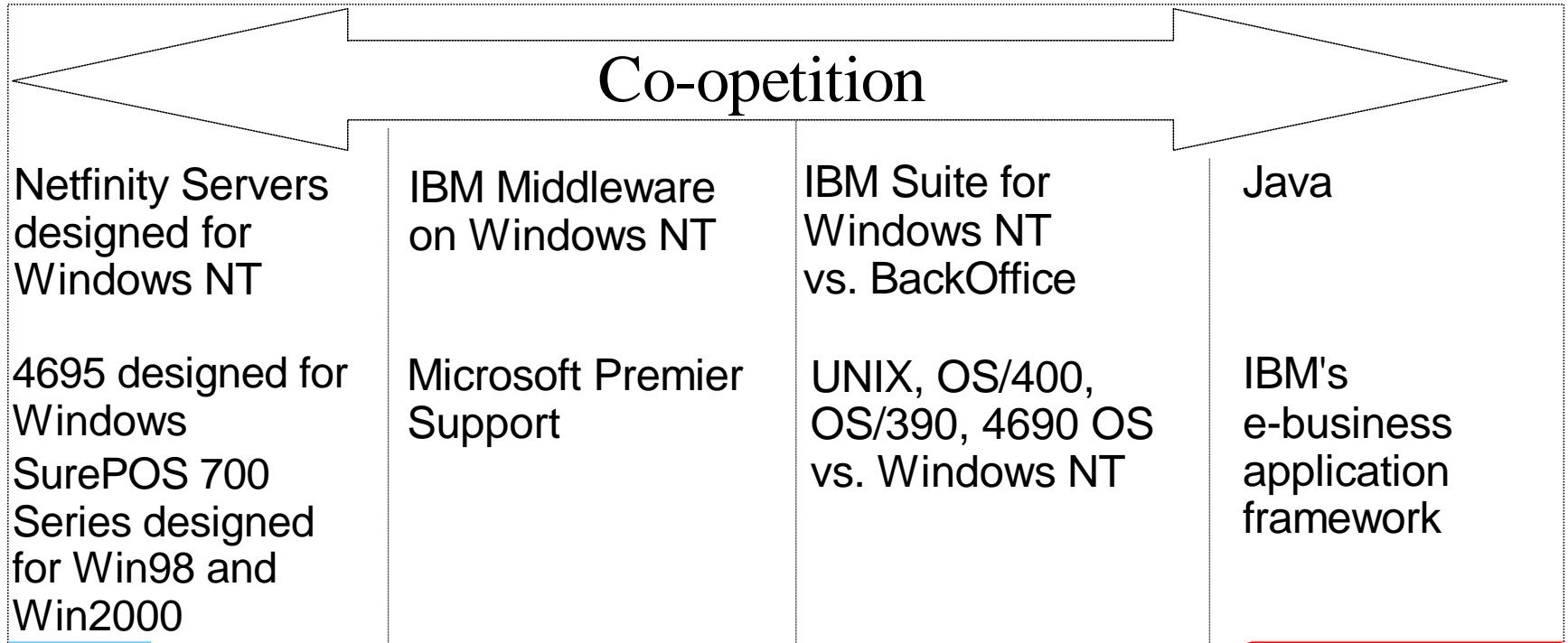
- Are we divorced, dating, casual friends, buddies, or significant others ?
- Microsoft Resources Dedicated to IBM
- IBM Resources Dedicated to Microsoft
- IBM Brands and Microsoft
- Windows 2000
- IBM Retail
- Summary





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IBM and Microsoft Relationship





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A Complex Relationship

- Customer
- ISV
- OEM Global Launch Partner (Microsoft term) for Windows 2000
- OEM
- Competitor
 - ▶ Lotus
 - ▶ NT Suites & component products
 - ▶ DB2
 - ▶ 4690 OS
 - ▶ ...

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Dedicated Microsoft Resources for IBM Brands

- **Technical Program Managers**
- **Account Managers and Marketing Manager**
- **Systems Engineers**
- **Product Development & Product Management Team Members**
 - ▶ **NT Server and Workstation**
 - ▶ **BackOffice**
 - ▶ **Terminal Server**
 - ▶ **Microsoft Cluster Server**
 - ▶ **BackOffice Small Business Server**
 - ▶ **Win '98**
 - ▶ **Internet Explorer**
 - ▶ **Windows CE**





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IBM & Microsoft Collaboration Plans

- **Technical Collaboration Cross-Brand**
- **IBM Center for Microsoft Technologies (formally the Kirkland Programming Center)**
- **Microsoft supports IBM's Global Solution Partnership Centers**
- **IBM sponsorship of global Microsoft events/seminars**
- **Microsoft headquarters Executive Briefing Center uses and displays IBM Personal Systems Group solutions for production-level applications**
- **IBM accelerates training on Microsoft products with sales, support, and services professionals**

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Service and Support for Microsoft Solutions



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- **IBM HelpCenters**
 - ▶ **IBM HelpCenters staffed with MCP's and MCSE's**
 - Available 24 x 7 levels 1, 2, 3
 - IBM global contract for Microsoft Premiere Customer Program
- **IBM Global Services/Microsoft Technology Services**
 - ▶ **Consulting, Planning, & Design**
 - ▶ **Application Development**
 - ▶ **Integration & Implementation**
 - ▶ **Technical Support**
 - ▶ **Custom Technical Education**
 - ▶ **Strategic Outsourcing**





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IBM Center for Microsoft Technologies

- Dedicated to developing and adapting IBM systems for optimal performance with Microsoft products
- Organizational Units
 - Development and planning
 - Quality and testing
 - Technical support (non-defect)
 - Defect support (worldwide level 3)
 - BackOffice Competency Labs
- Focuses on testing to help customers with capacity planning and sizing, version migration, and usage of BackOffice applications with IBM systems, backup, storage, and networking technologies.
- 50,000- square-foot, state-of-the art development facility
- Five miles down the road from Microsoft
- Staffed with several hundred software engineers, test and quality specialists and enterprise solution personnel
- Level 3 support for Microsoft Windows NT.



IBM®



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Microsoft BackOffice and IBM

- **All Netfinity systems/ NT Server and BackOffice Certified**
- **All IBM PC Client brands complete WHQL test requirements**
- **All IBM NT Software Group products are "Designed For BackOffice"**
- **Netfinity Server Proven**
 - ISVs developing on NT Server w/ SQL Server as RDBMS
- **Netfinity and BackOffice Small Business Server**
 - OEM & global fulfillment
 - Specific hardware configuration design
 - Channel marketing programs
- **Netfinity and SQL Server 6.5 and 7.0**
 - TPC-C benchmarks

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IBM PC's and Microsoft

- **IBM ThinkPad**
 - **ThinkPad 770 -- primary mobile development platform for Windows 2000**
 - **ThinkPad engineers work in Microsoft's development labs**
 - **ThinkPad 770 DVD model - standard for power management implementation on Windows 2000**
 - **ThinkPad was first notebook to pre-load NT Workstation**
 - **IE 4.0 bundled**
- **IBM PC and IBM IntelliStation**
 - **Offered with pre-loaded NT Workstation as the preferred OS for business environments**

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IBM Global Services

- **IBM Global Services Microsoft Practice**
 - ▶ **Software and Hardware Architects**
 - ▶ **Software Engineers**
 - ▶ **Installation**
 - ▶ **Consulting**
 - ▶ **Roll-outs**
- **Rapidly expanded in 1999**
- **Thousands of developers and systems engineers**
 - ▶ **Custom application development**
 - ▶ **System rollouts**
- **A new Microsoft Application Development Center of Competency is being formed**

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IBM Global Services - continued

- **IBM Global Services offers a complete range of services for Microsoft technologies**
 - ▶ **Operating systems**
 - ▶ **Middleware**
 - ▶ **Applications**
- **Windows 2000 Support**
 - ▶ **Solution Design, Architecture, and Planning**
 - ▶ **Custom Application Development and Implementation**
 - ▶ **Internet/Intranet Development**
 - ▶ **Enterprise Integration and Rollout**
 - ▶ **Data Mining and Warehousing**
 - ▶ **Technical Support and Maintenance**
 - ▶ **Outsourcing**



IBM and Microsoft Working Together



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- **IBM contributes to Microsoft's Windows Design Guidelines**
 - ▶ **PC98 System Design Guide**
 - ▶ **Hardware Design Guide for Windows NT Server.**
- **Microsoft uses IBM systems as a development platform**
 - ▶ **Advanced Configuration Power Interface (ACPI)**
 - ▶ **Hot Plug-PCI**
- **IBM and Microsoft joint software beta testing**
 - ▶ **Joint Problem Resolution**
- **Over the last several years,**
 - ▶ **All IBM desktops and notebooks have earned the Designed for Windows logo**
 - ▶ **All IBM Netfinity Servers have earned both the NT Server logo and BackOffice logo**





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Ways IBM Helps Microsoft

- **Works with component suppliers to get their component devices approved for the applicable Microsoft logo.**
 - ▶ **Design**
 - ▶ **Test**
 - ▶ **Problem resolution**
 - ▶ **Re-certifying**
- **Real-world scenario testing on NT**
 - ▶ **Applications**
 - ▶ **Nodal stress testing.**
- **Universal Manageability (UM) solutions for the Windows NT architecture**
 - ▶ **Wake on LAN, Alert on LAN (with Intel)**
 - ▶ **Wired for Management**
 - ▶ **Web-based Enterprise Management (WBEM)**
 - ▶ **Tivoli**
 - ▶ **NetFinity**

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IBM's Promise of Value for Windows 2000

IBM, the e-business leader, enables large & small companies to achieve maximum business advantage with Windows 2000 in a connected world, by providing ...

- Full range of Windows 2000 ready client and server products
- Comprehensive enterprise integration and migration services
- Award winning customer service & support
- Industry-specific solutions for large and small businesses
- Proven e-business tools and services

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IBM and Windows 2000

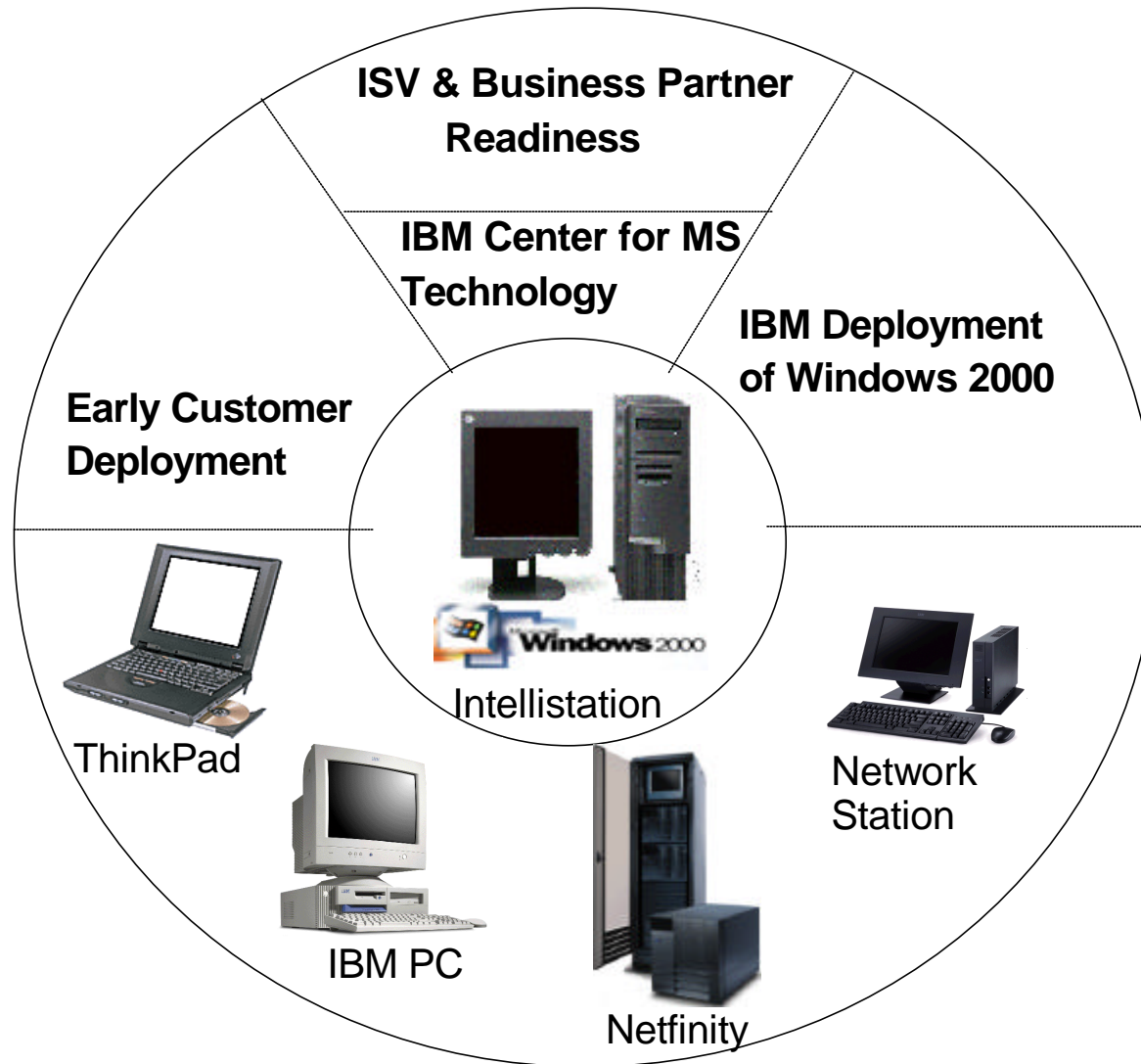
- **IBM Help Centers supported W2K during beta and ready for GA**
- **Windows 2000 beta 3 kits at no charge**
- **IBM has provided Windows 2000 beta 3 drivers and bios updates for the IBM hardware listed on Microsoft's Hardware Compatibility List (HCL).**
- **New IBM Windows 2000 Solution Center**
- **Enterprise Services for Microsoft Technologies in Austin, TX**
- **> 300 middleware and software products ready for delivery on the GA date of W2K - Feb 17**
- **IBM is Microsoft's largest rapid deployment program**
- **IBM Retail Systems Middleware products and solutions run on W2K.**
- **IBM recognized by Microsoft for the extensive committment to Windows 2000.**





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IBM Windows 2000 Strategy



Enabling Early Deployment of Windows 2000 Systems

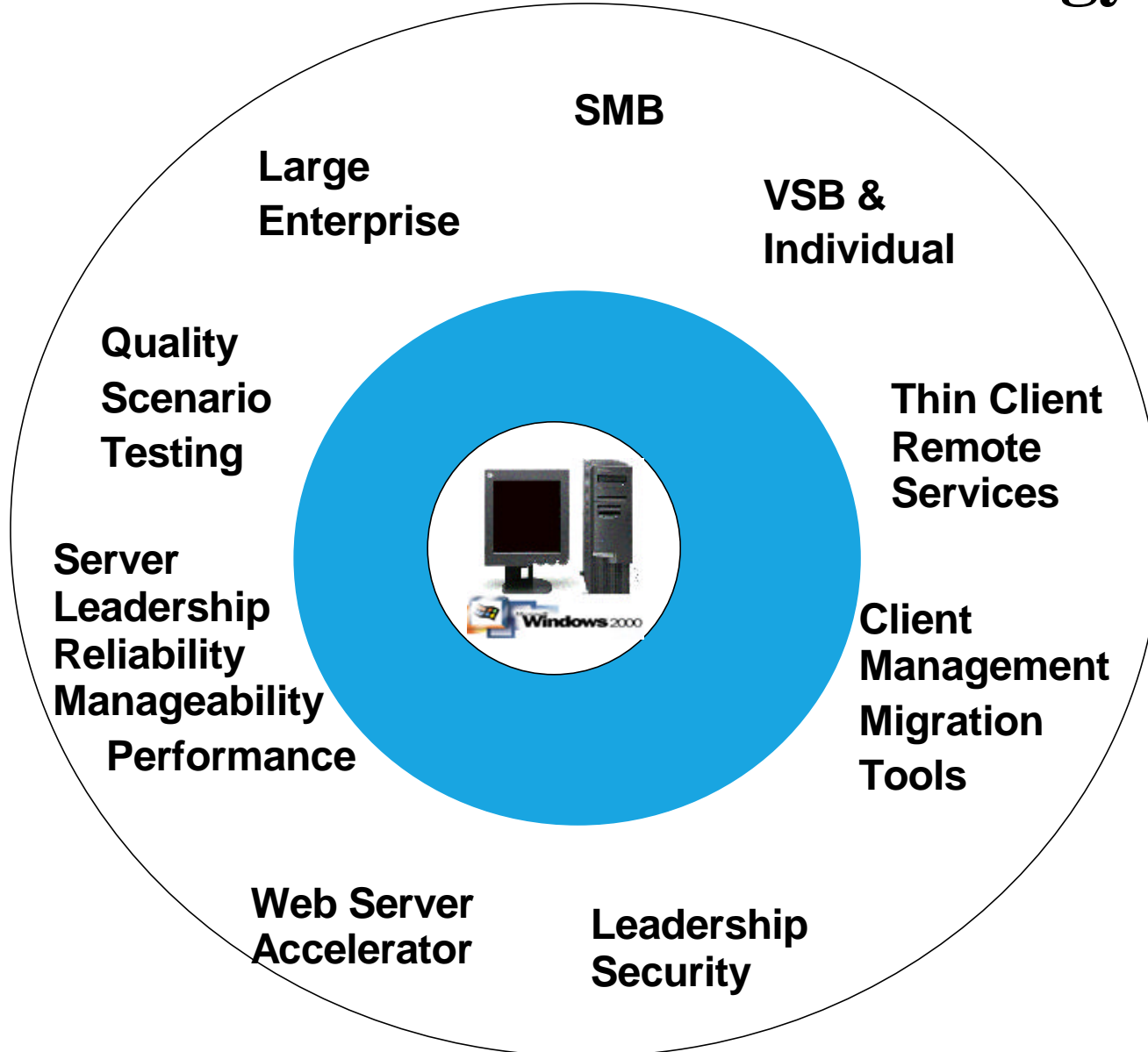


Retail Store Solutions



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IBM Windows 2000 Strategy



Customer Segment Programs to Aid in Deployment
Leadership Technology From IBM That Exploits Windows 2000

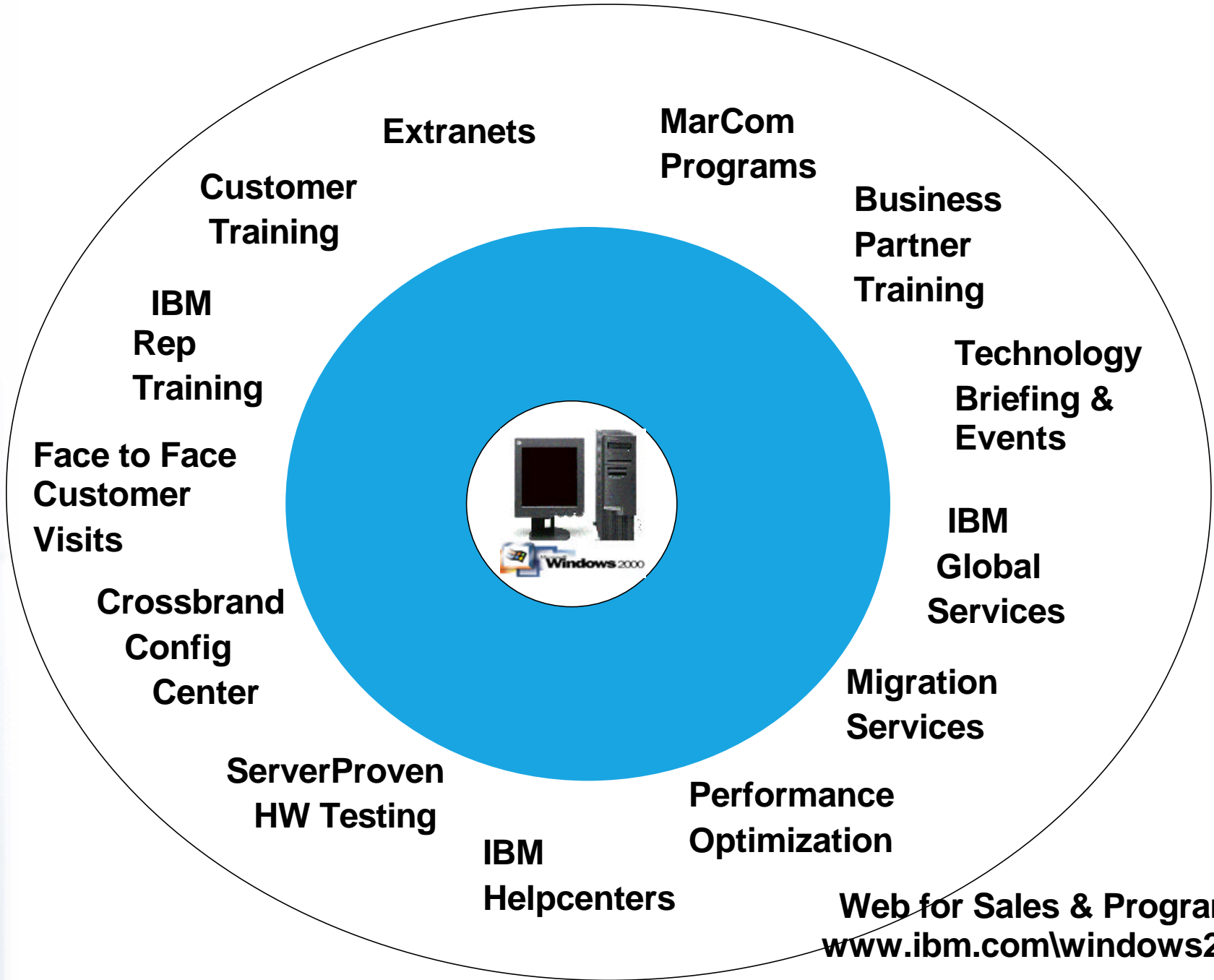
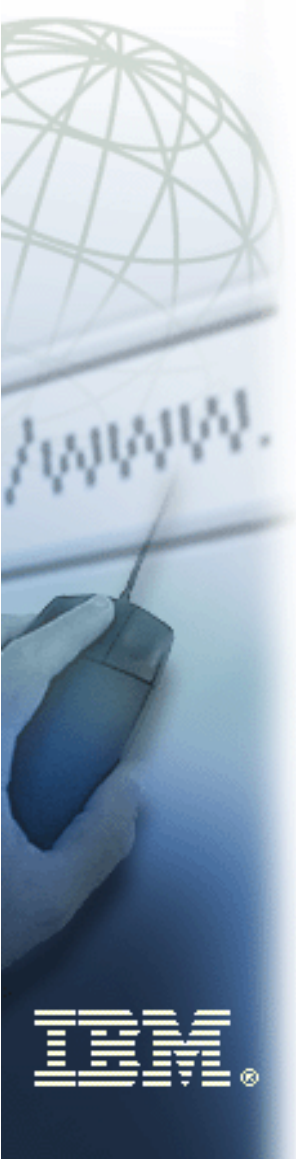
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IBM Windows 2000 Strategy



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Web for Sales & Programs
www.ibm.com/windows2000

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IBM Retail and Microsoft

- ActiveStore
 - ▶ Original Core Team member
 - ▶ North America, Japan, EMEA participating
 - ▶ IBM Sponsored the November 1999 meeting
 - ▶ Active member of Technical Subteams
- Microsoft Certified MCSD's and MCSE's
- OPOS Drivers available for all retail hardware
- Active Participation in Standards Committees
- IBM was the only vendor with POS hardware on the Microsoft HCL
- Windows Preloads available on Selected POS Hardware
- DDS/CSF, Terminal Services -- Migration Options
- SurePOS 700 Series - Win98 and Windows 2000





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What is Microsoft saying about IBM ?

"IBM's technology, enterprise expertise and close collaboration with Microsoft, along with the capabilities of Windows 2000, will produce powerful and reliable solutions for our mutual customers."

Deborah Willingham

Vice president, Business Enterprise Division

Microsoft Corp.

12/07/1999

Redmond, Washington





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Summary

IBM can, and does do Windows today, and is well positioned to expand it's presence utilizing Microsoft technologies in the future

