Post Close Reference Summary

Objective: Provide a status to BPs & VADs on status of IBM's acquisition of i2

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Industry Solutions
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An IBM® Company

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Contents for 30 day post close outline

- Quick Reference Sheet

- Detailed Briefing

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    - Product and Solution Description, Product Group, Brand, Product Positioning

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    - Solution Opportunity

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    - Partner Profile – Complementary Skills

    - Product Information by Segment

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Quick Reference Guide for i2

Acquisition Company Name & Logo:	i2, an IBM Company
Overview description/Highlights:	i2 is a leading provider of intelligence analysis and operational insights software used by government agencies, defense, and the private sector. i2 technology can help proactively deter, prevent, predict and disrupt the world's most sophisticated criminal, fraud, and terrorist threats. Through a comprehensive range of visualization and multidimensional analytics, i2 technology helps organizations gain greater insight into potential risk by quickly identifying connections, patterns and trends in complex data sets. Combined with IBM's extensive capabilities in analytics and industry expertise, this expanded intelligence will aid decision makers in a single environment yielding faster analysis results, strategic reports and bulletins.
** Key dates: ▪ Announcement Date/Close Date ▪ Planned Transfer of Business ▪ Passport Advantage date	Announce/Close: August 2011 / October 2011 Planned ToB: May 1, 2012 PA: May 1, 2012
SVP Authorization Highlights: ▪ IBM SW Product Group ▪ Product Offerings	Product Group: Smarter Cities Product Offerings: i2's Analyst's Notebook and COPLINK products bring together large volumes of data from numerous sources to identify connections and trends
Certification Requirements	Certifications will be required – 1 sales and 2 technical certs – development of certifications is underway
Additional Information/Requirements:	
Links/Resources	i2 website - http://www.i2group.com/us/about-i2/resources Sales questions regarding i2 are welcome at Aski2@us.ibm.com

i2 in use across the world

National Security	Defense	Law Enforcement	Private Sector	Government
Counter-Terrorism	Re-establishing civilian Infrastructures	Tactical Lead Generation	Security Investigations	Industry Oversight & Compliance
Counter-Intelligence	Counter-Intelligence	Counter-Terrorism	Industry Oversight & Compliance	Cybercrime
Intelligence Analysis	Intelligence Analysis	Major Investigations	Cybercrime	Securities Investigations
Border Security	Target Analysis and Defense	Organized Crime	Risk Management	Anti-Money Laundering
Cyber Risk	Peacekeeping	Neighborhood/ Community Policing	Anti-Money Laundering	Fraud
	Force Protection	Public Order/Major Event Management	Fraud	
	Human Terrain Mapping	Volume Crime		
		Fusion Centers		

i2

- **Overview of Product Portfolio**
  - i2 is a leading provider of intelligence analysis and operational insights software used by government agencies, defense, and the private sector. i2 technology is a scalable model with flexible deployment options, online and offline capabilities, and the ability to handle an ever-increasing amount of data
  - i2's Analyst's Notebook and COPLINK products bring together large volumes of data from numerous sources to identify connections and trends, delivering solutions that target such threats as crime, fraud and terrorist attack
  - i2 technology helps people ranging from public safety officers and analysts to managers and investigators uncover hidden connections faster so they can deliver timely and actionable results, and communicate complex situations with enhanced clarity
- **Product Group** – Smarter Cities
- **Brand** – Industry Solutions
- **Product Positioning / IBM Portfolio Integration**
  - i2's analytics tools combined with IBM's business analytics and information management expertise will offer solutions unparalleled in the industry. Clients across multiple industries will benefit from expanded capabilities in many areas, including:
    - Enhanced investigative efficiency in law enforcement;
    - Safeguards against fraud in government agencies;
    - Reduction of commercial financial crimes.
  - i2 extends IBM's leadership in enabling Smarter Cities to ensure the privacy and safety of citizens, businesses, and governments

Customer Requirements

- **What problem is being solved**
  - Crime reduction, improved ability to detect fraud and security threats to help ensure the safety of citizens, businesses and government.
  - Banking & Insurance - Identify and prevent fraudulent claims, internal threats, and money laundering, as well as provide post incident and attribution analysis for cyber attacks
  - Retail - Improve operations such as combating credit card fraud, internal threats and identify shrinkage
  - Healthcare - Identify and prevent billing for services not rendered and unnecessary services as well as pharmaceutical, Medicare and Medicaid fraud
- **Customer needs/pain points**
  - i2 solutions are used by public safety officers, analysts, managers, detectives and investigators to help proactively deter, prevent, predict and disrupt the world's most sophisticated criminal, and terrorist threats
- **Target Audiences**
  - CIO/IT, command staff, senior decision makers, public safety and security officers, police forces, bureaus of investigation – from CSO to analysts to investigators
- **Targeted Key Industries**
  - i2's solutions span multiple sectors globally including defense, government, finance, insurance, health care, life sciences and retail

Competitive Information

Differentiating Capabilities	Defense & Intelligence		Law Enforcement		Fraud Intelligence	
	IBM/i2	Other Solutions	IBM/i2	Other Solutions	IBM/i2	Other Solutions
User display and GUI	◐	◕	◐	◐	◐	◐
Work with decentralized data stores	◑	◐/◔	◑	◑	◕	◑
Actionability (Support to Communities of Need & Action)	◕	◐	●	◐	◕	◑
Advanced analytic options	●	◐	●	◕	●	◕
Scalability (read & write) and support for Big Data usage	●	◑	◕	◐	●	◑
Support for enterprise and autonomous operations	●	◔	●	◔	●	◔
Installation footprint & market experience	●	◑	●	◑	◑	◑

✔ Highly Differentiated   ✔ Differentiated   Solution Value ○ ◔ ◐ ◕ ● Low ⟷ High

IBM/i2 with its newest release of Analyst's Notebook Premium, COPLINK, Intelligence Analysis Platform, Fraud Intelligence Analysis Solution sets the bar for mission solutions and customer value.

Customer value is even more increased with the inclusion of the IBM solutions in advanced analytics, process management, master data management, and social organization collaboration

Solution Opportunities – Defense and National Security

- **Defense & National Security**
  - i2 works with military organizations located in 130 countries to ensure that the solutions continue to be "fit for purpose", helping forces to achieve their intelligence missions. Today, i2 solutions are the analytical tools of choice for military intelligence personnel both at home and on operations.

- **Unique Characteristics**
  - Partner is sufficiently skilled to provide training, integration & consultancy services.

- **Product's Return on Investment**
  - Enable flexible and cost effective deployment options with a configurable commercial-off-the-shelf (COTS) product. Rapid out-of-the-box deployment, quick ramp-up to full productivity and incremental expansion procurement (from workgroup through to enterprise) as utilization increases.

- **Average Deal Size**:
  - Military intelligence teams range in size from just a few people to hundreds of people. The intelligence generated by the analysts is required to be made available to hundreds of people.
  - This leads to deal opportunity sizes ranging from approximately **USD 50K up to USD hundreds of thousands for software licenses**. Training services are commonly provided to military intelligence teams

- **Average Sales Cycle:** 3 – 6 months

Solution Opportunities – Law Enforcement & Public Safety

- **Law Enforcement & Public Safety**
  - i2 solutions are designed for the operational environment that Law Enforcement operates in and are utilized in support of areas including major investigations, volume crime analysis and statistical reporting, organized crime and neighborhood and community policing
  - i2 products provide end-to-end solutions that assist investigators, analysts and intelligence teams through all phases of investigations and the criminal justice process.
- **Unique Characteristics**
  - Partner is sufficiently skilled to provide training, integration & consultancy services
- **Product's Return on Investment**
  - COPLINK currently supports one of the largest law enforcement information sharing initiatives in the world, enabling users to connect to and search more relevant information.
  - Rapid out-of-the-box deployment, quick ramp-up to full productivity and incremental expansion procurement options to add new capabilities as utilization increases and business benefits are demonstrable. .
- **Average Deal Size**:
  - Law Enforcement target audiences range in size from just a few people to many hundreds of people.
  - This leads to deal opportunity sizes ranging from approximately **USD 50K up to USD hundreds of thousands for software licenses** plus consulting services in the same range.
- **Average Sales Cycle:** 3 – 6 months

Solution Opportunities – Enterprise Fraud Prevention

- **Enterprise Fraud Prevention**
  - i2 works with military organizations located in 130 countries to ensure that the solutions continue to be "fit for purpose", helping forces to achieve their intelligence missions. Today, i2 solutions are the analytical tools of choice for military intelligence personnel both at home and on operations.
- **Unique Characteristics**
  - Partner is sufficiently skilled to provide training, integration & consultancy services
- **Product's Return on Investment**
  - Enable flexible and cost effective deployment options with a configurable commercial-off-the-shelf (COTS) product. Rapid out-of-the-box deployment, quick ramp-up to full productivity and incremental expansion procurement (from workgroup through to enterprise) as utilization increases
- **Average Deal Size**:
  - Investigation teams range in size from just a few people to tens of people. The intelligence generated by the investigation team might be required to be made available to hundreds of people.
  - This leads to deal opportunity sizes ranging from approximately **USD 50K up to USD 250K for software licenses** plus consulting services in the same range.
- **Average Sales Cycle:** 3 – 6 months

Partner Profile --- Complementary Skills

- What existing skills should the partner have?
  - Partner should be sufficiently skilled to provide training, integration & consultancy services.
  - Law Enforcement, Fraud Prevention, Defence & National Security background or knowledge
    - Dependent on industry and targeted client segments
  - Access to markets and leads in one or more of these sectors

- Complementary Products
  - ECM, SPSS, Identity Insights

i2 Product Segmentation

- **Defense & National Security**

  - The Defense intelligence **product portfolio** supporting analysis (including geographic analysis), reporting, dissemination and tactical and strategic command processes includes:
    - IBM i2 Analyst's Notebook
    - IBM i2 Analyst's Notebook Connector for Esri (requires Esri ArcGIS server)
    - IBM i2 iBase
    - IBM i2 iBase IntelliShare
    - IBM i2 Text Chart

- **Law Enforcement & Public Safety**

  - COPLINK is proven to identify investigative leads helps agencies solve crimes. Whether an officer in the field or a commander in the office, COPLINK is the go to information source for all law enforcement personnel. The wealth of consolidated and organized information in a COPLINK database is available at the click of a mouse, keeping officers informed and communities safer
  - **i2 Analysis product line:**
    - IBM i2 Analyst's Workstation – suite optimized for Law Enforcement investigative analysis
    - IBM i2 Analyst's Notebook
    - IBM i2 iBase
    - IBM i2 iBase IntelliShare
    - IBM i2 Text Chart
    - i2 data acquisition products; IBM i2 iBridge, IBM i2 Information Exchange for Analysis Search for Analyst's Notebook

i2 Product Segmentation

- **Enterprise Fraud Prevention**

  - Fraud perpetrators leave behind a digital footprint in almost every instance. Whether it is housed in internal systems and databases or found in public unstructured data, the trail can be traced with the right tools. i2's products and solutions help users quickly ingest multiple sources and types of data into a central analysis pool to discover hidden links, relationships and trends and share that information with relevant authorities

  - i2 Analysis product line:
    - IBM i2 Analyst's Notebook
    - IBM i2 iBase
    - IBM i2 iBase IntelliShare
    - IBM i2 Text Chart
    - i2 data acquisition products; IBM i2 iBridge, IBM i2 Information Exchange for Analysis Search for Analyst's Notebook

Demos and Websites for your reference

- Introduction to Analyst's Notebook 8 – flash video tutorial
  - http://www.i2group.com/documents/flash/an8_demo/

- Analysis Product Line demo
  - http://www.i2group.com/us/products/analysis-product-line

- i2 Website
  - http://www.i2group.com/us/about-i2/resources
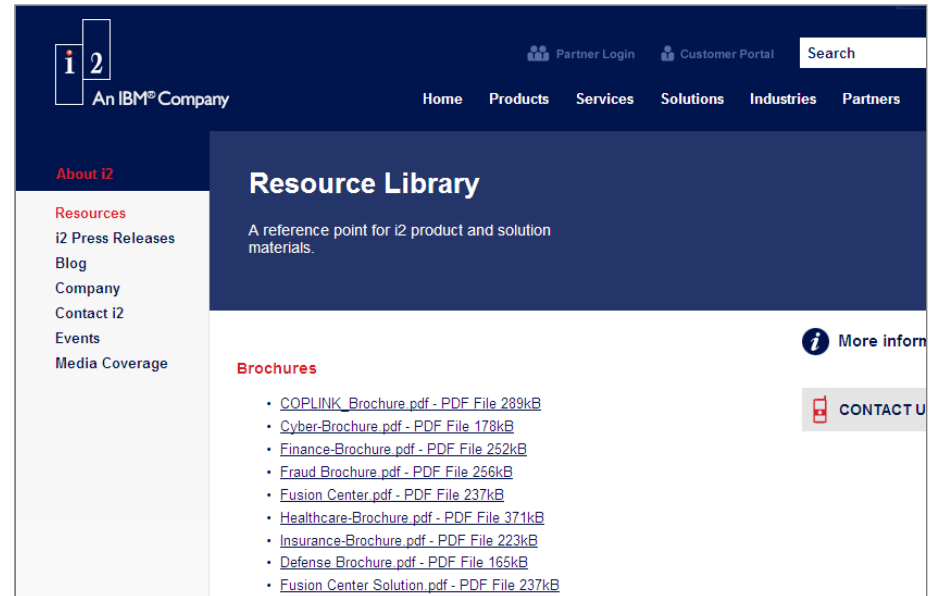
Key Actions & Key Contacts

- **Key Actions**:
  - VADS: Visit dedicated Acquisitions site on PartnerWorld or VAD portal. Get educated about the acquisition and begin identifying possible early enablement BPs with the VAD Brand representative.

  - Business Partners: Visit dedicated Acquisitions site on PartnerWorld. Get educated about the acquisition and begin identifying possible opportunities with your current customer set.

  - New Business Partners will need to sign directly with i2 until May 1, 2012 – anticipated Transfer of Business Date.

- **Key Contacts**:
  - VADs: Geo Brand Sales Manager or appropriate resource for VAD to contact/CAM
  -   to contact with questions.

  - BPs:
    - Check out the PartnerWorld Acquisitions site: https://www.ibm.com/partnerworld/acquisitions
    - Engage your VAD or IBM Brand representative.
    - Sales questions regarding i2 are welcome at Aski2@us.ibm.com

  - Channel Integration Executive – Neil Elders – neil_elders@uk.ibm.com

Thank you!