Selling IBM Collaboration Solutions for System z in 2012

Learning for Growth 2012

Customer Plans for 2012 include collaboration and zLinux!

Plans for 2012?

Legend:
- Social Business
- Linux on System z
- Messaging TCO
- Cloud
- Unified Telephony

Social Business	36%
Linux on System z	17%
Messaging TCO	24%
Cloud	48%
Unified Telephony	25%
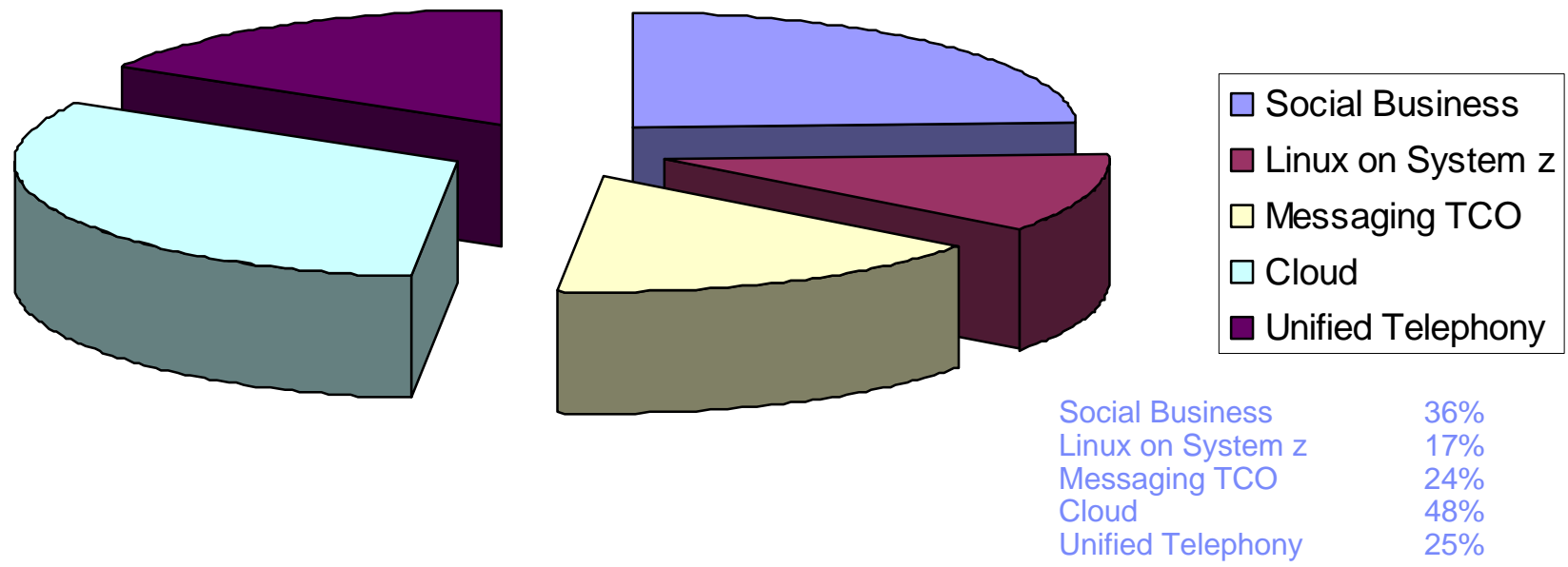
Based 178 responses during the InformationWeek webcast "Computing Economics: Leveraging the Low Cost of Enterprise Linux on System z for Collaboration Solutions." November 30th 2011

Quick overview of what's working in the field

- Everyone needs Portal! Look for the following key topics
  - Mobile strategy evaluation
  - Internet and Intranet site projects requiring flexibility and personalization
  - Self help web capabilities, rich media, web 2.0 and portlets
  - Social media, Social business, Web chat and eMeeting opptys
  - Projects around Microsoft Sharepoint web integration
  - Differentiate ICS with Social, Mobile and Analytics

- Social Business capabilities and collaboration are *HOT*
  - Look for opptys on 'expertise location'
  - Communities, blogs, wikis, chat and emeeting (presence)
  - Integration and add'l features for other projects that lack full 'social' capabilities esp. Microsoft. We don't require rip and replace and integrate well with Sharepoint (MS version of teamrooms)

- Attack Enterprise Messaging (email) based on 'private cloud' talking points and leveraging unsolicited proposals
  - Decrease TCO and consolidate infrastructure – save money
  - Customer has large Microsoft renewal and would like to save money
  - Customer is already a Domino shop – good oppty to introduce other ICS solutions to compliment email, such as Connections (social business) or how they can save by deploying some of their Domino workload on zLinux

- We sell to the Line of Business 70% of the time, 15% to C Suite
  - Look for deal opportunities around departmental portals and IT specific collaboration pilots
  - Ask your System z IT shop for contacts in the lines of business
  - Ask them to host a Lunch and Learn on these solutions
  - Let's go and prospect with a low pressure meeting and do oppty identification !!

Lotus has branded itself as 'IBM Collaboration Solutions' or 'ICS'

Products that run on Z Linux: Portal Server v7.0 (also on zOS), Web Content Mgr v7, Connections 3.2, Sametime 8.5.1, Domino/Notes 8.5.3
Robust integration with Cognos, Filenet, Rational RDz, and a multitude of competitive and BP applications!

1. Accelerating your Social Business Agenda

Companies are exploring how Social software can

- Improve results by leveraging social in their key business processes
- They are looking for a trusted advisor to show them the way

This play will show you how to help customers to

- *Execute a social business strategy to transform culture, process, technology, analytics and governance including risk management for competitive advantage*

Value: Transform enterprise interaction with and among employees and clients to

1. **Reduce time to market for superior products and services**
2. **Build greater customer intimacy and operational excellence**
3. **Improved employee productivity and innovation (eg: crowd sourcing)**

Social Business
- A — Align Organizational Goals & Culture
- G — Gain "Friends" Through Social Trust
- E — Engage Through Experiences
- N — Network Your Business Processes
- D — Design for Reputation & Risk Management
- A — Analyze Your Data

New & Updated Assets

Get BOLD: Social Business Agenda (LOB) New Social Business Agenda Workshops, Webcast, Updated BVAs

Social Business Industry Agenda (LOB) New Presentations

New Sales Guide - Role Based, Updated Prospecting Guide

Offerings and Promotions
- Pricing offer → 60% off Connections, Quickr and ST entitled price
- Adoption Advocate fixed pricing offer to accelerate adoption of solution

Link to SSW

Action   Each Rep to present Social Business Industry Agendas to 10 Clients in Q1

2. SoLoMo (Social, Local, Mobile) Collaboration

**Enterprises are tired of their knowledge workers being stuck in their inboxes**

- They are looking to deliver new and effective social collaboration capabilities when and where their users need them

- They are looking to simply transform inbox and intranets to Social

This play will show you how to help

- Enterprises to transform inbox to a single collaboration console and take it everywhere their users go

- Refresh their intranets with Social Capabilities

Value: Transform Enterprise Intranets and Inbox to Social

1. Drive efficiency and growth

2. Increased customer satisfaction
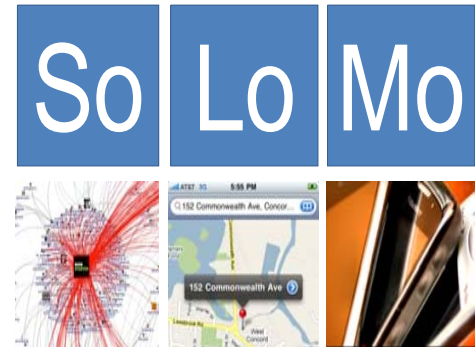
So Lo Mo

New & Updated Assets

Presentation and Demo (LOB): New - Keynote on SoLoMo, New Demo, New Presentation

Testimonial: Customer testimonials and videos, Using SUT on Greenhouse

  Technical: ISSL Architect led conference call or one day workshop

Prospecting (LOB): Prospect using any of the 4 entry points

Link to SSW

Offerings and Promotions

- **Existing ND Customers with lapsed maintenance → Pricing offer, 30 to 40% off reinstatement, reconnect and get social pricing offer**
- **New customers with Intranet refresh → Pricing offer, 60% off Connections, Quickr, ST**

Action

Each Rep to deliver at least 2 unsolicited proposals and close one deal

Enterprises are investing in Web Channel and Intranets to

- Improve service, increase loyalty & revenue from their customer & citizen facing sites

- Increase productivity and cost effective customer service to clients

This play will show you how to help customers to

- *Strengthen business relationships & enable new and better web-based services*

- *Increase personalized self-service for employees, accelerating responsiveness*

Value: Transform Web Channel and Intranets to

1. Increase channel revenue and decrease costs

2. Increase employee productivity

IBM Web Experience

New & Updated Assets

Presentations/Demo/Industry (LOB): New Web Experience Presntation, Demo, Web Experience Wiki, IBM Customer Experience Suite sales kit

Overview, ID and Progress Opportunities: Portal Upsell Wiki

Technical: ISSL Architect led conference call or one day workshop

New Technical Accelerators (PoT, PoC, Demo, etc)

Offerings and Promotions
- **Pricing offer 1, 50% off Web Content Manager**
- **Pricing offer 2, 60% off Forms**

Link to SSW

Action **Each Rep to ID and engage at least one new opportunity in early January and close at least one opportunity in Q1**

Sample Executive Summary: Domino Upgrade Strategy

Situation:

Email infrastructure is based on aging technology with excessive outages requiring a technology refresh. This presents an opportunity to review the current messaging design with the goal of simplifying the environment improving service while reducing costs and complexity.

Background:

- .Current infrastructure based on aging platforms
    - 22 Windows/2000 5.0 Intel
    - 44 Windows 2003 5.2 Intel Pentium
    - 60 Windows 2003 5.2 Intel
    - 2 AIX 5.3 P595s
- Experiencing many outages

	AIX	WIN*	Summary
Number of mail users	56,447	108,180	There are 1.9 times more users on WIN than on AIX
Number of outages	12	299	There are 24.9 times more outages on WIN than on AIX
Outage duration (min)	344	26,161	Outage duration is 76 times longer on WIN than on AIX
Average duration per outage (min)	28.7	87.5	Average duration of an outage is 3 times longer on WIN than on AIX

Assessment:

During this upgrade to Domino we have the opportunity to:

- **Avoid tech refresh existing WIN and AIX infrastructure**
    - **22 WIN 2000, 104 WIN 2003, 2 p5s**
- **Improved reliability and availability**
    - **Total of 441.75 hours of outage over past 18 months**
    - **Average duration of outage 28.7 min for AIX and 87.5 min for WIN**
- **Eliminate architectural limits (>1TB)**
- **Reduce server count through increased virtualization (currently 198 Servers)**
- **Faster path to upgrades that utilizes less resources (in labor costs)**
- **Reduce costs**
- **Use idle capacity on the mainframe IFLs**
- **Reduce complexity**
- **Ability to implement full virus protection**
- **Improved backups**

Recommendations:

Migrate to system z in order to achieve
- **Lowest TCO of 41% (excluding fixed costs)**
- **Greatest ease of management**
- **Greatest "Green" advantages of 98%**
    - **Incremental power and cooling needs**

Other recommendations include
- **Implementation of Domino Attachment and Object Storage (DAOS) should provide estimated storage savings of 45%**
- **Virus protection should be installed on all Domino servers**

Next Steps include
- **Begin migration of users on oldest x-Series servers to z using idle mainframe capacity**
- **Migrate in user blocks of 25k**

Business drivers that win!

Based on a Q4 win

- ✓ **Tech refresh existing WIN infrastructure**
  22 WIN 2000, 104 WIN 2003

- ✓ **Improved reliability and availability**
  Total of 441.75 hours of outage over past 18 months
  Average duration of outage 28.7 min for AIX and 87.5 min for WIN

- ✓ **Eliminate architectural limits (>1TB)**

- ✓ **Reduce server count through increased virtualization (currently 198 Servers)**

- ✓ **Faster path to upgrades that utilizes less resources (in labor costs)**

- ✓ **Reduce costs**

- ✓ **Add capacity**

- ✓ **Reduce complexity**

- ✓ **Ability to implement full virus protection**

- ✓ **Improved backups**

5 Year Cost Analysis of 3 platform cases – this is 'Platform Economics'

	Case 1 (p)	Case 2 (x)	Case 3 (z)
Hardware	$11,303,340	$14,561,125	$6,294,491
Software	$3,964,653	$5,106,344	$5,047,217
Labor	+$594,000	+$6,097,500	Baseline
Power and cooling	$232,206	$716,230	$162,499
Space	+$520,800	+$1,005,795	Baseline
DR	Not Included	Not Included	Not Included
Total	$16,615,000	$27,486,993	**$11,504,206**

Call to Action:

1. Ask your contacts about self service, portal and mobile strategy projects
2. IT may need portal/intranet refresh help or enterprise modernization projects could yield a need for portal capabilities
3. Introduce your System z ICS rep to your customer – we'll coordinate with our cross platform rep while ensuring customers understand the value of platform economics

Contacts

East IMT:
Ken Webster/Raleigh/IBM

West IMT:
Eric Selcov/Los Angeles/IBM