zTivoli Focus Areas for 2012

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Key Areas of Focus For Tivoli z

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Leverage New OMEGAMON v5.10 and OMEGAMON Management Suite to combat competitive attacks

- Protect our install base and source of future transactional revenue
- OMEGAMON V5.10 Announcement scheduled for early February
- OMEGAMON Bundle provides pricing incentive to sell additional monitors to existing OMEGAMON customers.

"New" zStorage Performance Management Bundle (GA in February)

- Large "white space" opportunity. $1.3B business for CA
- WW Target List of 280 Accounts

Tivoli Workload Automation

- Position Tivoli Workload Automation suite with customer driven intiatives such as Cloud, Batch Modernization, and Application Deployment (Cognos, SAP, Datastage)
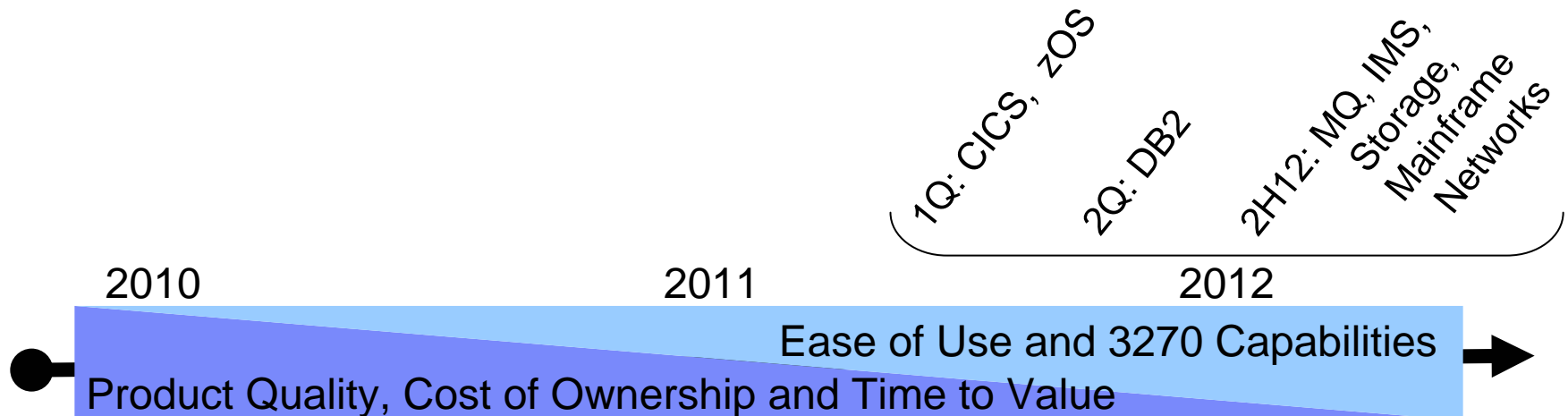
Client driven Roadmap to Re-launching the OMEGAMON brand

- Since 2009, we've interviewed and worked with over 100 clients and client technical professionals to find out what it would take to turn OMEGAMON around.

★ **Key Focus Areas**

1. **Product Quality and closing functional gaps, especially with OMEGAMON XE for IMS**

2. **Simplifying the configuration, maintenance and deployment infrastructure**

3. **Improving the user experience and value, especially in 3270 environment**

Target 2012 OMEGAMON Deliveries

1Q: CICS, zOS

2Q: DB2

2H12: MQ, IMS, Storage, Mainframe Networks

2010　　　　　2011　　　　　2012

Ease of Use and 3270 Capabilities

Product Quality, Cost of Ownership and Time to Value

OMEGAMON 5.1
A re-vitalized portfolio for Today and Tomorrow's performance management

Addresses subject matter experts modernization requirements

- need an integrated cross platform and subsystem view of performance

- need intuitive 3270 focus for streamlined problem solving

- need to reduce 3270 data dump screens and create information

- move from a 1970s tool to being a zEnsembles tool

Addresses IT Management Time to Value requirements

- need to reduce the amount of address spaces

- need to enable use of specialty processors

- need to remove dependency on ICAT and use a mainstream approach for configuration and deployment

OMEGAMON 5.1
A re-vitalized portfolio for Today and Tomorrow's performance management

Addresses the subject matter experts problem solving requirements

- Designed and reviewed by SMEs to solve today's problems

- Out of the box problem analysis workspaces that can be customized per user.

- Fewer "clicks" to analyze and navigate through KPIs

- Address skill building for new SMEs for problem solving in real time situations

Addresses IT Management Total Cost Ownership requirements

- install without the need of a distributed server

- automate the updating of required infrastructure components (agents, TEMS)

- enable a consistent look, touch and feel regardless of monitor being used

Take The Offensive : Sell OMEGAMON!

I. Worldwide 1H 2012 sales initiative for OMEGAMON v5.10

- Following the Announcement Date, contact every OMEGMON customer prior to June 30th to create awareness around v5.10

- Focus on IMT Level account target lists of all OMEGAMON customers - including DB2

- Reference the OMEGAMON Care Package for guidance on using v5.10 to Combat BMC and CA

II. Leverage v5.10 with our existing customer base :

- **OMEGAMON customers who are at risk of competitive displacement**

- **OMEGAMON monitors that are licensed by not deployed**

- **Sales opportunities for additional OMEGAMON monitors**

III. Tivoli Marketing focus to create awareness and attention around OMEGAMON V 5.10

- 7 webcasts all on new function in OMEGAMON V5.1

- Pulse Conference

- zSummit Events

IV. Go on the Offense with v5.10 to win against BMC, CA, and ASG.

- CPU Utilization FUD

- Installation, Configuration & Maintenance

- End to end capabilities for Cloud and zEnterprise

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Tivoli OMEGAMON for z/OS Management Suite

Product id #

5698-z05

Program Name

IBM Tivoli OMEGAMON for z/OS Management Suite

S&S Product id #

5698-z06

**Program Name**

IBM Tivoli OMEGAMON for z/OS Management Suite

Included components :

- **OMEGAMON XE on z/OS** - **Integrated Monitoring solution for System z**

- **OMEGAMON XE for Storage on z/OS** - **Manage and Monitor your System z storage systems**

- **OMEGAMON XE for Mainframe Networks** - **Manage and Monitor your System z attached Networks**

- **OMEGAMON DE on z/OS** - **Systems Management tool that enables you to see information from a wide variety of tools in one location**

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Tivoli zStorage Performance Management

- Large "white space" opportunity
- $1.3B business for CA
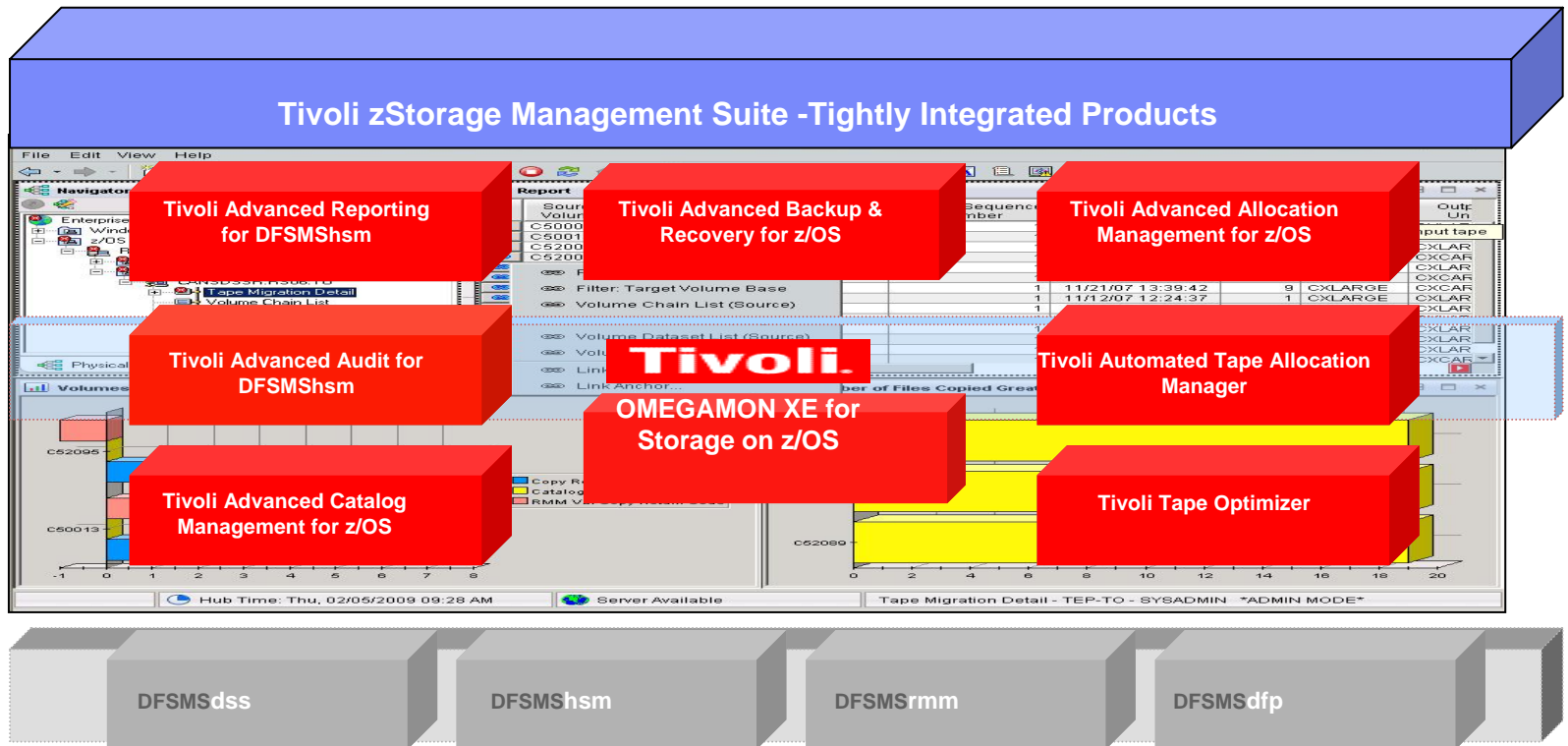
How Do We Win with zStorage in 2012

Step 1: Identify the Opportunity:

- **Find your entry point then position appropriate products to capitalize**
- **Prepare by learning about the products in our solution**
- **Use lists of existing customers with installed products as a starting point**

Step 2: Know the Enemy:

- **Learn who the competition is, and use our available resources to beat them**
- **The vision of a complete, integrated solution is your most powerful weapon!**

Step 3: Engage the Troops:

- **Software Migration Project Office (SMPO)**
- ***Rocket/Main$tar Sales Reps***
- **Product Managers**

Step 4: Mount the offensive:

- **Presentations, Demos, Trials, Healthchecks – whatever it takes**
- **Leverage Tivoli zStorage portfolio with aggressive pricing**
    - ▶ **Do not let this become a commodity price-war; our solutions beat silo products!**
- **Start with a beach head at your entry point and try to grow the opportunity**
    - ▶ **Take out as many competitive products as possible!!!**
- **Use the power of ELA's & assistance from SMPO to launch the winning offer**

Step 5: Close, Close, Close!

What's New to Sell? "Tivoli Advanced Storage Management Suite for z/OS"
(NEW … Coming Soon!!! …. Target Mid- to Late FEB)

- New Suite Including 4 existing, products sourced from Rocket Software:
  - Advanced Allocation Management
  - Advanced Catalog Management
  - Advanced Reporting & Management for DFSMShsm
  - Advanced Audit for DFSMShsm
- Individual products remain available for sale
- No New functions / products added to portfolio

> **Strategy:**
>
> Price: 19% built-in discount
>
> Upsell existing zStorage customer base (Approx. 280 customers)
>
>   88% of Tivoli zStorage customers are candidates
>
>   Leverage thru ELA renewal process (like zOSMS suite)
>
>   Leverage OMEGAMON XE for Storage customers
>
> Use in CA Stack Takeout play based around OM XE Stg

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Expansion to existing customer base

1. zCentric agent.

2. dCentric agent.

3. Applications
   - Compelling use case for driving SAP, Datastage, Cognos from within TWSz.

Competitive Displacements

- Displace CA (CA7, CA ESP, CA Jobtrac)
  - Greater focus on customer driven initiatives rather than ISV contract displacements
  - Work with Tivoli Lab Services for assistance with cost/time effective migration
  - Leverage the Rome Lab Study Tour for customer briefings

Workload Automation messaging in 2012"

- Workload Automation & Batch Modernization
- End to end workload automation with Cloud and zEnterprise
- Application deployment

Call to Action

1. OMEGAMON v5.10 Roll Out
   1. Face to face meeting with every OMEGMON customer to "sell" v5.10 as if it were a new sales opportunity (completed by June 30th)

2. Deliver proposals of OMEGAMON for z/OS Management Suite to expand customers' use of OMEGAMON monitors

3. zStorage Performance Management Suite
   - Upsell to existing customer base
   - Target OMEGAMON XE for Storage customer base
   - Displacement opportunities with CA and BMC Storage Mgt. Tools.

4. Drive Tivoli End to End Workload Automation solutions that are tied to customer driven initiatives