Winning against Sun

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Agenda

- **Part 1 – A Few Facts About Sun**
  - Why Sun is still a formidable competitor
  - How are they doing?
  - Sun growing through partners
  - Sun vulnerabilities
- **Part 2 – Sell against Sun**
  - Understand strengths and weakness
  - Sales resources

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Session objectives

- Learn how to compete with SUN in 2005 by understanding their strength and weaknesses and how we win against their key product lines (eServer and Software).
- Proactively approach SUN strongholds, identify the opportunity and assess "what it takes to win"
- Position against SUN and Fujitsu: what works to gain footholds and ultimately boost your win-rate
- Access 2005 cross-brand plays, new IBM tools and where to get hands-on help

Tom Simonson, VP Worldwide Competitive Sales

All commentary on this page is based upon IBM's view

Why Sun is still a formidable competitor

- SUN remains the **primary competitor in the UNIX space.**
- Sun image is recovering. It operates more effectively and aggressively when faced with adversity **– a desperate company in survival mode.**
- Strong presence in **key markets,** specifically financial services and telecommunications.
- **Extremely loyal customer base** … Primary base of **support among system administrators and programmers.**
- **Not afraid to change the "rules of the game" to** avoid straight up technology comparisons
- **Skilled at** marketing "futures" **(competitors become reactive)**
- **Looks to create market trends, willing to** aggressively discount **to maintain – and win – footprint.**
- **iForce –** Over 6,000 partners strong paid to bring value add to SUN

The typical Sun customer:

- **Multi-year relationship**
- **Sun is the predominant infrastructure provider**
- **Solaris is the predominant O/S environment**
- **Many legacy applications (hard to change)**
- **ISV codes compete directly with IBM software**
- **Many applications, small to medium sized HW**

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A look at Sun's performance

Financial Concerns

- In FY2003, Sun generated $11.4B in revenue, a decline of 8.5% from FY2002 and a net loss of $2.378 versus a loss of $587M in 2002 (source: IDC)
- Overall business has declined by 40% since 2003.
- Sun lost share in the financial services sector from 2002 to 2003, with revenues decreasing from $2.5b to $1.6b.
- Still over $7b cash on hand and claiming first profitable quarter in 12 consecutive quarters (3Q,03, see: http://www.sun.com/aboutsun/investor/earnings_releases/pr/2003-q3.html) as a turn-around

Where is Sun making money?

- Maintenance = 90% of Sun's profit (source: IDC)
- 5 sectors (FSS, Telco, Industrial, Public, CSI) = 60% of Sun business
- 4 Geos (UK, Germany, US, Japan) = 70% of SUN business

Sun growing through partners

- New strategic partnership with Microsoft
  - Microsoft paid Sun $1.6B to settle their antitrust and intellectual property disputes
  - Help to fight common threat … Linux and IBM
  - SUN/MS sharing technologies and pooling resources could become formidable threat

  "The agreement means Sun and Microsoft can now concentrate on the "larger, looming threat for both companies in the mid- to long-term, and that's Linux and its biggest supporter, which is IBM." (source: Techweb.com, 4/2/04)

- 6000 iForce business partners
  - Uses services to bind itself to, not compete with, channel partners. It shares Intellectual Capital and nurtures long-term engagements and relationships.
  - Sun: focused on a more blended BP business model, BP's primary revenue stream must be derived from their own custom solution, as identified in their business plan

  "Sun, which is struggling to achieve profitability...is, nonetheless, making progress in the partnering arena.... Registrations to join Sun's iForce program have increased 40% this year, while partner profitability is up too." - Bill Cate, Director of US iForce program office, to VARBusiness

- Fujitsu alliance
  - Immediate, expanded market reach in EMEA and AP
  - Fujitsu is starting to pop up in US FSS markets

Yet, Sun still vulnerable

- Revenue down from $18B in 2001 to $11+B in 2004
  - — Loss of $5B over same period
  - — Loss of key execs
- Abandoning SPARC thru Fujitsu alliance?
- Increasing reliance on Intel+AMD procs
  - —Can they make $$ on volumes?
- On demand capability questionable
- P5 wins all key benchmarks
- Market analysts in a “prove it” mode
  - —Merrill Lynch says “give them 6 months even though they don’t deserve it”
- Confused storage and Linux strategy

All commentary on this page is based upon IBM’s view

Long List of Customer Disappointments

SPARC III Delayed: Originally promised for 4Q98, wasn't delivered until 2H00

SPARC IV Delayed: Originally promised for 1H03, wasn't delivered until 1H04

SPARC V Cancelled: ... that's one way to avoid the inevitable delay.

The once central SPARC, now partly divested to Fujitsu, as they push AMD chips.

$2B Cobalt Networks acquisition of 2000. These Linux-based server products were sunset in 2003.

LX50 - Sun's "attack on the low-cost, entry server market. Customers didn't buy any of it.

Java Station Thin Client -- The McNealy/Ellison "Mr. Coffee" dream never came to reality as no one would write applications for it.

Sun Midframe server was effort to save SPARC in the midrange.

Sun's much heralded "Mainframe Takeout" Program. Sales growth of IBM's mainframes have recently outpaced Sun Solaris-based systems.

Java microprocessor core for embedded applications.

Benchmarks - Sun stopped most industry standard benchmarking when their competitors vastly outperformed Sun's servers.

Part 2: Selling against Sun

A look at Sun's portfolio

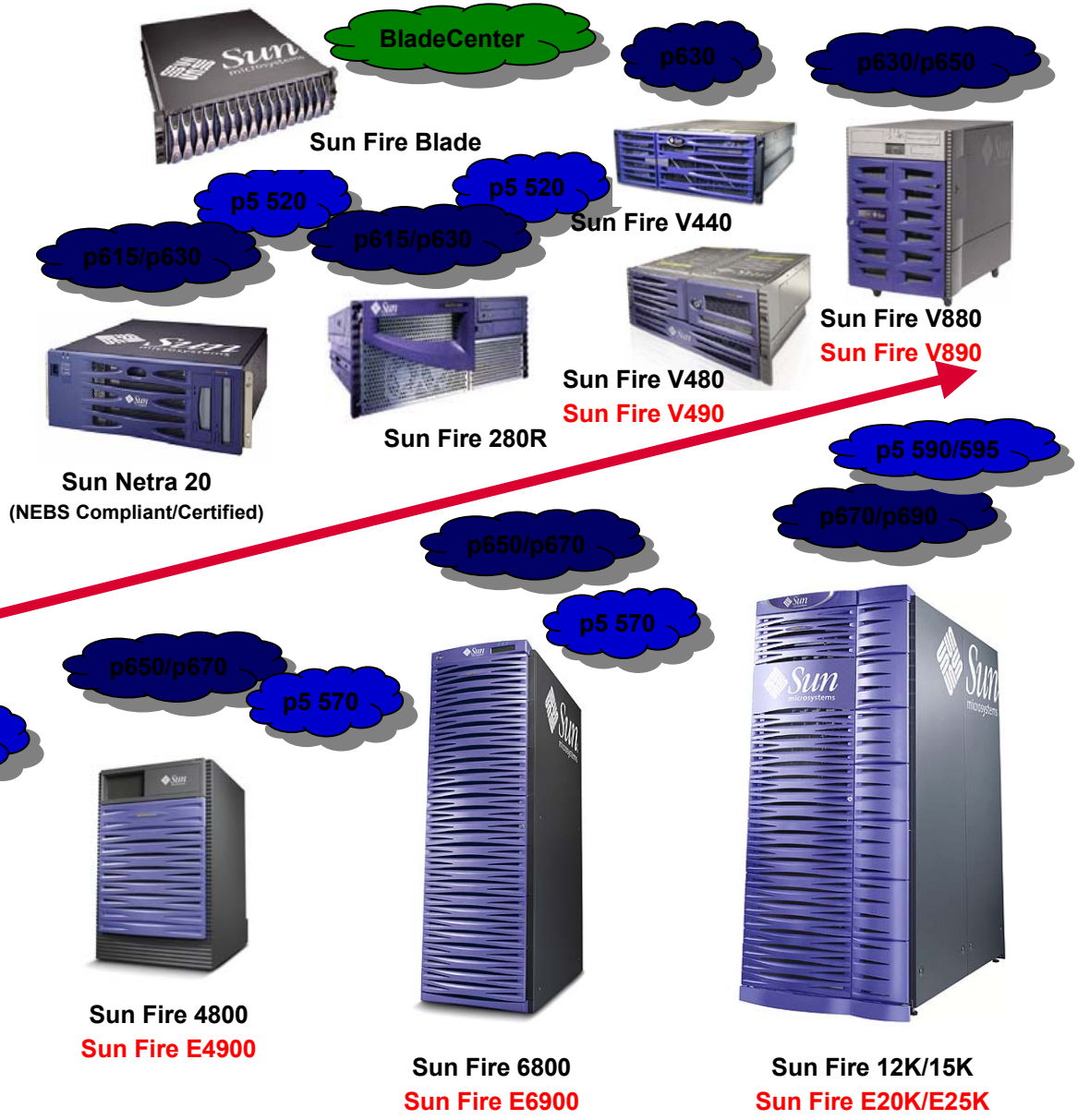
Hardware
- **Servers: Sparc, X86**
- **Storage: HDS, Tagma Store**

Services
- **N1Grid,** Grid/CPU Rental
- **Maintenance,** HW/SW Maint
- Services Capability greatly extended by iForce

Software
- **OS: Solaris, Linux (Redhat)**
- **Java: desktop**
- **WebServices, BEA**
- **DB, Oracle**

The Sun Fire family

and the IBM eServer equivalents



What Sun may be telling your clients

- **Solaris ecosystem is far superior to anything IBM offers**
  - Recent earnings announcement included statement of direction to port Solaris to Itanium and POWER
  - Solaris is the “Open” standard
- **Don't believe IBM’s inflated benchmark claims – they are meaningless in real customer environments**
  - When pressed, Sun uses SPEC benchmarks to show processor parity
- **SunFire servers and workstations offer similar technology level of pSeries at “Intel” like prices**
  - Aggressively discounting to stop erosion of install base
- **Sun offers better partitioning, better fault isolation, and better reliability**
  - Dynamic System Domains is in its fifth generation…
- **Sun has more experience with distributed computing**
  - The network is still the computer…
- **AIX is being replaced with Linux, Windows is too ‘buggy’**
  - Solaris is proven in business critical environments. ISVs love Solaris … its secure, scalable, and can run on everything from desktops to enterprise servers

All commentary on this page is based upon IBM’s view

Source: SG MI May '03 updates

Understand Sun strengths and weaknesses

Sun's strengths

- Large and loyal customer base
- Strong development of proprietary architecture

Weaknesses

- Shifting strategy confuses customers - "Technology du jour"
  - **Sudden move to Linux adoption**
  - **Sudden move to Intel hardware**
  - **Announced addition of Opteron**
- Increasing maintenance costs on legacy hardware
- Lack of open standards support
- Stock price continues to falter
- Previously loyal ISVs moving to Linux

Momentum! ***IBM continues to gain, Sun continues to lose***

All commentary on this page is based upon IBM's view

IBM pSeries

Selling points Against SUN

- **General**
  - IBM's pSeries is by many analysts, industry watchers and customers perceived as *the leading server platform in the UNIX space*
  - IBM pSeries is an *on demand platform* based on POWER technology, with *a planned roadmap and ongoing R&D investments*
  - AIX is *predicted to outgrow Solaris* within a few years (source: **CIO Update: The March of Linux in the Enterprise, GartnerGroup, 10 March 2004, See also: http://insight.zdnet.co.uk/software/linuxunix/0,39020472,39148269-3,00.htm)**
- **Performance**
  - IBM's *POWER processors are designed to deliver exceptional performance compared to Sun's UltraSPARC* technology
  - IBM's pSeries has demonstrated excellent performance with *standard industry benchmarks*; Sun does not have many published results that are comparable to competitor systems
  - POWER5 supports *simultaneous multi-threading* which helps utilizing unused CPU cycles
- **Virtualization and partitioning**
  - IBM pSeries provides a rich virtualization environment for on demand computing with the *Virtualization Engine™ and micro-partitions* (up to 254 LPARs)
  - Virtual Ethernet (*VLAN*), *Virtual Storage*, *Shared Ethernet adapters* and *Partition Load Manager*
- **Reliability, availability and serviceability (RAS)**
  - IBM's POWER based systems feature mainframe-inspired *autonomic computing* functionality such as *First Failure Data Capture* (FFDC) and many other *self-healing capabilities*. These features together make the p5 family highly reliable and help *minimize costly unplanned downtime*
  - The p5 systems have capability to *determine which part or component needs repair and can phone IBM Global Service* to provide precise parts for maintenance at a time acceptable to the client
- **Operating systems and applications**
  - All members of the pSeries family can *concurrently* support AIX 5L and Linux using partitions and applications at varying OS release levels
  - A rapidly growing number of *over 4.500 applications* are certified on AIX 5L 5.2 today
  - AIX 5L 5.3 has an *aggressive ISV adoption plan* and is already supported on application solutions from leading ISVs such as Oracle, IBM DB2, SAP, SAS, BEA, Tuxedo, Tivoli, DB for Siebel and PeopleSoft
- **Prices and Total Costs of Acquisition (TCA)**
  - All the members of the pSeries family provide *competitive total costs of acquisition* (TCA)
  - With IBM's *per processor performance clients can potential see significant software savings* compared to competitors whom might require more processors to get similar performance
  - The p5 570 offers a "*Pay as you grow*" modular architecture and many pSeries systems offer highly competitive *CoD programs.*

All commentary on this page is based upon IBM's view

IBM xSeries selling points

- **Price**
  - Extremely price competitive across the portfolio
  - Make sure client look at warranty costs
  - Look at # servers supported per rack and cabling costs
- **Help client reduce costs**
  - Systems Management Tools: IBM Director, Software Distribution, Remote Deployment Manager, ServerGuide etc…
  - Redbooks, red papers etc. could help reduce testing and deployment time
- **Performance in the Intel space has come a long way**
  - Latest Intel processors, Ultra320 SCSI, PC2100 memory, memory expansion and PCI-X 64-bit 133MHz
- **Help avoid/reduce downtime**
  - Software: Software Rejuvenation, Capacity Manager, Resource Monitoring
  - Hardware: Predictive Failure Analysis®*, Memory ProteXion and Active Diagnostics, Light path diagnostics
- **Leverage ISV relationships**
  - Solution Connection & Server Proven
- **Leverage Linux advantages**
  - Top quality service and support
  - Testing centers – Linux Technology Center & Linux Integration Center
  - IBM Porting (10 WW SPCs) and Testing Developer Centers
  - Strong Linux education
  - Strong Systems Management for Linux on xSeries
  - Strong collection of client success stories

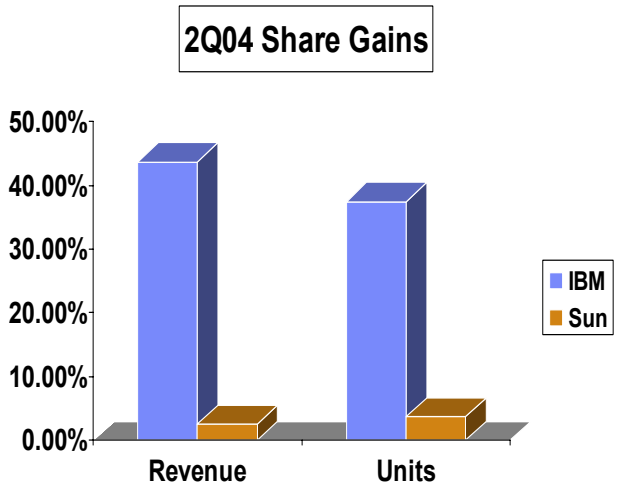
BladeCenter competitive differentiators

- **BladeCenter:** designed with extreme levels of redundancy
  - Includes Active midplane; allows for two communication paths between blades and the BladeCenter chassis modules helping *reduce potential single points of failure*.
  - **Sun** has a non active single path backplane; if something goes wrong there is no alternative path to communicate with its patch panels or interconnect kits. Result is up to 8 or 16 blade servers being unavailable

- **IBM Performance**
  - Support for 64-bit technology with EM64T
  - Up to 3.6GHz Intel Xeon vs. Sun's 2GHz low voltage Intel Xeon
  - Up to 8GB per blade vs. Sun's only up to 4GB
  - NAS and Fibre support vs. Sun which is just NAS
  - Support for PC2-3200 memory on select models vs. Sun's PC2100
  - Support for SCSI vs. Sun's IDE only

- **IBM Flexibility / Economics**
  - Almost 45% fewer Ethernet cables (48 vs. 88)
  - BladeCenter chassis & blades comes with a *3 yr warranty std vs. Sun's 1 year*
  - Support for more internal storage

- **IBM Availability and Manageability**
  - Support for RAID 1
  - Chipkill memory protection vs. ECC only from Sun
  - Redundant midplane standard
  - Enhanced Predictive Failure Analysis® & Light path diagnostics
  - IBM has CD and floppy support



Why consider BladeCenter vs. Sun Servers

- Infrastructure Simplification
- Potential to reduce cables by over 80% vs. Sun 1U servers
- Potential for power and cooling savings
- Space savings
- BladeCenter offers the ability to dramatically reduce cost of ownership
- Numerous Factors Affect TCO (some tangible / some less-tangible)

Total Cost Factors

- **Infrastructure**
  - KVM Cabling
  - Ethernet Cabling
  - Fibre Channel Cabling
  - Systems Management Cabling
  - Power Cabling
  - Power Distribution / Delivery Configuration
- **Floor Space / Density**
  - External Switches (Ethernet, Fibre Channel, KVM)
  - Cost of External Switches
  - Rack Costs
  - Floor Space
- **Operations**
  - Power Costs
  - HVAC / Cooling Costs
- **Management Costs**
  - Remote Management Infrastructure
  - Management / Analysis Personnel
  - Service / Support Allocation
- **Investment Protection**
  - Future Compatibility / Infrastructure Investment

Need to sell beyond just the server itself!

*Source: Gartner Research "Electrical Requirements for Blade Servers" Jane Wright G00120690 April 24, 2004

Sun storage

Value Proposition

- "We are a systems company and we believe that the true advantage of Sun in the storage world is from our approach to systems and the ability to design and implement systems which enable data management from the creation of data all the way through the storage and deletion of data."- *James Whitemore, VP of Marketing for Sun Network Storage, October 26, 2004* (source: http://www.enterprisestorageforum.com/hardware/news/article.php/3426531)

On Demand / Virtualization

- N1 Data Platform – Sun's On Demand / Virtualization Solution
  - Based on Pirus Network's virtualization switch / software
  - Provides support for file level or block level I/O
  - Platform available in 16-port or 32-port versions, and includes integrated software
- Sun/Pirus virtualization roadmap is unclear*
- Sun's latest virtualization offering is via HDS TagmaStore, requiring the purchase of a very large, expensive storage array placed in front of virtualized storage*

To Win

- Make it a Systems / Total Solution battle if possible
  - Server, SAN, Virtualization, Storage, Software, Services…

* All commentary on this page is based upon IBM's view

Sun's future is in software….

- **Solaris 10** – positioning Solaris as the most robust, secure, scalable multiplatform offering and the reason to stick with SUN
- **Sun / Microsoft settlement** – and collaboration – could have a major impact in market place.

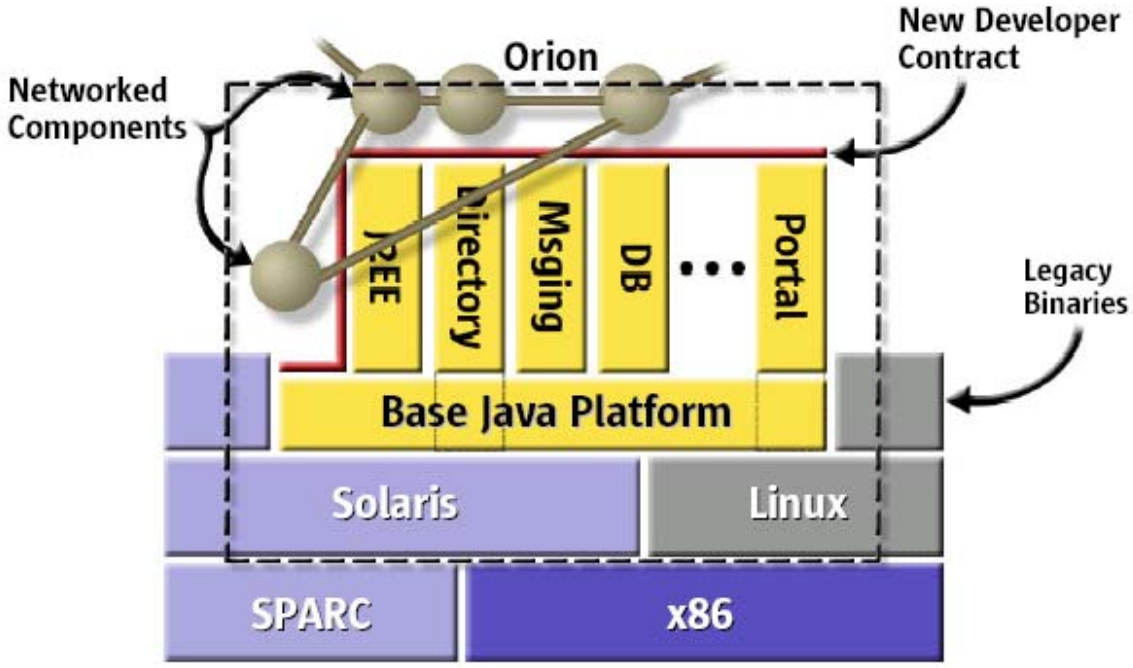
Already talk of interoperability between Java and Microsoft Common Language runtime; Write once, run anywhere.

A single Java? Could happen if Microsoft chooses to re-license.

- **Acquisition** of CenterRun, Terraspring, and Pirus has greatly helped Sun to accelerate N1 Grid heterogeneity.
- Elevation of **Jonathan Schwartz** to President and COO signals an increased emphasis on software.
- Sun is starting to use **SW bundling to sell HW.**

60% off midrange and high end servers if customers by N1 Grid Provisioning System 4.1

SUN the SW Company



Java Enterprise System is a lockout strategy for Sun

- Integration of components yields a Microsoft Office-like environment

Individual components compete directly with IBM products

- OS competes with AIX
- Messaging competes with Notes
- Database competes with DB2
- Web services competes with WebSphere

If Sun sells this "framework" *it will be difficult to replace a single software component*

If you hear "JES" or "Orion", involve software sales people IMMEDIATELY!

Nothing more than a SW bundling and delivery initiative… but potentially very dangerous to IBM

Sun's $100 Desktop Bundle: "Open" … with a Proprietary Twist

"The Sun Java Enterprise System is a radical approach to cutting cost and complexity"

For a flat fee of $100 per employee per year (U.S. list price), customers would get the software they need to manage their IT infrastructure. That includes the software to operate a mail system, network management, data storage, employee authentication, data security, and quarterly updates.

Product Components
Network Identity Services
Directory Server
Identity Server
Directory Proxy Server
Web & Application Services
Application Server Platform Edition
Application Server Standard Edition
Message Queue Enterprise Edition
Web Server
Collaboration & Communication
Messaging Server
Calendar Server
Instant Messaging
Portal Services
Portal Server
Portal Server Secure Remote Access
Availability Services
Sun Cluster
Operating Systems Services
Solaris OS, SPARC Platform
Solaris OS, x86 Platform

A pure <u>Sun only</u> software and services stack

ASK:

- How does this relate to Open Standards?
- All these products lose on their respective markets
- Project it as a commodity, sells easy
- Follow-on customization will put Sun in full control
- It forces customers into using Sun equipment

- And…..is $100/yr/employee really cheap!?

Source: http://wwws.sun.com/software/javaenterprisesystem/index.html

Containers and Solaris 10

- **Containers** (called N1 Grid Containers by Sun and actually not much to do with Grid as IBM defines it) are a **way of isolating different workloads within a single copy of the operating system.**
- The isolation is done in 2 parts
  - 1) Resource isolation - "Resource Manager" can manage the resources used by each container in a similar way to AIX Workload Manager (WLM)
  - 2) Inter-container isolation - "Zones" can keep users and processes within a zone from interacting with other zones.
- Solaris 10 Resource Manager + Zones = a Container
- All Zones share the same running kernel, and some system libraries and installed software packages. There is some flexibility in having different software configurations in different zones, but this does not extend to having different versions of Solaris in different zones.
- Each Zone looks to its inhabitants (users and programs) like an isolated instance of the operating system with its own users, own filesystems (apart from some global filesystems), and own processes. The root user in one zone cannot impact anything in another zone. Processes in one zone cannot see or interact with processes in another zone. There is a Global zone which is the controlling zone- the "real" copy of Solaris if you like. Physical device paths are "virtualized", individual copies of filesystems in a zone are actually subdirectories within the Global Zone.

The Can's and Can't of Containers

Containers can:

- ✓**Do security translation**
- ✓**Do file system translation**
- ✓**Allow global zone to use WLM to manage resources within each container**

Containers can't:

- –**Run multiple copies of the OS**
- –**Run different versions of Solaris on same server**
- –**Survive an OS crash**
- –**Run more than one global (hosting) zone**

The Bottom Line: AIX 5L V5.2

- AIX has greater ISV support for our latest version.
- We offer extreme flexibility.
- We have innovative manageability.
- We have outstanding fault management.
- Despite Sun's marketing, Solaris 10 is *not* a game changer.

All commentary on this page is based upon IBM's view

SUN‘s Committment? To Linux

What SUN Says

- From platforms to architectures: *Use each technology where appropriate*
  - Linux is best for stateless applications
  - Linux scales well horizontally
  -
- *Sun is helping Linux to grow UNIX*
  - Contributing technology
  - Ensuring interoperability and commonality across Solaris and Linux operating environments
- *Sun embraces Linux* on Intel architecture in product plans
  - Volume market for Sun software and storage
  - Utilizing Linux, where appropriate, in appliances
- *Sun continues to extend the Solaris platform*
  - Bringing the best attributes of Linux to Solaris Software customers
  - Adding additional enterprise and Internet features, reliability, management and security

Bottom Line:

- Solaris x86 versus Linux is an uphill battle
- Linux has high adoption rates and is compatible with widespread applications.
- Sun offers Linux because that's what clients want, shipping more than 60 percent of its low-end boxes with Linux.
- Despite this, Sun is now trying to position its *Solaris x86* platform as *an alternative* to Linux — competing with Red Hat specifically.

What SUN Does

- Competes with it’s Linux Distributor, Red Hat while purporting to support Linux
- Jonathan Swartz, “if you're running Red Hat, and feeling frustrated by their support, exorbitant pricing, or weak security, it's time to look at Solaris, on any of the more than 200 hardware platforms we support. From HP, Dell, IBM and, of course, Sun (and a host of others). The migration is a very easy one. So is the free download.” *
- *Source: http://blogs.sun.com/jonathan Oct 2004

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Linux vs. Solaris is overhyped

Sun says

- Project Janus, a new feature of SUN's upcoming Solaris 10 which will let customers run Linux binary applications unmodified and un-recompiled on Solaris.
- Sun says “""Our strategy has always been to provide the very best interoperability for heterogeneous environments. Now customers can leverage all the breakthrough attributes of the Solaris 10 operating system with existing investments in the Linux applications at a price lower than what they are paying for Linux. There is no longer a reason to make sacrifices when choosing between Linux and Solaris." (source: Internetnews August, 2004)

IBM’s Position

- Janus does not work for Solaris/Sparc on SPARC. This is x86 only.
- There are 12,000 apps on Solaris SPARC but they don't work on Solaris/x86 - they all must be recompiled, rewritten in some cases if SPARC optimized and certainly tested
- Linux apps also run on AIX/5L with a recompile
- Sun has over 1,100 Solaris/x86 apps avail; IBM has over 5,000 Linux apps

Don't let them count both sides as being "Solaris"...as the line above suggests "There is no longer a reason to make sacrifices when choosing between Linux and Solaris." IBM does not agree!

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SUN Strategic Growth Initiative

- **N1 Grid:** "cable once, reprovision forever" - N1 creates a single, tightly integrated system by virtualizing, provisioning and managing all of the compute, storage and network resources needed to deliver a service, Utility Computing.
  - Competes with IBM's on demand
- **Strengths**
  - Early-to-market through acquisitions
  - Strategy is "bottom-up" targeting blade servers first and then scale up
- **Weaknesses**
  - Focus is infrastructure only, no business impact
  - Roadmap is very long
  - Questionable ability to integrate N1 with acquisitions, poor history
  - Weak acceptance of Sun One Web application services
  - Lack of native heterogeneous support;
  - Has only begun to embrace Linux and Intel with Solaris being top priority.
  - Dependence on outside partner services
  - Weak storage solutions

Recent Grid Service announcement presents our client teams with a great **REASON of CALL** to SUN customers!

All commentary on this page is based upon IBM's view

Sun N1 Grid Service: $1/CPU-Hour

- Sun announced the availability of a service that allows customers to purchase CPU capacity by the hour from a central utility.
- Sun has made a strategic mistake. N1 falls far short of the vision of a true computing utility.
- Sun's marketing of this offering makes it seem to be a broader play than IBM Deep Computing Capacity on Demand (DCCoD). However, in reality, both offerings hit the exact same space. SUN faces a challenge in that their technology is simply not competitive for the targeted workloads.

IBM capabilities

- Provides secure internet access to supercomputing power (xSeries, pSeries, Storage) for Linux, Windows or AIX workloads that enables clients to respond to peak workloads and capture business opportunities that would otherwise be out of reach
- Our $/CPU-Hour usage-based pricing is more competitive than Sun's promotional, advertised $1/CPU-Hour
- We offer real business today. Sun is following with a hype and positioning announcement
- We have 3 On Demand centers with 2,500+servers/5,000 CPUs, Sun has not
- We are in many industries (Petroleum, Automotive, Electronics, Life Sciences, Financial Services, Digital Media) including industry ISVs reselling our solution in Petroleum and Automotive.
- More technology choices (Intel(R), AMD Opteron(TM), IBM POWER(TM)
- Uniquely capable of helping clients implement the right combination of on-premise fixed capacity/fixed cost with off-premise variable capacity/variable cost high performance computing infrastructure

Competing against Sun

Emphasize the positive!!!

✓IBM delivers choice

- ✓**Hardware: POWER, Intel, AMD, Blades, Mainframes etc…**
- ✓**Software: Linux, Windows, AIX, etc….**

✓Performance and cost of ownership advantages

- ✓**Performance per resource utilized**
- ✓**Leverage analyst studies and client references**
- ✓**Costs - software licenses, Oracle, DB2, Websphere, (Linux), maintenance, warranty, upgrades**
- ✓**Reduced footprint and power consumption**

✓Use SUN to IBM Migration References… there are lots in the IBM Reference Datadase

Talk about technology and thought leadership

- ✓**Power 4 & 5, Resource Virtualization, Infrastructure Simplification**
- ✓**Enterprise X-Architecture, POWER, Copper & SOI, LPAR's, BladeCenter, x445 and x455.**
- ✓**Quick adoption of many industry standard technologies (PCI-X, Ultra320, etc.) plus introduce IBM innovative technologies (Memory ProteXion, cable chaining technology, etc…)**
- ✓**Commitment to open standards**

✓IBM provides current advantages and future stability (ability to deliver)

All commentary on this page is based upon IBM's view

Points to remember

- Sell on demand: Virtualization Engine, Service Oriented Architecture, Business Component Module, p5, HPC
- Sell Synchronicity bundles: Blades+Tivoli
- Get Partners Involved
- IIS: Next-Gen Network Initiative for Communications and Industrial Sectors
- Apply BladeCenter against Sun low-end (Sun Opteron blades not available until 2005)
- Use IGF and OIO against Sun's weaker financing options
- Leverage Competitive Campaigns e.g.
  - Raptor to take on Wall Street, London
  - SLA's like the new NetGen Network Initiative in Comm/Ind

All commentary on this page is based upon IBM's view

Resources to win

PreSales Funds

- Money to use for any valid presales expense eg: studies, services, loaners
- Allows IBM to break in to a competitively held space so *you can sell where they are!*
- ROI Guideline: $50k investment should drive $1m
- Wins include Bank of America, UBS, SONY, Morgan Stanley, Nokia, Mizuho, Prudential Financial!

Migration Factory

- Transfers Competitive Environments to IBM using Sector 7 and SI capabilities
- Reduced risk and cost -> trained, expert team and funding support

Compete Center and Compete Line

- Hotline Support, On-site Customer call support, WW network of Competitive Experts
- Marketing Support, Education, Competitive Pricing and Specs!

Program Finder

- A new, searchable sales tool. Consolidates IBM sales plays, offerings and promotions on the Web
- w3.ibm.com/sales/competition/pop or Submit new content at popfind@dk.ibm.com

AIX for Unix Classes and Linux on Power Workshops

- 3,000 students have attended AIX for Unix which influenced $480m in IBM revenue
- Contact: Beth Cottle-West/Dallas/IBM

WW Competitive Marketing Resources

- WW IS&T Competitive Marketing Portlet (COMP)
  - **Includes xSeries, BladeCenter, pSeries and TotalStorage**
  - IBM - http://w3-03.ibm.com/sales/competition/compdlib.nsf/pages/ISTGPage
  - Partners – http://partners.boulder.ibm.com/src/compdlib.nsf/bpwebbysource?OpenView&IBM+Systems+and+Technology+Group+WW+Competitive+Marketing&Start=1&
  - **Includes: Educational Materials, Product-to-Product comparisons & more**
- Competitive Sales Tool
  - **Designed to provide concise info needed by successful sales reps**
  - **xSeries/BladeCenter Competitive Sales Tool**
  - **pSeries Competitive Sales Tool**
  - **TotalStorage Competitive Sales Tool**
- Competeline - Pre sales support
  - **Americas**
    Intranet:http://w3-1.ibm.com/support/americas/competeline.html
    Business Partners must contact Partnerline: 1-800-426-9990
  - **EMEA Competitive Support Competeline**
    Intranet:http://cmsc.dk.ibm.com
    Business Partners: Phone: +45 45234450 or mail: comp@dk.ibm.com

Example of IBM's Competitive Sales Tool