IBM Systems and Technology Group University 2005

San Diego, California
January 16 - 19, 2005

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IBM Systems and Technology Group University 2005

IBM eServer BladeCenter Solutions and Ecosystem

Course #: BLD9

Venkat Venkataraman

Program Director, BladeCenter Alliances

e-mail: venkat@us.ibm.com

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STGU BladeCenter Sales & Technical Courses

Session ID	Title	Presenter
BLD4	BladeCenter SAN Interoperability	Cedric Cook
BLD6	BladeCenter Networking Interoperability	Mark Welch
BLD8	Win with BladeCenter	Scott Tease
		David Olechovsky
BLD9	BladeCenter Solutions and Ecosystem	Venkat Venkataraman
BLD10	BladeCenter Networking Solutions	Ishan Sehgal
BLD11	BladeCenter Storage Solutions	Nancy Reaves
CB11	BladeCenter Competitive	Mike Easterly

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Agenda

- Why “Solutions” and Where is the Opportunity?
- eServer BladeCenter Value Proposition
- Solution Selling Approach and Resources
- ISVs & IHVs – Critical to a Vibrant Ecosystem
- BladeCenter Portfolio of Solution Offerings
  - Complement with IGS, IGF and Solutions Technical Sales Support
- Going beyond offerings
  - BladeCenter Alliance Program
  - Open Specifications Initiative
- Reference, Wins and Success Stories
- Differentiating from the Competition
- Call to Action

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Learning Objectives

At the conclusion of this material, you should be able to:

- Familiarize yourself with opportunity and the value proposition of BladeCenter for solutions.
- Understand the IBM approach to selling solutions.
- Understand the wide portfolio of offerings and resources available on BladeCenter to sell solutions to Large Enterprises and SMB
  - Infrastructure solutions
  - Cross-industry business solutions
  - Vertical industry solutions
- Understand what IBM is doing to attract partners to the BladeCenter platform through the Alliance Program and the Open Specifications Initiative

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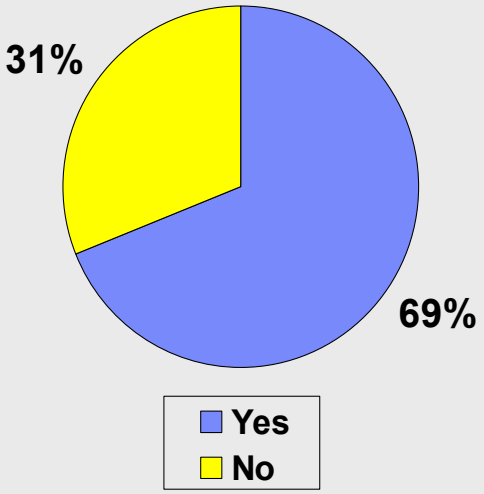
Customers Are Buying In A Solutions Context

By Customer

IDC's Emerging Channels Study

***Q**: "Based on IDC's definition of solutions, does your organization acquire IT solutions?"*

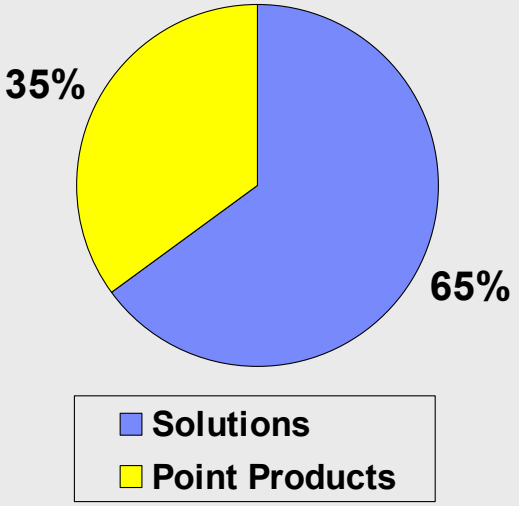


Source: IDC 2002 Multiclient Study "Emerging Channels, Emerging Customers"

By Product

IDC's Emerging Channels Study

***Q**: "What % of these products do you consider to be part of an integrated solution and what % do you consider to be independent pieces of technology?"*



Source: IDC 2002 Multiclient Study "Emerging Channels, Emerging Customers"

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That is great BUT Tell me what a "Solution" is

- **By Definition: "An answer to Customer Needs and Pain Points"**
  - For selling purposes we use this term to refer to "offerings" that aspire to be "solutions"
  - There is no "solution" until the customer signs off
- **A Solution Offering**
  - Has a business purpose
  - Is targeted at a market segment e.g., Banks, Hospitals
- **A Solution Offering may specify**
  - Hardware (e.g., BladeCenter)
  - Software – Operating System (e.g., Linux), Middleware (e.g., WebSphere Application Server), Application (e.g., mySAP Business Suite)
  - Services (e.g., IGS Systems Integration Service for ERP)
  - Financing (e.g., IGF Low Rate Financing on Solutions)
  - Education (e.g., XTW14 - Implementing IBM eServer BladeCenter)
- **An "IBM BladeCenter Solution" Offering**
  - Is well tested and well understood - technically enabled
  - Has a well defined Go-to-Market plan
  - Is sales and channel enabled

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Key Message

Solution Selling is a whole different ballgame!

It is IBM's game and unique differentiator.

Get educated, Get engaged and Get linked.

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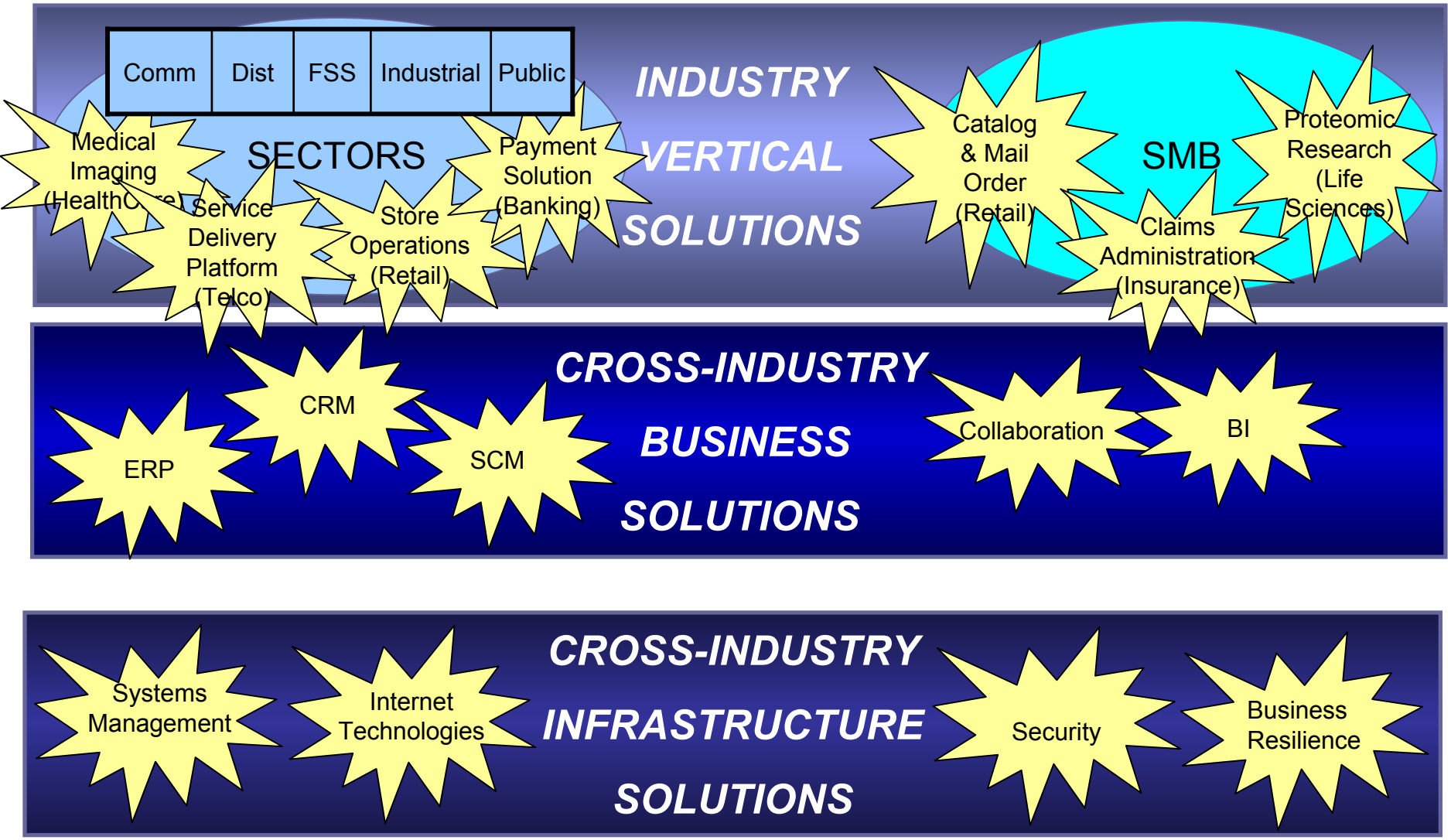
Solution Offering Categories



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Solutions - Where will Customers Spend in 2005?

- Networking, ERP, Internet Technology, CRM, Pervasive & Wireless are the top strategic solution priorities for 2005 with major dollar investments.
- Enterprise Security and Systems Management/Optimization are high growth areas, especially for the mid-market.
- The majority of solution spending (88%) will be allocated to maintaining or upgrading existing solutions - Retention and Expansion.
- Of the solution spending (12%) on “new” (first-time) solutions CRM, ERP, and Pervasive/Wireless represent the biggest investments in 2005 - Acquisition.
- Most new solution spending occurs through SIs and ISVs. Channel usage varies by solution type.
- Microsoft is the most frequently named midmarket primary solution provider overall.
- On demand company’s solutions investment patterns are similar to the overall markets, yet ERP, CRM, SCM, B2B, as well as Business Intelligence and Digital Media, are more prevalent among on demand businesses.

Source: 2004 IBM Solutions Market Monitor Global Summary Report

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eServer BladeCenter Solutions – Value Proposition

Traditional Rack Servers

BladeCenter

Reduce costs by 1/4 4

Reduce power by 1/3 3

Reduce floor space by 1/2 2

Integrate everything into 1 1

Line Of Business Executive

- Simplifies and optimizes my infrastructure
- Reduce my IT costs and headaches
- Increases my productivity – solutions that meet my needs
- High density footprint – Unobtrusive!

IT Executive

- Powerful integration; Simplified cabling and cooling
- Easy to deploy, maintain and scale as my needs grow; Easy to manage and Secure
- Increased availability and reliability
- Wide availability of applications – Windows, Linux, AIX

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Pricing comparison – HS20 and 1U

Functionality	BladeCenter HS20 800MHz 3.2Ghz 1GB	IBM eServer x336 800MHz 3.2GHz 1GB
Base offering	$2509	$2629
Base offering + HDD	$2908 (36GB non hot-swap)	$3328 (36GB hot-swap)
Base offering + chassis	$3178 (includes PS option)	$3328
OTHER SYSTEM COSTS		
Cost for Redundant power	$0	$389 per system
Cost for RSA-2 function	$0	$399 slim line RSA2 per system
Cost for KVM switching	$0	$2705 (cables and switch)
Cost for Ethernet cabling	$40 (8 cables from chassis)	$140 ($5 per cable two per system)
Cost for Fibre cabling	$316 (4 cables leaving the BC)	$2212 (28 cables/ 2 per system)
Cost of HBA	$999 per system	$2980 per system (2 x $1485)

- **BladeCenter value adds**
  - Redundant power
  - Server Management and KVM via Management Module standard
  - Includes cost of all ethernet, KVM, and fibre cabling
  - Lower power and cooling costs

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BladeCenter - Addressing Mid-Market Solution Needs

30% of BladeCenter Sales in SMB

Solutions

Business in a Box w/ Linux
Business in a Box w/ Microsoft
Hosted Clients w/ Citrix
IT Reliability w/ SteelEye
Bioinformatics

Team IBM

SWG via Synchronicity
IGS Quick Start Offerings
IGF Low-rate Offerings

Positioning

Value Proposition
TCO Tools

Fulfillment

Buy Today, Ship Today
Attractive Financlng for SMB customers
Integrated STG/SWG Solutions through BPs

References

Netflix
Rustoleum
NeuStar
Imagi
Weta

Product

Express & Topseller Models

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Opportunity Hot Spots for BladeCenter Solutions

Customer Case Studies - http://www-306.ibm.com/software/success/cssdb.nsf/advancedsearchVW?SearchView&Query=(eServer+BladeCenter)+AND+[WebSiteProfileListTX]=eserverxseries&site=eserverxseries&frompage=ts&Start=1&Count=30

Infrastructure Simplification and Optimization, Server Consolidation in Various Industries

- Banking – *Sparkasse Zwickau*
- Insurance – *Harel Insurance*
- HealthCare – *Abbot Laboratories*
- Consumer Products –
- Electronics –

Launched by Motorola freescale semiconductor

Business Resiliency (Security, Disaster Recovery)

- *Wirral Health Informatics Service*

Media and Entertainment

- Computer Animation and Digital Rendering – *Imagi IP Holdings, LUMIQ Studios*
- Digital Media napster
- Online Gaming koei GAME2XS

HealthCare/LifeSciences

Bioinformatics and Biotechnology

- *Herefordshire Health Informatics*
- *St. Jude Children Hospital*
- *Washington University Genome Sequencing Center*

Telecommunication, CSI (ASPs)

- *T-Systems*
- *CIRPACK*

JNETX™ COMMUNICATION AND COMMERCE

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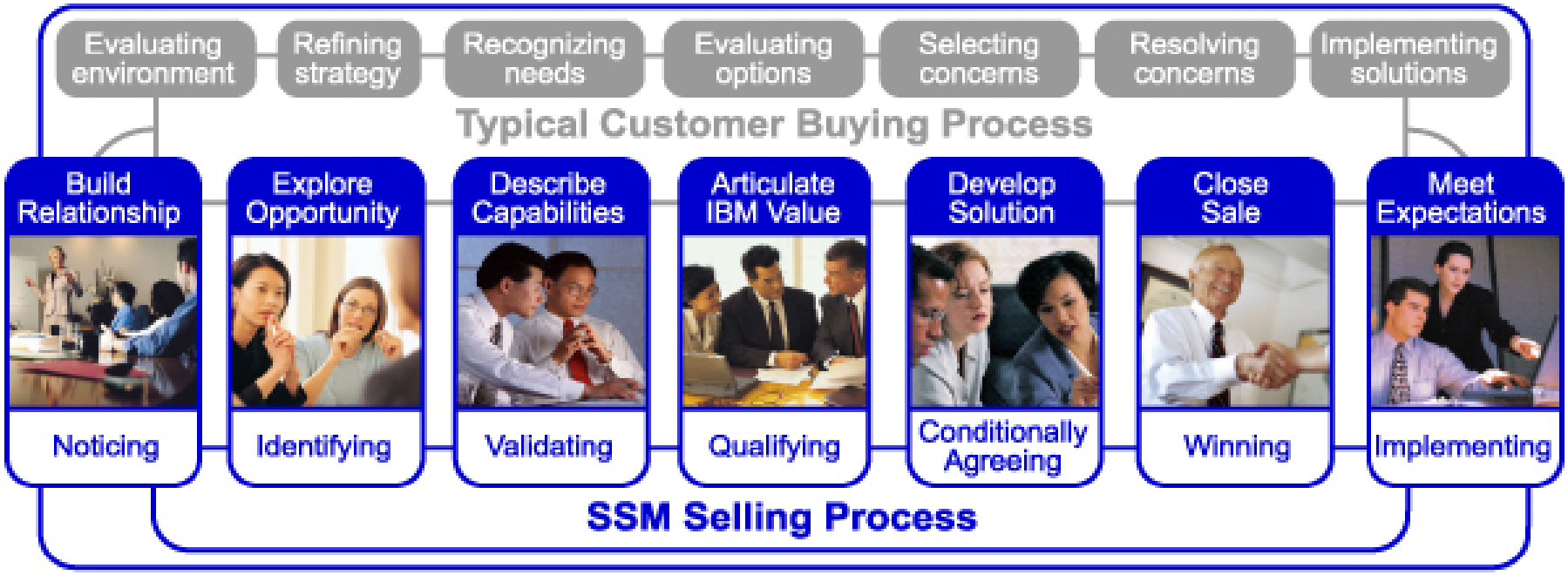
Solution Selling is Complex – One Size Doesn't Fit All!

Understand SSM, RTM & WHERE YOU FIT in BladeCenter Solution Selling



	Opportunity Identification	Opportunity Ownership	Fulfillment
RTM - Who Is Involved?	▪ IGS ▪ Major ISV ▪ Major SI ▪ Regional ISV & Sis ▪ FTF (Client Rep and Sales Specialist) ▪ Solution Providers (BPs) ▪ Teleweb Sales	▪ FTF (IBM Client Rep) ▪ FTF (IBM Sales Specialist) ▪ Solution Providers (BPs)	▪ CSO ▪ Solution Providers (BPs)

Get Networked To Maximize Your Opportunity Potential

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IBM, STG and BladeCenter Marketing Teams

Supplying You the Tools and Resources to be Successful in Solution Selling!

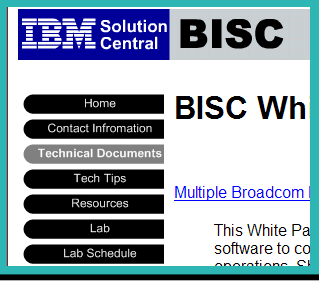
IBM Resources

- Building the Relationship
- Selling for IBM
- Sales Support Advisor
- Industry Selling Contact Point
- Industry and Solutions Expertise – Sales Compass
- Global SMB , IGF Financing for SMB Clients and BPs
- IGS
- Case Studies and Customer References

STG Resources

- System Sales Home
- Education
- Linux Centers of Competency
- eServer Solution Connection
- Techdocs

BladeCenter Resources



- BladeCenter System Sales Home
- Blade Center Top Ten Links
- BladeCenter Competitive Sales Tool
- BladeCenter Education
- Blade Center Briefing Centers
- BladeCenter Infrastructure Solution Center (BISC)
- BladeCenter Product FAQs
- BladeCenter Planning and Installation Guide

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Building a Solid BladeCenter Solution Ecosystem Starts with a Good Portfolio Of Enabled ISVs and IHVs

http://www.ibm.com/servers/solutions/finder/portal/search.jsp

Advantage BladeCenter

ISV Categories	ISVs
Industry Vertical Business Solutions	REUTERS, Retek, TEMENOS, DASSAULT SYSTEMES, NOKIA Connecting People, real, OPENWAVE, AVAYA, VISICU, ESRI Technology
Cross Industry Business Solutions	SAP, SIEBEL, sas, ORACLE, PeopleSoft, ARIBA, Lotus
Cross Industry Infrastructure Solutions	BLADEFUSION, CITRIX, Secured by Check Point, vmware, SteelEye, Platform, SYBASE, POLYSERVE, Lotus, Tivoli, DB2, WebSphere, VERITAS, bea
IHVs	NORTEL NETWORKS, CISCO SYSTEMS, QLOGIC, Ulticom, BROCADE, TOPSPIN, Myricom, INTERPHASE

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BladeCenter Portfolio of Solution Offerings

Focus Markets → / Solution Categories ↓	**Large Enterprises (Sectors)** **OI** – F2F Client Reps, IGS, GSIs, ISVs **OO** – Sales Specialist **Fulfillment** – IGS, CSO	**Small Medium Business (SMB)** **OI** – Regional SIs & ISVs, ibm.com **OO** – Sales Specialist, BP **Fulfillment** – IBM VAD/Solution Provider, ISV Channels
Industry Vertical Solutions	Integ. Platform for Telecom. (IPT) Retail Store in a Box Bank Branch in a Box eICU/Hospital in a Box Bioinformatics & Proteomics *LOP* Gaming Solution	
Cross Industry Business Solutions	SAP *LOP* PeopleSoft RapidStart DB2 ICE Linux Cluster 1350	mySap Business Suite on Linux SAP B-1 (China)
Cross Industry Infrastructure Solutions	Hosted Clients w/Citrix Hosted Client w/VMware Security In a Box PolyServe Scale Out	MS Business in a Box SteelEye IT Reliability SWG SBE Solutions in a Box Linux Business in a Box

Available & Ready – Very Repeatable | Available & Ready – Highly Customized | Under Development/ Pilot | Limited/ Regional

LOP – Linux On Power

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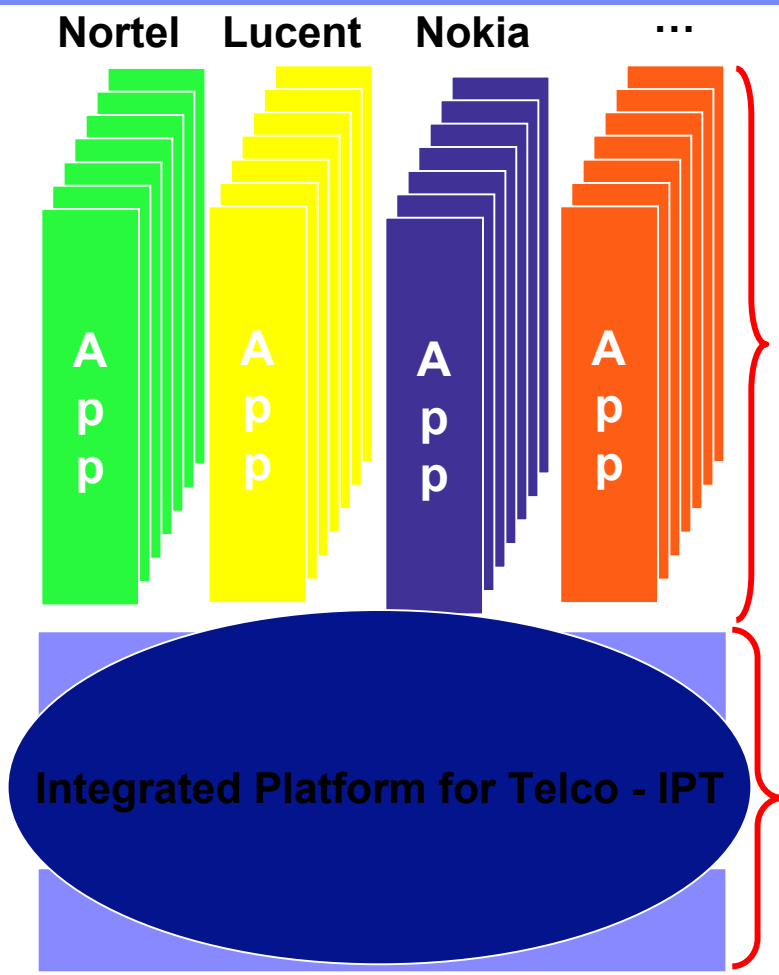
Integrated Platform for Telecommunications

Solution Overview and Market Opportunity

IBM eServer Integrated Platform for Telecommunications (IP-T)
a base platform of HW, SW and services



Benefits:

- Optimizes Skill Focus where it's needed most
- More Apps Generated
- Faster to Market

Common NGN Application Platform

- High Volume
- Low Cost
- Fast Time to Market
- "IT" Like in Capability but with "Telco" Robustness

Market Opportunity

Revenue (in $M):

- AG: $68M-$179M
- AP: $40M-$107M
- EMEA: $22M-$58M
- *WW Total: $131M-$345M*

Average Deal Size (in $M):
Driven by Application Stack

Telecom Applications

- System Mgmt
- HA Middleware (planned 2H05)
- CG Linux

BladeCenter

BladeCenter T

Total Storage

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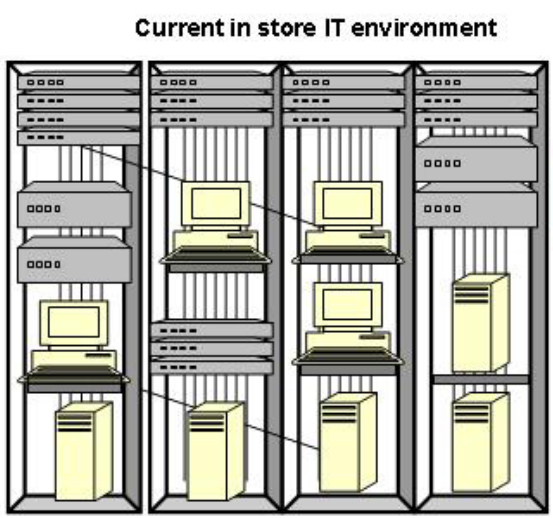
Retail Store in a Box

Solution Overview and Market Opportunity

BladeCenter as the in-store processor (includes Intel-based and Power Blades) and (optionally) iSCSI Storage. Store integration Framework (SIF) from SWG as the middleware to communicate to enterprise data systems. ISV applications, as selected by retailers. This infrastructure is to support POS and kiosks as well.



IBM eServer BladeCenter
DS300 iSCSI Disk Array

Blades

1	Store Mgmt Applications
2	Inventory Applications
3	Dept Application
4	Dept Application
5	Wireless
6	Cache
7	In store video
8	Interactive Voice Response
9	Voice over IP / Messaging
10	Point of Sale
11	iSCSI
12	iSCSI
13	Spare
14	Spare

Market Opportunity

Revenue (in $M):

- *WW Total: 2005 $189.9M (4% market share of GMV est. WW IBM Addressable non-POS Store IT spend at $4.747B)*

Average Deal Size (in $M):

- BladeCenter (Assume avg $5K per blade (before discount):
  - Small retrailer (100 store, 10 blades per store) = $5M
  - Largest Retailer (5000+ store, 20 blades per store) = $500M
- + additional rev for storage. Software, Services

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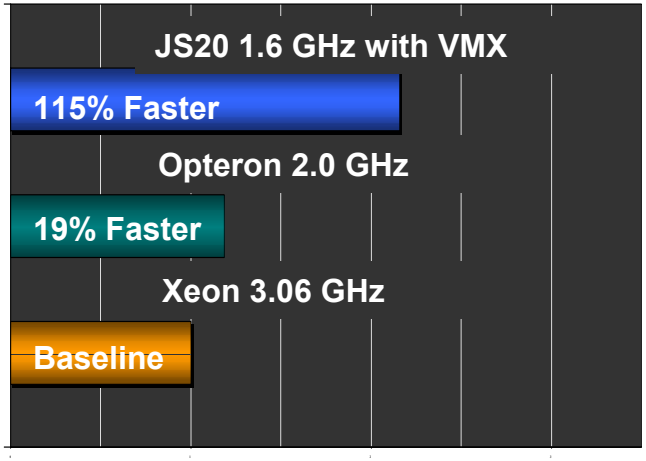
@server BladeCenter JS20 for Bioinformatics Solution

Bring new powerful technology to Bioinformatics

- **Business Value**
  - Accelerate time-to-solution
  - Affordable 64-bit computing
  - Enhanced price/performance
  - Scalability
- **Deploy with confidence**
  - Developer "Recipe page" with links to vendor sites
  - Comprehensive Internet solution external web site
  - IBM eServer BladeCenter JS20 White-Paper

HMMER Performance



Testing was performed with HMMER Version 2.3.2 with a single execution thread, SWISS-PROT Release 41.9, 44x10E6 residues, Sequence PF02610, length = 500.

Solution Stack (Recipe Page)	
Applications	BLAST, HMMER, BLAT, FASTA, ClustalW
Libraries	bioPERL, bioJAVA
Compilers	xIC, XIF and gcc
OS	SLES8 (first) & Red Hat*
Hardware	JS20 Blade, TotalStorage

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JS20 Proteomics Solution

Proteomics Solution delivers affordable, scalable performance

- **Marketplace**
  - Proteomics uses computational tools in the study of proteins.
  - Large opportunity for 64-bit optimized performance
  - Market is moving to Linux
  - IBM has a great relationship with the top ISVs
- **Value proposition**
  - JS20 and IBM TotalStorage will allow Proteomics customers to process and store more data proving a quicker time to solution at a price point that is competitive with Intel Architecture based systems which will maximize customer time-to-value
- **Selling Tools**
  - Comprehensive Internet solution external web site
  - IBM eServer BladeCenter JS20 White-Paper
  - JS20 solution for Proteomics Brochure
  - Performance proof-point: Active Protein DB search over 40x faster…Thermo Electron
  - Customer reference: **Medical College of Wisconsin**

Sector: Public
Focus area: Industry app in LE & SMB
Industries: Pharma, Gov't, academia
Size: $12M LS 2004 GA: 09/30/04

Solution Stack	
Applications	**Sequest 3.1 (Thermo Electron)**
Middleware & Tools	**Apache, Java,** **OTG diskXtender (optional)**
System Mgmt	**TSM (optional)**
OS	**SLES9 (first) & Red Hat**
Hardware	**JS20 Blade, TotalStorage** **Cisco GB Enet Switch**

Instruments

I/O Intensive

SEQUEST Cluster Application Server

CPU, Memory & I/0 Intensive

SEQUEST Cluster Nodes

CPU & Memory Intensive

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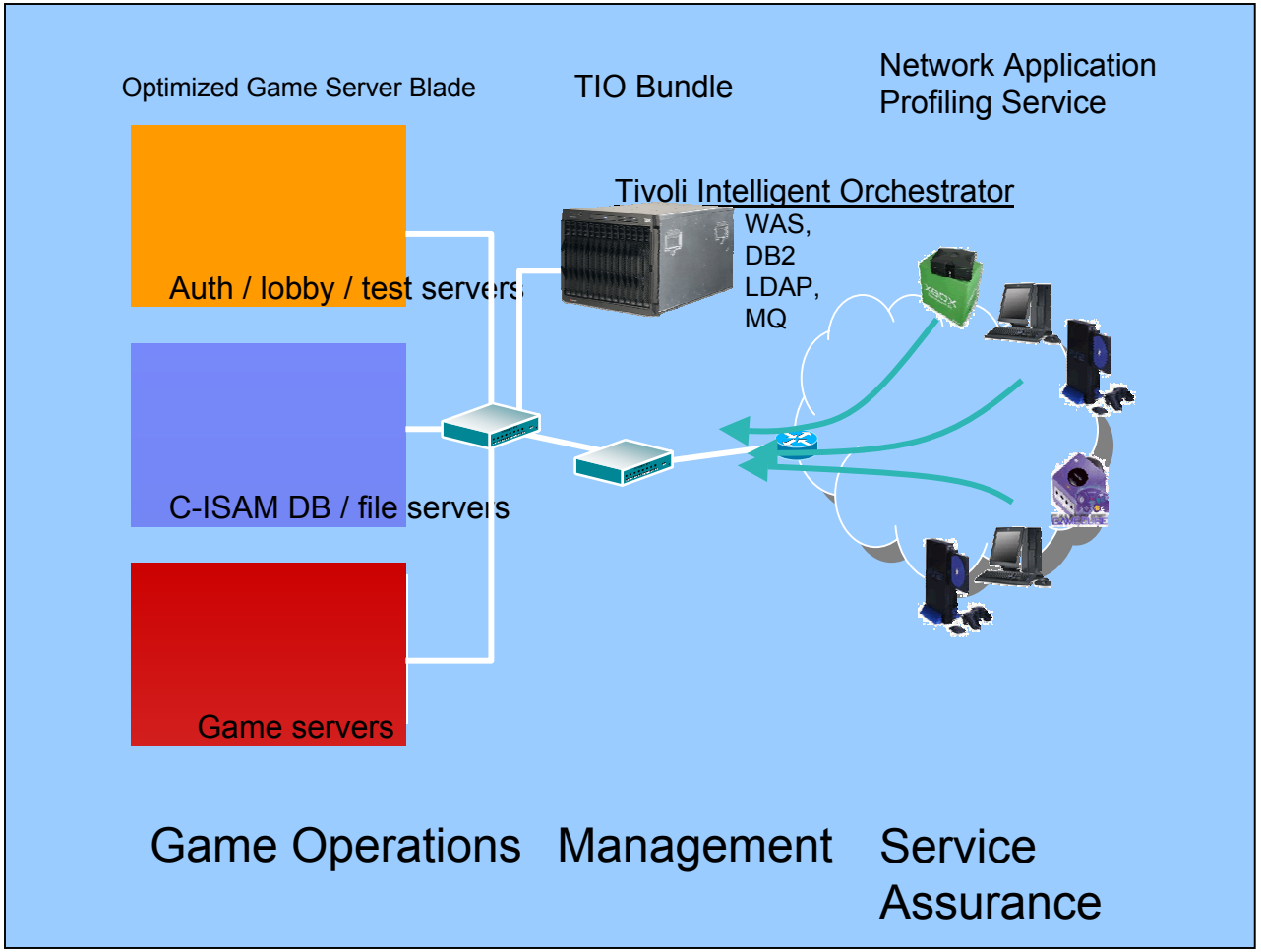
Online Games Infrastructure

Solution Overview and Market Opportunity

Highly available & scalable infrastructure for online games. Deployed as easily replicable bundles, optimized for performance and stability. Tivoli Intelligent Orchestrator Bundle and Optimized Game Server Blade are 2 of the offerings available today, both address specific customer pain points and business issues.



Market Opportunity

Revenue (in $M): AG: $17M

- AP: $21M
- EMEA: $9M
- *WW Total: $47M US*

Average Deal Size (in $M):

- BladeCenter: $2500 US per bundle , 100-300 bundles per deal
- Total (Hardware, Software, Services): $4000 per bundle, 100-300 bundles per deal

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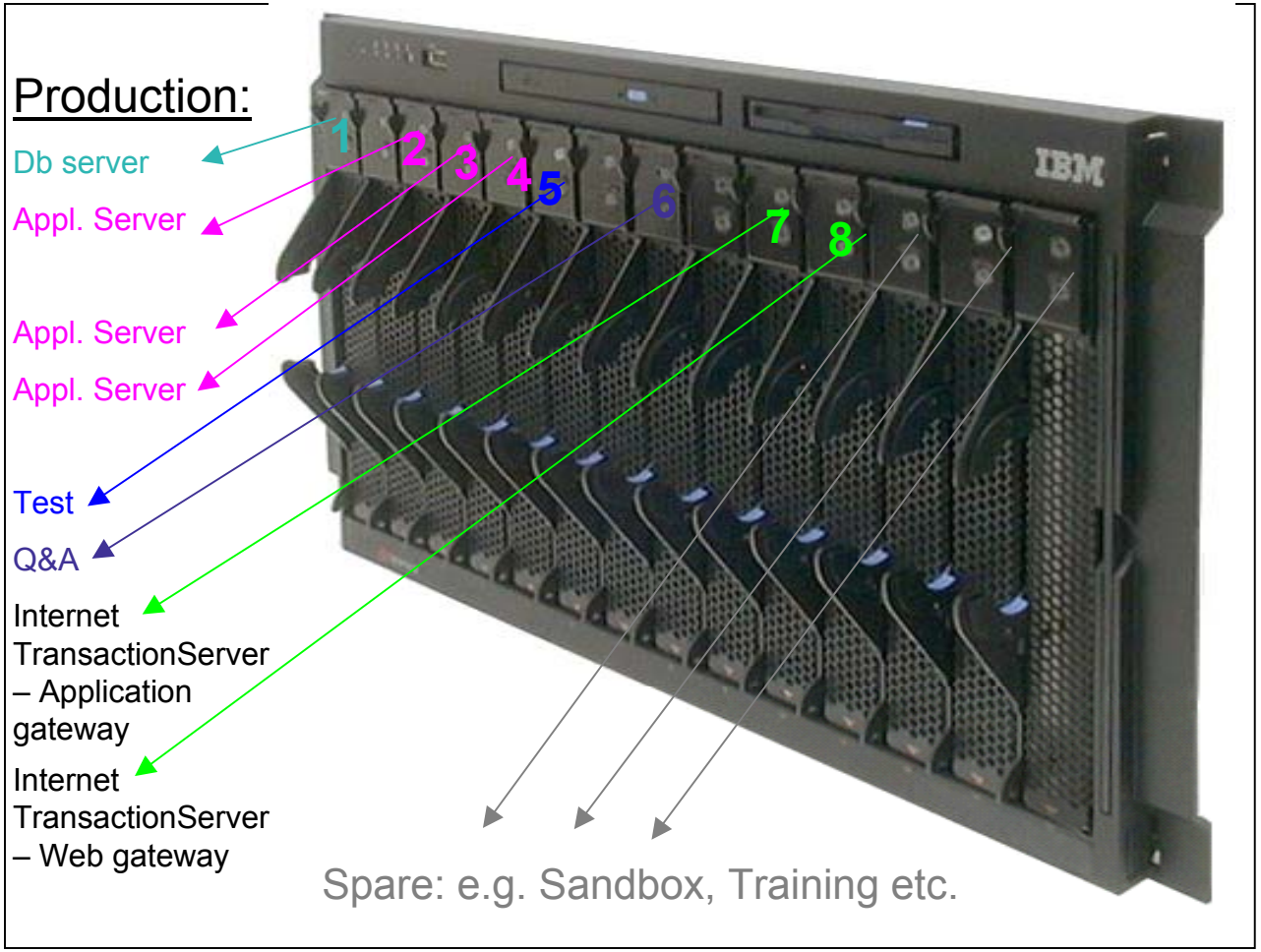
Cross Industry Business: mySAP Business Suite on Linux

A business-ready, complete, pre-configured solution, based on IBM BladeCenter with integrated IBM TotalStorage and Network Infrastructure. Scalable and reliable solution for the rapid deployment of mySAP Business Suite on Linux OS.



Market Opportunity

Customer size:
Medium size (revenue 200-750 M USD), new and existing SAP customers in all industries with propensity to Linux

Average Deal Size (in $M):
- BladeCenter: $82k-$122k
- Total IBM (Hardware, Software, Services): 250k$ - 400k$

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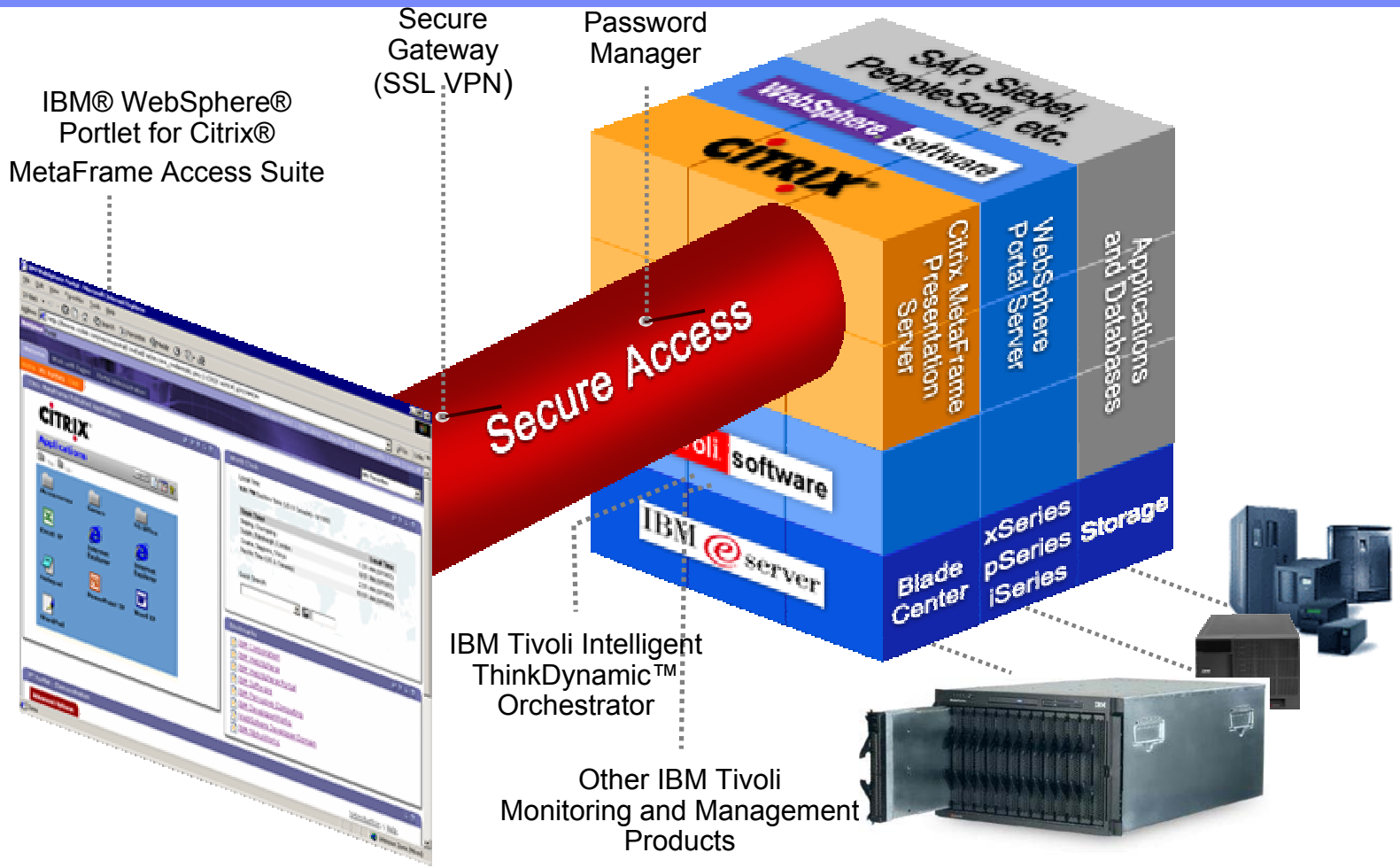
SMB/Infrastructure: Hosted Clients with Citrix

Solution Overview and Market Opportunity

Centrally controlled IT environment based on moving the processing power and storage for client workstations from the desktop and "hosting" it in the datacenter on IBM BladeCenter hardware; a solution that creates a more efficient, reliable, secure, lower cost environment for end user support



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SMB/Infrastructure: Business in a Box with Microsoft Solutions

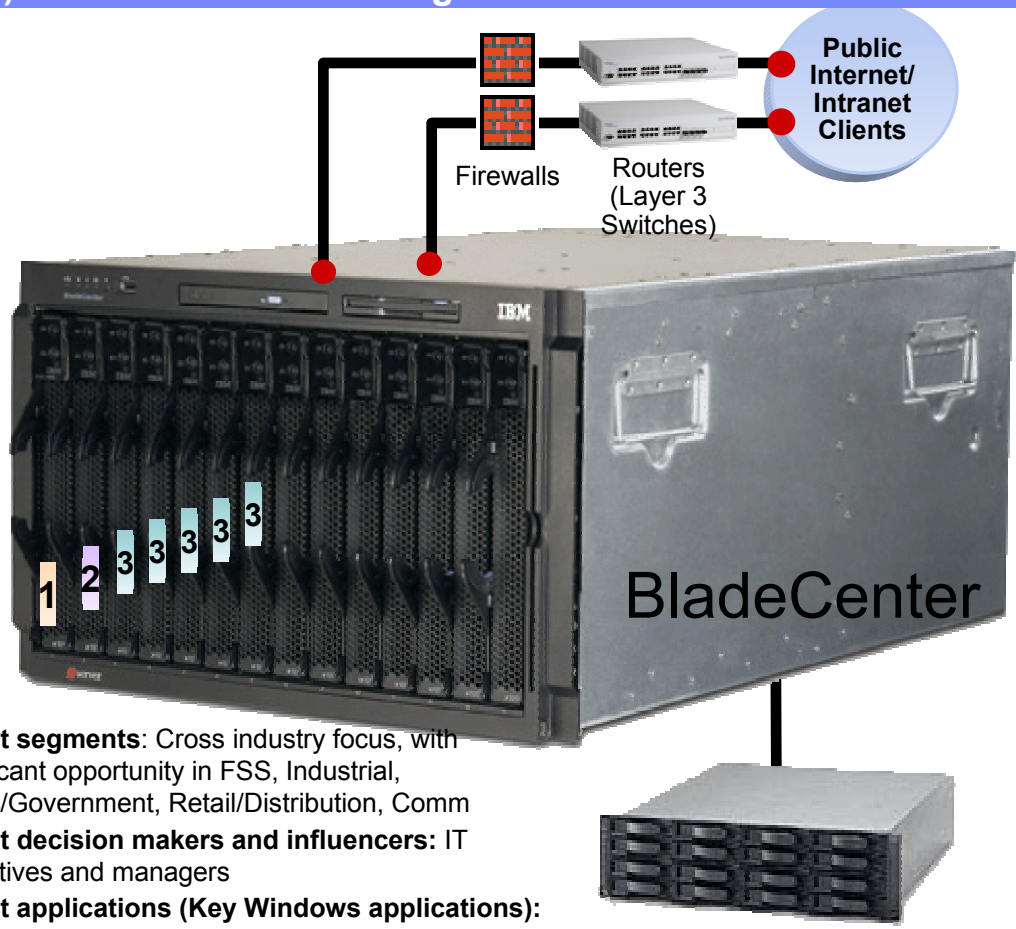
A fully integrated infrastructure solution for the midmarket business segment for the support of basic tasks such as e-mail and print/file sharing. Unlike Microsoft's Small Business Server 2003 that provides this same functionality, it is scalable (>75 users) and not limited to a single server installation.

Exchange server
ISA 2004 server
IIS Web server
File/print server
SQL server

IBM Director

Domain Controller

Windows 2003



Target segments: Cross industry focus, with significant opportunity in FSS, Industrial, Public/Government, Retail/Distribution, Comm

Target decision makers and influencers: IT executives and managers

Target applications (Key Windows applications):

- ERP: Microsoft applications
- Server Consolidation, e.g. File and Print
- Vertical Industry Apps

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SMB/Infrastructure: SWG-BladeCenter Solutions in a Box
Solution Overview and Market Opportunity

A solution that employs a building block approach for customers that need a scalable and flexible infrastructure foundation solution that is easy to deploy, manage and build upon.

Target Market

For Mid to Large SMB customers in Healthcare, Retail, ECAD/MCAD, Digital Rendering, Digital Media, Telco, Insurance and Online Gaming.

Market Opportunity

Estimated 2005 BladeCenter Revenue (in $M):

- AG: 25M
- AP: 5M
- EMEA: 10M
- *WW Total: 40M*

Average Deal Size (in $M):

- BladeCenter: 25K
- Total (Hardware, Software, Services): 100K

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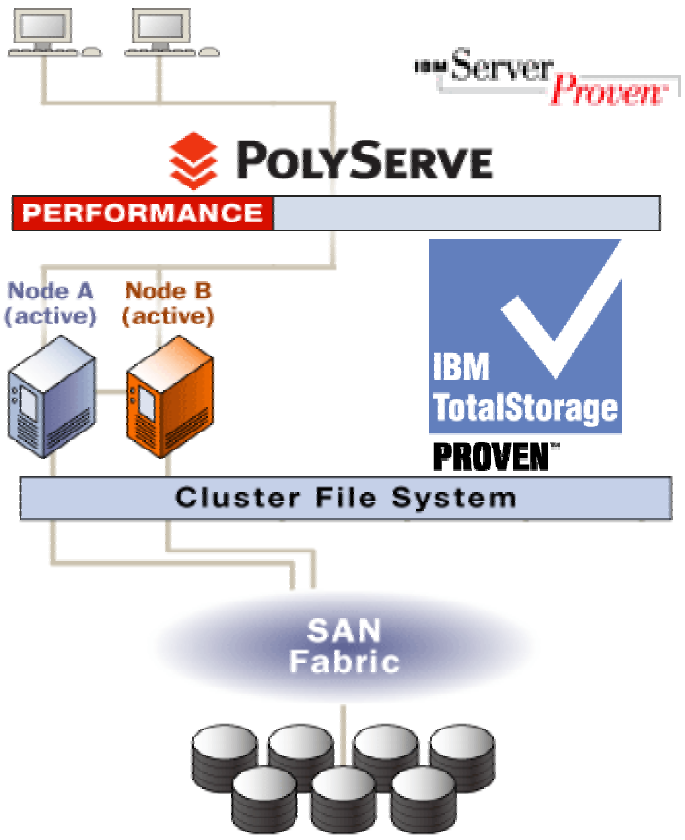
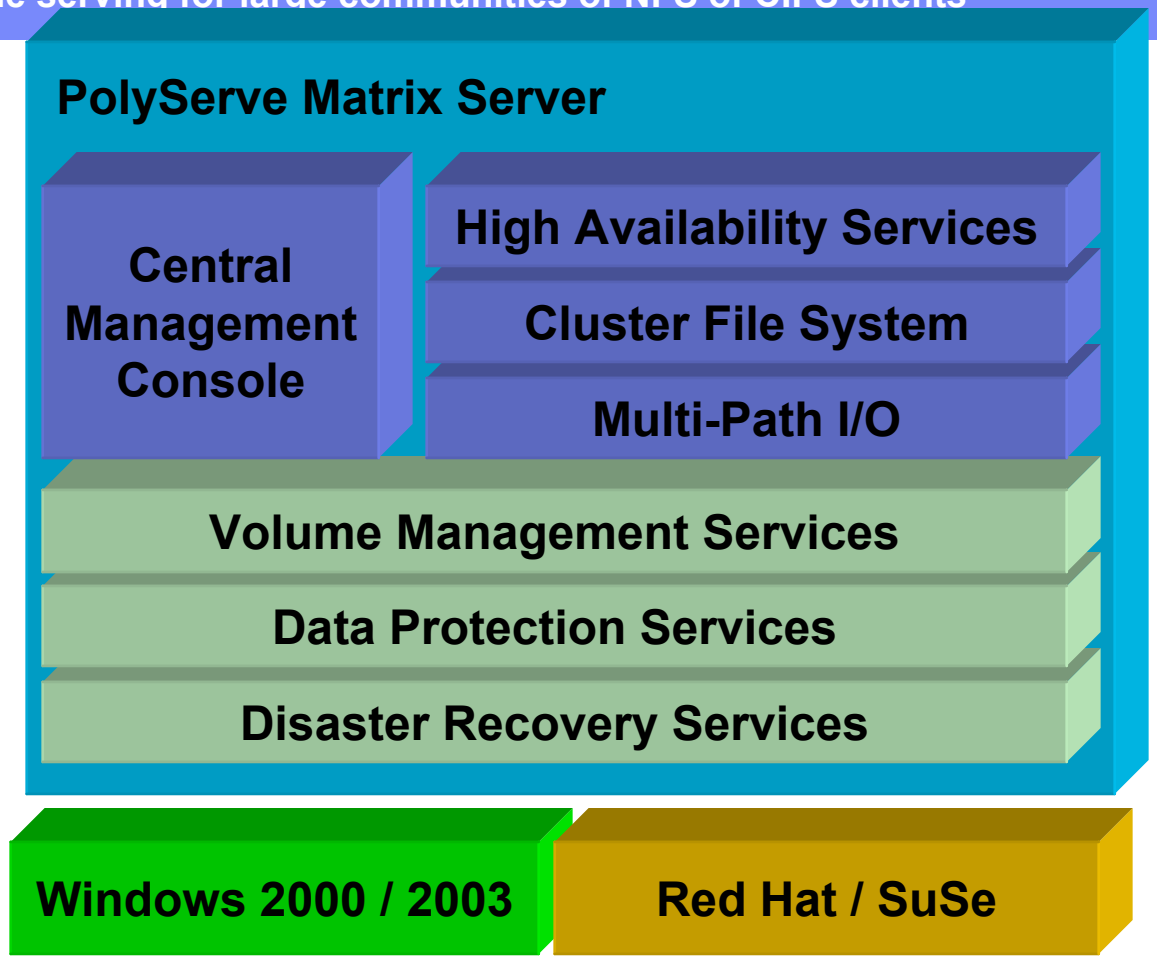
PolyServe Matrix Server for: (1) Oracle RAC and non-RAC (2) Scalable NAS Clusters

Solution Overview

Matrix Server provides highly scalable, highly available, high throughput shared data clustering with built-in capacity on demand and central management for eServer BladeCenter or xSeries clusters running Linux or Windows connected to a SAN to support scale-out database applications such as: (1) Oracle RAC and DB2; or (2) scalable file serving for large communities of NFS of CIFS clients





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Banking Industry - Branch In A Box

Infrastructure simplification for branches and bank datacenter

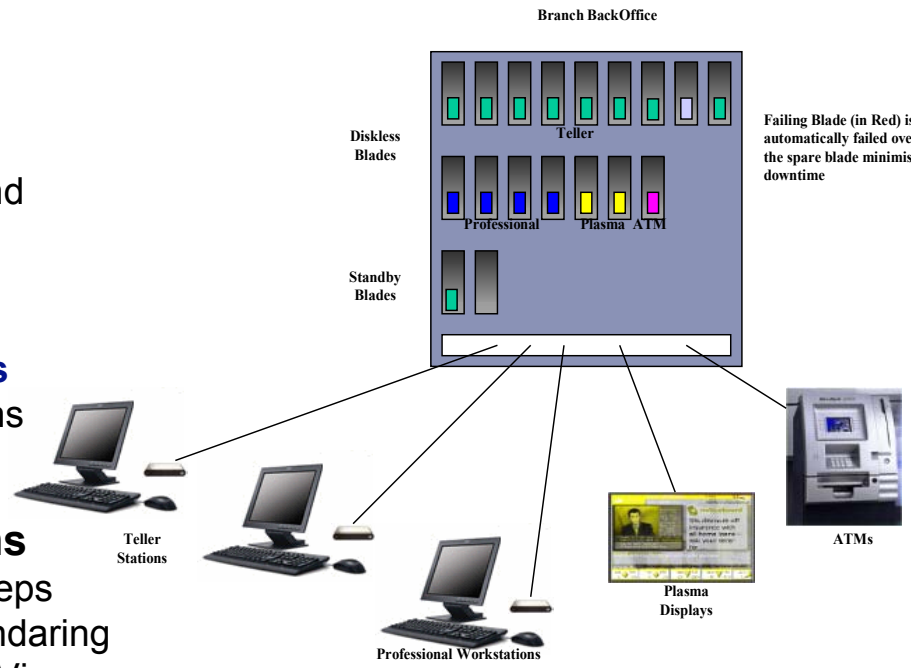
- Consolidate Server, Appliance, Storage, and network communication

Automation & remote management

- Reduced need for in-branch IT skill

Future ready for advanced branch applications

- Rapid deployment of new business solutions



CORE APPS

- Directory Server
- Security
- Wireless
- Local Backup
- Data Retention
- Voice over IP

IBM Middleware

Websphere

- Tivoli Remote Mgt
- DB2

ITS Services

- Rapid Branch rollout

Branch Applications

- Tellers/Service Reps
- Messaging, Calendaring
- Single Customer View
- Portfolio Analysis
- Real-time Value Prop
- Training
- In-branch brochure processing
- Branch Ops Dashboard
- Mobile Teller
- RFID/SMS Alerts
- ATM/Kiosk
- In-branch Video

Benefits to Branch Office

Increasing Sales

Improving Service

Reducing Costs

Increase Employee Skills and Morale

Branch Image Refresh

This presentation is intended for the education of IBM and Business Partner sales personnel. It should not be distributed to customers.

Health Care Industry - eICU in a Box

Hospital 1 – ICU 2

Hospital 1 – ICU 1

Hospital 3

Hospital 4

Nurse's Station
Video Conferencing
Hot Phone
Laser printer
eCareManager/ The Source
X-ray Scanner
Patient Rooms
Bedside Monitors
Audio/Video
Patient Monitoring
Central Monitor
Remote Viewing Gateway

The Source
ASP Hosted

Internet VPN Access

Private Hospital Network

Internet VPN Access

Physician's Home/Office

eICU® Center

Data Center

VISICU

Clinical Workstation

eCareManager HIS/PACS

HCA Workstation

eVantage Server Rack

Production Servers (7-8)

Interface Engine
HA DB Servers (2)
Smart Alerts
Domain Controllers (2)
Disk Array

Staging Servers (4)

HIS System
ADT System
Lab System
PACS System

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SMB/Infrastructure - Business in a Box with Linux Solutions

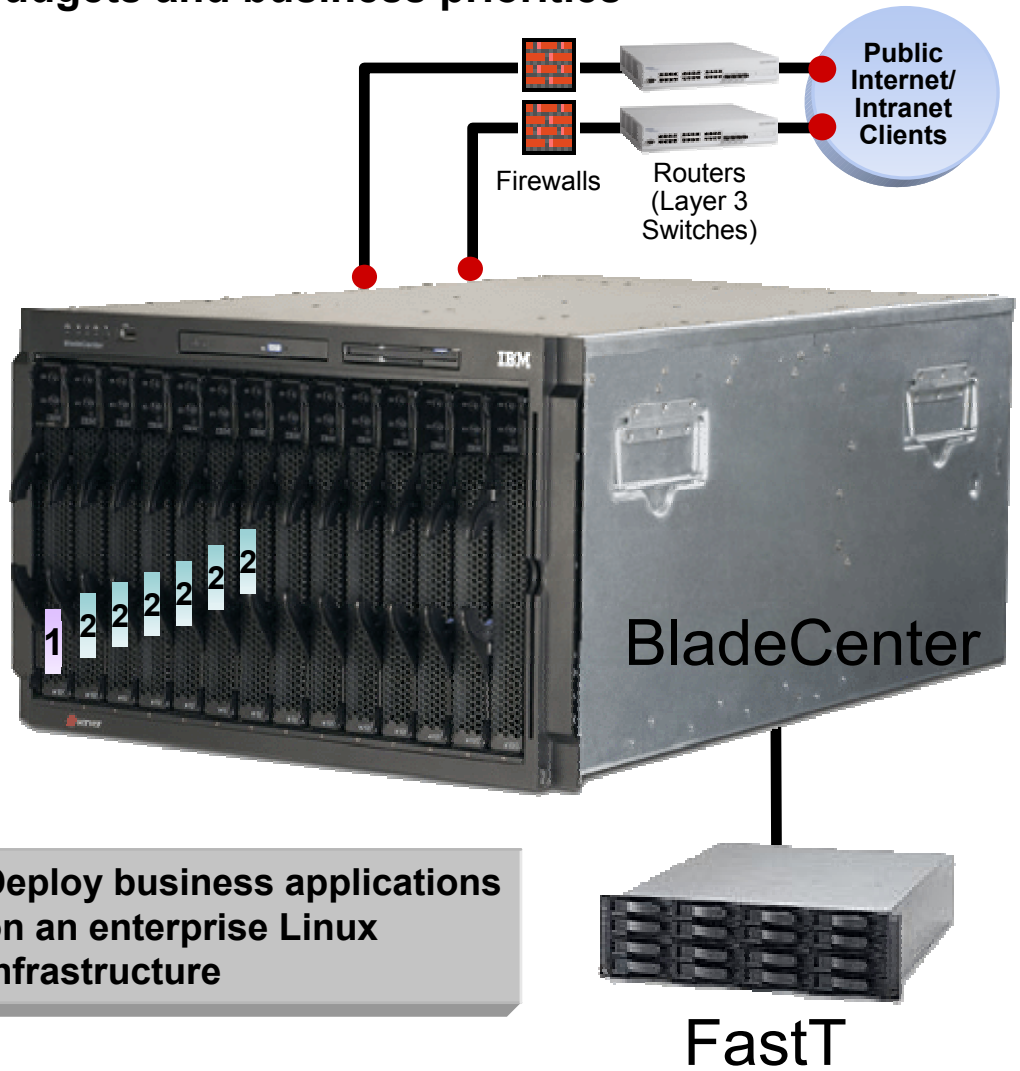
Modular design aligns budgets and business priorities

mySAP Business Suite

DB2 UDB

Tivoli Enterprise Management

Linux



Deploy business applications on an enterprise Linux infrastructure

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BladeCenter "Security in a Box"

Solution Overview and Market Opportunity

Solution Description: Security in a Box is a reference architecture to provide an integrated solution from IBM eServer BladeCenter with leading Security solution providers, allowing customer to run and manage multiple security applications such as Firewall/VPN, Intrusion Detection/Prevention, Vulnerability Assessment and Gateway security in a single box.

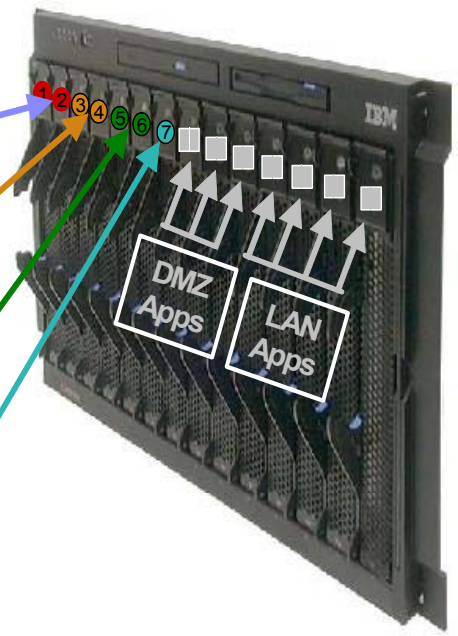
Enabler/Management : BladeFusion Secure Operating Environment

Firewall/VPN : Check Point

Content Scanning and Content Filtering: Trend Micro, Aladdin

Intrusion Detection/Prevention: ISS, Enterasys, MX Logic , Sana Security

Nortel Switches embedded in the BladeCenter
- Security Appl Load balancing
- Port Mirroring w/IDS
- Attack Prevention
- Radius/TACACS+ support for User Authentication/Access Control



At the back of Chassis

Market Opportunity

Revenue (in $M): $100
- AG: $50 M
- AP: $ 16 M
- EMEA:$ 34M
- *WW Total:*

Average Deal Size (in $M):
- BladeCenter: $100K
- Total (Hardware, Software, Services): $250K

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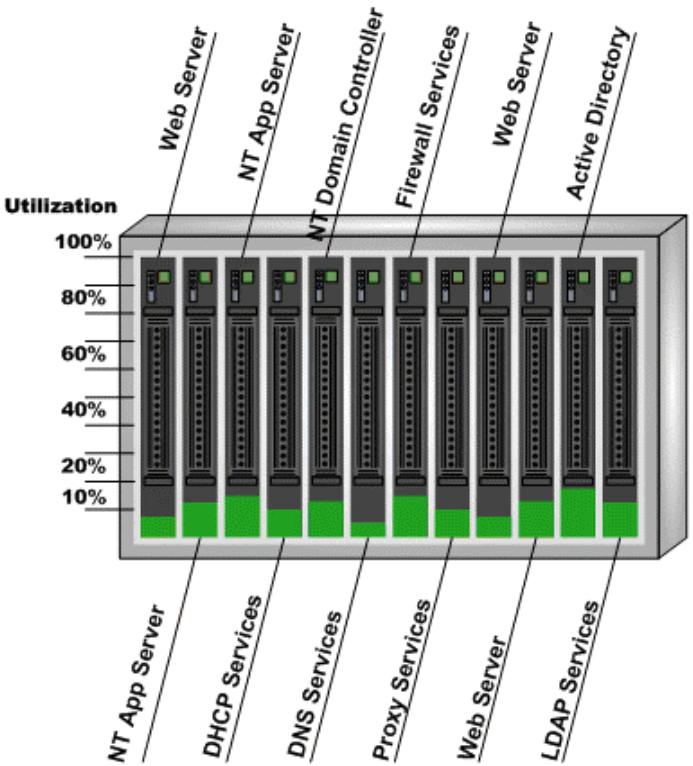
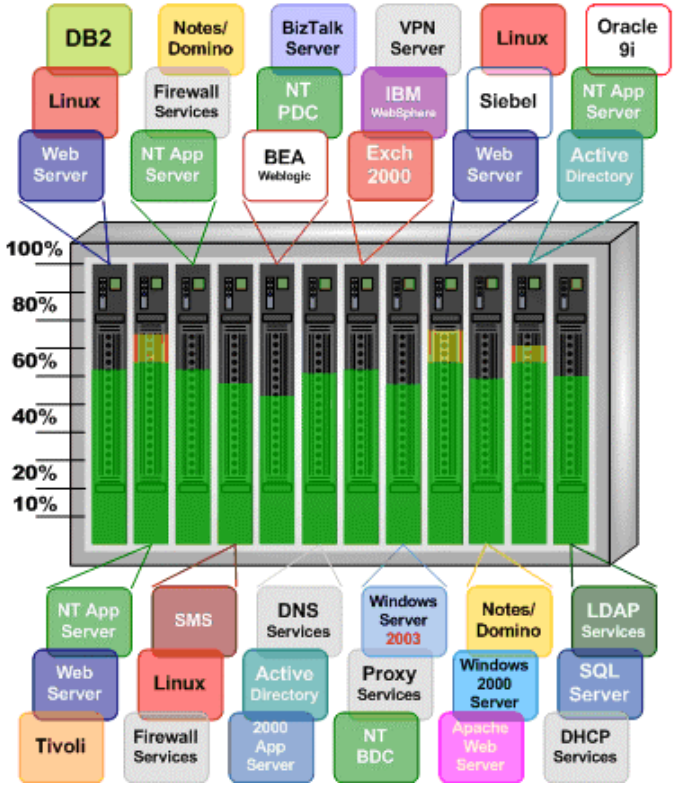
Infrastructure - VMware

Run Four Chassis Worth of Workloads on a Single Chassis

Blade Servers without VMware VirtualCenter



Blade Servers with VMware VirtualCenter



BENEFIT
SERVER DENSITY (# OF SERVERS IN 42U)
UTILIZATION
SERVICEABILITY (BLADE MAINTENANCE DOWNTIME)
AVAILABILITY
PROVISIONING TIME
CROSS-BLADE HOT MIGRATION

- **BladeCenter VMWare Bundle Program:** Drive incremental BladeCenter sales and increase VMware attach rate
- **Offering:** 6 month evaluation copy of 2 CPU VIN (ESX + VMotion + SMP) with every IBM BladeCenter chassis shipped; 6 month evaluation copy of Virtual Center Management Server
- Follow-on sales of VMware BladeCenter SKUs may be sold “unbundled” by IBM through VMware VIPs and IBM Direct

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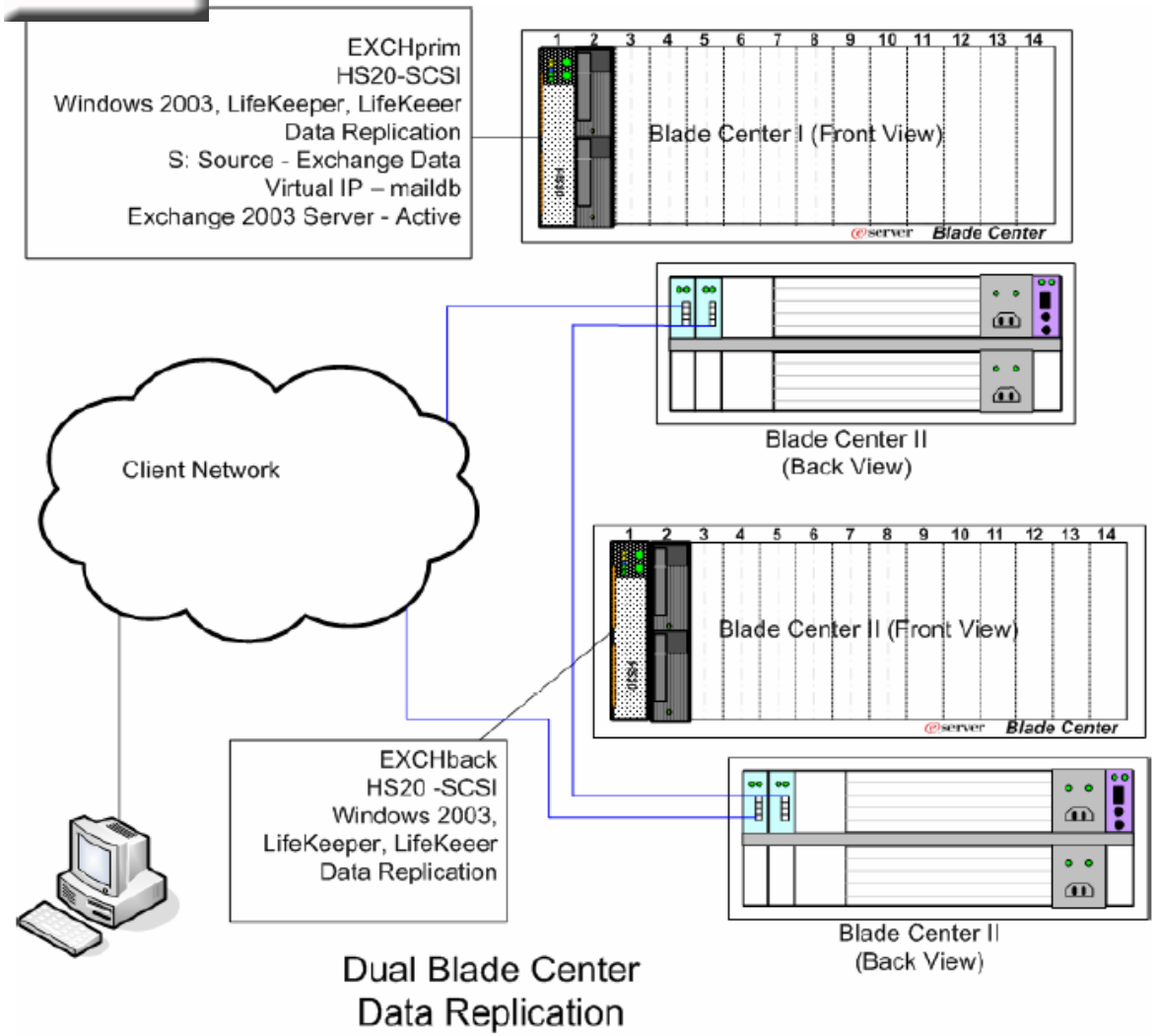
SMB/Infrastructure: SteelEye IT Reliability Solution with LifeKeeper



Customer Value

- Solutions for high and continuous availability, disaster recovery, business resilience and data replication. Avoid single points of failure in mission critical operations
- LifeKeeper solutions for business continuity and disaster recovery provides solutions for:
  - MySAP™
  - Exchange Server
  - Oracle®
  - DB2®
  - SQL Server

Resources

- Providing Data and Application Availability Management for BladeCenter white paper

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BladeCenter Solutions – Leverage IGS

URL: http://www.ibm.com/services/us/index.wss/gen_it

WHAT SHOULD I DO? → HELP ME DO IT → MANAGE IT FOR ME

Operations

- Warranty and Maintenance Upgrades
- Remote Technical Support

- BladeCenter Jumpstart
- IBM RDM Implementation
- IBM Director Implementation
- Exchange, Windows Migration
- Linux Enablement Services

Planning

- Project Definition Workshop
- Education and Training
- Site Survey/Readiness Assess
- Linux Planning Services

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BladeCenter Solutions –IBM Global Financing
http://w3.ibm.com/financing/sales/

- Low Rate Financing Offering: Fair market value lease for BladeCenter
  - Rates as low as 3.7%
  - Financing incentive for BladeCenter chassis "footprint“
- Specialized structure helps make financing fast and easy
  - 60 month term for chassis
  - 36 month term for blades
- Net termination clause at month 12 is available
- Value rises as you take advantage of integrated networking, storage

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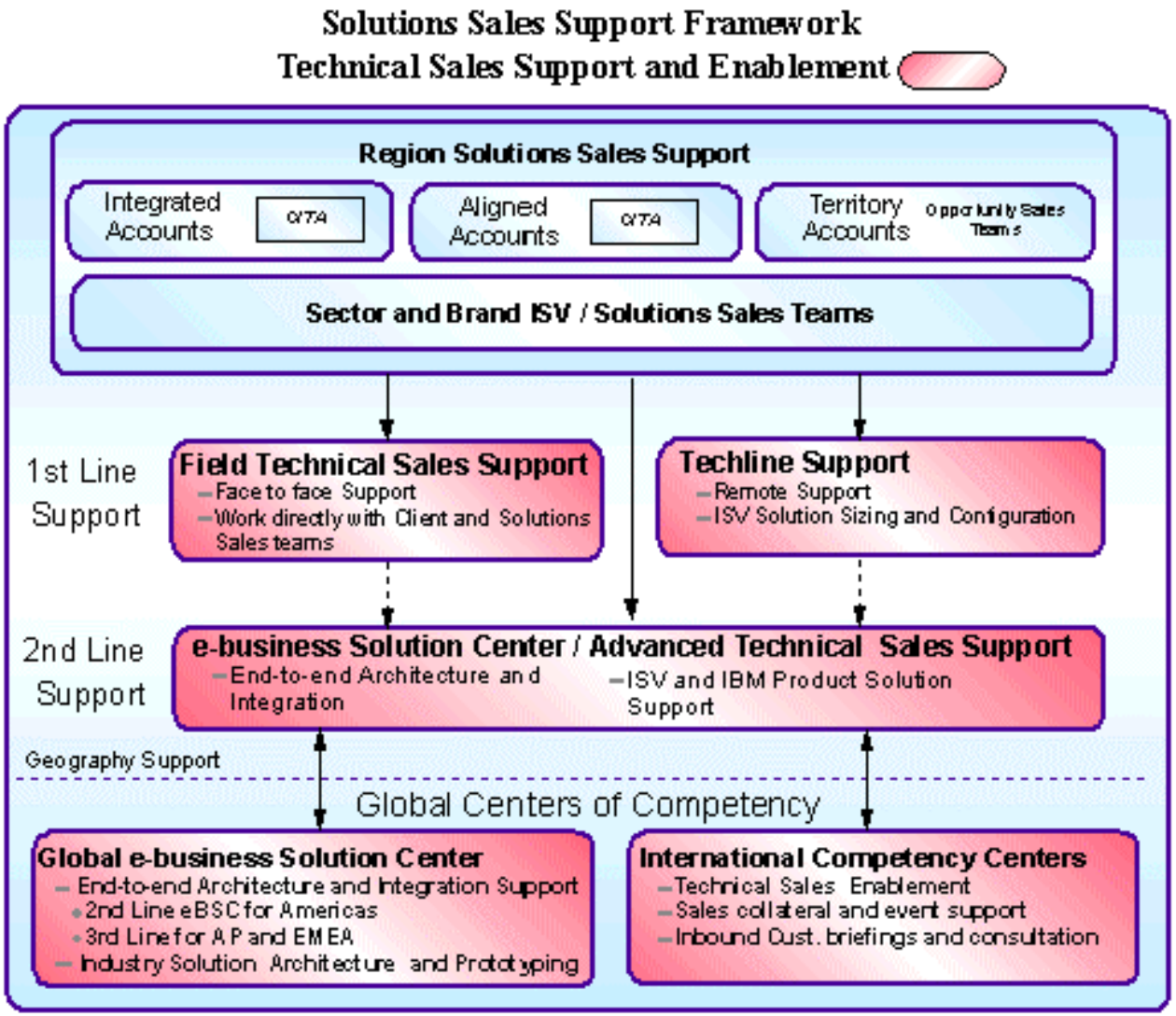
BladeCenter Solutions Technical Sales Support

http://w3.ibm.com/support/stss/index.html



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Going Beyond Solution Offerings – Leveraging the BladeCenter Alliance Program

URL: http://www-1.ibm.com/servers/eserver/bladecenter/alliance/

- Program Objective - Make BladeCenter the leading industry 'Open Platform' for blades
- Program Focus on ISVs and IHVs
  - Solution Enablement
  - Joint Go-to-Market
  - Sales and Channel Enablement

Over 350 Partners and Growing!!!

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Going Beyond Solution Offerings – Open Specifications Announcement and Initiative

URL: http://www.ibm.com/servers/eserver/bladecenter/open_specs.html

- Royalty-free design specs enables robust ecosystem of products which give customers
  - ✓ More choices
  - ✓ More flexibility
  - ✓ Better time to market

Over 150 TLAs Signed!!!

- Leverage industry's development power to deliver comprehensive BladeCenter solution roadmap for diverse customer base
- Encourages industry-focused, specialized solutions, built on BladeCenter platform
  - ✓ Not HP or Dell
- Perpetuates IBM's role as leading server solution provider.

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IBM E&TS: Your fast path for developing offerings for IBM BladeCenter

URL: http://www.ibm.com/technology/capabilities/bladecenteropenspec/

IBM E&TS can help you to:

- *Speed your Time to Market*
- *Manage Risk and Expense*
- *Differentiate with IBM technology*
- *Pursue IBM ServerProven certification*

By Leveraging:

- *IBM's deep understanding of IBM BladeCenter*
- *IBM's extensive portfolio of BladeCenter IP*
- *IBM's deep engineering skills and capabilities*
- *IBM's global development and sourcing*

Blade, Feature Card, Switch Module Design and Development

- *System Architecture and Design*
- *Chip, Module, Board, Blade development*
- *Power, Mechanical, Electrical, Thermal, Industrial design*
- *Firmware and Linux Driver Development*
- *Worldwide Regulatory and Agency Industry Standards Testing*
- *Interoperability and Compatibility Testing*
- *Manufacturability, Reliability/Availability/Serviceability*

Compute Blade

Feature Card

Switch Module

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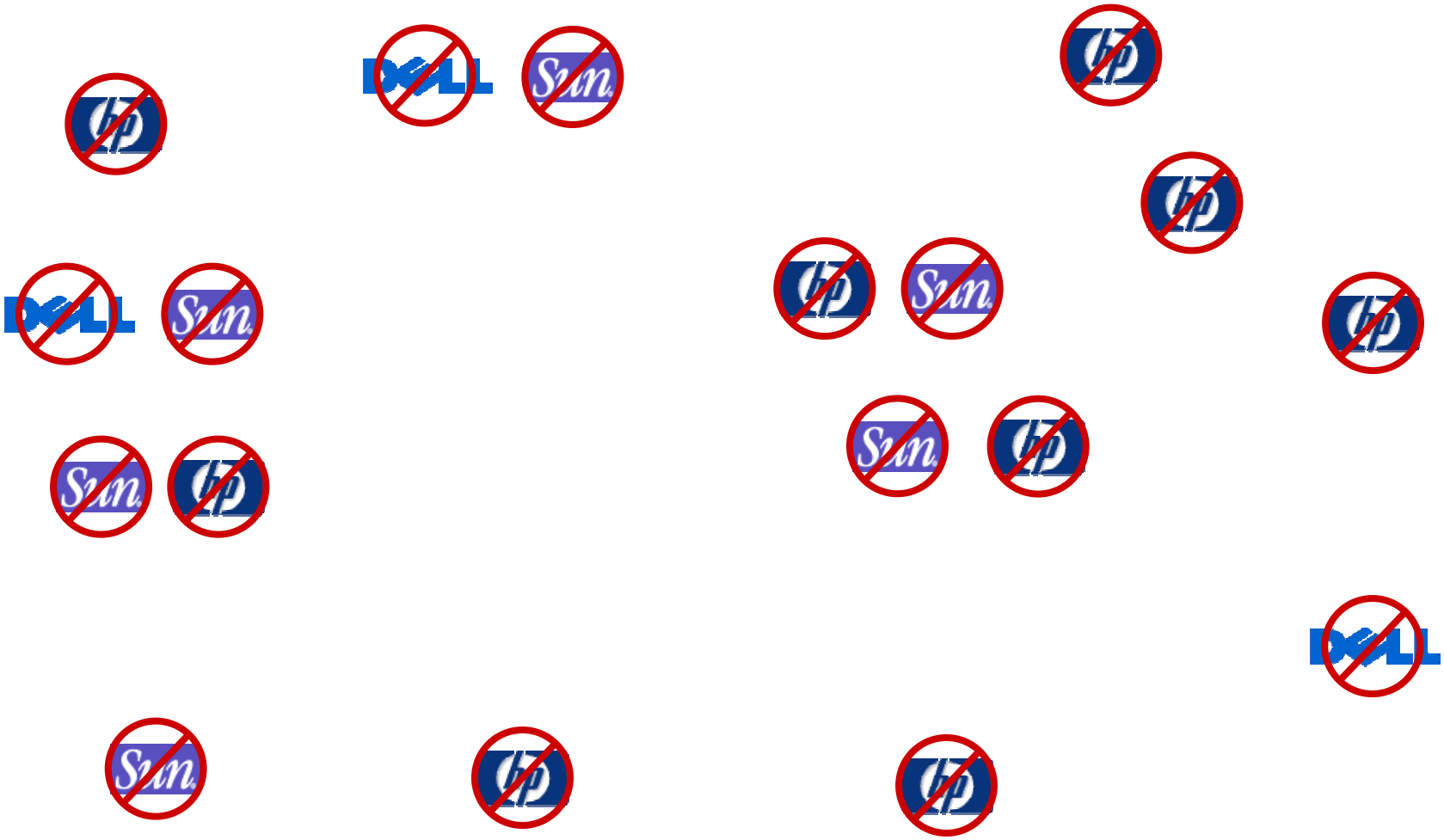
Market Leadership and Customer References

URL: http://w3.ncs.ibm.com/crmd.nsf/home?OpenForm



66% of IAs have BladeCenter on standards list; 86% have installed

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BladeCenter Competitive Differentiators

URL: http://w3-1.ibm.com/sales/compete/

- Investment in innovation
- Superior Power and Cooling
- Infrastructure simplification
- Business Resiliency
- Mixed Workloads and Operating Systems
- Seamless management
- Open platform
- Robust ecosystem
- Team IBM

- Weak ecosystem
- Lack of integration
- Numerous design/strategy shifts
- High power consumption

- OEM design
- Two years late to market
- Lack of solutions skills
- 'Fast-follower' strategy
- Compete only with price

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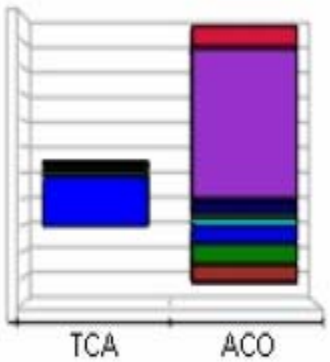
BladeCenter – Improved TCO

Cost Savings: $774,322
Users: 1500
Strategy: Infrastructure Consolidation

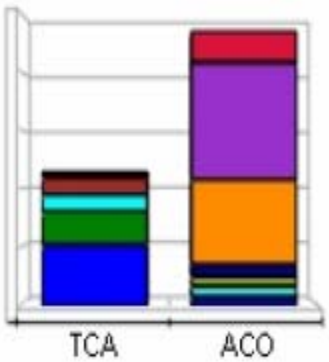
HP ProLiant DL vs. IBM BladeCenter

TOTAL • COST • OF • OWNERSHIP • over • 3 • YEARS

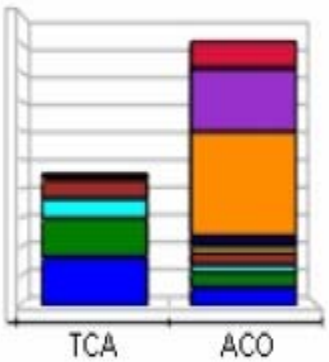
3 Year Savings	HP ProLiant DL	IBM BladeCenter	Savings by Category
Total: $774,322	Total: $3,467,654	Total: $2,693,332	



Acquisition $0.23m
Ongoing $0.53m



Acquisition $1.13m
Ongoing $2.34m



Acquisition $0.9m
Ongoing $1.81m

- Support ($80,132)
- Downtime ($566,883)
- Personnel ($10,449)
- Facilities ($44,078)
- Training (- $1,836)
- Services ($22,762)
- Network (- $50,403)
- Storage ($36,435)
- Software (- $57,970)
- Servers ($123,792)

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Pricing/Ordering Considerations

- Ordering and fulfillment of BladeCenter solutions – Process and pricing depends on how solution is fulfilled (on the web, through preferred IBM VADs, IBM VARs or ISV VARs)
- IBM Resells a few Partner Products
  - ISVs: Altiris, Aurema, Citrix, Microsoft OS, Polyserve, Steeleye, Tarantella, VMWare
  - IHVs: Brocade, Cisco, Myricom, Nortel, Qlogic, Topspin
- Promotions and incentives – vary by Geo/Region/Country and by time period. Check with your local xSeries/pSeries rep and BladeCenter marketing team
- Rebates for IBM Server Proven application software

This presentation is intended for the education of IBM and Business Partner sales personnel. It should not be distributed to customers.

Sell BladeCenter solutions and make money …

- Look for key opportunities and situations
  - Infrastructure simplification, consolidation and cost savings initiatives
  - Business resilience and security initiatives
  - Space constrained environments (e.g., Telco, Healthcare, Retail, Chem & Petro)
  - Need for appliances (easy to deploy, manage and use, limited IT staff)
  - Early adopters (e.g., On line gaming, Life sciences)
  - Interested in supporting a mix of operating OSs on Intel/Power
  - Scale out solutions and coexistence with legacy systems
- Understand eco-system players and partner/network with them in your region
- Get linked into WW and Geo resources and various IBM selling teams – Sectors, SMB, IGS, IGF, SWG

This presentation is intended for the education of IBM and Business Partner sales personnel. It should not be distributed to customers.

Geo Marketing Actions

- Promote WW programs and offerings to optimize and leverage resources
- Fund execution of WW programs and campaigns through quarterly release process
- Tailor WW deliverables to local market needs
- Enable all marketing routes
  - Identify Regional SIs and ISVs

This presentation is intended for the education of IBM and Business Partner sales personnel. It should not be distributed to customers.

Summary and Conclusion

- BladeCenter and its innovative design delivers strong value proposition to customers for deploying solutions
- Broad portfolio of BladeCenter solutions now available from IBM and partners to help address customer pain points in LE and SMB
- Variety of resources are available to you to successfully partner and sell BladeCenter solutions
- BladeCenter Alliance Program and the Open Specifications Initiatives help attract partners to this exciting platform

This presentation is intended for the education of IBM and Business Partner sales personnel. It should not be distributed to customers.

BackUp Charts With More Details on Solutions

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IPT - Solution Selling Details

How to Identify Opportunity

- NEP's and TEM's interested in focussing on application development versus developing HW/SW platforms

BladeCenter Unique Value Proposition

- Leading Blade Center technology
- Best-in-class Middleware COTs
- Open Architecture based on Open Industry Standards,
- Compliant with Carrier Grade Open Framework (CGOF)
- Pre-architected, Tested and Proven configurations and reference implementation
- Reduced Complexity and Simplified Deployment
- Single vendor, single point of support
- Cost-savings, Improved Total Cost of Ownership
- Delivered as a Service offering with IBM Global Services engagement portfolio
- Supported by community of leading business partners – NEPs, ISVs, Operators …

Major Customer Wins/References

Discussions under way with Tier 1 NEPs and ISPs (Nokia, Lucent, AT&T etc.)

Competitive Differentiation (over HP/Dell)

- Lower cost same hardware for Telco and Enterprise
- Pre-tested solution ready for application development

Selling Resources

- eServer IP-T Web Page http://www.ibm.com/servers/eserver/bladecenter/ipt.html
- eServer IP-T Solutions Brochure, via eServer IP-T Web Page http://www.ibm.com/servers/eserver/bladecenter/ipt.html
- eServer IP-T Whitepaper, via eServer IP-T Web Page http://www.ibm.com/servers/eserver/bladecenter/ipt.html
- eServer IP-T Sales Kit http://w3-1.ibm.com/sales/systems/portal/_s.155/254?navID=f220s240&geoID=All&prodID=BladeCenter&docID=bctsk.skit&docType=SalesKit&skCat=DocumentType
- IBM IP-T Extended web page http://www-1.ibm.com/industries/telecom/doc/content/solution/998405102.html
- IBM IP-T Extended Sales Kit (on SectorNet) http://w3-1.ibm.com/industries/communications/commain.nsf/15b2cec1b977ce0e85256929005fc753/72849c08a9218cd285256e2a005f39f4?OpenDocument
- Linux Service Providers Lab (LSPL) http://lspl.ibm.com

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IPT
WW and Geo contacts

IBM WW Marketing Contacts

IP-T: Ravi Sabhikhi sravi@us.ibm.com 919-543-4998

Hal Humrickhouse, humrickh@us.ibm.com, 1-919-254-7716

IP-T Extended Offering: Gerard Dusastre, gerardd@ca.ibm.com, 1-416-410-4174

IGS: Masha Yankelev, yankelev@us.ibm.com, 1-610-578-2450

IGS: Jennifer Laabs, jlaabs@us.ibm.com, 1-914-766-4257

IBM eServer xSeries Regional Sales Leads:

USA, Canada, Mexico, Latin America: Bruce Corregan, corregab@us.ibm.com, 919-486-9244

EMEA - Geoff Hunt: geoff_hunt@uk.ibm.com, 44-1256-343326

AP - Peter Chia: pchia@au1.ibm.com, 44-1256-343326

IBM Telecom Industry Solution Leaders:

WW: Rick Beatty, rbeatty@ca.ibm.com, 1-905-478-2207

WW: Steve Laufer salaufe@us.ibm.com, 1-314-469-4092

Americas: Dave Mancl, rpagano@us.ibm.com, 1-404-238-5444

EMEA: Mario Cavestany Velasco, mcavestany@es.ibm.com, 34 91 397 6267

Asia-Pacific: Craig Wilson, craigw@au1.ibm.com, 61-396266277

IBM IGS Regional Leads:

WW: Steve Teitzel, steitzel@us.ibm.com, 1-206-587-7844

Americas: Michael Jee, mjee@us.ibm.com, 1-415-545-4293

EMEA: Dieter Eschenbach, eschen@de.ibm.com, 49 89 4504 2358

Asia-Pacific: Glen George Garner, garnerg@cn.ibm.com, 65-22 23 1150

IBM Software Marketing Contact:

John Pearsall, jpearsa@us.ibm.com, 1-610-865-7509

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Retail Store in a Box

Solution Selling Details

How to Identify Opportunity

- Large enterprise retailers adopting 'guided selling" applications, i.e. Retailers who are moving from technology investments to generate savings to technology as a catalysis to drive revenue, increase market basket size, and deliver competitive advantage over low price category leaders
- Retailers instore systems that require real time access to customer and product data
- IBM direct channels to the very high end of Retail, BP for the next tier of retailers $3B – $30B

BladeCenter Value to Large Retailer

- Store simplification
- Fast rollout of new stores
- Reduced service calls to the store
- Auto recovery / reduced downtime
- React faster to new store opportunities
- ROI
- Open platform for store vendors

Competitive Differentiation (over HP/Dell)

- No other vendor has as broad a solution supporting Intel, Windows, Linux, Power, Unix, Linux on Power, and storage in a single server platform
- IBM Industry expertise and IGS/ITS services

Major Customer Wins/References

Pilot customer, one of the world's largest retailers, is in production at 20+ stores. Plan to roll out to 300+ store by 1Q05 and 2000+ by YE05 (total deployment: 5000+ stores)

Selling Resources

"Retail Store in a Box" Customer presentation & Audio Re-play. Download from Distribution SectorNet: http://w3-1.ibm.com/industries/distribution/dissect.nsf/db50068d7290ee9a85256b12005ffded/35927dcc0cfda9ae85256f3b000d01af?OpenDocument

WW and Geo Contacts

- Sai Chan – BladeCenter Alliance, saichan@us.ibm.com
- Walter Merrill - Brand Exec Americas, walter_merrill@us.ibm.com
- Peter Hedges - Brand Executive Asia Pacific, phedges@au1.ibm.com
- Jacob Lindgreen - Brand Executive EMEA, jacob_lindgree@uk.ibm.com

This presentation is intended for the education of IBM and Business Partner sales personnel. It should not be distributed to customers.

Online Games Infrastructure
Solution Selling Details

How to Identify Opportunity
- *Companies in process of running, launching or developing an online game or game portal*

BladeCenter Unique Value Proposition
- *Reduced Heat and Power Conception*
- *Capacity onDemand for instant provisioning new capacity*
- Intelligent workload balancing through Tivoli Intelligent Orchestrator- without upfront development requirements
- "Built in" light weight database optimized for C and C++ environment (C-ISAM)

Competitive Differentiation (over HP/Dell)
- Tested DB and Server technology designed to work together to enhance gaming experience
- Blade Center Layer 2-7 Switch provides reduced issues of cross server latency
- Online Games Infrastructure in less space, using less power, fewer cables and increased capacity

Major Customer Wins/References
…ArenaNet, KOEI, TDRL, Electronic Arts, Butterfly.net, Game2XS, and many more

Selling Resources
- www.ibm.com/vrm/games
- Sales Kit:
  - http://w3-1.ibm.com/industries/communications/commain.nsf/82510177001cd231852567bc004f3895/fdad6dd4a362585305256e710057088d?OpenDocument…
  - http://w3-1.ibm.com/sales/sfi/industry/sp_ind_media_online_games.html
- Solution White Papers, Forums,
  - IGDA Whitepaper: http://w3-1.ibm.com/industries/communications/commain.nsf/82510177001cd231852567bc004f3895/94acde8cd590ef0205256edd00500543?OpenDocument
  - http://www-128.ibm.com/developerworks/web/library/wa-games1/index.html

WW and Geo Contacts
IBM
- Dave Laux – Global Business Area Executive, Online Games , dlaux@us.ibm.com
- Mike Perry – AG Digital Media Solution Executive, mjperry@us.ibm.com
- Dominique Hok – EMEA Digital Media Solution Executive, hok@fr.ibm.com
- Greg Smith – AP Sales Executive, Online Games and Linux, greg_smith@au1.ibm.com
- Patty Fry – Global Offerings Executive, Online Games , pnfry@us.ibm.com

This presentation is intended for the education of IBM and Business Partner sales personnel. It should not be distributed to customers.

mySAP Business Suite on Linux

Solution Selling Details

How to Identify Opportunity

- Medium size customer (revenue 200-750 M USD)
- New and existing SAP customers in all industries with propensity to Linux
- In the planning phase for implementation of SAP applications
- SAP ERP upgrades (50% of SAP customers need to upgrade their SAP application this year)
- New SAP users or existing SAP users adding new applications looking for strategic deployment platform
- Linux propensity
- Customer is familiar with UNIX but is attracted to Linux TCO and openness
- Customer knows Linux, has Linux in other departments, runs other applications on Linux
- Customer is familiar with Windows environment but is open for Linux discussion due to Microsoft licensing policy, security issues, etc.

BladeCenter Unique Value Proposition

- Consolidate all mySAP servers, associated network infrastructure and storage in a “no-single point of failure” environment.
- Management of a consolidated IT environment
- Small footprint and system management tools that provide for greater flexibility and ease of system monitoring and administration.
- Certified, standard components minimize integration costs and time
- Pre-configured offering shortens platform selection and implementation cycle
- HA through SAN and optional ISV failover Software (SteelEye)

Competitive Differentiation (over HP/Dell)

- Designed for growth through a modular architecture of BladeCenter
- SAN configuration flexibility
- No single point of failure

Major Customer Wins/References

http://w3.ncs.ibm.com/solution.nsf/SAP/JWKZ-5S5FTA?OpenDocument&Area=SAP

Selling Resources

- **Sales Kit:** http://w3.ncs.ibm.com/solution.nsf/SAP/KTOS-5XCPBD?OpenDocument
- **Linux references:** http://w3.ncs.ibm.com/solution.nsf/SAP/JWKZ-5N6LJ7?OpenDocument
- **Deep Dive Sales education on IBM e-Business Advisor web site:** http://w3.ncs.ibm.com/smbdd.nsf/deepdivesmb?openform&0CWAN-5V7GWU&Area=SMBAmericas
- **Customer solution flyer:** http://www.ibm-sap.com/doc/content/resource/thought/998189317.html
- **Presentation - IBM eServer, Storage, Linux and SAP Positioning:** http://w3.ncs.ibm.com/cspres.nsf/HTitle/0KTOS-5XCPBT?OpenDocument

WW and Geo Contacts

- Franz Ludwig Voelker – SAP Linux Marketing Leader
- Tag Robertson – xSeries Linux ISV Marketing and Enablement
- Beth McElroy – xSeries solutions marketing
- Justyna Nowak - IT Solutions Architect, E&C Markets, GSMB
- Frank Alulio – Global Linux ISV Executive
- Sai Chan – Program Director, BladeCenter Alliances

This presentation is intended for the education of IBM and Business Partner sales personnel. It should not be distributed to customers.

SMB/Infrastructure: Hosted Clients with Citrix Solutions

Solution Selling Details

How to Identify Opportunity

- Customers already invested in legacy systems and interested in cost effective web enablement

BladeCenter Unique Value Proposition

- IBM Offers One Stop-Shop for Citrix Implementations
- Automated, intelligent workload orchestration with Tivoli; Legacy Application web services support with Citrix portlet under WebSphere Portal
- Grow Citrix users on demand with IBM BladeCenter "Standby Capacity On Demand"
- Solution is tested, benchmarked, and performance optimized

Competitive Differentiation (over HP/Dell)

- Cost savings of over 15% using Citrix MetaFrame Presentation Server standard version with BladeCenter vs. HP using MetaFrame advanced version
- BladeCenter Layer 2-7 Switch provides load balancing and session reliability across Citrix MetaFrame Access Suite components
- Citrix implementations in less space, using less power, and less cables vs. the competition

Major Customer Wins/References

Mercedes Benz - Canada, Schlumberger (Medical Services) - U.K., W.S. Badcock - U.S.A

Selling Resources

- Sales Kit:
  - http://w3-1.ibm.com/sales/systems/portal/_s.155/254?navID=f220s240&geoID=AM&prodID=BladeCenter&docID=bccitrixsk.skit&docType=SalesKit&skCat=DocumentType
  - http://w3.ncs.ibm.com/solutions/Citrix
- Solution White Papers, Forums, Tools, Other Materials:
  - Citrix partner website resources: http://www.citrix.com/site/partners/partner.asp?partnerID=5046
  - Support Forums and Knowledge Base
  - Sizing Guide: ftp://ftp.software.ibm.com/pc/pccbbs/pc_servers_pdf/citrix_bladecenter_sizing.pdf
  - Cost Analyzer: http://www.acecostanalyzer.com/
- Redbooks (www.redbooks.ibm.com):
  - Deploying Citrix MetaFrame on IBM eServer BladeCenter with IBM FAStT Storage, REDP-3583-02
  - Implementing Windows Terminal Server and Citrix MetaFrame on IBM eServer xSeries Servers, REDP-3629-00

WW and Geo Contacts

IBM

- Deep Kaul - Global Alliance Marketing,dkaul@us.ibm.com
- Walter Merrill - Brand Exec Americas, walter_merrill@us.ibm.com
- Peter Hedges - Brand Executive Asia Pacific, phedges@au1.ibm.com
- Jacob Lindgreen - Brand Executive EMEA, jacob_lindgree@uk.ibm.com

Citrix

- John Burris – Sr. VP WW Sales & Services, john.burris@citrix.com
- Mike Ballangee- IBM Alliance Manager, mike.ballangee@citrix.com

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SMB/Infrastructure: Microsoft Business-in-a-Box

Solution Selling Details

How to Identify Opportunity

Customers requiring a simplified, easy to manage, cost effective, and highly secure IT infrastructure in a Box from IBM and Microsoft that will grow with their business

BladeCenter Unique Value Proposition

- A simplified, reliable, integrated Data Center with IBM eServer BladeCenter, and IBM Director/ RDM management software
- Choice of simplified, lower cost LAN, SAN deployment with BladeCenter
- Latest Versions of Microsoft business server solutions with messaging and collaboration, security enhanced Internet access, protected data storage, reliable printing, and faxing
- Microsoft Servers that are Integration tested with IBM BladeCenter
- Choice of simplified, centralized desktop management and rapid applications deployment, and extend the PC life cycle with Citrix
- Ability to run line-of-business applications on servers in the same BladeCenter Platform

Competitive Differentiation (over HP/Dell)

- Industry winning IBM Director and RDM Functionality
- IBM is “One Stop Shop” for Business in a Box
- Breadth and support from IBM Global Service - Microsoft Practice, Center of Competency, Implementation Services, e Hosting

Major Customer Wins/References

AVS Technologies, Rapsheets

Selling Resources

- Sales Kit: http://w3-1.ibm.com/sales/systems/portal/_s.155/254?navID=f220s240&geoID=All&prodID=BladeCenter&docID=bcshcontact.
- Solution Whitepaper: http://www.ibm.com/eServer/blades/
- Competitive Information: http://w3-1.ibm.com/sales/systems/portal/_s.155/254?navID=f220s240&geoID=All&prodID=BladeCenter&docID=blsk.skit&docType=SalesKit&skCat=DocumentType

Windows Server System Main Website
http://www.microsoft.com/windowsserversystem
Windows Server 2003
http://www.microsoft.com/windowsserver2003/
Exchange Server 2003 http://www.microsoft.com/exchange/
SQL Server 2000 http://www.microsoft.com/sql/default.asp
ISA Server 2004 http://www.microsoft.com/isaserver/
Training www.microsoft.com/trainingandservices

WW and Geo Contacts

- Venkat Venkataraman – Program Director, BladeCenter Alliances
- Pierre Montminy – WW BladeCenter Channel Enablement
- Walter Merrill - Brand Exec Americas, walter_merrill@us.ibm.com
- Peter Hedges - Brand Executive Asia Pacific, phedges@au1.ibm.com
- Jacob Lindgreen - Brand Executive EMEA, jacob_lindgree@uk.ibm.com

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SWG-BladeCenter Integrated Solutions in a Box

Solution Selling Details

How to Identify Opportunity

Mid to Large SMB customers who are looking for scalable infrastructure solutions and have an affinity for SWG products

BladeCenter Unique Value Proposition

- Total "integrated solution in a box" concept with Solution Builder Express and BladeCenter as opposed to piece parts
- Software and hardware optimally configured for mid-market needs (e.g., price).
- BladeCenter unique differentiators (Redundancy, Density, Power Consumption, Cooling, Cost, TCO, IBM Director, Support for Windows and Linux)
- Benefits to end-customers
  - Affordable solutions
  - Increased time to value
  - Available through RSIs and RISVs
- Benefits to channel
  - Ease of configuration
  - Ease of fulfillment
  - Ease of customization
  - Increased service potential

Competitive Differentiation (over HP/Dell)

- SWG Express products optimized and tested with BladeCenter
- No core infrastructure solution vendor that provides this today except in niche areas such as security

Major Customer Wins/References

Shanghai Kehwa (SBE), Aitana (SBE), Incentric Solutions (SBE), Ziplip (IR), LogicLibrary (IR)

Selling Resources

- Sales Kit: http://w3-03.ibm.com/software/sales/salesite.nsf/salestools/Business+Partner+Sales+Managers$IBM_Solutions_Builder_Express
- Main SBE Page @ PartnerWorld http://www.ibm.com/partnerworld/solutionsbuilder
- Inside the IBM Virtual Innovation Center
  - Main login page: http://www.virtualinnovationcenter.com
  - Through IBM PartnerWorld: http://www.ibm.com/partnerworld/vic
- Direct Access to Jump Start Offer http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/sn_sol_builder_jump_start.html

WW and Geo Contacts

IBM

- Venkat Venkataraman, Program Director, BladeCenter Alliances
- Bill Bliss, Global STG SMB Marketing Manager
- Mathew Wineberg, Global STG SMB Marketing Manager

SWG

- Vickie Hessenius, SWG SMB Offering Manager
- Michael Smith, SWG SBE Development Manager

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PolyServe for Oracle (RAC and non-RAC)

Solution Selling Details

For NAS Cluster (Details)

How to Identify Opportunity

Customers deploying Oracle (RAC or non-RAC) workloads on Linux, including UNIX migrations

Major Customer Wins/References

Wells Fargo Bank, Tractor Supply, Putnam, Northwest Airlines, Burlington Coat

BladeCenter Value Proposition

- One stop shopping with IBM
- Shared Oracle Home
- Multiple Oracle workloads per cluster
- Server and storage capacity on demand
- Very high scalability (see IBM-PS FDC proof point)
- Fast parallel ETL using multiple servers
- Async I/0 using ODM -- much better than 'raw'
- Support for all file types not just Oracle tables
- Cluster wide I/0 monitoring

Selling Resources

- Sales Kit:
  - http://w3-1.ibm.com/sales/systems/portal/_s.155/254?navID=f220s240&geoID=null&prodID=null&docID=xslxoraclesk.skit&docType=SalesKit&skCat=DocumentType
- Solution White Papers, Forums, Tools, Other Materials:
  - http://www.polyserve.com/ibm/ibm_oracle.php

  Redbooks (www.redbooks.ibm.com):
  - http://publib-b.boulder.ibm.com/Redbooks.nsf/65f0d9cea6e0ab57852569e0007452bb/180e77887037055d85256ec50049a575?OpenDocument

PolyServe Competitive Differentiation

- Manageability, scalability, availability benefits
- ETL and ODM performance benefits
- Oracle workload capacity on demand

WW and Geo Contacts

IBM

- Deep Kaul - Global Alliance Marketing,dkaul@us.ibm.com
- Walter Merrill - Brand Exec Americas, walter_merrill@us.ibm.com
- Peter Hedges - Brand Executive Asia Pacific, phedges@au1.ibm.com
- Jacob Lindgreen - Brand Executive EMEA, jacob_lindgree@uk.ibm.com
- John McAbel – xSeries WW Marketing Manager, mcabel@us.ibm.com

PolyServe

- Ian Miller, VP Worldwide sales, imiller@polyser.com
- Ross Gale, Director Business Dev., rgale@polyserve.com

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PolyServe Scalable NAS Clusters
8x performance, 25% the cost - Solution Selling Details

For Oracle (Details)

How to Identify Opportunity
Customers requiring scalable, capacity on-demand NFS of CIFS file serving, or already invested in high cost traditional NAS

BladeCenter Value Proposition
- One stop shopping with IBM
- 8X better I/O throughput than traditional NAS
- I/O that scales to meet your needs
- Server and storage capacity on demand
- No hotspots or bottlenecks
- "Only one" NAS environment to manage
- "One for all" back-up and recovery
- Fault tolerance with no SPOF
- Assured successful failover

PolyServe Competitive Differentiation
- Low cost, open, high TCO (non-proprietary)
- High throughput, scalability, capacity on demand
- Runs on Linux or Windows; storage agnostic

Major Customer Wins/References
DuPont/Pioneer, US Department of Defense

Selling Resources
- Sales Kit:
  - www.polyserve.com/ibm
- Solution White Papers, Forums, Tools, Other Materials:
  - www.polyserve.com/products_literature.php

WW and Geo Contacts
IBM
- Deep Kaul - Global Alliance Marketing,dkaul@us.ibm.com
- Walter Merrill - Brand Exec Americas, walter_merrill@us.ibm.com
- Peter Hedges - Brand Executive Asia Pacific, phedges@au1.ibm.com
- Jacob Lindgreen - Brand Executive EMEA, jacob_lindgree@uk.ibm.com

PolyServe
- Ian Miller, VP Worldwide sales, imiller@polyser.com
- Ross Gale, Director Business Dev., rgale@polyserve.com

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BladeCenter Security in a Box
Solution Selling Details

How to Identify Opportunity
Customers looking to consolidate heterogeneous security appliances and security application servers into a single IT infrastructure

BladeCenter Unique Value Proposition
- Rationalize and simplify security architecture
- Centrally manage multiple applications in a single, high performance box
- Lower total cost of ownership
- Increase Security and reliability
- Scales up with flexibility and resiliency – on demand

Competitive Differentiation (over HP/Dell)
- Integration tested with multiple applications available currently only on BladeCenter e.g., Checkpoint, BladeFusion,Mazu, ….
- Central Management systems (SO/E) from BladeFusion for multiple applications
- Integrated Network and Storage switching

Major Customer Wins/References
Maccabi Healthcare-EMEA, Exostar – US

Selling Resources
- Security in a Box –BladeCenter Solutions link http://www-1.ibm.com/servers/eserver/bladecenter/alliance/solutiondetail_securitybox.html
  Solution White Papers, Forums, Tools, Other Materials:
  - http://www-1.ibm.com/servers/eserver/bladecenter/literature/wp_lit.html
- Redbooks (www.redbooks.ibm.com)

BladeCenter WW and Geo Contacts
Deep Kaul - Global Alliance Marketing,dkaul@us.ibm.com

Walter Merrill - Brand Exec Americas, walter_merrill@us.ibm.com

Steve Kenny - Channels Exec Americas skenny@us.ibm.com

Peter Hedges - Brand Executive Asia Pacific, phedges@au1.ibm.com

Jacob Lindgreen - Brand Executive EMEA, jacob_lindgree@uk.ibm.com

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BladeCenter Virtualization with VMware

How to Identify Opportunity

VMware with BladeCenter is an excellent concept to consolidate servers when customers have under utilized servers running applications such as BEA Weblogic, MS Office, Lotus notes, file/print or custom applications that may be deployed in geographically dispersed locations

BladeCenter Unique Value Proposition

- Highest Density /Highest Performance Intel Processors Blade Servers…
- Perfect solution for customers with space, heating or cooling constraints.
- Scalability for dynamic incremental growth in server and storage requirements
- N+1 Availability with Zero-down time

Competitive Differentiation (over HP/Dell)

- Industry winning IBM Director and RDM Functionality integrated with VMware
- With Tivoli Provisioning Manager on BladeCenter, we can automatically create Virtual Machines and apply SW stack including OS, Middle ware and applications in minutes vs hours
- IBM is “One Stop Shop” for VMware SW and Services and support

Major Customer Wins/References

Many customer references with xSeries such as Gap, Consorzio Operativo, Blue Cross Blue Shield, and several customer pilots and PoC’s with BladeCenter in the pipeline

Selling Resources

- IBM's VMware Web page: www.ibm.com/servers/eserver/xseries/vmware
- VMware's Web page for IBM customers: www.vmware.com/ibm
- VMware Website homepage: www.vmware.com
- Product information: www.vmware.com/products/server/esx_features.html
- Solutions and user scenarios: http://www.vmware.com/solutions
- Server consolidation: http://www.vmware.com/solutions/features/consolidation.html
- Redbooks (www.redbooks.ibm.com)…

IBM BladeCenter Contacts

Deep Kaul - Global Alliance Marketing,dkaul@us.ibm.com

Dave Hardman – WW Product Marketing xSeries hardmand@us.ibm.com

Walter Merrill - Brand Exec Americas, walter_merrill@us.ibm.com

Peter Hedges - Brand Executive Asia Pacific, phedges@au1.ibm.com

Jacob Lindgreen - Brand Executive EMEA, jacob_lindgree@uk.ibm.com

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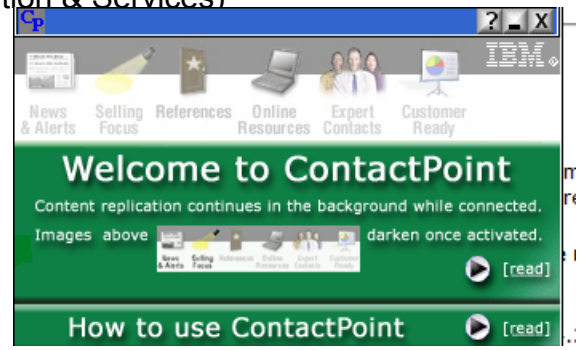
Sector and Industry Solution Selling Resources – Sales Compass, Sector Network and ContactPoint

- Industry and Solutions Expertise – Sales Compass http://w3-03.ibm.com/sales/compass/index.html
- Communications (Energy & Utilities, Media & Entertainment, Telecommunications)
  - Main: http://w3-1.ibm.com/sales/sfi/sp_market_comm.html
  - Sector Network: http://w3-1.ibm.com/industries/communications/commain.nsf
- Industrial (Aerospace & Defense, Automotive, Chemical & Petroleum, Electronics)
  - Main: http://w3-1.ibm.com/sales/sfi/sp_market_indu.html
  - Sector Network: http://w3.ncs.ibm.com/sectornet/indsect.nsf
  - BladeCenter/xSeries: http://w3.ncs.ibm.com/ContactPoint/cpdata.nsf/CPHTitle/WYOG-5P2HE8?OpenDocument
- Financial (Banking, Financial Markets, Insurance)
  - Main: http://w3-1.ibm.com/sales/sfi/sp_market_finan.html
  - Financial Services SectorNet (FinNet): http://w3-1.ibm.com/industries/financialservices/finsect.nsf/
  - Server Consolidation for xSeries & BladeCenter http://w3.ncs.ibm.com/ContactPoint/cpdata.nsf/CPHTitle/SAWR-5KJP9L?OpenDocument
  - BladeCenter/xSeries: http://w3.ncs.ibm.com/ContactPoint/cpdata.nsf/CPHTitle/SAWR-5KJNRN?OpenDocument
- Distribution (Consumer Products, Retail, Travel & Transportation, Wholesale Distribution & Services)
  - Main: http://w3-1.ibm.com/sales/sfi/sp_market_dist.html
  - Sector Network: http://w3-1.ibm.com/industries/distribution/dissect.nsf
- Public (Education, Government, Healthcare & Life Sciences)
  - Main: http://w3-1.ibm.com/sales/sfi/sp_market_pub.html
  - Sector Network: http://w3-1.ibm.com/industries/public/pubmain.nsf
- Global SMB
  - Main: http://w3.ncs.ibm.com/smb; http://w3-1.ibm.com/sales/smb/
- Computer Services Industry (IBM Consultants & Integrators) SectorNet: http://w3-1.ibm.com/industries/ci/csimain.nsf



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Additional Resouce: TCOnow! (To address cost pain points)

- TCOnow! is a competitive analysis tool that allows you to create a comprehensive business case for deploying a blade server solution for a consolidated server environment
- TCOnow! for BladeCenter uses a series of questions to generate a reasonable estimate of the financial costs and benefits of a BladeCenter installation
- The tool takes into consideration the following: Hardware and Software costs, People Costs, Facilities Costs, Maintenance Costs, Services Costs, & Downtime Costs
- Download today, so you'll be ready to take advantage of this tool

http://w3-1.ibm.com/sales/systems/portal/_s.155/254?navID=f220s380&geoID=AllprodID=IBM%20eServer%20And%20TotalStorage%20Products&docID=tcoe6a

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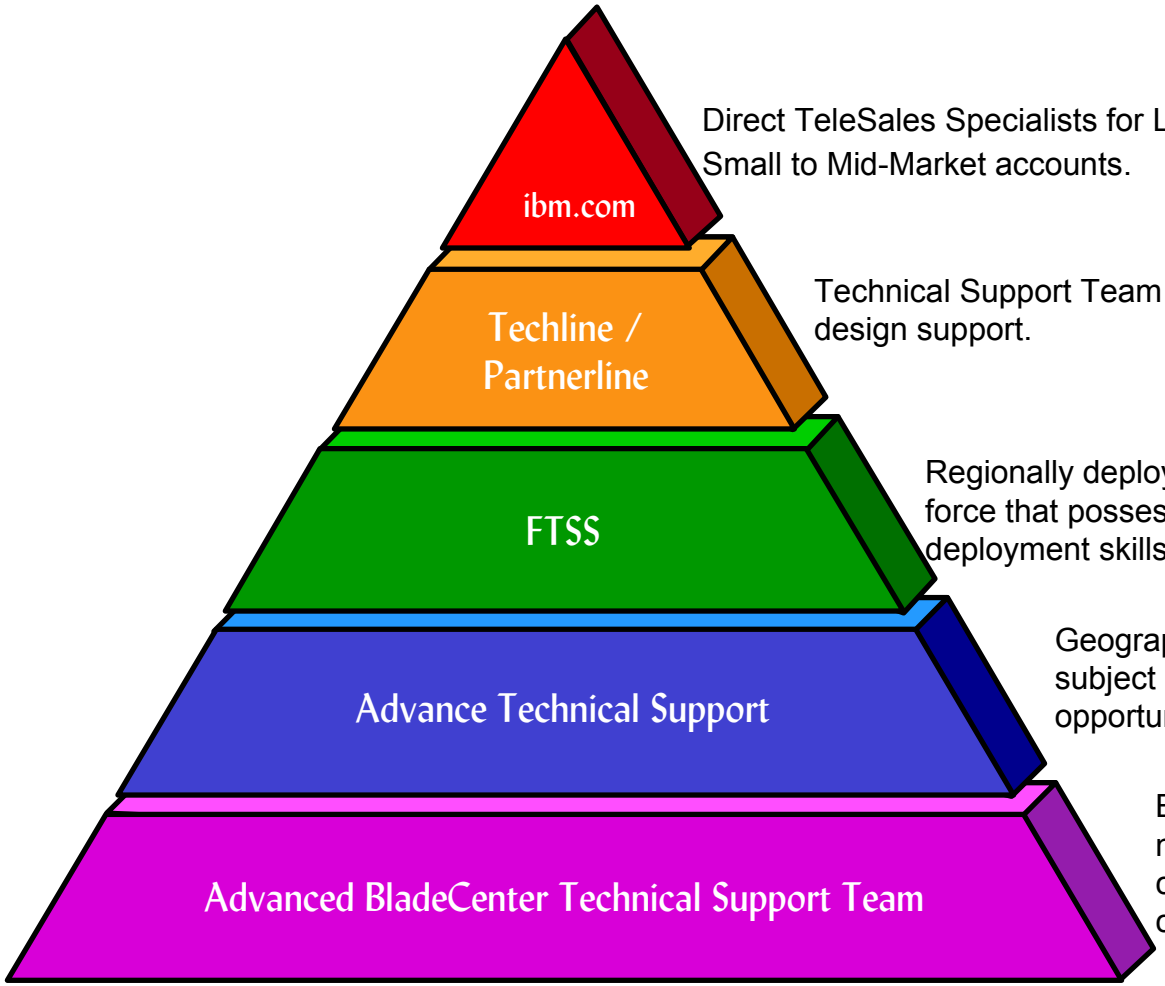
BladeCenter Sales and Technical Resource



Direct TeleSales Specialists for Large Enterprise and Small to Mid-Market accounts.

Technical Support Team focusing on presales and design support.

Regionally deployed customer facing technical sales force that posses well rounded solution design and deployment skills.

Geographically deployed extensive technical subject matter expert focusing on top opportunities.

BladeCenter Technical Support experts on networking, SAN related issues and complex systems integration taking into consideration all ecosystem partners.

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Industry and Solutions Expertise – Sales Compass

http://w3-03.ibm.com/sales/compass/index.html

Search w3 GO

Search Sales Compass Learning Center

w3 Sales Compass Learning Center

w3 Home | BluePages | HelpNow | Feedback

Sales Compass Learning Center

- Industry Learning Center
- Professional development
- Solutions
- Tools and job aids
- Legal

Essential sales links

- Working with Business Partners
- Global Sales School
- Client Business Value Learning Center
- IBM Signature Selling Method
- IBM Signature Sales Leadership
- On Demand Business University
- Sales Career Guidance

Sales Compass Learning Center >

Sales Compass Learning Center

Where do you want to go? What do you want to know about selling for IBM? The Sales Compass Learning Center contains information that can help you! Take a few minutes to check out some of the topics.

- Develop industry expertise
- Improve your professional development skills
- Review IBM's solutions portfolio
- Find sales tools and job aids

Essential sales links

The Working with Business Partners Web site helps IBM sellers learn more about working effectively with Business Partners.

Collaborate with a colleague

Still searching for an answer? Try the Seller's Connection—an online collaborative tool that allows you to ask a question and get advice within 48 hours, or search the KnowledgeBank.

Seller's Connection

Related sales links

Make a selection

AMI Information Cent GO

Brand Web sites

Make a selection

...IBM Systems Group GO

Done | Internet

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