



IBM Systems and Technology Group University 2005

IBM Systems and Technology Group University 2005

Barcelona, Spain
January 24 - 27, 2005





IBM Systems and Technology Group University 2005

Selling Solutions to Small and Medium Business Customers

Course #: CB38

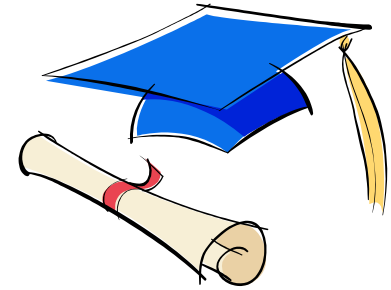
Richard D. Michos
Vice President, Solutions and Channel Marketing



© 2005 IBM Corporation

IBM Confidential - This educational piece is intended for your use in selling. It is NOT a deliverable for your customers

At the end of this session ...



You will be able to:

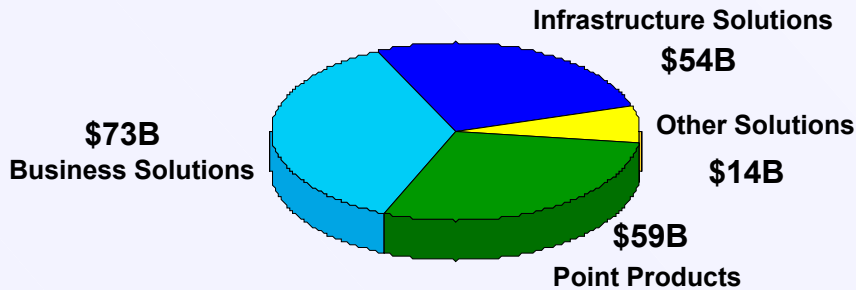
- Describe how IBM and IBM Business Partners are uniquely positioned to leverage today's IT market opportunity.
- Identify products, offerings, and programs from IBM to help our RISV & RSI Business Partners have a successful 2005.
- Understand the business results, strategies, coverage and management systems for RISV and RSI Business Partners.

Agenda

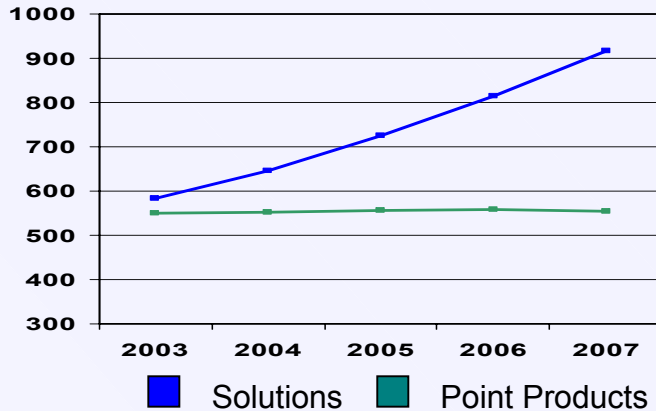
- Small and Medium Business (SMB) Solutions Opportunity
 - Importance of Regional Independent Software Vendors (RISVs) and Regional System Integrators (RSIs)
 - 2005 STG/SMB Goals and Strategies
 - Programs – Marketing, Sales and Teaming
 - STG Solution & Product Offerings
-

Importance of SMB Solutions & Channels

In 2005, 63% of IT dollars in the mid-market will be spent on solutions ...

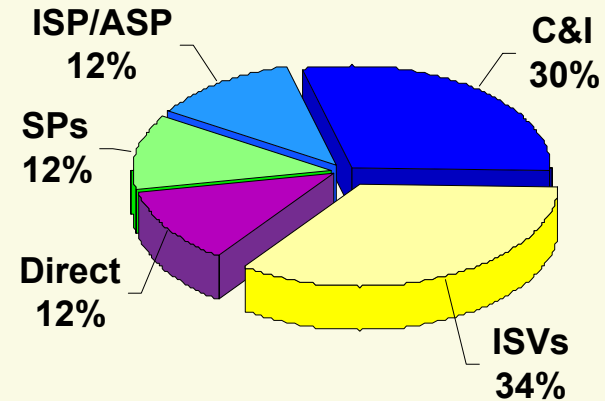


... and solutions are growing faster than the rest of the market



Source: IBM Market Intelligence, Solutions Market View 2H04, total market

2005 WW SMB Solution Spending
Total in 2005 is \$141B



- **Global mid-market opportunity - \$200B**
 - \$141B opportunity for solutions
- **Consultants & Integrators and ISVs influence 2/3 of the mid-market solution spend**

Source: IBM Market Intelligence, SMV 2H04, Solutions Mkt Monitor 2004

SMB Market Dynamics

Customer Demand Drivers

- ▶ Flexible access to information
- ▶ Enabling better business decisions
- ▶ Minimal technical staff
 - ▶ Ease of use
 - ▶ Infrastructure simplification
- ▶ Lowest TCO
- ▶ Determine value based on efficient deployment that solves business issues

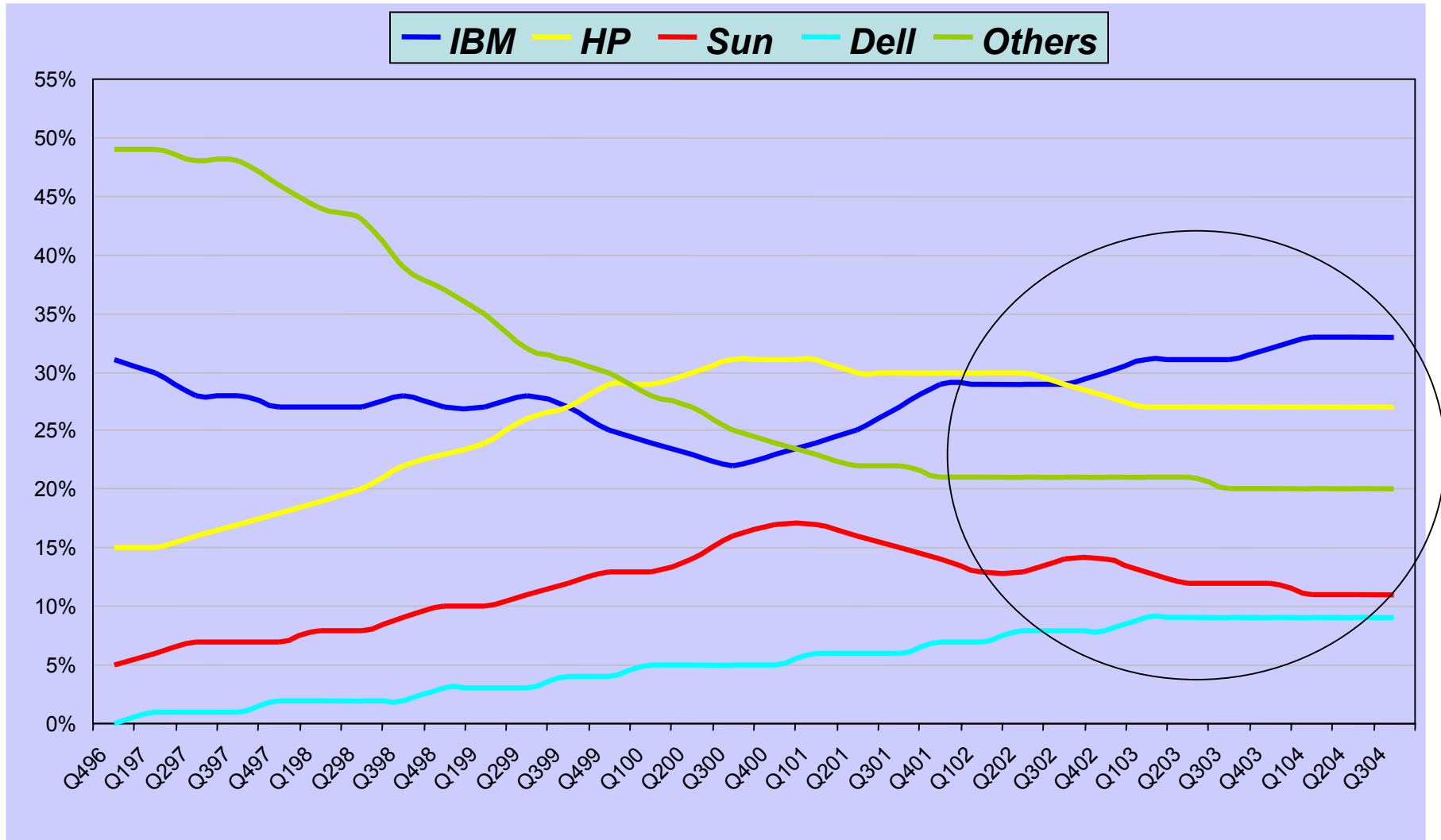
Seller Supply Drivers

- ▶ Attracted to solutions with higher profit margins
- ▶ Seek differentiation in ways other than price
- ▶ Desire long term relevance and relationships

Key Solution Characteristics

- ▶ Create value beyond sum of the parts
- ▶ Integration of hardware, middleware & OS with business application
- ▶ Expertise 'packaged' in offers (e.g. knowledge-based service)

STG Share Growth via Solution & Product Sales



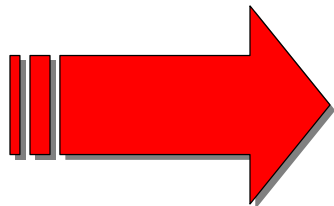
Source: IDC Quarterly Tracker

STG - SMB Goal

Goal: To drive SMB revenue **+13%** YTY

Requires: **+40%** YTY growth in SMB revenue
from Regional ISVs & Regional SIs

Increase focus & investment in:



- ***Channels***
- ***Solution Enablement***
- ***Awareness and demand generation***
- ***Stronger portfolio of SMB offerings***

Key Strategies

- **Channels: Improve channel capability and capacity to reach small and medium businesses**
 - Develop System Seller Program
 - Refine SMB coverage and incentive
 - \$10+ million of incremental investment in coverage and enablement
 - Enhance Business Partner Innovation Centers (BPICs)

- **Solution Enablement: Enable and reward ecosystem to sell IBM servers and storage**
 - IBM ServerProven, SMB Advantage, ISV Advantage, Know Your IBM, IBM Complementary Solution Fee program and other co-marketing
 - BPICs, VIC, Virtual Loaner Program

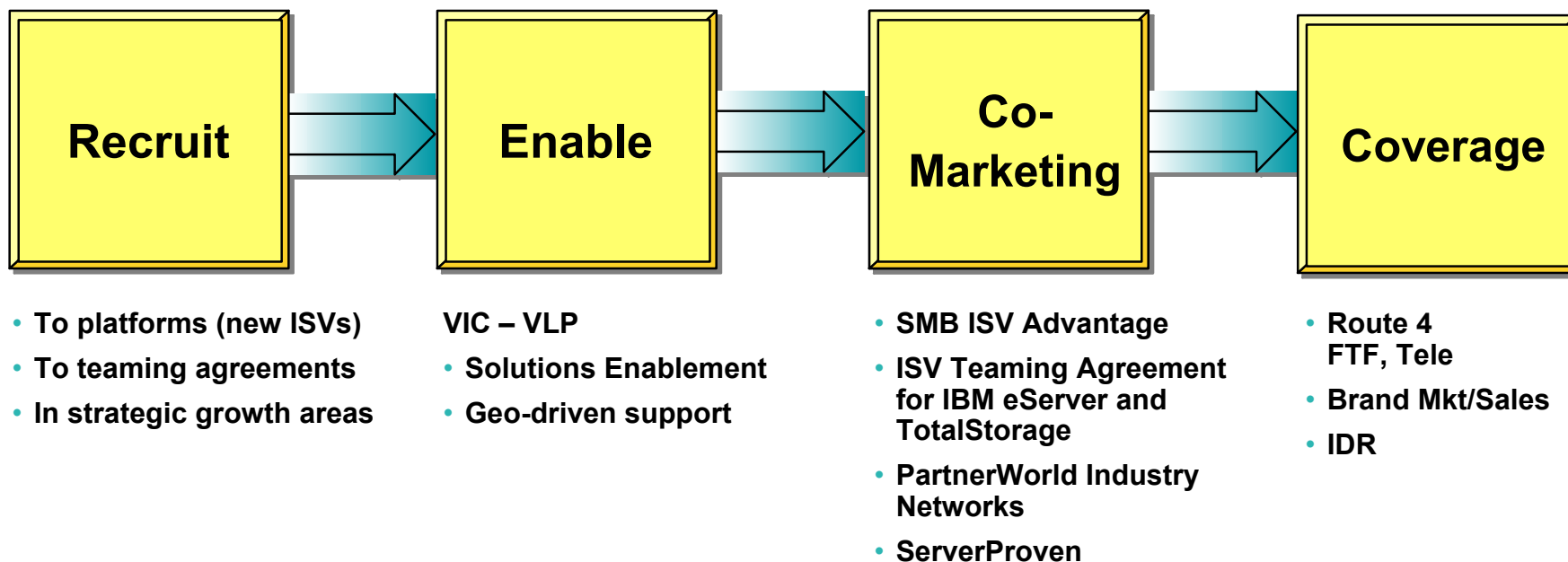
Key Strategies – continued

- **Awareness & Demand Generation: Increased marketing investments to drive SMB performance**
 - 50% increase in medium business advertising with greater focus on Express products/solutions
 - Build on 2x increase in eServer brand familiarity over past 2 years

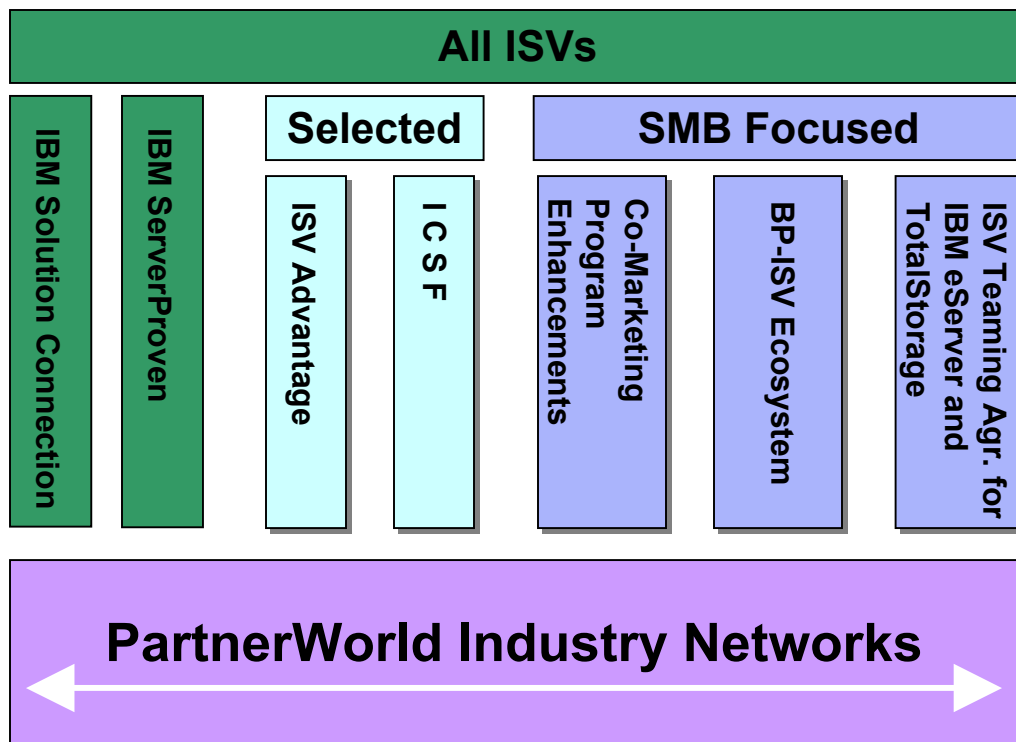
- **Portfolio: Enhance portfolio of offerings for SMB clients**
 - Develop Express and cross-industry infrastructure solutions
 - Deliver products for high volume channel

Greater Focus on ISV Ecosystem

To achieve the **STG SMB** revenue and share goals, growth and revitalization of the **SMB ISV** community is critical.



ISV Program Overview



ISV Teaming Agreement for IBM eServer and TotalStorage

- Grow revenue on smaller ISVs key to specific product line
- Co-Marketing funding to drive incremental revenue growth

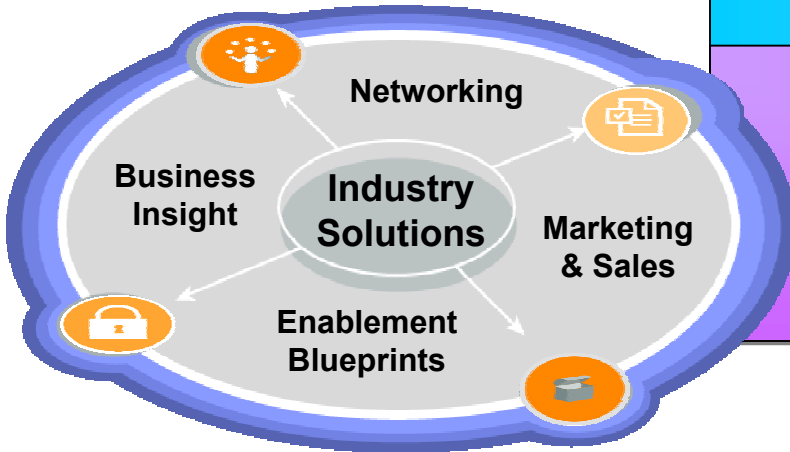
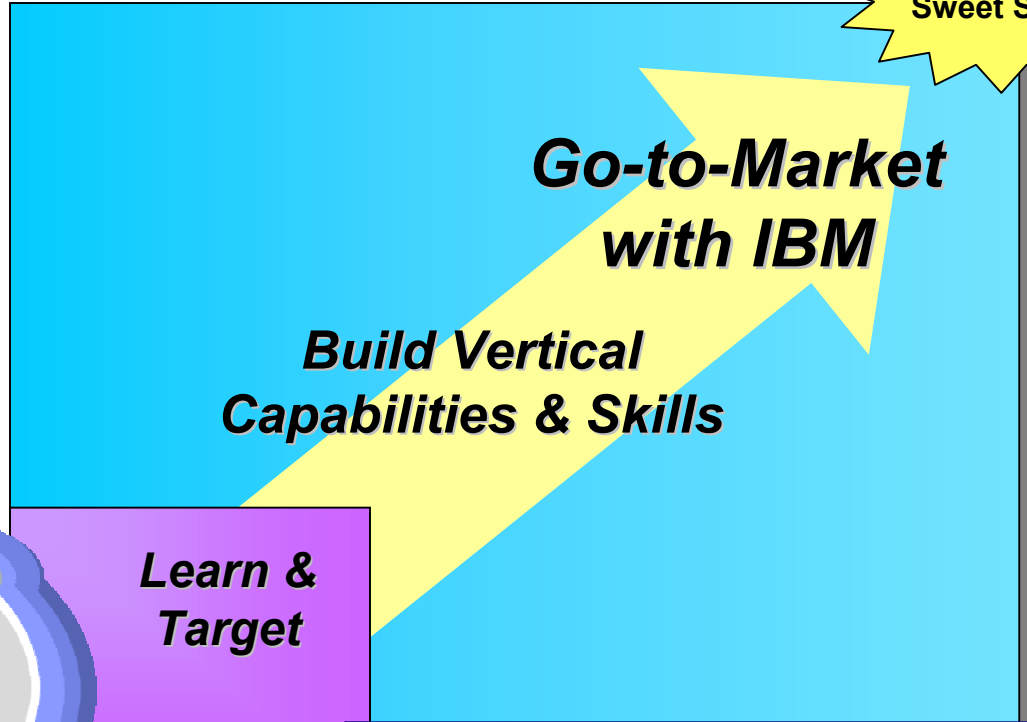
Co-Marketing Program Enhancements

- Provide ISV web access to the full range of co-marketing materials



PartnerWorld Industry Networks

**Benefits can increase
as your investment in
IBM increases**



Industry Networks

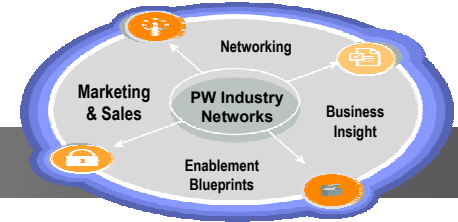
Retail, Financial Markets, Banking, Telecommunications, Healthcare & life sciences, Automotive, Government, Insurance

Manufacturing, Wholesale Distribution, Education, Media & Entertainment



www.ibm.com/isv/marketing/industrynetworks

PartnerWorld Industry Networks Marketing & Sales Benefits



Generate incremental leads and close more business ...

Financial Support for Co-Marketing



50%-70% discount on ads in over 30 industry pubs



50% discount on annual subscription

KnowledgeStorm is an online aggregator of ISV solutions and links the solutions to Yahoo and Google search engines.



50% to 100% discounts for customer webcasts with IBM promotion

... more to come in 2005!

Assistance from IBM's WW Sales Network



IBM Sales Connections

Leverage IBM's WW sales network to close more qualified sales opportunities



How it works

- ISV contacts IBM for sales assistance
- IBM calls ISV to discuss & qualify the opportunity
- ISV is connected with the appropriate IBM sales rep and/or certified business partner
- Support for joint briefings at IBM locations
- Events for networking w/ IBM sales & partners
- Opportunities tracked to closure



Success Story Promotion & Preferred Positioning in IBM's New ISV Application Showcase

Access to benefits is based on PartnerWorld membership level

IBM Server *Proven*[™]



▪ **What is IBM ServerProven and IBM TotalStorage Proven?**

- 600 solutions strong
- Demonstrates enablement and customer experience
- ISV logo programs
- Aligned with Galaxy and IBM Solution Connection[™]

▪ **Results!**

- Rebates up to \$64,000 USD
- Plus incentives for ISVs (iSeries)
- Rebates for servers, storage, hardware upgrades

▪ **What's Next**

- Continue to aggressively recruit ISVs into ServerProven and TotalStorage Proven
- Expanding geographic and product line use

www.ibm.com/solutionconnection



How the rebates work ...

- **ISVs enroll solutions online – simple and easy**
- **Approved to use program logo(s) & offer rebates**
- **Client purchases & submits for rebate – funded by IBM**
- **ISV can also claim incentive payment (ServerProven only)**

SMB ISV Advantage

- Loyalty program, by invitation
- 2-year commitment
- Enable market leaders in key SMB markets to IBM's open middleware and servers
- ISVs port and lead with IBM WebSphere, DB2/Linux on eServers
- Joint demand generation

Over 250 ISVs Have Signed Up!

ISV Commits to:

- Lead with IBM
- Publicly support open systems
- IBM share at 60% within 2 years
- Report leads

IBM Commits to:

- Marketing Support
- Enablement / technical support
- Joint public relations for referenceable customers

"The ISV Advantage program helps us engage our SMB customers more effectively, spotlight common execution problems, and sell total solutions that bring business value to every interaction." Joe Scioscia, Vice President of Sales, Vormittag Associates, Inc.



Business Partner Innovation Centers - BPICs



- **IBM Business Partner Innovation Centers will be a unique community within IBM PartnerWorld focused and skilled to deliver advanced solutions to our clients**

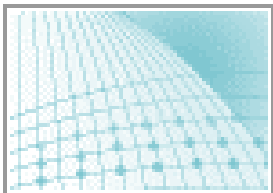
- **IBM Business Partner Innovation Centers**
 - A facility to showcase current STG technologies to customers. This facility should be utilized for customer demonstration, proof of concept testing, and BP skill development
 - Key resource for on demand solutions and POWER technologies
 - Cross-systems skills - eServer and IBM TotalStorage
 - Receive increased visibility - BPIC Branding
 - Access to targeted marketing and technical support



Virtual Innovation Center For Hardware

...an enablement portal for our Business Partners

Solution Sizing Tools



Enablement Roadmaps



Technical Enablement Support

Web based self-help
Links to fee based offering



Hardware Access

Virtual Loaner Program
Linux Test Drive
Lease/Purchase



www.ibm.com/servers/enable

www.ibm.com/partnerworld/vic/hardware

Education and Technical Collateral



skills

IBM Express Portfolio

The right solutions for IBM Business Partners

- **Expand into new markets and customers**
- **Exploit IBM's Express Portfolio marketing emphasis**
- **Leverage Express Portfolio of offerings**
- **Build customer loyalty**
- **Take advantage of IBM Express Portfolio design points**
- **Leverage marketing and sales support**

BARRON'S

"...IBM has done a great job of capturing that (SMB) demand, with a special team of marketers tasked with bringing Big Blue's products to businesses with 1,000 or fewer employees."

November, 2003



Still think IBM is just for large enterprises?
IBM Express Portfolio of offerings are designed and priced just for **midsize businesses**.

ON DEMAND™ EXPRESS PORTFOLIO™
 BUILT FOR MID-SIZED BUSINESS.

New Offerings in the IBM Express Portfolio

- More than 70 Express offerings are already available to Business Partners today

Getting the most out of your IT investments	Enhancing IT security, dependability and compliance
<ul style="list-style-type: none"> IBM Maintenance ServicePacs for Retail IBM SurePOS Express IBM ThinkCentre A50 and A51p IBM eServer pSeries p5 520 Express, p5 550 Express, and p5 570 Express IBM eServer xSeries: x206, x226, x236, x306, x336, x346, x365, IBM Intellistation zPro IBM eServer i5 520 Express Edition IBM Process Integration Solution Express IBM WebSphere Application Server - Express V6.0 IBM WebSphere Business Integration Connect – Express V4.2.1 (Product Refresh) IBM Network Integration and Deployment Services for Internet Protocol Communication help desk solution IBM DB2 UDB Express V8.2 (Refresh) IBM DB2 Everyplace Express V8.2 (Product Refresh) 	<ul style="list-style-type: none"> IBM Network Consulting for Security Audit IBM Infrastructure Recovery Services - E-mail Recovery IBM ThinkPad G41 and T42 IBM TotalStorage: DS300, DS400 IBM Security Express Portfolio Solution for eServer
	<h3>Improving employee productivity</h3> <ul style="list-style-type: none"> IBMLotus Domino Express family IBM Infoprint Express
	<h3>Improving responsiveness to customers, suppliers and partners</h3> <ul style="list-style-type: none"> IBM Integrated Platform Express for Web Application Serving
	<h3>Driving product and service differentiation</h3> <ul style="list-style-type: none"> IBM Solutions Builder Express (Refresh) includes new Starting Points for Business Partners

ON DEMAND EXPRESS PORTFOLIO™
BUILT FOR MID-SIZED BUSINESS.

Summary

Teaming with ISVs & SIs is critical to our success

- **SMB Solutions spending is significant and growing rapidly**
 - Exceeds \$141 billion
- **IBM and IBM Business Partners are uniquely positioned to leverage the IT market opportunity**
 - Strategic investments with ISVs
 - Successful track record with Systems Integrators
 - Need to drive RISV & RSI revenue 40% YTY to gain 13% YTY SMB growth
 - Requires growth at 2x market average
- **IBM is delivering products, offerings, & programs to help our RISV & RSI Business Partners have a successful 2005**

Our Business Partners' Success is Our Success!



IBM Systems and Technology Group University 2005

Selling Solutions to Small and Medium Business Customers

Javier Sada Garcia
Vice President, SMB Solutions and Integrators -EMEA



© 2005 IBM Corporation

IBM Confidential - This educational piece is intended for your use in selling. It is NOT a deliverable for your customers

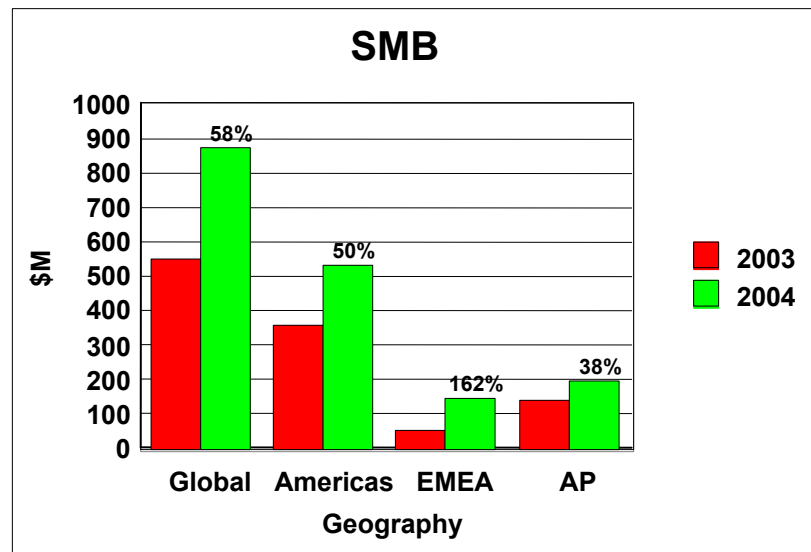
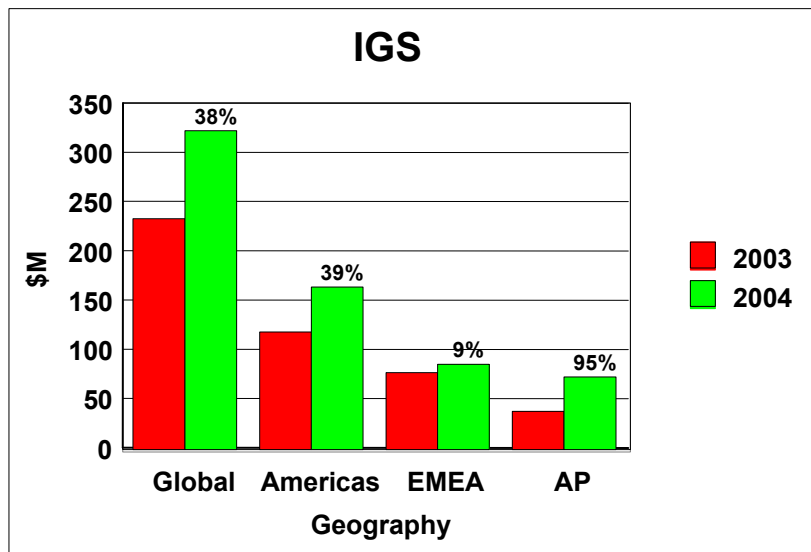
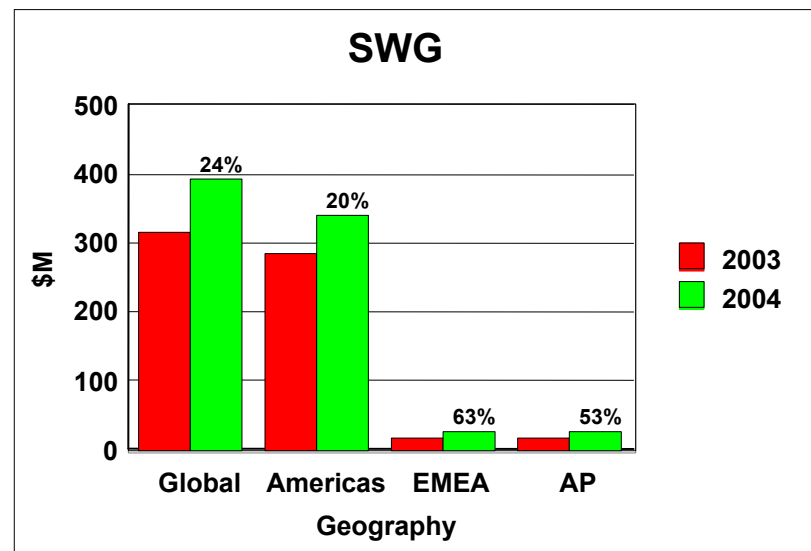
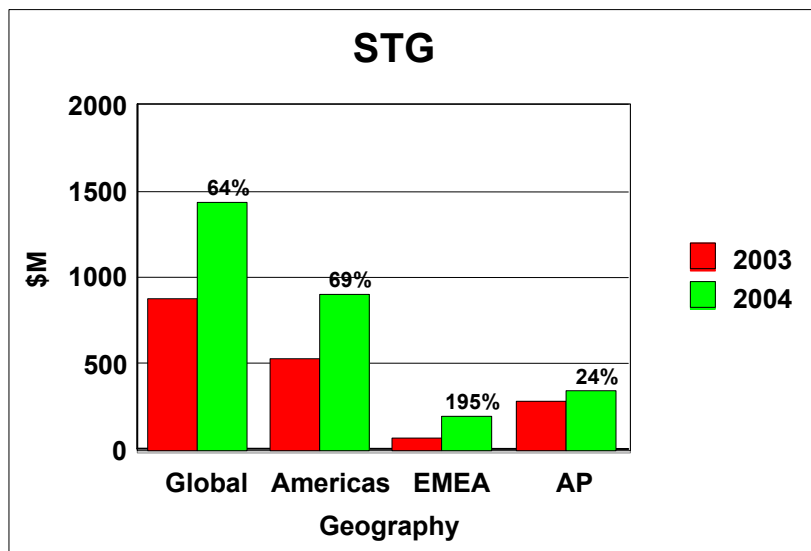
Agenda

- **Regional ISVs & SIs**
 - 2004 Results
 - Mission and Strategy
 - Value Proposition
 - Go-to-Market Execution
 - Geography Highlights
- **Call to Action & Resources**

3Q 2004 Year-to-Date Results

	Revenue (\$M)	YTY Growth	% of Plan
Total RSI/RISV Worldwide Revenue	\$2,222	53%	119%
Total STG	\$1,440	64%	119%
▪ iSeries	\$290	61%	124%
▪ pSeries	\$481	52%	110%
▪ xSeries	\$273	72%	111%
▪ zSeries	\$163	117%	164%
▪ Storage	\$234	59%	120%
SWG	\$392	24%	98%
Services	\$322	37%	132%

3Q 2004 YTD Revenue Results – YTY Growth



What Analysts are saying....

“Customers want regional integrators with whom they can partner. Both large enterprise and SMB customers view their midsize integrators as technology partners, rather than only technology suppliers, and increasingly leverage these firms to augment internal IT staffs;”

Midsize Integrators Flex Their Muscle According to Market Survey

John Madden, Summit Strategies © 2004

"IBM is a company that is firing on all channel cylinders right now. . . .For those who fear IBM is resting on its laurels, think again... IBM is speeding forward and turning up the channel heat on competitors in a wide range of markets. What it all means is that IBM competitors who stay pat should be prepared to eat more dust."

Steve Burke, CRN Magazine, April 23, 2004

RISV and RSI Strategic Intent



To drive hyper growth in SMB, solutions and competitive markets by first driving the adoption and integration of industry standards and IBM technologies by the most influential Regional ISVs and SIs, and then working with these RISV and RSI firms to drive sales of these 'on demand' solutions

**“Share
through
Solutions”**

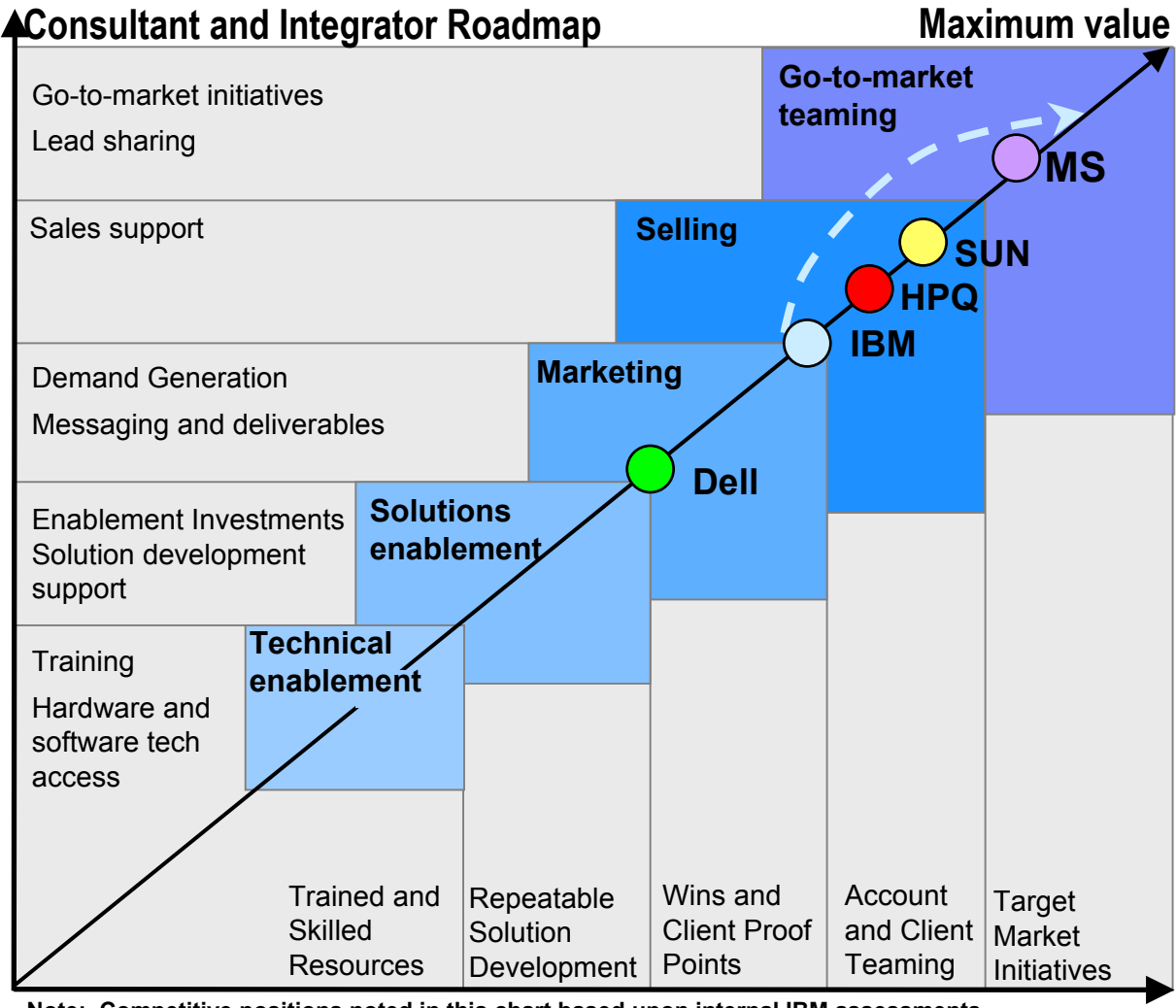
2005 SMB Influencer Strategy

MISSION: *Establish IBM as the preferred technology and services supplier for Regional ISVs and Systems Integrators to leverage their influence in mid-market solutions spending decisions*

- **Increase IBM and RSI / RISV growth, profitability and share**
 - Leverage RSI/RISVs to drive On Demand, EBO and Express opportunities
 - Team with RSIs to extend IGS market reach into SMB
- **Enable competitive advantage by delivering a best of breed value proposition leveraging the full breadth of IBM's brand, solutions and program portfolio**
- **Enhance the total Business Partner experience through improved ease of doing business**

Teaming Strategy

Value proposition framework for reaching maximum value



2005 Focus Areas

Channel Enablement

- Regional influencer education
- Express enablement for RSIs

RSI go-to-market activities

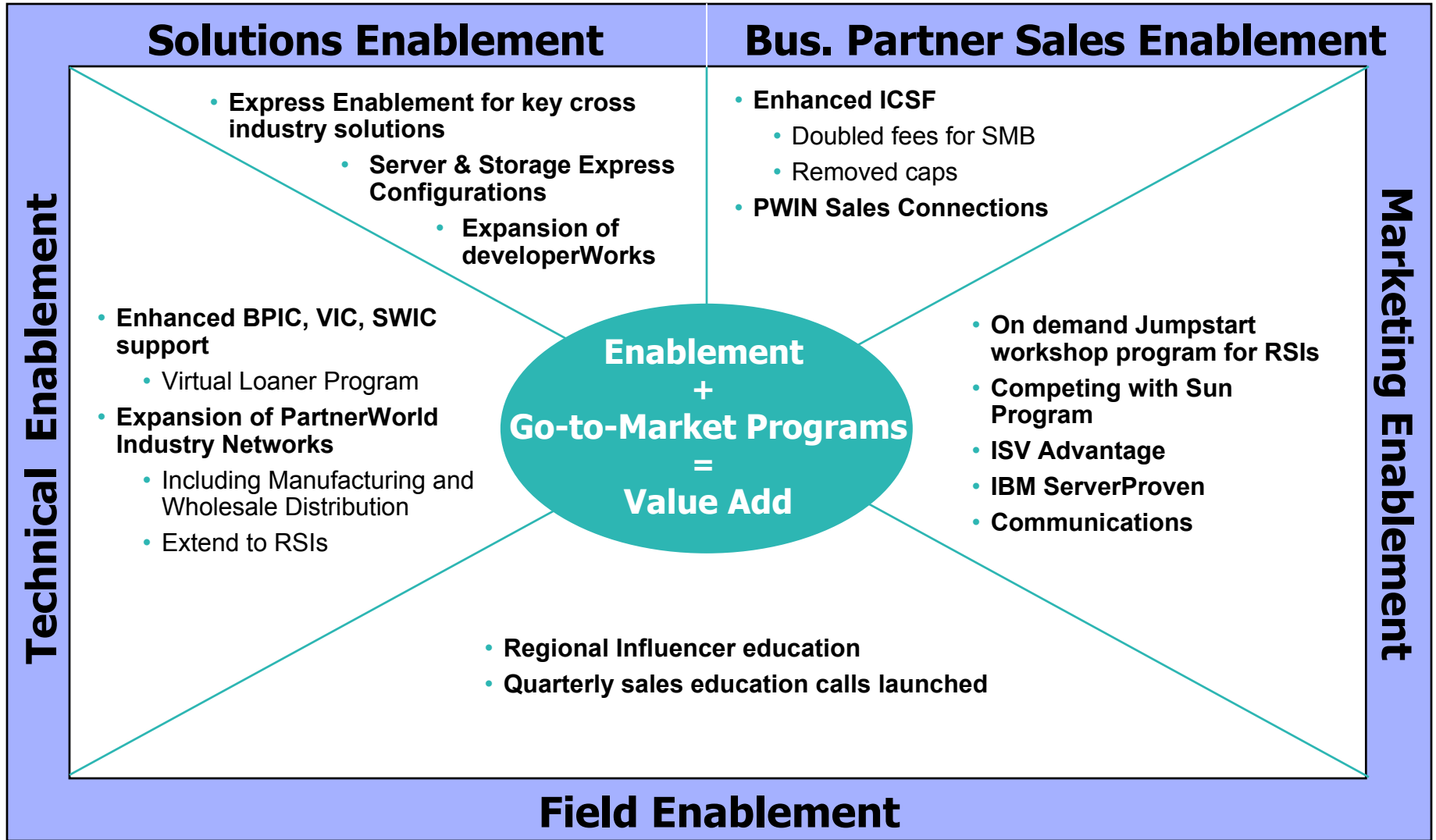
- Leverage on demand, Express & EBO
- Launch PW Industry Networks for RSIs

Teaming

- Leverage IGS Teaming Initiatives to drive leads and subcontracting opportunities to RSIs

Note: Competitive positions noted in this chart based upon internal IBM assessments

Enablement



IBM Programs for Regional ISVs and SIs

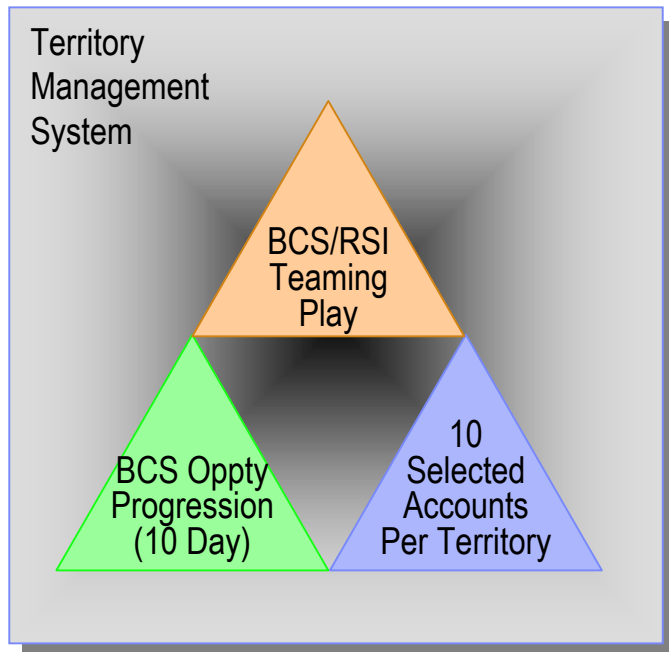
		SMB	Applies to:	
			RISV	RSI
Programs				
ISV Marketing Program	ISV Advantage	Implemented	Implemented	Coming soon
	PartnerWorld Industry Networks	Coming soon	Implemented	Coming soon
	ISV Ecosystem Initiative	Implemented	Implemented	Coming soon
	Global Solutions Directory	Implemented	Implemented	Coming soon
On Demand Business	Messaging Handbook for On Demand Business	Implemented	Implemented	Coming soon
	Cookbook for On Demand Business	Implemented	Implemented	Coming soon
	On Demand Jumpstart Pilot	Implemented	Implemented	Coming soon
PartnerPlan		Implemented	Implemented	Coming soon
Small and Medium Business Advantage		Implemented	Implemented	Coming soon
IBM Express		Implemented	Coming soon	Coming soon
Opportunity Support Kit		Implemented	Implemented	Coming soon
IBM eserver Solution Connection		Implemented	Implemented	Coming soon
IBM Server Proven		Implemented	Implemented	Coming soon
e-business Hosting Services (Application Enablement Program)		Implemented	Implemented	Coming soon
IBM Global Financing		Implemented	Implemented	Coming soon
Campaign Designer		Implemented	Implemented	Coming soon
PartnerWorld 2005 Beacon Awards		Implemented	Implemented	Coming soon
Incentives				
IBM Complementary Solution Fee (ICSF)		Implemented	Implemented	Coming soon
IGS Lead Pass		Implemented	Implemented	Coming soon
Leaders for Linux		Implemented	Implemented	Coming soon
Communication				
PartnerWorld News		Implemented	Implemented	Coming soon
C&I Website		Implemented	Implemented	Coming soon
C&I Newsletter		Implemented	Implemented	Coming soon
Technical Enablement				
IBM Innovation Center		Implemented	Implemented	Coming soon
IBM Virtual Innovation Center (VIC)		Implemented	Implemented	Coming soon

Legend

Implemented	Implemented
Coming soon	Coming soon

The BCS/RSI SMB Mid-Market Teaming Initiative

Three distinct components make up the BCS SMB Mid-Market and Regional System Integrator (RSI) teaming initiative



- ▲ **BCS/RSI teaming play:** Leverage select RSIs in both sales and delivery relationship to fill the gaps and extend BCS' market reach in SMB Mid-Market
- ▲ **BCS opportunity progression (10 day decision to engage):** Drive opportunity progression with qualified RSIs when BCS decides not to pursue
- ▲ **10 selected accounts per territory:** Agree on 10 client accounts where RSIs will have the lead

Launch: Nov 2004 in 2-3 U.S. territories.
With key learnings gathered, replicate to more territories globally

Roles & Responsibilities

“Launch”

RM – Relationship Mgr for High Touch “Invest” RISV/SI Business Partners

- Leads geo level sales execution with influencer Business Partners
- Drives marketing plan and ecosystem teaming workshops
- Responsible for the execution of Business Partner plan
- Responsible for pipeline management with Business Partner

Brand BDMs – STG:

- Business Development Role
- Develop and implement metric managed marketing actions
- Perform channel enablement

Brand Channel- STG Influencer BSS & SWG SSR BP:

- Influencer OI & revenue target for prioritized RISV/SI Business Partners.
- Delivers Brand competitive value proposition.
- Provide sales and technical support.

SW Technical Advocate: Drive higher levels of IBM middleware adoption in Business Partner’s solution stack. Advise Business Partner on SW technical enablement.

“Landing”

TPM – Responsible for local sales execution with a select subset of key territory ISV Ecosystems.

(Not all RISV plays will be relevant in every Territory).

TMM - Responsible to assist TPM with local sales tactics for key territory ISV Ecosystems.

STG SMB Brand Specialist - Dedicated SMB resources responsible for driving brand sales execution at the territory level – responsible for territory Business Partner pipeline progression and transaction support.

SWG SSR – Dedicated SMB resources responsible for driving software brand sales execution at the territory level.

SWG BP TR - responsible for SW Business Partner pipeline progression and transaction support.

“Who does what” - Driving “Landings” for Sales Transactions

	OI	OO	Fulfillment
Influencer Business Partner identifies opportunity	Influencer Business Partner Relationship Mgr makes the connection to Territory TPM	If ISV is not a reseller, then TPM identifies Business Partner(s) required to work identified opportunity	Ecosystem Business Partner or IBM
SMB Territory seller identifies solution opportunity	TSR iTSR TSL <i>Campaigns</i>	TPM helps identify appropriate ISV Business Partner(s)	Business Partner or IBM

Territory assigned Brand resources are responsible for driving brand sales in territory and managing the progression of opportunities through sales cycle.
 TPMs are responsible for local territory sales execution with selected region ISVs and SIs and their ecosystem



IBM Systems and Technology Group University 2005

EMEA Specific Activity



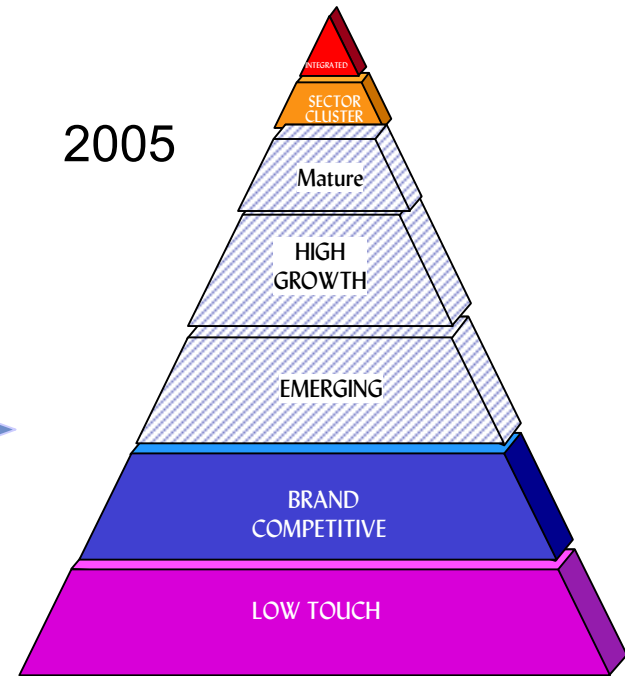
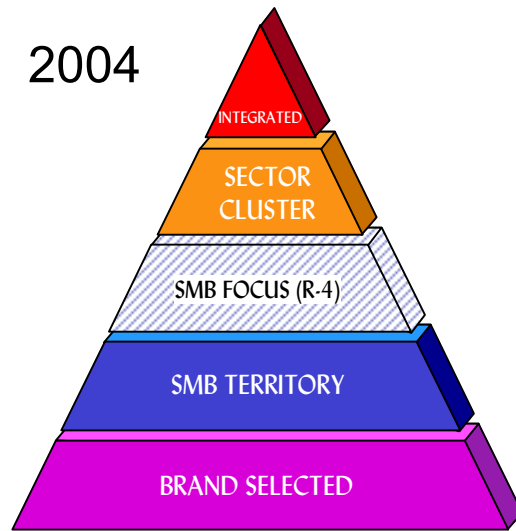
Geography Focus - EMEA

- **RISV / RSI 2004 Business Success**
- **Coverage model in EMEA**
- **SMB Management System**

RISV / RSI Business Success in EMEA in 2004

	Total Influenced Revenue	Total SMB influenced Revenue
Regional ISVs	\$289M	
Regional SIs	\$168M	
Total	\$457M	\$181M
IBM Complementary Solutions Fee (ICSF)		
▪ RISV / RSI partners in Program	176 (SW & HW)	
Generated leads	\$57M	

EMEA Coverage Model



Low Touch

- ISV enabled on platform, but low share/revenue on IBM
- Track initiatives (PWIN, SeverProven, etc)
- Company is poised for future growth

Brand/Competitive

- Zero or low share on a specific platform
- ISV not supportive of IBM middleware
- Important as NEW ISV growth for a specific platform
- Important for NEW competitive share gains
- NEW ISVs, not a reclassification from existing Route 4 ISVs

Emerging

- Important for EBOs and growth industries
- ISV has less than 30% share on IBM
- ISV supportive of IBM middleware

High Growth

- Established ISVs with 30-60% share on IBM
- ISV supportive of IBM middleware
- Application shows continued industry growth

Mature

- Established ISVs with 60+% share on IBM
- ISV supportive of IBM middleware

SMB Ecosystems – EMEA

ACG

Alpha Landsteinar

Agilisys

Axentive

CCMX

Citrix

Cognos

Datamirror

Eribancaire

GEAC

GIS

Hyperion

Intec

Javelin

J&J Dreger

Login

Mapics

Misys

Mummert & Partner

Rubus

Sage

Sapiens

Sinapsi

Smart 421

SoftM

Telvent

Triangle

Veritas

Vision

EMEA SMB Management System Focus

- Quota Alignment w/SMB Region Teams
- Weekly Sales Cadence
- Management System w/SMB Targets for OI and Revenue by Region/Brand
- ICSF Program Enhancement for SMB Accounts
- Monthly Marketing Interlock w/SMB
- Leverage ISV Advantage Agreement in SMB
- Energize SMB Express Offerings to RISV and RSI Business Partners
- Improvement in Territory Initiatives and Tactics
- Ecosystem enablement with RISV and RSI Business Partners

Calls to Action

- **Focus on the RISVs/RSIs that can make the difference in your Territory**
- **Make sure your TPM meets selected RISVs/RSIs regularly and iTSRs know their solutions to drive OI**
- **Leverage key IBM programs for RISVs and RSIs**
 - ISV Advantage Agreement
 - ICSF
- **Sponsor and drive the local IBM/BP events in your Territory**
 - Networking opportunity
 - Incremental OI
 - POWER5 business
- **Make RISVs and RSIs an integral part of your weekly SSL calls**
 - Track RISV and RSI OI, pipeline progression and wins
 - Track ISV Advantage Agreement results
 - Ask for and get bottom line results

RISVs and RSIs will help you achieve your 2005 budget!

R4 Key Contacts in EMEA

Region R4 Leaders

CEMA Region R4 Leader	Mladen Radunic/Croatia/IBM	385-21-380-201
Central Region R4Leader	Markus Distel/Germany/IBM	49-711-785 x2662
Nordics Region R4 Leader	Henrik Morck/Denmark/IBM	45-45 23 30 00 x3840
North Region R4 Leader	Austen McDonach/UK/IBM	44-141-314-8803
South Region R4 Leader	Eugenio Meschi/Italy/IBM	39-02.5962.5716
West Region R4 Leader	Olivier Paly/France/IBM	33-1.4905.8723

R4 Key Contacts in EMEA

EMEA Contacts

VP, SMB Solutions & Integrators – EMEA	Javier Sada Garcia/Spain/IBM	34-91 397 5899
EMEA RISV/RSI Operations Manager	Nicola Lamb/UK/IBM	44-20-88446964
EMEA RISV/RSI Marketing Manager	Pete Jakob/UK/IBM	44 1962 818033
EMEA ICSF Program Manager	Karla Ferrer/France/IBM	331-4188-65-35
STG EMEA RSI & RISV Sales Manager	Dominique Brouchet/France/IBM	33-1.4905.7210
SWG EMEA RSI & RISV Sales Manager	Eric Menache/France/IBM	33-1 41 88 5015 x8350
IGS BP and Alliances Leader	Annie Korsia/France/IBM	33-4188-5080
SMB EMEA TPM Sales Leader	Carlos Sardo/Portugal/IBM	351-22.2071063
EMEA RISV/RSI Marketing Leader	Rita Thompson/UK/IBM	44-1784 445781
STG Regional ISV & SI Marketing Manager	Angela Bates/UK/IBM	44-20-88184710
STG EMEA Partner Marketing Manager	Bob Yelland/UK/IBM	44-20-88446211
ISV Advantage Program Manager	Andrea Hankel/Germany/IBM	49-211-476-0 x2250

IBM Entry Points for Additional Information

- **SMB Advantage – PartnerWorld website portal**

https://www.ibm.com/isv/partnerworld/mem/strategy/smb_about_smba.html

- **ServerProven**

www.ibm.com/solutionconnection/enroll

- **PartnerWorld Industry Networks**

www.ibm.com/isv/marketing/industry networks

- **Servers & Storage Express Configurations**

www.ibm.com/mediumbusiness/us/express

Trademarks

The following are trademarks of the International Business Machines Corporation in the United States and/or other countries. For a complete list of IBM Trademarks, see www.ibm.com/legal/copytrade.shtml: AS/400, DBE, e-business logo, ESCO, eServer, FICON, IBM, IBM Logo, iSeries, MVS, OS/390, pSeries, RS/6000, S/30, VM/ESA, VSE/ESA, Websphere, xSeries, z/OS, zSeries, z/VM

The following are trademarks or registered trademarks of other companies

Lotus, Notes, and Domino are trademarks or registered trademarks of Lotus Development Corporation
Java and all Java-related trademarks and logos are trademarks of Sun Microsystems, Inc., in the United States and other countries
UNIX is a registered trademark of The Open Group in the United States and other countries.
Microsoft, Windows and Windows NT are registered trademarks of Microsoft Corporation.
SET and Secure Electronic Transaction are trademarks owned by SET Secure Electronic Transaction LLC.
Intel is a registered trademark of Intel Corporation
* All other products may be trademarks or registered trademarks of their respective companies.

NOTES:

Performance is in Internal Throughput Rate (ITR) ratio based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput that any user will experience will vary depending upon considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve throughput improvements equivalent to the performance ratios stated here.

IBM hardware products are manufactured from new parts, or new and serviceable used parts. Regardless, our warranty terms apply.

All customer examples cited or described in this presentation are presented as illustrations of the manner in which some customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics will vary depending on individual customer configurations and conditions.

This publication was produced in the United States. IBM may not offer the products, services or features discussed in this document in other countries, and the information may be subject to change without notice. Consult your local IBM business contact for information on the product or services available in your area.

All statements regarding IBM's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only.

Information about non-IBM products is obtained from the manufacturers of those products or their published announcements. IBM has not tested those products and cannot confirm the performance, compatibility, or any other claims related to non-IBM products. Questions on the capabilities of non-IBM products should be addressed to the suppliers of those products.

Prices subject to change without notice. Contact your IBM representative or Business Partner for the most current pricing in your geography.

References in this document to IBM products or services do not imply that IBM intends to make them available in every country.

Any proposed use of claims in this presentation outside of the United States must be reviewed by local IBM country counsel prior to such use.

The information could include technical inaccuracies or typographical errors. Changes are periodically made to the information herein; these changes will be incorporated in new editions of the publication. IBM may make improvements and/or changes in the product(s) and/or the program(s) described in this publication at any time without notice.

Any references in this information to non-IBM Web sites are provided for convenience only and do not in any manner serve as an endorsement of those Web sites. The materials at those Web sites are not part of the materials for this IBM product and use of those Web sites is at your own risk.

Back Up

STG Go-to-Market Programs & Support

■ IBM ServerProven

- Solutions bearing the ServerProven designation have been installed by at least one customer in a real-world, production environment
- Increased awareness of ServerProven solution in IBM's extensive sales channel: IBM Business Partners, IBM's direct sales force and IBM's electronic vehicles
- Benefits to customers include rebates on IBM hardware when purchased with ServerProven software applications (rebate amounts vary)

■ Servers & Storage Express Configurations

- The IBM Express Portfolio is for mid-sized businesses who are looking for a competitive edge in an on demand world.
 - A complete portfolio of hardware, software, services and financing solutions designed, developed and priced specifically to address business challenges
 - Easy to acquire, install, and manage and are competitively priced
- <http://www.ibm.com/mediumbusiness/us/express/>

■ STG Americas Influencers co-marketing and Business Partner Event support

- Selectively offered to eServer ISVs to co-fund ISV led and executed demand generation campaigns or events
- IBM funds 50% of initiative and ISV would share the resulting lead information with IBM
- ISV and IBM would jointly drive new leads through the sell cycle