Accelerating Sales with Linux

ON **DEMAND BUSINESS**™

Agenda

- **Market opportunity**

- **Infrastructure Solutions**

- **Where customers are using Linux**

- **Industry Solutions & customer examples**

- **Resources**

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Market Opportunity - 2003 Linux Revenue & Shipments

- **Infrastructure = 65% of Total Linux Revenue**

- **Infrastructure = 67% of Linux shipments**

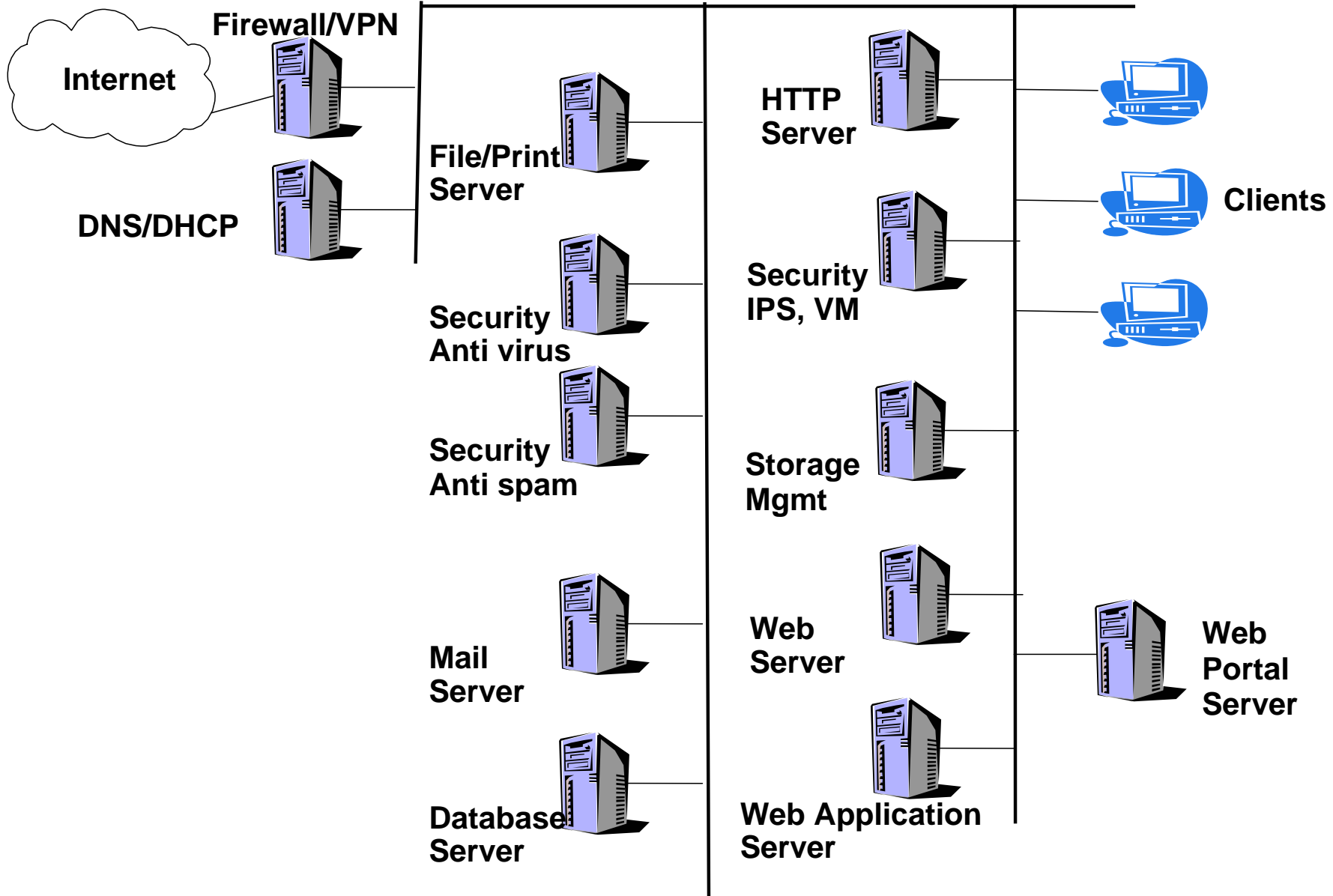| Workload	Revenue	Shipments
Collaboration	$391K	108K
IT Infrastructure	$1133K	295K
Web Infrastructure	$594K	154K
Total Infrastructure	$2,118K	557K
Total	$3,249K	826K

Source: IDC June, 2004

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Why sell Infrastructure Solutions?

- **70% of Linux customers are buying infrastructure solutions**

- **Large target installed base**
    - **2 million+ NT servers**
    - **2 million down rev NetWare servers**
    - **6M Windows 2000 servers**
    - **2.3M non-AIX Unix servers**

- **Customers are seeking Windows, Netware and OS/2 alternatives NOW**

- **IBM and our partners have attractive solutions**

- **Over 230 IBM infrastructure references!**

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Typical Infrastructure applications

Internet

Firewall/VPN

DNS/DHCP

File/Print Server

Security Anti virus

Security Anti spam

Mail Server

Database Server

HTTP Server

Security IPS, VM

Storage Mgmt

Web Server

Web Application Server

Clients

Web Portal Server

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Linux Alternatives

Linux Alternatives	Solution	How	Complexity
File/Print	Novell OES	Admin	Low
	SAMBA	Steps	
IIS (HTTP)	IBM http Server	Admin	Easy
		Steps	
Exchange	Domino	Lotus & ISV Migration Tools	Med.
MS SQL Server	DB2	Migration Tool	Med.
ASP + COM (applications)	WebSphere	ISV Tools or Rewrite	Windows -
	JSP + EJB		w/ISV apps Low
			w/o Higher
			UNIX - low
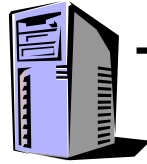
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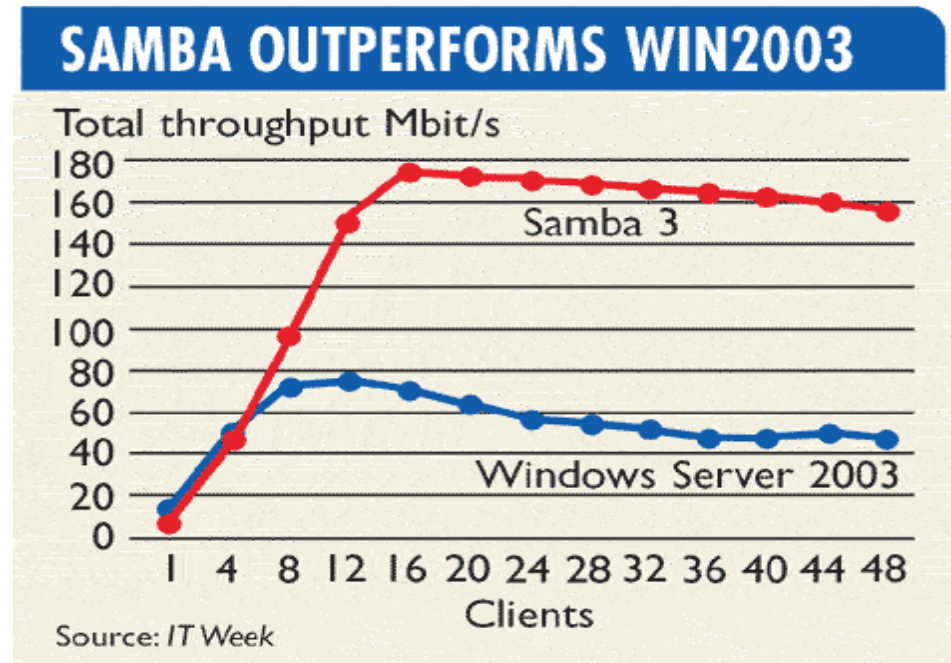# File/Print Serving

ON DEMAND BUSINESS™
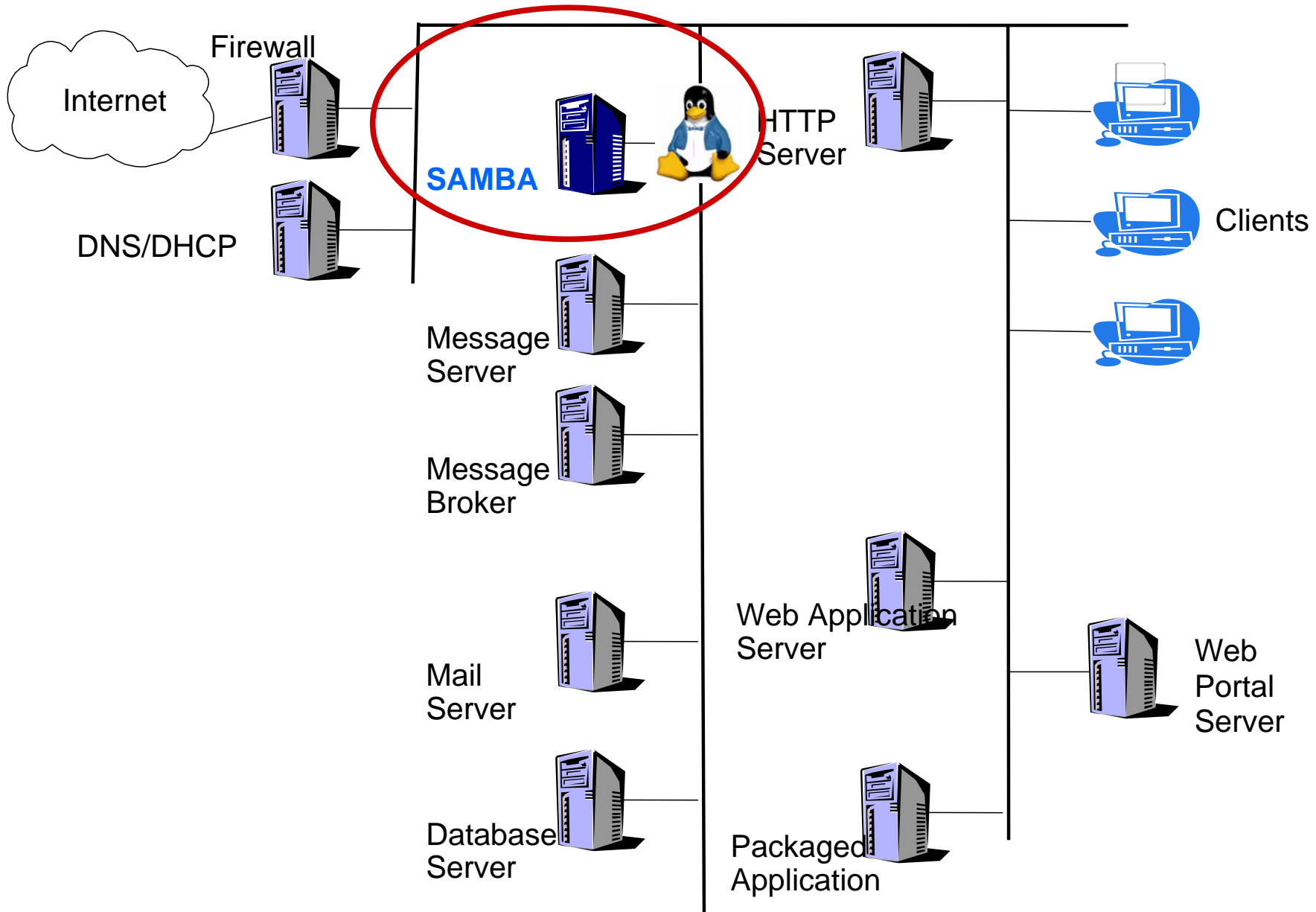
SAMBA

- **Windows File/Print Serving**

  – **SMB (Server Message Block) Protocol based**

  – **SMB allows access to Shared disk and printers**

- **What is SAMBA?**

  – **Open Source software**

  – **Allows access to shared disk and printers**

  – **SAMBA provides**

    . **SMB Server**

    . **NetBIOS name server**

    . **FTP like SMB client**

    . **Command line tools**

SAMBA Benefits

- **Leverage existing file/print hardware**

- **Superior performance**

- **Improved manageability**
  - **Less number of servers**
  - **Higher availability**

SAMBA OUTPERFORMS WIN2003

Total throughput Mbit/s

Samba 3

Windows Server 2003

Clients

Source: IT Week

ITWEEK "Samba 3 runs rings around Windows Server 2003 in file serving performance"

Open Enterprise Server Overview
## Networking Application Services for the Enterprise

	File Services	Novell iFolder®, NSS	Personal file backup and anytime/anywhere access. Granular file trustee rights management and virtual storage mgt.
	High Availability	Novell Clustering	Clustering / high availability for NetWare and Linux
	Print Services	iPrint	Support IPP standards-based printing for Windows, Mac and Linux clients. Using web-based maps, users can quickly find and install printers.
	Identity Services	eDirectory™	eDirectory. Web address book w/search and self-administration.
	Administration Services	iManager	Browser-based single point of administration for all OES Services.
	Web Experience	Net Storage, Virtual Office	Unified web access experience with gadgets to all OES Services. Use Tomcat and a Java Virtual Machine. Include exteNd and MySQL for ISVs.
	Install and Patch/ Update Services	RPM & Red Carpet™	Server-based install with Express and Custom options. Red Carpet Daemon pre-configured to use a Novell hosted Red Carpet Enterprise™ server with patches and updates
	Health Monitoring Services	CIM & iManager	CIM-based management and providers. Server health monitoring integrated into iManager.
	Desktop Integration	Novell Client™ experience	Login script support, file access, background authentication, iPrint, iFolder available both on Windows and Linux desktops

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Open Enterprise Server
## Added Value to SUSE Linux

- **IT Infrastructure** , **a** *collection of client devices, servers, storage, networks, databases and middleware supporting the delivery of business applications and IT-enabled business processes.* -Gartner

- **OES adds value to SUSE Linux in five key IT Infrastructure areas:**

- **1. Management Scalability**

- **2. Global Security**

- **3. End-User Productivity**

- **4. Deployment Agility**

- **5. Business Continuance**

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Apache/IBM http server

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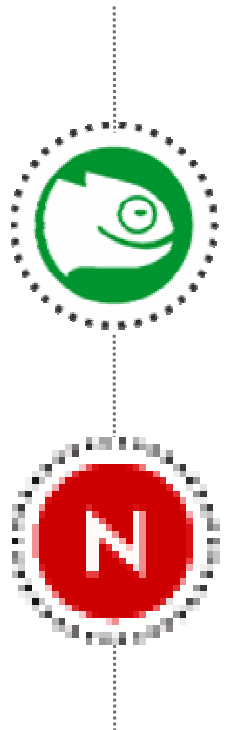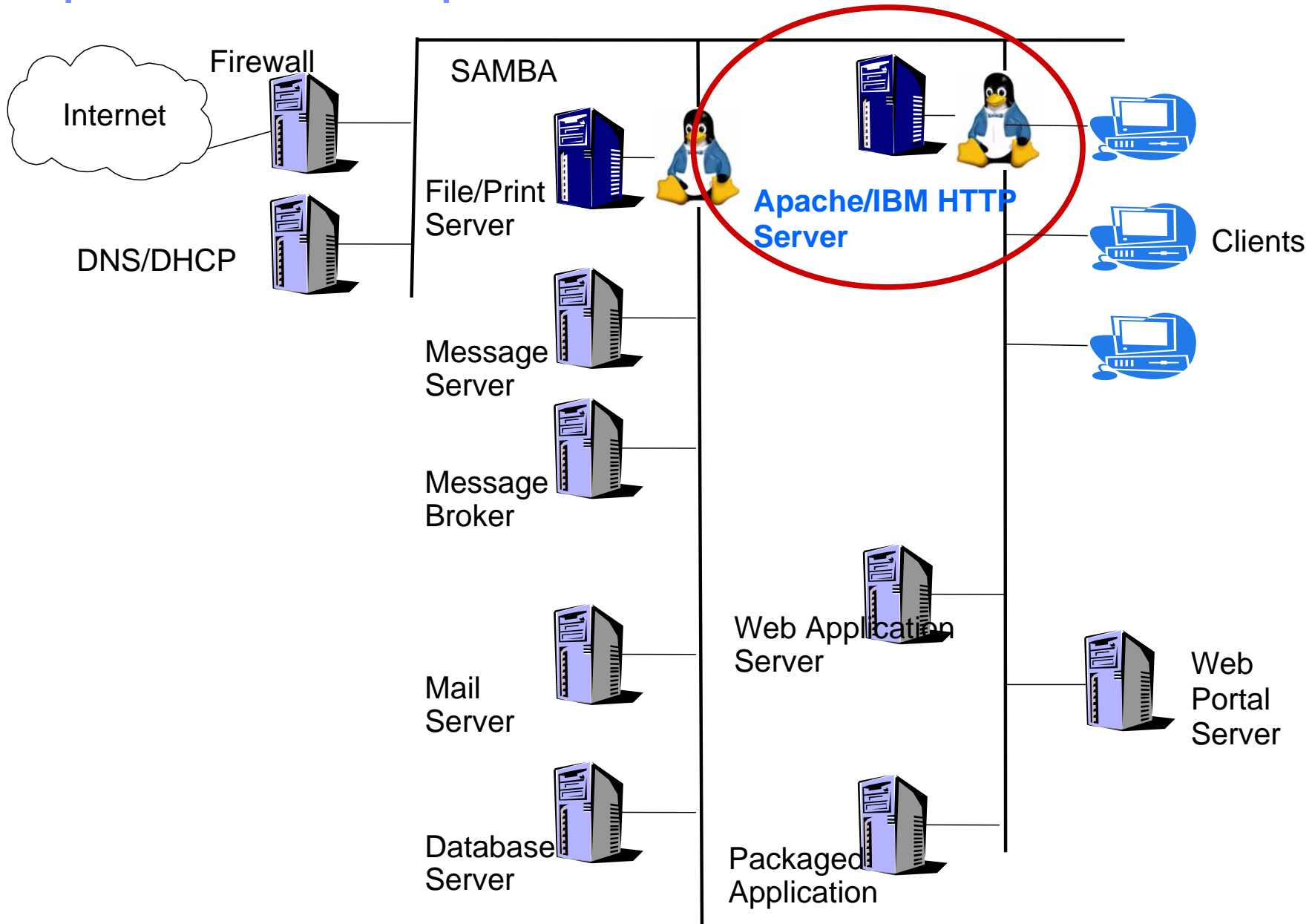
Apache/IBM http server

- ## What is Apache?

  The Apache Software Foundation
  http://www.apache.org/

  – Open source Web Server

  – Available for download from www.apache.org
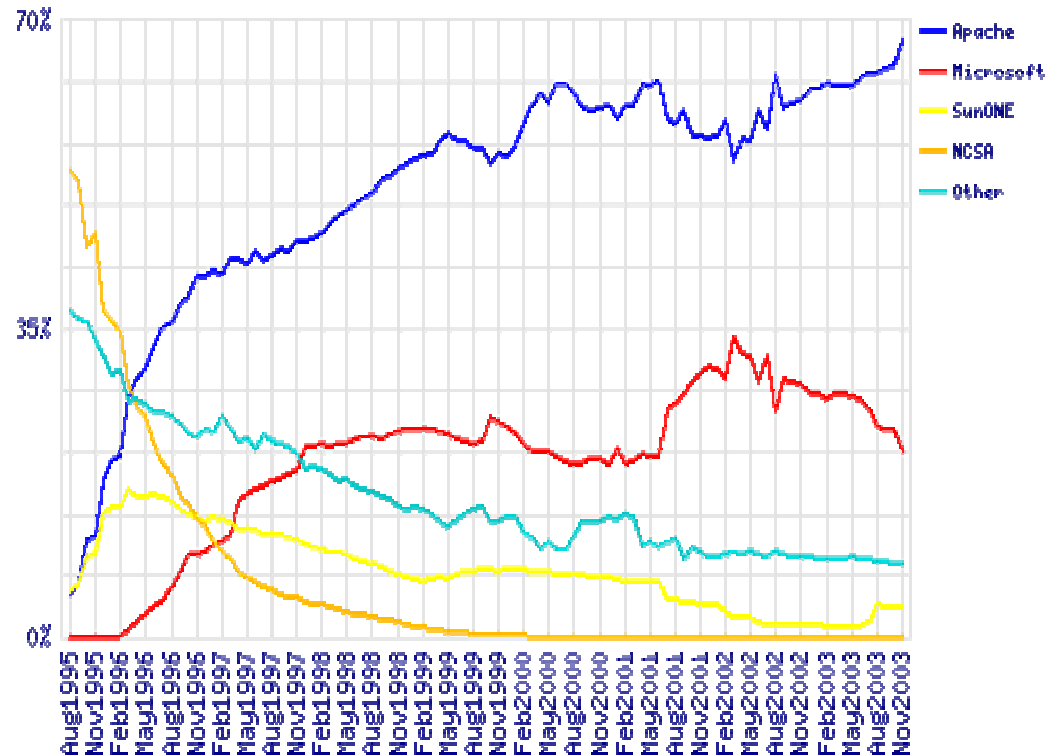
  – Flexibility – runs on several platforms

- ## What is IBM http server?

  – Based on the Apache Open source core

  – Available for download from IBM

  - www.ibm.com/software/webservers/httpservers/

  – Supported by IBM

  – Advantages

  - Support for SSL Secure connections
  - Hardware crypto support
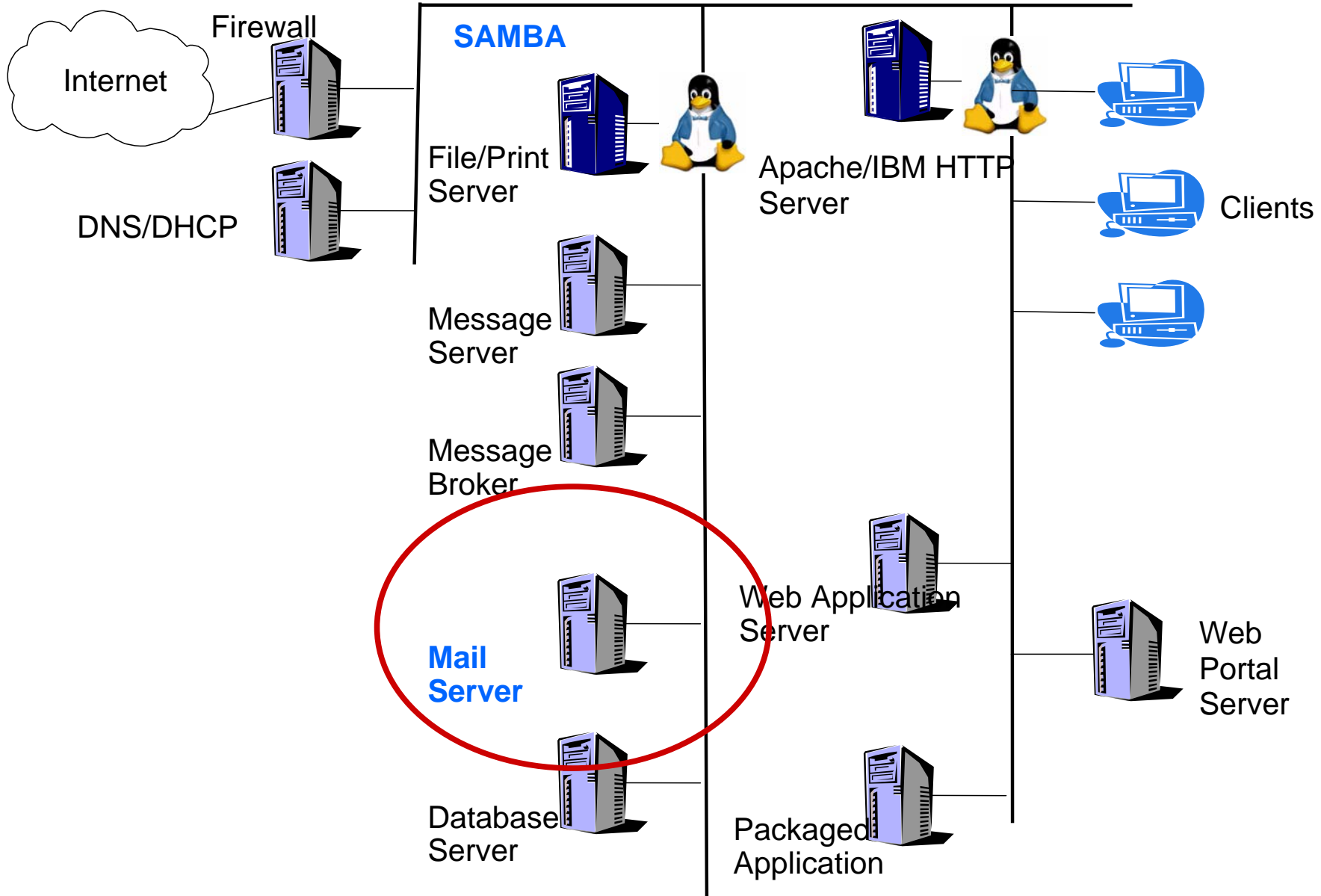 - Fast Response Cache Accelerator

Apache/IBM http server benefits

- **Extend the use of existing hardware**

- **Based on Open standards**

  - **Start with Open Source Application servers (Tomcat)**

  - **Move the application to WebSphere as demands increase**

- **Consolidate with other infrastructure reducing costs**

From 1995 to 2003 Apache has the largest installed base

IBM Lotus Domino

SAMBA

Internet

Firewall

DNS/DHCP

File/Print Server

Message Server

Message Broker

Mail Server

Database Server

Apache/IBM HTTP Server

Web Application Server

Packaged Application

Web Portal Server

Clients

Domino as Exchange replacement

Microsoft

IBM

	Clients	•**MS Outlook**
•<u>**MS Outlook**</u>		•<u>**MS Outlook**</u>
•**POP/IMAP**		•**Lotus Notes**
•**Web (2 modes)**		•**POP/IMAP**
		•**Web (2 modes)**

	Messaging Server	
Exchange 5.5/2000		**Domino 6.51**

	Operating System	
Windows NT/2000		**Linux**

	Hardware	
Intel Server		**xSeries, BladeCenter**

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Why Domino on Linux

IBM Lotus Domino advantages over Exchange 2003:

- No need to deploy Active Directory

- Not tied to a particular version of the operating system

- Runs on many other operating systems

- Radicati Group Study shows Domino 6 has a 47% lower TCO

- MS Outlook is supported, as well as a full functioning web client

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Edith Cowan University

Internal

Consolidated storage solution safeguards data, enables new services

WHY BECOME ON DEMAND:

Edith Cowan University, which educates 20,000 students at four campuses located throughout Western Australia, relied on outdated storage technology and backup and recovery processes to safeguard its information assets. It sought a new solution that would protect it from a potential loss of critical data and also create new revenue-generating service opportunities, including the collection of fees to back up and recover data on students' personal laptops.

SOLUTION:

The university's first step was to consolidate its disparate storage infrastructure and use a single system to back up all application servers and faculty workstations. This allows it to monitor daily usage, identify trends, anticipate storage needs and help control storage management costs. To support the new environment, which runs on Linux® software, it implemented IBM Tivoli® Storage Manager and IBM Tivoli Storage Resource Manager on @server™ s® servers with an IBM Tape Library 4560.

BENEFITS:

- Reduced administrator involvement
- Could reduce redundant storage costs by more than 8%
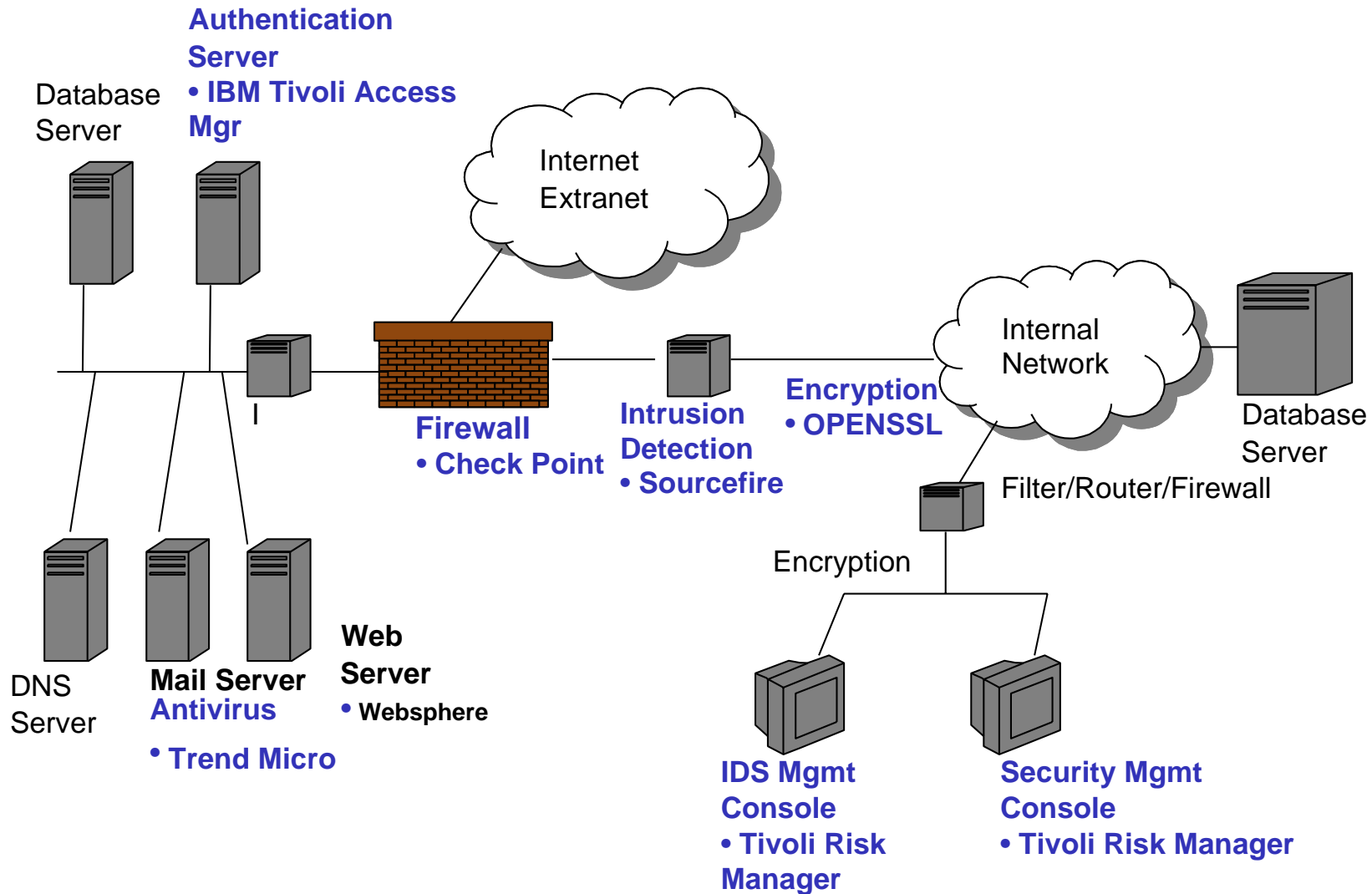- Enables new revenue-generating services

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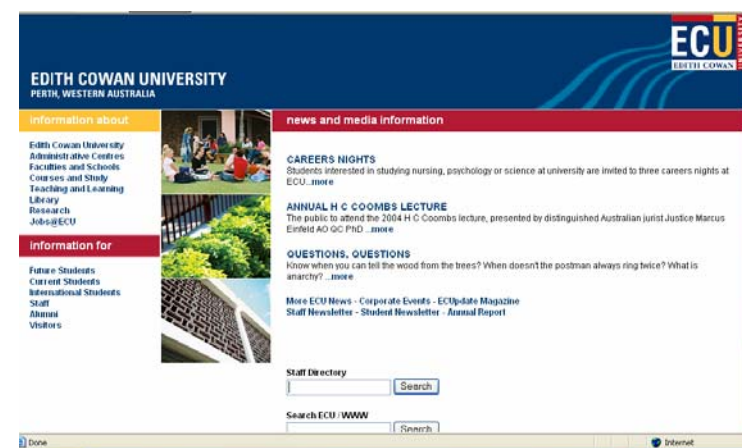
Security Market Overview

Radicati Aug '04 study, "Enterprise Security Market, 2004-2008," said the total enterprise security market is a $2.9 billion industry worldwide this year, and is expected to "grow rapidly" over the next four years, reaching $6.6 billion in 2008.

- **The Internet Security market's growth will reach $14.2 billion in 2005. Chris Christiansen, IDC VP of Internet Infrastructure & Security software.**

- **The consensus among industry analysts is that the global information security market will grow at more than double the rate of IT market, clocking in at 15% to 20% annual growth from 2003 to 2006, Computer World.**

Security Solutions

Authentication Server
• IBM Tivoli Access Mgr

Database Server

Internet Extranet

Firewall
• Check Point

Intrusion Detection
• Sourcefire

Encryption
• OPENSSL

Internal Network

Database Server

Filter/Router/Firewall

Encryption

DNS Server

Mail Server
Antivirus
• Trend Micro

Web Server
• Websphere

IDS Mgmt Console
• Tivoli Risk Manager

Security Mgmt Console
• Tivoli Risk Manager

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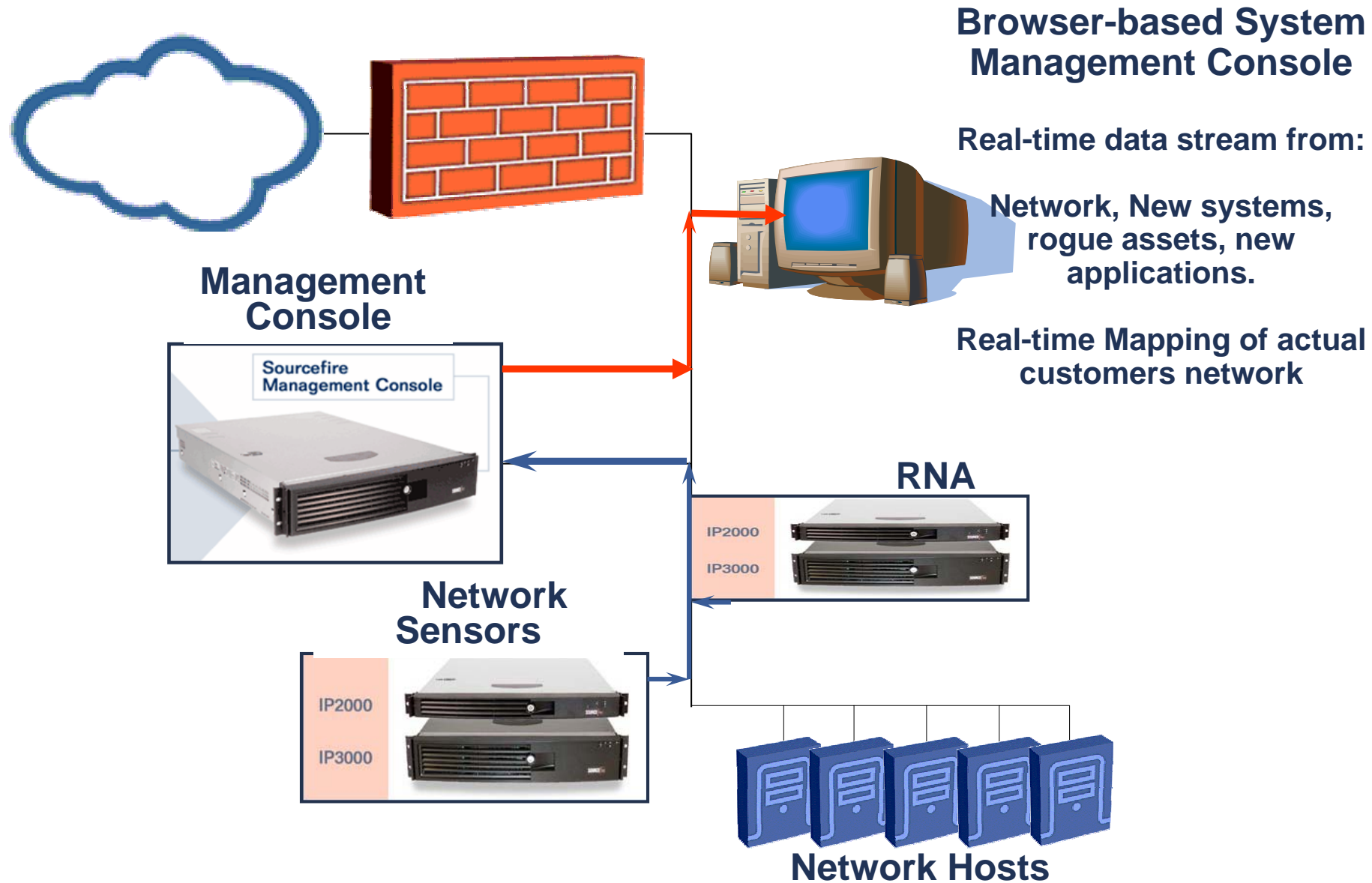
Security Solution: Sourcefire

- **Solution overview: Intrusion detection and unique real-time vulnerability monitoring on xSeries x305/6 and x345**

- **Target customers: Med-Large**

- **Target industries: Finance, Telco, Government, Healthcare**

- **IBM customer success story: GlaxoSmithKline**

- **IBM contact: Tag Robertson, taggart@us.ibm.com**

- **Company information: www.sourcefire.com**

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Sourcefire Intrusion Management System

Browser-based System Management Console

Real-time data stream from:

Network, New systems, rogue assets, new applications.

Real-time Mapping of actual customers network

Management Console

Sourcefire Management Console

Network Sensors

IP2000

IP3000

RNA

IP2000

IP3000

Network Hosts

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Sourcefire

- ## Company profile
  - Founded by Martin Roesch, creator of Snort Open Source Intrusion Detection
  - 85 employees as of January 1, 2004
  - More than 300 customers

- ## Product focus
  - Network security appliances and complementary software
    - Network surveillance
    - Policy compliance monitoring

- ## Contact:
  - matt.mccormick@sourcefire.com
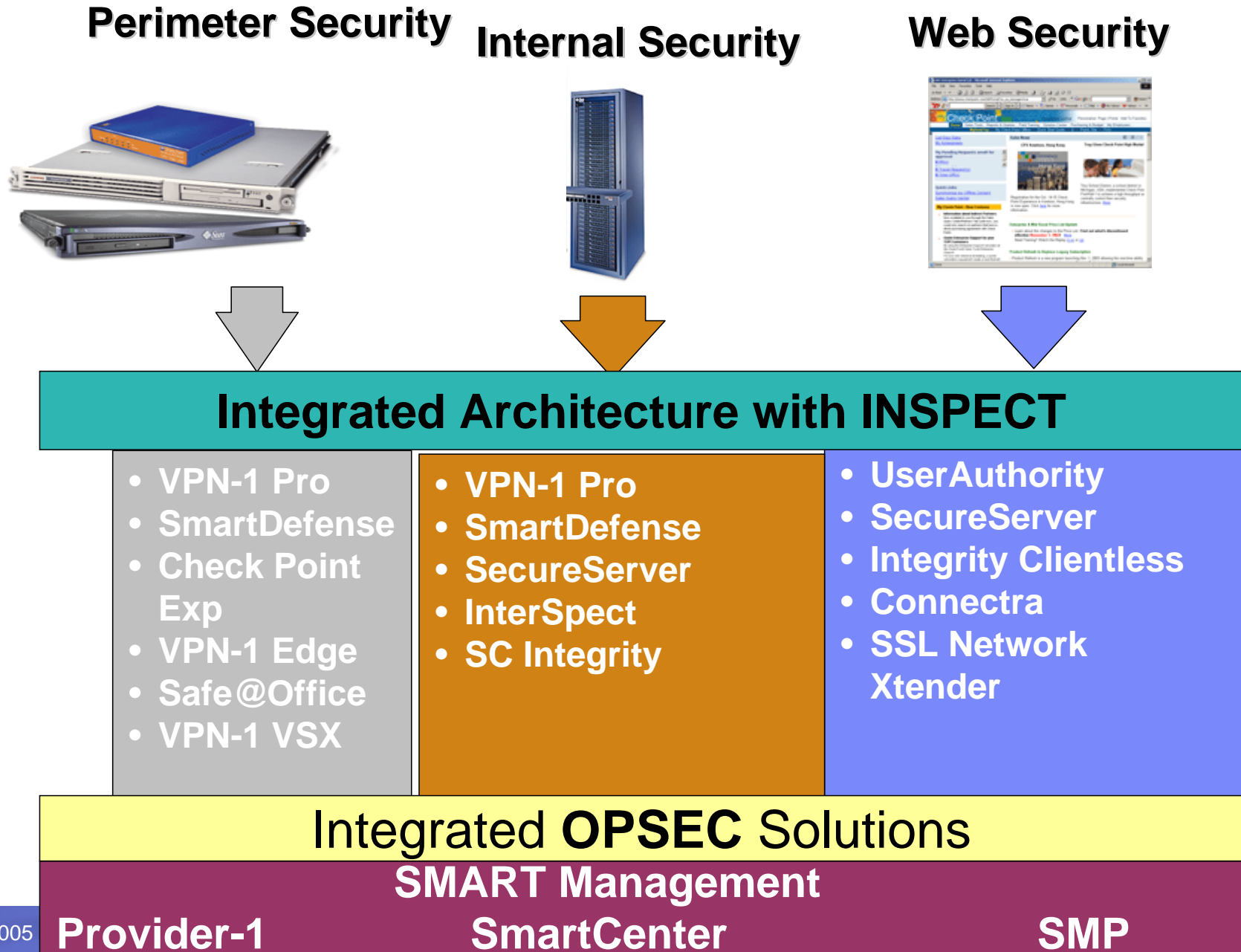 - VP Business Development
  - (410) 423-1964

Security Solution: Check Point

- **Solution overview: Perimeter, Web and Internal Security VPN**

- **Target customers: Small-Med-Large**

- **Target industries: All**

- **Customer success story: eBanka, The Equitable Bank**

- **IBM contact: Tag Robertson, taggart@us.ibm.com**

- **Company information: www.checkpoint.com**

Full Breadth of Security Solutions

Perimeter Security

Internal Security

Web Security

Integrated Architecture with INSPECT

• VPN-1 Pro • SmartDefense • Check Point Exp • VPN-1 Edge • Safe@Office • VPN-1 VSX	• VPN-1 Pro • SmartDefense • SecureServer • InterSpect • SC Integrity	• UserAuthority • SecureServer • Integrity Clientless • Connectra • SSL Network Xtender

Integrated OPSEC Solutions

SMART Management

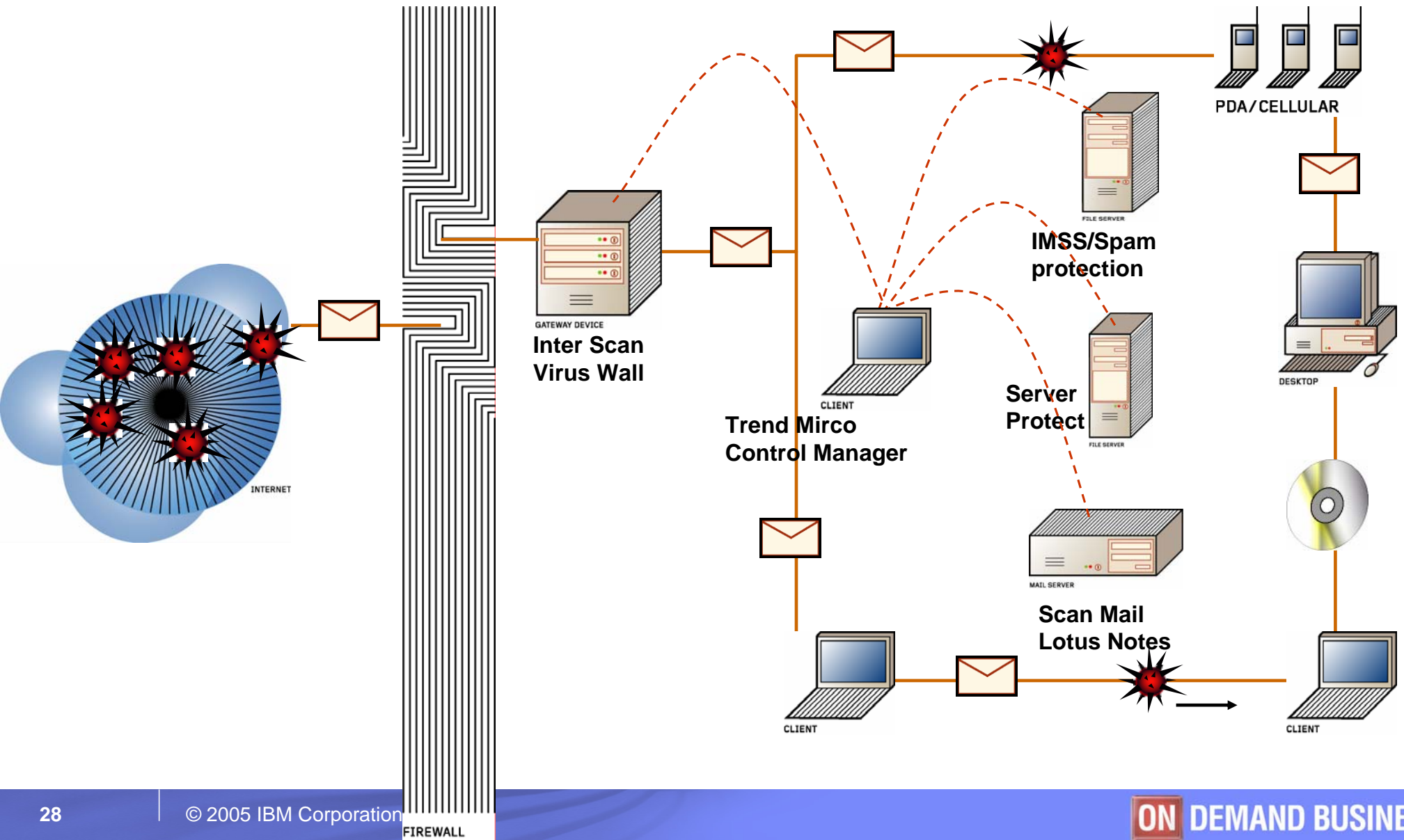**Provider-1**   **SmartCenter**   **SMP**

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Check Point Company Overview

- **Established market leader in both firewall and VPN**
  - 54% share of WW Enterprise Firewall/VPN Software (IDC, September 04)
  - 36% of total Firewall/IPSec VPN Gateway market (Frost and Sullivan, April 04)
  - Used by 97 of the Fortune 100

- **Customer-driven philosophy**
  - Industry-leading technology partnerships
  - Strong and diversified channel partnerships

- **Contact:**
  - Arun Gowda, agowda@checkpoint.com
  - Business Development Manager
  - (650) 628-2107

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Security Solution: Trend Micro

- **Solution overview: Antivirus and content security software and services**

- **Target customers: Small-Med-Large**

- **Target industries: All**

- **IBM customer success story: IBM internal use(z, x, iSeries) Basics Office Supply(xSeries), Boeing(zSeries)**

- **IBM contact: Tag Robertson, taggart@us.ibm.com**

- **Company information: www.trendmicro.com**

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Trend Micro's Comprehensive Enterprise Protection

Inter Scan Virus Wall

Trend Mirco Control Manager

IMSS/Spam protection

Server Protect

Scan Mail Lotus Notes

PDA/CELLULAR

DESKTOP

GATEWAY DEVICE

FILE SERVER

CLIENT

MAIL SERVER

INTERNET

FIREWALL

CLIENT

CLIENT

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Trend Micro

- ## Company profile
  - Currently 1800+ employees, 23 business units worldwide.
  - #1 worldwide market share in Internet gateway and email server virus protection (IDC)
  - #1 worldwide market share in server-based virus protection (IDC)
  - Largest antivirus R&D - over 300 experts worldwide.

- ## Product focus
  - Provide antivirus and content security software and services to enterprise customers and individual consumers
  - InterScan Virus Wall
  - ScanMail for Lotus Notes
  - ServerProtect for Linux
  - InterScan Message Security Suite/Spam Prevention Services

- ## Contact:
  - Richard_Ku@trendmicro.com
  - Product Group Marketing
  - (408) 863-6318

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Security in a Box - Reference Architecture
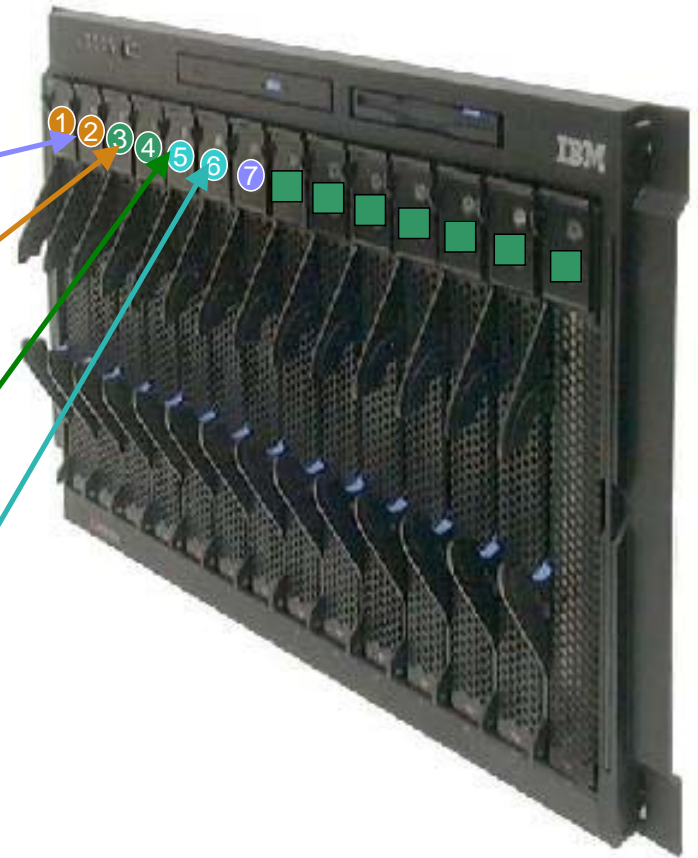
Enabler/Management : Blade Fusion

Firewall/VPN : Check Point

Content Scanning and Content Filtering: Trend Micro, Aladdin

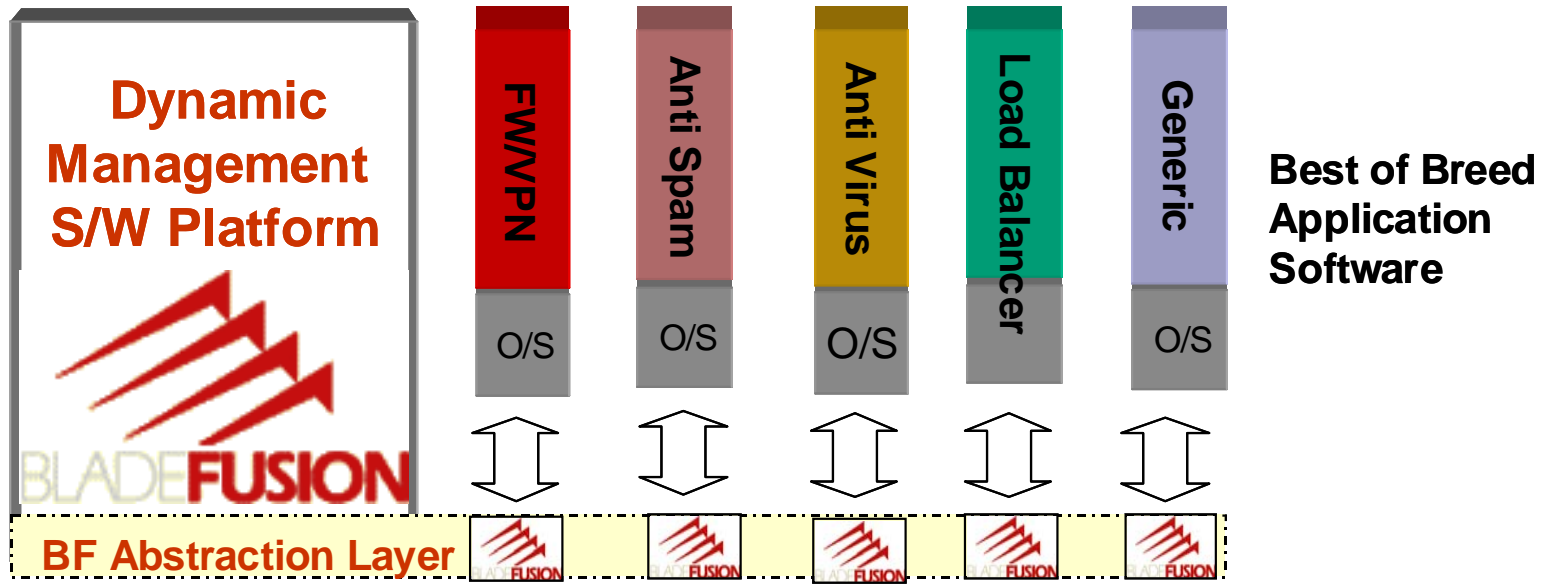**Intrusion Detection/Prevention:**
 MX Logic , Sana Security

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

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BladeFusion Solution

Dynamic Management S/W Platform

BLADEFUSION

BF Abstraction Layer

FW/VPN

O/S

Anti Spam

O/S

Anti Virus

O/S

Load Balancer

Generic

O/S

Best of Breed Application Software

The Benefits:
1. **High Availability (N+1)**
2. **Self Healing**
3. **Network Fail-over**
4. **Dynamic Network Topology**
5. **Flow Control**
6. **Load Balancing**
7. **Hot-swap Maintenance**

Commodity Blade Hardware

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Customers are buying ... across industries

- **Banco do Brasil**

- **Mayo Clinic**

- **Canon**

- **City of Munich**

- **Dundee City Council, UK**

- **Countries are embracing it**

  – UK, Brazil, China, India

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Dundee City Council
Looking to the future

WHY BECOME ON DEMAND?

Dundee is Scotland's fourth largest city. Local municipal services are provided by Dundee City Council, which invests regional government funding and local tax revenue in all aspects of life in Dundee, from housing to business and from health care to sport.

Dundee City Council offers a range of online services to the local population, which can use the Council's Web site to pay bills, amend personal records, publicize events and notify council departments of problems.

As Internet usage grows and the range of online services develops, the Council will increasingly become a 24/7 organization, with a corresponding requirement for highly-available IT systems. Looking to the future, the Council decided to replace a number of UNIX®-based servers with a single IBM zSeries® 800, running z/VM® and Linux, in order to maximize availability and minimize long-term costs.

www.dundeecity.gov.uk

Full reference text is at: www.ibm.com/software/success/cssdb.nsf/CS/DNSD-5UCMBY?OpenDocument&Site=linuxatibm

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Linux and Software Developers

"22% of developers in North America are currently writing Linux applications …
51% say they will absolutely or probably write Linux applications in 2003 …"
Evans Data Corporation, Developer Study, 2002

Linux Endorsements:

- SAP, PeopleSoft, JD Edwards, Oracle;
- AccPac, Relavis, Sage, Selectica.

Capture
the momentum
and lead *!*

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Customer references…

… and the solutions that made them happen
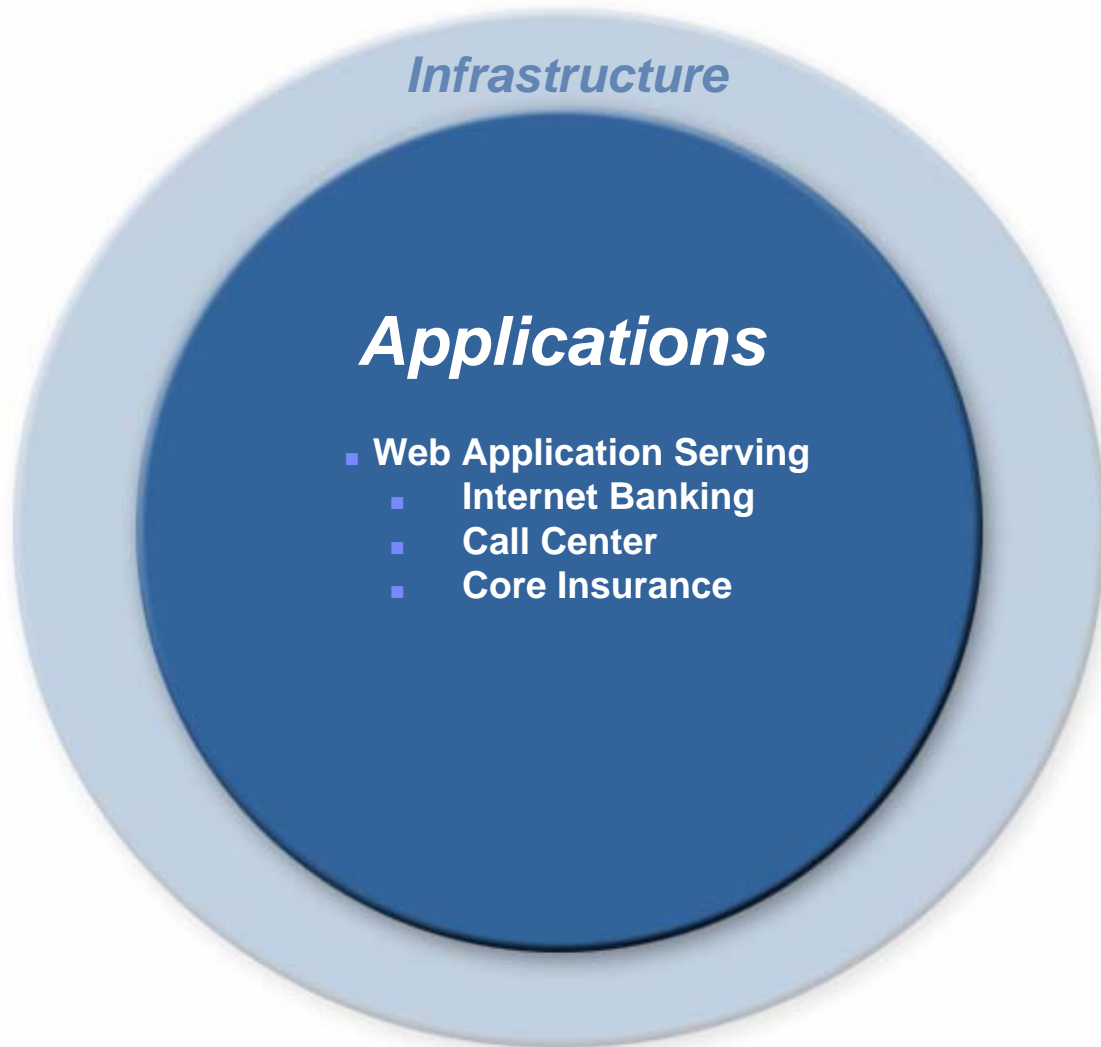
How Customers are Implementing Linux

Infrastructure

- Firewall
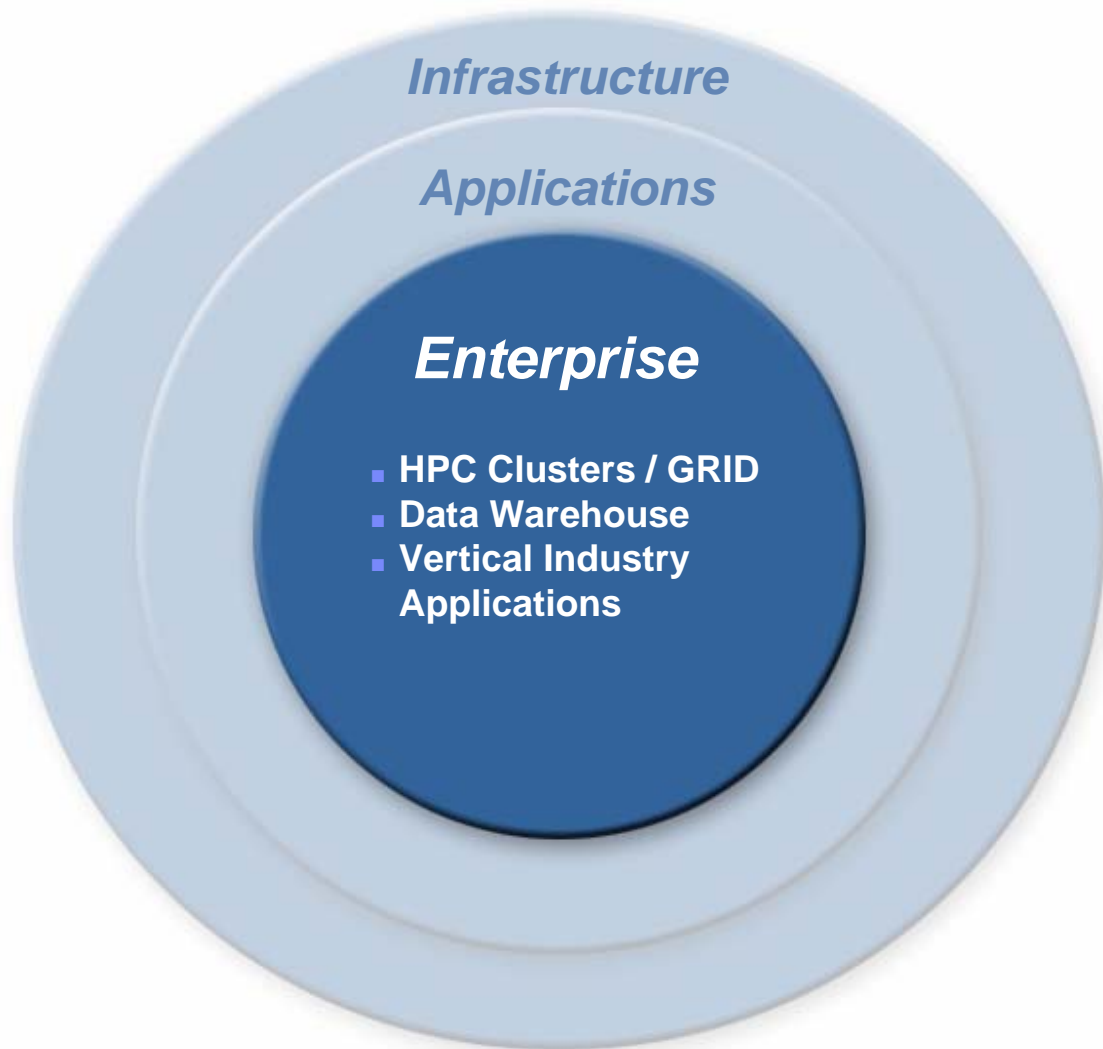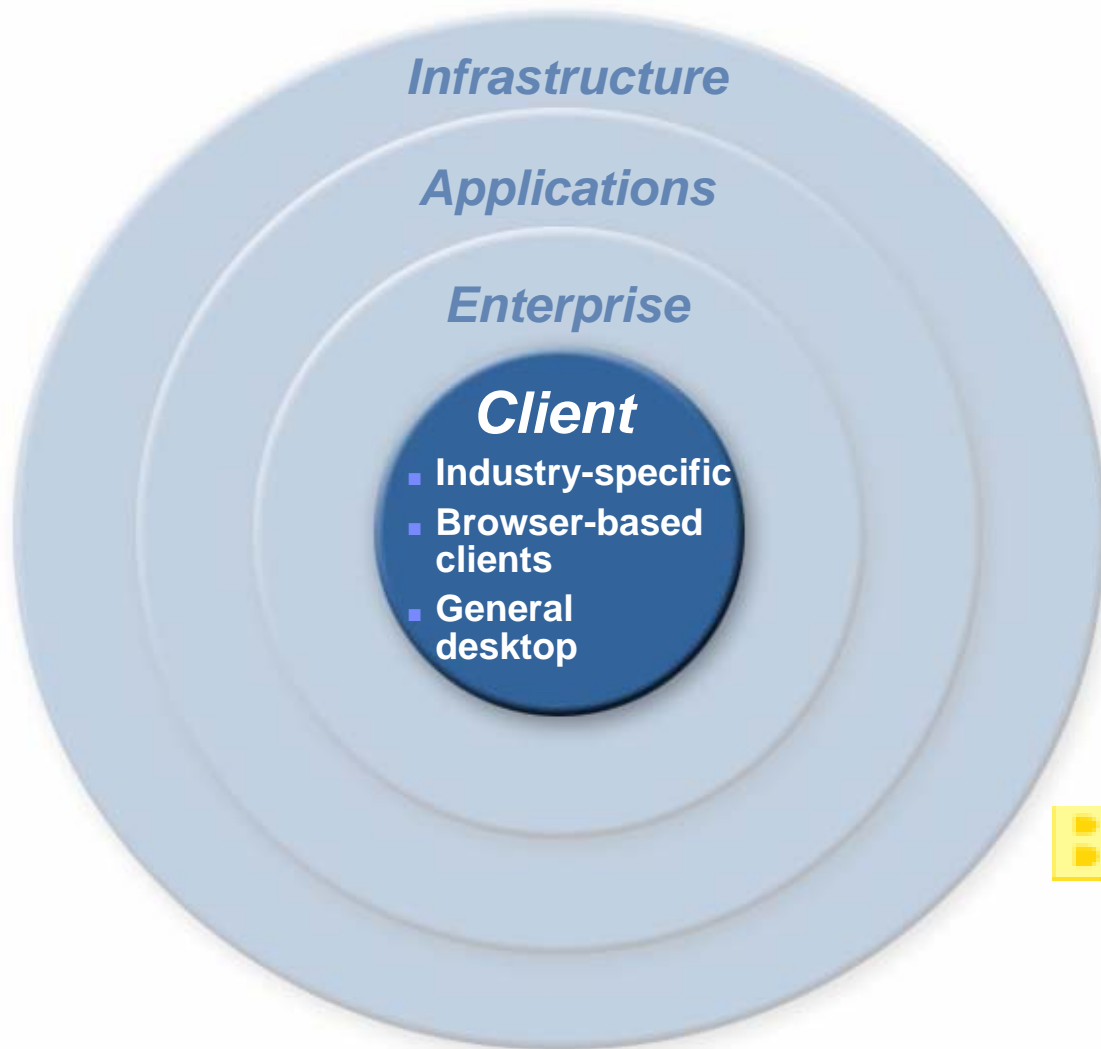- Print/File
- Web Server
- e-mail

How Customers are Implementing Linux

Infrastructure

Applications

- **Web Application Serving**
  - **Internet Banking**
  - **Call Center**
  - **Core Insurance**

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How Customers are Implementing Linux

Infrastructure

Applications

Enterprise

- HPC Clusters / GRID
- Data Warehouse
- Vertical Industry Applications

How Customers are Implementing Linux

Infrastructure

Applications

Enterprise

Client

- Industry-specific
- Browser-based clients
- General desktop

NISSAY

GAD
IT für Banken

CAIXA | SEGUROS

BANCO DO BRASIL

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Linux Solutions for Banking and Retail example

Infrastructure
- ✓ *SNA to TCP/IP*
- ✓ *Tandem Replacement*
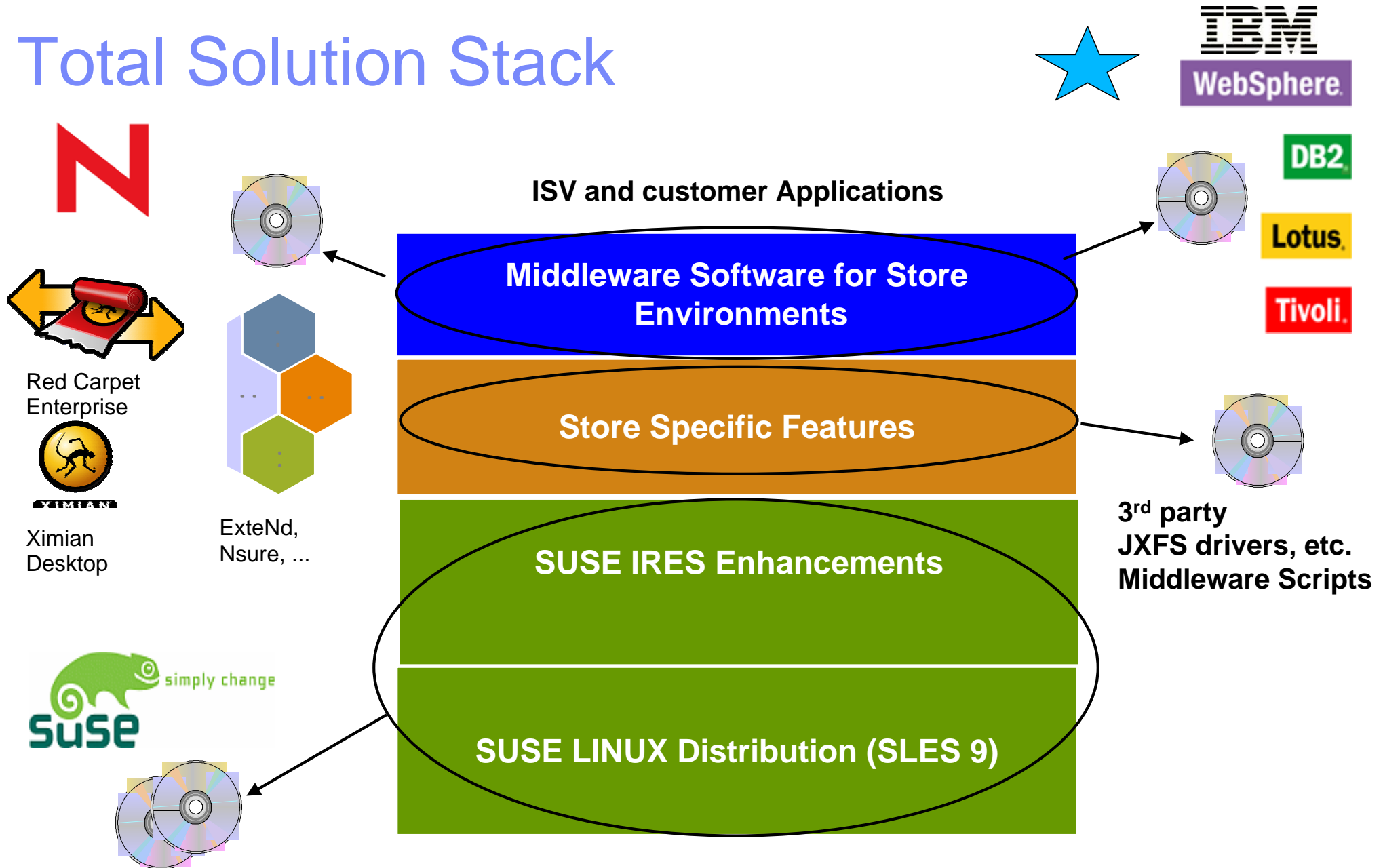- ✓ *New zSeries*

Retail
- ✓ *IRES*

Banking
- ✓ *Payments*
- ✓ *Core Systems Transformation*
- ✓ *Multi-Channel Transformation*

Cross Industry
- ✓ *Risk Management & Compliance*
- ✓ *Cross Industry Applications*

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Total Solution Stack

ISV and customer Applications

Middleware Software for Store Environments

Store Specific Features

SUSE IRES Enhancements

SUSE LINUX Distribution (SLES 9)

Red Carpet Enterprise

Ximian Desktop

ExteNd, Nsure, ...

simply change
SUSE

3rd party JXFS drivers, etc. Middleware Scripts

IRES Server and Client Images

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IBM is Accelerating Linux Use in Banking Solutions

Payments

Core Systems Transformation

Multi-channel Transformation

Risk & Compliance

Payments
IBM & S2 Systems – Linux Solution for Payments - Card

- Current Marketplace

  - Majority of ATM Systems run on Tandem / ACI

  - Existing systems are costly to maintain

  - HP migrating to Itanium

  - Industry imperatives dictate application changes

    - EMV (Eurocard Mastercard Visa); SWIFTNet (x.25 to IP addressing)

- IBM Partnership with S2 Systems for Retail Payment Solution

  - Linux-based solution on IBM zSeries & iSeries

- Advantages

  - 40% - 50% reduction in TCO

  - Quickly enable ATM & POS network to support new products and services to grow business and create competitive edge

Large Financial Firm in NYC

- **Option A** - replace K Series Tandem Servers with an S Series Tandem and renew ACI License
- **Option B** - replace K Series Tandem with <u>IBM zSeries on Linux with S2 Systems</u>
- **Option B to yield a projected 60% reduction in TCO over 5 years**

5 year Cost of Operations Projected	5 Year Total Cost Ownership	Year 1	2	3	4	5
Tandem						
BASE24 Application + Licensing Cost	$797,942	$195,165	$233,333	$233,333	$136,111	$0
System Software License / Maintenance	$4,325,384	$718,922	$953,820	$884,214	$884,214	$884,214
One Off Additional Hardware	$1,837,434	$471,933	$528,581	$528,581	$308,339	$0
Hardware Maintenance	$1,987,730	$187,522	$450,052	$450,052	$450,052	$450,052
People	$3,026,327	$849,619	$544,177	$544,177	$544,177	$544,177
Total by Year		$2,423,161	$2,709,963	$2,640,357	$2,322,893	$1,878,443
Cumulative over 5 years		$2,423,161	$5,133,124	$7,773,481	$10,096,374	$11,974,817
Total Option A	$11,974,817					
IBM zSeries						
New ATM Application Costs	$2,122,070	$386,879	$600,455	$600,455	$378,246	$156,036
Increased System Software License / Maintenan	$1,223,360	$181,723	$363,446	$363,446	$226,064	$88,682
One Off Other (Decommissioning HW)	$633,590	$633,590	$0	$0	$0	$0
One Off Additional Hardware	$1,111,560	$138,945	$277,890	$277,890	$277,890	$138,945
Hardware Maintenance	$550,440	$61,160	$122,320	$122,320	$122,320	$122,320
People	$1,303,151	$923,959	$94,798	$94,798	$94,798	$94,798
Total by Year		$2,326,256	$1,458,909	$1,458,909	$1,099,318	$600,781
Cumulative over 5 years		$2,326,256	$3,785,165	$5,244,074	$6,343,392	$6,944,173
Total	$6,944,171					

Option B

Source: S2 TCO Study

Payments - Customer Installations/References

- **Large Financial Services Firm in NYC**
  - Replaced (4) Tandem / ACI systems with Linux zSeries / OpeN/2 solution
  - <u>Expected</u> 60% Reduction in Annual Expenses going with IBM Linux zSeries / OpeN/2 solution Option
  - zSeries delivers on demand capacity
  - Increased Speed to Market for Service Offerings
    - S2's modular architecture enables the bank to deploy applications faster

- **American First Federal Credit Union**
  - zSeries delivers on demand capacity
  - Increased Speed to Market for Service Offerings
  - Replaced ACI's application running on a G6 server with zSeries / OpeN/2 solution

> *"Using our z800 server to host the new S2 suite on Linux makes us more responsive and resilient. We can respond to customers demands effectively without investing in new hardware."*
>
> **Dan Williams**
> **VP Information Systems, American First Federal Credit Union**

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Linux/Payments Sales Resources

- **FSS Linux Sales Pack**

  – http://w3-.ibm.com/industries/financialservices/finsect.nsf/72215328848fb430852567ba005e6564/9713b33c97e877d185256c090058a77f?OpenDocument&TableRow=6.1.1.1.0%2C6.1.1.1%2C6.1.3#6.1.1.1.

- **S2 Systems / IBM Sales Kit**

  – Includes: Slick Sheets, Case Studies, Presentations, Sales Guide, TCO, Benchmarks, Press Releases, etc.

  – https://www.s2systems.com/partners/ibm/

  - Username: ibm
  - Password: 8r057EQ2

- **AP Sales Resources**

  – S2 Systems

  - Jimmy Petrick, Director of Channel Development
  - Email: jimmy_petrick@s2systems.com

  – Financial Services Sector Payments Solutions Manager

  - Bob Clark/New York/IBM@IBMUS

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Transformation in order to respond to market demands

- **Current Environment**
  - Existing Core Systems applications are expensive to maintain and Difficult to add functionality for new products and services

PARTNER	PRODUCT	APPLICATION AREA	TARGET BANK	PLATFORM
Fidelity	CoreBank	Retail	Tier 1 & 2	zSeries
	Sanchez	Retail	Tier 2 & 3	
Temenos	T24	Wholesale Retail	Tier 1,2 & 3	z & p Series Linux
i-flex solutions	FlexCube	Retail	Tier 1, 2 & 3	p Series J2EE (2004) Linux (2005)

Core Systems Transformation Sales Resources

- **FSS Linux Sales Pack**
  - http://w3-1.ibm.com/industries/financialservices/finsect.nsf/72215328848fb430852567ba005e6564/9713b33c97e877d185256c090058a77f?OpenDocument&TableRow=6.1.1.0%2C6.1.1.1%2C6.1.3#6.1.1.1.

- **Temenos - IBM contact: Nigel Pinches/UK/IBM**

- **Fidelity - IBM contact: James Rice/Dallas/IBM**

- **i-flex =IBM contact: Samit D Rumde/India/IBM**

Multi-Channel Transformation

- The only end-to-end end solutions available for branch banking

- WebSphere for flexible, scalable, secure branch infrastructure

- Commitment to customer's choice of platform including Linux

- Complete line of scalable servers for the on demand environment

- Services to support any stage of branch transformation

- Key Business Partner applications available now

SIEBEL.

UNiQUARE

Chordiant.

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Linux Leads in on demand Banking!

Banca Popolare di Milano

Financial Times: Linux presses all the right buttons

- ... Linux is increasingly being used to power mission critical systems, as in the case of Banca Popolare di Milano (BPM), one of Italy's top 12 banks ....

  - ❖ Not only does BPM have Linux at the centralized server level; in April this year, the bank decided to have Linux as the desktop operating system in the branches as well.

  - ❖ … <u>it was almost six to seven times more expensive to have Windows than Linux</u>.

  - ❖ … will help boost revenues and reduce operating costs. "We expect that the total benefit received will enable a break-even on the entire project in well under three years," says Mr. Whincup

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Linux Multi-Channel Transformation Wins

Banca Popolare di Milano

- **600 branches with 5000 Linux Clients**
  Linux enterprise servers (zSeries)

- **SuSE Linux on servers and clients**

- **IBM WebSphere Application Server**
  IBM Lotus Domino
  IBM Tivoli Systems Management

- **Replacing OS/2 solution with multi-channel J2EE thin client solution**

BANK OF THE PHILIPPINE ISLANDS
www.bpiexpressonline.com

- **3500 branch clients**
  500 branch servers (xSeries)
  7 enterprise servers (pSeries)

- **RedHat Linux on servers and clients**

- **IBM Bank Branch Transformation Toolkit**
  IBM WebSphere Application Server
  IBM WebSphere MQ
  IBM DB2
  IBM Tivoli Monitoring

- **Replacing 4700 banking solution**

Lotus. software   **WebSphere.** software   **DB2.** Information Management Software   **Tivoli.** software

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Linux Multi-Channel Transformation Sales Resources

- **FSS Linux Sales Pack – Branch Transformation**
  - http://w3-1.ibm.com/industries/financialservices/finsect.nsf/72215328848fb430852567ba005e6564/9713b33c97e877d185256c090058a77f?OpenDocument&TableRow=6.1.1.1.1%2C6.1.1.1%2C6.1.3#6.1.1.1.AP Sales Resources

- **Linux Integration Center (LIC)**
  - Banking Architect
    - Michael Paolini/Austin/IBM@IBMUS

- **Global Technical Sales Support (including Demo's, etc.)**
  - http://w3-1.ibm.com/support/stss/fsbt.html

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Compliance - IBM and ZANTAZ
e-mail archive and records management service

Leveraging proven hosting and business consulting expertise from IBM, and industry-leading compliance technology from ZANTAZ, we can deliver a solution for e-mail archiving and records management like a utility…

on demand!

On demand can translate into significant cost savings and efficiencies for your business …

- **Pay for what you use**

- **Rapidly expand capacity**

- **Helps eliminate infrastructure investment**

- **Converts fixed costs to variable costs**

- **Average Savings approximately 30 – 40%**

ON **DEMAND BUSINESS**™

Risk - Algorithmics

- Lower cost of ownership

- Increased performance

  ➤ jobs can be scheduled large number of machines to improve performance

- Scalable

- Reliable

  ➤ jobs that "fail" are automatically rescheduled

- Manages a dynamic environment

  ➤ number of available machines can changed

- Easy migration to Linux

  ➤ Algo Suite can run on a heterogeneous network of Solaris and Linux machines providing a clear migration path

Anti-Money Laundering - Mantas

- Patriot Act requires control regulations that both broaden the scope of transactions they must monitor for suspicious activity, and expand the number of businesses affected by those regulations

- **The** Mantas Enterprise Opportunity Suite searches for behavior patterns that reveal hidden opportunities, both for improving employee efficiency and for adding value to a customer's experience.

# Improving Retail Banking with BladeCenter

Effective, Efficient, Flexible, Responsive

- *Delivers* a Broad Product Set
  - **Banking, Insurance, Investments**

- *Differentiates* Customer Experience
  - **Range of needs and problems to solve**
  - **"Retail" packaging of products / services**
  - **Streamlined fulfillment**

- *Provides* Integrated Distribution Models and Channels
  - **Range of branch models – full service, expanded self service, customer segment specific**
  - **Integrated Contact Centers - Telephony, email, web collaboration**
  - **Self Service - Web, ATM, Kiosk**

ON **DEMAND BUSINESS**™
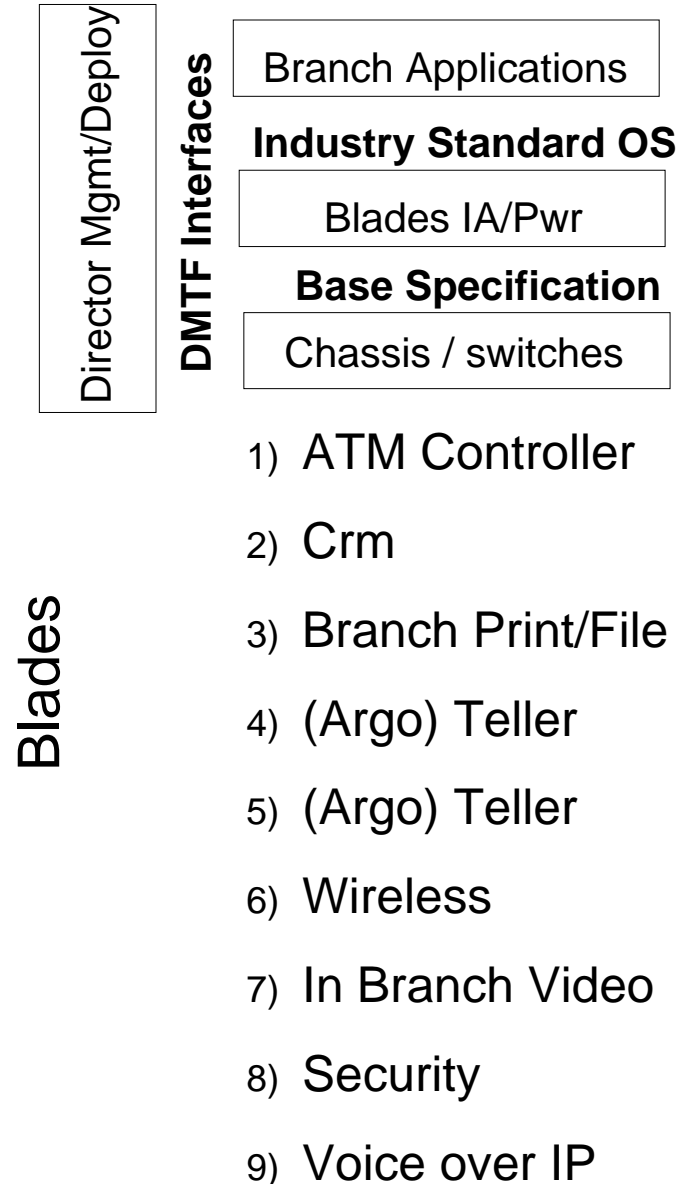
Branch in a Box Vision

Current in store IT environment
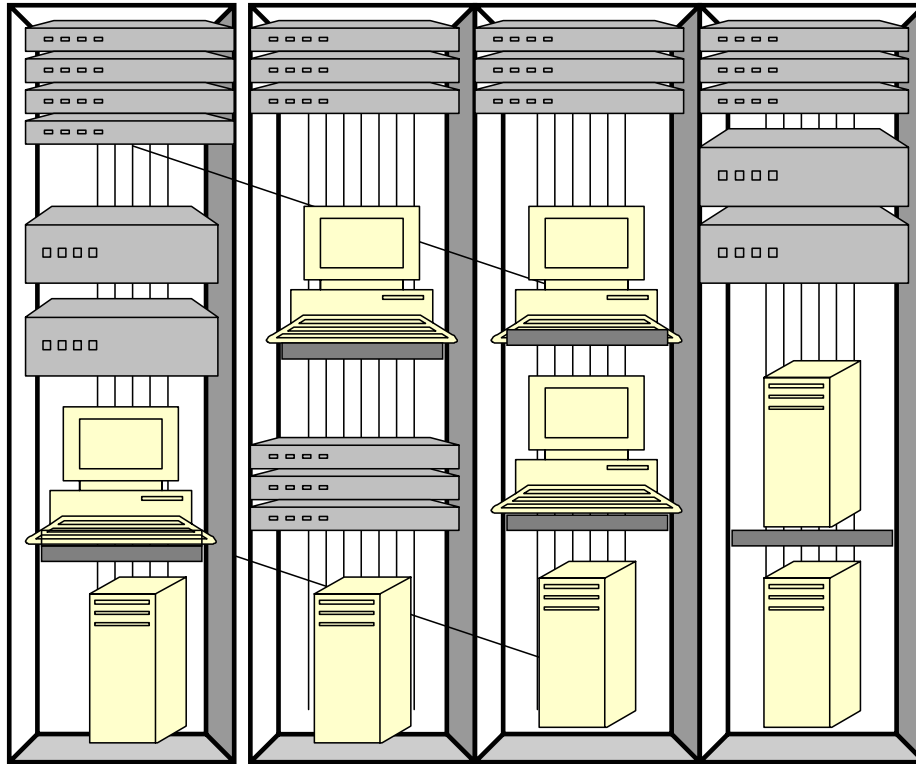
Value to Branch Banking Clients
- Branch Banking simplification
- Fast rollout of new branches
- Reduced service calls to the branches
- Auto recovery / reduced downtime
- React faster to new branch opportunities
- ROI
- Open platform for branch vendors

BladeCenter Open Arch for Branch Banking

Director Mgmt/Deploy

DMTF Interfaces

Branch Applications
Industry Standard OS
Blades IA/Pwr
Base Specification
Chassis / switches

Blades

1) ATM Controller
2) Crm
3) Branch Print/File
4) (Argo) Teller
5) (Argo) Teller
6) Wireless
7) In Branch Video
8) Security
9) Voice over IP

Blades Call To Action:

Nominate your customer for a Proof of Concept. (3) customers with validated Siebel opportunity would qualify for the following:

1. Dedicated arch. team from IBM & Intel to develop "Branch in a box" reference architecture for the "Branch in a Box" for your customer

2. IBM/Intel to provide

   - Support build out of vendors signed up to promote Branch in a Box
     - ISVs, e.g. Siebel, Chordiant, Argo, Fidelity, ISBAN, S1
     - IHVs, e.g. Cisco, Clear Cube, Wincor-Nixdorf
   - Funding/Architecture/Services/Technical Support for well defined PoCs
     - Primarily for consulting time, software enabling, performance testing, etc.
     - Architecture and technology reviews and support

3. IBM to provide

   - Loaners or Try & Buy HW, IBM middleware solution stack
   - Linux advocate from IBM LTC

4. Intel to provide

   - Branch in a Box Product Development
   - Send your nomination to saichan@us.ibm.com

ON **DEMAND BUSINESS**™

IBM Workplace Client Technology

No Touch Deployment – Low TCO

- Server-managed delivery of rich clients to end user communities
- Centralized administration, setup and client updates
- Provision capabilities when needed – *on demand*

Rich user experience

- Disconnected use and synchronization
- Power of client software – i.e drag-n-drop, improved responsiveness, UI control
- Componentized and Contextual
- Embedded Doc Management

Extensible client platform for

- Collaboration, including mail, calendaring and scheduling, instant messaging, team spaces…
- Document management
- Existing Web, Java, .Net and Notes Applications
- New Applications – IBM and Business Partners

Built in Data Management and Security

- Using local and server managed encrypted data stores
- With robust policy managed access and control

Choice and Flexibility

- Linux, Windows and MacOS (future) desktops
- Leverage existing Office documents and Java.Net and C++ applications
- Standards-based interoperability

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Other Infrastructure Solutions

- **Communications Server – Replaces most SNA (Unsolicited Proposal AP)**

- **CCL – Available in 2005 – replaces 3745 NCP**

- **WAS Development on Linux zSeries**

- **Tivoli Access Manager, Identity Manager, Automation Manager ….**

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What Next

1. **Identify your Linux Vision Rep on your team**
    1. Create that Linux vision at the client
2. **Think through first plays**
    1. We win more time when we bid Linux on our servers –Think system sales
3. **Engage your Executive team at Customers**
    - Carol Stafford – WW VP Linux Sales
    - Scott Handy – WW VP Linux
4. **Linux Sales Team Contacts in Blue Pages**
    - Victor Spigelman, WW Linux Sales Executive
    - Katherine Grondin, WW Linux Sales Executive
    - Bob Clark, Payment Segment, IBM FSS Global Banking
    - Sai Chan, Program Director, Linux ISV Strategy and Enablement
    - Greg Kelleher – Linux Client Solutions Executive
5. Oh yes remember Siebel **– That is where resource comes from**

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Thank You