



IBM Systems and Technology Group University 2005

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Selling the Value of IBM to SMB Clients

Course #:

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Learning Objectives

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

- Clearly articulate and position the SMB portfolio of Express and non-express offerings
- Clearly articulate the value of the IBM server and storage portfolio to an SMB client
- Utilize enablement resources to identify and close SMB opportunities
- Utilize channel resources to identify and close SMB opportunities

Detailed Agenda

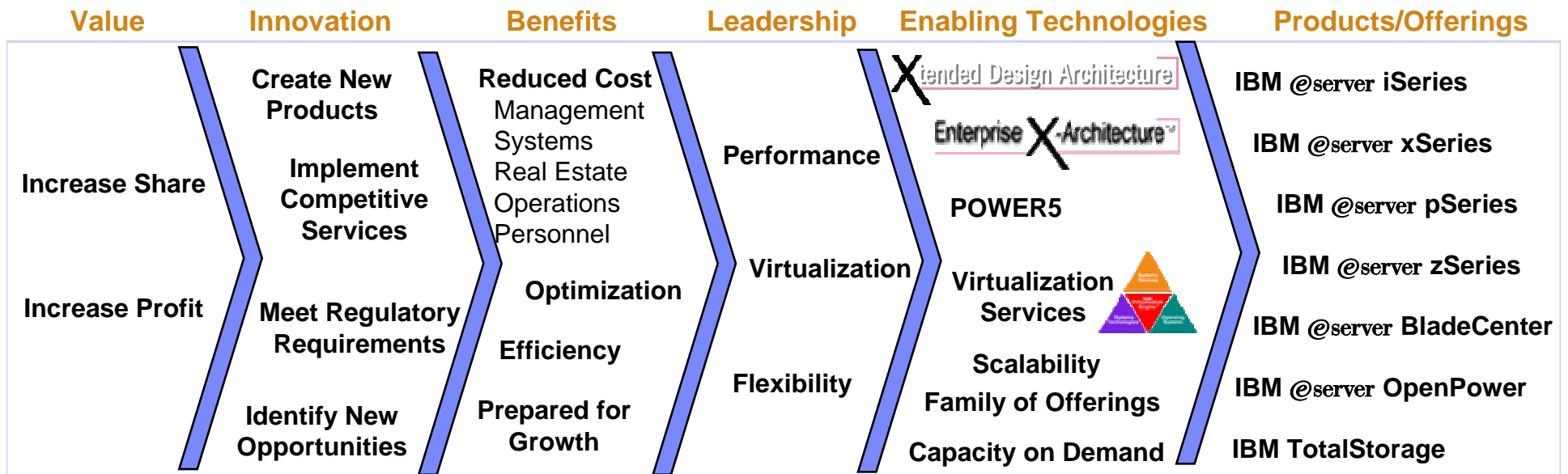
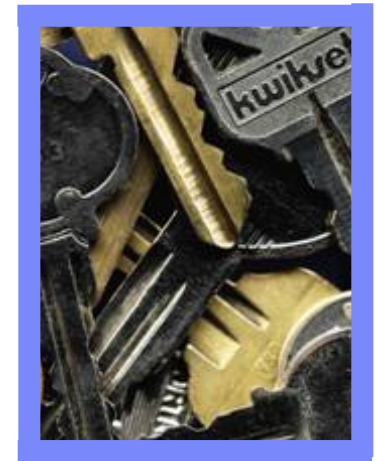
- **Communicating Value to SMB Clients**
 - Overview of cross-platform value for SMB clients
 - Competitive value specific to performance, virtualization and flexibility
 - Express portfolio including a discussion of business partner value and client value
 - SMB portfolio and positioning
- **Creating Opportunity**
 - Overview of advertising and demand generation strategy
 - Geography view of advertising and demand generation including a discussion of complimentary sales strategies
- **Support Tools for Your Success**
 - Sales support and technical support tools to help you close business from a world wide and Geography perspective
- **Conclusion**
- **Resources**

Communicating Value to SMB Clients

IBM @server and TotalStorage -- Value in SMB



In SMB accounts, IBM @server and TotalStorage offerings are the keys that unlock the door to innovation



Translating Performance into Value

Dell Sell-Affordable Performance

- Server consolidation (x445, p5, i5)
- IBM BladeCenter vs. rack optimized servers

HP Sell-Choice in Performance

- Broad portfolio of high performance options give the client a real choice

SUN Sell-Reliable Performance

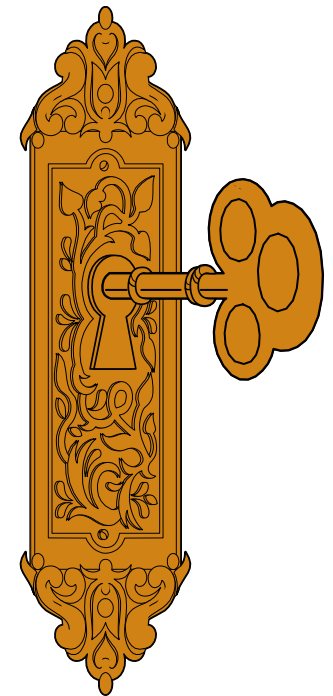
- Effectiveness and cost savings of delivering solutions on IA-32, IA-64, POWER or Mainframe

EMC Sell-Complete Systems Performance

- Performance benefits of complementary systems
- Performance benefits of storage and storage software

*Performance is more than the speed at which you run, it is the performance of the clients **investment**.*

- **Deliver competitive solutions**
 - More/faster solutions, same/fewer resources
 - Server consolidation (x445, p5, i5)
 - BladeCenter
- **Increase employee productivity without increasing cost**
 - Get customer to focus on total cost and benefit
 - IBM Director
 - I/O, Networking
 - Simplification
- **Confidence that IT will not be a limiter**
 - Availability as a component of performance
 - Innovation



Performance is a key that unlocks the door to innovation

Translating Virtualization into Value

Dell

Sell-Affordability through optimization

Consolidation/
Optimization (x445 with
VMware, p5, i5)
Multiple OS support (i5, p5,
BladeCenter)

HP

Sell-Choice and Optimization

IT Optimization
Multiple OS support

SUN

Sell-Confidence and Optimization

IT Optimization
Multiple OS support

EMC

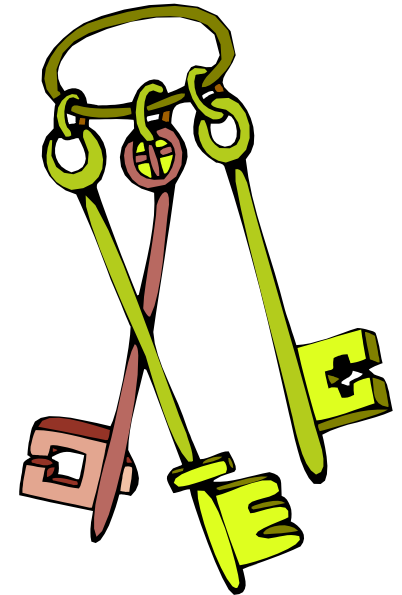
Sell-True optimization through open systems

Storage virtualization
SAN solutions
Complete systems

- **Increase your current productivity**
 - Multiple operating systems **and** multiple protected applications on one server
 - Consolidation
 - Optimization

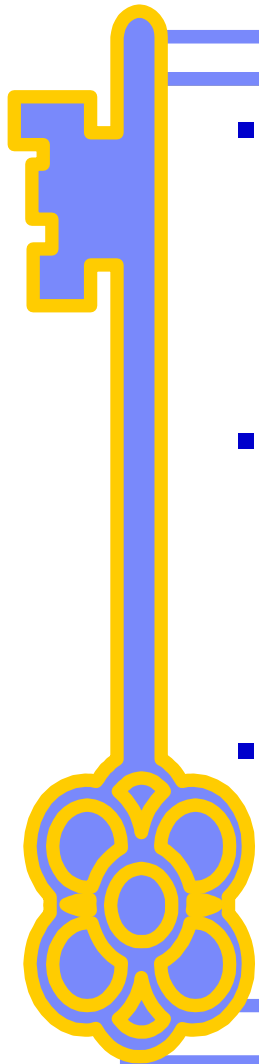
- **Manage costs**
 - Reduced HW footprint
 - Potential reductions in SW cost
 - Total cost benefits of consolidation and optimization

- **Increase your innovation capability**
 - Cost benefits can enable the redirection of resources



Virtualization is a key that unlocks the door to innovation

Translating Flexibility into Value



- **Manage costs productivity over the life of a solution**
 - Scalable platforms, start small and grow
 - Capacity on Demand
 - BladeCenter
- **Reduced risk**
 - Multiple OS support - Install one OS today and add tomorrow
 - Open, cooperative systems
 - Linux
- **Innovation even for smaller implementations**
 - Express solutions
 - High Volume Express

Flexibility is a key that unlocks the door to innovation

Dell, HP, SUN **Sell-Choice, Scalability and Openness**

- Choice of IA-32, IA-64, AMD, POWER or Mainframe
- Scalability
- Open systems support for enhanced connectivity
- Multiple OS support
- Linux

EMC **Sell-Choice, Scalability and Openness**

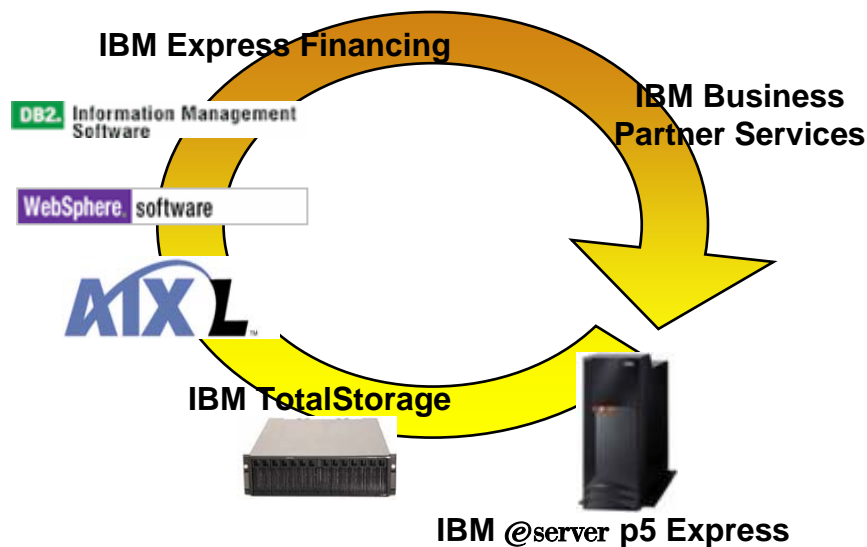
- Choice of storage offerings, Disk, Tape, SAN, NAS, DR
- Storage software, virtualization solutions
- Options to support most systems
- Open systems support for enhanced connectivity
- Linux

The Value of Express Solutions

Easy to Install, Low Cost Solutions -- Platform for Future Innovation

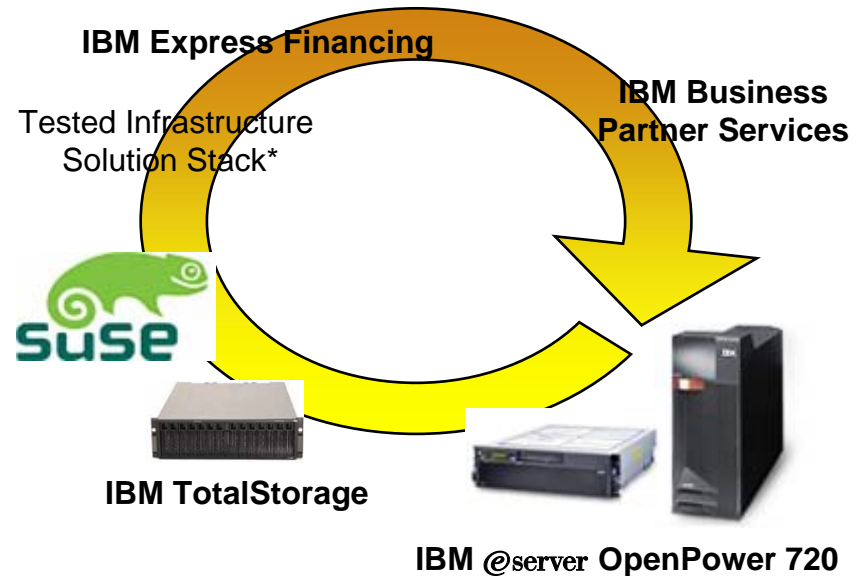
IBM Integrated Platform Express for Web Application Serving

*Solution Starting at \$11K **



IBM OpenPower Consolidation Express

Solution Starting at \$xxK



*Directory/Authentication: OpenLDAP, Firewall: SUSEfirewall2, File and Print: SAMBA 3, Web Serving: IBM HTTP Server, Mail: Bynari Insight Server (opt.)

•Assumes entry p520 Express Value Pak, AIX 5.2, and WebSphere Application Server Express, suggested list price in US\$, Reseller prices may vary.

The Value of Express

Easy to Acquire, Low Cost Product Offerings – Profitable BP Sales

Solution Building Blocks

**p5-520
Express**



Starting at \$4971

**p5-550
Express**



Starting at \$10,000

**p5-570*
Express**



Starting at \$24,927

**i5-520
Express Edition**



Starting at \$10,000

High Volume



x206
\$499 - \$3,000



x226
\$1,200 - \$4,500



x236
\$2,100 - \$7,000



DS300/DS400



x306
\$1,300-\$2,500



x336
\$2,200 - \$5,000



x346
\$2,300 - \$6,500

BladeCenter HS20



\$2,200 - \$10,000

On demand – Valuable for Pure Fishing



- **IBM Integrated Platform Express**
 - Linux based value network
- **IBM Premier Business Partners**
 - eOne Group
 - DSS



A Valuable Portfolio



- **Broad portfolio of systems offerings to meet the needs of every SMB client**
 - Express
 - @server
 - TotalStorage
- **Extended SMB portfolio**
 - IBM Middleware
 - IBM Financing
 - IBM Service and Support



A Valuable Portfolio

IBM @server zSeries	IBM @server i5	IBM @server p5	IBM @server xSeries	IBM Total Storage
Small SMB				
	IBM @server i5 520 Express Edition	Open Power Infrastructure Consolidation Express IBM Integrated Platform Express for Web Application Serving	IBM @server xSeries 206 Express Models IBM @server xSeries 226 Express Models IBM @server xSeries 236 Express Models IBM @server xSeries 306 Express	IBM TotalStorage DS300 IBM TotalStorage DS400 IBM TotalStorage LTO 3580 Drive IBM TotalStorage LTO 3581 Autoloader Macdata 4300 Switch IBM StorageSwitch L10 SAN Switch 08 IBM SAN12M
Medium SMB				
IBM @server z890	IBM @server i5 520 IBM @server i5 550 IBM @server i5 570	IBM @server p5 520 Express IBM @server p5 550 Express IBM @server p5 570 Express IBM @server OpenPower 720	IBM @server xSeries 236 Express Models IBM @server xSeries 336 Express Models IBM @server xSeries 346 Express Models IBM @server BladeCenter Express Models	CBR Express Storage Optimization Express IBM TotalStorage DS4000 IBM TotalStorage DS6000 IBM 3582 Scaleable Library IBM3583 Ultra Scaleable Library SAN Switches H16, F16, F32 IBM SAN24M CISCO9120 / 9140 / 9126
Large SMB				
IBM @server z890	IBM @server i5 570 IBM @server i5 590	IBM @server p5 570 IBM @server p5 590 IBM @server OpenPower 720	IBM @server xSeries 255 Express IBM @server xSeries 365 Express IBM @server Blade Center Express Models	IBM TotalStorage DS6000, DS8000 IBM TotalStorage NAS 500 IBM TotalStorage DR550 IBM 3583 Ultrium Scaleable Library SAN Products as noted in Medium SMB

Creating Opportunity



Product Line Campaigns

The Power of Touch

IBM GSMB Express and Industry Campaigns



Television



Industry Touches



Direct Mail



Television



Print



Web

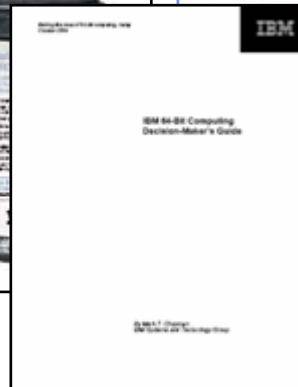
Demand Generation for IBM Sales, IBM Business Partners (Reseller, SI, ISV)



References



Event Invitations



Whitepapers



Customer Presentations



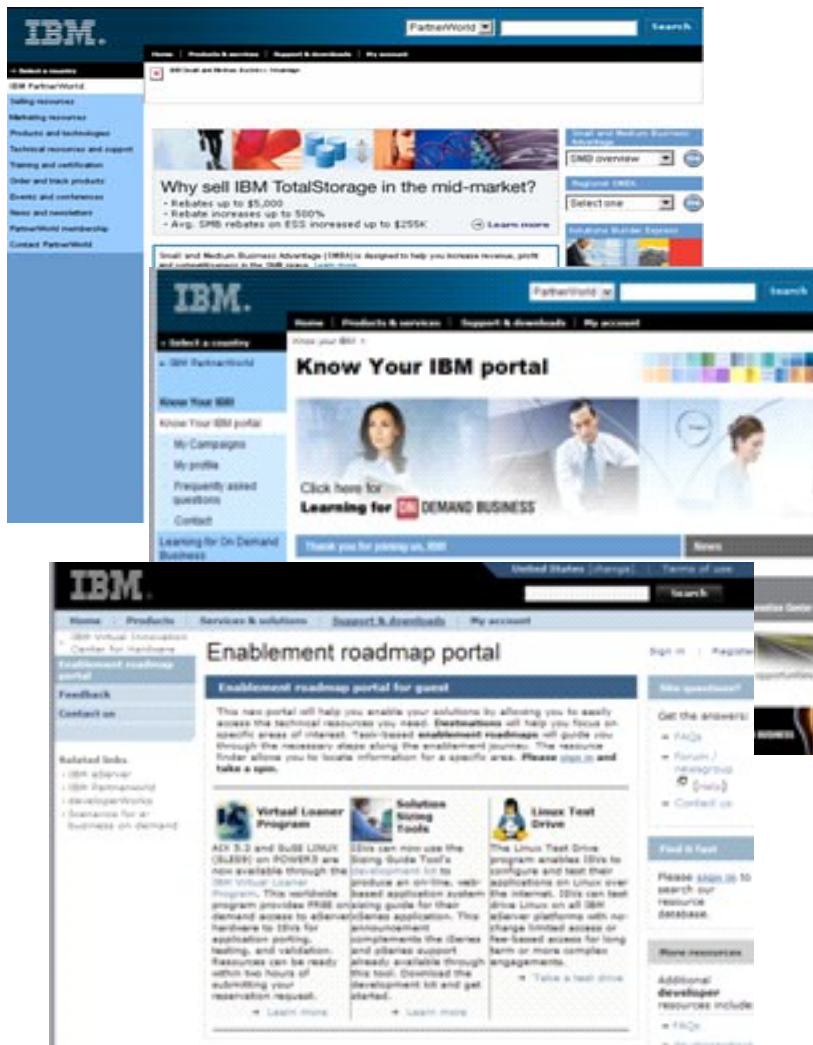
E-mail Reminders



Brochures

Support Tools for Your Success

Tools for Business Partner Success



- **SMB Advantage**
 - SMB Community
 - SMB Industry/Solution Sales Kits, Tools, Aids
 - SMB College - Sales Education
 - Express Portfolio enablement aids
- **Know Your IBM (KYI) is designed to:**
 - Increase sales and profits
 - Enhance partner satisfaction
 - Improve awareness and skill required to sell and deliver IBM products, solutions and offerings
- **Virtual Innovation Center for Hardware**
 - Simple, logical approach for sales and technical enablement
 - Rich, on-line education content
 - Access to porting and development assistance
 - eMentoring adding a personal touch

VIC for Hardware - *Online Enablement Portal*

Single Entry for Support and Enablement Online Education with eMentoring

- Technical Education
- Sales Education

Support

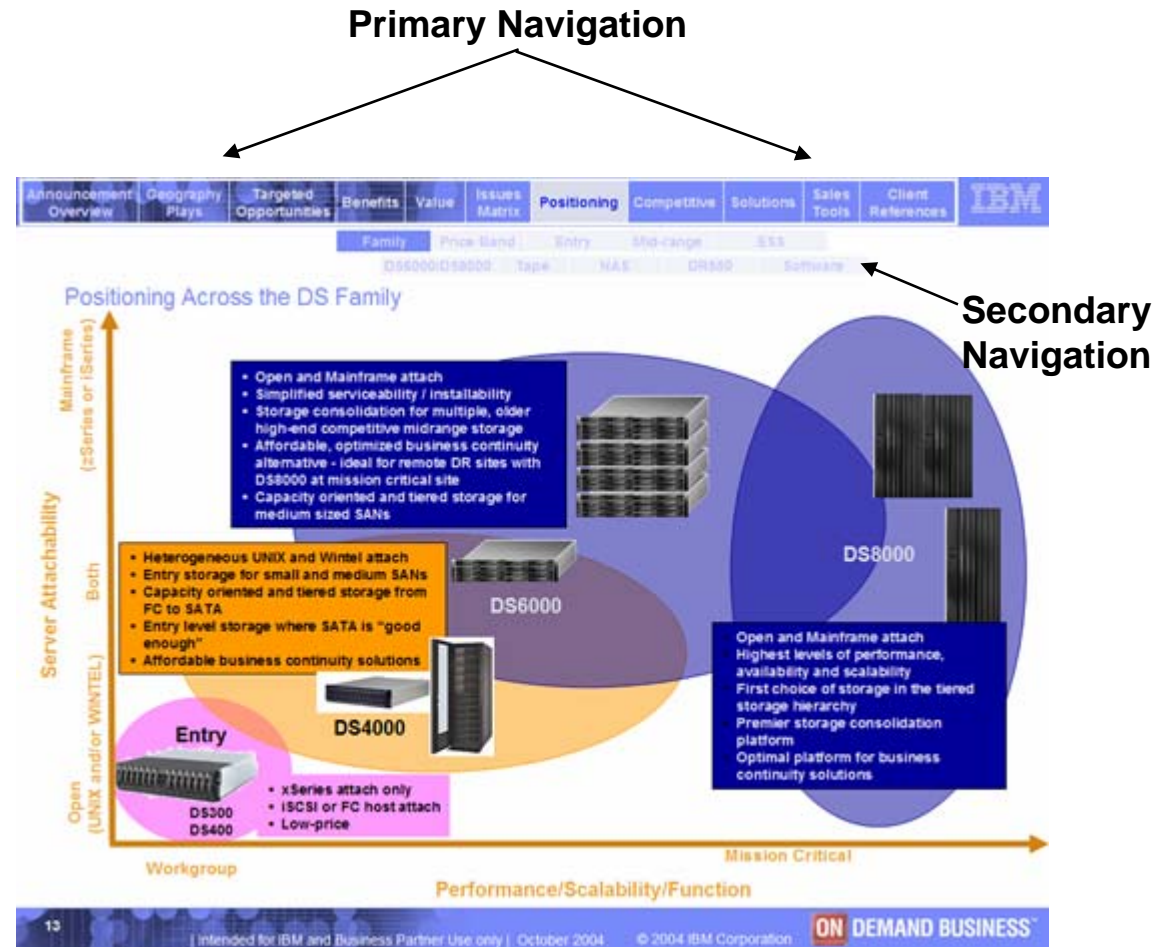
- ✓ Tele Support, nurturing and marketing
- ✓ Online Support available 7x24
- ✓ eMentored Support available 5 x 24
- ✓ Pre-sale and post-sale non-defect support
- ✓ Self-Service Approach
- ✓ Express and non-Express product support
- ✓ Topical Forums / Discussion Groups
- ✓ FAQ's
- ✓ White Papers
- ✓ Hints, Tips and Tricks
- ✓ How Do I's
- ✓ Qualify for Add'l Porting Assistance

Code Download



Increase your Efficiency with the SMB Sales Pack

- **Sales and BP Resource**
- **Consistent information for all eServer and TotalStorage**
 - Covers the complete product family, not just the announced product
 - Links to additional information
- **Highlights from recent announcements**
- **Updated quarterly**
- **Available on System Sales and Partner Info**

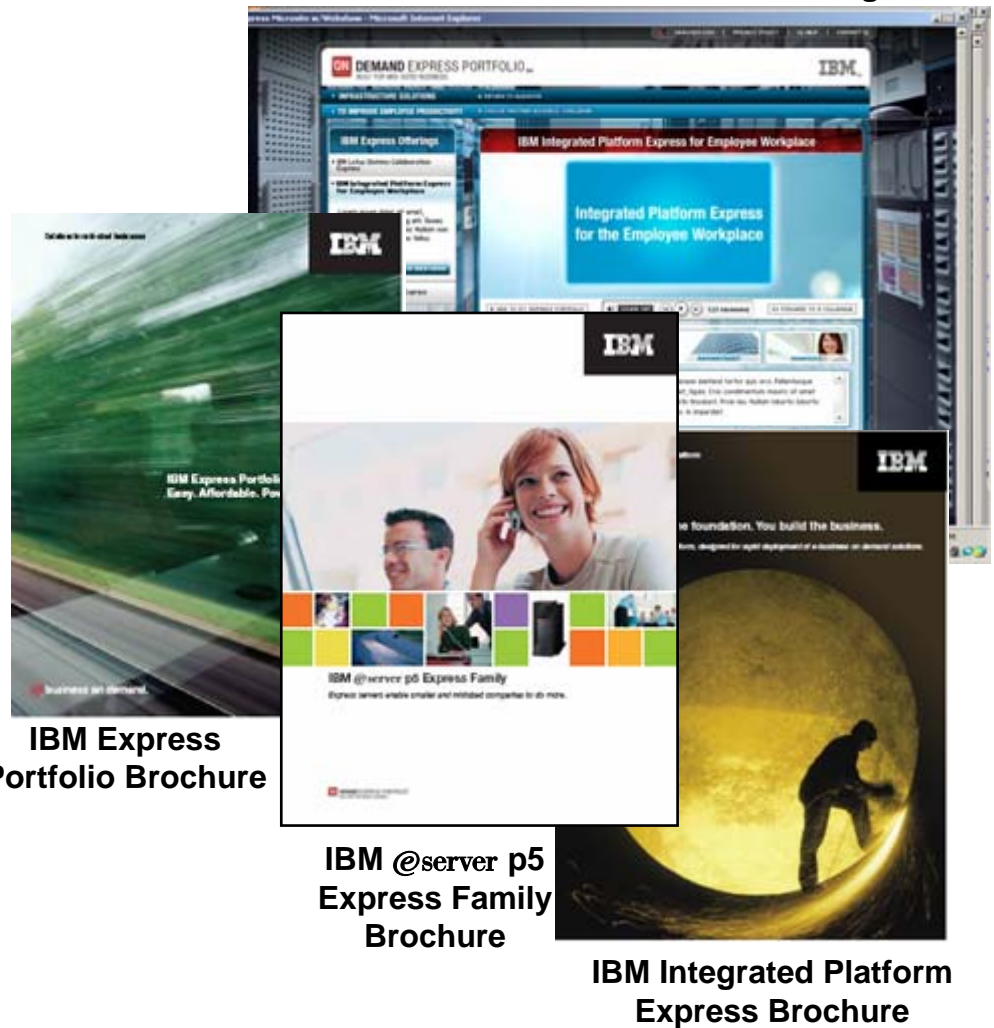


Sales Support for Express Opportunities

SMB Interactive Knowledge Hub

- **SMB Interactive Knowledge Hub for IBM Express Portfolio of Offerings**
 - Self-guided, interactive experience
 - Users can view Express offerings by industry or product/technology
 - All offerings mapped to mid-sized business challenge

- **STG Express sales kits on System Sales and Partner Info**
 - IBM STG Express
 - Integrated Platform Express
 - Integrated Platform Express for Web Application Serving
 - IBM @server p5 Express family
 - IBM @server i5 520 Express Edition
 - IBM Security Express Portfolio Solution for @server
 - IBM @server xSeries High Volume servers
 - IBM TotalStorage DS300/DS400 Storage Server



EMEA Sales Resources

- **Sales Support Advisor**

<http://w3.ncs.ibm.com/EMEA>

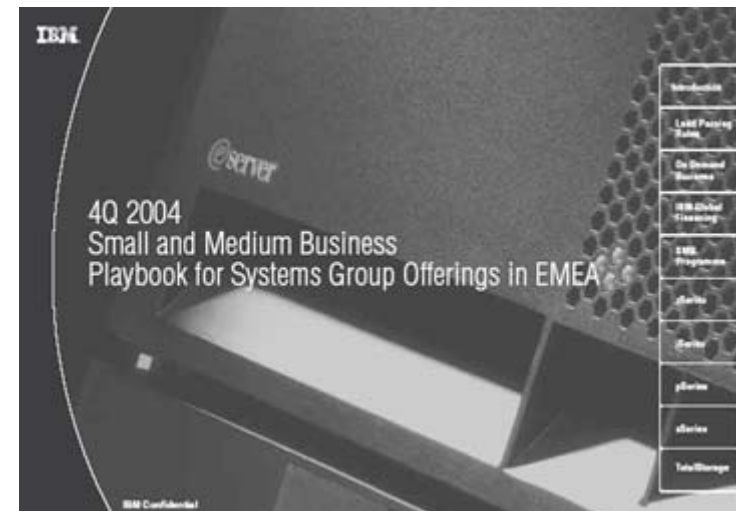
- Primary portal for IBM Sales

- **SMB Advantage**

http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/smb_index.html

- **SMB Playbook for EMEA**

- A guide strategies
 - links to all the best bits on the web
 - Comes in IBM Sales and BP Versions
 - New editions every quarter
- a flash will give you links for the download



Conclusions

- **IBM STG provides the keys to unlock the door to customer value**
- **IBM STG provides a complete portfolio of SMB offerings and solutions**
- **IBM STG Express offerings deliver profitability and opportunity for IBM Business Partners**
- **IBM STG SMB Marketing is committed to help you turn OI into Revenue**
- **IBM STG Marketing is working on your behalf to deliver a rich set of tools to support your sales efforts**

Additional Resources

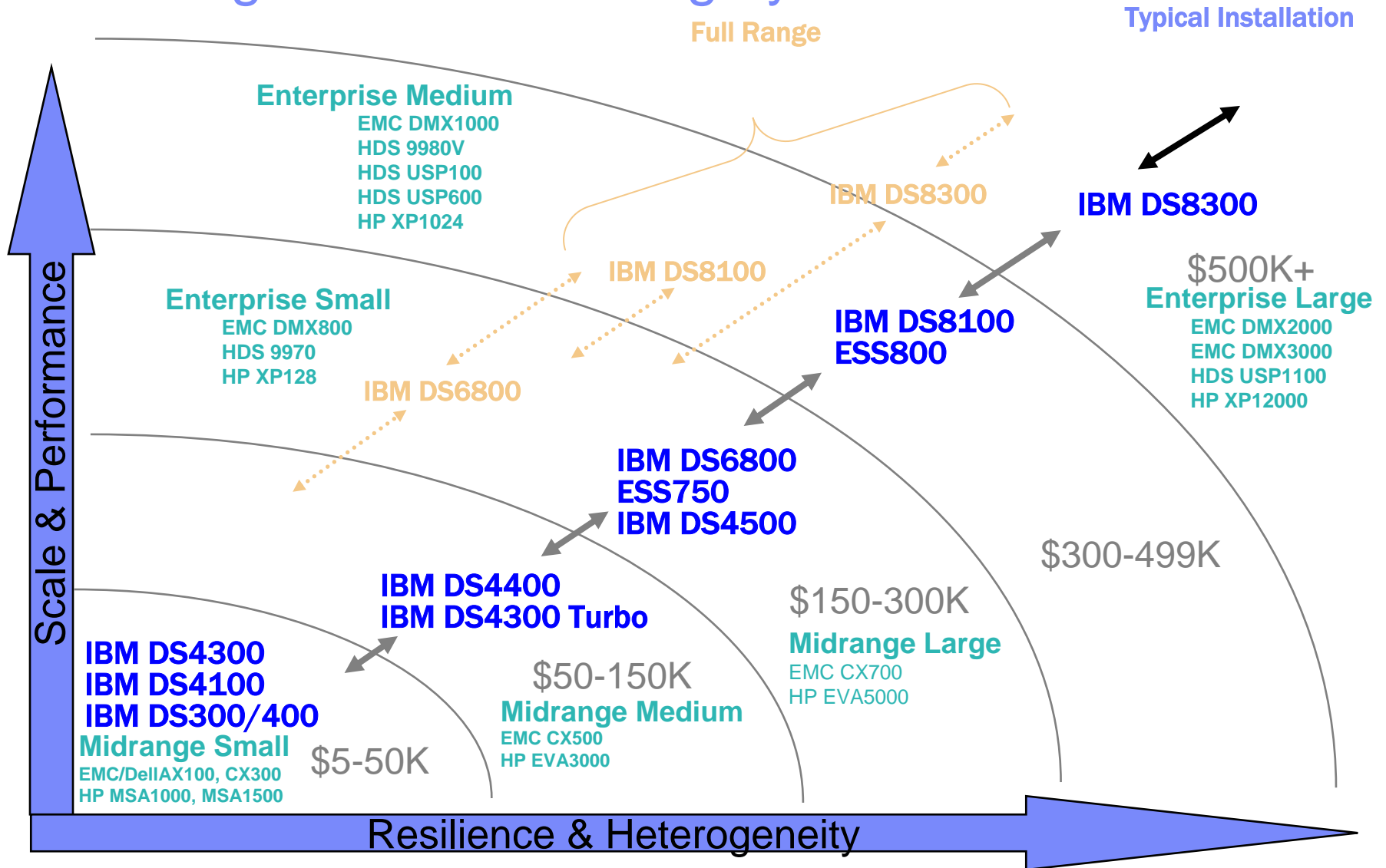
- **IBM eServer and TotalStorage Campus for more education:**
 - www-1.ibm.com/servers/eserver/education
- **IBM STG Express Sales Kits on System Sales**
 - <http://w3-1.ibm.com/sales/systems/portal/s.155/254?navID=f220s240&geoID=AM&prodID=IBM%20eServer%20Products&docID=smbexpress.skit&docType=SalesKit&skCat=DocumentType>
- **IBM STG SMB Sales Packs**
 - <http://w3-1.ibm.com/sales/systems/portal/s.155/254?navID=f220s240&geoID=AM&prodID=IBM%20eServer%20Products&docID=smbpack.skit&docType=SalesKit&skCat=DocumentType>
- **IBM On Demand Technology for the Growing Business --Building an Infrastructure for Today and Tomorrow**
 - IBM bookstore ISBN 1-931644-32-2

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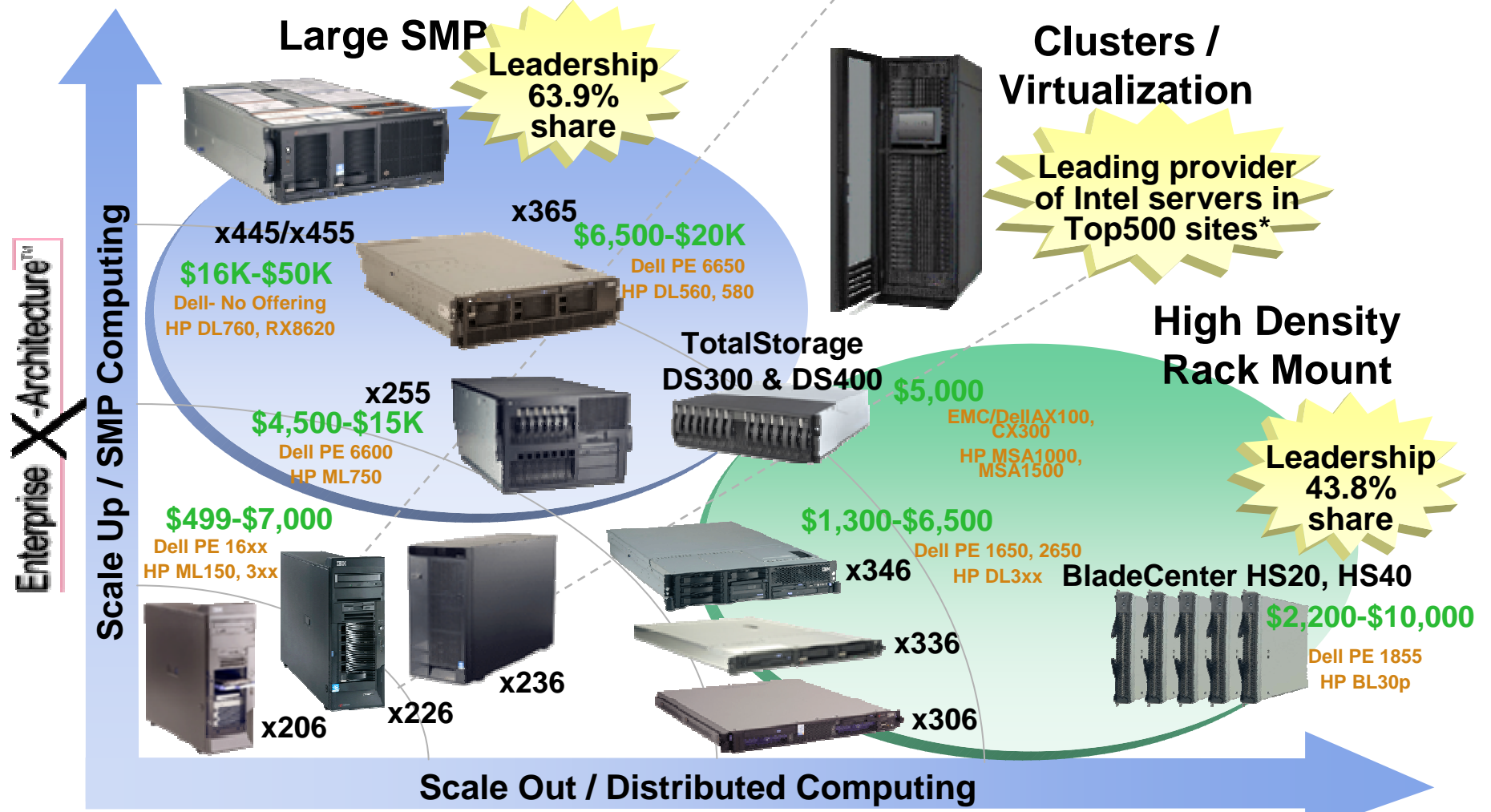
Backup

TotalStorage Disk Positioning by Price





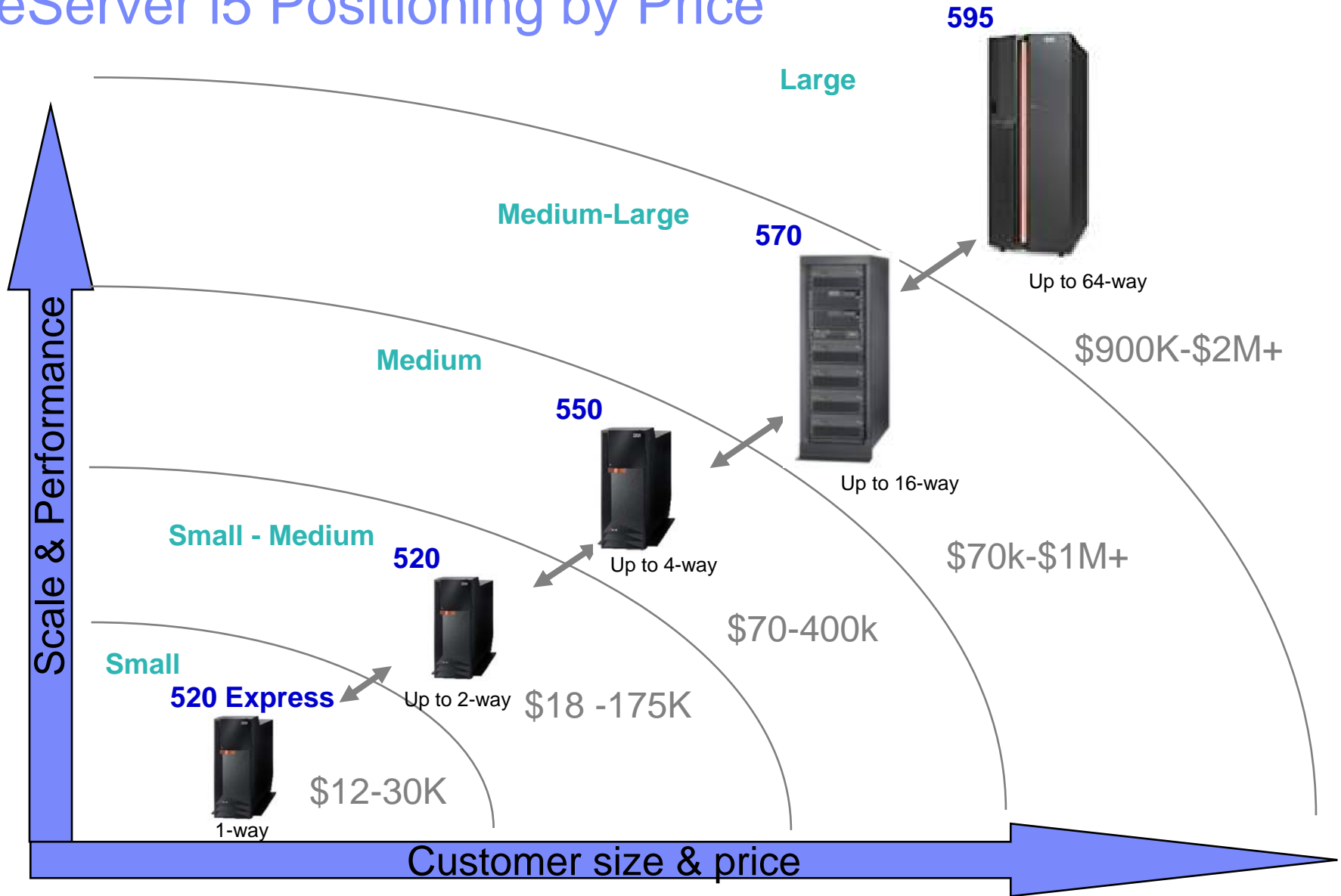
IBM eServer xSeries Portfolio



Market share data taken from IDC 2Q2004 market share report. August 26, 2004. Blade revenue market share for IBM for 2Q2004 was 43.8%. Large SMP market share is for 2Q2004, IBM has 63.9% revenue market share for 8-way and higher systems.

*Top500.org, the list of 500 biggest HPC systems

eServer i5 Positioning by Price



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