



IBM Systems and Technology Group University 2005

Worldwide Sales Support and Services

Leveraging Services for Increased Sales & Success

Jim Sellinger

VP, Technical Sales
Support, Americas

Mary Ann Cappelletti

Dir., IBM STG Lab Services

Louis Sickenius

Sr. Engagement Manager,
IBM CSC Network
Integrated Supply Chain



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Session Goals

Help you to have a quick start and a successful 2005

- **Identify integration services designed to:**
 - Start our teaming for success in 2005 today
 - Shorten *your* sales cycle
 - Increase *your* win rate
 - Increase *your* customer satisfaction with STG products and solutions

- **Presentation content**
 - Engagement process and contacts
 - Q&A



Services provide for a comprehensive solution

- *Customer satisfaction* is increased when the solution solves a business problem.
- IBM's value is best *differentiated from the competition* when client recognizes the full scope of implementation and operational challenges.
- *"Wallet share"* is maximized by leveraging our complete hardware / software / services offerings.
- Expanding the client's "interest" is best established *early in the sell-cycle*.

Session Agenda

Leveraging Services for Increased Sales

- **Customer Technology Center (CTC)**
 - Mary Ann Cappelletti, Director, IBM STG Lab Services

- **Systems Sales Implementation Services (SSIS)**
 - Jim Sellinger VP, Technical Sales Support, Americas

- **Customer Solution Centers (CSC)**
 - Lou Sickenius, Sr. Engagement Manager, IBM WW CSC Network



Supporting You Across the Sales Cycle



SSIS

- Systems solution design
- Augment field technical support teams and BPs
- Implementation services
- Ongoing technical support

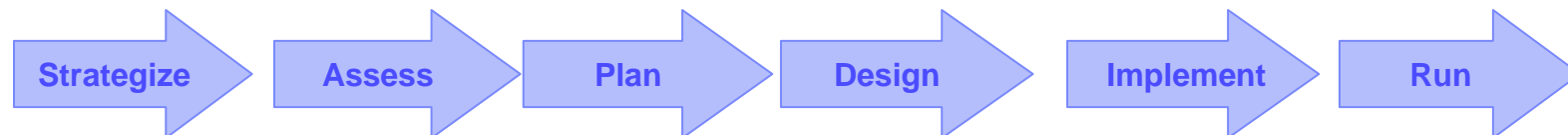
Systems Sales Implementation Services

Group Mission

- Sell and deliver short duration services to support system sales
 - Planning, design, implementation, installation, migration, upgrades, skills transfer, ongoing support
- Augment the technical sales support teams (FTSS)
- Provide geographic specific teams to work closely with and integrate with the FTSS and Sales community
- Entry point into additional services around business resilience, on demand, operational efficiency, and technology adoption

Group Scope

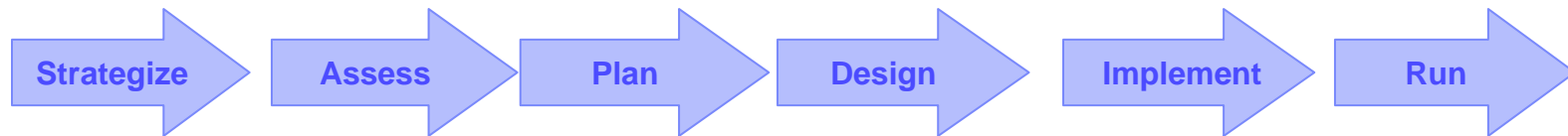
- Hardware:
 - pSeries®
 - iSeries®
 - xSeries®
 - zSeries®
 - TotalStorage®



SSIS' Value:

- Faster integration of technology – clients see benefits quickly
- Higher client satisfaction with new technology
- Skills transfer to client ensuring proper use – speeds learning curve
- On-site team approach generates increased credibility – drive more hardware placement
- Assist Business Partners (BPs) with latest skills and augment services capability
 - Drive more BP sales and increase services bandwidth; two-way subcontracting

Services support STG eServer & storage products



Planning / Design Services

- **Technology assessments**
- **Product Healthchecks**
- **Architecture, design and planning engagements:**
 - Consultative in nature.
 - Typically leads to follow-on implementation engagements
- **Services covering all eServer platforms and TotalStorage®**

Implementation / Migration Services

- **Implementation of new technology** (including HACMP, LPAR, GDPS, sysplex, clustering, i5 and p5 systems)
- **Migration** of servers, storage, data from platform to platform
- **Server and storage consolidation**
- **Exploitation of technology functions**
 - High availability solutions
 - Security solutions
 - Performance management and tuning solutions

Ongoing Support (Outtasking)

- **Day-to-day support** of customer environments
- **Remote support**, including Support Line, Alert, performance management, Midrange Express®
- **On-site support** including system programming support, sysadmin support

Supporting You Across the Sales Cycle



CTC

- Access to development skills.
- Strategy and planning services.
- Enable services practice
- Two-way subcontracting with STG Business Partners

STG Product Services Value Proposition

Customers

- Provides customers with direct access to development skills
- Accelerates customers' success in exploiting our offerings by sharing tools, skills, and intellectual capital and by creating new solutions
- Provides customers with proven expertise and innovation

Channels

- Optimizes efficiency of Sales Channels through deployment and access to highly skilled specialists to IBM and Business Partners
- Provides competitive differentiation through availability of world-class expertise
- Enables and grows STG services delivered by IGS and Business Partners

STG Services: Value Proposition

Services are a competitive advantage to our customers, our sales channels, our field support organization, and to development, because:

- We ensure customer success in our products and support throughout the product life cycle, building loyalty and increasing satisfaction.
- We provide intellectual and technical advantage for customers and channels and ensure their readiness to use and exploit new offerings.
- We ensure development understands customer needs and market feedback to build market- and channel-ready offerings.
- We enhance competitive differentiation through improved sales efficiency, while lowering the risk and costs of adoption and support.

Sales & Support Organization

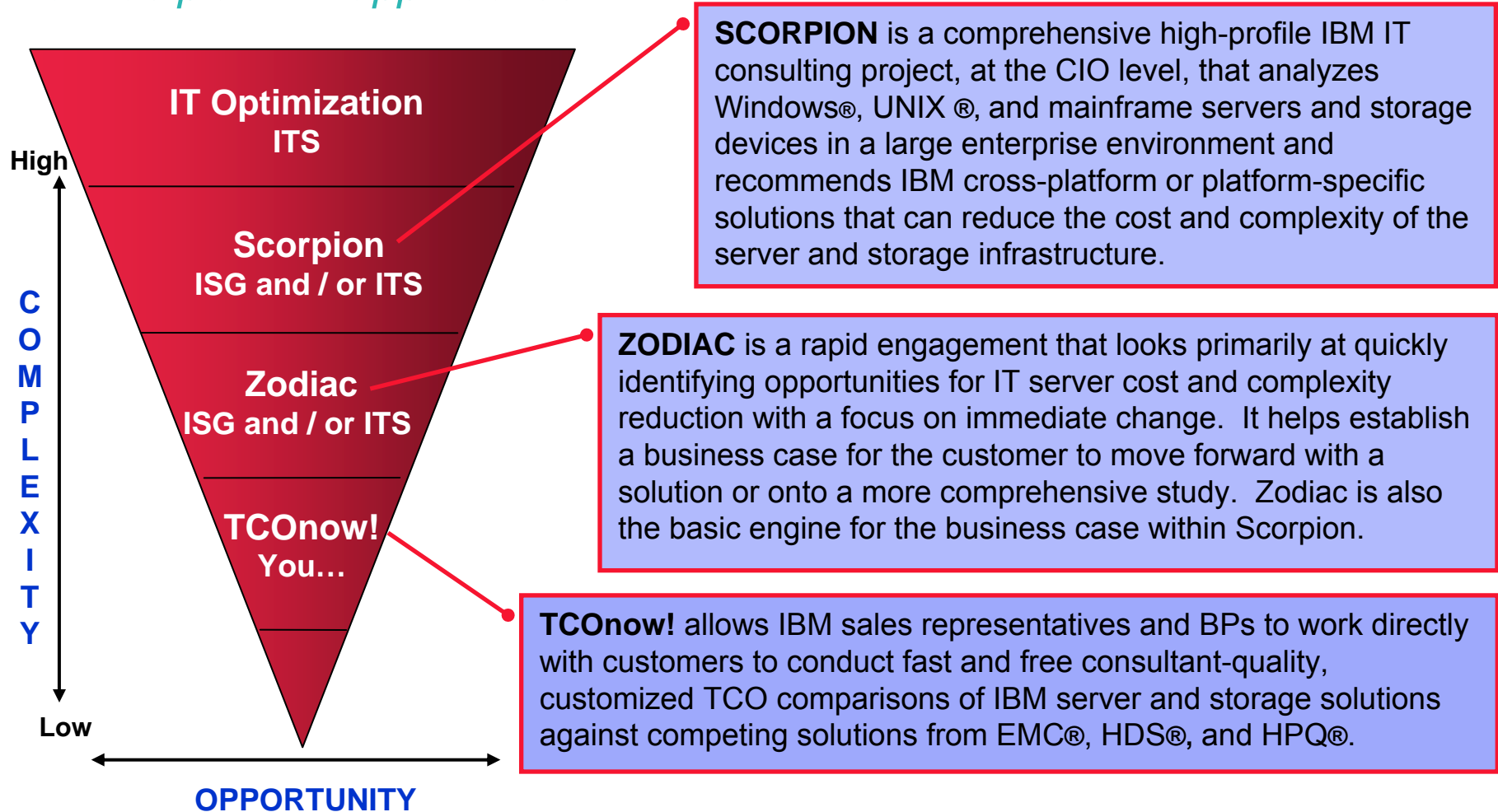
- Supports customers with appropriate resources, skills, and tools
- Teams together to support new products, offerings, and solutions
- Captures requirements and issues (products and programs) and advocates for resolution within STG

Brand & Development

- Helps development make products that are ready for channels and customers
- Improves rate of success that customers and channels are ready for our products
- Helps development understand the needs and opportunities of the market, future requirements, and channel requirements

IBM® Simplification Studies / Assessments

Designed to compare the incremental cost of computing between various platform approaches



Supporting You Across the Sales Cycle



CSCs

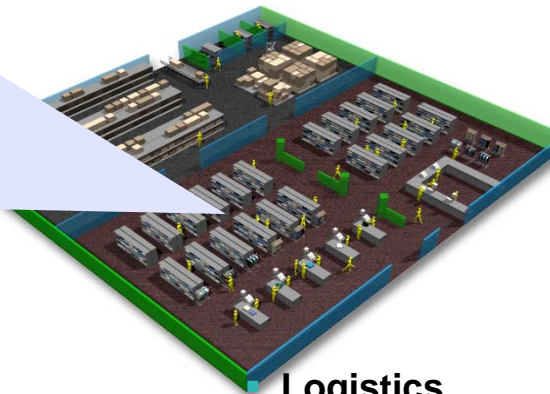
- Prototyping at IBM location
- Integrate at IBM Location
- Test at IBM Location
- Ship WW from IBM Location

Worldwide CSC Support With a single point of contact

- You benefit from the WW reach across our CSC Network
- Maximizes your competitive advantage
 - Save time
 - Reduce costs
 - Speed time to delivery

CSC Network

Rochester, MN USA
 Poughkeepsie, NY USA
 Austin, TX USA
 Markham, Ont. CA
 Montpellier, France
 Fujisawa, Japan



■ Customization

- Prototyping
- HW / SW integration
- Packaging

Logistics

- Staging
- Pick / Pack

■ Asset Recovery Services

- Refurbish
- Remanufacture

CSC “Offering in a Box”

- **Configure, test, package, and ship**
 - ATMs
 - POS
 - Kiosks
 - Linux® clusters
 - Servers and clothing
 - Etc.
- **Value:**
 - **Optimize logistics experience**
 - *Single* contact point - IBM ISC
 - In country *and* cross border support
 - Custom packaging for *ease* of delivery
 - **Optimize installation experience**
 - Custom packaging for *easy* set up
 - Solution pre-assembly for *ease* of installation
 - Solution testing at IBM, *less* at customer location
 - **End of life de-installation**
 - *Single* contact for install and de-install



Summary: The Value of Services

- **Increase win rates and profits**
 - Higher value proposition of solutions for customer, IBM, and Business Partners

- **Improve customer satisfaction**
 - Critical situations reduced or eliminated
 - Overall cost to IBM is reduced by avoiding critical situations

- **Customers realize results faster**
 - Increases IBM and Business Partner revenues
 - Leverages breadth of skills and experience

- **Increased account control**
 - eServer and TotalStorage® consulting establishes heavily influenced storage strategy for IBM
 - Many customers designing utilities that intersect with IBM's on demand offerings

Supporting You Across the Sales Cycle



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CTC

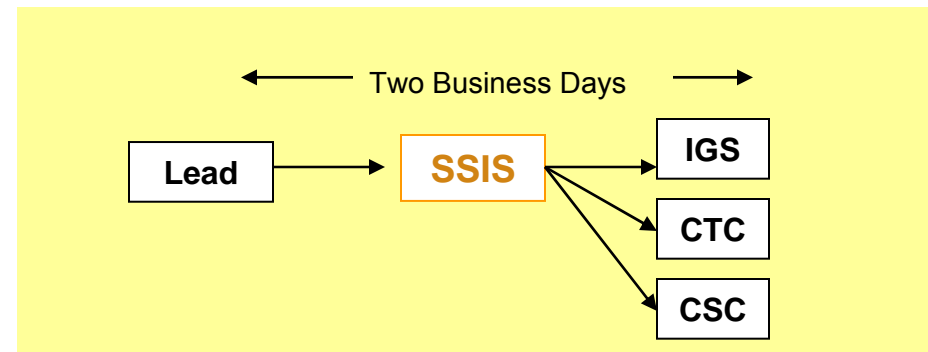
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CSCs

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IBM Brand Services Engagement Process

■ Simplified Engagement Process



- **Single point-of-contact** model for US Sales teams
 - SSIS, IGS Brand Services, and CTC partner to provide **easy access to capabilities and offerings**
-
- **What you should do:**
 - **Engage SSIS early in the sales cycle** to maximize the benefits to you and your customer
 - **Business Partners** engage SSIS through your normal Channel Services Inside Sales contacts

How to Contact Us

SSIS Web Site & Contacts (US)	CTC Web Site & Contacts	CSCs Web Site & Contacts
<p>http://w3.ibm.com/support/americas/ssis.html</p> <p>http://www.ibm.com/partnerworld/pwhome.nsf/weblook/trs_install_plan_ssis.html</p>	<p>http://www.ibm.com/servers/eserver/services/</p>	<p>http://w3.rchland.ibm.com/projects/cscnetwork</p>
<p>East Region SSIS Delivery Leader: Jed Quinn jequinn@us.ibm.com 845.689.2223</p>	<p>zSeries: Heather Johnson-Dunnings hjd@us.ibm.com</p>	<p>Lou Sickenius sickeniu@us.ibm.com 303.924.7758</p>
<p>Central Region SSIS Delivery Leader : Scott Lee sjlee@us.ibm.com 612.397.2116</p>	<p>pSeries: Sharal Brown sharalb@us.ibm.com</p>	<p>Carolyn Lindsey lindseyc@us.ibm.com 507.253.7725</p>
<p>West Region SSIS Delivery Leader: Albert Humphrey ahumphr@us.ibm.com 972.280.6909</p>	<p>iSeries: Mark Even even@us.ibm.com</p>	
<p>SSIS Practice Executive: Mark Benny mbenny@us.ibm.com 919.877.4949</p>	<p>xSeries: Greg Margosian gregg.margosian@us.ibm.com</p>	
	<p>TotalStorage: Kevin Bogart kbogart@us.ibm.com</p>	
	<p>Scorpion: Marlin Maddy, mmaddy@us.ibm.com</p>	

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Backup Charts

SSIS Success Stories

■ From Critical Situation to \$5.2M Sale

A transportation and delivery company had several ISeries problems managed by the Crit Sit project office. The iSeries sales team engaged an SSIS iSeries specialist whom they knew had helped other customers get control of and successfully manage problems. The Crit Sit was resolved, the customer signed two follow-on contracts for \$60K of IGS services, and when the sales team convinced the customer to purchase a \$5.2M upgrade, they agreed to include \$17K of SSIS implementation services to assure a successful upgrade.

■ Services help with \$750K Competitive Hardware Win

In a competitive environment, the pSeries Brand Sales team teamed with the SSIS pSeries specialist to propose a tailored total hardware and services solution to a local municipality, an HP customer. After the customer considered proposals from HP, Sun, and IBM, they selected the IBM proposal -- two p670s with ESS storage and \$45K of SSIS services. The services proposal provided AIX implementation, LPAR, HACMP, and TSM services assistance. The total IBM solution provided a successful installation for a new IBM customer.

■ xSeries in the East

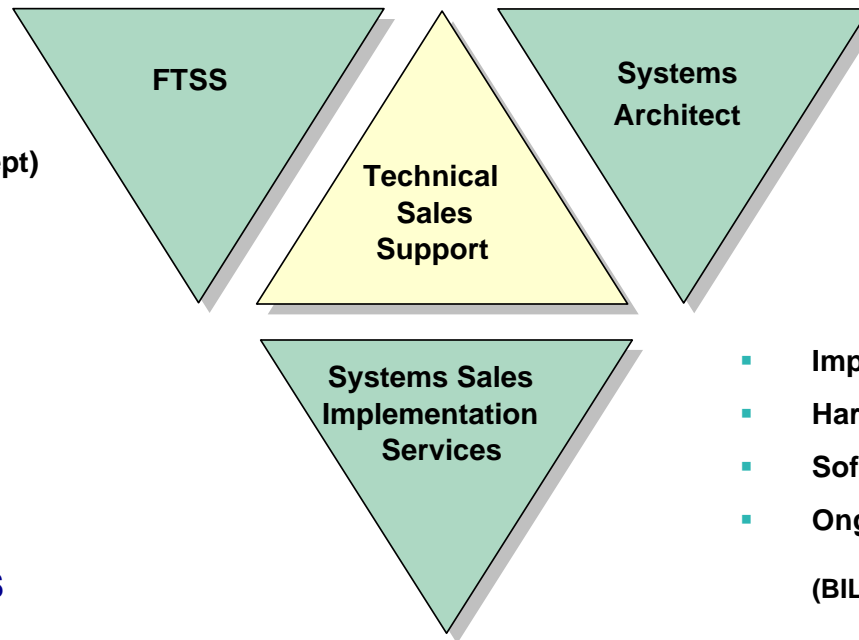
An SSIS xSeries specialist assisted the FTSS team at several major accounts, including an “at risk” customer who was leaning towards a competitor. He was involved at a critical time at this customer, but IBM won for **\$4.5M**. His involvement also freed up the FTSS to go to two other customers (in technology and insurance), which closed for \$2M and \$1M, respectively. At a digital imaging customer, the SSIS team helped with \$2.5M in hardware and \$120K in software sales, and future hardware and software sales at a hospital, which will amount to \$750K in software revenue.

Systems Sales & Implementation Services (SSIS): Positioning

Three Roles for Technical Support

PRE-SALES

- Brand solution design
- Remove technical inhibitors (pilots, trials, proofs of concept)
- Assure technical feasibility (solution assurance)



- Cross-brand opportunities
- Systems solution design
- Platform selection
- New solution areas

POST SALES

- Implementation services
 - Hardware planning
 - Software upgrades
 - Ongoing technical support
- (BILLABLE / COST RECOVERY)

ITS and Brand Services

- Consultative offerings
 - Design and architecture
 - Implementation services
- (BILLABLE / COST RECOVERY)