



IBM Systems and Technology Group University 2005

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IBM Systems and Technology Group University 2005

IBMer's, Partners and ISVs Win with iSeries 2005 ISV Roadmap

Course #: 122

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Learning Objectives

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

- Understand how the iSeries brand supports the ISV ecosystem with a variety of world-wide and geographical programs
- Identify iSeries ISV regional resources who support and foster ISV awareness and success
- Search for iSeries-based ISV solutions to meet customer requirements
- Formulate a game plan for your territory or marketplace to promote iSeries sales and ISV solutions

Agenda

- **What has been achieved with ISVs in 2004**
- **Value & Trends of Independent Software Vendors (ISV's)**
- **How the iSeries Brand works with ISVs**
 - World-Wide & Geographic Programs
- **EMEA Solutions Sale Rewards**
- **2005 - Next steps**
- **Q&A Session with Christian Keller, VP System Sales, iSeries EMEA**

What iSeries has achieved with ISVs in EMEA

- **iSeries will have gained over 1000 new customers in EMEA alone**
- **Over 1650 express servers have been sold driven with ISVs in EMEA since launch**
- **iSeries attracted 89 new applications to run on Linux in 2004 in EMEA**
- **Over 65 applications modernised using Websphere and Portal in 2004 in EMEA**

Our customers are getting the messages

Globalisation through Consolidation

Customer profile; Alfa Bank Russia

- 5.9 Billion in Assets, HQ in Moscow
- One of the five largest banks in Russia
- 120 branches; Russia, Ukraine, Kazakhstand, Netherlands & London
- 900,000 Retail Clients @1.3 Billion
- 60,000 Corporate Clients
- **Solution Topology**
- Centralization of IT operations on iSeries
- 8,500 PC Workstations
- Core Banking: MIDAS, ICBS, ARKSYS
- 2000 Lotus Notes Users
- No file servers in branches
- 24x7x365 operations (MIMIX)

Customer profile; ING Bank Slaski

- one of the „Top 5” largest banks in Poland
- 9.0+ Billion USD in own funds
- 330 Branches, 557 ATMs,
- 1 Million checking/savings/CD/loan accounts
- 1.4 Million Credit Cards
- 140,000 Internet Banking Accounts
- Excellent Efficiency Ratio
- first non-US customer with Rochester SLA
- active LUG member since 1999
- **Solution Topology**
- Full centralization of IT operations on iSeries
- 4,500 PC Workstations
- Core Banking: ICBS, MIDAS, ARKSYS
- 7,000+ Lotus Notes Users (single DSD iSeries)
- 24x7x365 operations (MIMIX)

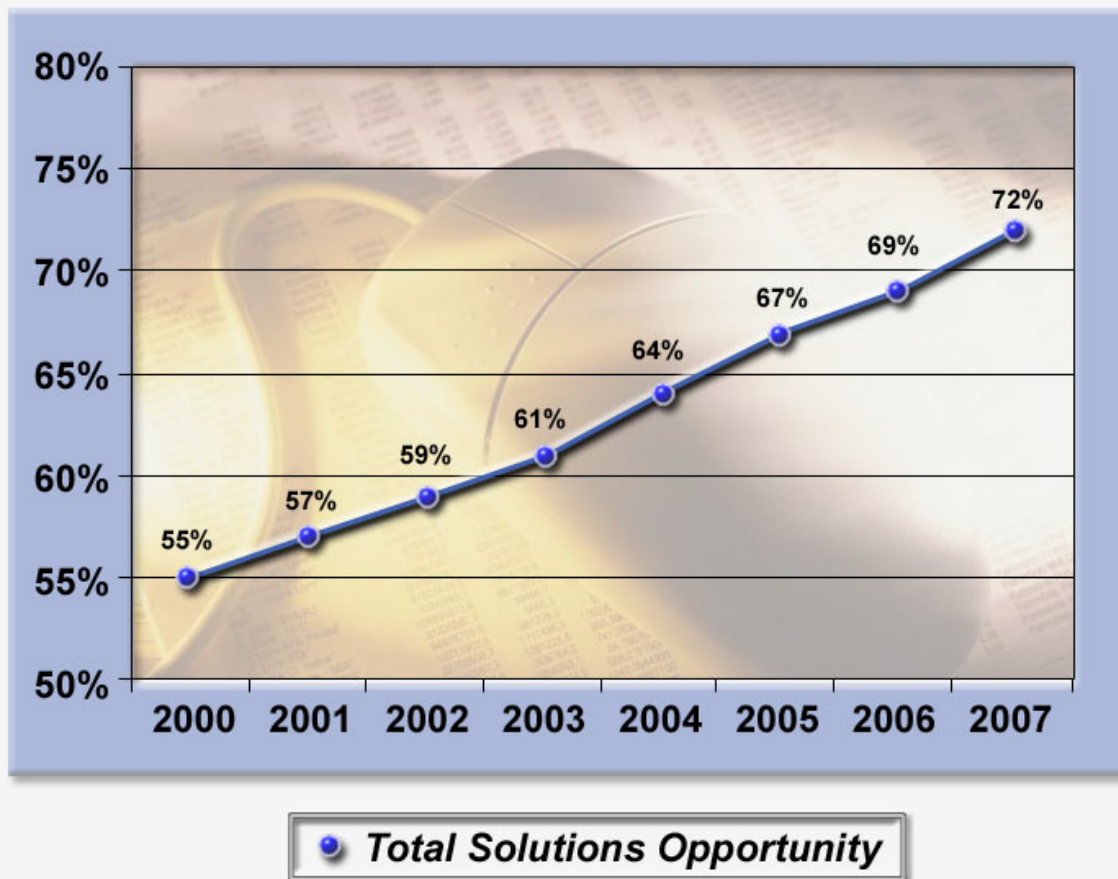


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Shift to solutions is changing industry landscape

Solutions spend continues to gain momentum and is estimated to represent nearly 72% of the overall IT market by 2007



A “solution” is an offering – from one or more companies – that **combines technology and high-value services to solve a client's business problem**

Source: IBM Market Intelligence, Solutions Market View 2H2004

Solutions market is key target in IBM's growth strategy

Solutions are growing faster than the rest of the market



Source: IBM Market Intelligence, Solutions Market View 2H2004

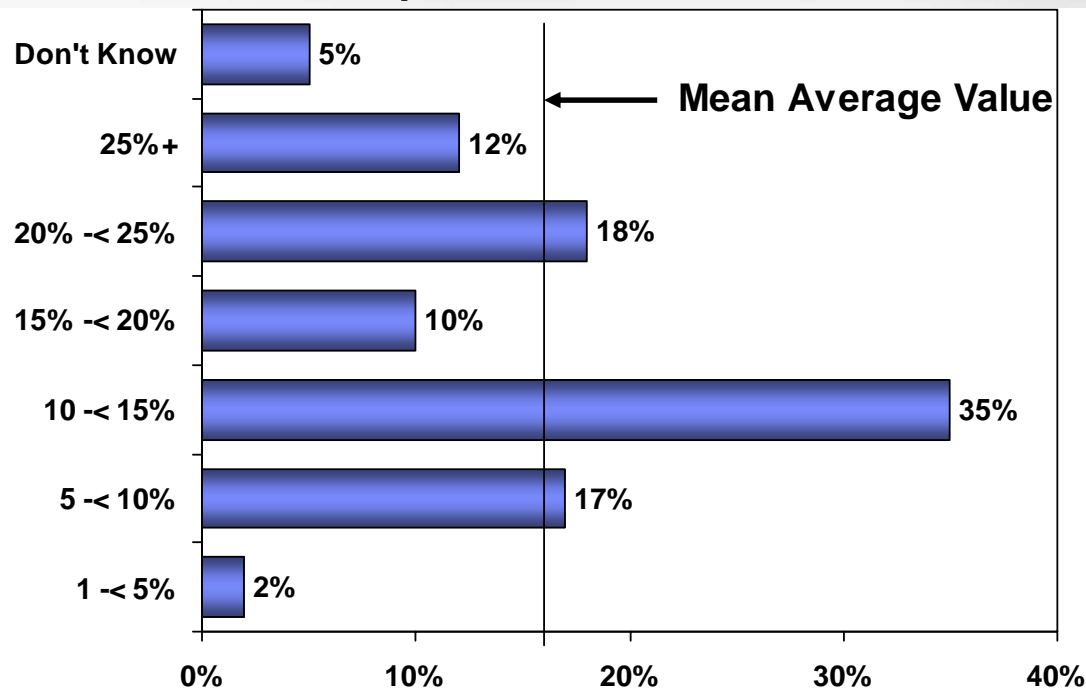
Solutions clearly offer a higher return on sales . . .

...furthermore, end users indicated a willingness to pay up to a 10% premium for hardware included as part of a total solution sale.

Source: J.S. Waxman, The Economics of the U.S. Hardware Distribution Channels: End-User Survey Report, An IDC Multiclient Study

05-19-2004

Acceptable Hardware Premium



IBM eServer iSeries – 3 top priorities

- **IMAGE**

- Visible and audible increase in general marketing for iSeries to drive market presence of the brand

- **ISVs**

- Additional funding and resource for ISVs as a whole
- Technical and market enablement

- **Partner Coverage**

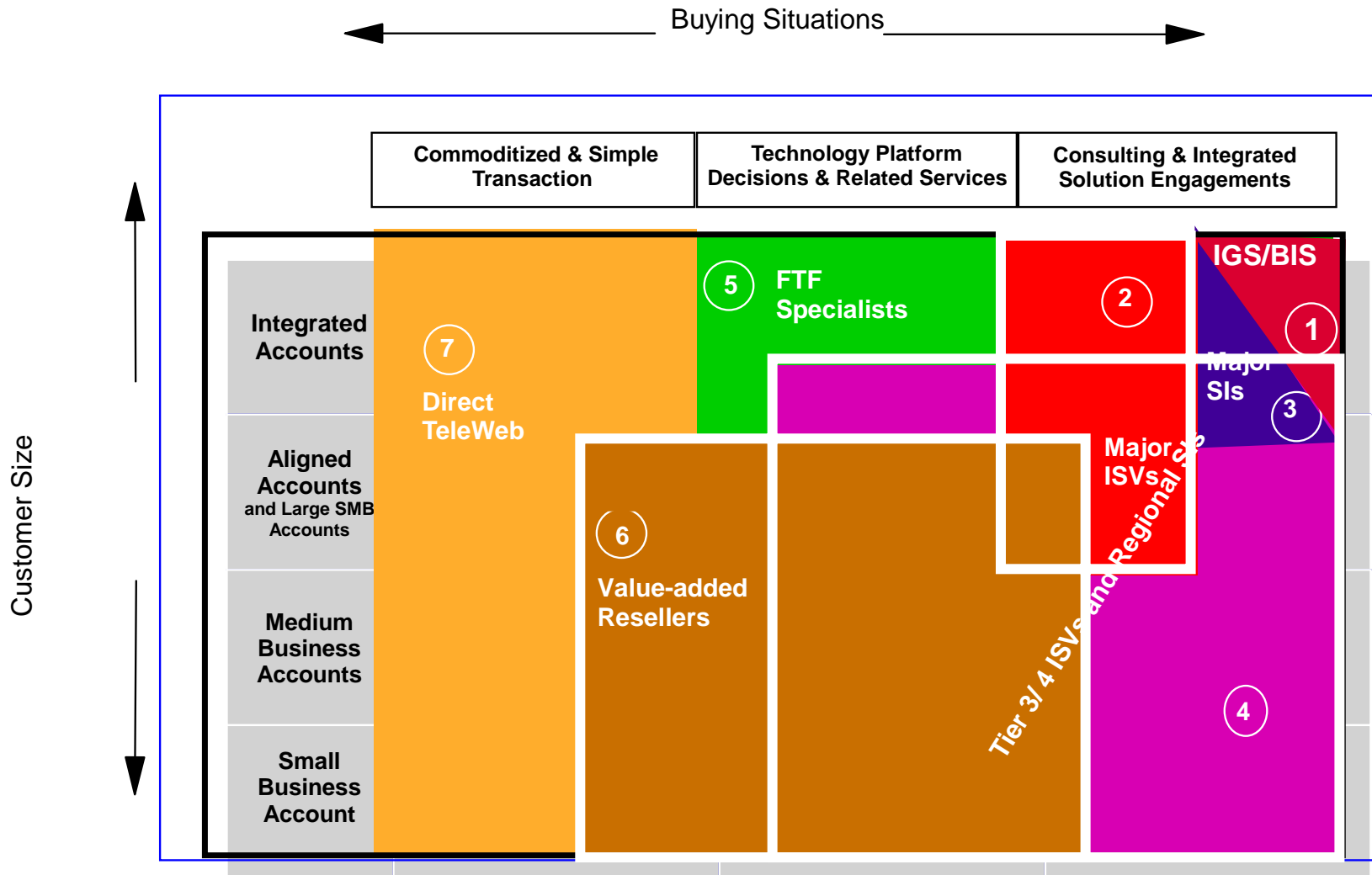
- Link this with solution sales – drive joint revenues up

What do you want from us? Let us know

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System Sales, iSeries EMEA

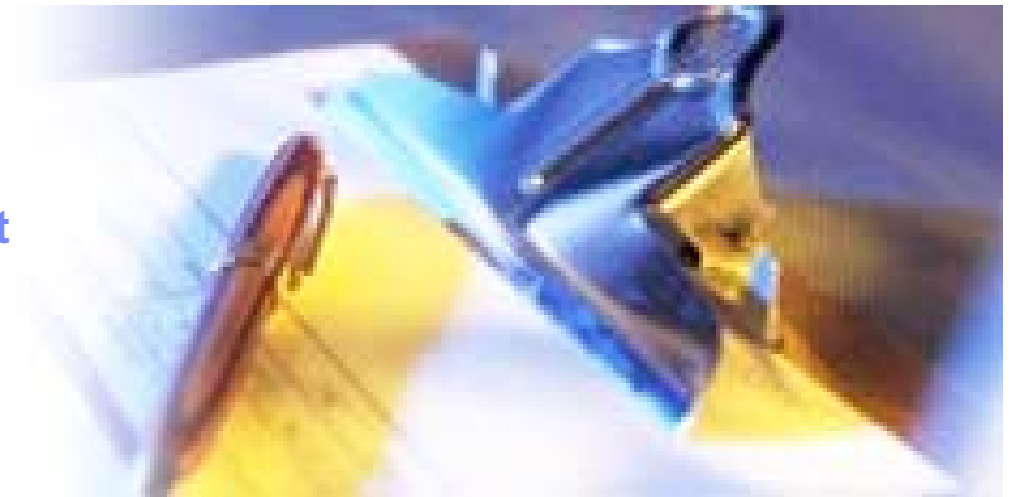
IBM Routes To Market



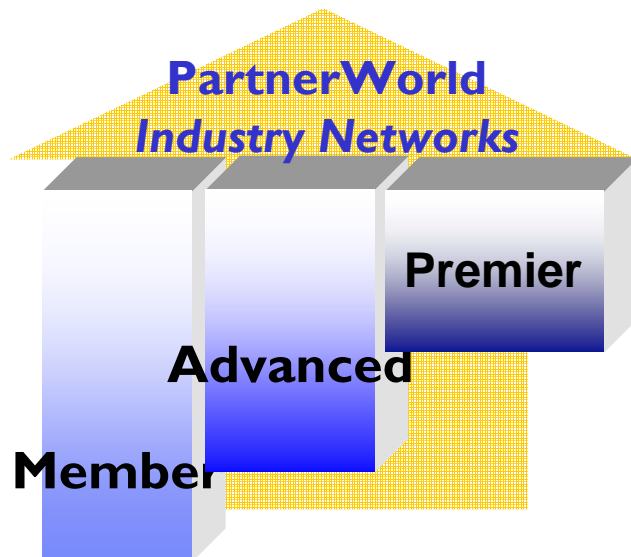
The Roadmap begins with PartnerWorld

Membership has its rewards!

- Selling resources
- Marketing resources
- Products and technologies
- Technical resources and support
- Training and certification
- Value Package/Value Options



Membership Levels



Now Easier Than Ever To Get To ADVANCED!



IBM Solution Connection

- An in-depth, searchable repository for your customers and prospects
- Thousands of solutions translated into nine languages
- Providing your global reach for an end-to-end total solution
- 50,000 hits per month



1,123 iSeries solutions
in the Solution
Connection repository



eServer Solution Connection

Solution Connection is a single web site that aligns IBM and Solution Developer's software solutions with valuable, timely and relevant resources that can:

- Help customers easily find, evaluate and make a more informed solution decisions.
- Help the IBM sales force quickly formulate effective sales strategies to differentiate ISV software with IBM eServer

External view: www.ibm.com/servers/solutions/finder

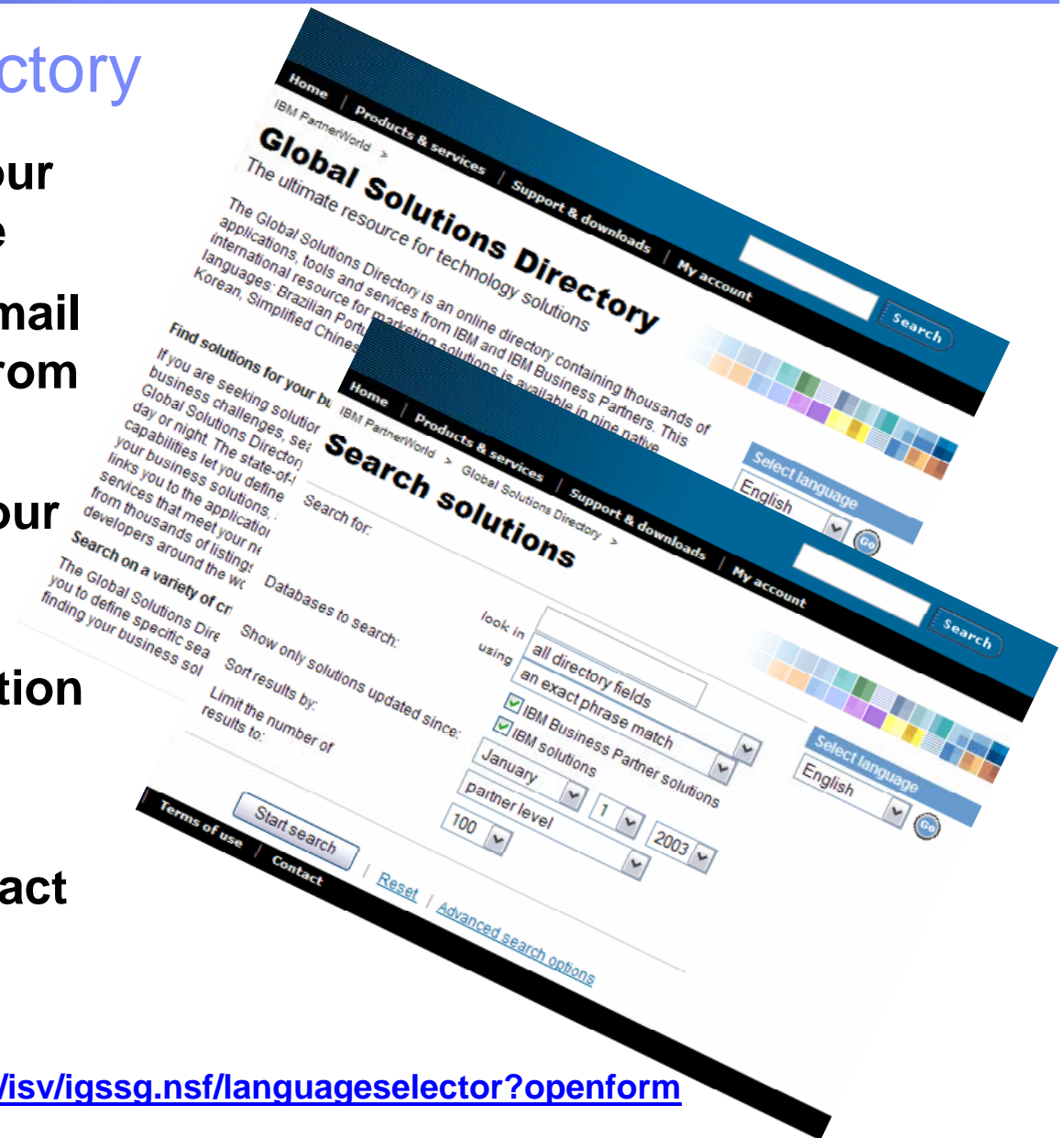
Internal view: w3.ibm.com/sales/systems/solutionfinder



- **DELIVERABLES:** Alignment of deliverables to solutions in a single repository to differentiate
- **SALESKITS:** Core to saleskit activities . . . via sales access
- **PORTALS:** Self customizable views into for campaigns / ISV's etc
 - Over 150 of these are in use
- **LANGUAGES:** Global language support for geos (French and Italian in place. Japanese, Korean, Chinese, German in process.)

Global Solutions Directory

- Is a great way to market your solutions on a global scale
- Delivers sales leads via e-mail and provides direct links from IBM to your Web site
- Allows customization of your solution's listing with your company and contact information, logo, certification marks and more
- Is a valuable resource to maximize promotional impact for your solutions



<http://www.developer.ibm.com/solutions/isv/igssg.nsf/languageselector?openform>

ServerProven



■ What is ServerProven?

- A client assurance logo program
550+ solutions strong
 - 341 solutions on iSeries

■ Results!

- Rebates up to \$64,000 USD
- Rebates to ISVs
- Rebates for hardware upgrades

■ What's Next

- Continue to aggressively recruit key iSeries ISVs into ServerProven



<http://www.developer.ibm.com/welcome/eserver/eSC/serverproven.jsp>

Benefits of IBM ServerProven

■ To ISVs

- Gives ISVs access to offerings, logos and validation, helping to differentiate their solution running on IBM HW products
- Targeted groups of solutions – organized and easy to find
- Timely and relevant deliverables – attached to individual solutions
- Availability of Sales Contact information
- Solution Providers can bring value to their customers by qualifying for ServerProven and IBM TotalStorage Proven special rebates
- Electronic reports with linkages to relevant solution information
- Costs NOTHING to participate!

Benefits of IBM ServerProven

■ To Clients

- Access to ServerProven and IBM TotalStorage Proven offers
- Find solutions that have been successfully installed and utilized by customers in real-world environments on IBM @server
- Find software solutions to help solve specific business needs
- Access valuable IBM resources through easy-to-find solutions aligned with tailored IBM eServer resources
- Find qualified solution providers (resellers) that can help ease implementation
- Request solution value reports that assist in evaluating solutions and making a more informed solution decision

PartnerWorld Industry Networks



ibm.com/isv

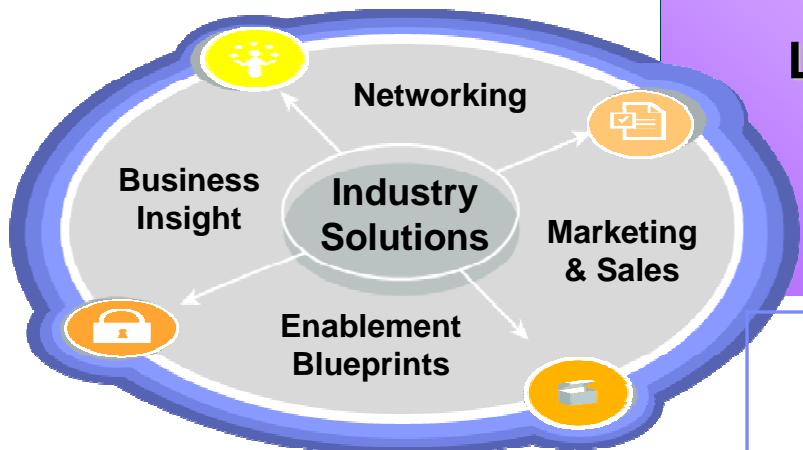
**Benefits increase
As your investment in
IBM increases**



**Go-to-Market
with IBM**

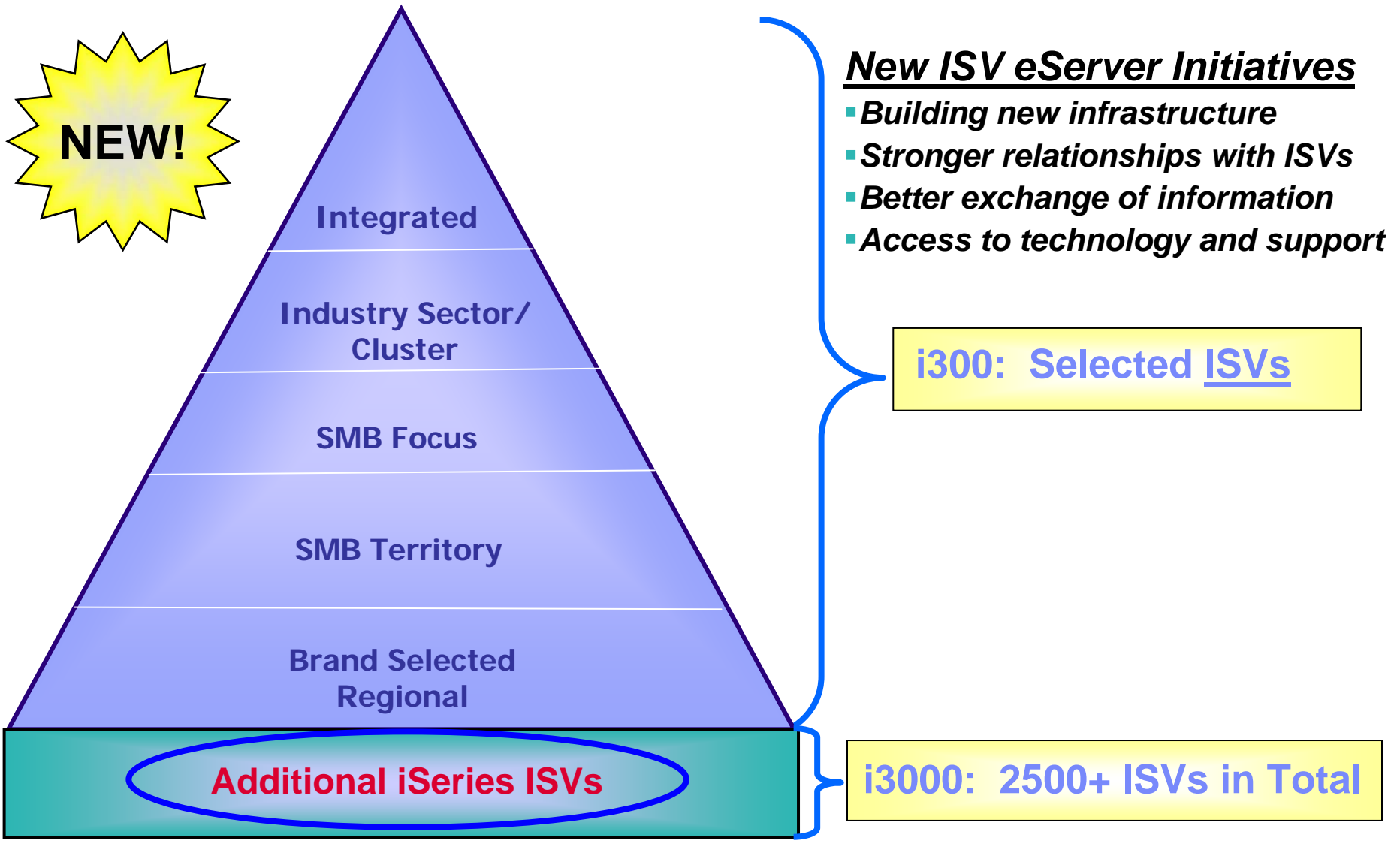
**Build Vertical
Capabilities & Skills**

**Learn &
Target**



Industry Network Coverage
*Retail, Financial Markets, Banking, Telco, Life Sciences,
Healthcare, Automotive, Government, Insurance*
Wholesale, Manufacturing, Education & Learning Services

iSeries ISV Coverage Matrix – i300 and i3000



i300 Initiative – Getting Off to a Fast Start!

The Goals

–Educate

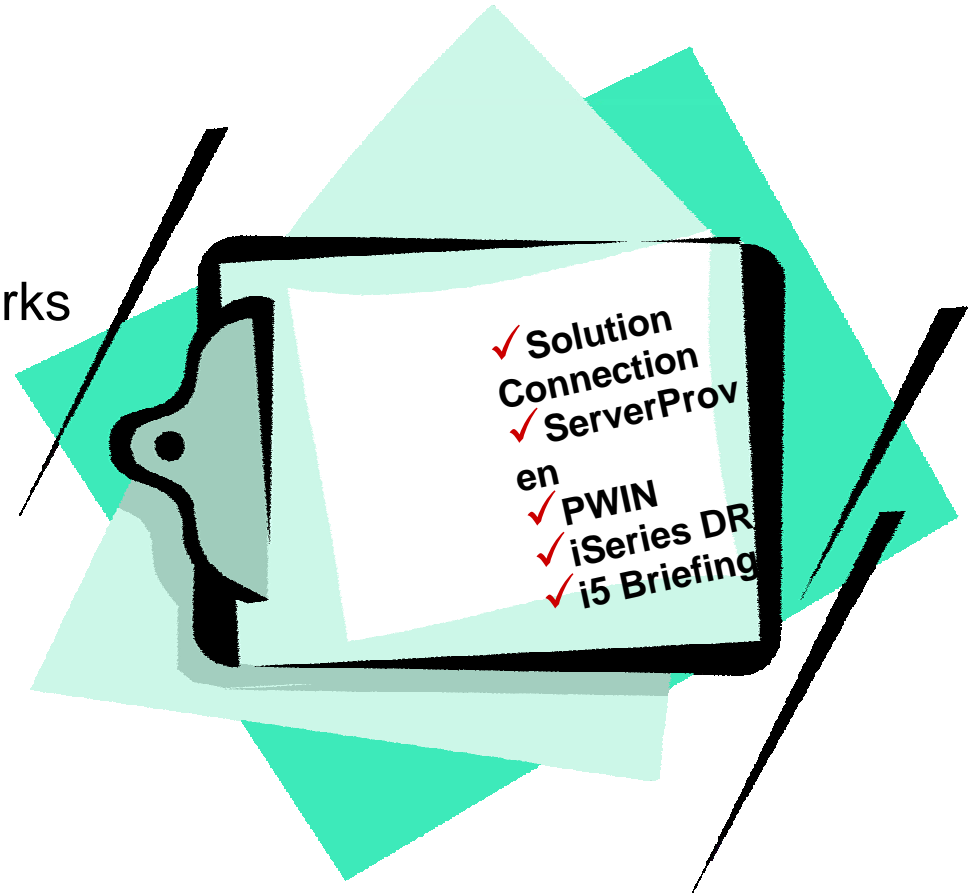
- Solution Connection
- ServerProven
- PartnerWorld Industry Networks
- iSeries Developer Roadmap
- i5 Briefing

–Communicate

- Internal
- External

–Motivate

- Significant Rebates
- Renovated, automated saleskits



Register to Attend PartnerWorld



Registration is now open: http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pw2005_registration.html

Schedule one-on-ones with IBM Execs in the IBM Solution Center

Work through IBM Client Executive or Contact

Promote your business

Apply for a sponsorship (Platinum, Gold, Silver, Standard)

Announcing IBM eServer i5 Solution Edition



More to come:

- New ISVs,
- New Customized Solution Editions



Powerful software
Passionate people



LAWSON®



Nine ISVs qualified and announced to date

Attractively priced to assist ISVs in shifting existing customers to the latest IBM and ISV technologies

Priced at \$60k less than Enterprise Edition

Each sale requires purchase of \$60k in ISV sales and/or services

Customer gains total business solution



forward faster

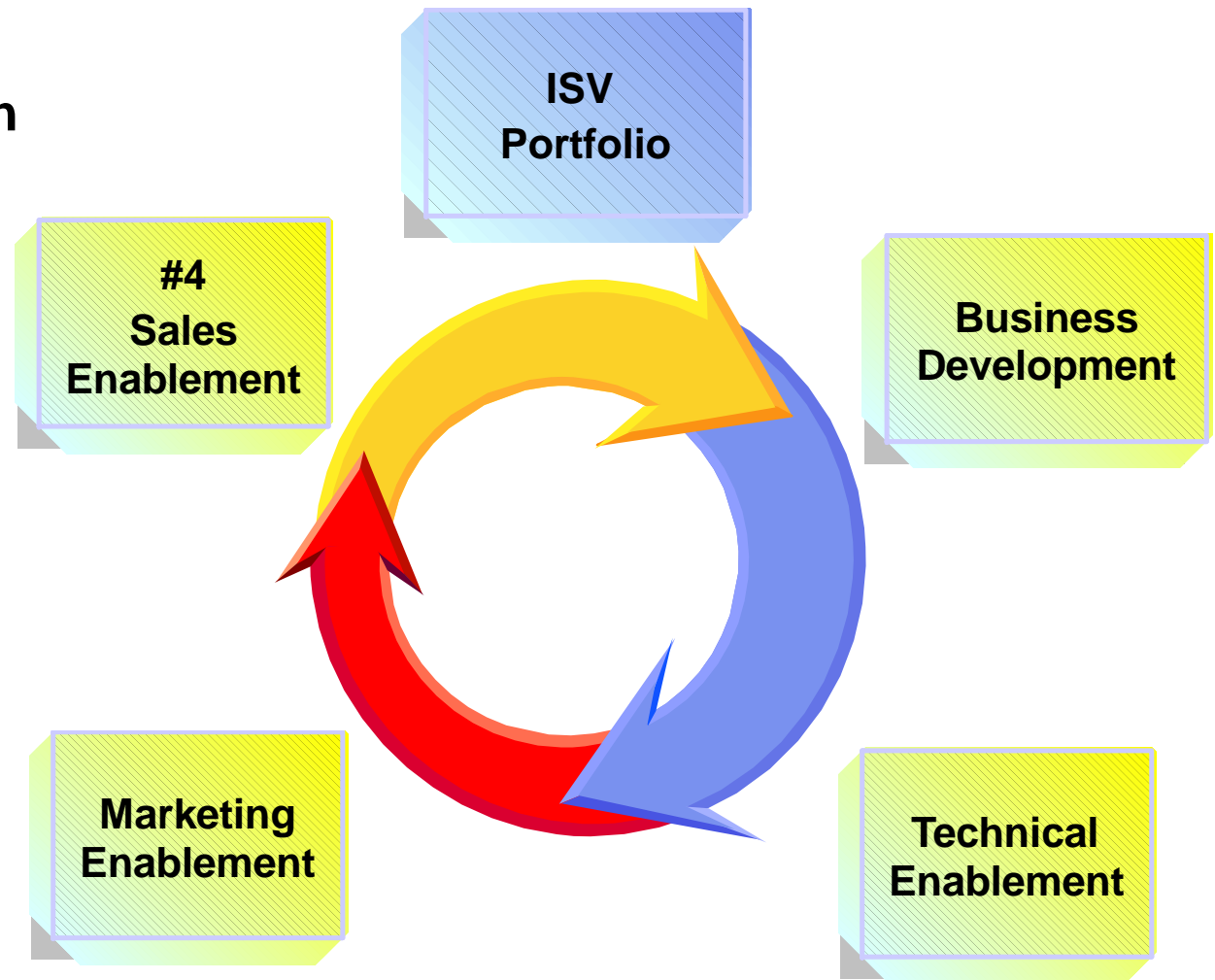
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- **Q&As**

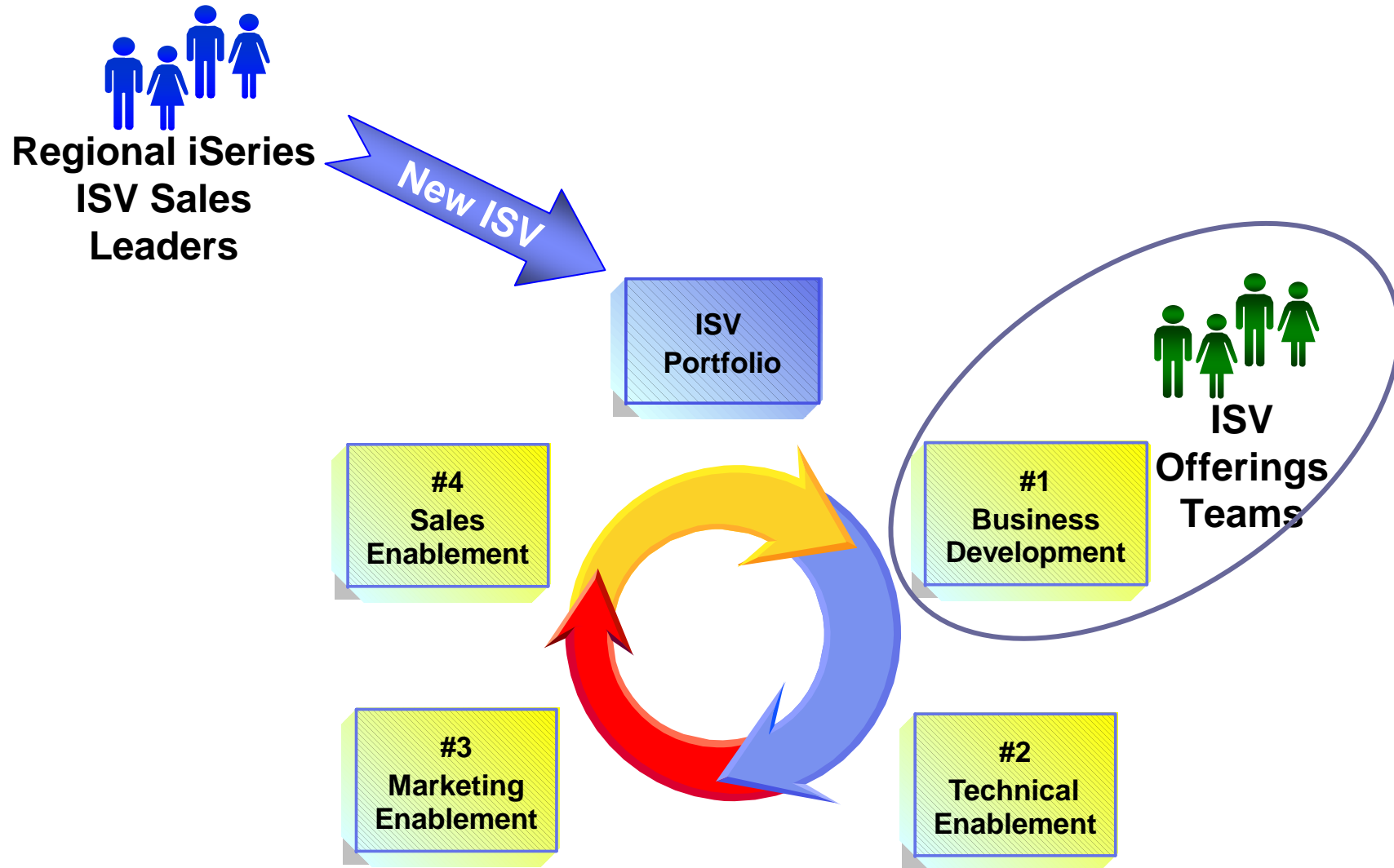
iSeries ISV Management Process

ISV Centric Approach

- Repeatable
- Measurable
- Leveraged Investments
 - Enablement
 - Performance driven
 - Opportunity driven



Ownership of Responsibilities

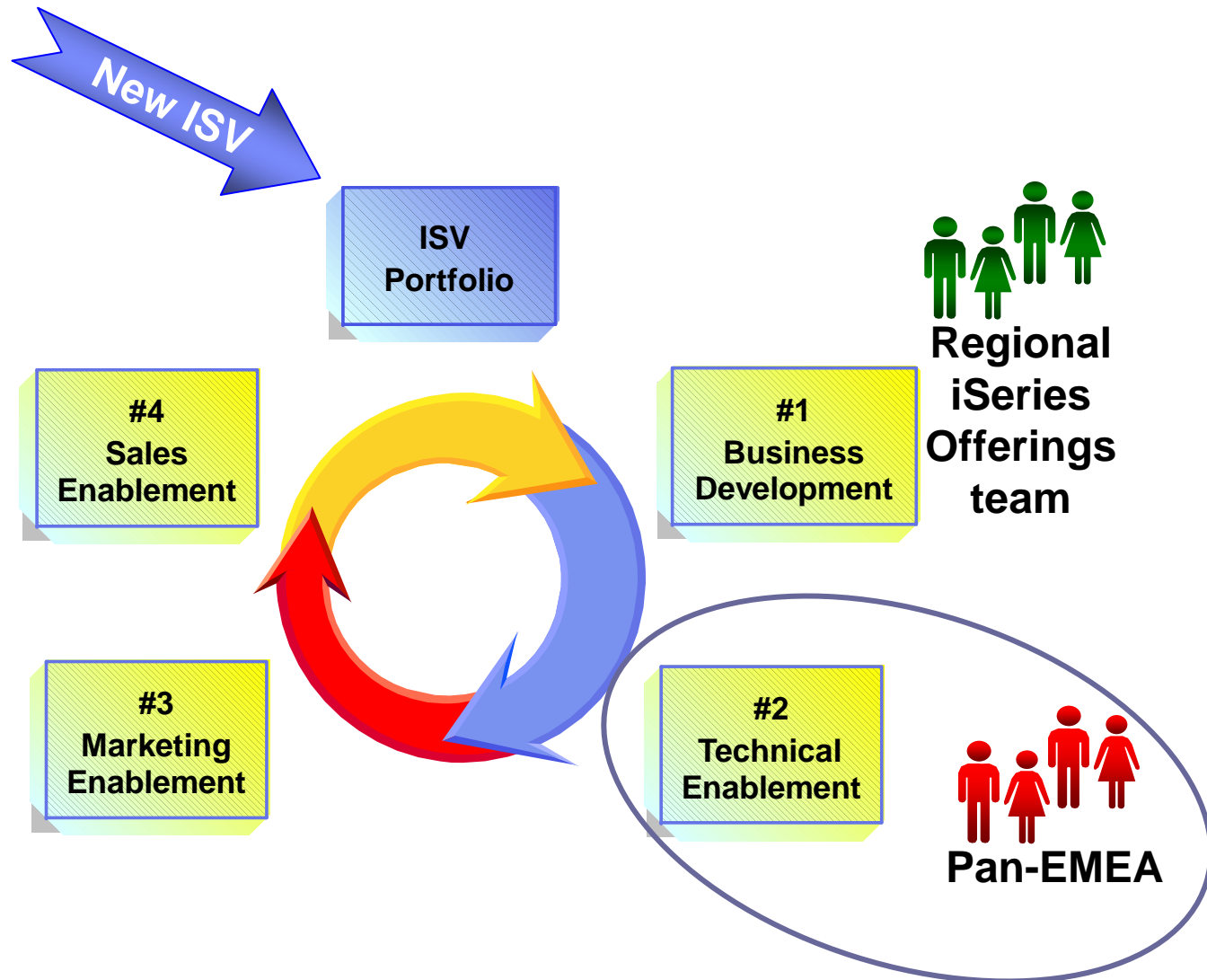


Regional ISV Offerings Team – Typical Activities

- **Communicate & facilitate ISV offerings**
- **Analyse Potential business opportunity of new ISVs**
- **Build bridge to the Regional ISV managers**
- **Develop channel plans and suggestions**
- **Enrollment in Solution Connection**
- **Enrollment in ServerProven**

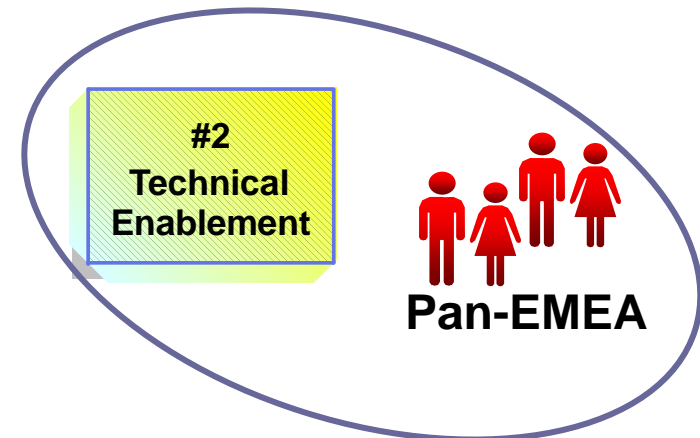


Regional Enablement Team – typical activities



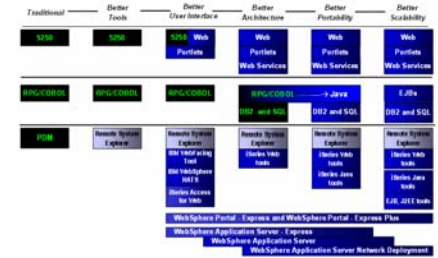
Technical Enablement – Typical Activities

- **Organise & Attend Technical Review Board (TRB)**
- **Drive adoption of IBM Software where appropriate**
 - WebSphere
 - Lotus
 - Linux/AIX
 - Windows Integration
- **V5R3 Certification**
- **Developer Roadmap Education**
- **Liaison to the Montpellier Benchmark Center**
- **Educate ISVs on technical support offerings**





Technical Resources and Support



IBM spent \$10M+ in 2004 on Technical Enablement for iSeries ISVs

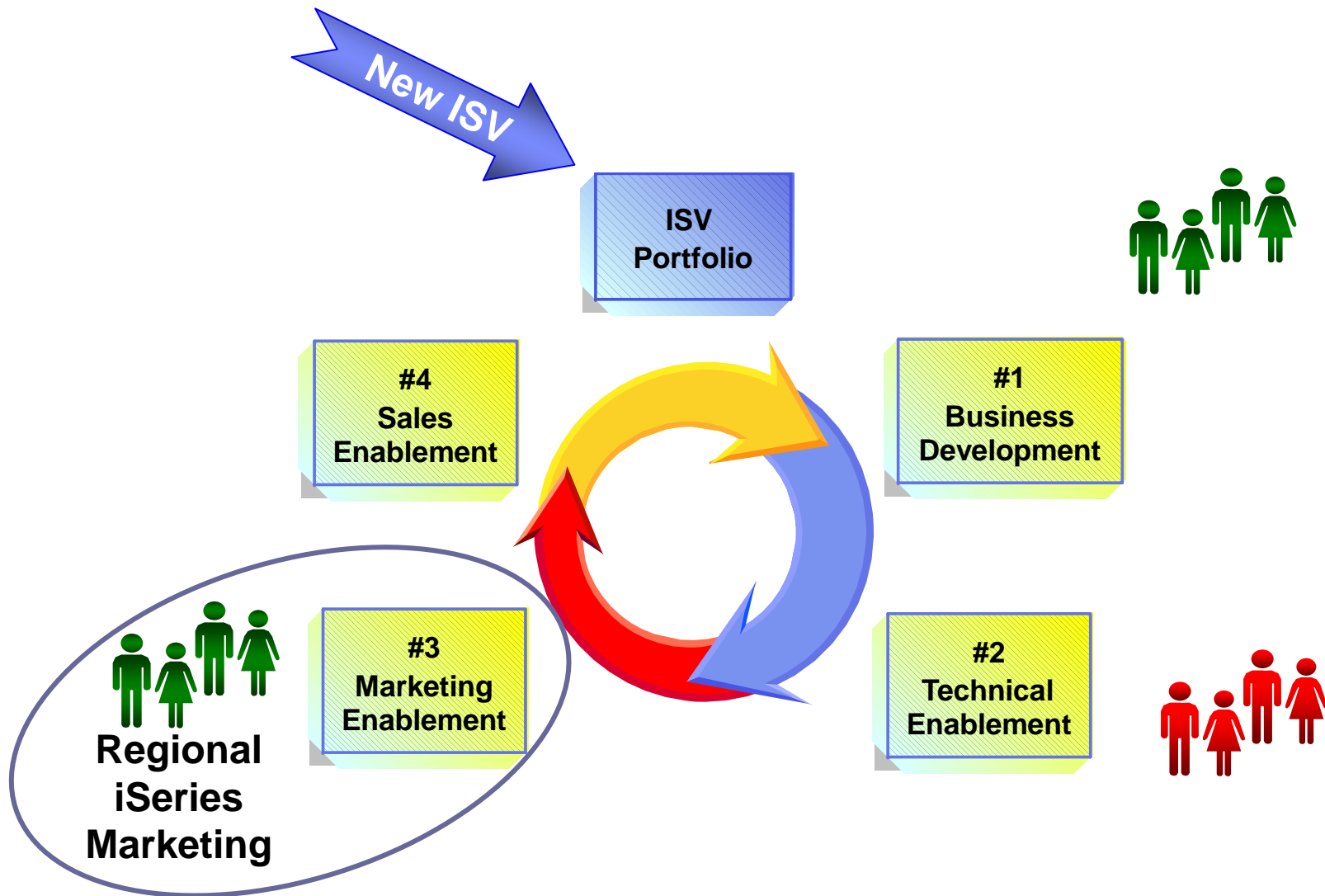
...And 2005 will see an incremental budget for this segment of our Partners

Did you know ...

- ✓ Over 2200 ISVs have one or more applications running on iSeries?
- ✓ Over 500 ISVs run on V5R3 and i5 POWER5 hardware?
- ✓ More than 250 ISVs have modernized their applications using IBM's WebSphere and i5/OS?
- ✓ More that 300 LINUX solutions run on the iSeries platform?
(NOT COUNTING Open source Linux applications)

Our investments in Porting and Enablement have made it easier to support application currency, enhancement, and porting efforts

Marketing Enablement



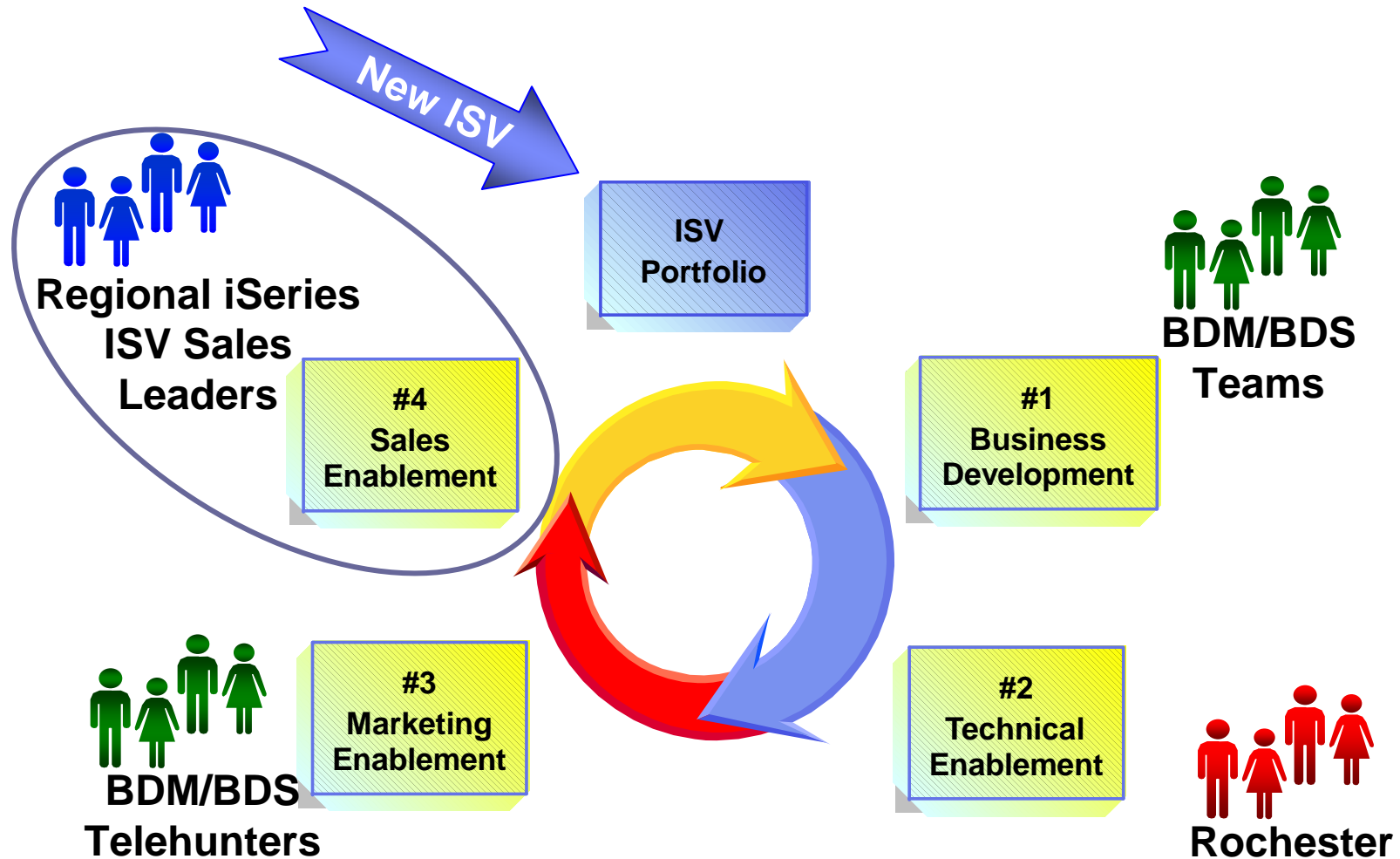
Marketing Enablement – Typical Activities

- **Co-Marketing Funding / Campaigns**
- **Go-to-market Detailed Planning**
 - Customer Events – Roadshows
 - Targeting audience
 - Focused mailings
 - Tele-hunter prospecting calls
 - Marketing Intelligence to ID Target Audience



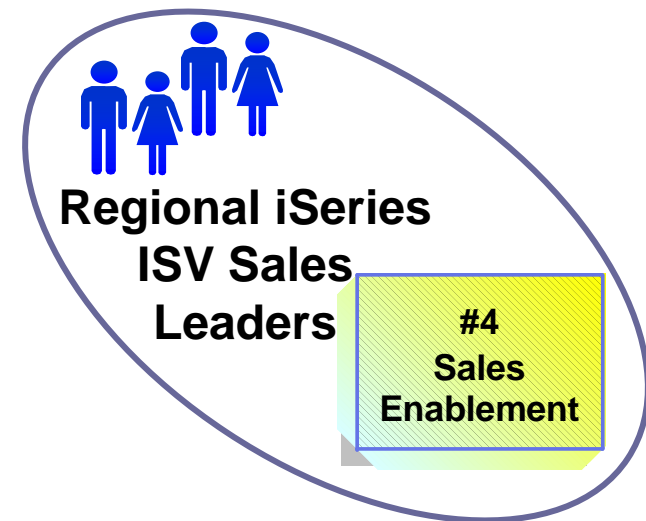
Additional funding for iSeries marketing

Sales Enablement



Sales Enablement – Typical Activities

- **Regional Co-Marketing Funding**
- **Regional Events**
 - Road shows
 - Webinars
 - Special events (Ballgame, tennis, golf)
- **Promote Complementary Partnering**
 - High Availability / Business Intelligence
 - ISV Application / WebSphere Portal
- **Industry Focused Seminars**
- **ISV User Conferences**
- **Linking with IBM Sales Forces**
 - iSeries Reps
 - Client Reps
 - SWG



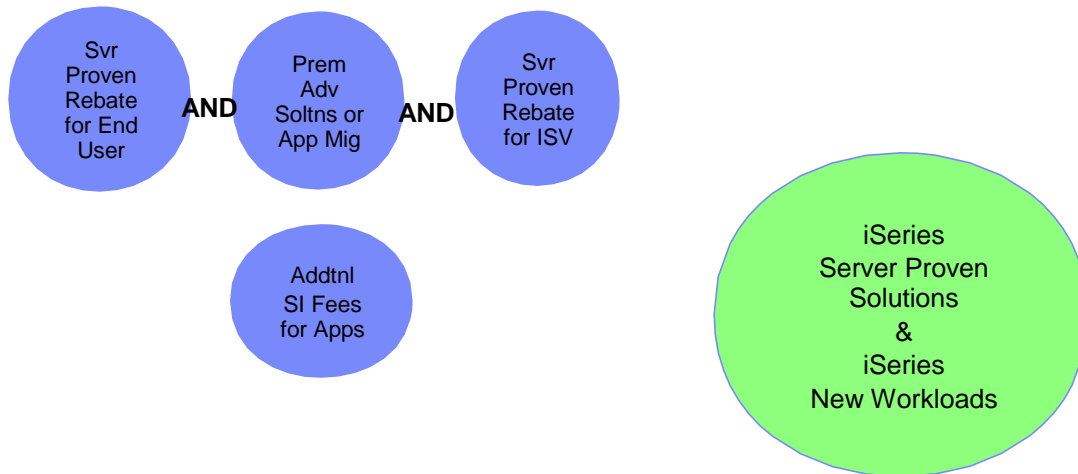
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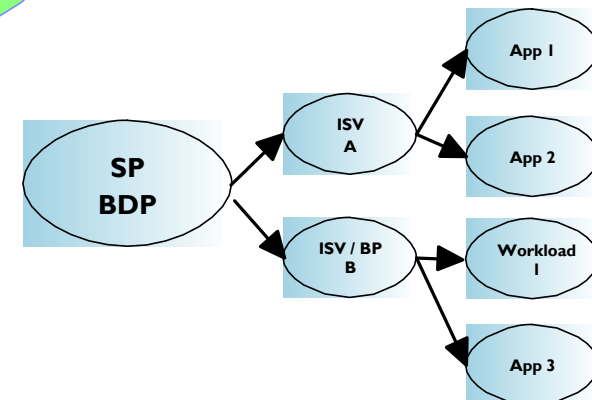
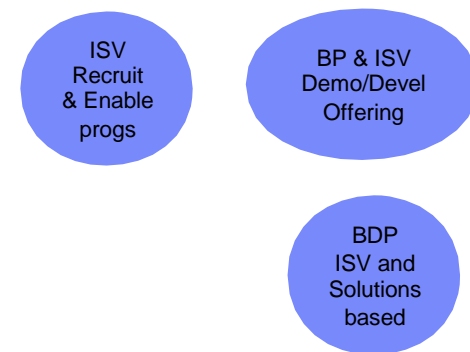
Solution Sales in 2005

Selling Solutions in 2005

Solution Sale Transaction



ISV and Channel Enablement



SUMMARY

	End User	Reseller SP / SI	SI Influence	ISV
Server Proven Rebate cheque (value varies by box)	Y			Y
BP Premium Advantage Solutions Bonus (5 - 20% additional discount)		Y	Y	
SI Additional Appl Fees			Y	
BDP (2-4% of Total brand revenue)		Y		?

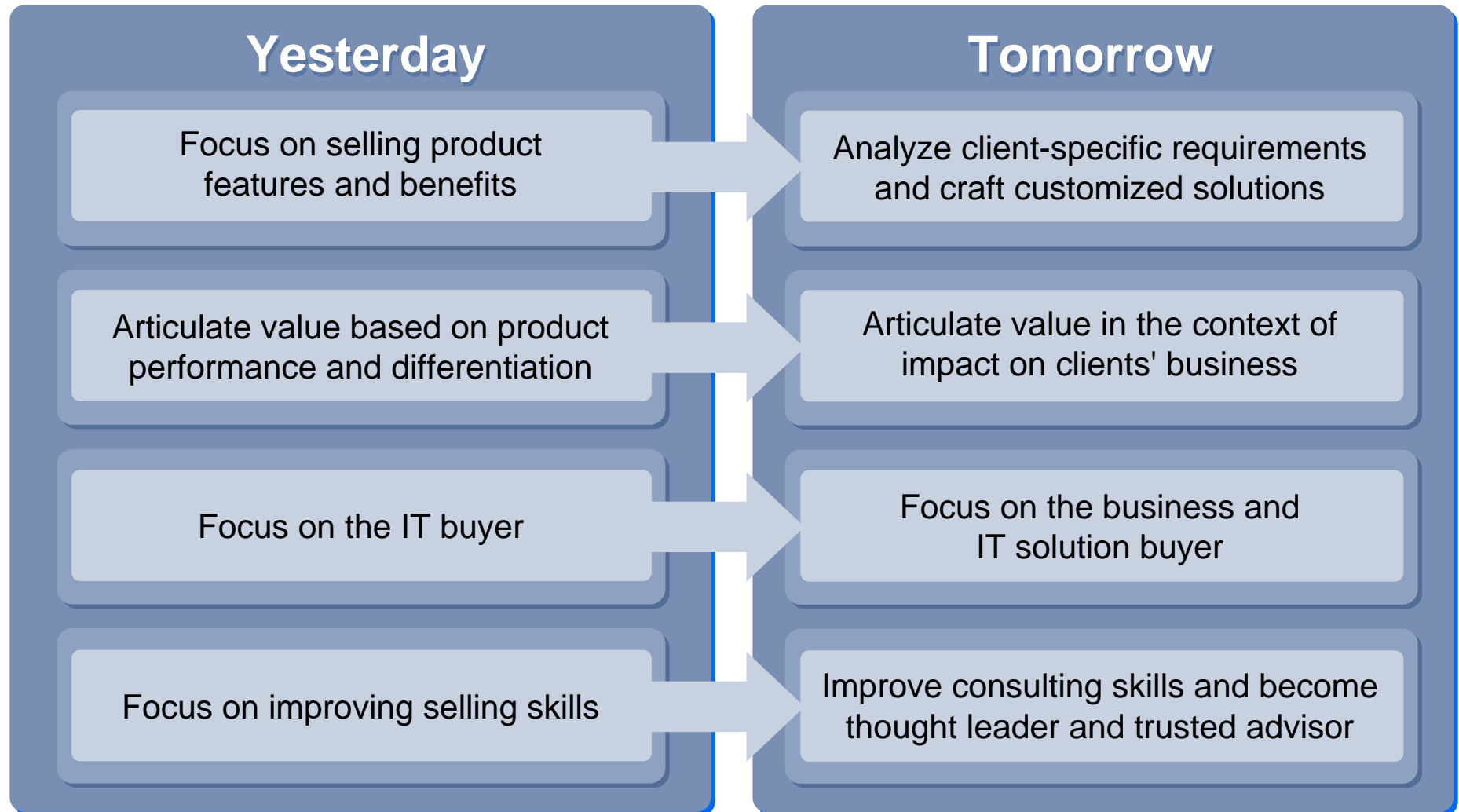
Incentives Summary

- **Focus on rewarding application sales at all levels (BP, ISV and End User)**
 - Helps to provide BP differentiation at time of sale and with investments
 - Rewards 'value' BPs
- **Shifting more incentive to Period (Quarterly) Performance encourages margin retention**
 - SMB Performance, PartnerRewards adder, increased SVL and BPIC adder when BPIC announced
- **Simplification of programmes reduces costs**
 - 9405 Express and 520 Value Edition terms
 - Period incentives geared to known revenue or SVL performance reduces/removes need for claims and target setting. Requires SORT to be used.
 - "Premium Advantage" combines two (or more) claims and into one.
 - Hardware promos website to be used for simple hardware discount promos.
- **Return to customised BDP encourages investment and differentiates BPs.**
 - Quarterly Tactical Fund focuses on investment milestones or short-term objectives for strategic programmes (e.g SystemSeller targets).

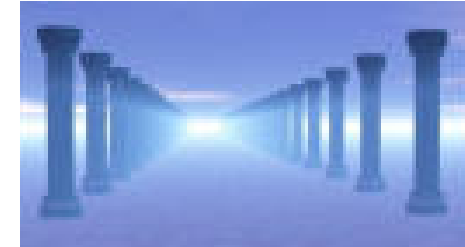
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VP System Sales, iSeries EMEA

Next Steps: Transitioning to 2005



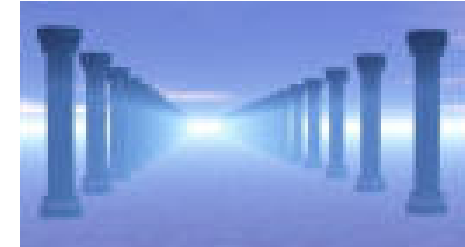
“i” Can Read The Future



For ISVs.....

- **Sign up for PartnerWorld – Advanced Membership**
- **Enroll in Solution Connection**
- **Enroll in ServerProven**
- **Enroll in PartnerWorld Industry Networks**
- **Understand the iSeries Value Proposition for your solution and be able to share the story**
- **Set up a Sales Strategy with your IBM Team!**
 - Introduce yourself to your Regional ISV Sales Leader
 - Contact your ISV Region Leader to engage in local events
 - Contact your ISV Region Leader for transaction assistance
 - Build you partner ‘ValueNet’

“i” Can Read The Future



For Business Partners and IBM'ers

- **Inventory your customer sets by industry**
- **Identify ISV solutions to match**
 - Leverage eServer Solution Connections or the ISV Regional Leaders to identify the appropriate iSeries ISV solutions
- **Understand the solutions your customer is considering**
 - Note: They may not identify them as iSeries projects
- **Establish relationships with ISVs**
- **Introduce yourself to your Regional ISV Sales Leader**
- **Set up a Sales Strategy with an iSeries ISV Team!**

Series ISV Eco-System – 2005 #1 Priority! Solutions are available...



And more.....



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 - Geographic Programs
- **Finding ISV solutions**
- **2005 - Next steps**
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Additional Material

Additional Resources

▪ **ISV Advantage Program**

- Marketing tools, teaming opportunities and proven incentives to help ISVs drive sales and increase market share
- Membership open by invitation with two year commitment
- IBM Business Partners are opportunity owners for leads
- <http://www.developer.ibm.com/tech/isvadvantage.html>

▪ **Solution Connection**

- An in-depth, searchable repository for your customers and prospects
- Your collateral translated into nine languages
- 50,000 hits per month
- No charge to enroll
- <http://www.ibm.com/solutionconnection/enroll>

▪ **ServerProven**

- A client assurance logo program 550+ solutions strong
- Rebates for iSeries customers up to \$64,000 USD
- Rebates for iSeries ISVs up to \$64,000 USD
- Rebates for hardware upgrades
- No charge to enroll
- <http://www.developer.ibm.com/welcome/eserver/eSC/serverproven.jsp>

Additional Resources

- **Virtual Innovation Center for Hardware**

- IBM eServer Solutions Enablement – most at no charge
- Enablement Roadmaps
- Technical Enablement Support
- Technical and Educational Collateral
- Hardware Access including the Virtual Loaner Program
- Solution Sizing Tool
- <http://www-1.ibm.com/servers/enable/i/index.html>

- **PartnerWorld Industry Networks**

- Industry-specific benefits to help you throughout the development and sales cycle
- Benefits increase as your investment in IBM partnership increases
- Retail, Financial Markets, Banking, Telco, Life Sciences, Healthcare, Automotive, Government, Insurance
- Coming soon: Wholesale, Manufacturing, Education & Learning Services
- No charge to enroll
- <http://www.developer.ibm.com/isv>

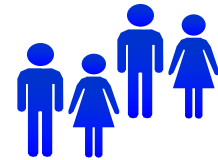
- **Sales Connection –PartnerWorld Benefit**

- Leverage IBM's WW sales network to close more qualified sales opportunities
- Access is based on Partnership level
- No charge to enroll
- <http://www.developer.ibm.com/marketing/industry networks/salesconnections.html>

Additional Resources

- **Register For PartnerWorld**
 - February 27th – March 2nd
 - Las Vegas – Mandalay Bay Hotel & Convention Center
 - Schedule one-on-ones with IBM Execs in the IBM Solution Center
 - http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pw2005_registration.html

The EMEA iSeries ISV Team



Regional Sales BUEs	North Region Guy England	Central Region Petra Leissle	West Region Marc Joly	Nordics Region Ebbe Rostorp	South Region Luigi Nazzani	Cema Region Mihai Tudor
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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.

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