



IBM Systems and Technology Group University 2005

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IBM Systems and Technology Group University 2005

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

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

- **Value of Independent Software Vendors (ISVs)**
- **Current Market Trends in Solution Purchases**
- **How the iSeries Brand works with ISVs**
 - World-Wide Programs
 - Geographic Programs
- **Finding ISV solutions**
- **2005 - Next steps**
- **Q&As**

ISVs Like Selling their Solution on eServer iSeries!

It's Reliable, Secure and Scalable

"Genelco's software applications can scale as large as they need to, in part due to the eServer i5 scalability. But the bigger story here is that insurance carriers, even the largest, can embrace this platform and need not worry about hardware growth or company acquisition issues."

Genelco Software Solutions (a division of RBC Liberty Insurance); Mike Molinar, Vice President

Reduces Complexity, Easier to Use, Lower TCO

"Our customers, who are all law firms, are desperately trying to simplify their IT infrastructures. Using the IBM eServer i5 Servers, our clients are now able to run all 8 of their primary legal applications in one single easy to manage 64-bit server..... And they all run simultaneously in a single management view. The i5's Operations Navigator gives these software environments a single, easy-to-manage, look and feel. Rippe & Kingston's law firm clients have not only reduced their IT costs but have also become incredibly more agile to client demands!"

Rippe & Kingston, Paul G. Truax, Director, Consulting Services

Offers On-demand Capabilities

"IBM has consistently delivered new and innovative technology to the marketplace which provides Lawson's mid-market and large enterprise clients the opportunity to utilize the most powerful and best performing servers. IBM's eServer iSeries and pSeries servers with the POWER5 chip enable these clients to be competitive in their respective industry while utilizing Cost effective IT solutions that accommodate for daily business demands."

Lawson: Michael Rost, Director Product Marketing

ISVs Like Selling their Solution on eServer iSeries!

Can compete with Wintel

“With the new IBM eServer i5 520 Express Edition, IBM has finally delivered a product to meet the challenges of selling iSeries solutions to smaller companies (under \$50 million in annual sales). By pricing our applications software at a level comparable to the Express Edition, we have the 1-2 punch that knocks out even our strongest wintel based competition.

CRT International; Ron Pierner, President

Express Models offers a great new price point

“We are heavily competing with PC based solutions, the IBM ® i5 520 Express Edition creates a whole new arena to compete in the small market. This allows us to sell an i5, our software solution and installation services at prices below of the most of the pc-based competitors.

iCAP Computer Consultants, Inc., Carlos A. Aguado, President

550 Solutions Editions – Great Solutions Matched with Great Servers

“IBM has consistently delivered new and innovative technology to the marketplace which has given us the opportunity to bring the most powerful and best performing servers we can to our small and mid-sized customers.”

Clear Technologies, Mickey Patton, President & COO, C2 Division

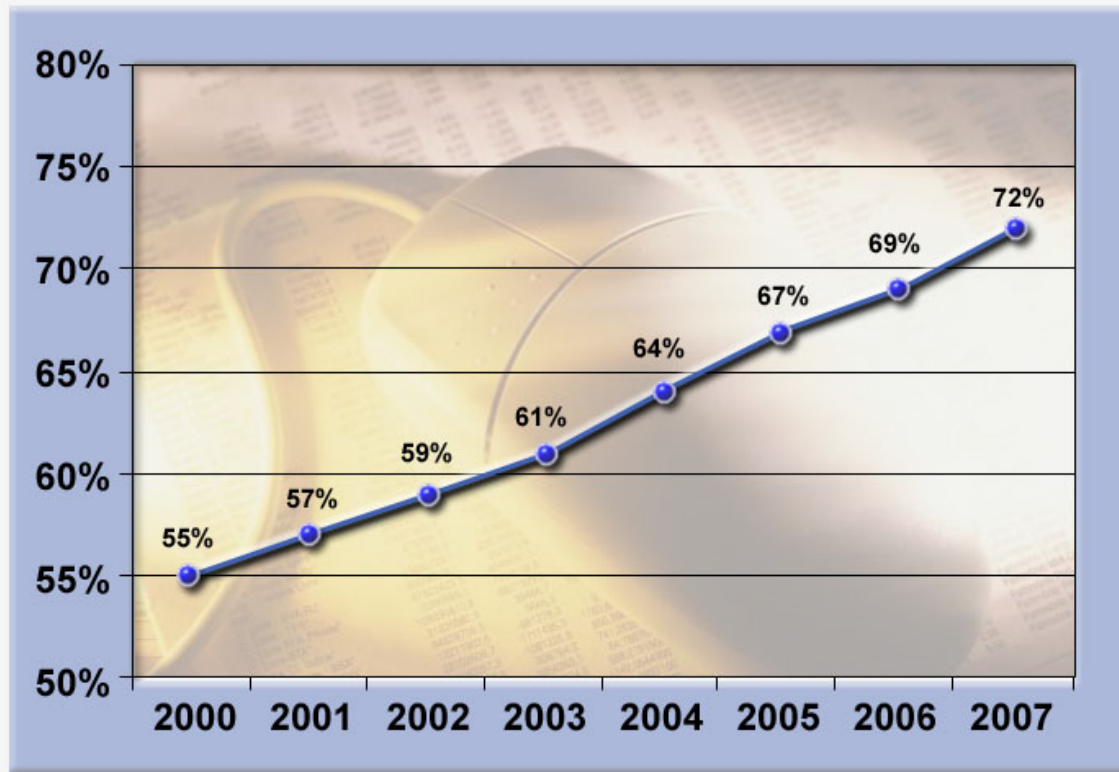
Application on iSeries “Stick and Grow”

“... As our clients consolidate more workload onto integrated servers, IBM's reliability and low total cost of ownership has allowed our clients to reduce operating expenses while increasing overall productivity. As their businesses grow and change, the servers grow and change with them making them a long-term solution and a smart investment.”

Manhattan Associates; Edward Reynolds, Vice President of Development

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



● **Total Solutions Opportunity**

Source: IBM Market Intelligence, Solutions Market View 2H2004

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

Solutions Selling is alive and well and gaining momentum

Solutions market is key target in IBM's growth strategy

Solutions are growing faster than the rest of the market



● **Solutions** ■ **Point Products**

Source: IBM Market Intelligence, Solutions Market View 2H2004

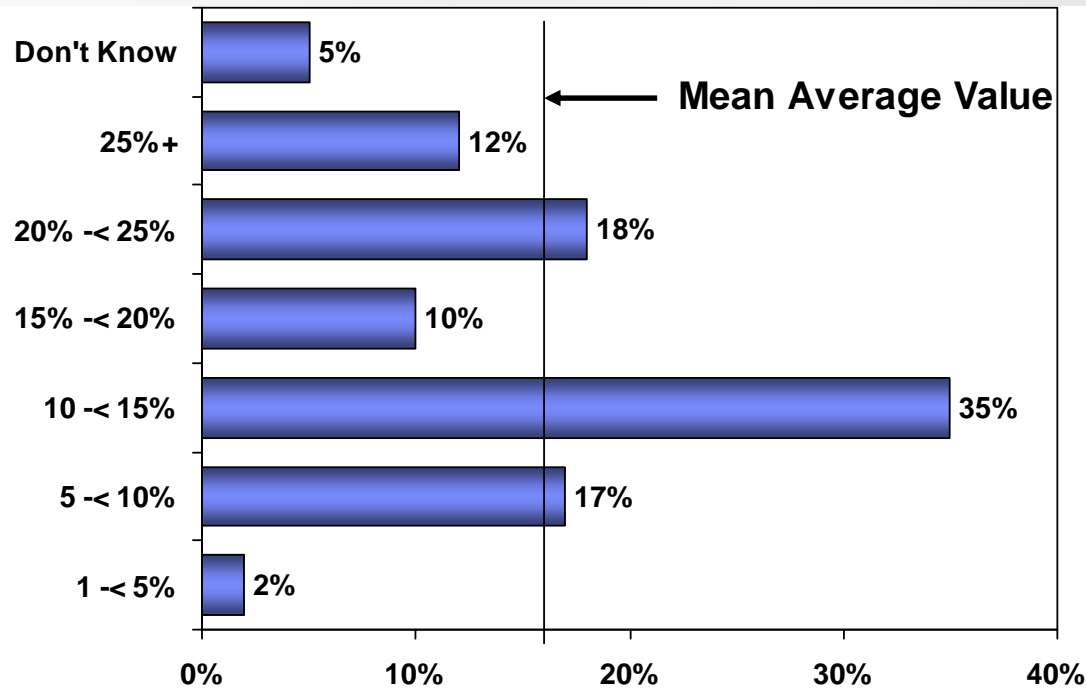
Solutions are not only alive but outpacing the growth of the market

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

Acceptable Hardware Premium



Customers are willing to Pay up to 10% more for Turnkey solutions that pair SW and HW

Agenda

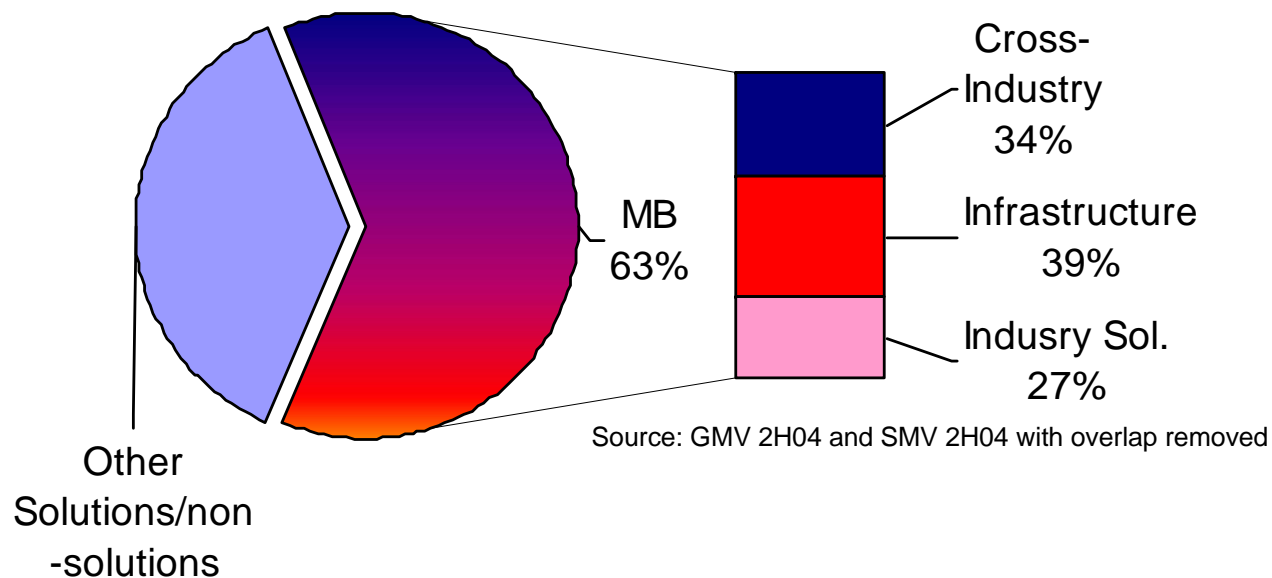
- **Value of Independent Software Vendors (ISVs)**
- **Current Market Trends in Solution Purchases**
- **How the iSeries Brand works with ISVs**
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 - Geographic Programs
- **Finding ISV solutions**
- **2005 - Next steps**
- **Q&As**

Solutions Drive Mid-market Spending

Sixty-three percent of the total MB GMV opportunity is in Infrastructure, Cross-Industry and Industry specific solutions. The remainder of the opportunity is in “Other Solutions” and “non solutions”

Industry Solutions (27%) and **Cross-Industry Solutions (34%)** account for a large majority of the solutions opportunity (61%)

**Distribution of Solutions Spend
2005**



In the mid-market arena solutions are still a big ticket item

Business Solution Sales Comprise Large Percent of Mid-Market

ERP and CRM are the projected leading solutions in 2005

		MIDMARKET	
		Solutions	% of Companies Investing in 2005
Business Solutions	ERP		49%
	CRM		45%
	B2B		33%
	SCM		30%

2005 will be a strong year for solutions where the iSeries excels

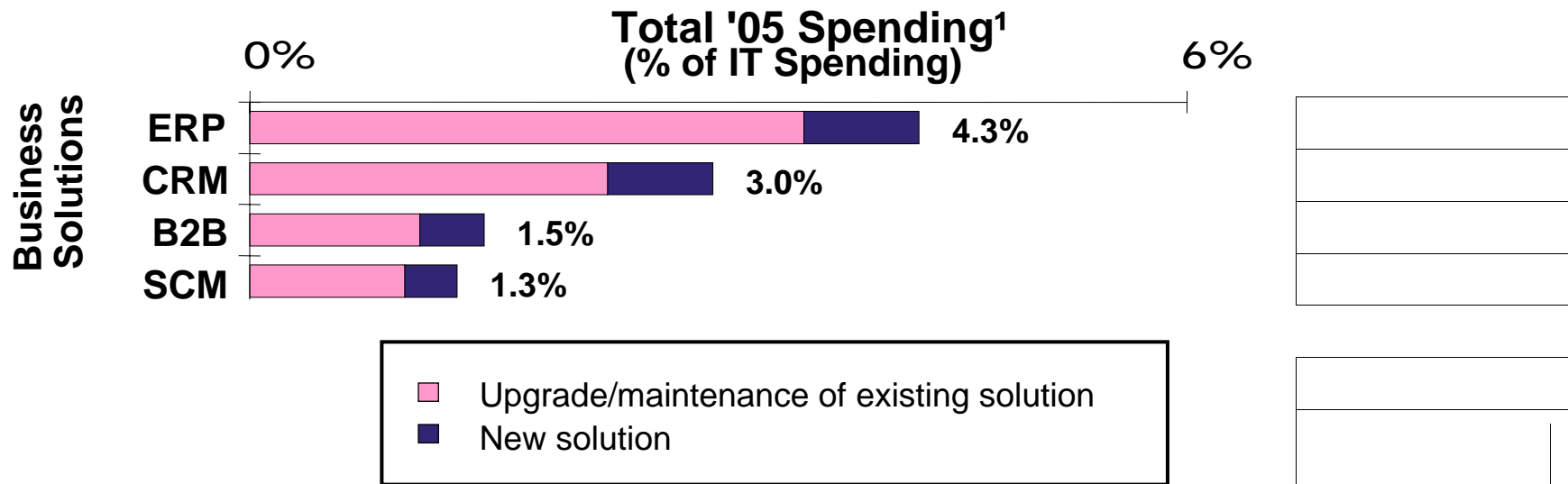
Source: The Mid-market Report from The IBM Solutions Market Monitor (SMM), Author: IBM S&D Market Research
 Date: August 2004. The SMM is an annual research study conducted across the G7 countries.

¹ Of all planned 2005 investments, which one is your company's top priority? Note: Total across solutions does not equal 100% because industry-specific solutions are excluded.

2005 Projected Sales for Business Solutions

Midmarket Solution Priorities and Spending for 2005 (Solutions Market Monitor)

- ERP leads among business solutions
- ERP and CRM represent the highest new solution spending (i.e., first-time spending on solutions)



ERP and CRM hot spots for new solutions - another strength for iSeries

Source: The Mid-market Report from The IBM Solutions Market Monitor (SMM), Author: IBM S&D Market Research
 Date: August 2004. The SMM is an annual research study conducted across the G7 countries.

Channel usage differs by solution type

Customers look to ISVs and SIs as the source of their industry solutions

Primary Channel Used by Solution: Midmarket

○ = quickest path to > 50% coverage

		ISV/Software Developer	SI Consultant	HW Manufacturer	VAR	ISP	ASP	SW or HW Reseller
Business Solutions	ERP	52%	25%	5%	6%	1%	7%	4%
	CRM	47%	31%	5%	7%	2%	5%	3%
	B2B	36%	37%	4%	4%	6%	10%	3%
	SCM	41%	35%	4%	8%	1%	6%	4%

***So why partner with an ISV or an SI? Look Here!!!
They are driving the solution sell !!!***

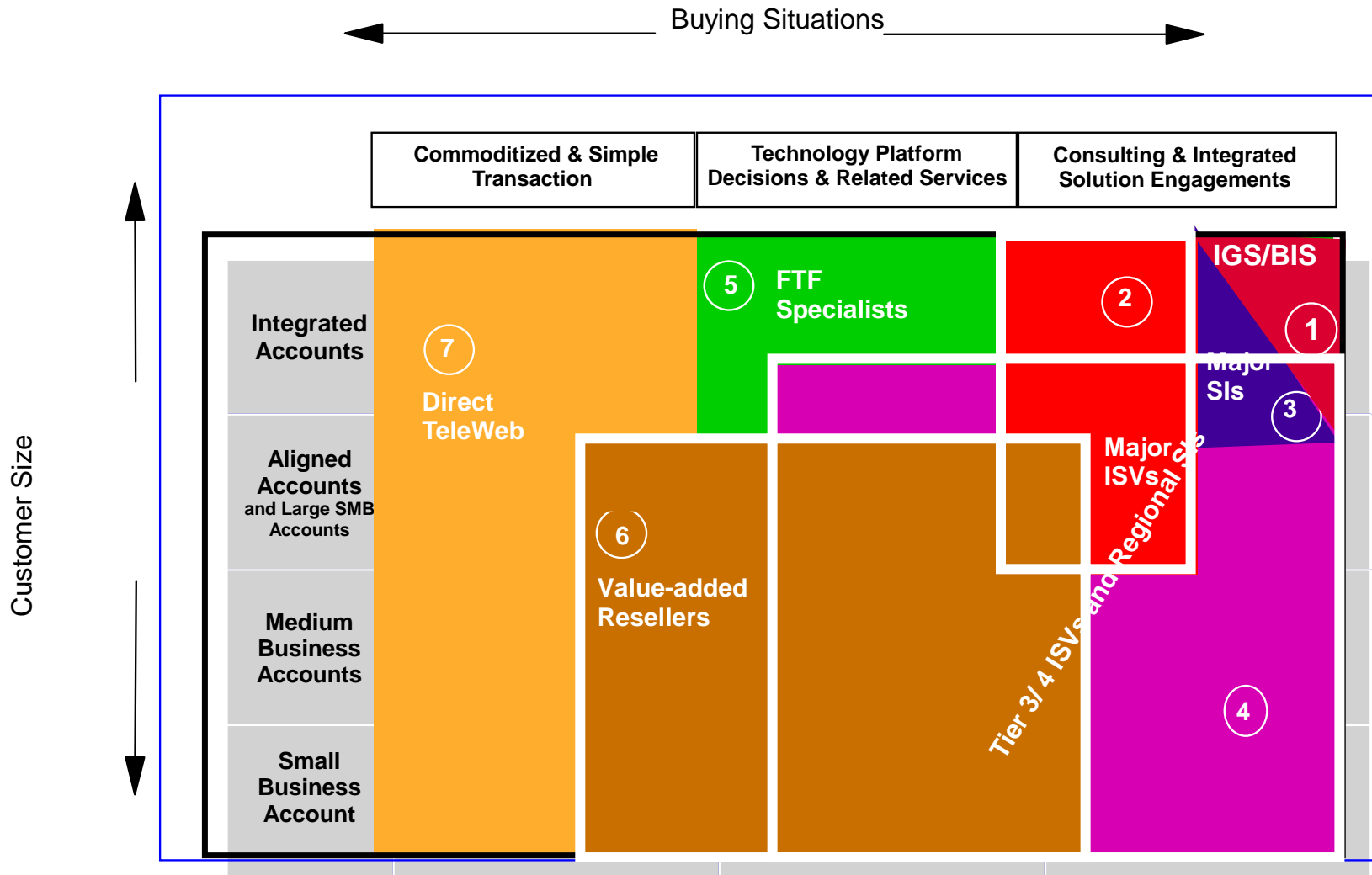
- ✓ **ISVs and SIs/consultants are the top channels across all countries**
- ✓ **ISVs and SIs/consultants are also the top channels across all industries**

Source: The Mid-market Report from The IBM Solutions Market Monitor (SMM), Author: IBM S&D Market Research
Date: August 2004. The SMM is an annual research study conducted across the G7 countries.

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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

- Member
- Advanced
- Premier

Now Easier Than Ever To Get To ADVANCED!

PartnerWorld Benefits – Campaign Designer

Datatrend Technologies, DST, and SoftSmith Systems find new leads, new customers using Campaign Designer

Direct mail pieces, Web banners, and other marketing campaign materials are expensive. But when ISVs use IBM Campaign Designer, they can slash the cost by more than 90 percent.

ISVs who participate in the PartnerWorld Industry Networks for ISVs and are at the industry-optimized level can use Campaign Designer to produce high-quality marketing tools at amazingly affordable prices.

Significant savings for you

For example, if an ISV on its own produces and sends out 1000 self-mailers, the cost typically runs close to \$18,000 USD. But with Campaign Designer, on average, it's a mere \$680 USD. Assuming only 5 3/4 percent of prospects respond to the mailing, that translates into \$1.18 USD a lead. By any measure, that's a highly cost-effective way to get leads.

Campaign Designer is a Web-based resource that makes it both easy and inexpensive for ISVs first to plan customized demand generation campaigns and then to create engaging marketing materials that feature their own logos and messages.

In addition, Campaign Designer can help ISVs identify top prospects for their specific offerings and help figure out the appropriate tactics to reach those prospects.

Don't miss these special deals

Special deals are frequently offered to encourage use of Campaign Designer. For example, through 31 Dec 2004, first-time users of Campaign Designer 4.0 are eligible to get 500 free direct mail pieces — printed and mailed at no charge.

And there's another attractive deal currently available. The first 20 industry-optimized participants to order 500 direct mail pieces will receive 150 outbound telemarketing calls at no charge.

Extending the reach of ISVs

"IBM's discounting of the production of our direct mail marketing pieces and the follow-up telemarketing extends our reach considerably," said **Floyd Beadle, DST's vice president for business development**. "We have a limited time to go after a big market opportunity, and IBM is helping us strike while the iron is hot."

"One point expressed by Ford is that they rarely engage with a company like DST — \$5 million in revenue, 35 employees - because of their size, But because of their affiliation with IBM as part of our ISV program, they did engage and felt comfortable given IBM's involvement."

Jan Beauchamp,
IBM general manager, automotive industry

<http://www.developer.ibm.com/marketing/industrynetworks/howto/campaigndesigner.html>



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**

PartnerWorld Benefits: RJS uses Sales Connection

IBM Sales Connections proves a powerful sales tool for RJS Software Systems

Bill Whalen from RJS Software Systems, one of the first ISVs to use the new IBM Sales Connections benefit, found it a quick and easy way to connect with another IBM Business Partner to finalize a customer deal in the works.

RJS Software Systems, an Advanced ISV Business Partner and participant in the banking and government industry networks, sells its Image Server/400 application to help clients organize their paperwork online. It runs on IBM DB2 middleware and IBM @server iSeries systems.

IBM Sales Connections matches ISVs working qualified deals with an IBM reseller or member of the IBM sales force that can help close the opportunity. This Web-based tool is available to PartnerWorld Industry Networks for ISVs participants at the Advanced level.

Quick response for a total solution

Whalen wanted to make a connection with an IBM Hardware Reseller so that he could offer Image Server/400 software as a value-add when the reseller sells IBM @server systems to customers. So, Whalen entered that request in the IBM Sales Connections tool and within two days, was linked to IBM Business Partner SCS, a hardware reseller.

Whalen contacted the reseller and talked with Ron Terra, a client-relations rep at SCS. Together, they decided to try the idea of mutual selling to North Country Insurance in Watertown, New York, a company with a lot of paperwork that would benefit from RJS Software Systems imaging applications. SCS is about to install an IBM @server iSeries with DB2 in North Country headquarters. The parties are in touch with Luis Perez, an IT professional at North Country Insurance, to consider installing the RJS Software Systems imaging package as a "snap-in" to the total solution.

Whalen, who said RJS Software Systems sells its applications with hardware resellers operating around the globe, said he was very pleased with the quick response he got using IBM Sales Connections and will "definitely" use the tool the next time he needs to connect with an IBM Business Partner.

Close your opportunity

Bill Whalen from RJS Software Systems wanted to make a connection with an IBM Hardware Reseller so that he could offer Image Server/400 software as a value-add when the reseller sells IBM systems to customers. So, Whalen entered that request in the IBM Sales Connections tool and within two days, was linked to IBM Business Partner SCS, a hardware reseller.

<http://www.developer.ibm.com/marketing/industrynetworks/howto/salesconnections.html>

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>

ISV Advantage – iSeries Co-Marketing WW

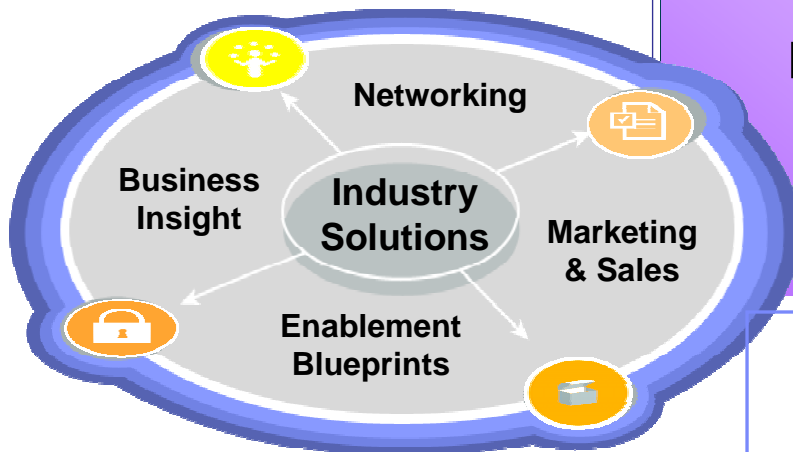
- 250 ISVs are currently participating in Advantage agreements
- 5,000 validated leads YTD : more than half on iSeries
- Business Partners are the Opportunity Owners for these leads !!!



PartnerWorld Industry Networks

ibm.com/isv

Benefits can increase
as your investment in
IBM increases



Coming

Opportunity
Sweet Spot



Go-to-Market with IBM

Build Vertical Capabilities & Skills

Learn & Target

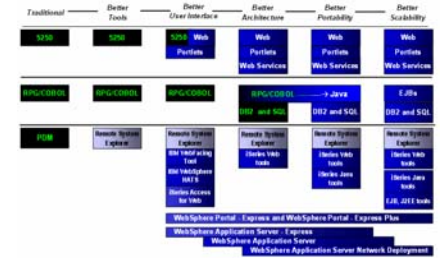
Industry Network Coverage

*Retail, Financial Markets, Banking, Telco, Life Sciences,
Healthcare, Automotive, Government, Insurance*

Wholesale, Manufacturing, Education & Learning Services



Technical Resources and Support



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

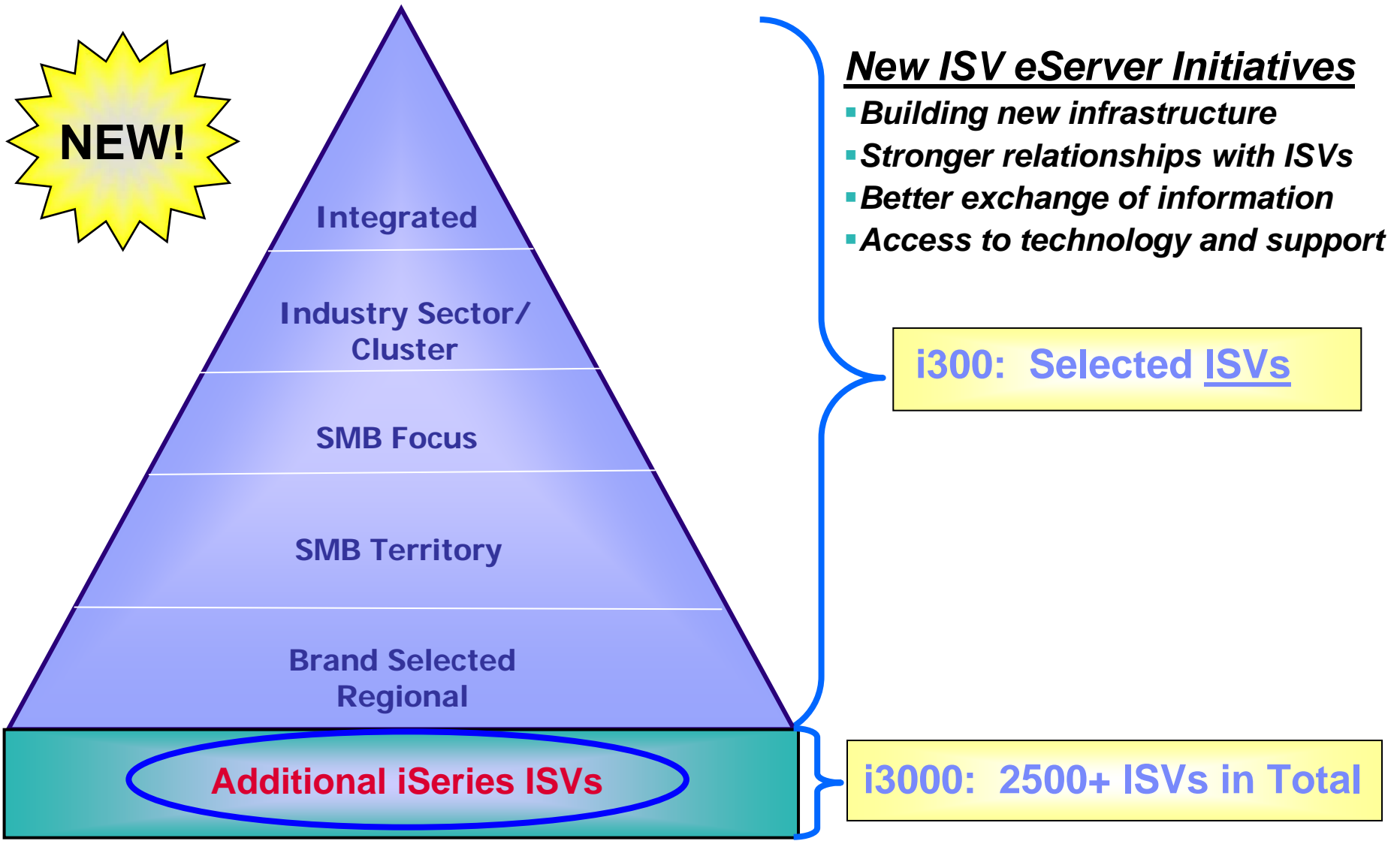
...And 2005 will see an incremental budget for this segment of our Partners

Did you know ...

- ✓ Over 2200 ISVs have one or more applications running on iSeries?
- ✓ Over 500 ISVs run on V5R3 and eServer 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

iSeries ISV Coverage Matrix – i300 and i3000



i300 Initiative – Getting Off to a Fast Start!

The Goals

–Educate

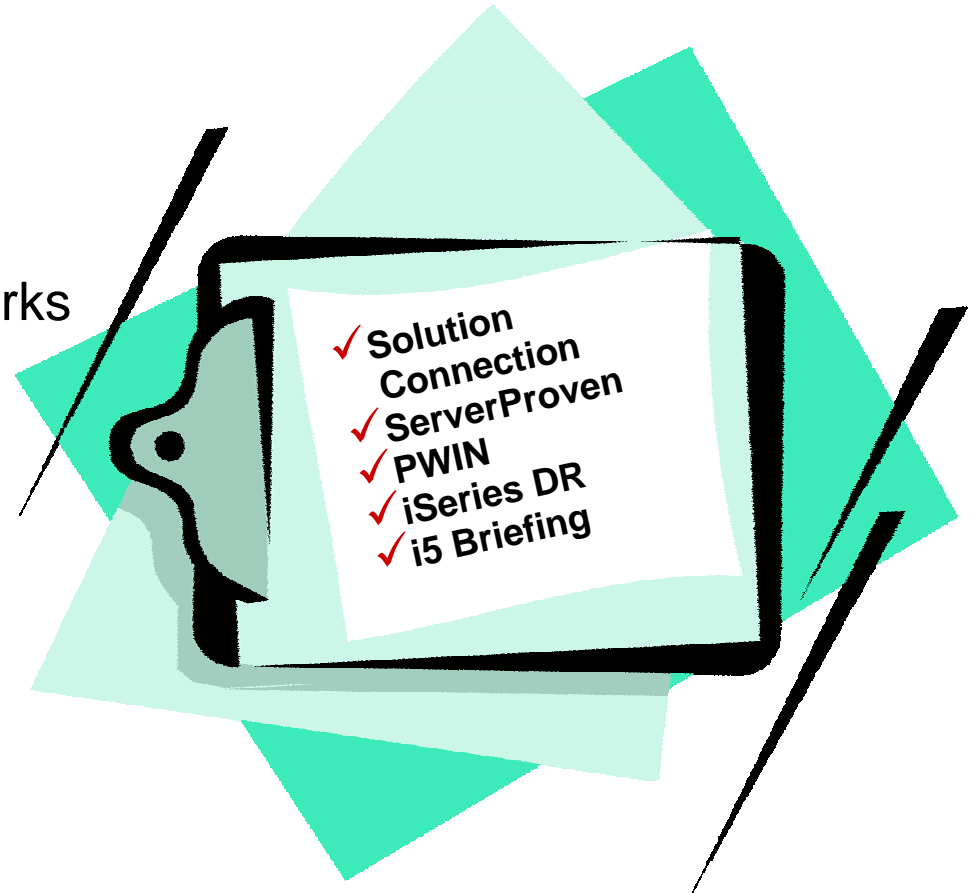
- Solution Connection
- ServerProven
- PartnerWorld Industry Networks
- iSeries Developer Roadmap
- eServer i5 Briefing

–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)**

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

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

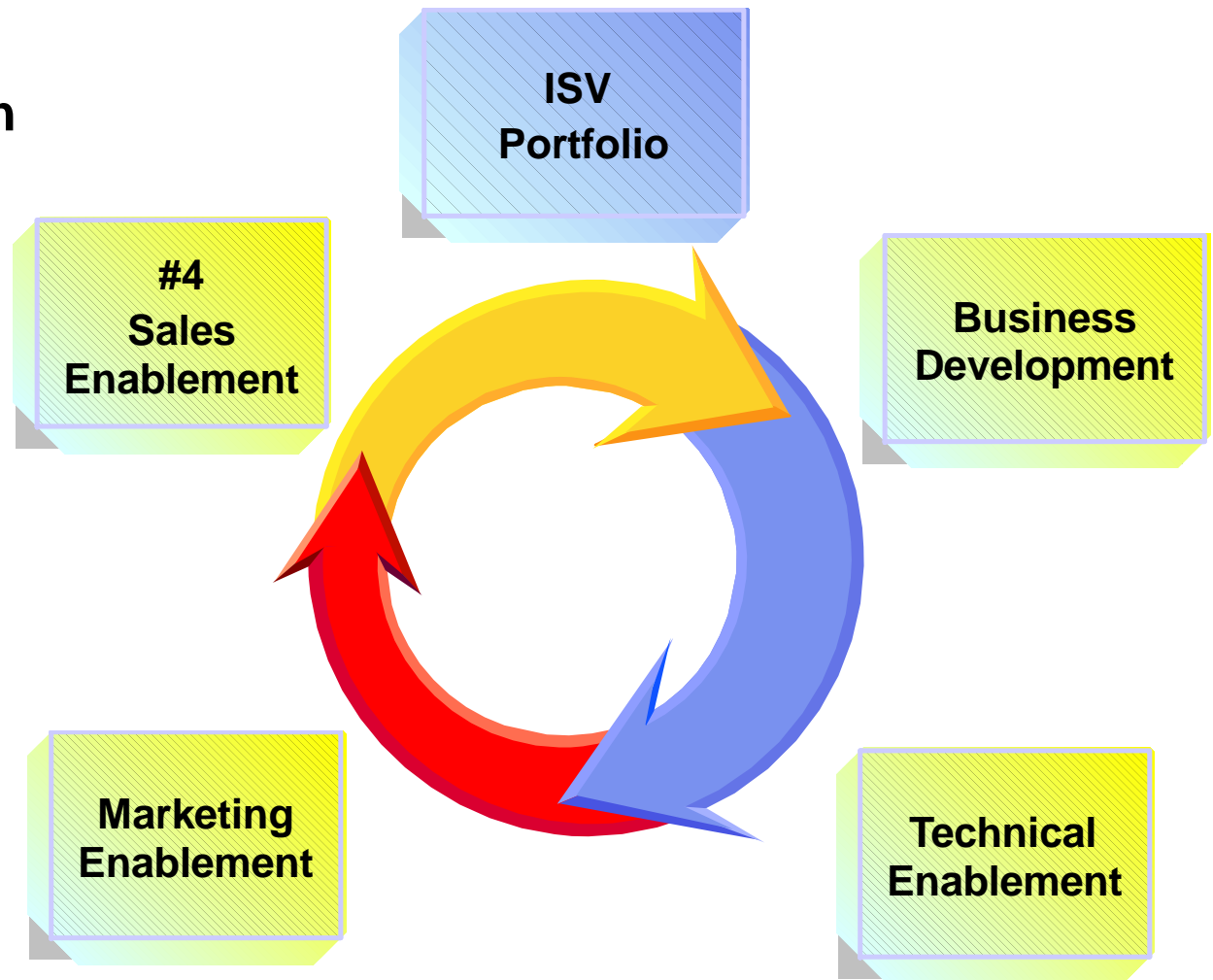
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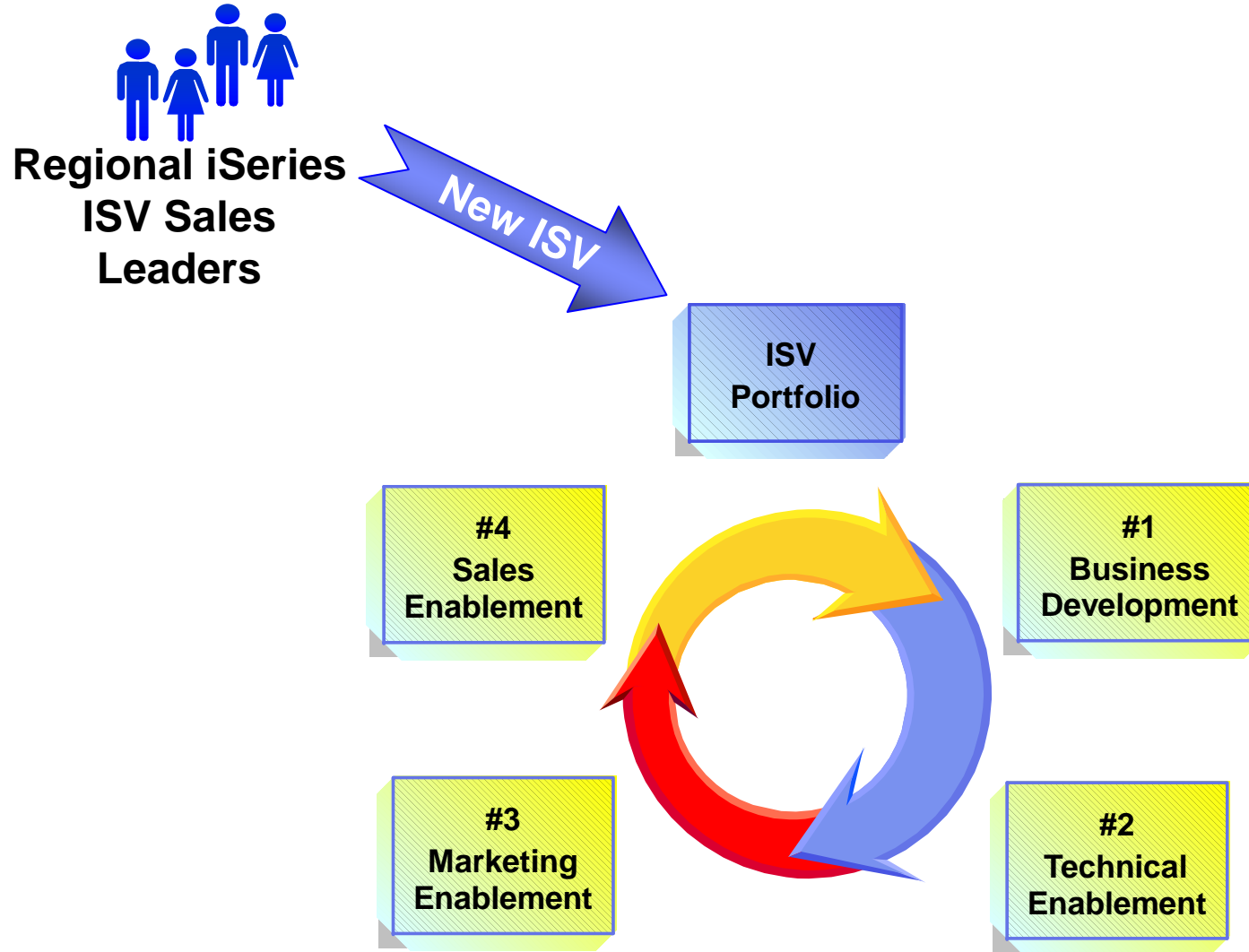
iSeries ISV Enablement Process

ISV Centric Approach

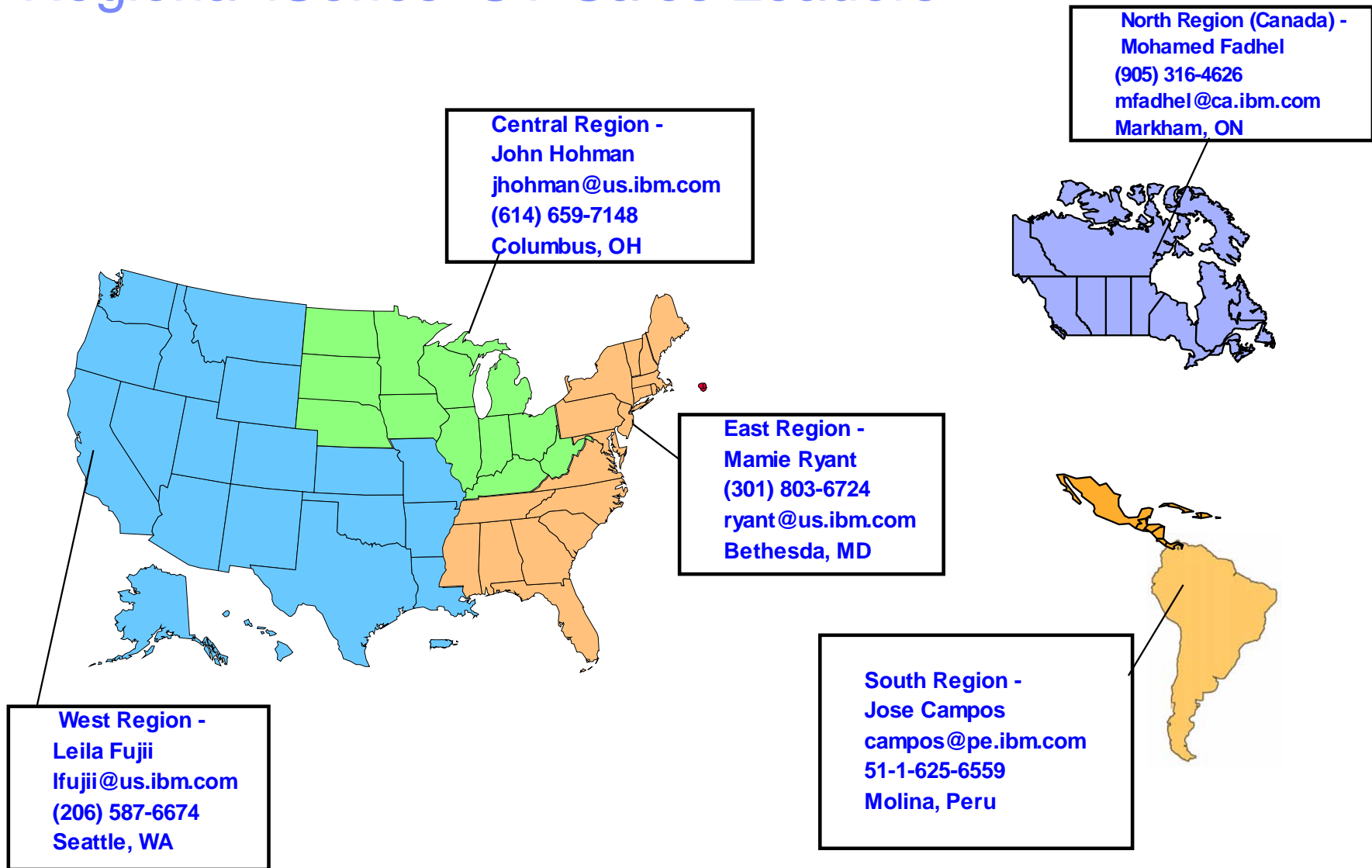
- Repeatable
- Measurable
- Leveraged Investments
 - Enablement
 - Performance driven
 - Opportunity driven



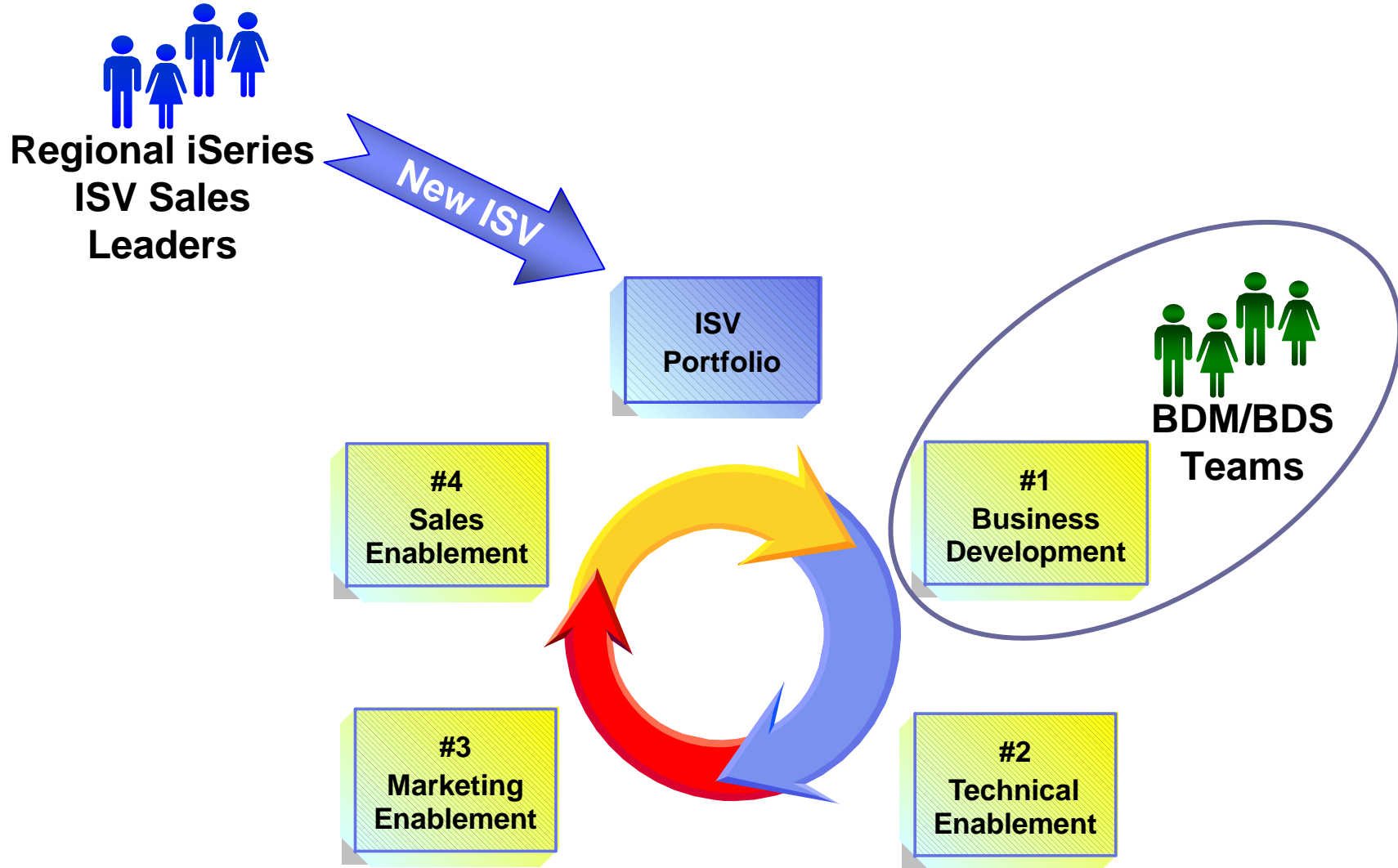
Organizing Around the Work



Regional iSeries ISV Sales Leaders

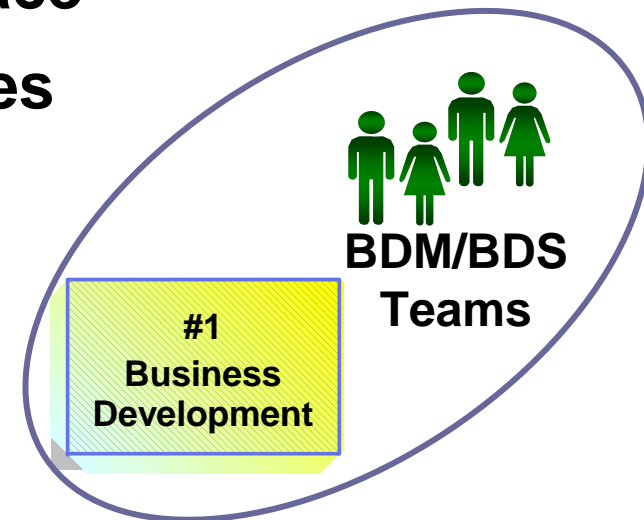


Organizing Around the Work



Business Development – Typical Activities

- Help to define existing marketplace
- Identify growth markets/industries
- Identify target audience
- Define ISV's current posture
- Develop Alliance to Win plan
- Pencil in Go-to-Market plans




Organizing Around the Work



**Regional
ISV Sales
Leaders**



**ISV
Portfolio**

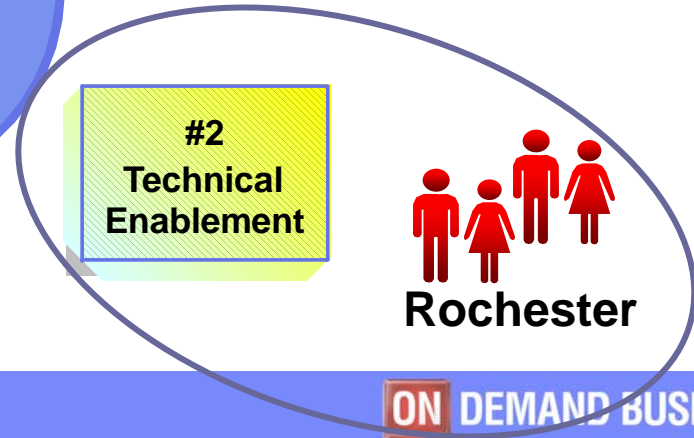


**BDM/BDS
Teams**

**#4
Sales
Enablement**

**#1
Business
Development**

**#3
Marketing
Enablement**



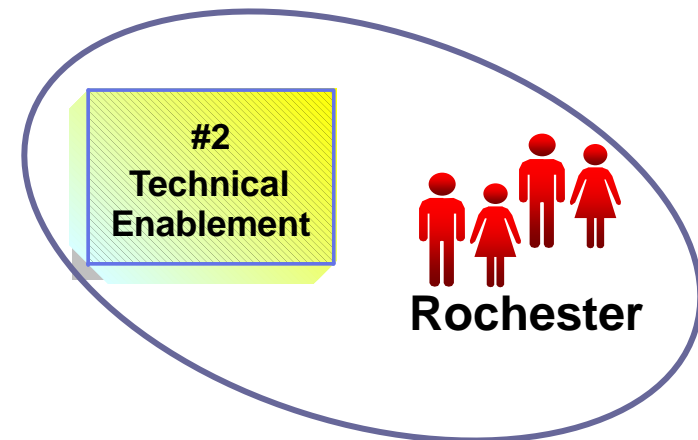
**#2
Technical
Enablement**



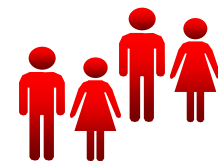
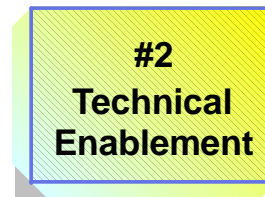
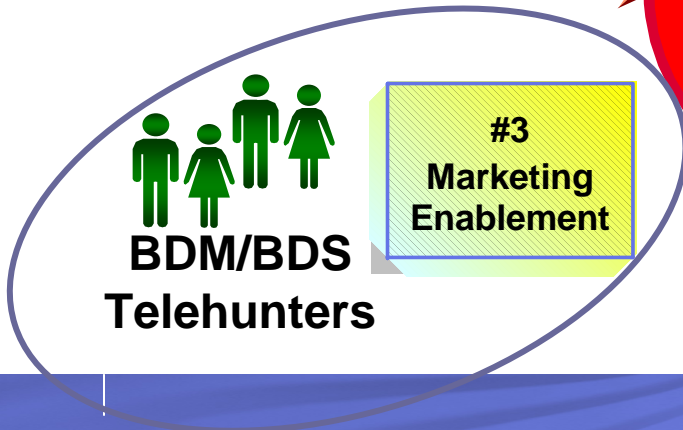
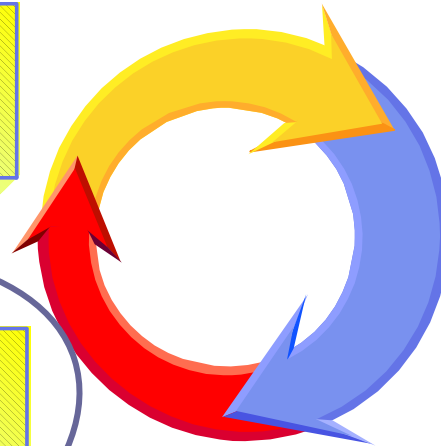
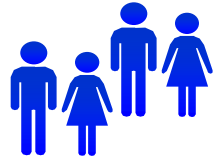
Rochester

Technical Enablement – Typical Activities

- **V5R3 Certification**
- **Developer Roadmap Education**
- **Technical Review Board (TRB)**
- **Adoption of IBM Software where appropriate**
 - WebSphere
 - Lotus
 - Linux/AIX
 - Windows Integration
- **Benchmark Center**
- **Tech-line Expertise**

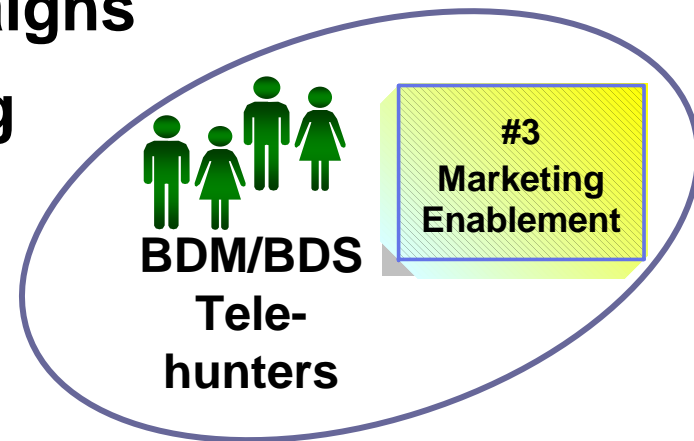


Organizing Around the Work

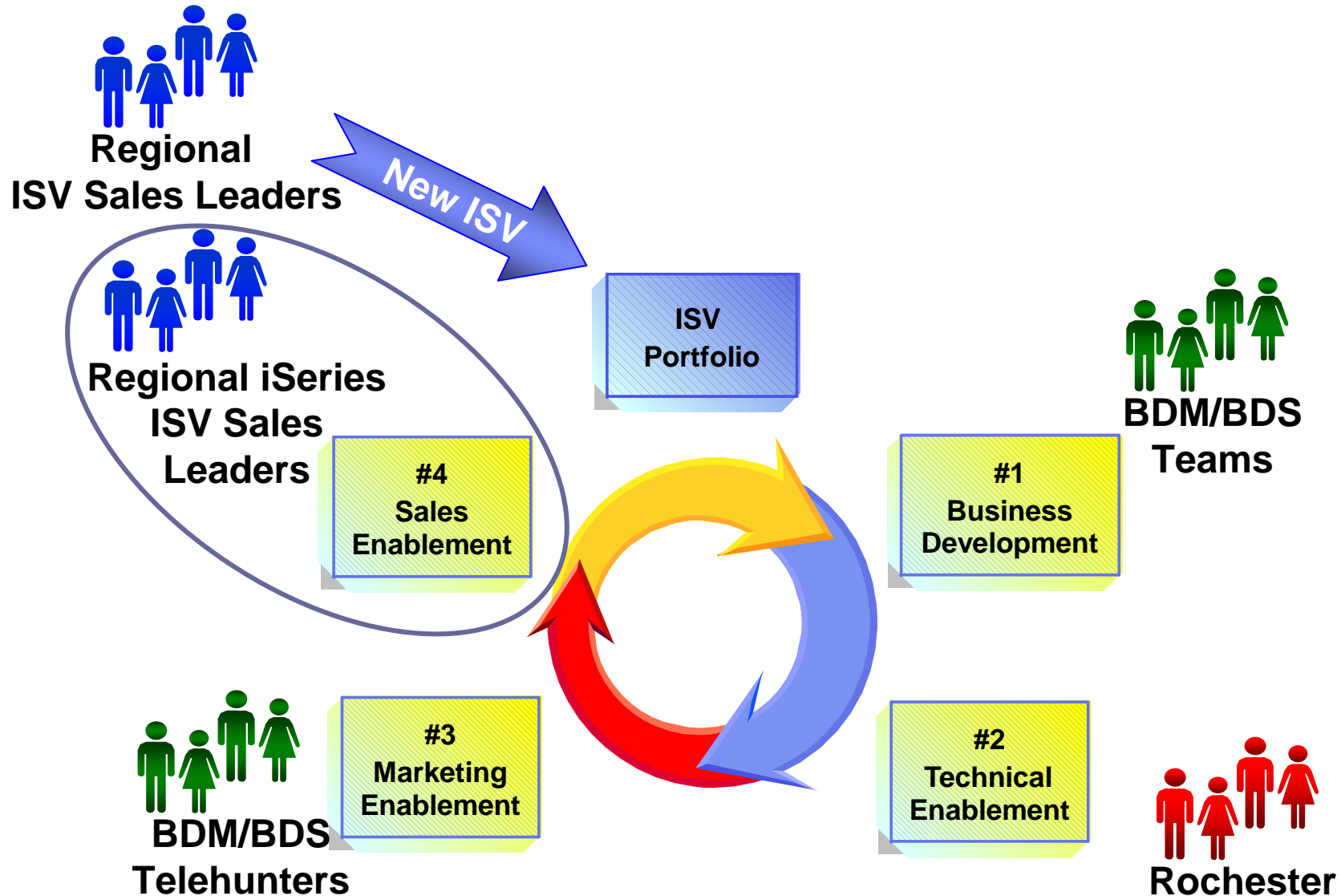


Marketing Enablement – Typical Activities

- **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
- **Enrollment in Solution Connection**
- **Enrollment in ServerProven**

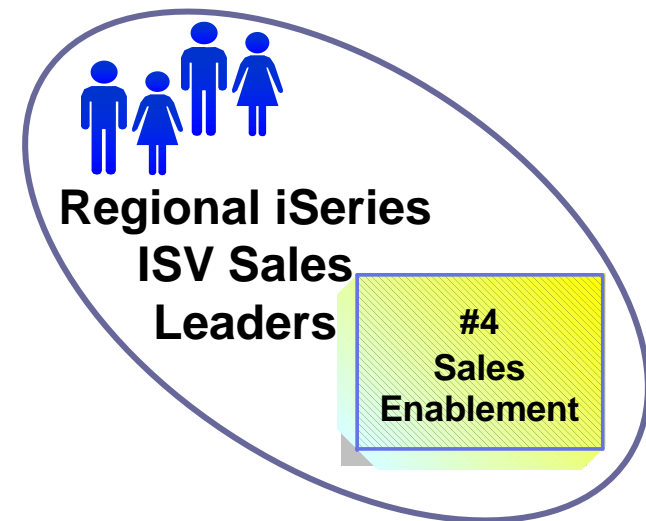


Organizing Around the Work



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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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

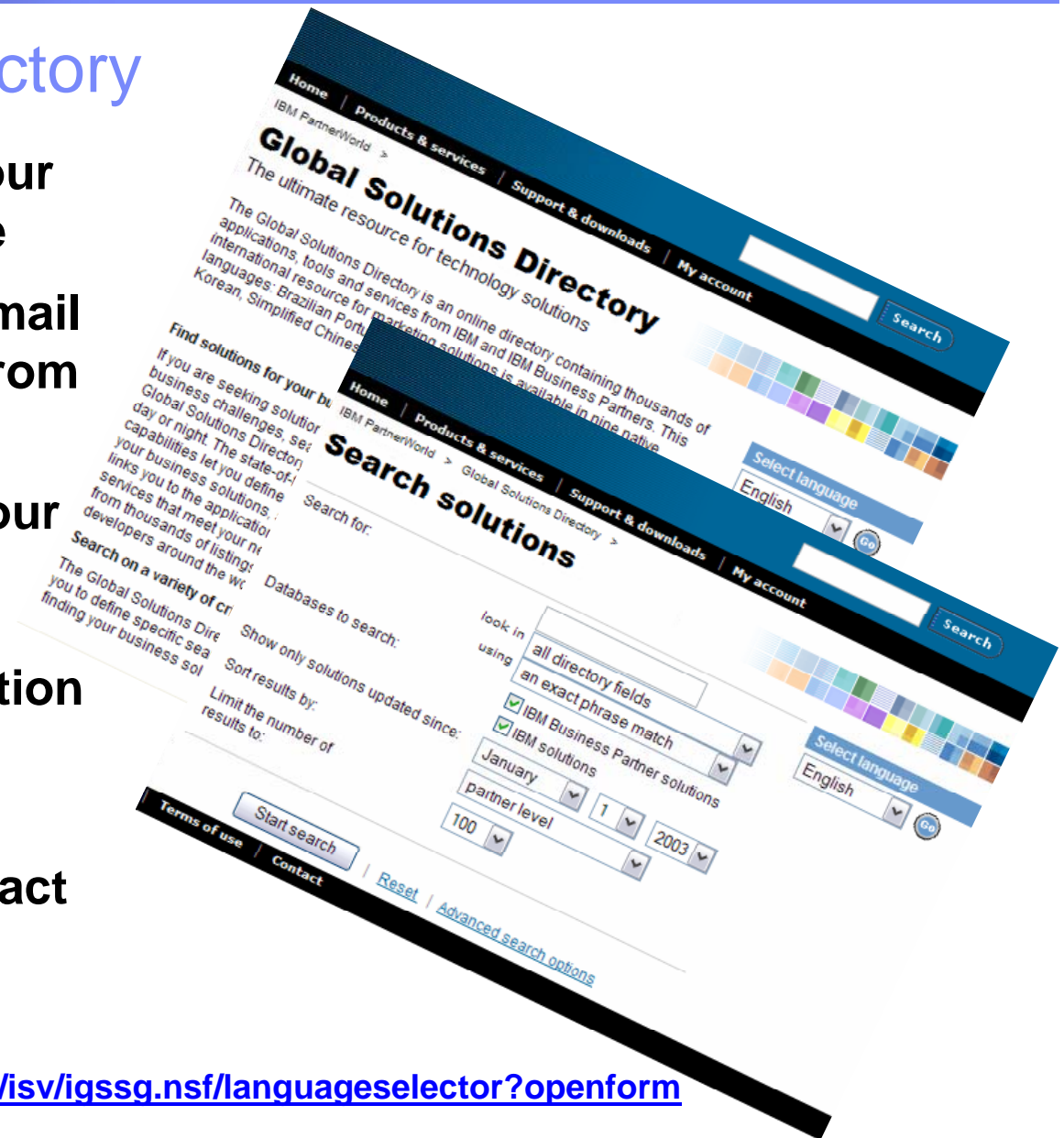
Internal view: w3.ibm.com/sales/systems/solutionfinder



- **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

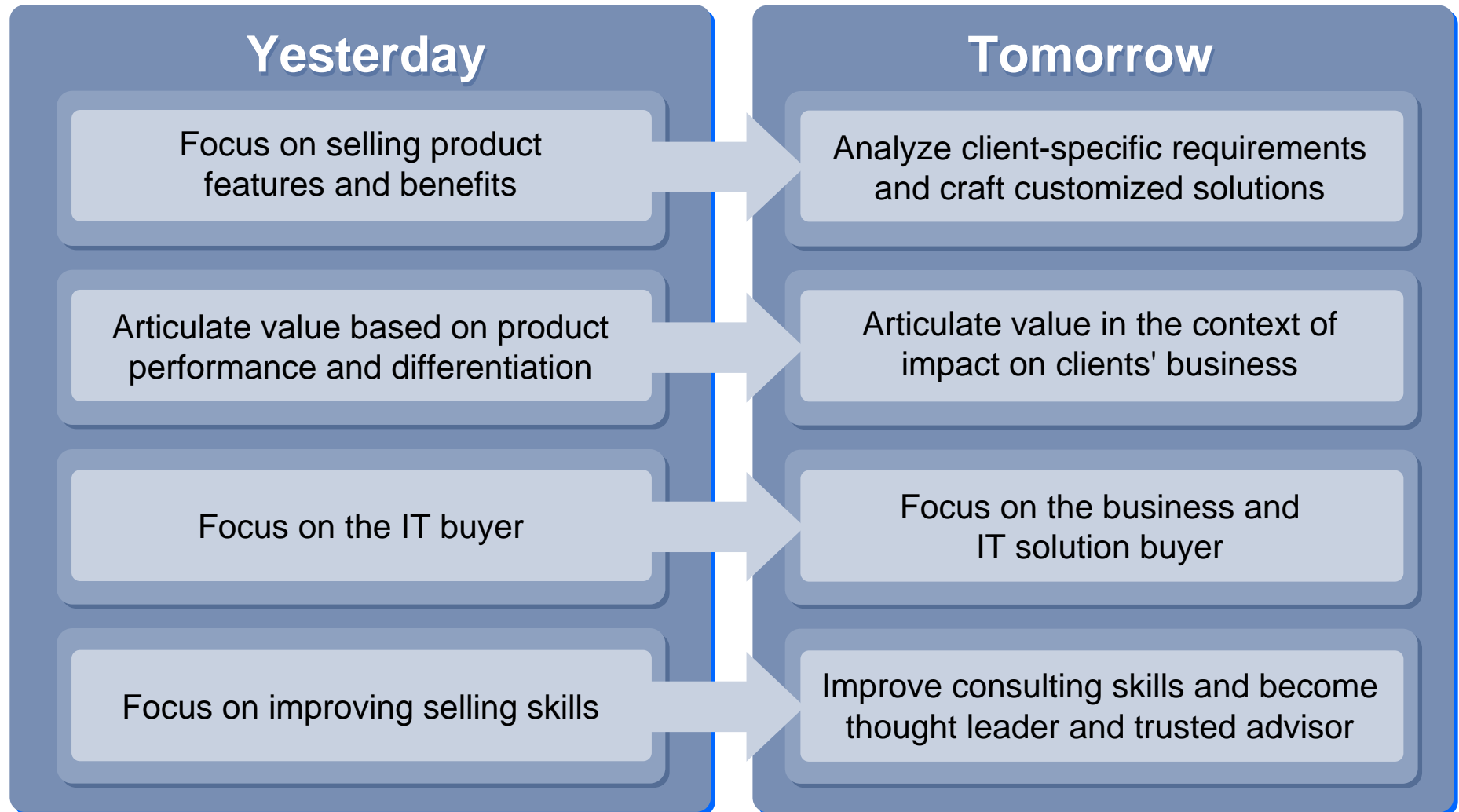


<http://www.developer.ibm.com/solutions/isv/igssg.nsf/languageselector?openform>

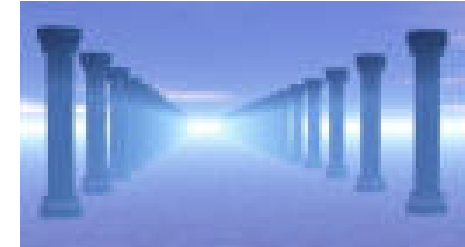
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Next Steps: Transitioning to 2005



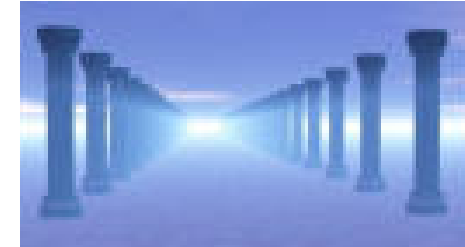
“i” Can Read The Future



For ISVs.....

- **Sign up for PartnerWorld – Advanced Membership**
- **Enroll in Solution Connection**
- **Enroll in ServerProven**
- **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

“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!**

Agenda

- **Value of Independent Software Vendors (ISVs)**
- **Current Market Trends in Solution Purchases**
- **How the iSeries Brand works with ISVs**
 - World-Wide Programs
 - Geographic Programs
- **Finding ISV solutions**
- **2005 - Next steps**
- **Q&As**

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>

The America's ISV Team

Regional Sales

Mamie Ryant East Region	John Hohman Central Region	Leila Fujii West Region	Mohamed Fadhel North Region	Jose Campos South Region
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Business Development Managers (BDM) Tier 2 ISVs

Mark Oldenburg Manager	Kim Johnson Distribution	Judy Chin FSS	Mark Williamson ERP	Steve Moliterno Healthcare
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Business Development Specialists (BDS) Tier 3 & 4 ISVs

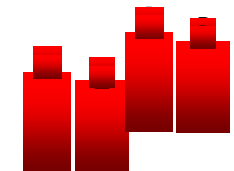
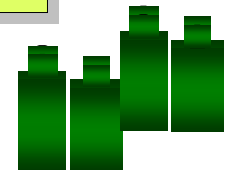
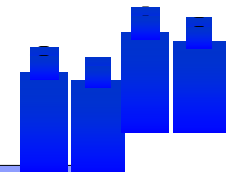
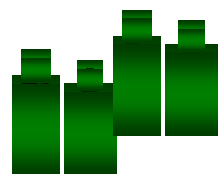
Tim Wilson Manager	Kai Hsiung East Region	Tom Teague Central & South Regions	Dee Dee Roquemore West Region	Frank Tringai North Region
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Tele-Hunter (Solution Driven Opportunity Identification)

Tim Wilson Manager	Angie Bolton Atlanta Sales Leader	Torrey Rockhead Atlanta	Open Dallas
Open Atlanta	Chuck Holman Atlanta	Robert Villanueva Dallas	

Technical Enablement

Rick Warren Mark Burns	Gottfried Schimunek	Jim Bainbridge	Dick Salz	
Tim Thompson	Jackie Jansen Canada	Keith McCallister	Peter Dang	Dan Sundt



iSeries ISV Team Contact Information

Role	Name	Title	Region	Phone	Email
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