

Value of z Exercise – SCENARIO #2 (Linux on z)

The purpose of this exercise is to facilitate the sharing of ideas and help system z software sellers better convey the value proposition of the mainframe platform, both in regards to what IBM is doing proactively to help customers manage the cost of doing business on System z and in it's viability as a platform to consider for new workloads and SOA infrastructure.

What is the scenario?

The Customer attends a z briefing in Poughkeepsie and gets so excited about the Linux on z value proposition, executive management makes a commitment to Linux on z. Within a month, the Customer purchases several middleware products without doing any evaluations, POCs, or pilots. Setting up the Linux on z environment proves rocky due to the customer's resistance to invest in a plan and resources. The Customer puts the burden on IBM to do the work and progress is slow without their full involvement. Now the customer is saying that they were taken to the cleaners by IBM, that the briefing speakers made it sound like it would be easy to implement and the payoff both financial and functionally would be compelling. In return they decide to withhold a \$2M payment to IBM. How can IBM resolve this issue?

Who are the key Customer & IBM players?

- ◆
- ◆

What is IBM's unique value?

- ◆
- ◆
- ◆

What is the unique value of the platform?

- ◆
- ◆
- ◆
- ◆

What are some other Value Propositions?

- ◆
- ◆
- ◆