



eServer Solutions Marketing

IBM **e**server™ & TotalStorage™
UNIVERSITY 2003

Partnering with Lotus for Mutual Sales Success

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Objectives of this Session -- 60 minutes from now, you should know...

- **How to identify Lotus - eServer opportunity in each of your accounts**
- **How to "create desire" for Domino server consolidation**
- **How to strategize / partner with Lotus reps and Business Partners**
- **How to get your customers interested in key Lotus "add on" products**

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Identifying opportunity

Creating desire for server consolidation

Strategizing on other Lotus opportunities

Generating interest in key Lotus "add-on" products

Summary

Identifying opportunity...

Your mission....

Lotus - @server opportunity exists at every customer.
Many customers can become an annuity...
You need to prioritize, strategize, win!

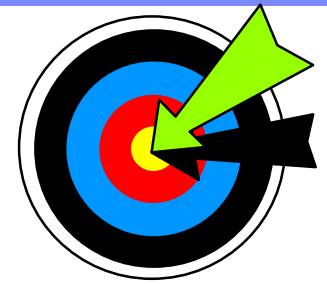
Prioritize:

- ✓ How big?
- ✓ How difficult?
- ✓ How soon?
- ✓ Who should drive (hardware rep or software rep)?

Strategize:

- ✓ What problem are you solving for the customer?
- ✓ What's the potential solution / benefits?
- ✓ What resources are available to help you?

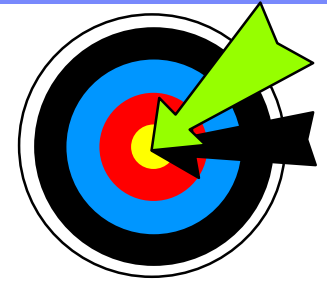
Identifying opportunity...



Understand your targets

Segment	Description	Deal size	Difficulty	Time Frame	Primary Driver
Mutual success stories	Customers who have Domino and current @server infrastructure				
@server white space	Customers who have Domino and competitive (or old) hardware				
Lotus white space	Customers who have competitive messaging on @server hardware				
Complete white space	Customers who have competitive messaging on competitive hardware				

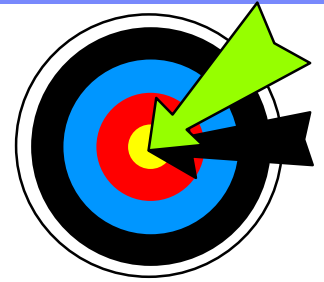
Identifying opportunity...



Assess and analyze

Segment	Description	Deal size	Difficulty	Time Frame	Primary Driver
Mutual success stories	Customers who have Domino and current @server infrastructure	Small	Easy	Ongoing	Lotus
@server white space	Customers who have Domino and competitive (or old) hardware	Big	Medium	Medium	@server
Lotus white space	Customers who have competitive messaging on @server hardware	Varies	Medium	Long	Lotus
Complete white space	Customers who have competitive messaging on competitive hardware	Big	Hard	Long	Lotus

Identifying opportunity...



Prioritize

For @server:

For Lotus:

Segment	Description	Deal size	Difficulty	Time Frame	Primary Driver
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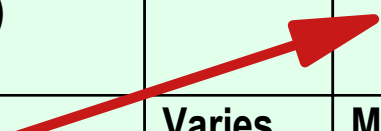


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Creating desire for Domino server consolidation

eServer "white space" represents customer pain and opportunity

Cost per user is too high...

Messaging (e-mail) has become mission-critical to our organization...

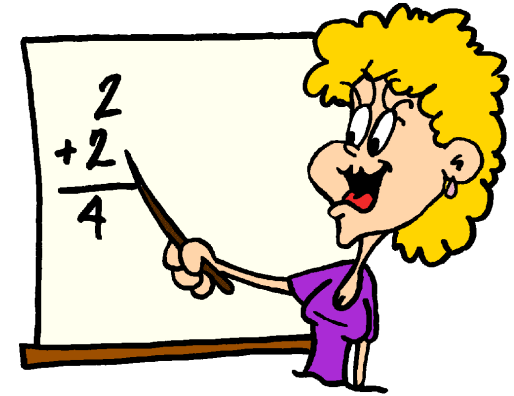


Availability is terrible...

and it's in "critical condition!"

Customers who are running Domino on someone else's hardware really need an @server cure!

Getting the customer ready to listen



Your challenge:

**Build the story of how they got into
their current state ...**

and the "costs" or ramifications ...

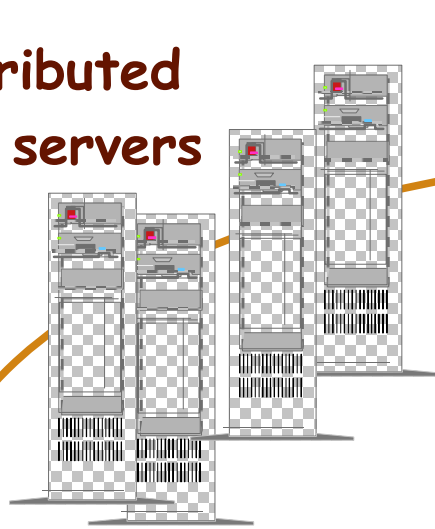
without offending your customer

You need to get them ready to listen to the
numbers ...

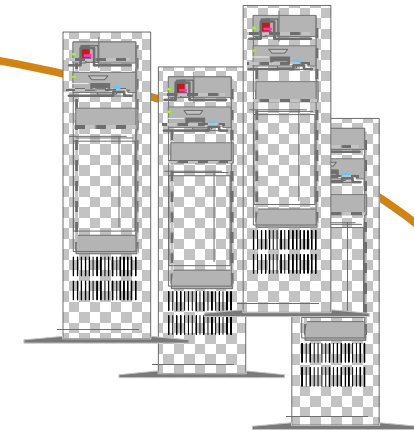
Creating desire for Domino server consolidation

A server farm is not an embarrassing mistake....

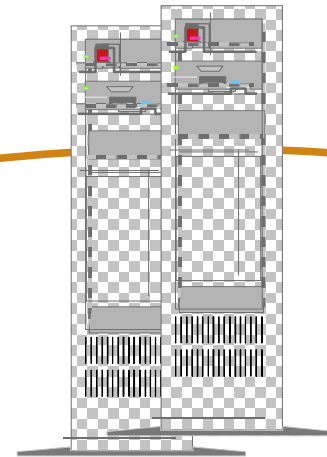
**Distributed
mail servers**



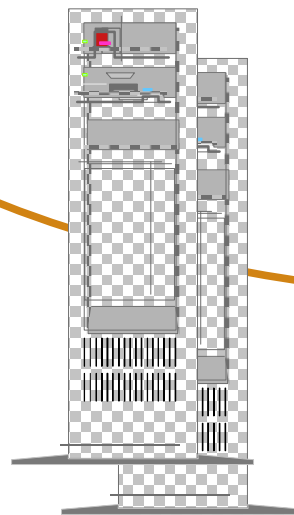
Application servers



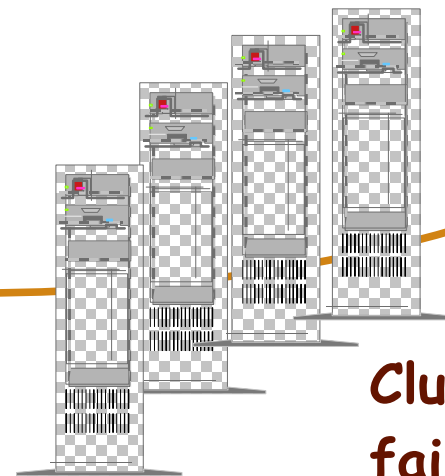
**Replication
hubs**



**Web
servers**



**Clustered
failover servers**



Creating desire for Domino server consolidation

A server farm is not an embarrassing mistake....

**Distributed
mail servers**

Application servers

**A server farm is a natural progression
of a departmental "grass roots"
implementation of Domino**

**Web
servers**

**Clustered
failover servers**

Creating desire for Domino server consolidation

A sampling of companies who have moved their Domino to enterprise servers

Banking and Finance

- ABN AMRO
- Alpine Bank
- SEB Private Bank S.A
- American Central Financial
- National
- Gr
- Wa
- CS

Re

- Arca
- E5-mode
- Duron Paint & Wallcoverings
- Time Warner
- Sears
- Kroger

Manufacturing/R&D

- SAAB Cars USA
- Haldex Garphyttan
- Abbott Labs

These companies represent a growing trend toward Domino server consolidation on enterprise servers... Why???

- Durham District School Board
- The United Way of Broward County
- Emmett County
- The U.S. Olympic Committee

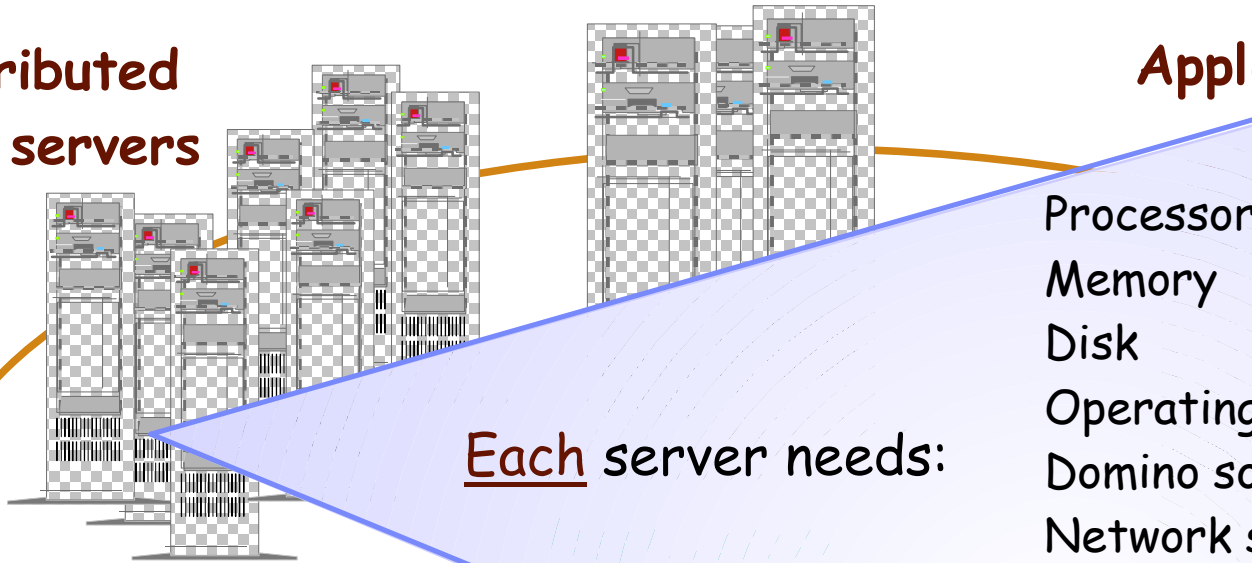
*Note: These customers are not all approved for external reference. Please check with the client team first...

Creating desire for Domino server consolidation

Departmental servers are servers with server needs....

Distributed
mail servers

Application servers



Each server needs:

- Processor cycles
- Memory
- Disk
- Operating system
- Domino software
- Network software
- Network connections
- Security software
- Management tools
- More...

Web
servers

Clustered
failover servers

Use the "cineplex" analogy...

Creating desire for Domino server consolidation

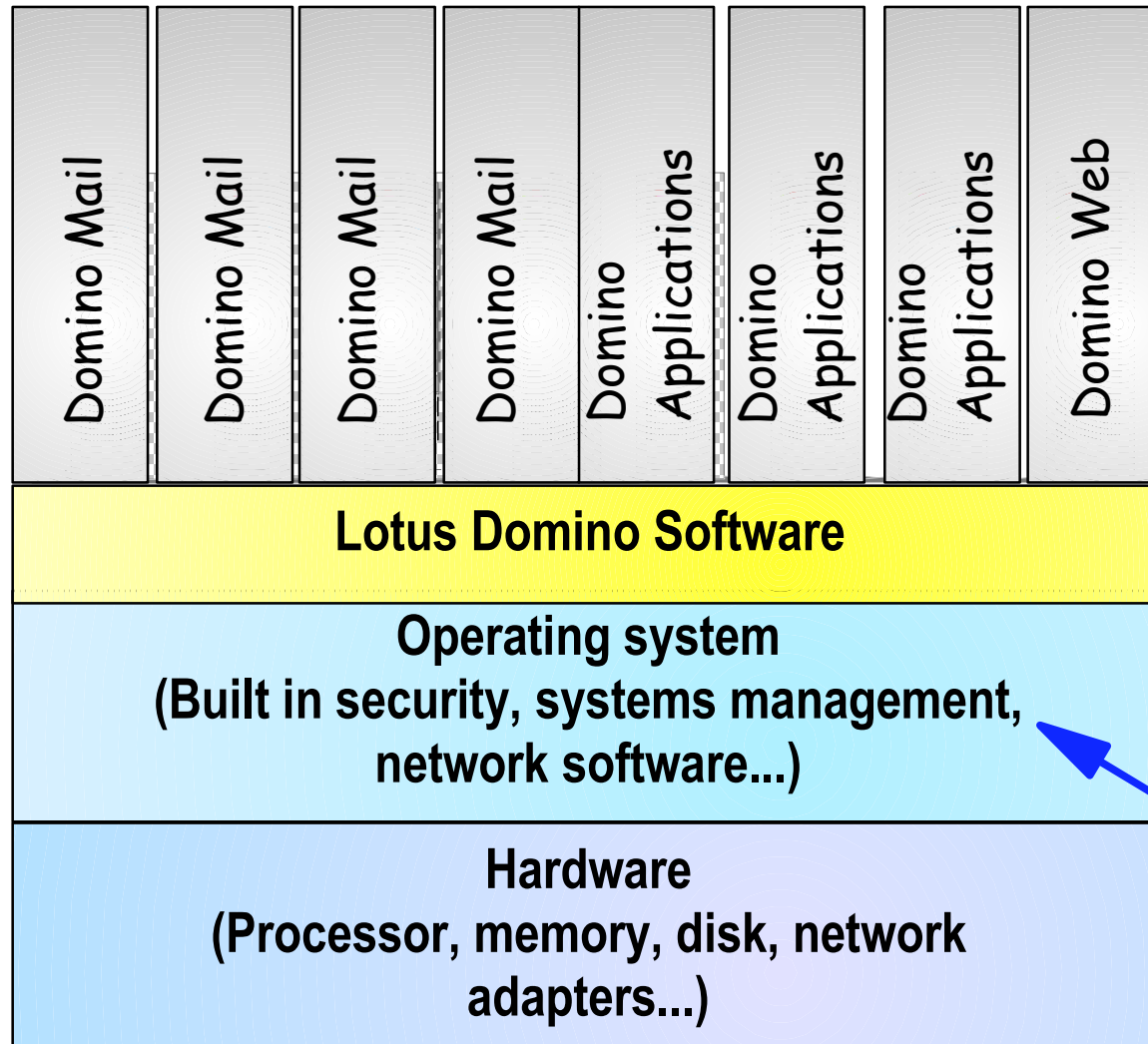
An enterprise server shares resources and uses them more efficiently

Multiple partitioned Domino servers

One copy of Domino software

One copy of the operating system

One set of hardware



The difference is here

Ask your customer: How efficiently can you respond to these requests?

We want to add a Customer Relationship Management application ...

Let's assume...
250 processor cycles
300 MB memory
1 GB disk

Users are clamoring for Sametime ...

I need to add 300 more e-mail users ...

Everyone is excited about Fax ...

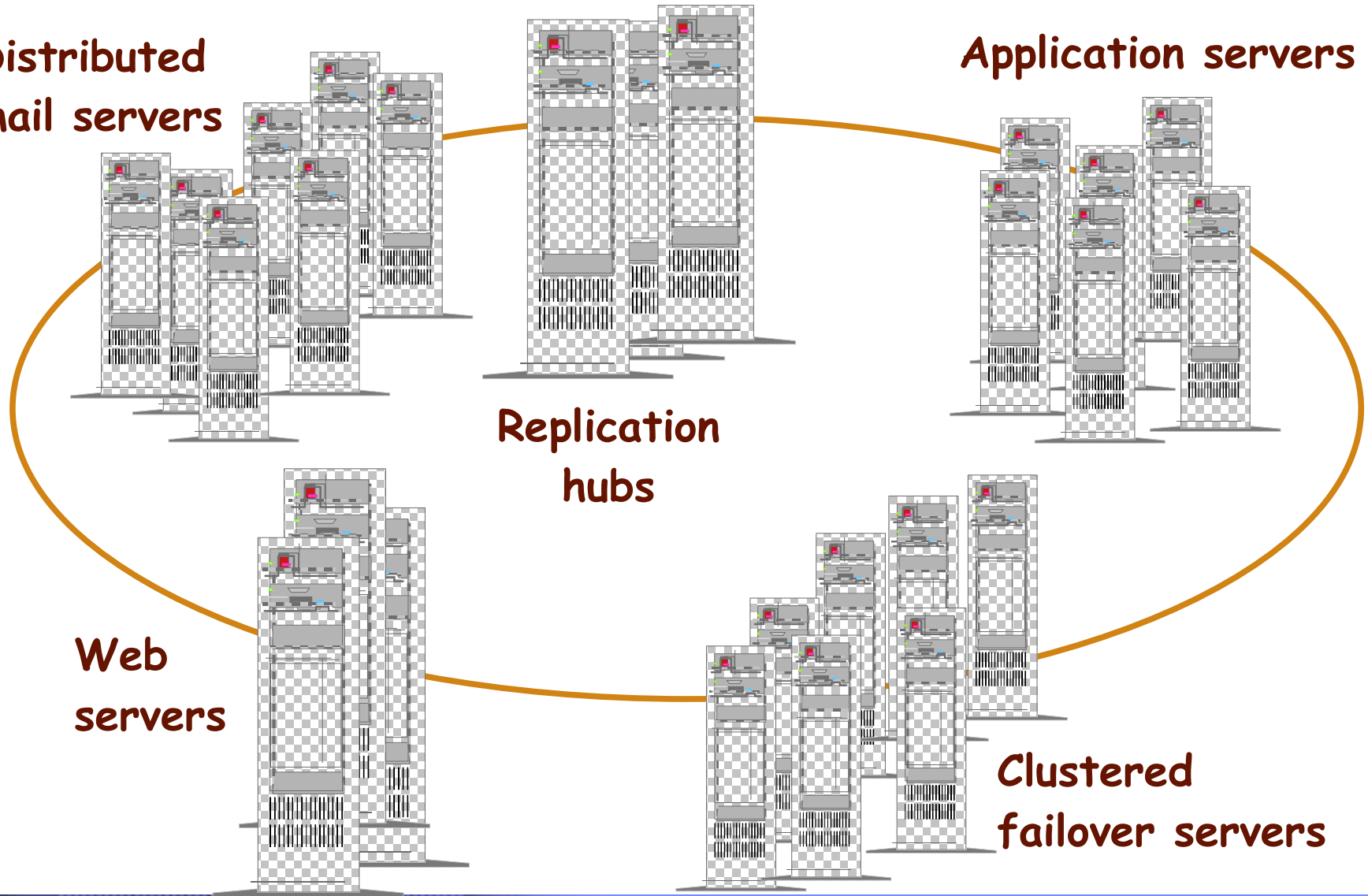


Creating desire for Domino server consolidation

You might have all the right resources

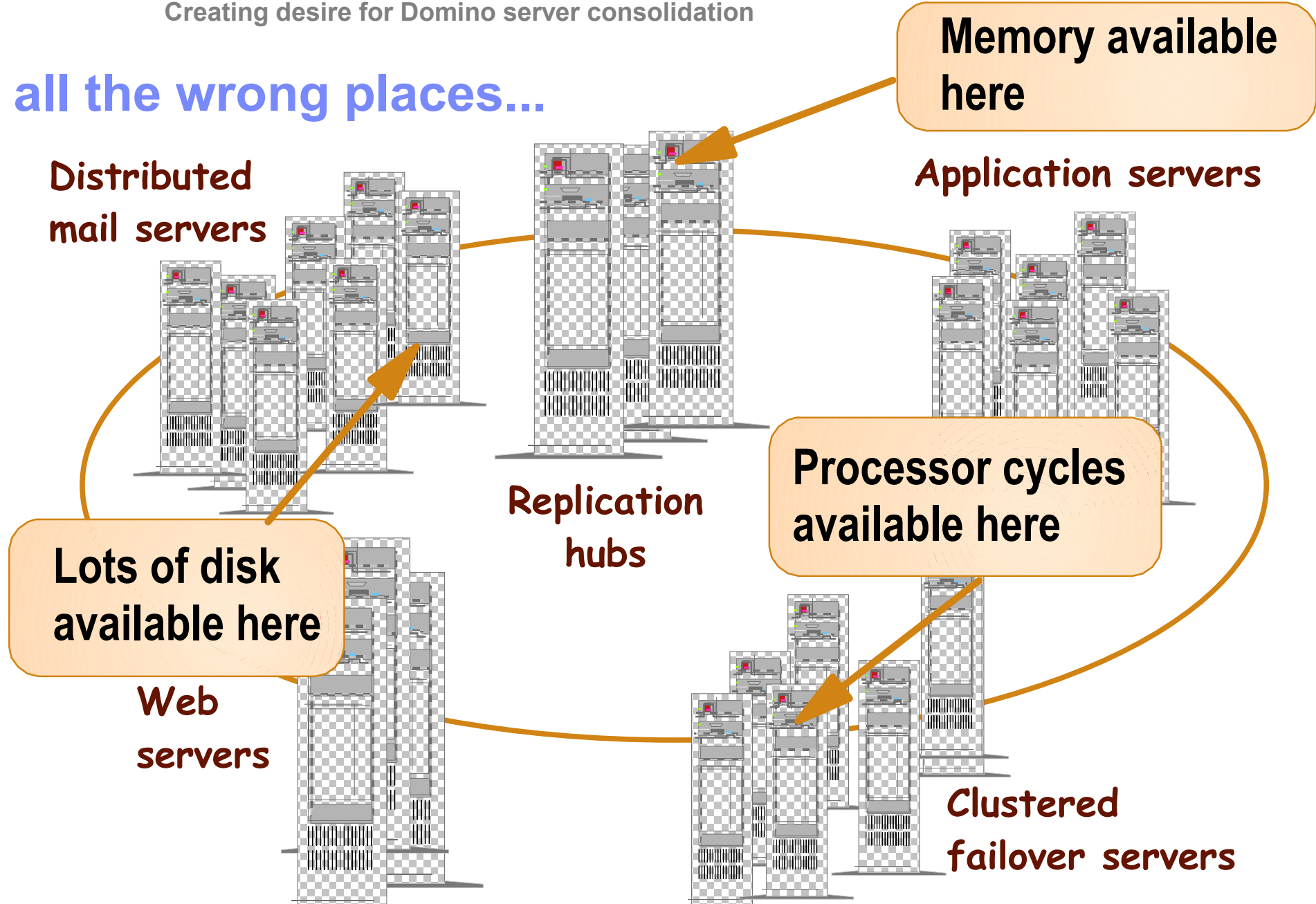
**Distributed
mail servers**

Application servers



Creating desire for Domino server consolidation

In all the wrong places...

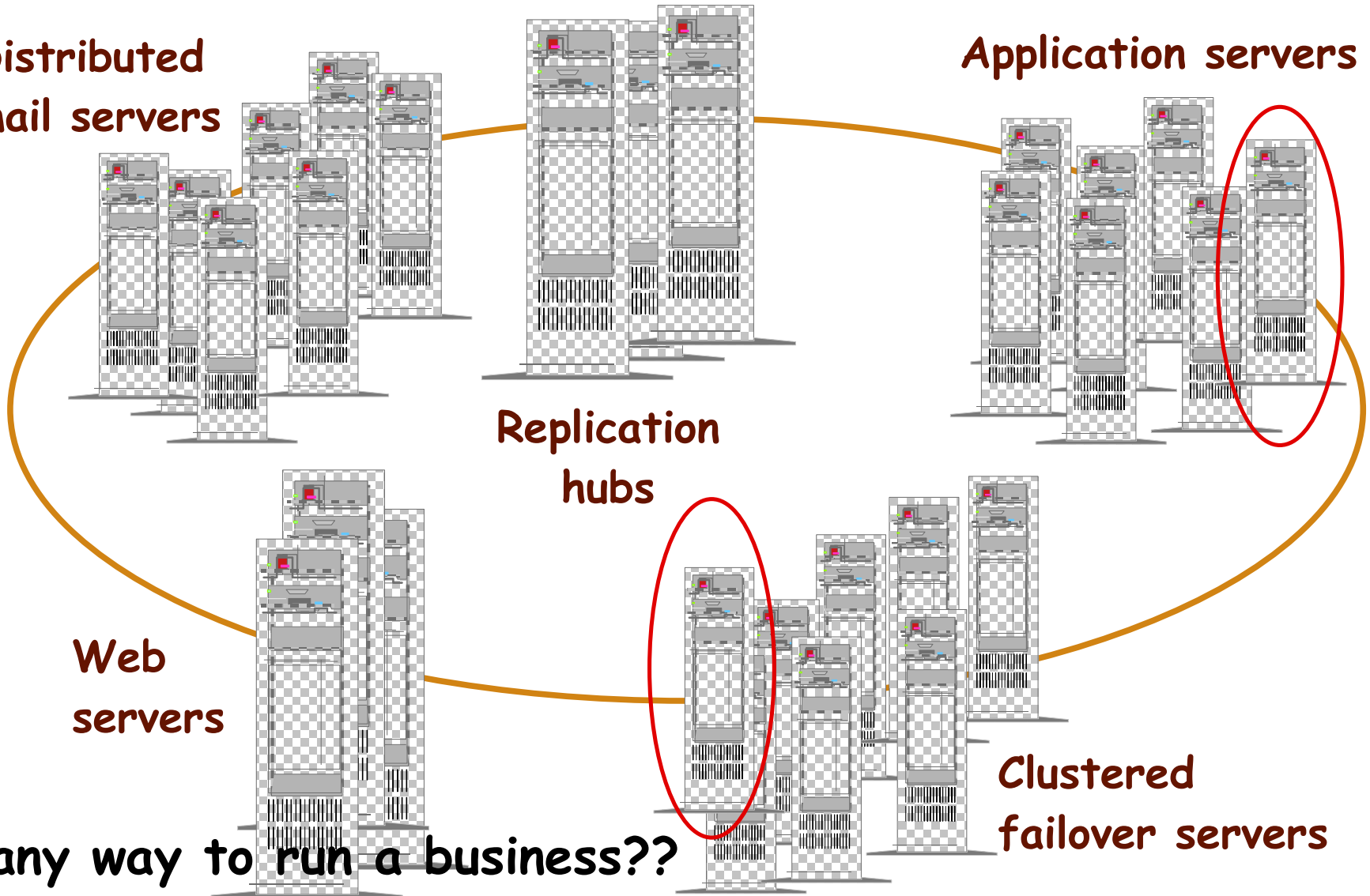


Creating desire for Domino server consolidation

The solution? Expand the farm...

Distributed mail servers

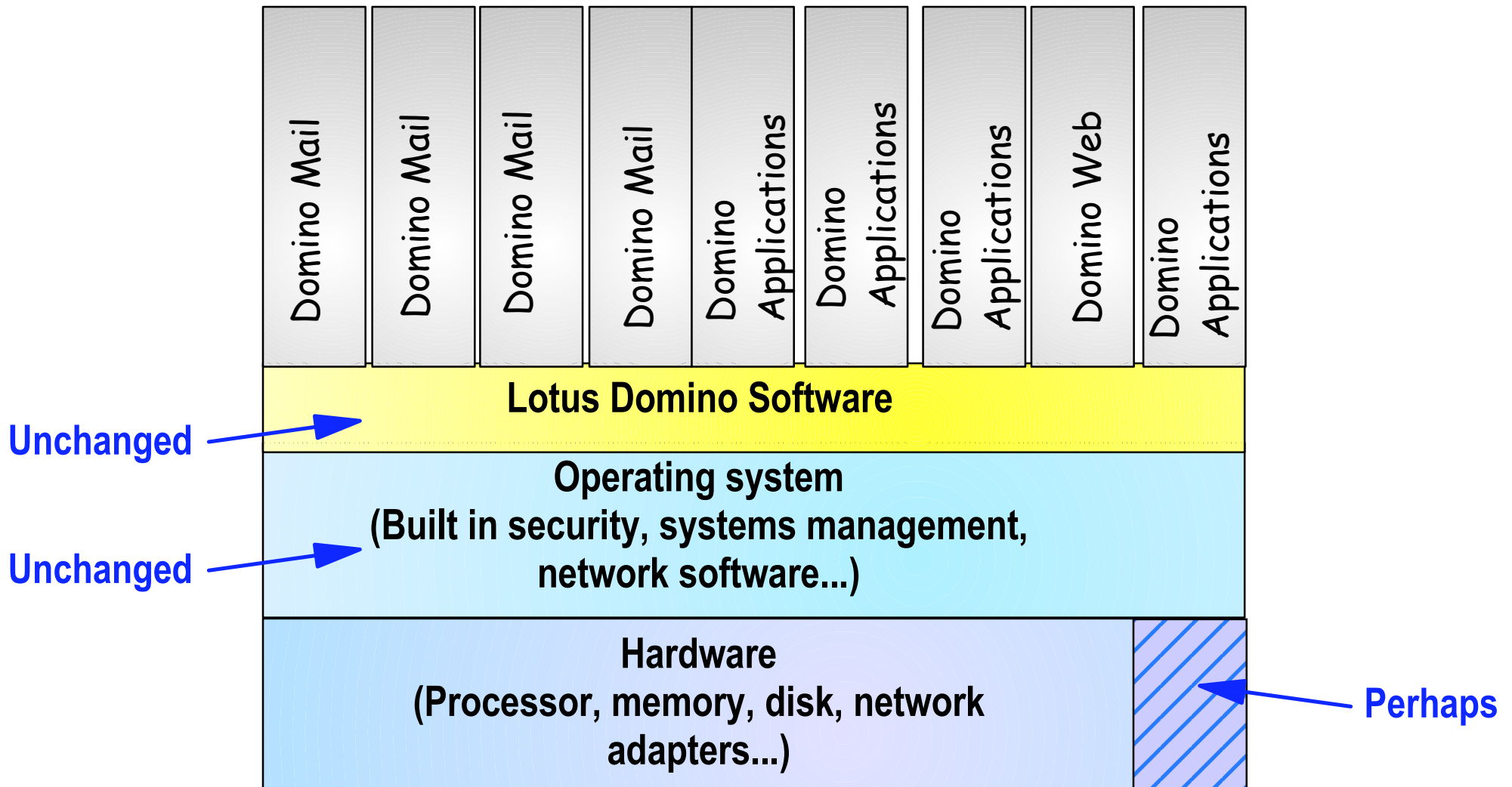
Application servers



Is this any way to run a business??

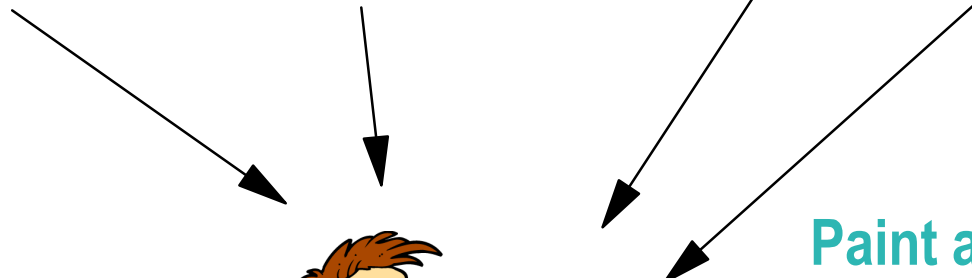
Creating desire for Domino server consolidation

Expansion is more efficient with an enterprise server



Creating desire for Domino server consolidation

You've got the executives on your side... but what about all those IT administrators?



Provide reassurance

"Domino is Domino"

- ▶ Skills translate
- ▶ Minimal relearning

Paint a picture of a better role

- ▶ "Imagine being able to forget about hardware..."
- ▶ "What if you had more time to help users?"
- ▶ "What if you could reduce that backlog of projects..."

Creating desire for Domino server consolidation

But which eServer?



Creating desire for Domino server consolidation

We have four strong choices...

Plus Linux and BladeCenter...



xSeries

Most scalable Intel®-based servers with mainframe-inspired reliability
Continue to take share from other Intel platforms (Compaq & Dell)
Participate in heterogeneous deployments with strong Lotus & ISV application portfolio



pSeries

Most powerful, technologically advanced UNIX® servers
Continue to take share from SUN and HP
Participate in heterogeneous deployments with Web serving strength



zSeries

Most reliable, mission-critical data transaction servers
A strong option for existing zSeries customers and very large server consolidations



iSeries

Most flexible, high-performance integrated business server

Our flagship Domino server

A strong option for existing iSeries customers and new customers wanting server consolidation, mixed workload, administrative ease

Creating desire for Domino server consolidation

Use common sense and the customer's best interests

- **What does the customer have today?**
 - ▶ Where do they run messaging?
 - ▶ Where do they run LOB (line of business)?
- **What skills does the customer have?**
- **How does the customer use Domino?**
 - ▶ Pure messaging
 - ▶ Other Lotus software
 - ▶ Home-grown applications
 - ▶ ISV applications
- **Centralized versus decentralized?**

Domino (collaboration) server selection guide:

<http://w3.ibm.com/sales/systems/ibmsm.nsf/MainFrameset?OpenForm&cdoc=servslgd>
or search system sales for "server selection guide"

Creating desire for Domino server consolidation

Use common sense and the customer's best interests

- What does the customer have today?

- ▶ Treat the wealth of choices as a strength... not a burden
- ▶ A heterogeneous solution might be the right answer

- ▶ Pure messaging
- ▶ Other Lotus software
- ▶ Homegrown applications
- ▶ ISV applications

- Centralized versus decentralized?

Domino (collaboration) server selection guide:

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Creating desire for Domino server consolidation

Remember, all our eServer platforms have a strong Domino story...



Blow the whistle and make the call early...

We need to compete against Compaq and Sun and Dell and HP... not each other

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Identifying opportunity

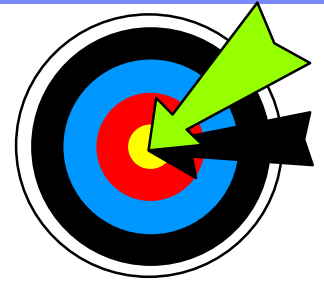
Creating desire for server consolidation

❖ **Strategizing on other Lotus opportunities**

Generating interest in key Lotus "add-on" products

Summary

Strategizing on other Lotus opportunities ...



Going after other opportunities

For @server:

For Lotus:

Segment	Description	Deal size	Difficulty	Time Frame	Primary Driver
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Strategizing on other Lotus opportunities ...

Your blue accounts might have untapped opportunity

messaging white space

Compaq + Exchange
HP + HP OpenMail
Dell + Groupwise
etc...

Strategizing on other Lotus opportunities ...

Lotus needs to drive the opportunity ... the customer makes the software decision first ... but don't get left behind

Strategize together....



Old news to you, but maybe not to the Lotus rep or partner

- ▶ A total IBM story usually has a better chance of winning
- ▶ Enterprise servers can improve the TCO story
- ▶ A single-priced package with financing (sfw, hdw, services) is hard to beat

It's already your account... you are the gatekeeper who can help Lotus get to the right people... use that to build a partnership

Move2Lotus IBM eServer gives you an edge

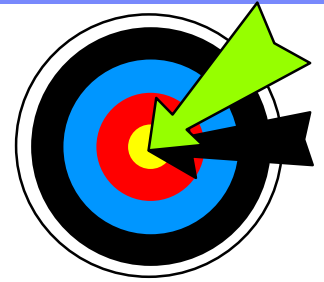
CEO Product Category	Bundle contents	Discount level 1*	Discount level 2**
Move2Lotus IBM Complete Enterprise Option (CEO) Product Category	CEO Communications + Sametime (per user); 250 user minimum	27%	40%
Move2Lotus IBM Enhanced CEO Product Category	CEO Communications + CEO Advanced Collaboration (Sametime + QuickPlace per user); 250 user minimum	27%	40%
Passport Advantage Product name			
Move2Lotus Domino w/ iNotes Collaboration Solution	Domino Application Server + 100 iNotes Collaboration licenses.	27%	40%
Move2Lotus Domino w/ Notes Collaboration Solution	Domino Application Server + 100 Notes Collaboration licenses.	27%	40%

* 27% discount for customer already using either Notes / Domino or eServer for their messaging infrastructure. **Requires purchase of new eServer in calendar year (xSeries, pSeries or iSeries).**

** Deeper discount for customer moving from a qualifying competitive messaging infrastructure and a non-eServer messaging server - **Requires purchase of new eServer in calendar year (xSeries, pSeries or iSeries).** **Requires special bid for this discount level.**

<http://www.ibm.com/servers/solutions/collaboration/move2lotus>

Strategizing on other Lotus opportunities ...



Going after other opportunities

For @server:

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Strategizing on other Lotus opportunities ...

Messaging already on @server ... shouldn't you leave well enough alone?

Microsoft Exchange + xSeries = success, right?

- ✓ For @server, yes
- ✓ For IBM, kind of
- ✓ For Lotus ...

messaging white space

If you don't partner with Lotus, they might go after the account with Sun or Compaq...

Strategizing on other Lotus opportunities ...

Lotus needs competitive wins to make their numbers... just like you do...

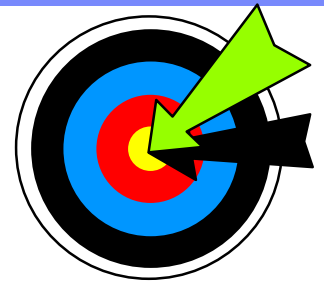
Strategize together to find a "win-win"....



- ▶ Many Exchange customers are angry at Microsoft
- ▶ How strong a commitment does your Exchange customer have to xSeries (vs. Compaq or Dell)?
- ▶ Maybe you should support Lotus efforts to unseat MS Exchange....
- ▶ Or... leave Exchange alone (for now) and sell Sametime, QuickPlace, distance learning

Remember, Lotus is more strategic to IBM's overall success in your account. Try to find a way to help Lotus get a toehold ...

Strategizing on other Lotus opportunities ...



Going after other opportunities

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Strategizing on other Lotus opportunities ...

Working together, you can turn mutual success into an annuity ... \$\$\$

Strategize together to build a growth plan ...



- ▶ Domino users keep driving hardware
 - (How big is your mail file?)
- ▶ Some customers have a huge untapped user population
 - (not necessarily knowledge workers...)
- ▶ Additional Lotus applications
 - Sametime, QuickPlace, Domino.Doc, distance learning
- ▶ Expanding the infrastructure
 - Wireless, Domino Unified Communications Services (DUCS)

These can be your mutual showcase accounts ...

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 **Generating interest in key Lotus "add-on" products**

Summary

Generating interest in key Lotus "add-on" products

iNotes Web Access -- Expanding the User Population

- **Web browser instead of Notes client**
- **"No touch" deployment**
- **Use it anywhere**
- **For example: large U.S. retailer decided to provide e-mail to store workers**
 - ▶ **Share PC's / kiosks**
 - ▶ **55K users**
 - ▶ **2 VERY LARGE iSeries**
- **Think about....**
 - ▶ **Retail personnel**
 - ▶ **Warehouse**
 - ▶ **Manufacturing floor**
 - ▶ **More**

<http://www.lotus.com/inotes>

iNotes Web Access Welcome Page

eServer Solutions Marketing



An intuitive, award-winning user interface

Welcome -- Microsoft Internet Explorer provided by Lotus/IBM

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History

Address http://shimmer6.iris.com/mail/sdemo.nsf

iNotes

Shimmer Demo Welcome Mail Calendar To Do List Contacts Notebook

Monday Oct 2, 2000 1:29 PM

2000

October

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Welcome

Edit Layout...

New mail

Who	Date	Size	Subject
InformationWeek	05/23/2000	4929	More InformationWeek News and Analysis
Lisa Donati	06/15/2000	7379	TDSP Monthly Investment Funds Responsibility for Protecting Your Workplace
Lotus Shotgun	06/23/2000	6257	Benefits: Important Information on Filing 1999 Claims for Medical, Dental and Special Care for Children Assistance Plan
Lisa Donati	06/26/2000	4826	New Worldwide Development & Support Organizational Structure
Lotus Shotgun	06/26/2000	6941	

Today's Schedule

- 1:30 Meeting w/Chip on urgent QE Issues
- 2:01 Call Margaret on QE Issues
- 2:01 Call Lisa on missing briefcase at Lotusphere
- 2:01 REad all emails from Chip prior to our meeting
- 2:00 QE Team Meeting

Mail

Wall Street Journal

Calendar

THE WALL STREET JOURNAL.

Web Access

Choose Your World View: To look at the world of business news from the perspective that matters most to you, select one of the localized WSJ.com News Views — U.S., Europe or Asia. If you wish, set one View as your WSJ.com default. The next time you visit, you'll go directly to your choice.

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5 entries loaded.

Unknown Zone (Mixed)

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Back Forward Stop Home Search Favorites History Print

Address er6.iris.com/mail/sdemo.nsf/h_Toc/52482A2D50E6CB5E852568D4007AFDFD?OpenDocument&PreSetFields=s_ViewLabel;Inbox,s_ViewName;(\$Inbox)&ResortAscending=2 Go Links

inotes

Go Offline Logout Help

Shimmer Demo

Welcome Mail Calendar To Do List Contacts Notebook

2
Monday
Oct 2, 2000
1:37 PM

Inbox

New Reply Forward Refresh Move Delete Preferences

Who	Date	Size	Subject
Jeff_Jablonowski	08/15/2000	235236	Shimmer UI Design Specs - Mail
Matt_Chant	06/29/2000	136661	Test a VPIM message
Lotus_Shotgun	07/26/2000	85298	Lotus QuickPlace 2.0 Now Available on w3.lotus.com
Lotus_Shotgun	06/27/2000	63004	Announcing Lotus Domain Search
Shimmer Demo	11/04/2000	41503	test message 1
Lotus_Shotgun	06/29/2000	38010	Changes Within Site Operations
Lotus_Shotgun	06/22/2000	27056	Don't Miss the June Issue of @Lotus!
Lotus_Shotgun	06/15/2000	22010	Alternative Families Discussion - Wednesday, June 21, 12:30
Lotus_Shotgun	06/28/2000	12497	Use of Lotus Facilities During 4th of July Festivities
Shimmer Demo	03/27/2000	11721	Web security: An open secret?
eWEEK	05/15/2000	8204	Microsoft's Outlook: Cloudy security
PC Week InBox	05/01/2000	8103	Pondering Microsoft's breakup
eWEEK	07/26/2000	7860	Leading the way in e-CRM
eWEEK	05/14/2000	7739	The top e-biz networking innovators
Lisa Donati	06/15/2000	7379	TDSP Monthly Investment Funds Results
eWEEK	07/13/2000	7106	IBM's four-way server is ready for e-biz
eWEEK	07/11/2000	7088	Transcoding mobilizes Web sites
eWEEK	07/10/2000	7022	eWEEK's Openhack site gets cracked
Lotus Shotgun	06/26/2000	6941	New Worldwide Development & Support Organizational Structure
eWEEK	07/20/2000	6905	Openhack database gets cracked
Lotus Shotgun	06/23/2000	6257	Responsibility for Protecting Your Workplace
Lotus Shotgun	02/10/2000	5382	2000 Base Pay Program
InformationWeek	05/23/2000	4929	More InformationWeek News and Analysis
Lisa Donati	06/26/2000	4826	Benefits: Important Information on Filing 1999 Claims for Medical, Dental and Special Care for Children Assistance Plan
Lotus Shotgun	01/19/2000	4822	Message From Lou Gerstner: Fourth-Quarter, Full-Year 1999 Results
Lotus Shotgun	06/28/2000	4773	Protecting Proprietary Information
Lotus Shotgun	06/12/2000	4563	Limited time referral bonus: Worldwide Development and Support Organization
Lisa Donati	07/03/2000	3590	IBM Wins 2000 WEPAN Breakthrough Award
Lisa Donati	06/23/2000	2897	LifeWorks: Announcing LifeWorks Online - Information Right When You Need It
Lisa Donati	07/05/2000	2857	REMINDER: Weekly Shimmer Team Meeting tomorrow @ 12p in Jamaica <eom>

- Inbox
- Drafts
- Sent
- All Documents
- Trash
- Discussion
- New Document
- Test Folder
- All by Person
- By Category
- By Status

Calendar -- Microsoft Internet Explorer provided by Lotus/IBM

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History Print

Address http://shimmer6.iris.com/mail/sdemo.nsf/h_Toc/2A922D48C75DD00B052567080016723A?OpenDocument&PreSetFields=s_CalView;D

inotes Go Offline Logout Help

Shimmer Demo Welcome Mail Calendar To Do List Contacts Notebook

2 Monday Oct 2, 2000 1:41 PM

Calendar

New Print Refresh Preferences

Monday 2 October 2000

Call Margaret on QE Issues
Call Lisa on missing briefcase at Lotusphere
REad all emails from Chip prior to our meeting

7:00 :30	
8:00 :30	
9:00 :30	
10:00 :30	
11:00 :30	Meeting w/Chip on urgent QE Issues
12:00 :30	Dev Team Review
1:00 :30	
2:00 :30	QE Team Meeting
3:00 :30	

6 entries loaded. Local intranet

Generating interest in key Lotus "add-on" products

Sametime -- Real-time Collaboration for Business

- **Short sell / deploy cycle**
 - ▶ **No business-process re-engineering required**
- **Starts to burn cycles immediately... and grows**
- **A cool application that makes end users happy and gives IT a good reputation**
- **Makes you and Lotus heroes in the eyes of the customer**

<http://www.lotus.com/sametime>



Generating interest in key Lotus "add-on" products

Foundations of real-time collaboration

Awareness

Find others online and create personalized lists of team members & colleagues

Conversation

Send an instant message, start a chat or launch an instant online meeting

Shared Objects

communicate ideas more clearly by application-sharing or white-boarding



Generating interest in key Lotus "add-on" products

Tell the IBM Sametime story for personal experience... You use Sametime every day

“We went from no users to over a quarter of a million users ... on word of mouth alone. It's become a way of life - if we turned it off, I think we'd have a mutiny.”

John Patrick, IBM Vice President, Internet Technologies, PCWorld Magazine, 8/2001

Mid 2002 numbers:

- 8,000 online meetings per month
- Estimated travel savings of \$48M per year
- 3M instant messages per day ... saving time and telephone expense

<http://www.forbes.com/2002/07/23/0723ibm.html>

Generating interest in key Lotus "add-on" products

Lotus QuickPlace: from zero to collaboration in 60 seconds

- A Web-based "teamware" product
 - ▶ that allows teams and workgroups within or between companies
 - ▶ to easily set up a common electronic workspace - **INSTANTLY!**
 - ▶ to centrally communicate, share and organize, information and documents
 - ▶ around any task, project or initiative
 - ▶ can be set up in house or as a hosted service

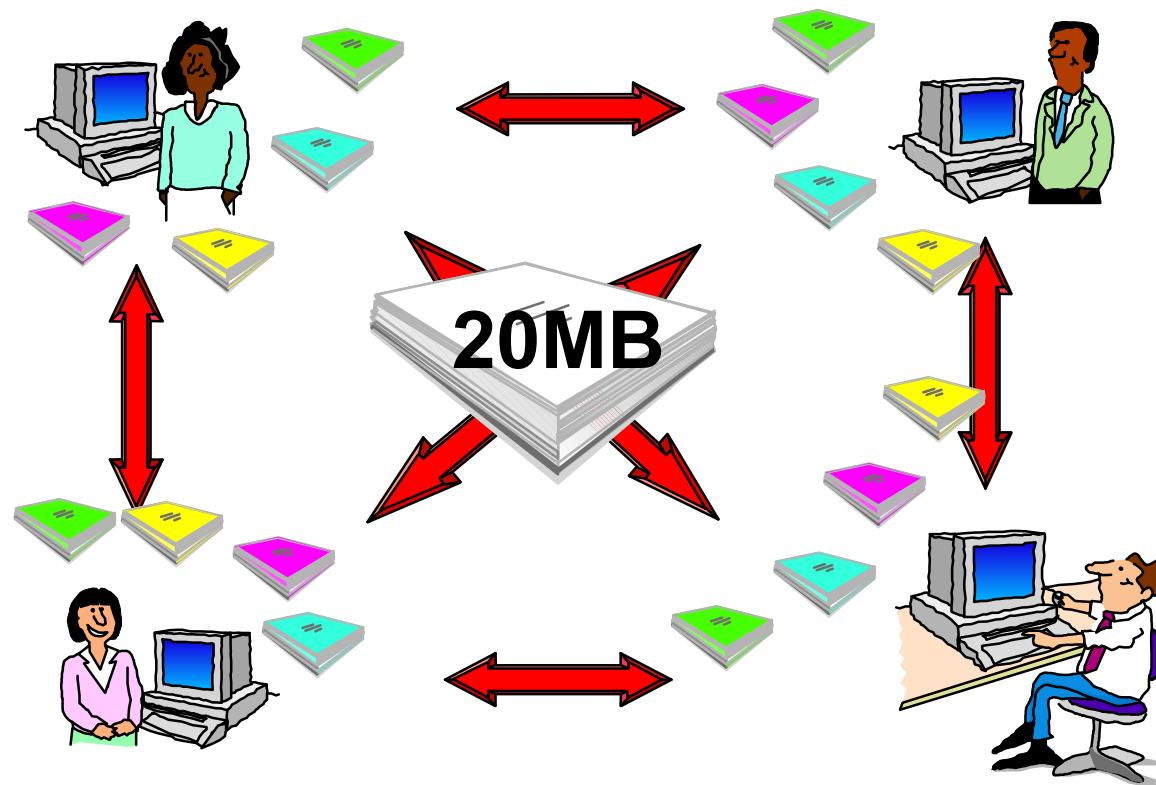
<http://www.lotus.com/quickplace>



Generating interest in key Lotus "add-on" products

QuickPlace -- if they get it, they will buy it

- Paint a picture people can relate to... "you've been assigned..."
 - ▶ To lead the new project...
 - ▶ With 8 people on your team...
 - ▶ 4 are company employees...
 - ▶ 4 are outside consultants...
 - ▶ In 6 different time zones...
 - ▶ With some big reports to send...
 - ▶ That will require collaboration...
 - ▶ With a deadline in 2 months...
 - ▶ **How will you get the job done?**



Generating interest in key Lotus "add-on" products

Domino Unified Communications Services (DUCS): expanding your infrastructure into new territory

- **Single "unified" location for all messages**
 - ▶ Email, Voice messages, Fax
 - ▶ Identified by message type
 - ▶ Accessible from desktop, Web, phone
- **Add-on to Domino and Notes client:**
 - ▶ Domino becomes store for all message types
 - ▶ Enhancement to Notes and iNotes user interface to handle voice & fax messages
- **Technology partner alliances to provide voice servers (xSeries)**
 - ▶ Cisco, Avaya, Captaris
- **Systems integration provided by ISSL and IGS**

*Significant
hardware and
services
opportunity*



<http://www.lotus.com/ducs>

Generating interest in key Lotus "add-on" products

Overview of DUCS architecture

**Domino server
with DUCS**

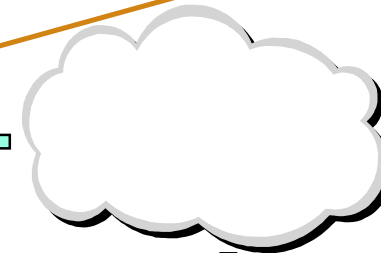


(Currently WINTEL only;
expansion of current hardware
to handle increased load and
disk)

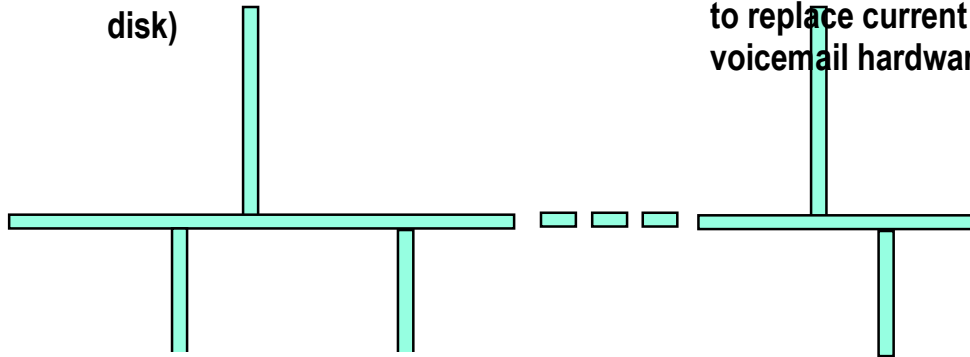
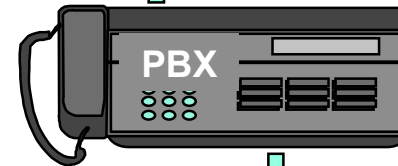
**Voice servers
with ISV code**



(New WINTEL servers
to replace current
voicemail hardware)



*Usually multiples:
the voice server
needs to be close
to the switch*



Notes
(enhanced with DUCS code)

iNotes
(enhanced with DUCS code)



Primary drivers should be you and the ISVs (not Lotus)

Generating interest in key Lotus "add-on" products

Example of DUCS enhancement to Notes user interface

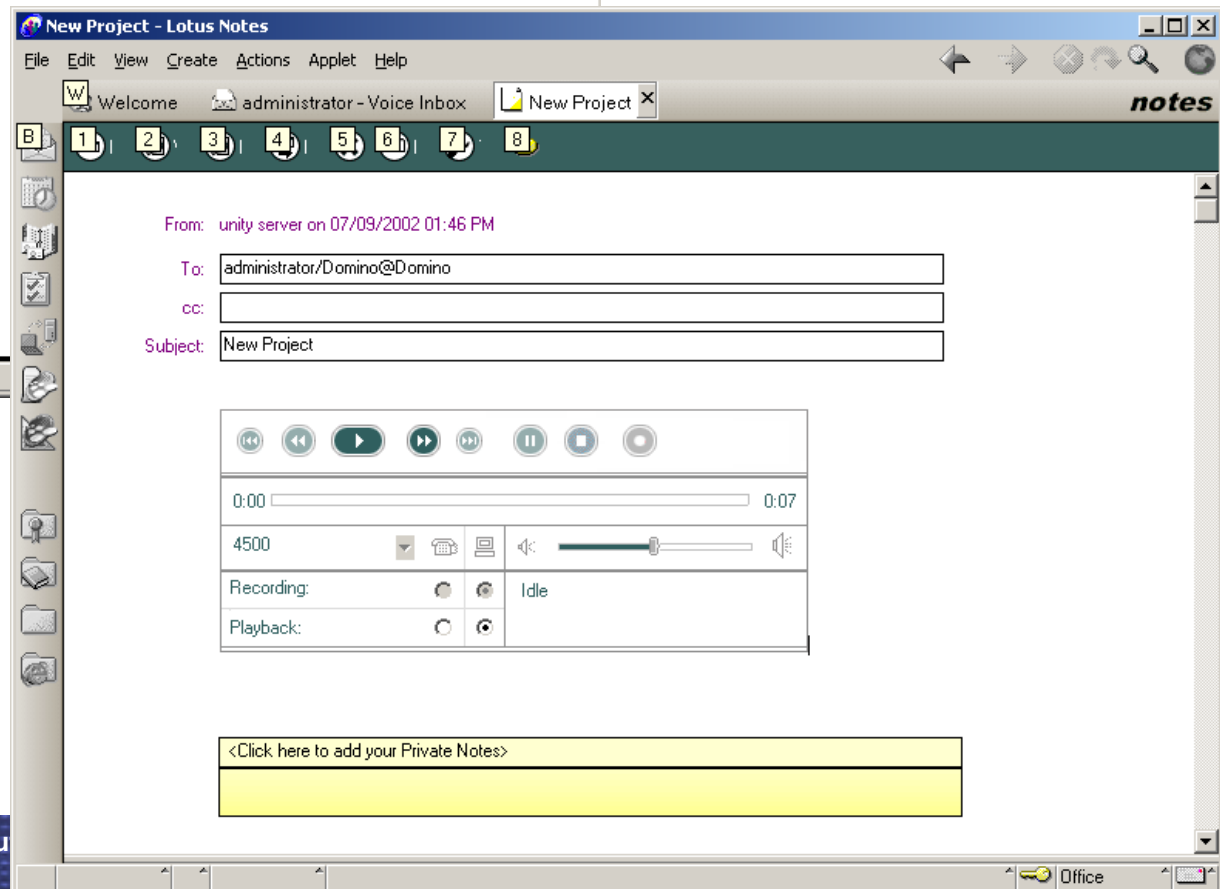
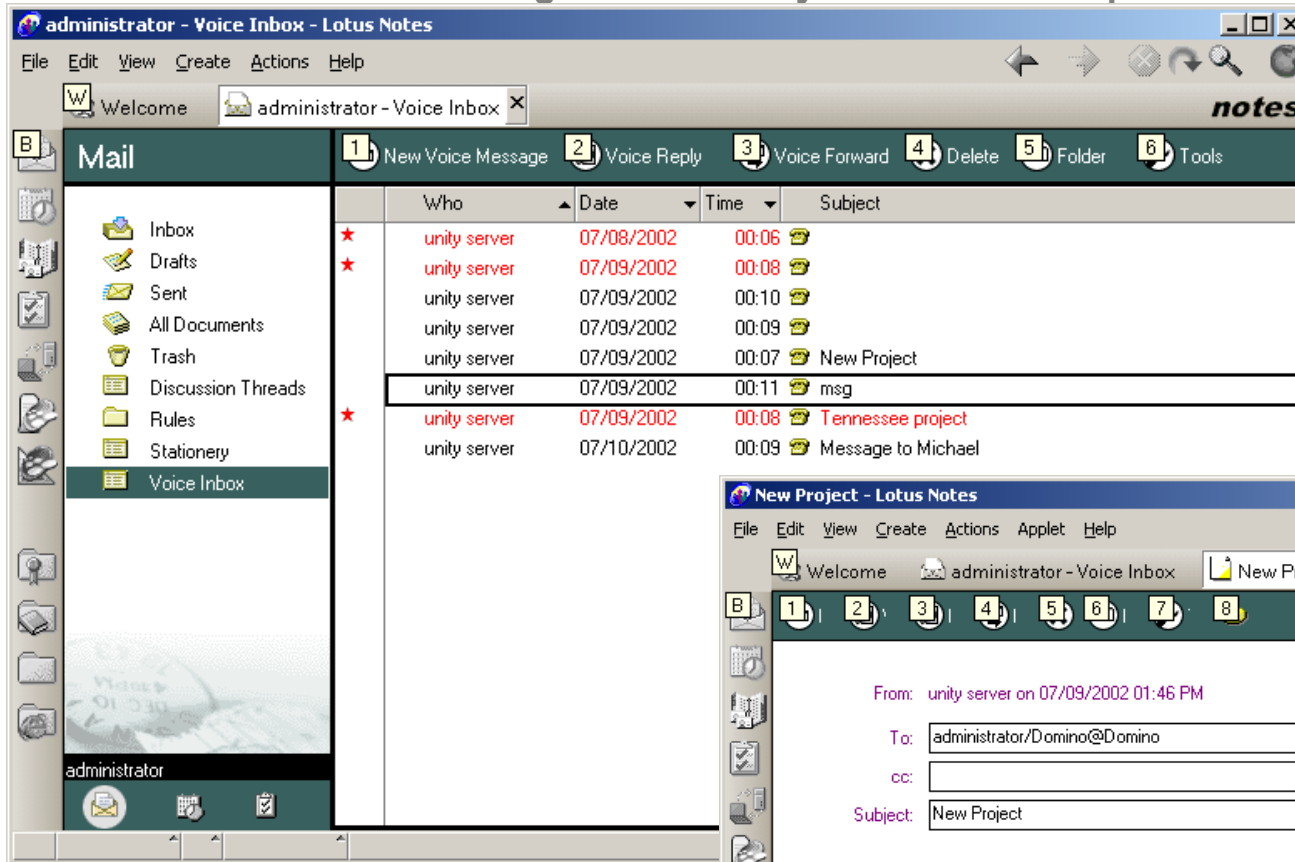


Table of contents

Identifying opportunity

Creating desire for server consolidation

Strategizing on other Lotus opportunities

Generating interest in key Lotus "add-on" products

 **Summary**

Whew!! Summary of the ground we've covered

- **How to identify the potential for Lotus - @server revenue in each of your accounts**
 - ▶ Think of the grid with 4 types of opportunities
 - ▶ Do you sell server consolidation, competitive software winback, or add'l Lotus software?
- **How to "create desire" for Domino server consolidation**
 - ▶ Paint a picture of the inefficiencies and high cost of a server farm
- **How to strategize / partner with Lotus reps and Business Partners**
 - ▶ Who gains? Who should lead? How to make it a total IBM package?
- **How to start a discussion about key Lotus "add on" products**
 - ▶ iNotes Web Access to expand to new users
 - ▶ Sametime ... think about your own experience
 - ▶ QuickPlace ... instant collaboration for projects and teams
 - ▶ DUCS ... unified communications integrating Domino messaging with voice mail and fax

Resources

- **the Web**
 - ▶ <http://www.ibm.com/eserver/series/domino>
 - ▶ <http://www.ibm.com/eserver/series/sametime>
 - ▶ <http://www.ibm.com/eserver/series/quickplace>
 - ▶ <http://www.lotus.com>
- **Many redbooks, whitepapers, Webinars**
- **"i can do it" Sales Kit CD's -- SK3T-8127**
- **Presales technical support, via techline**
- **Strong Lotus channel**
 - ▶ **IBM reps for "named accounts"**
 - ▶ **Business Partners for smaller accounts**
- **Move2Lotus program**

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