



IBM eServer iSeries

IBM server™ & TotalStorage™
UNIVERSITY 2003

Selling Linux on iSeries (Part 2)

Mike Martin -iSeries eBusiness Segment Manager

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Agenda

- Why Customers are Moving to Linux
- Solution Strategies
 - Infrastructure solutions
 - Business solutions
 - Case Studies
- Selling Strategy
- Appendix: Resources
- Questions and Answers

LINUX ON iSeries is THE TCO maker!!!

Two Major Opportunity Areas for Linux on iSeries

AREAS

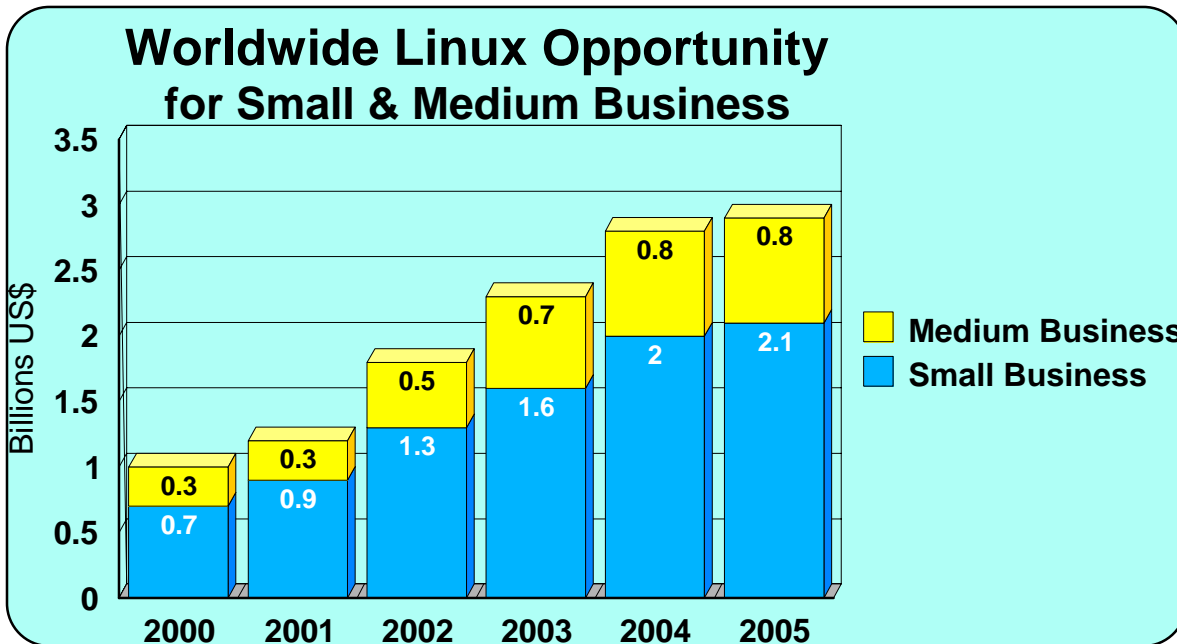
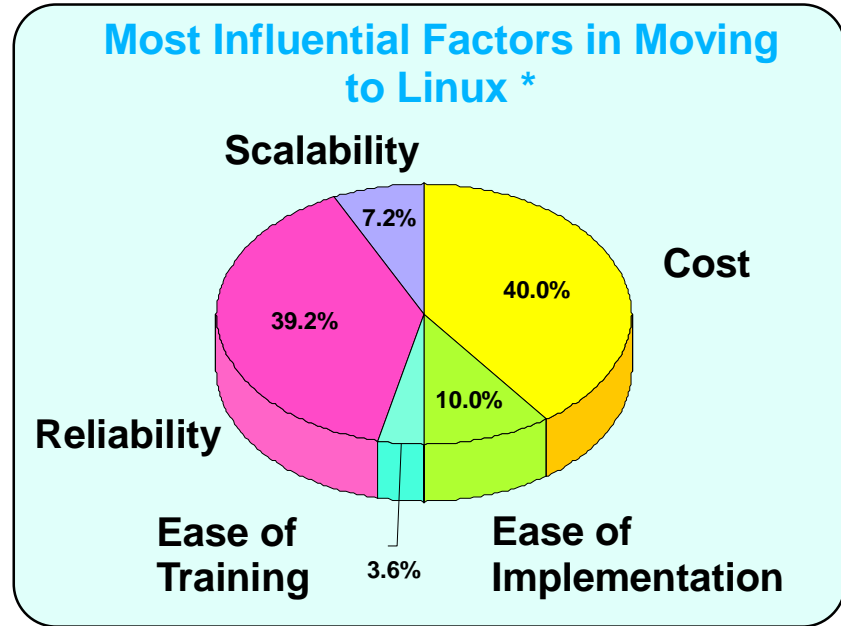
- #1 Moving customers to Linux where they can take advantage of the **infrastructure solutions** including
 - File and Print Serving
 - Firewall
 - DNS
 - DHCP
 - e-mail
- #2 Extending existing iSeries applications to the web with **e-Business solutions** including
 - Commerce
 - Business Intelligence

SKILLS NEEDED

- Basic knowledge of why customers are choosing Linux as an alternative to Intel solutions
- Feature/Benefit highlights of Linux for iSeries
- Awareness of the infrastructure and business solutions available for iSeries today
- How to identify and close opportunities for Linux on iSeries

What is causing the migration to Linux?

- ✓ Hardware upgrade costs
- ✓ Reduced or no license fees
- ✓ No vendor lock-in
- ✓ Reliability/Availability
- ✓ Choice of technical support and service provider
- ✓ Remote management



"Linux Has Gone Mainstream: Are You Up to It?"**

Linux server revenues

- ▶ \$1.5 billion in 2000
- ▶ \$2.5 billion in 2002
- ▶ Grow to a \$15 billion by 2007

Today

- ▶ 20 million+ Linux users
- ▶ 30% of the Web server market

Forces Driving Linux Acceptance

- ▶ Flexibility
- ▶ Open standards
- ▶ Distributed development / collaboration
- ▶ Price/performance
- ▶ Lack of license fees
- ▶ Lack of vendor lock-in

*Source: TechRepublic survey, 2001
 **Source: Giga Information Group June 2002
 ***Source : IDC, GMV, Gartner Group

Why Linux on iSeries

Linux (an open source operating system) has emerged as a key enabler for e-business across the enterprise. Customer acceptance of Linux is rapidly expanding and is widely used for Web serving and application hosting, to drive wireless devices and Internet appliances, and as an application development and deployment platform. IBM's commitment to Linux spans the entire IBM ~ family. Announced in April and delivered in May, 2001, iSeries now offers innovative Linux systems integration and consolidation via logical partitioning. This partitioning supports multiple images of Linux and OS/400 and is available across the iSeries 8XX product line. IBM has invested to support Linux on iSeries to capture a new generation of applications. Linux enhances iSeries flexibility by enabling another application environment. Linux is a way for iSeries to capitalize on the open source movement and to leverage Linux's virtual world-wide development team. Linux encourages a broad skill base to deliver iSeries based solutions.

LI NUX ON iSeries is a TCO maker!!!

**Reduce software costs with Linux &
consolidate server footprints with iSeries**

Software Licensing MS vs Linux

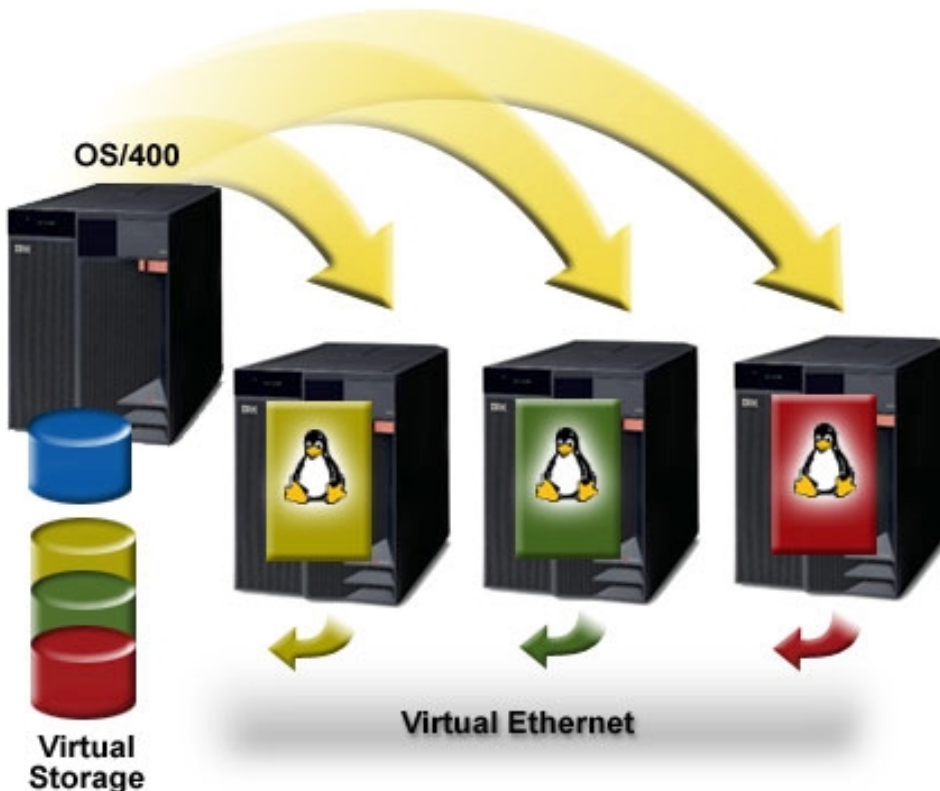
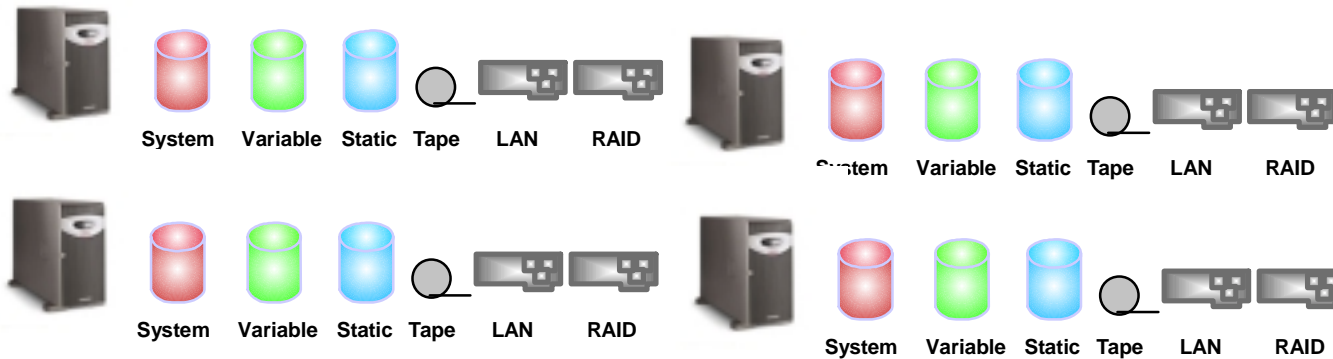
MS Windows 2000 advanced Server (includes IIS HTTP server)	\$3,999	Comes w/ 25 Client Access License (CALs). Additional CALs are \$67 each.		SuSE ----- RedHat	priced per CPU starting @\$1,269 ----- Standard \$3,250 ** Premium \$4,250	All Linux Distributions include <ul style="list-style-type: none"> - file&print - DNS - FTP - Apache - POP mail - etc WITH NO CALs
Microsoft Exchange Server 2000	\$1,299	Comes w/ 5 CALs. Additional CALs are \$67 each		Bynari	Insight Server & 250 User Pack - \$8,250 Insight Server & 1500 User Pack \$29,995	Fully functional alternative to Exchange!!
Microsoft Office Standard	\$479	Priced per users		Open Office	no-charge download	Linux Desktop Office solution

**RedHat has a 1Q03 promotion for \$1,050

http://www.cyber.com.au/cyber/about/linux_vs_windows_pricing_comparison.pdf

LPAR, Virtual I/O, and Shared Storage Spaces lowers TCO

Server Farm



intel solutions

- ▶ LAN, RAID and TAPE device for each server
- ▶ memory, disk, and CPU is allocated to each server
- ▶ each server has to have its own backup and recovery solution
- ▶ Do you have a DR plan for this?

iSeries solutions

- ▶ Shared resources - Fewer disk drives, tape drives and LAN adapters can be used
- ▶ Reduce disk administration - iSeries Storage Management
- ▶ Improve performance with more disk arms
- ▶ Consolidated Backup of OS/400 and Linux (**now that's DR!!**)
- ▶ Resources can easily be moved to where they are needed

Linux on iSeries Solutions

Consolidation

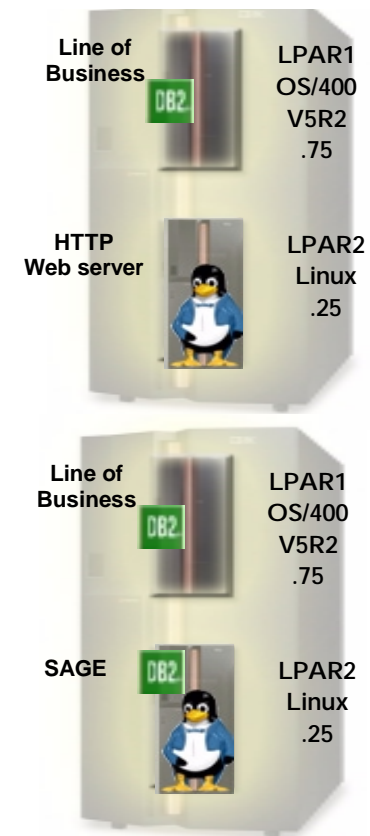
- ▶ Replace Windows or Linux Infrastructure servers
- ▶ Run multiple Linux servers in partitions
- ▶ Consolidation Lowers Cost of Computing

Integration

- ▶ Extend OS/400 applications with Linux Applications
- ▶ Run Linux applications on same server as OS/400
- ▶ Integration Lowers Cost of Computing

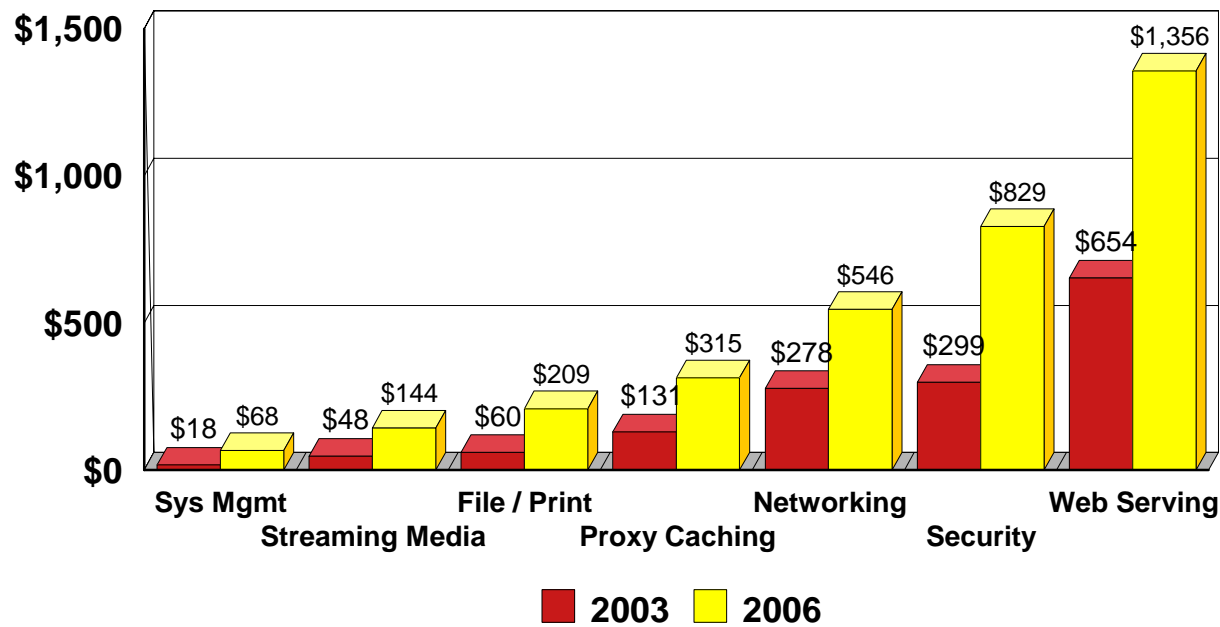
Application Flexibility

- ▶ Leverage Linux LOB application portfolio
- ▶ Run Linux applications on iSeries
- ▶ Flexibility Lowers Cost of Computing



Linux Infrastructure Solutions for iSeries

WW Infrastructure Workloads (\$M)



Source: 2H02 GMV

Infrastructure Solutions

Identify existing infrastructure workloads when engaging in any iSeries Opportunity:

Functions	Key Middleware and Applications
Web Serving	Apache
Mail Serving	POP3, IMAP, Sendmail MTA
Print Server	Samba
File Server	Samba, NFS
Proxy Server	Squid
FTP Server	w-ftpd
Firewall	NetFilter
DHCP	dhcpd
DNS	bind
Languages	C, PHP, Pearl, Java

Did You Know??

File & Print Costs (MS)

- MS Windows 2000 Advanced Server = \$3,999.00
- Comes with 25 Client Access Licenses (CALs). Additional CALs are \$67

File & Print Costs (Linux)

- SuSE = starts @ \$1,269
- RedHat = starts @ \$3,250

Optimize hardware resources

	Peak-hour Utilization	Prime-shift Utilization	24-hour Period Utilization
Mainframes	85-100%	70%	60%
iSeries	80-98%	70%	60%
UNIX	50-70%	10-15%	<10%
Intel-based	30%	5-10%	2-5%

Source: IBM Scorpion White Paper: Simplifying the Corporate IT Infrastructure

Infrastructure Solutions

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Print Server	Samba
File Server	Samba, NFS
Proxy Server	Squid
FTP Server	w-ftpd
Firewall	NetFilter
DHCP	dhcpd
DNS	bind
Languages	C, PHP, Pearl, Java

Linux as the TCO Maker

- 80% of the CPU available for other workloads! (LOB)
- Cost justify upgrade to 810 or 825 by adding the cost savings of consolidating their file and print servers.
- Stress the cost savings in liscensing and admin costs
- Emphasis that with the iSeries you get no hardware waste!!!

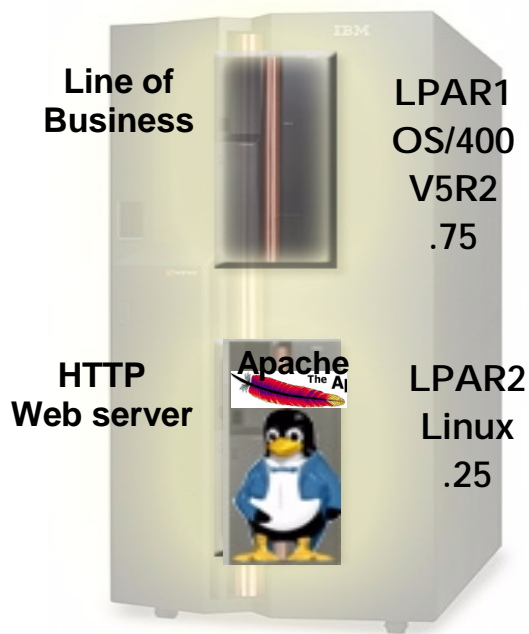
File and Print Server (100 users)	Quantity	Price
Hardware- Compaq ProLiant ML370 G2 • 512 MB memory • 1 - 1.4 GHz CPU • 60 GB Disk 5-10% CPU	2	\$9,195
Software • W2K Adv. Srv • (includes 25 CALs)	2	\$3,999
W2K CALs	50	\$67x50 = \$3,350
Total		\$29,738
Hardware - iSeries 270 1way 1GB Memory 120GB disk 10-20% CPU	1	\$26,680
Software - SuSe Linux 2 Linux LPARs each with Samba File & Print Server	1	\$1,269
Total		\$27,949

Did You Know??

63% of the worlds websites use Apache

<http://www.netcraft.com/survey/>
12/01/02

Apache



Web Front End

- ▶ Apache Web Server
- ▶ Tomcat App Server
 - <http://java.sun.com/products/jsp/tomcat/>
- ▶ IBM JVM 1.3 for Linux PPC
 - Included in SuSE Developer Edition for iSeries
- ▶ **iSeries Toolbox for Java**

<http://www-1.ibm.com/servers/eserver/series/toolbox/>

Extend LOB Applications with Linux

- ▶ OS/400 runs line of business applications
- ▶ Linux runs most popular web server
- ▶ Java Toolbox provides interfaces to DB2, IFS, Spool files, Systems Values, Messages, Programs, Commands, Data Queues, Jobs, ...

Apache Web Serving Sizing Guide

Hits/Second

# of iSeries CPUs in Linux Partition	0.5	1	2	4
i820	462	921	1690	3379
i830	NA	921	1690	3379
i840	514	1024	1878	3755

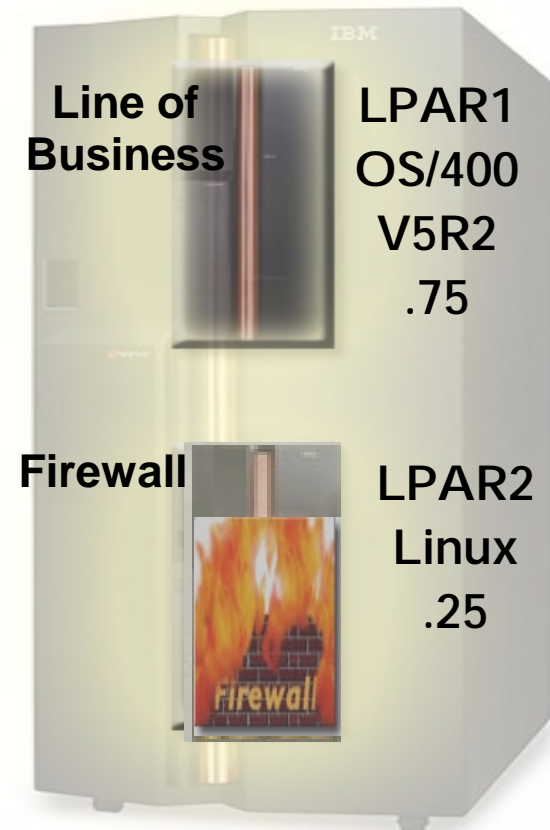
Firewall

▶ NetFilter

- Included in SuSE, Red Hat, and Turbolinux distributions

▶ Symantec Enterprise Firewall

- ISV solution based on Advance firewall features
- Beta 1Q03
- <http://www.symantec.com/calendar/ibmseries/>



Firewall and iSeries

- ▶ Adding a Firewall to any iSeries solution can help bring down the TCO of delivering an eBusiness Solution
- ▶ Customers no longer have to purchase a separate non-iSeries server to have firewall protection
- ▶ Provides robust security for the corporate network and all mission critical applications
- ▶ Adds another core e-business application to the iSeries portfolio

Banco Do Brasil

Background

- ▶ Banco Do Brasil is the largest bank in South America

Objectives

- ▶ Centralize IT service and delivery
- ▶ Exploit open source software
- ▶ IT Europe had 8 branches with 250 users, 8 NT networks, and 41 NT Servers

Solution

- ▶ iSeries Model 820 Offering for Linux
- ▶ SuSE SLES 7
- ▶ 3 Integrated xSeries Servers
- ▶ 4 Integrated xSeries Adapters
- ▶ Replacing NT applications with Linux (firewall)

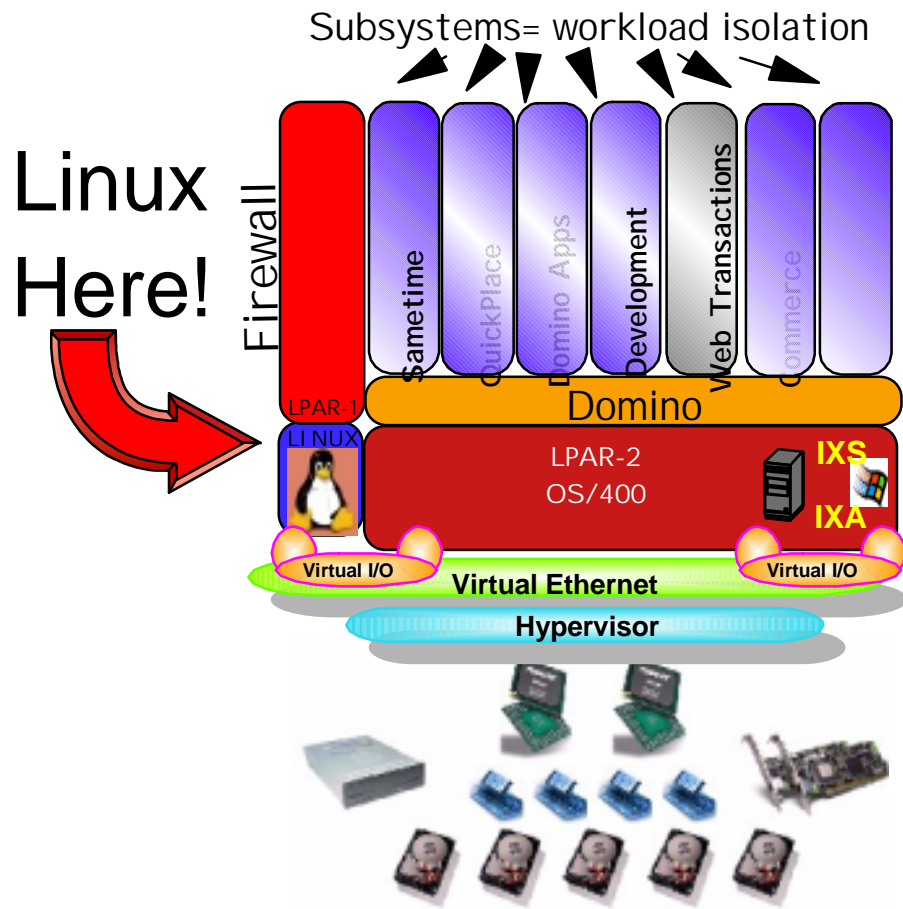
Benefits

- ▶ Centralized storage
- ▶ Reduced Administration and support
- ▶ More reliable IT service
- ▶ Software license savings

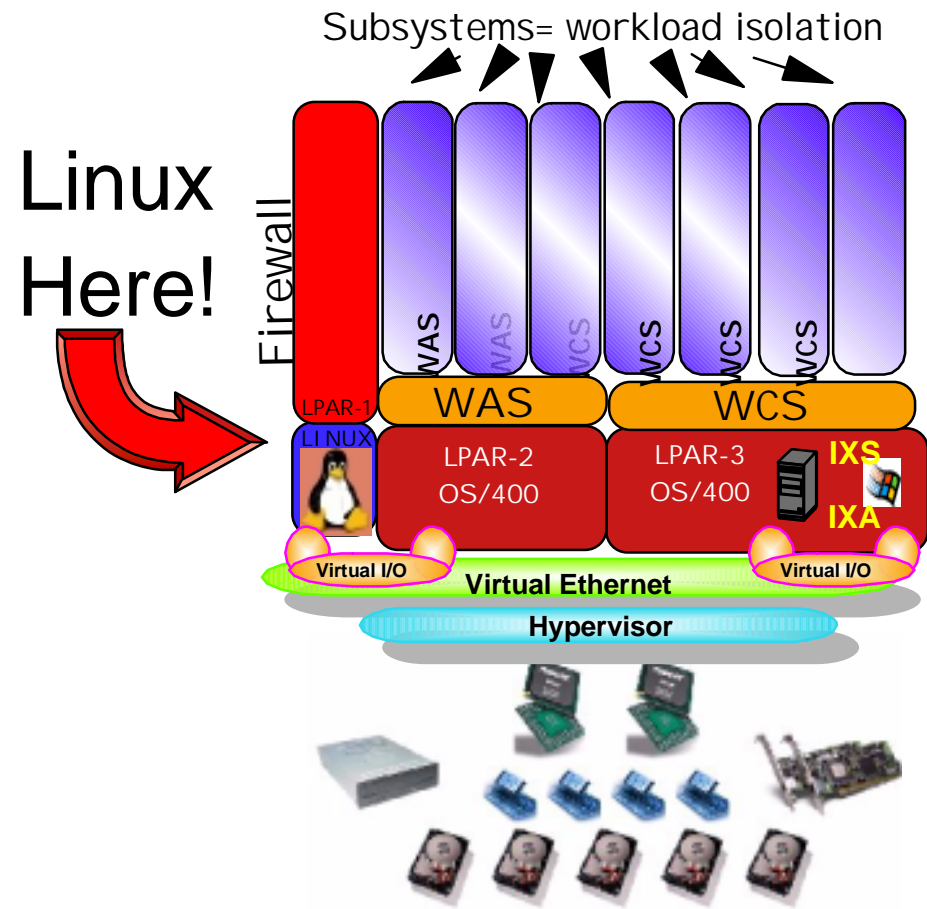
BANCO DO BRASIL



Every Domino and WebSphere Proposal should include LINUX for Firewall!



Domino



WebSphere


Sendmail

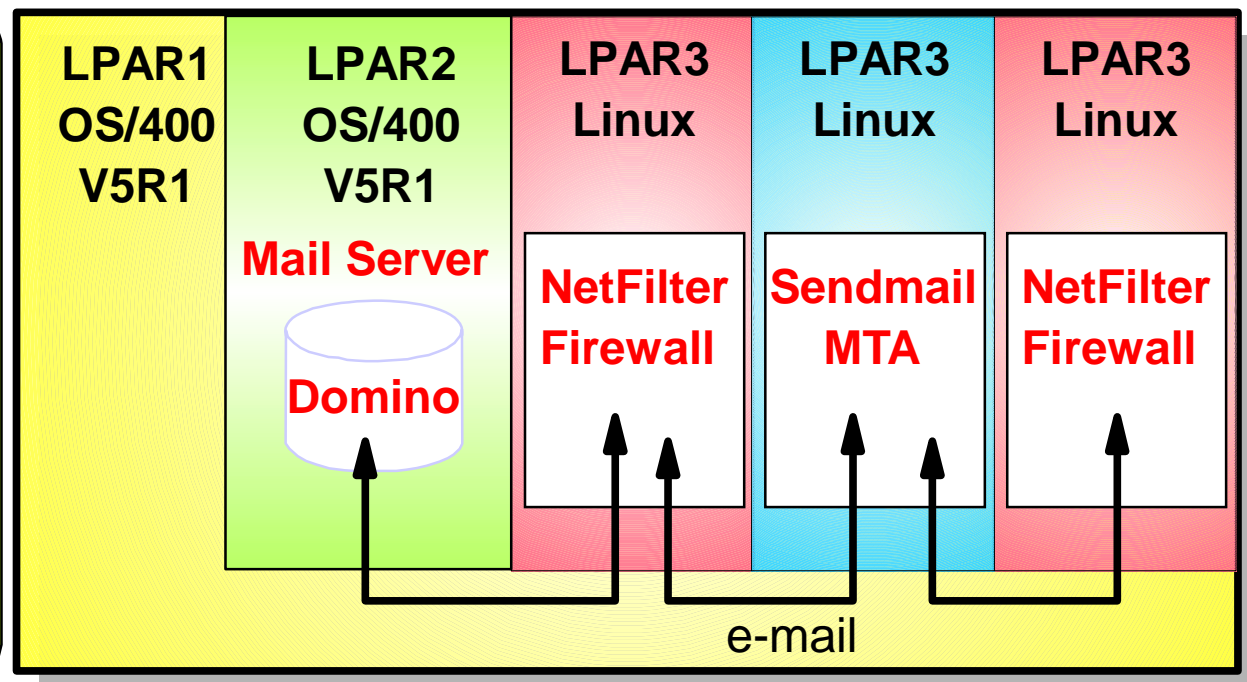
Separate Mail Server from Internet

- ▶ Sendmail Message Transfer Agent (MTA)
 - Included in SuSE, Red Hat, and Turbolinux distributions
 - High performing reliable mail gateway
- ▶ Mail Server Options
 - Domino on OS/400
 - Exchange on direct attach xSeries server
 - IMAP / POP server on Linux

DSD server can run Linux

- Extend Domino Solutions
 - Symantec Firewall
 - SMTP SendMail Gateway
 - Samba File and Print



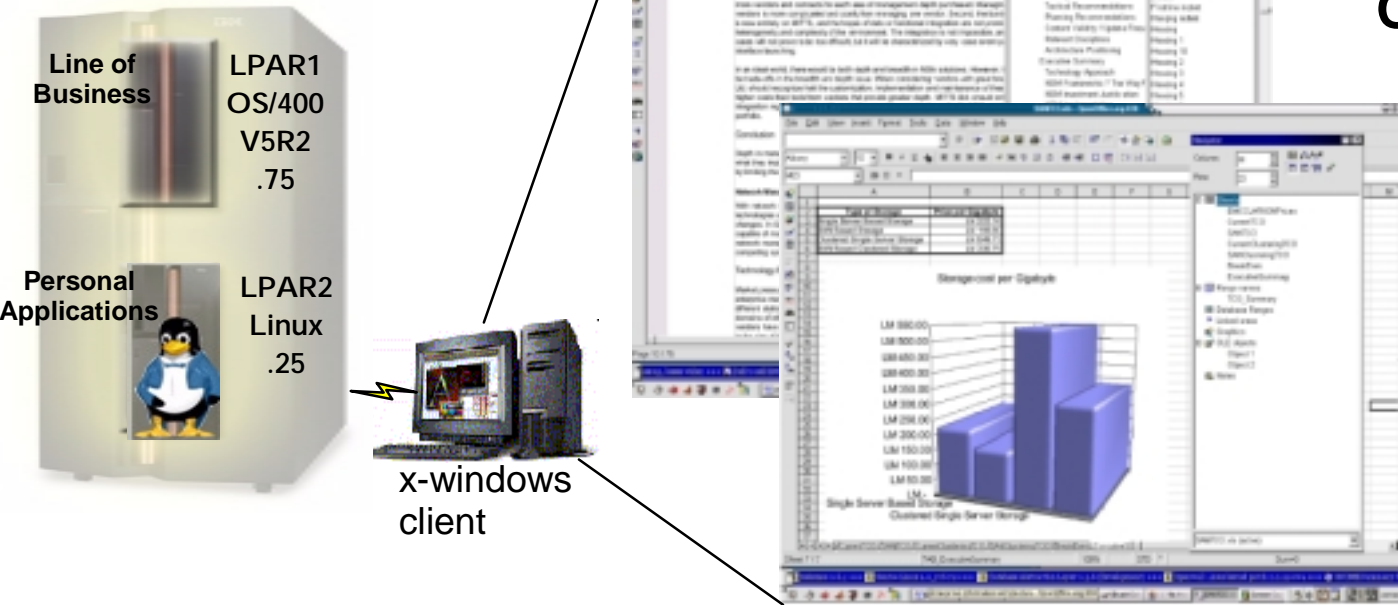
Did You Know??

MS Office 2K costs \$595 per CAL

MS Office XP costs \$635 per CAL

http://www.microsoft.com/licensing_12/02/02

Open Office



OpenOffice

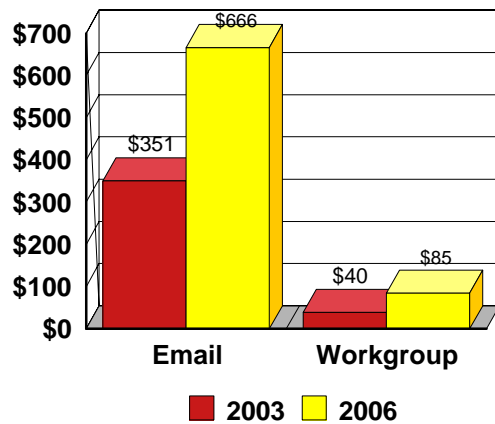
- ▶ Word processor, Spreadsheet, Presentation Builder
- ▶ **Reads and Creates MS Office documents** (word, excell, powerpoint)
- ▶ Runs on server, GUI sent to X-Windows client
- ▶ Runs on client, with files stored on iSeries
- ▶ Open Source Project
Millions of Downloads
<http://www.openoffice.org/>

Consolidated Server

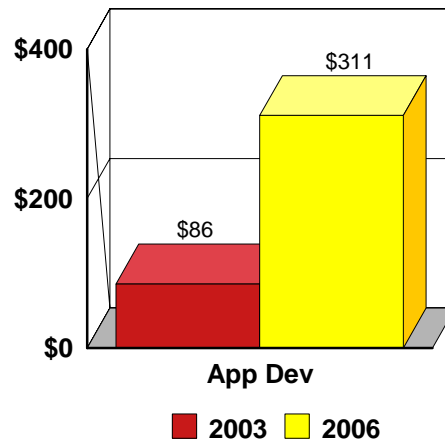
- ▶ OS/400 runs line of business applications
- ▶ Linux runs OpenOffice for personal productivity applications
- ▶ Use ODBC driver to load DB2/400 data into OpenOffice spreadsheets

Linux Business Solutions for iSeries

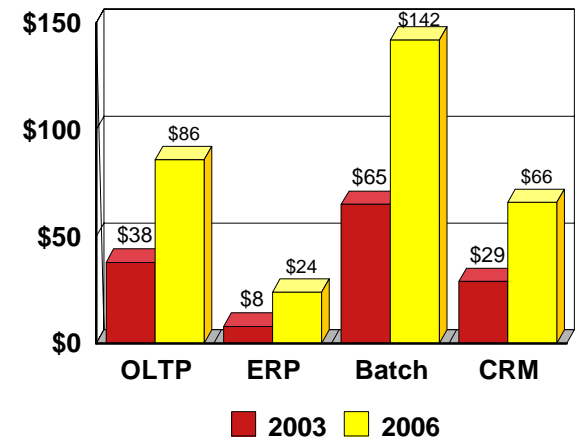
WW Collab Workloads (\$M)



WW App Dev Workloads (\$M)



WW Bus Proc Workloads (\$M)



Source: 2H02 GMV

Linux on iSeries: Key Solutions

ISVs

- ▶ Symantec - Enterprise Firewall
- ▶ eOne - Commerce
- ▶ Sage - business applications
- ▶ Bynari - mail server
- ▶ MAPICS - ERP
- ▶ Dimensional Insight - BI
- ▶ Vision Solutions - HA
- ▶ Cybozu - workgroup

IBM Middleware SODs

- ▶ DB2 UDB for Linux
- ▶ WebSphere Application Server for Linux

Do you have a customer looking for a specific apps to be ported to iSeries Linux?

Contact Gordon Haubenschild

- ▶ Haubens@us.ibm.com
- ▶ phone: 507-253-3454

Engage our porting centers

- ▶ <http://www.developer.ibm.com/en/spc/linux.html>



More<http://www-1.ibm.com/servers/eserver/iserries/linux/apps.html>

Did You Know??

- MS Exchange License = \$1,299
- Comes with 5 MS Exchange CALs
- Additional CALs are \$67

<http://www.microsoft.com/exchange/howtobuy/pricing/default.asp>

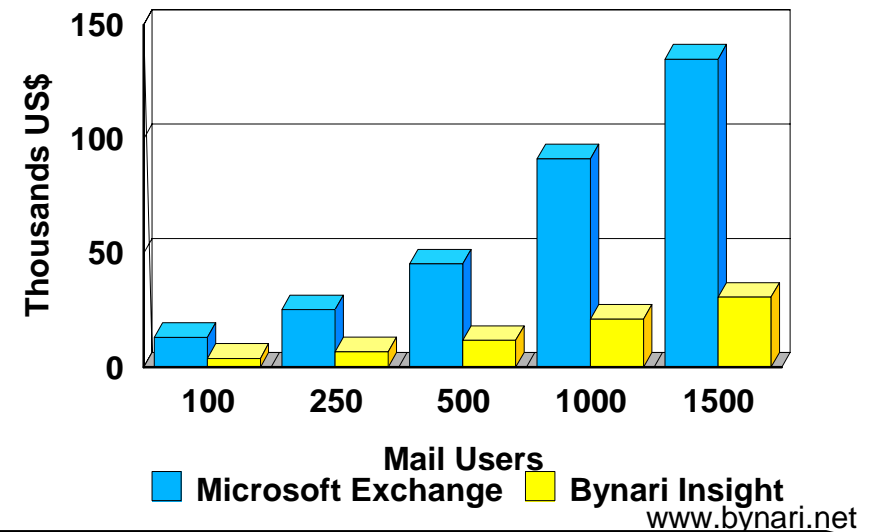
Bynari <http://www.bynari.net/>

What is Bynari?

- ▶ Messaging and Collaboration Server
 - Directory Services, Calendaring, Collaboration
- ▶ Web Server
 - Internet Mail Server (SMTP, IMAP, POP3, MAPI)
 - Internet Mail Spec Compliant
 - Based on open standards Interoperable with all versions of Microsoft Outlook, Netscape, and other leading mail clients
- ▶ Runs on all IBM eServer platforms and other manufacturers servers under Linux
- ▶ Full-function Outlook client

Cost Savings...

Bynari Insight vs Microsoft Exchange Mail Server Costs



Pricing...

Insight Server & 250 User Pack - \$8,250
 Insight Server & 1500 User Pack \$29,995

Identify a Bynari Opportunity

- ▶ Look for indirect employees who need simple e-mail (ie. manufacturing)
- ▶ iSeries customers with less than 1000 employees and using Exchange today...
- ▶ Bundle Bynari with existing iSeries solutions

Bynari - Cost Comparison & Sizing

Bynari Sizing Guide

Linux

SuSE starts @ \$1,269
Red Hat starts @ \$3,250

Bynari

Insight Server & 250 User Pack - \$8,250
 ▶ Additional CALS \$20
 Insight Server & 1500 User Pack
 \$29,995

Microsoft Liscensing

W2K Advanced Server = \$3,999
 ▶ Comes with 25 CALs
 ▶ Additional CALs are \$67

 Exchange Server = \$1,299
 ▶ Comes with 5 Exchange CALs
 ▶ Additional CALs are \$67

Processor Units	CPW	Light Users (4 sent messages per hour)	Medium Users (7 sent messages per hour)	Heavy Users (10 sent messages perhour)
	100			<200 USERS
	200			<500 USERS
0.25	263	2150	1225	850
0.5	525	4350	2480	1750
0.75	787	6500	3700	2600
1	1050	8750	5000	3500
1.25	1312	9625	5500	3850
1.5	1575	10250	5850	4100
2	2100	12500	7140	5250

250 users	Linux on iSeries (.25 CPU)	MS (intel)
OS	\$1,269	\$19,074
e-mail Liscensing	\$8,250	\$17,714
	\$9,519	\$36,788
1500 users	Linux on iSeries (.50 CPU)	MS (intel)
OS	\$1,269	\$98,825
e-mail Liscensing	\$29,995	\$99,865
	\$31,264	\$198,690

Workload Estimator Plug-in (contact Bynari)

Sales Contacts:

www.bynari.net

U.S. : 1-800-241-1086 ext. 32

International: 011-214-350-5772 ext.32

Sales Director :Richard Nelon

rnelon@bynari.net

Technical Support: support@bynari.net

Pre-sales Support: presales@bynari.net


<http://www.microsoft.com/exchange/howtobuy/pricing/default.asp>

<http://www.bynari.net>

<http://www.redhat.com>

<http://www.suse.com>

eBusiness Solutions

 delivers a Linux based B2B and B2C eCommerce solution that is perfect for the SMB customer who is looking to leverage eBusiness Solutions.

- ▶ Are your customers looking for e-commerce solutions but don't want the complexity of WebSphere... check this out!!
- ▶ www.eonegroup.com call Bill Coffey 877-FAST-ROI



ERP iSeries Linux-based solution provides improved benefits—including greater stability, reliability, scalability, performance and cost savings. The offering empowers manufacturers to collaborate more effectively over the Internet, improve customer service, deliver products faster and make better business decisions.

- ▶ Are your customers looking for a low cost solution that extends their ERP solution to browsers, wireless devices and more, give MAPICS a look!
- ▶ www.mapics.com

YKK

Background

- ▶ YKK (U.S.A.) Inc., the world's largest zipper manufacturer

Objectives

- ▶ New e-business infrastructure that will improve service for its U.S. distributors.
- ▶ Web portal that allows YKK's distributors to check inventory, securely place orders, track and review order status and history, and access a variety of links including an online product catalog.

Solution

- ▶ iSeries Model 820 Offering for Linux
- ▶ SuSE SLES 7
- ▶ eOne Commerce

Benefits

- ▶ "Our new customer service portal is a first for YKK in the U.S., so it was critical that we made the right choice for our customers," said Sara Carnell, director of operations, YKK (U.S.A.) Inc. "We explored several options before going with the e-business solution from IBM and eOne Group. IBM's Linux server running eOne Commerce gives us the scalable, flexible and secure Web site we need, and it also was very affordable."

The logo for e-ONEGROUP, featuring a stylized blue 'e' with three horizontal lines extending to the left, followed by the text 'ONEGROUP' in a bold, blue, sans-serif font.

YKK and iSeries

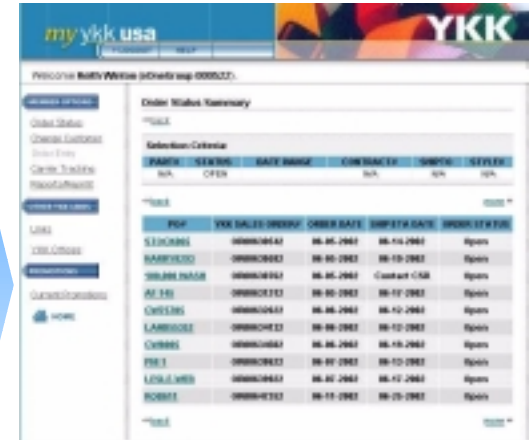
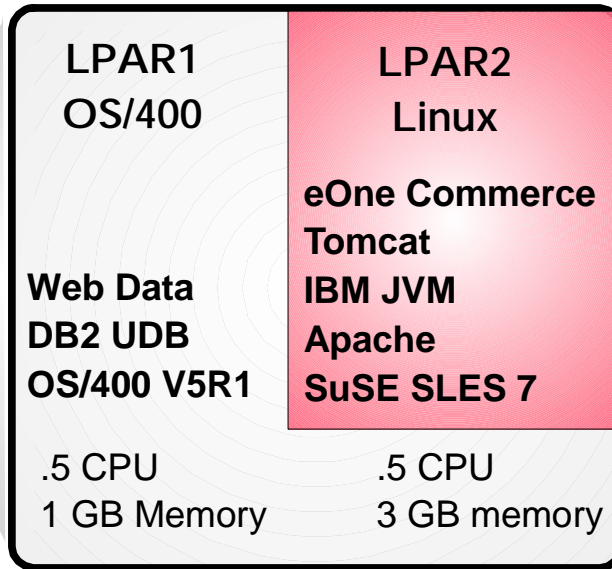
Business Server Web Portal Server



AS/400
DB2 UDB
RPG App
Business Data



iSeries 820
-0150



Phase 1 Web portal for their distributors

- ▶ e.g., check order status
- ▶ Replacing a phone system
- ▶ Up and running in 6 weeks

Phase 2 Order Entry and Accounts Receivables



Value Proposition

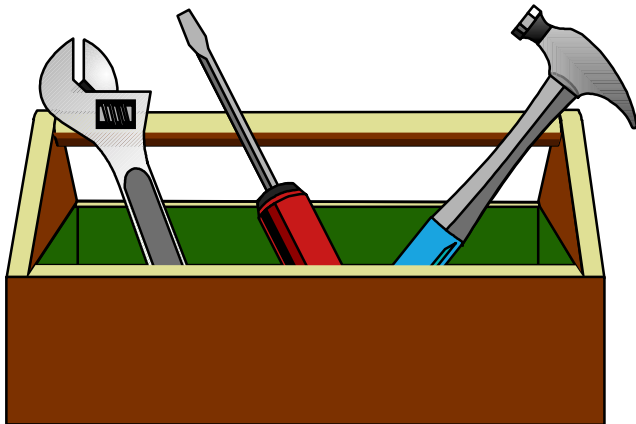
- ▶ Fast ROI
- ▶ Built to Easily Integrate with backend systems
- ▶ Easy to Administer
- ▶ Advanced Features
- ▶ Scalable and Robust
- ▶ BPs and IGS Trained to Install

Selling Strategy

Selling: There are two types of Linux Customers

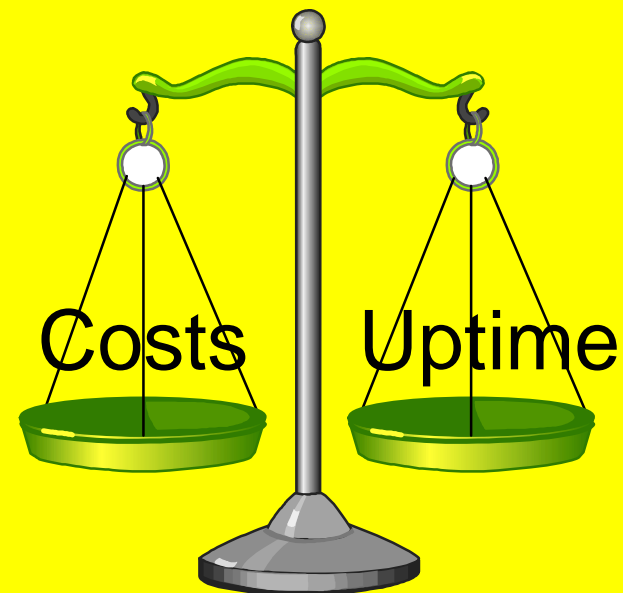
#1 Linux Purists

I build my own servers!
I download free Linux!
I download open source software
I have the lowest costs servers!



#2 Business People

I want to contain my costs
TCO is important
But not at the expense of reliability
I need business continuity!

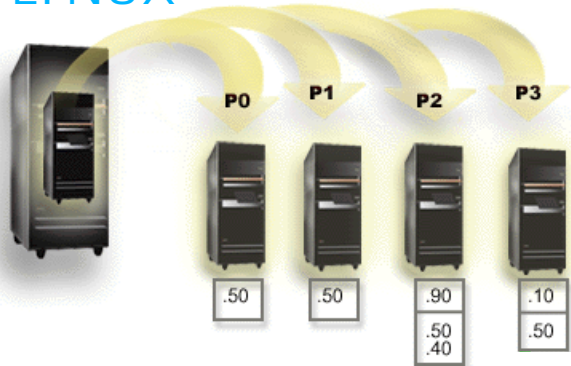


Sweet Spot

iSeries Delivers best of breed "Workload Consolidation"

LPAR supports:

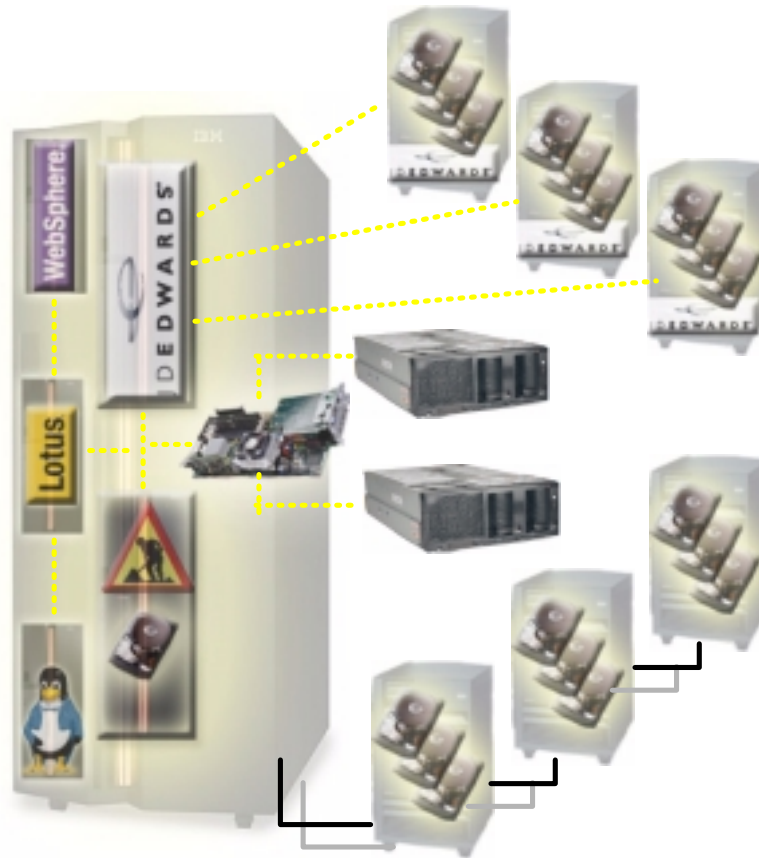
- multiple languages
- multiple releases
- multiple time zones
- LINUX



Linux



- Firewall
- Web server
- File & print serving
- Office automation



IXS / IXA



Maximize all processors, disk, NIC cards, and memory!!!

- ▶ Add capacity when server needs it!
- ▶ reduce hardware waste!

Leverage a single Integrated Backup and Recovery Plan!

Cosmos Life Co., Ltd



Background

- ▶ Cosmos Life manages 2300 buildings including 100,000 rooms nationwide Japan

Objective

- ▶ Reduce IT management costs
- ▶ Consolidate AS/400s and 3 PC servers (Domino, Database, Cybozu)

Solution

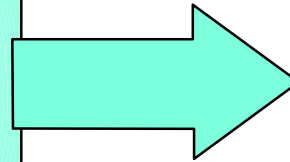
- ▶ Cybozu Garoon for scheduling and messaging (telephone memo, notice of discussion database, company internal broad information)
- ▶ Domino on OS/400 for e-mail and documents database
- ▶ Red Hat for iSeries
- ▶ i820 with 5 Partitions
 - Control Partition (OS/400)
 - Core Application Partition (OS/400)
 - Domino Partition (OS/400)
 - DB2 Partition (OS/400) for future using
 - Groupware Application Partition (Red Hat Linux)



What Should I Sell?

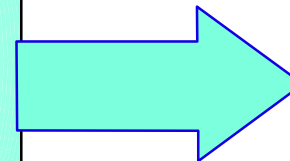
Infrastructure

- ✓ File and Print
- ✓ Firewall
- ✓ DNS / DHCP
- ✓ e-Mail



eBusiness Solutions

- ✓ Web Commerce
- ✓ Bus Intelligence
- ✓ ERP



And How Should I Sell it?

Selling TCO

- ▶ Workload Consolidation
- ▶ Licensing savings
- ▶ Reduced Administration
- ▶ TCOnow!!! Tool

Selling ROI

- ▶ Extend existing apps
- ▶ Deliver new functionality

TCOnow!!!

Builds TCO analysis comparing Intel solutions vs iSeries Linux

<http://www.cioview.com/IBMpreview/TCOWebSrvCons/WebPreView/index.html>

General Information

1 What is main industry of your company? ?

2 In what state is your data facility located? ?

3 Is your data facility located in an urban, suburban, or rural setting?

4 What type of application will you implement?

5 Will you be rolling out a new application or consolidating an existing application?

6 What time period would you like to consider for your financial analysis?

Platform Selection

Platform 1

?

Application and Hardware Infrastructure

1 On average, how many visits to your site do you expect per day?

2 What percentage of your Web pages require enhanced security?

3 What midrange server, if any, would you like to include in your analysis?

4 What percentage of your midrange server's processing capacity is already at existing workloads?

5 What is the average number of CPUs per existing Windows production server?

6 How many Windows servers, if any, are running your existing production application? ?

7 How many gigabytes of storage will you need to purchase to run your application? ?

Enables Partners to give detailed analysis!
(70 page report)



Partners can access the complete version of the TCOnow! tool..

<http://www.ibm.com/partnerworld/sales/systems/ibmsm.nsf/mainframeset?readform&cdoc=tcoe6a>

You will need your PartnerWorld PartnerInfo ID in order to access it.

TCO - the Real Cost Equation

Selling the Cost Savings of Linux on iSeries

- It's not just the acquisition cost...
- Total Cost of Ownership should be over a 3 year period

- What should be considered:

- Hardware Acquisition --->

Sizing and Configuring the Competition
(Compaq/HP)

<http://activeanswers.compaq.com/ActiveAnswers/Render/1,1027,1-6-100-225-1,00.htm>

- Software Acquisition --->

MS Windows 2000 Advanced Server

<http://www.microsoft.com/windows2000/advancedserver/howtobuy/pricing/default.asp>

MS Exchange Standard Server 2000

<http://www.microsoft.com/exchange/howtobuy/pricing/default.asp>

MiS Office

<http://www.microsoft.com/office/howtobuy/pricing.htm>

SuSE

<http://www.suse.com>

Red Hat

<http://www.redhat.com>

- Hardware Maintenance

- Software Maintenance

- Operations

- Outages

- Unscheduled downtime

- Scheduled downtime

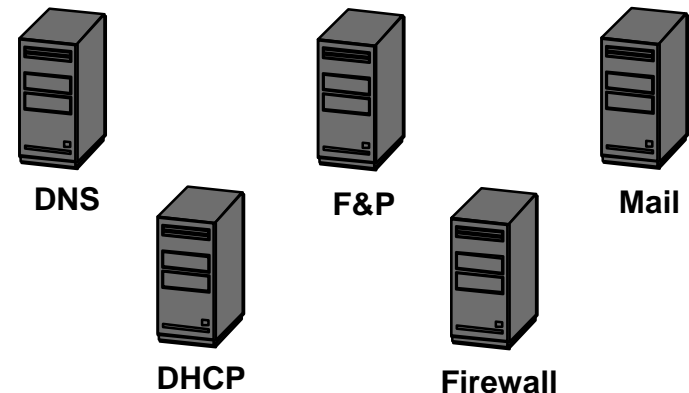
- Floor Space

Selling: Typical Scenario - Dealing with Two Camps

In most cases, the group that is responsible for the iSeries.....



.....is not the group responsible for the infrastructure servers



- They can even report up through different managers
- They want to protect their own area of responsibility
- They want to keep their own personnel
- They are used to owning both the hardware and the people

Selling: Where to Look for Opportunities

- Customers who have between 3-20 infrastructure servers in their environment
 - Infrastructure servers running on older generation hardware
- Customers who are frustrated with Microsoft's strategy, tactics, and pricing
 - Customers told to move to Active Directory....then learn .Net will use something else
 - Volume 6 Licensing agreement comes with a big price tag
 - Mass audits with short deadlines annoy many customers
 - Customers who are still on NT instead of moving to Windows 2000
 - Active Directory is complex and difficult to design and install
- Customers who are experiencing reliability issues with their infrastructure servers
- Customer who have spare cycles on existing iSeries servers (270 or 820 S-Star)
- IBM and Partner Proposals for iSeries that need additional justification (**BUILD UP that TCO!!**)



Selling: Linux Infrastructure Solutions- TCO

■ Customer Benefits: Lower TCO

- Reduces server complexity
 - Fewer systems to manage and monitor
 - Fewer administrators to support the environment
- Maximize system hardware resources across a single server with multiple workloads

■ Sales Rep's Benefits:

- Selling consolidation of Intel-based infrastructure workloads into Linux workloads
 - Drives up system utilization on underutilized existing iSeries servers
 - Can add a new iSeries footprint to support the newly consolidated workloads
 - Can add the incremental workload that drives customer to a hardware upgrade to support the new Linux workloads - Memory, disk, processor, LPAR
 - Can be the reason why customer selects iSeries over a competitive server
- Propose implementation services
 - Upgrade to OS/400 V5 if required
 - LPAR implementation of Linux on new or existing iSeries footprint
 - Migration of Intel workloads to Linux
 - Implementation of new or "Additional applications and workloads

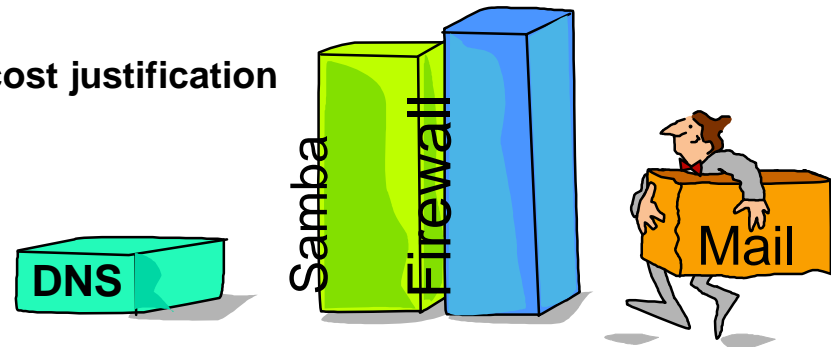


How Many Servers?

Selling: Linux Infrastructure Solutions - TCO

Gameplan:

- Find out who in the company is responsible for the:
 - iSeries
 - Infrastructure
 - Find out who in the company is INTERESTED in doing something with Linux!
 - Call on the CIO
 - Document the customer's current inventory of infrastructure servers and functions
 - Ask customer to identify the costs of maintaining those servers and their workloads
 - Discuss how these workloads are growing and what changes may be needed in the next 12 to 18 months
 - Size workloads to run on existing or new iSeries server
 - Run e-Config to generate configuration
 - Include the cost/subscription/support of the Linux distribution to run on the iSeries
 - Assist customer with preparing a TCO comparison between existing Intel deployment versus Linux on iSeries
 - Use techniques that are often included in any SCON cost justification
 - Hardware/Software
 - Personnel
 - Environmentals
 - Maintenance 24/7
 - Disaster recovery
- Use TCONow tool



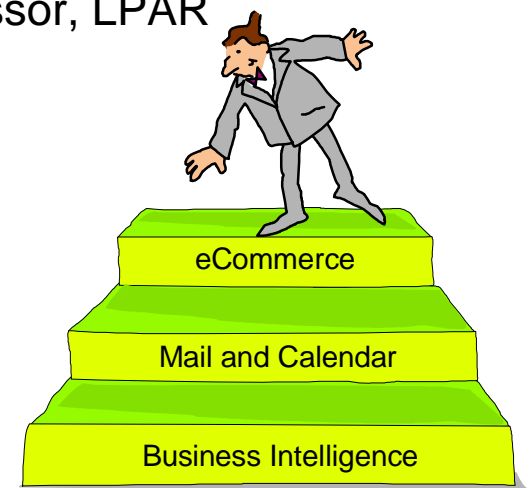
Selling: Linux Business Solutions - ROI

■ Customer Benefits:

- Extend legacy applications with new enhancements
- Leverage existing iSeries knowledge base in the organization
- Utilize existing iSeries infrastructure for hardware, tape, disaster recovery plans
- Take advantage of lower cost implementation/solution offerings

■ Sales Reps Benefits:

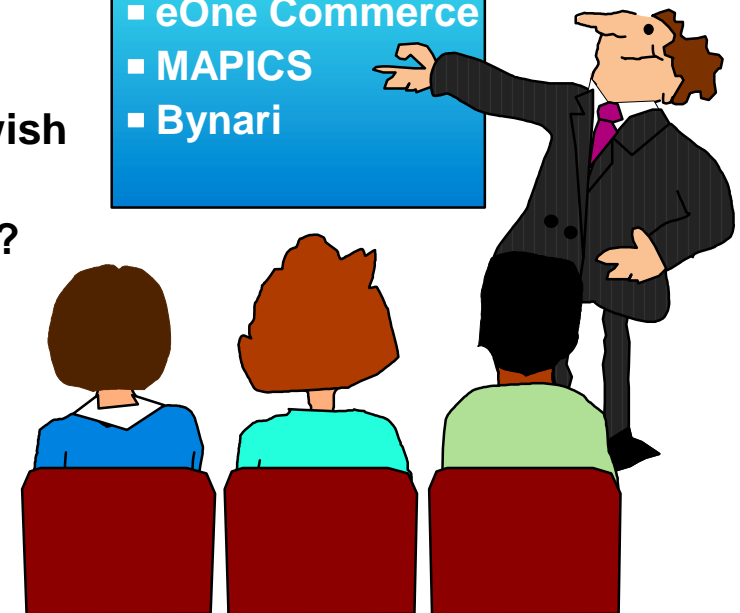
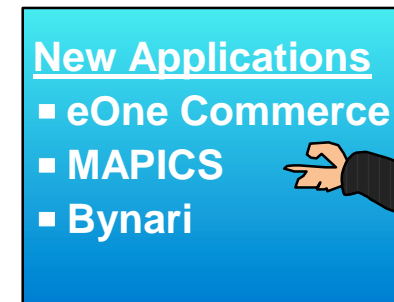
- Sell additional Linux workloads
 - Same techniques as selling existing iSeries applications
 - ▶ Applications - Commerce, Business Intelligence
 - ▶ Collaboration Tools - GEM Mail
- Additional hardware to support workloads - Memory, disk, processor, LPAR
- Propose implementation services
 - Domino upgrade
 - Additional applications and workloads
 - Upgrade to OS/400 V5 if required



Selling: Linux Business Solutions - ROI

Gameplan:

- Same thing as selling native applications on iSeries
- Review the application development backlog list with the iSeries programming manager
 - Identify applications that can be added or extended with Linux-based solutions
- Meet with department heads to discuss their application wish list
 - What applications/enhancements can solve their pains?
- Size workloads to run on existing or new iSeries server
- Run e-Config to generate configuration
- Check to see which versions of Linux support the applications you propose
- Include the cost/subscription/support of the Linux distribution to run on the iSeries

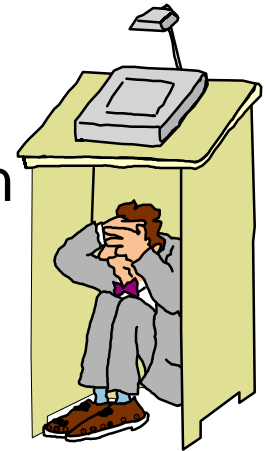


Call to Action!

- Find out who in the company is doing Linux - Someone probably is!
 - Scout out the cubicles - Look for the penguin posters!



- Ask the iSeries Manager point blank - "Are you willing to run Linux on your iSeries?"
- ...Because if not, someone else in your company will....."



- Code your opportunities as LINUX, Put LINUX in the description
- Get HELP! Check out the contacts in the resources section
- Remember to order the Linux Feature Code!



- Linux is a workload that you have to win for iSeries viability in your customer account



Leverage iSeries Linux Marketing / Sales Events

- **Linux World (Jan 22-24th)**
 - ▶ IBM Customer Day
 - ▶ iSeries to announce new hardware that week and will have a big presence at LinuxWorld
 - ▶ **Invite your customers to iSeries event** -- contact Mike Martin - mpmartin@us.ibm.com for passes
- Linux Sales Education (Feb 10-13th)
- Linux CIO Fly-in - scheduled 2Q in Western Region

iSeries Test Drive

New Porting /Testing Resource for ISVs

- ▶ Announced December 2001
- ▶ iSeries Linux Partitions Accessible over Internet
- ▶ Goal is to rapidly increase the number of Linux applications available

Process

- ▶ ISVs fill out nomination
<http://www.iseries.ibm.com/developer/factory/testdrive/index.html>
- ▶ Free and Fee Options
- ▶ Shared and Dedicated Partition Options
- ▶ SuSE, Red Hat and Turbolinux available

Appendix

Integrated Education & Services for iSeries

...helping customers take the first step

	Solution	Education	Services
WebSphere	✓	✓	✓
Linux	✓	✓	✓
Windows Integration	✓	✓	✓



Included with the Enterprise Package on the i825, i870 and i890

- Select one Getting Started service
 - WebSphere / **Linux** / Window Integration
- Receive IBM Learning Services education vouchers for selected courses
 - Systems Management / WebSphere / Linux / Windows Integration / Tech Conference
 - i825 – 1 voucher / i870 – 3 vouchers / i890 – 5 vouchers

Integrated Education & Services for iSeries

...helping customers take the first step

■ Getting Started with Linux for iSeries

- Integrated Services
 - Installation & Configuration
 - Configure required Logical Partition (LPAR)
 - Install & Configure Linux for iSeries distribution
 - Configuration of File or Web Services
 - Linux Solution Readiness Review

■ Integrated Education

- i825 – 1 voucher / i870 – 3 vouchers / i890 – 5 vouchers

■ AS36/S6226 - Linux on iSeries - 3 days

- Linux enables a new stream of e-business applications for the iSeries platform that can complement its strength as an integrated core business solution. Learn how to plan, implement, and provide basic management for a Linux partition on an iSeries system. Learn about all aspects of Linux on iSeries in this hands-on course. Load multiple distributions of Linux in the different operating systems supported by the environments on the iSeries system: hosted, non-hosted, and a mixture of both.

■ For more information:

- www.ibm.com/eserver/series/hardware/packages



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- Assist in Linux solution identification and development
- Coordinate Linux resources
- Assist in closing opportunities

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Where to Get Pre-sales Support

Call TechXpress*

877-707-2727

(Single entry point into the Americas Technical Sales Support)

- An SPC Agent will take your information and submit a TechXpress request for you.
- Your request will be acknowledged within 4 hours.
- Web access - Request form
 - <http://dalnotes1.sl.dfw.ibm.com/atss/techxpress.nsf/request?OpenForm>
- Phone access
- US and Canada -- 1-888-426-5525
 - Business Partners (US and Canada) -- 1-800-426-9990
 - ISV Solution Sizing (US and Canada)-- 1-800-426-0222
- Latin America --
 - For Techline, Competeline, and ISV Sizing requests, call tie-line 445-9700 or 770-835-9700
 - Business Partners call their in-country PartnerLine



When you need:

- Solution design and architecture assistance
- Product information
- Configuration & Pricing
- Subject matter experts for Solution Assurance Reviews
- Complex solution sales support
- Pre-sales customer calls
- Proofs of Concept
- Presentations
- Customized Demos
- Competitive sales assistance



Value to you:

- Access to world class technical resources in
 - Techline
 - Competeline
 - ATS (Advanced Technical Support)
- Quicker response times for you
- Increased time to spend with customers
- Improved customer sat and responsiveness



* Requesters will need to provide detailed information and OMSYS Numbers.

SCON VAE

Description

- ▶ The iSeries Server Consolidation VAE enables IBM Business Partners to meet the needs of end users who have multiple Intel (R)-based servers and now want to consolidate their operational activity to an iSeries server operating Linux, Windows, and/or OS/400.
- ▶ Business Partners should have skills in three operating system areas to implement an iSeries server consolidation. In addition to the OS/400 and Windows server skills you already have, Linux skills will be required to be approved for this VAE.

Requirements

- ▶ iSeries Platform Certifications (One of each of the following)
 - ▶ IBM Certified Specialist - iSeries Sales AND IBM Certified Specialist -- iSeries Technical
- ▶ Linux iSeries Sales Skills
 - ▶ Linux Top Gun
- ▶ Linux iSeries Technical Skills
 - ▶ Linux on iSeries Implementation Class (Current course code S6226)
- ▶ Linux Technical Skills
 - ▶ Certification from CompTIA, Linux Professional Institute Inc (LPI), Red Hat, or SAIR
- ▶ ANNOUNCEMENT LETTER NUMBER 502-078, April 16, 2002

CALL US FOR ASSISTANCE

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– **johnsonc@us.ibm.com - 507 253-3469**

■ Custom Technology Center

▶ **Mark Even - Opportunity Manager, eServer CTC**

– **even@us.ibm.com - 507 253-1313**

■ **www.ibm.com/eserver/series/linux**

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