

1863 IBM WebSphere Opening Video VO Script

Here come our champions, Team WebSphere!

- #1 in market share for Application Servers...
- #1 in market share for Integration Suites...
- \$1B/year invested in WebSphere-branded products

... fresh from the fall launch power-play that delivered the industry leading SOA Lifecycle & Foundation strategy ... backed by WebSphere products are taking the market by storm...

- Massive portfolio update with 6 new & 9 enhanced products
- Advertisements reaching over 3M people.
- # 1 in market share for SOA...

This is a team of WebSphere super stars from around the world ... sellers that dominate the field with unmatched access to technical and implementation talent

- 1,600 WebSphere Sellers
- 4,000 + WebSphere Business Partners
- 6,700+ IBM developers
- 10,000+ IGS technical practitioners

It's a team that knows what it takes to close the deal... by...

- Mastering the WebSphere product portfolio and story
- Speaking the customer's language with industry expertise...
- Leveraging services & lab resources ...

Their momentum is unstoppable, their string of victories impressive. They've dominated the qualifying rounds, beating back the competition, and they're set to WIN the World Cup of Software for On Demand Business in 2006, with...

- Application Integration Marketshare: IBM 39%, Oracle 4%, SAP < 3%...
- *Gluecode and Datapower acquisitions*
- "Over 300 issued or pending patents in SOA-related technologies"

No team has achieved more to make WebSphere the foundation of On Demand business. And no one is better positioned to win the platform wars for SOA leadership

- An install base of more than 100,000 customers
- “Gartner leadership in 8 magic quadrants”
- And a drive to succeed that’s unstoppable...

We are WebSphere. Now is our time.