IBM

IBM Software Group

WebSphere Business Process Lifecycle Management

Partner enablement Roadmaps
Free of charge trainings & licenses
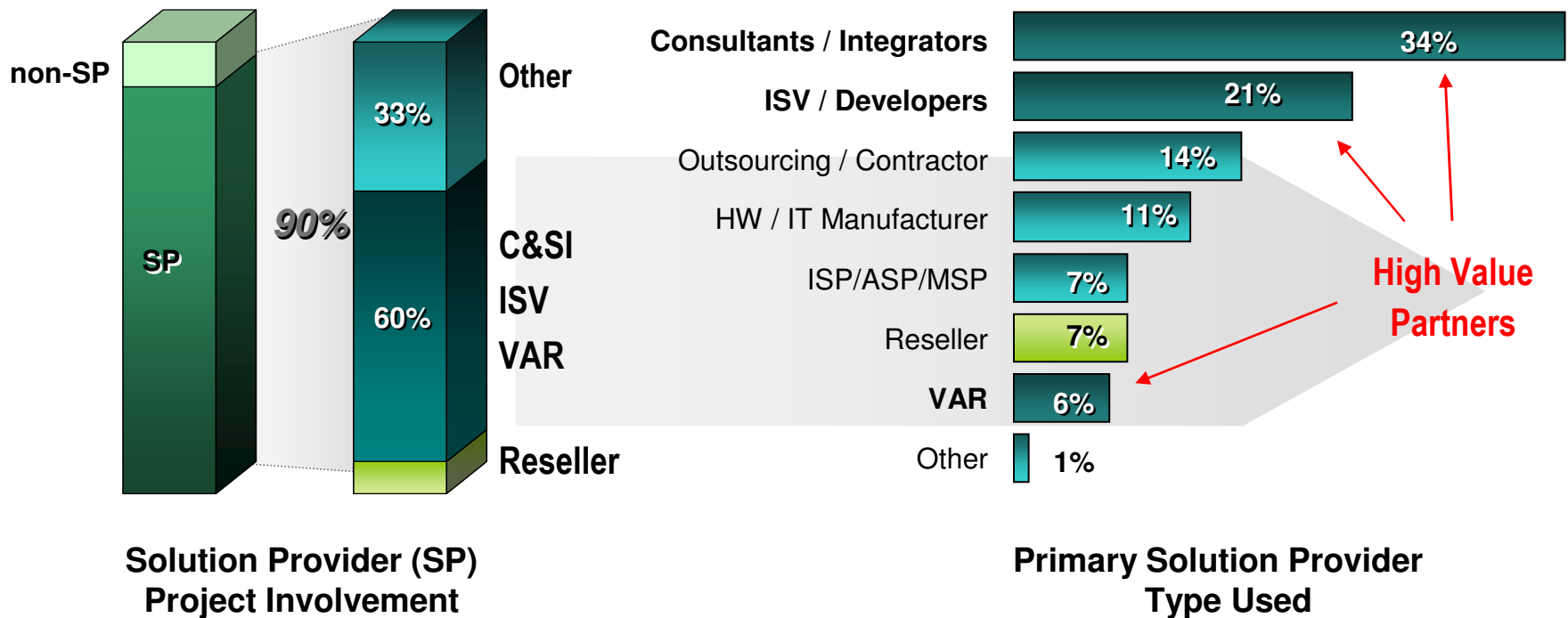
Patrick Schiefer

System z WebSphere Solutions Sales Leader

IBM CEMAAS

Influencing Customer Middleware Selection

- **Solution Providers:**
  - ▶ Engaged in 90% of middleware projects
  - ▶ Influence middleware brand selection in over 50% of projects

non-SP	Other **33%**
SP **90%**	C&SI ISV VAR **60%**
	Reseller

Solution Provider (SP) Project Involvement

Consultants / Integrators — **34%**
ISV / Developers — **21%**
Outsourcing / Contractor — **14%**
HW / IT Manufacturer — **11%**
ISP/ASP/MSP — **7%**
Reseller — **7%**
VAR — **6%**
Other — **1%**

High Value Partners

Primary Solution Provider Type Used

… Balanced coverage & investment in high value partners is key

Source: SWG MI Geo Buyer Behavior Studies 2002-2004.
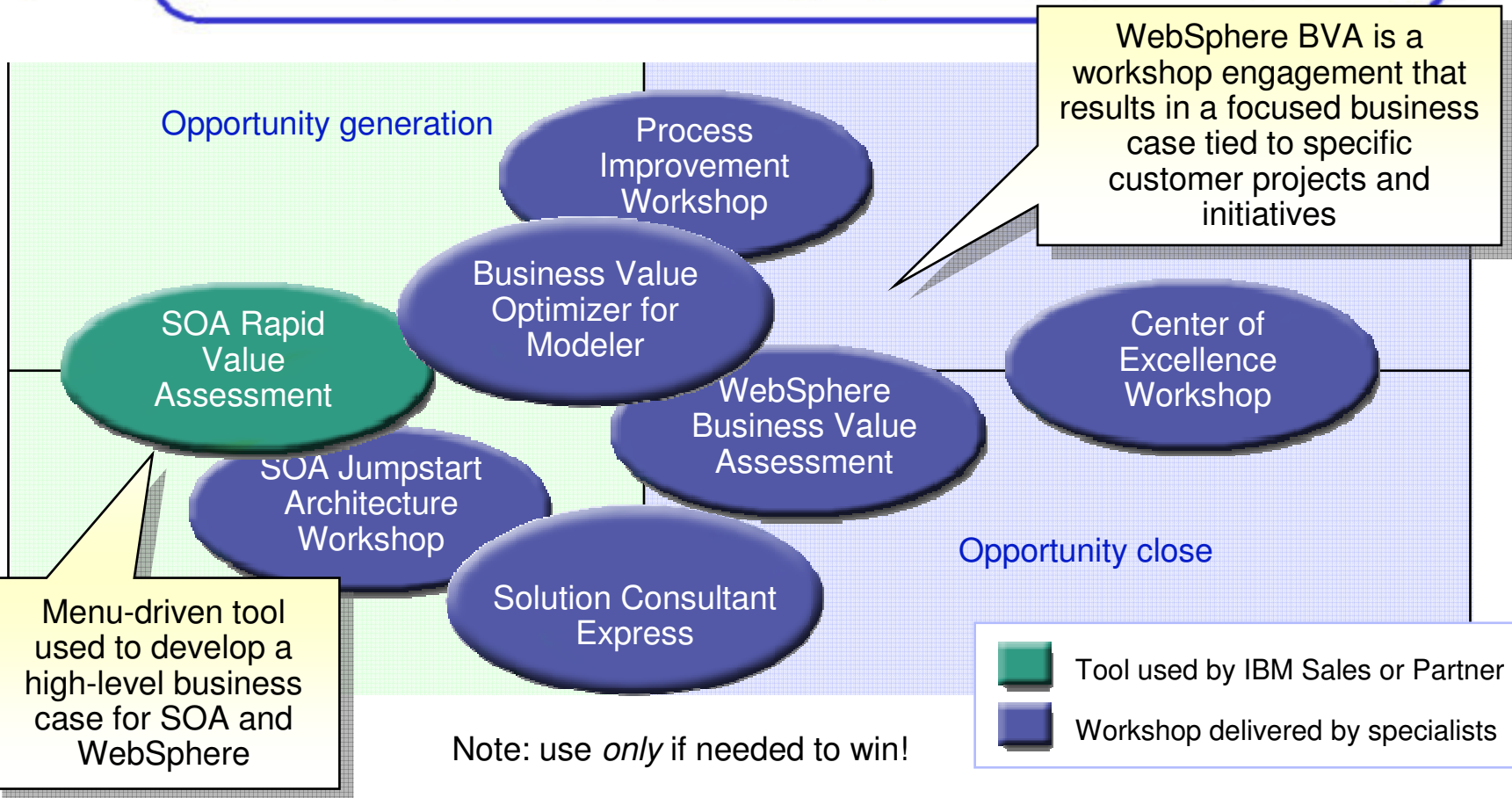
2

Knowledge and understanding of the client's unique business issues is by far the most important factor in the selection of a complex solution provider, both in the US and in Western Europe.

Which one factor is really most important to your decision?
Is it _____?

Mean Rating
(N~90)

Factor	Count	Mean Rating
Their knowledge and understanding of your unique business issues	37	4.3
The firm's knowledge and understanding of your industry	13	3.7
Proven track record	11	3.7
Previous experience	11	4.1
The calculated ROI for the solution	9	3.5
A low price	4	3.4
Available resources to meet deadlines and speed time to market	4	3.5
Trustworthiness	2	3.9
Thought leadership on the application of technology to solve business problems	2	3.8
Work collaboratively	2	3.7
Your rapport with their staff	2	3.5
Financial stability	1	3.5
Ability to transfer knowledge to your staff	0	3.3

Build Relationship — Noticing
Explore Opportunity — Identifying
Describe Capabilities — Validating
Articulate IBM Value — Qualifying
Develop Solution — Conditionally Agreeing
Close Sale — Winning
Meet Expectations — Implementing

Business

Technical

Opportunity generation

Process Improvement Workshop

Business Value Optimizer for Modeler

SOA Rapid Value Assessment

SOA Jumpstart Architecture Workshop

WebSphere Business Value Assessment

Center of Excellence Workshop

Solution Consultant Express

Opportunity close

WebSphere BVA is a workshop engagement that results in a focused business case tied to specific customer projects and initiatives

Menu-driven tool used to develop a high-level business case for SOA and WebSphere

Note: use *only* if needed to win!

Tool used by IBM Sales or Partner

Workshop delivered by specialists

4

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Service Oriented Architecture

Overview | Learn more | Get started | **Benefits**

SOA benefits

Once you indicate your interest in SOA, get benefits that help you build your vertical market capabilities and attract potential customers in the markets you serve worldwide. Qualify for the IBM Business Partner SOA Specialty and get access to even more benefits.

↓ Start using SOA specialty benefits today

SOA community benefits

All members of PartnerWorld who have selected **Service-oriented architecture** in the country enterprise marketing information for their company are eligible for these benefits.

→ IBM SOA Rapid Value Assessment Toolkit
Identify customer business problems and deliver solutions for a return on investment estimate. Get a set of interview questions which deliver ROI business cases, key process models, and a SOA solution proposal.

As part of the toolkit, you can qualify to receive no-charge training for WebSphere Business Modeler and entitlement to use WebSphere Business Modeler licenses in customer engagements for 12 months following training.

→ SOA SMB IBM Business Partner playbook
Get a complete set of materials to help you learn about SOA for small and medium business (SMB), generate sales leads, work with your customers to investigate their needs, and close sales.

→ SOA Business Partner Community newsletter
Read the current issue to learn more about SOA and its future from SOA leaders, and receive future newsletters by e-mail as part of the SOA community.

IBM Business Partner SOA Specialty benefits

IBM Business Partners who have met the SOA specialty criteria, received IBM approval, and signed the IBM Business Partner SOA Specialty Agreement are

Welcome

→ Update your profile

→ Find a Business Partner

→ Find a solution

PartnerWorld Industry Networks

Emerging business opportunities

Get industry networks and ISV news using our RSS feed
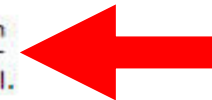
Rapid Value Assesment Training

- Virtual Innovation Center
  - http://www-304.ibm.com/jct09002c/isv/welcome/vic.html
  - Self paced RVA 101/201 training available now for BP & IBM
    - RVA 101 Introductory Training   1.5 Hrs
    - RVA 201 Advanced Training   1.5 Hrs

RVA 101 – Introduction to Using RVA Tool

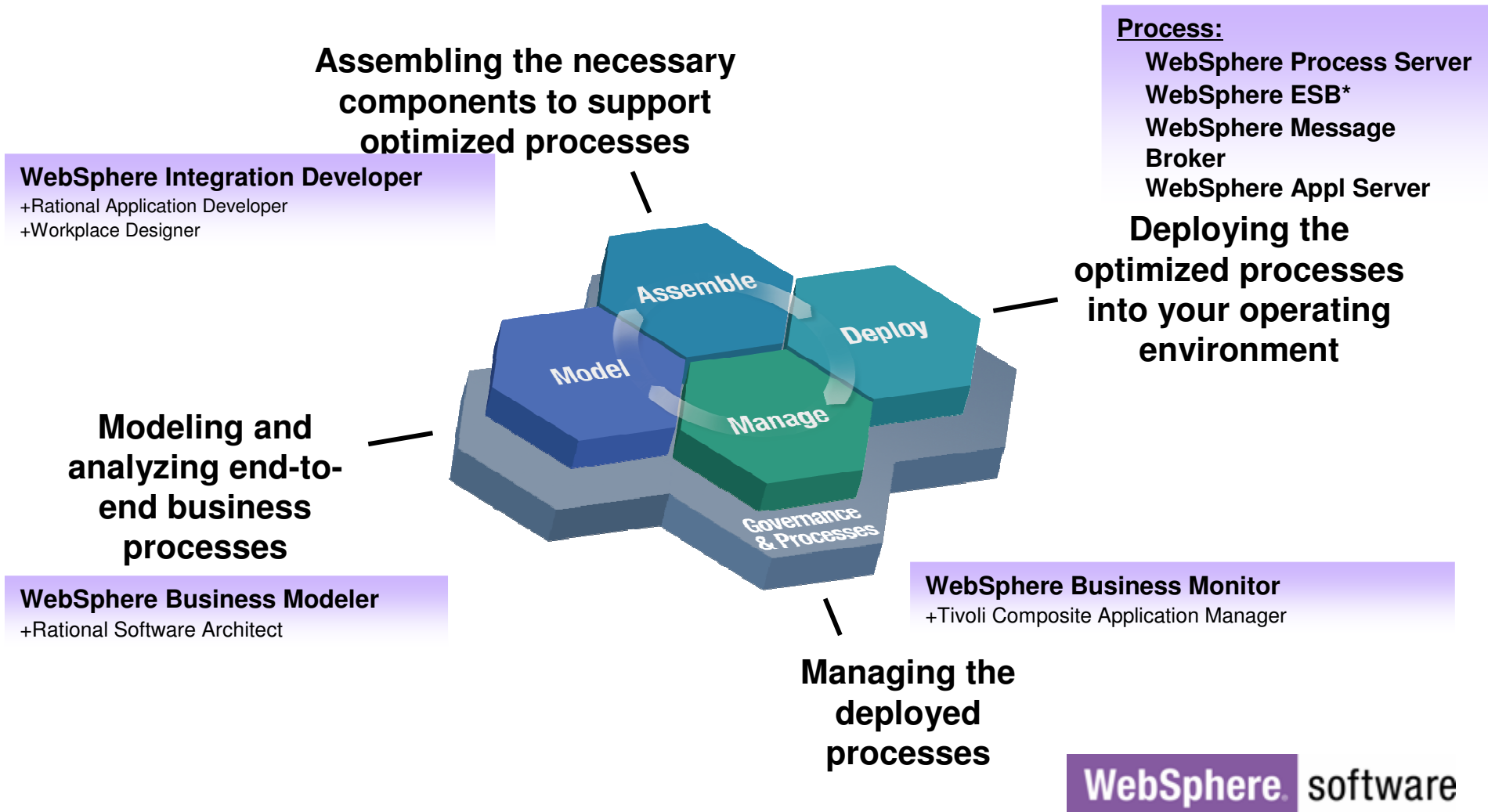After the introductory session, you should be able to

- Create a Financial ROI based on WebSphere Products and SOA
- Determine when to bring the ROI tool into the sales cycle
- Understand key financial terms and the 5 top ROI calculations
- Learn about the Methodology behind the tool (Risk Adjusted ROI)
- Find and use the resources, online help and Glossary
- Print a Questionnaire from the resources
- Use the Sample Templates and Create Generic Business Cases
- Navigate the Tool to Enter Data, Review Benefits, and Enter Costs
- Use Basic Features and Functions
- Generate a ROI Report Using Industry Defaults

RVA 201 – Advanced Training

- Show how to add Other products

- Show how to add new Cost categories

- Show Risk Adjustment

- Show how to analyze and adjust the questions

- Use of leasing/financing

- Review and Show how to use the SOA Maturity Model

- Show how to add benefits categories

- Show how to add "Other" LOB/ Process

- Change Benefits by Stakeholder

- Show how to export and import project analysis

- Common objection handling

Business Process Management Is Integral To SOA

Assembling the necessary components to support optimized processes

WebSphere Integration Developer
+Rational Application Developer
+Workplace Designer

Process:
   WebSphere Process Server
   WebSphere ESB*
   WebSphere Message Broker
   WebSphere Appl Server

Deploying the optimized processes into your operating environment

Assemble
Deploy
Model
Manage
Governance & Processes

Modeling and analyzing end-to-end business processes

WebSphere Business Modeler
+Rational Software Architect

WebSphere Business Monitor
+Tivoli Composite Application Manager

Managing the deployed processes

WebSphere software

What is the Modeler Sales Acceleration Program ?

- This program provides practitioners with a fast path to WebSphere Business Modeler (WBM) Technical Enablement. The program includes free, online education. After completing this training, consultants will be able to –

  ▶ Understand the tools and functionality of WBM

  ▶ Develop business process maps

  ▶ Analyze process maps using built in WBM reporting and analysis tools

  ▶ Understand version control and process query functionality

The Modeler Acceleration Program aims to:

- Offer you a risk free opportunity to learn and use WebSphere Modeler

- Provide you a hands-on approach in evaluating the benefits and advantages of Modeler

- Facilitate and accelerate your adoption of WebSphere Modeler

How Does the Program Work?

The Modeler Acceleration program works by providing you:

▶ *Access to No-Charge WebSphere Business Modeler Training*

▶ *License to use Modeler in all client engagements for 12 months*

▶ *Active support via our Developer to Developer program*

▶ *Educational materials designed to maximizing your effectiveness with Modeler*

In return for the Modeler Acceleration services, you would try to:

▶ Increase Modeler usage in your client transactions

▶ Integrate Modeler with your business model

Steps involved:

- Modeler Business Planning Session with you and IBM

- Naming of dedicated resources to be trained on Modeler

In a nutshell, you have the risk free opportunity use WebSphere Modeler for one year to see how it benefits you and your customers!

Business Analyst – Recommended Online Education

- Concepts
  - ▶ VIC: WebSphere Business Modeler

- Technical Online Training from WebSphere Education
  - ▶ Online courses that combines instructor interactions and lab exercises with self-paced remote training. Participants in this course complete 2-3 days of material over three weeks time at their own pace.
  - ▶ BI818: Fundamentals of IBM WebSphere Business Modeler V6 (Self-paced) – equivalent to 3 days classroom course
  - ▶ BI819: Advanced Features of IBM WebSphere Business Modeler V6 (Self-paced) – equivalent to 2 days classroom course

- Optional skills
  - ▶ WebSphere Education online training: BI861 Understanding WebSphere Process Server and Integration Developer
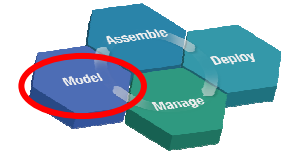
Ask your IBM account manager about the Modeler Sales Acceleration program to get access to the online training BI818

WebSphere Business Modeler Sales Acceleration - Enablement Training

- BI818 is a self-paced, distance learning course containing the same material as the instructor-led course (3 days)

  ‣ Benefit from instructor interaction and support via e-mail

  ‣ Participate in 2 scheduled conference calls per week for live interaction with instructor

  ‣ Use online tools for delivery

  ‣ View recorded Presentations

  ‣ Learn through lab exercises and testing for each module (approx 12 modules)

  ‣ Learn at your own pace: 3 days of material over 3 weeks

Getting Started –
For Partners new to IBM Software Group

Join Partnerworld for Industry Networks (PWIN) – SOA Specialty:

IBM PWIN - SOA Partner Specialty

Your IBM Contact contacts the IBM Modeler Sales Acceleration Program Manager, Kimberly Madia at: kmadia@us.ibm.com

Modeler Business Planning Session to determine agreed way forward between IBM and Business Partner

Named individuals attend the online class(es)

Receive license to use Modeler

For further information please get in touch with Milan Splaevic, IMT CEMAAS WebSphere Channel Sales Manager, at: milan.spalevic@si.ibm.com

IBM

Getting Started –
For Partners already enrolled in PWIN-SOA Specialty

Next Steps:

To Join the Modeler Acceleration Program:

1. Visit :

*https://www-
304.ibm.com/jct09002c/isv/marketing/member/industrynetworks/soa_value_toolkit_req
uest.html*

2. Click On and Submit:

Request participation in WebSphere Business Modeler sales acceleration

*3. Modeler Business Planning Session to determine agreed way forward between IBM
and Business Partner*

4. Named individuals attend the online class(es)

5. Receive license to use Modeler

*For further information please get in touch with Milan Splaevic, IMT CEMAAS WebSphere
Channel Sales Manager, at: milan.spalevic@si.ibm.com*

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IBM PartnerWorld > Solutions

Solutions

Service Oriented Architecture

| Overview | Learn more | Get started | **Benefits** |

IBM SOA Rapid Value Assessment Toolkit

IBM SOA Rapid Value Assessment Tool

Use this tool to create a ROI business case within 1-2 days of initiating the customer meeting to establish funding and executive sponsorship for a project. This tool offers a framework for a structured interview to help IBM sales teams and Business Partners quickly identify the customer's business problems.

→ Download the WebSphere version

⬇ Tool (82MB)

📄 User's guide (665KB)
Includes user ID and password setup information.

→ Download the Tivoli version from the Tivoli Knowledge Center

📄 Industry-specific models in WebSphere Business Modeler V6 (62KB)

Business Value Optimizer for IBM WebSphere Business Modeler

For different industries and models, access the Business Value Optimizer for IBM WebSphere Business Modeler Versions 5 and 6.

Industry	Model	V5	V6
Finance	Mortgage application	zip (0.6MB)	zip (0.6MB)
Insurance	New business life	zip (1.2MB)	zip (1.0MB)
Manufacturing	Supplier management	zip (0.8MB)	zip (1.2MB)
Retail	Accounting	zip (0.6MB)	zip (0.6MB)
Telecommunications	DSL provisioning	zip (0.9MB)	zip (0.9MB)

→ Request participation in WebSphere Business Modeler sales acceleration
Develop skills to visualize the customer's business processes, simulate process improvements, and secure valuable service engagements by leveraging WebSphere Business Modeler.

Welcome

→ Update your profile

→ Find a Business Partner

→ Find a solution

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IBM WebSphere Business Modeler sales acceleration initiative

Submit this form to request participation in the WebSphere Business Modeler sales acceleration initiative.

The fields indicated with an asterisk (*) are required to complete this transaction; other fields are optional. If you do not want to provide us wit browser session that is displaying this page.

Name:	Milan Spalevic
IBM ID:	milan.spalevic@si.ibm.com
Mailing address:	Trg republike 3
	None
	Slovenia
E-mail address:	milan.spalevic@si.ibm.com
Telephone:	386-1 479 x6687
Fax:	386-1 479 x6601

If this information is not accurate or you would like to change it, please update your profile before continuing.

Select a company: Business Development Manager, Websphere Channel, CEMAAS - IBM Corporation - #19000001

Your IBM sales representative: milan.spalevic@si.ibm.com

Click **Submit** to request participation in the WebSphere Business Modeler sales acceleration initiative.

➡ Submit

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2nd step:

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IBM PartnerWorld > Industries

IBM WebSphere Business Modeler sales acceleration initiative

Thank you for your request. Within three business days, you will receive information on how you can qualify for no-charge training and a limited

Return to the SOA business value assessment toolkit benefit page.
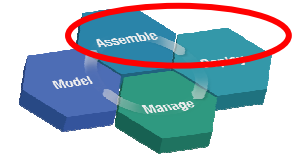
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Integration Developer (WID/WPS) – Recommended Online Education
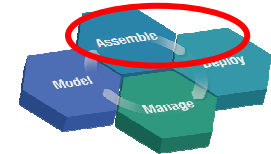
- Concepts and Introduction:
  - ▶ WebSphere Education online training:
    - BI861 Understanding WebSphere Process Server and Integration Developer,
    - BI862 Business Driven Development Basics for Process Integration on an SOA Platform

- Technical Online Training from WebSphere Education
  - ▶ BI863 Integrating using WebSphere Integration Developer and Process Server

    5 days distance learning course : combination of online learning tools, live online meetings for the delivery of the presentations and to ask questions, remote lab access

- Optional Skills
  - ▶ WebSphere Education online training: BI824 WebSphere BI Adapter Development – Introduction
  - ▶ VIC: WebSphere Business Integration Adapters

BI863 scheduled as part of Business Partner Technical Enablement.

Integration Developer (WID + WESB) – Recommended Online Education

- Concepts and Introduction:
  - ▶ VIC: Power Your SOA with an Enterprise Service Bus
  - ▶ WebSphere Education online training:
    - SW861 WESB Introduction and Overview
    - BI861 Understanding WebSphere Process Server and Integration Developer

- Optional Skills:
  - ▶ WebSphere Education online training: BI824 WebSphere BI Adapter Development – Introduction
  - ▶ VIC: WebSphere Business Integration Adapters

For deeper technical education: Attend classroom courses BI131 WESB – Implementing and ESB and/or SW343 WESB Mediation Development

Solution Deployer – Recommended Online Education
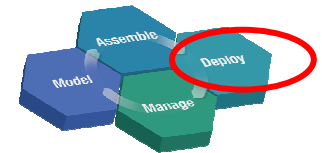
- Concepts and Introduction:
  - WebSphere Education online trainings:
    - BI860: Overview of IBM Products for Process Integration,
    - BI861 Understanding WebSphere Process Server and Integration Developer,
    - BI862 Business Driven Development Basics for Process Integration on an SOA Platform
    - WF387Administration of WebSphere Application Server

- Technical Online Training from WebSphere Education:
  - BI863 Integrating using WebSphere Integration Developer and Process Server

    5 days distance learning course : combination of online learning tools, live online meetings for the delivery of the presentations and to ask questions, remote lab access

- Optional Skills
  - WebSphere Education online training: BI830 WebSphere Partner Gateway Introduction

BI863 scheduled as free Business Partner Technical Enablement. For deeper technical education on Process Server Administration: Attend classroom course SW428 Installation & Admin. of WebSphere Process Server

SOA General– Recommended Online Education
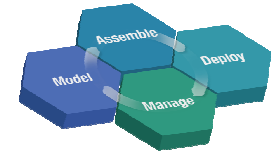
- **SOA technical online training**

  These courses are designed to enable IBM Business Partner IT Architects to win and execute service-oriented architecture (SOA) engagements for their clients. For maximum benefit, it is recommended that the courses be taken in this sequence:

  ▶ For Business Partners: The Value of Service-Oriented Architecture (SW706)

  ▶ For Business Partners: Assessment Assets for Service-Oriented Architecture (SW707)

  ▶ For Business Partners: Service-Oriented Architecture Design Patterns (SW708)

  ▶ For Business Partners: Implementation Technologies for Service-Oriented Designs (SW709)

- **WebSphere Education online trainings: Concepts on WebSphere Business Integration products**

  - BI860: Overview of IBM Products for Process Integration,

  - BI861 Understanding WebSphere Process Server and Integration Developer,

  - BI862 Business Driven Development Basics for Process Integration on an SOA Platform

- **Other**

  ▶ Attend technical briefings or replays of webcasts: http://www.ibm.com/developerworks/offers/techbriefings/?S_TACT=105AGX01&S_CMP=HP

  ▶ SOA on developerWorks: http://www-128.ibm.com/developerworks/webservices

  ▶ Sales Education: IBM Business Value Analyst Tool Introduction and Advanced Training

Additional education resources

- **Links and resources**

Education roadmap:

http://www.ibm.com/software/sw-training

WebSphere role based roadmaps:

http://www.ibm.com/developerworks/websphere/education/enablement/roadmaps/

SOA role roadmaps :

http://www.ibm.com/developerworks/websphere/education/enablement/roadmaps/#soa

Virtual Innovation Center and Subject Matter Expert Programme:

www.ibm.com/partnerworld/vic → choose SME in the Navigator

- **Contact WebSphere Education if you need help to:**
  ▶ Select the right roadmap or delivery format for you
  ▶ Define a customized skill transfer for your organization
  ▶ Access to online education

  → ursula.bosch@de.ibm.com for partner enablement
 → Or your regional Education representative

Extract of courses offered for free for Business Partners

- BI810   WBI Modeler Workbench - Introduction
- BI820   Introduction to InterChange Server and Toolset
- BI825   WebSphere BI Adapters w/ WebSphere MQ Integrator Broker
- BI826   WebSphere BI Adapter for mySAP.com Introduction
- BI830   WebSphere Partner Gateway - Introduction
- BI831   WebSphere Partner Gateway Express - Introduction
- BI843   Overview of WebSphere Product Center and Global Data Synchronization
- BI860   Overview of IBM Products for Process Integration
- BI861   Understanding WebSphere Process Server and Integration Developer
- BI862   Business Driven Development Basics for Process Integration on an SOA Platform
- WF387 Administration of WebSphere Application Server

- SW706 The Valure of Service-Oriented Architecture
- SW707 Assessment Assets for Service-Oriented Architecture
- SW708 Service-Oriented Design Patterns
- SW709 Implementation Technologies for Service-Oriented Designs
- SW717 Introduction to Value and Governance Model of Service-Oriented Architecture
- SW718 Design SOA Solutions and Apply Project, Technical and Operational Governance
- SW719 Technologies and Standards for Service-Oriented Architecture Project Implementation
- SW810 What's New in IBM WebSphere Commerce V5.6.1
- SW866: Overview of IBM WebSphere Commerce and Introduction to V6 Features
- SW867: Introduction to IBM WebSphere Commerce V6 System Administration
- SW861 Introduction to WebSphere Enterprise Service Bus

Check here for course descriptions: http://www-128.ibm.com/developerworks/websphere/education/enablement/wbt/

Virtual Innovation Center

Goal: Provide technical & sales resources that allow Business Partners to quickly access support, so you can focus on your customers!

http://www.ibm.com/partnerworld/vic
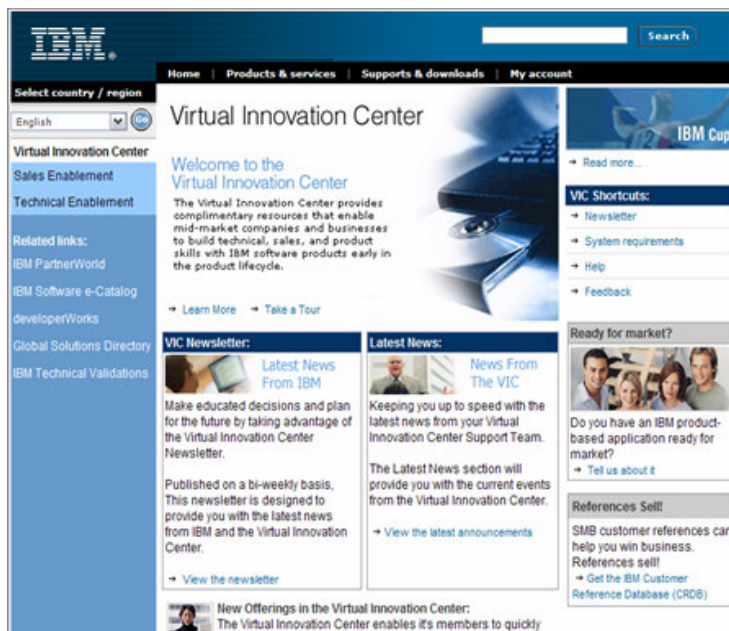
- **Skill-building Resources**
  - ▸ Skills roadmaps
  - ▸ Introduction and Certification preparation courses
  - ▸ Personalized

- **Resources for the Real World**
  - ▸ Simulations, Case studies
  - ▸ Job aids

- **Across the IBM Portfolio**
  - ▸ Over 50 products and 450 courses

- **Support You Need, When You Need**
  - ▸ Online tools including FAQs, How Do I?, Tips, Tricks and Traps
  - ▸ Fast answers via 24/7 live chat
  - ▸ Email tech support
  - ▸ Porting and migration assistance

Extract of WebSphere online courses available through the VIC

- Assessment Assets for Service Oriented Architecture
- Service-Oriented Architecture Design Patterns
- Implementation Technologies for Service-Oriented Designs
- The Value of Service-Oriented Architecture
- IBM Business Value Analyst Tool Introduction Training 101
- IBM Business Value Analyst Tool Advanced Training 201
- WebSphere Business Modeler
- WebSphere ESB V6.0.1
- WebSphere Integration Developer V6
- Power Your SOA with an Enterprise Service Bus
- WebSphere Business Integration Express Solution Implementation
- WebSphere Business Integration Server Express Product Architecture
- WebSphere JCA Adapter
- WebSphere Commerce Professional Edition
- WebSphere Application Server V6.0
- WebSphere MQ V6.0
- WebSphere Partner Gateway Express v6.0

1. Enter VIC
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3. Choosse Technical Resources in Navigator
4. Go to Education Tab
5. Select Course

VIC: Sample course structure

Subject Matter Expert (SME) Program for WebSphere

- Objective: Build a strong community of WebSphere skilled practitioners across all our partners . Enable you to effectively recommend, use, and implement WebSphere software on client engagements and increase your WebSphere solution and services revenue

- Skills Enablement <u>Navigator</u> consisting of:
  - ▶ Access to training (fee/no fee) on all WebSphere products
    - Sales & Technical Enablement
    - Organized by Product and WebSphere Capabilities
    - Supported by skills-based Roadmaps
  - ▶ Access to technical documentation databases and Redbooks
  - ▶ Ongoing Updates and Communication, with access to:
    - WebSphere Tech Tuesday
    - WebSphere Think Thursday
    - And other key sites for WebSphere information

Access SME Program via VIC at http://www.ibm.com/partnerworld/vic

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SME Zone

2006 Subject Matter Expert(SME) Program

Thank you for registering for the IBM Middleware Subject Matter Expert Program. The program was designed to better serve our Business Partner community as it relates to enablement/skills building.

The program is a compilation of education material, roadmaps, and classes in one easy to navigate knowledge portal. The program makes it easier for you to get to the information or classes in an efficient manner. The program includes both a Sales Training path and a Technical Training path. We highlight the Virtual Innovation Centers free courses with live support and other resources, free tutorials on developerWorks, fee based classes and other IBM online courses.

We have built a program that has the importance of your education time as a core driver of what we are offering to you. We will continue to build and offer more online courses as the program moves forward.

WebSphere Software
→ Accelerators
→ Application Infrastructure
→ Application Integration
→ Information Integration (WebSphere)
→ People Integration
→ Process Integration
→ SOA

Select a language

Simplified Chinese

Go

We're here to help

Easy ways to get the answers you need.

Online text chat

E-mail support

Problems & support

Discussion forums

Advanced membership

Use PartnerWorld Industry Networks to help you move to Advanced level membership.

→ Learn more

Competitions

Compete against other VIC members!

Test your knowledge against other members of the VIC and win prizes.

→ Learn more

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IBM Systems
Information Mgmt
Lotus
Rational
Tivoli
WebSphere
· New to WebSphere
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· How to buy
· Downloads
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· Training
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· Forums & community
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Workplace
Archit...
Autonomic co...
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Java™ technol...
Linux
Open source
Power Architecture™
SOA and Web services
Web development
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XML
Feedback

Related links
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· alphaWorks (emerging technologies)
· IBM Academic Initiative
· IBM Redbooks
· IBM Press books

Local sites
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IBM Business Partner free classroom education - EMEA

Course Code	Course Name	Start Date	Location
SW519	Developing Applications with SOA	19 Feb 2007	Paris, France
SW541	WebSphere Commerce V6 Hands-on Training for Developers	26 Feb 2007	Munich, Germany
SW541	WebSphere Commerce V6 Hands-on Training for Developers	27 Feb 2007	Lisbon, Portugal
SW110	WebSphere Transformation Extender V8.1 Fundamentals	5 March 2007	Paris, France
BI111	Integrating Using WebSphere Integration Developer and WebSphere Process Server	12 March 2007	Amsterdam, Netherlands
SW351	Getting Started with SOA Workshop	12 March 2007	Hursley, United Kingdom
SW519	Developing Applications with SOA	19 March 2007	Amsterdam, Netherlands
SW110	WebSphere Transformation Extender V8.1 Fundamentals	26 March 2007	London, United Kingdom
MQ661	WebSphere Message Broker V6 Application Programmer Workshop	26 March 2007	Helsinki, Finland
SW519	Developing Applications with SOA	2 April 2007	Rome, Italy
SW519	Developing Applications with SOA	2 April 2007	Rome, Italy
BI111	Integrating Using WebSphere Integration Developer and WebSphere Process Server	7 May 2007	Budapest, Hungary
SW351	Getting Started with SOA Workshop	TBA 1H 2007	Copenhagen, Kiev, Bucharest, Istanbul
SW355	WebSphere Business Modeler Practitioner Bootcamp	TBA 1H 2007	Stockholm
SW541	WebSphere Commerce V6 Hands-on Training for Developers	TBA 1H 2007	Warsaw, Stockholm, Amsterdam
BI111	Integrating Using WebSphere Integration Developer and Process Server	TBA 1H 2007	Stockholm, Istanbul, Casablanca

IBM Business Partner free classroom education - AP/ASEAN

Course Code	Course Name	Start Date	Location
SW351	Getting Started with SOA Workshop	TBA 1H 2007	Bangalore, India
SW519	Developing Applications with SOA	TBA 1H 2007	Bangalore, India
SW590	Designing SOA Solutions	TBA 1H 2007	Bangalore, India
BI182	WebSphere Business Modeler	TBA 1H 2007	Bangalore, India
SW541	WebSphere Commerce V6 Hands-on Training for Developers	TBA 1H 2007	Bangalore, India
BI111	Integrating Using WebSphere Integration Developer and Process Server	TBA 1H 2007	Bangalore, India & Shanghai, China
BI131	WebSphere Enterprise Service Bus - Implementing an ESB	TBA 1H 2007	Bangalore, India
TBD	WebSphere Service Registry and Repository	TBA 1H 2007	Bangkok, Kuala Lumpur, & Singapore

IBM Business Partner free online education - Online

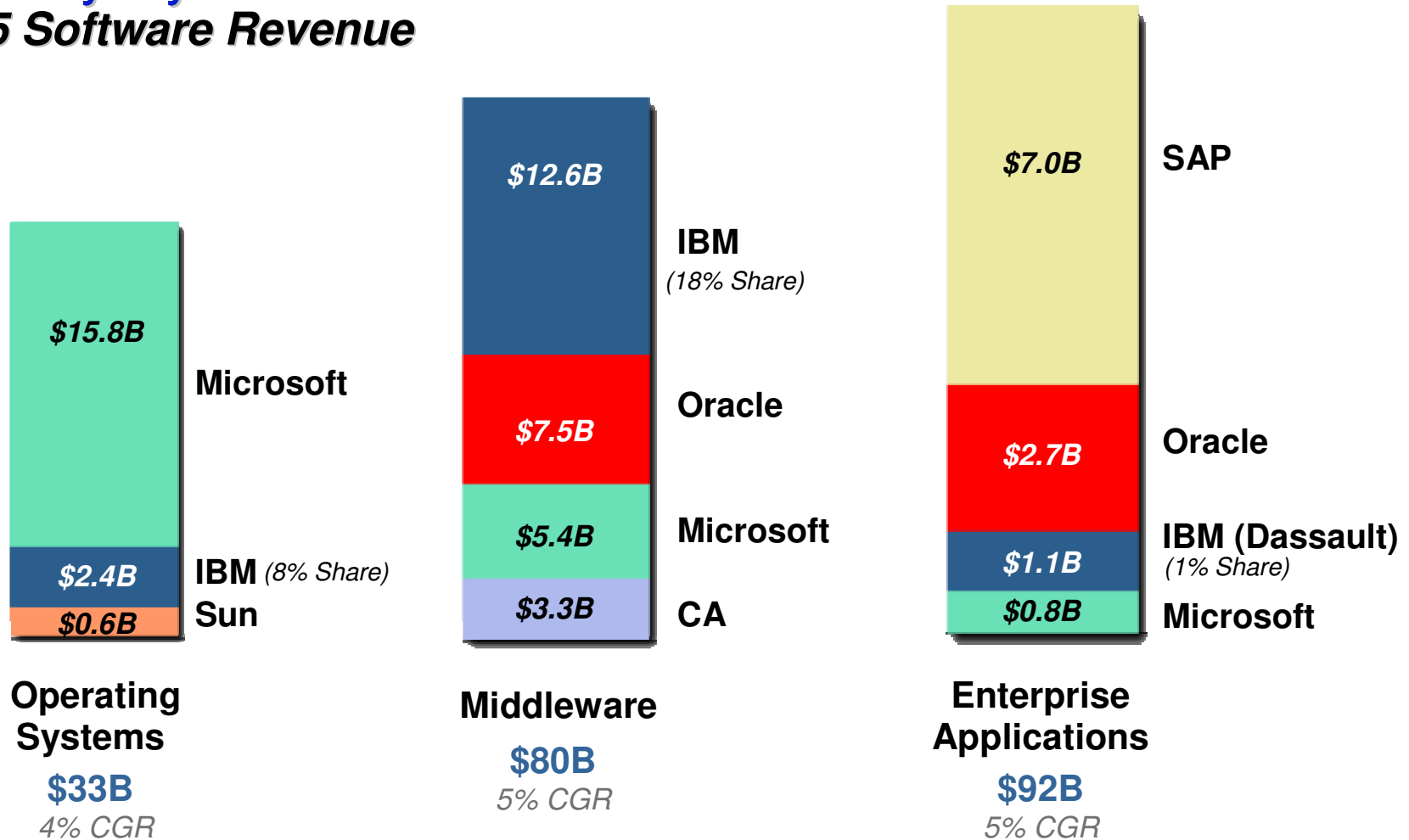| Course Code	Course Name	Start Date	Location
SW866	WebSphere Commerce V6 Fundamentals	Online	Online/Self-paced
SW867	Introduction to WebSphere Commerce V6 System Administration	Online	Online/Self-paced
SW868	WebSphere Commerce V6 Store Development	Online	Online/Self-paced
SW869	Introduction to WebSphere Commerce V6 Business Operations	Online	Online/Self-paced
SW870	Advanced WebSphere Commerce V6 Business Operations	Online	Online/Self-paced

WebSphere Business Modeler Sales Acceleration Initiative

- **IBM Investment:**
  - ▸ The Modeler Sales Acceleration program provides the partner with no-charge Modeler training (approx $2175 value/stud.) and entitlement to use Modeler licences (approx $9500 value) in customer engagements for 12 months following training. In order to receive this offer, the partner must agree to:

- **Business Partner commitment**
  - ▸ Identify executive sponsor for Modeler deployment
  - ▸ Develop a joint Business Plan to drive and monitor Modeler deployment, including identification of consultants to be trained (minimum 5 to maximum 25)
  - ▸ Train agreed-to number of consultants (minimum 5) and deploy WebSphere Business Modeler licenses to the trained consultants
  - ▸ Establish WebSphere Business Modeler as the Preferred BPM tool within the partner organization
  - ▸ Use Modeler in active Client Engagements; drive new opportunities
  - ▸ IBM Sales rep to provide a quarterly update (from partner reviews) on the use/success of Modeler in engagements

Industry Dynamics
2005 Software Revenue

Operating Systems
- *$15.8B* — **Microsoft**
- *$2.4B* — **IBM** *(8% Share)*
- *$0.6B* — **Sun**

$33B
4% CGR

Middleware
- *$12.6B* — **IBM** *(18% Share)*
- *$7.5B* — **Oracle**
- *$5.4B* — **Microsoft**
- *$3.3B* — **CA**

$80B
5% CGR

Enterprise Applications
- *$7.0B* — **SAP**
- *$2.7B* — **Oracle**
- *$1.1B* — **IBM (Dassault)** *(1% Share)*
- *$0.8B* — **Microsoft**

$92B
5% CGR

Notes: (1) Only top market share leaders listed
(2) IBM share includes software revenue from IGS transactions; CGR for 2005 - 2009