



IBM Software Group

Content Management Business Partner Quarterly Teleconference

Shawn K James, Channel Marketing Manager
January 8, 2003



Administrative details:

1. Presentation may be downloaded from:
<http://www-100.ibm.com/partnerworld/software/pswzone.nsf/Cat?ReadFrom&cat=ev&login>
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3. Go to:
Teleconferences>click on the link that shows the call "Content Management Business Partner Quarterly
Teleconference - January 8th

OR

- ★ email skjames@us.ibm.com > enter "Presentation" in subject of email
- Replay Number: 1-888-203-1112
- Passcode: 277004



Agenda:

- Content Management V8 Update, [Ted Lewis](#), WW Channel Marketing Manager, Content Management
- Sales in Content Management, [Doug Igawa](#), Channel Sales, Americas, Content Management
- 2003 Channel Marketing Plans, [Shawn James](#), Channel Marketing Manager, North America
- Tarian Acquisition and the New IBM Records Manager, [Marilyn Wright](#), Strategic Software Alliance, WW Data Management





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Content Management V8 Updates - Ted Lewis

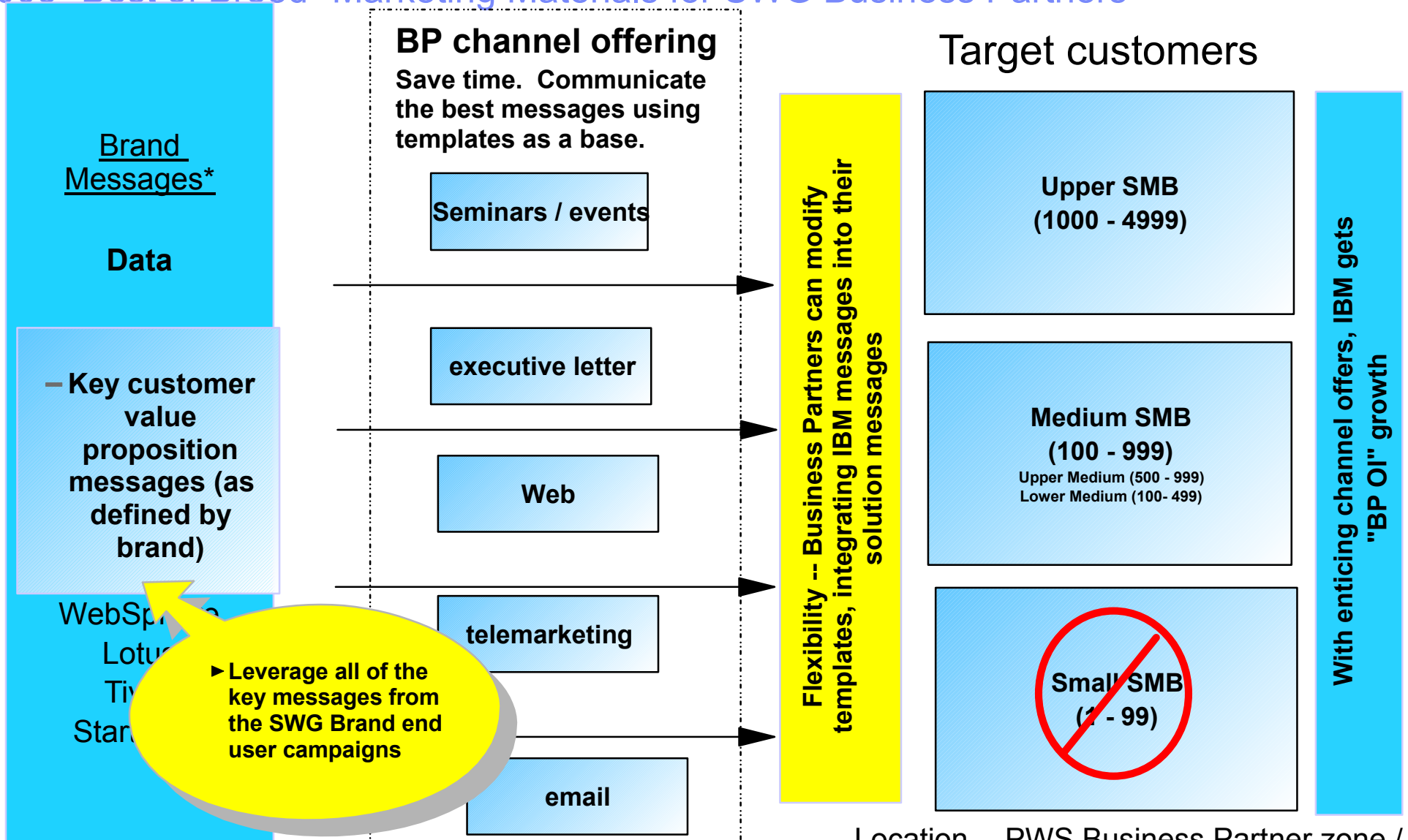


[Business] Partner marketing defined

- Marketing projects or tactics for which a Business Partner and IBM jointly craft messages and offers and then deliver those to a target audience. For each project the Partner owns and manages all or a portion of the opportunity to closure.
- The primary objective of these projects is to drive opportunities and revenue for both our Partners and IBM. In addition, these projects are an integral part of the value add we bring to our relationship with our Partners. They strengthen our partnership and give IBM a loyalty edge.
- Business Partners contribute 1/3 of IBM revenue and are responsible for 56% of fulfillment of overall IBM business.*



2003 "Best of Breed" Marketing Materials for SWG Business Partners



* All brands signing up to participate

2003 Campaigns

Three Campaigns:

1-Brand Leadership

2-Retain and Grow

3-New Acquisition



Data- Channel Programs Deep Dive Conference Call

Thursday, February 13 Teleconference

Topics: 2003 Data Management Software Channel Marketing Plans

Call Information:

Time: 2:00 P.M. - 3:30 P.M. ET
 1:00 P.M. - 2:30 P.M. CT
 12:00 P.M. - 1:30 P.M. MT
 11:00 A.M. - 12:30 P.M. PT

Call-in #: 1-800-967-7135 (toll free)

Passcode: RSVP to Darlene Gresham at dgresham@us.ibm.com
 Include: your name, and company name, and
 the teleconference (2003 Data Management Software Channel Marketing Plans)
 A confirmation e-mail will be sent to you which will include the passcode(s).



Your resources

- www.ibm.com/software/data
- www.ibm.com/partnerworld/software/zone
- Content Management Sales Contact:
 - ▶ Cathy Billingsley: email cbillin@us.ibm.com; telephone 636-530-6970
- Channel Marketing Data Contact:
 - ▶ Shawn James: skjames@us.ibm.com 415-545-4251





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Tarian Acquisition & the new IBM Records Manager- Marilyn Wright



 e-business software