



IBM Software Group

DB2 and Business Intelligence Business Partner Quarterly Conference

January 8, 2003



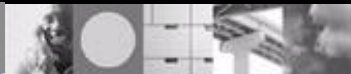
Agenda

- Welcome / Introduction / Key News Bulletins
- Sales Update
 - ▶ Wendy Otelsberg, Manager, Business Partner Sales Enablement
- PartnerWorld for Software 2003: Richer benefits with greater ease
 - ▶ Dan Albertson, Director, Partner World for Software, Worldwide
- PartnerWorld 2003
 - ▶ Beth Jarvis-Maude, WW SWG Data Channel Marketing
- Informix for DB2 Business Partners
 - ▶ Michael Hiskey, WW Campaign Mgr, Data Management Software
- Insight Exchange
 - ▶ Donna Steiner, WW DM Channel Strategy & Development
- Channel Marketing Plans
 - ▶ Glenn Rogers, DM Channel Brand Marketing, North America
- "How to" execute a SUCCESSFUL Direct Marketing program that drives leads and revenue
 - ▶ Matt Minarik, Business Partner Marketing Manager



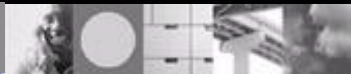
Replay available

- The recorded version will be available for 30 days following the call.
- Replay Number: 1-800-408-3053 or 416 695-5800
- Passcode: 1331320



Your Input and Feedback is Valuable !!

- We welcome suggestions for topics you want to hear
- Tell us what you like - and don't like about this call, our programs
- Forward feedback via email or phone me directly
 - ▶ Glenn Rogers
 - ▶ grogers@ca.ibm.com 905 316-6549





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Sales Update

Wendy Otelsberg

Manager, Business Partner Sales Enablement





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PartnerWorld for Software 2003: Richer benefits with greater ease

Dan Albertson

Director, Partner World for Software, Worldwide





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PartnerWorld 2003

Beth Jarvis-Maude

WW SWG Data Channel Marketing





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Informix for DB2 Business Partners

Michael Hiskey

WW Campaign Mgr, Data Management Software





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Insight Exchange

Donna Steiner

WW DM Channel Strategy & Development





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Channel Marketing Plans

Glenn Rogers

DM Channel Brand Marketing, North America



Americas Software Channel Marketing & Campaign Plans "Deep Dive" Teleconference Series - Coming in February

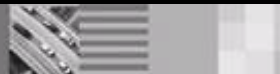
- Thursday, February 6 Teleconference
 - ▶ 2003 SMB Marketing and Campaign Plans
 - ▶ 2003 Start Now and Start Now Solutions Proven Programs

- Tuesday, February 11 Teleconference
 - ▶ 2003 WebSphere Software Channel Marketing Plans
 - ▶ 2003 Lotus Software Channel Marketing Plans

- **Thursday, February 13 Teleconference**
 - ▶ **2003 Data Management Software Channel Marketing Plans**
 - ▶ 2003 Tivoli Software Channel Marketing Plans

- Thursday, February 27 Teleconference
 - ▶ 2003 Business Partner Sales Programs and Incentives

Visit the PWSW web site and watch for e-mails from PWSW for additional details.

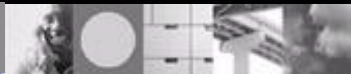


Additional resources

- www.ibm.com/software/data/channels
- www.ibm.com/partnerworld/software/zone

- Data Management Sales Contact
 - ▶ Wendy Otelsberg
 - ▶ e-mail wotelsbe@us.ibm.com
 - ▶ telephone 818 715-1650

- Channel Marketing Contact
 - ▶ Glenn Rogers
 - ▶ e-mail grogers@ca.ibm.com
 - ▶ telephone 905 316-6549





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"How to" execute a SUCCESSFUL Direct Marketing program that drives leads and revenue

Matt Minarik

Business Partner Marketing Manager

