

# IBM EMEA Business Partner Forum 2010

## 16 March, Copenhagen, Denmark

---

- |         |   |                   |
|---------|---|-------------------|
| ▪ 13:30 | Welcome words                             |                   |
| ▪ 13:40 | IBM Solution Select                       | Niall O'Donohoe   |
| ▪ 14:15 | IBM Software Group Channel Marketing      | Sandy Campbell    |
| ▪ 14:45 | Break                                     |                   |
| ▪ 15:00 | Smarter Systems for a Smarter Planet      | Steve Perry       |
| ▪ 15:30 | Application Specific Licensing            | Philippe Rycroft  |
| ▪ 16:00 | Callatay & Wouters – a Partnership Story  | Johan Martens     |
| ▪ 16:20 | GridManager – a Cleantec solution         | Morgens Birkelund |
| ▪ 16:45 | Business discussion & summary of the day  |                   |
| ▪ 17:15 | Travel back to hotel                      |                   |
| ▪ 19:00 | Cocktail reception at the hotel           |                   |
| ▪ 20:00 | Meet at hotel entrance – travel to dinner |                   |

IBM ISV & Developer Relations EMEA Business Partner Forum

# IBM Solution Select

Niall O'Donohoe



## IBM Solution Select

- IBM's worldwide private offering for ISVs and RSIs
- By invitation only - Available to select ISVs with a focus on mid-market customers, and who support IBM's middleware and hardware technologies
- Provides ISVs with **technical and marketing support, matched market funding and sales linkage** to enable, market, and sell to **Small and Medium Business (SMB) customers**

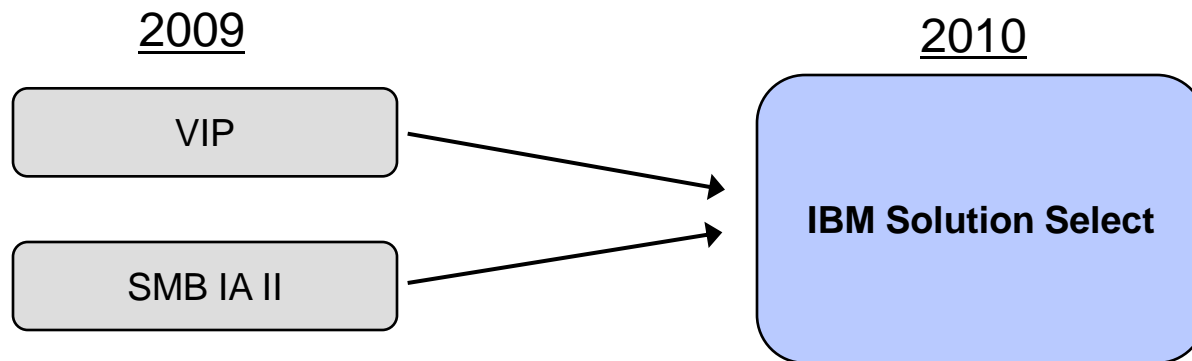
"The midmarket represents a tremendous opportunity for IBM and our partners. You are an essential part of our go-to-market strategy for meeting the needs of our midmarket clients."

Jim Corgel, GM, ISV & Developer Relations, IBM SWG

# IBM Solution Select Offering

## – Simplification through integration

- Solution Select integrates the existing offerings VIP and SMB IA II to eliminate overlap and simplify the engagement and execution process.
- The new combined offering will make it simpler for our partners to work with IBM through one process and a single source of co-marketing funding
- Integration will also streamline overlapping management systems allowing our geography resources to be more productive and focus on managing and growing ISV relationships and revenue.





## For Partners who are currently members of IBM's VIP Offering

What's Changing for Me?

- **Minimal change in co-marketing terms**
- **Ability to now include IBM middleware**
- **New Client rep coverage**

When will it happen?

- **Effective January 1, 2010**

*Partners also participating in ISV Advantage for SMB today will enjoy one combined, consistent offering*

## For Partners who are currently members of IBM's ISV Advantage for SMB Program



### What's Changing for Me?

- Elimination of contract and related admin
- Enhanced sales support
- Simplified participation requirements
- Can be hardware-only, middleware-only, or both
- Changes in certain terms and benefits



### When will it happen?

- Your IBM relationship representative will discuss with you a plan to transition to the new program which will be minimally disruptive to our current joint business plans
- Current contracts will be honored until a transition plan is established
- Most partners will be transitioned to the new program by the end of 2010

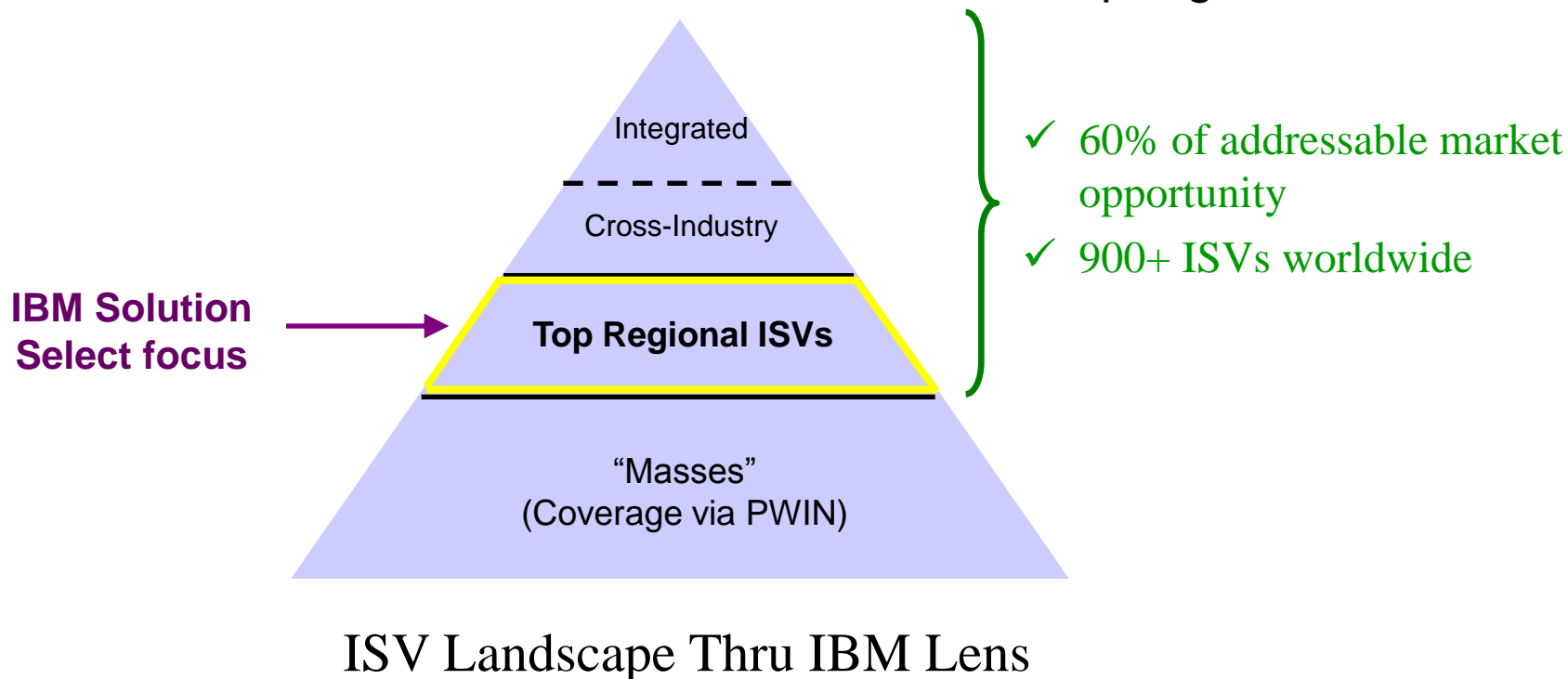
*Partners also participating in VIP today will enjoy one combined, consistent offering*

## Why is IBM Announcing a New Offering?

- **We want to make it easier for you to do business with IBM**
  - Today IBM has multiple private partner co-marketing offerings
  - This creates complexity for you (and for us)
    - Multiple participation criteria
    - Different sets of terms and conditions
    - Inconsistent benefits
- **We are consolidating our key ISV co-marketing and sales programs into one common worldwide offering to provide our partners:**
  - A clear path to fully integrate into IBM's go to market activities in the SMB market segment
  - An end-to-end offering covering enablement, marketing, ecosystem development and sales
  - One consolidated and consistent offering to receive co-marketing funding
    - No more dealing with multiple programs, terms, and processes

## Strategic Intent

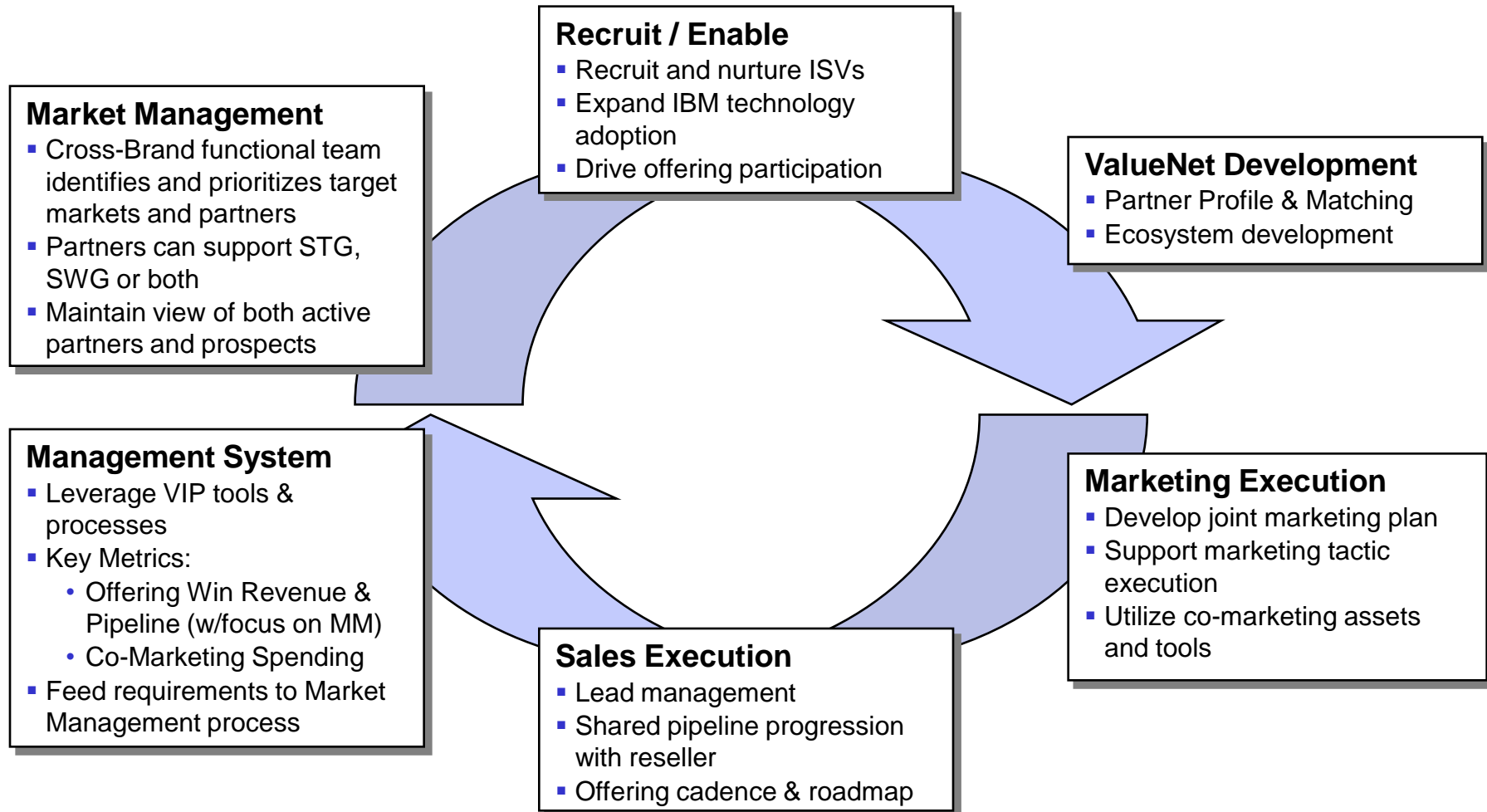
- Grow IBM revenue and share of revenue with the top regional ISVs



- \* Experience shows that ISVs teaming with IBM resellers close business at a significantly higher rate



# IBM Solution Select Execution Model



## Key Considerations for ISV Selection

---

- ✓ Will the ISV application drive revenue in one of the locally-selected priority industries?
- ✓ Will the ISV application help increase IBM's revenue
- ✓ Is the ISV's application appropriate for Mid-market and is Mid-market a target segment for the ISV?
- ✓ Is ISV willing to enable & promote their application on IBM MW & HW technology
- ✓ Is the ISV willing and able to plan, invest in, and execute demand generation tactics around those solutions
- ✓ Is the ISV willing to team with IBM reseller(s) to deliver the joint solution

# Partner Value Proposition: Why IBM Solution Select ?

---

- Grow your business and expand your reach
  - By delivering open-architecture “End to End” solutions for mid-sized customers
  - By leveraging the strength of IBM resources and brand recognition
- Receive a premium level of support and benefits that encompass aspects of the relationship:
  - **Enable:** Technical resources to help enable your application on IBM technology
  - **Market:** Marketing support to help build and execute your go-to-market plan
  - **Sell:** Linkage to sales resources

# Overview of Marketing Benefits

## ■ Co-Market the IBM-enabled Solution

- Co-Marketing Funding (1:1 matching IBM:Partner)
  - For eligible demand generation expenses
- Marketing Planning assistance
  - Define resources and linkages
  - Help identify target markets
  - Assistance in defining marketing tactics
- Use of IBM Innovation Centers for Business Partners for Marketing Seminars

## ■ Promote Joint Solution both internally and externally

- Examples may include:
  - List of partner solution in IBM Global Solutions Directory
  - Internal marketing & sales education sessions
  - List solutions/references on IBM SMB External Websites

## ■ Access to IBM Marketing and Sales Tools & Resources

# Overview of Technical Benefits

---

## Technical Enablement, Support, and Education Resources

- **Technical Expertise** to guide implementation on IBM Technologies
  - Evaluation and Enablement Support
  - Load testing and Performance Tuning (IIC)
  - Sizing Guide development assistance
  
- **Technical Education** and Enablement Resources
  - Priority access to IBM Innovation Centers (IIC)
  - Priority enrollment to briefings, seminars, labs, webcasts
  - Latest technical resources via IIC or Internet Virtual Private Network (VPN)



# Overview of Sales Support

---

- **Your assigned Relationship Sales Manager will:**
  - Develop overall sales strategy, including ValueNet
  - Evaluate Solution sales skill and scalability
  - Develop solution skills within partners and IBM team
  - Represent IBM during Customer facing events when required
  - Ensure sales linkage between ISV and reseller
  - Pipeline progression with ISV
  - Ensure leads and MPID Tatic Codes represented in Siebel

# BP Business Process Scenario

1



- Eligibility completed prior to interlock
- Interlock agreement on marketing plan

2



Applies only to Co-Mrkt Leads

- ISV/SI submits proposed marketing tactic in CMT
- CMT sends notification of loading & UCID to ISV/SI
- IBM Application Approver checks & approves marketing tactic application
- ISV/SI notified of approval

3



ISV/SI Executes Approved Marketing Tactics

4



A

B



GPP



Data  
Exchange  
Template  
(DET)



IBM Lead Desk

Adds leads to Siebel

- BP submits lead through GPP or B2B to GPP
- **Must include UCID and add ISV/SI as non Primary role on Sales Team. Provide Lead Desk DET update to add ISV/SI as the BPOI**

OR

- BP submits lead through IBM Lead Desk
- **Must include: UCID in opportunity description field and add ISV/SI as the BPOI and Reseller as the OO**

OR

- For Non Co-Mrkt leads, BPs submits leads through IBM Lead Desk
- Must include: MPID/Tactic

5



GPP



Siebel

Daily GPP and Siebel exchange data:

- Siebel to GPP only once when lead was created
- Data from GPP transfers to Siebel EXCEPT for leads where the BP marks "Work in GPP"
- **Data from Siebel transfers to GPP EXCEPT where the BP is not registered in GPP.**

6

Reseller updates lead

7



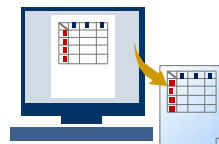
GPP



CMT

Daily the CMT team pulls a report from GPP for all leads with a UCID and uploads it into CMT

8



Weekly Reports from CMT

9

- ISV/SI submits claim in CMT
- Claim is validated with proof of performance

10



ISV/SI is Paid!

11

Non Co-Mrkt Leads progress through GPP bau

# IBM Solution Select Key Commitment Summary

## IBM

- Co-marketing funding, IBM:ISV 1:1
- Visibility with SMB Sales, Customers & Prospects
  - Education
  - Internal & External Websites
  - Communications/publicity
- Marketing & Sales Support
  - Marketing Planning Assistance
  - Teaming with reseller partners
- Technical Support
  - Evaluation & Enablement guidance
  - Technical Sales Support
  - Priority access to IBM Innovation Centers (IICs), seminars, and education

## ISV

- Enable/Optimize on IBM Systems hardware and/or IBM middleware
- Plan, invest in, and execute Marketing Campaigns
- Lead with IBM Hardware & and/or Middleware
- Lead and win reporting to IBM
- Team with IBM reseller(s) \*
- Assign marketing and sales focal point(s)

\* Experience shows that ISVs teaming with IBM resellers close business at a significantly higher rate

# Action Plan

- Confirm Mid-Market Business Solutions
  - Applicable ISV software solutions
  - IBM Hardware and Middleware content
- Develop Joint Marketing Plan with IBM
- Leverage IBM Technology, Marketing, and Sales Support
- Drive Revenue for You and IBM!





# IBM Software Group Channel Marketing

Providing you benefits and tools to drive growth and deliver value

Sandy Campbell  
WW SWG Channel Marketing  
[scc@us.ibm.com](mailto:scc@us.ibm.com)

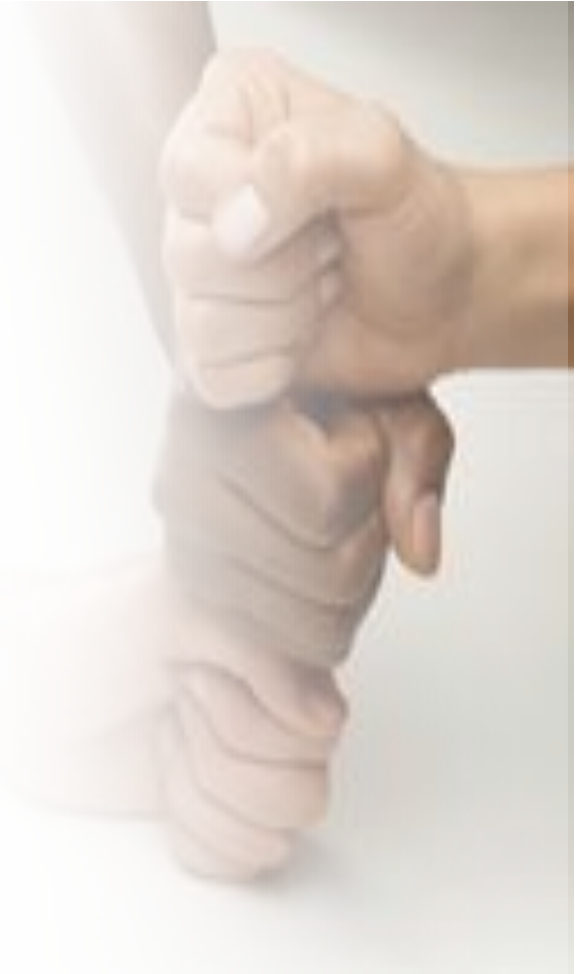
EMEA Partner Forum  
IBM Innovation Center, Copenhagen, Denmark  
March 16/17 2010





## Areas for Discussion

- **Five Strategies for Marketing**
- **Recent Benefits Added**
- **Tools and Processes**



# Strategies for Marketing

## *Understand Your Market*

- Market intelligence
- Industry insights
- Prospect listings
- Grow Your Business Tool

## *Create Awareness for Your Firm*

- Internet search engine optimization
- Web content and online magazine syndication
- Web banner templates
- Demonstration tools

## *Drive Demand & Nurture Leads*

- Access to marketing specialists
- Campaign Support Funding
- Direct mail, e-mail campaigns
- Telemarketing and teleboosting
- Event and meeting support
- Web conferencing packages
- Discounted Vendor offerings

## *Promote Your Success*

- Client success stories
- Case studies
- IBM Business Partner Recognition Awards



***Leverage Discounts from Vendors and Co-funding to Reduce Expenses***



***[www.ibm.com/isv](http://www.ibm.com/isv)***

# Make your website work for you

## Strategy #1

- Optimize your website for search
  - 90% of IT decision makers use search engines to locate products and services
  - Choose a title for your website that reflects *what people are looking for*, not what you think you offer
  - Avoid pages that are 100% graphics or images—difficult for search engines to find them



### CURRENT REALITY:

Companies need to balance search engine optimization techniques with paid listing to get the widest possible audience to a site.\*

\* Search Engine Watch: March 2008

# Make your website work for you

How we can help

Strategy #1

## *Search engine optimization*

**What it is:** A consultation with leading experts that can help you position your Web site to get optimal hits from top search engines.

**Why you need it:** Drives increased traffic to your site and provides ways to identify and capture leads who come to your site. These are prospects are *already* looking for you!



Enhanced

## *Web content syndication*



**What it is:** Vehicle to refresh your existing Web site with complete, compelling IBM product information customized to your needs.

**Why you need it:** Way to automatically refresh content and transform your site into a powerful sales tool. Since the updates are automatic, you free up people and resources for other projects!



# Stay close to your existing customers

## Strategy #2

- Regular contact with existing customers can build loyalty and repeat business
- Don't overlook clients that are in your local area: host a local meeting or event
- Offer existing customers incentives to buy again
- Consider a regular e-mail newsletter to your existing clients
  - Make it targeted
  - Make it informative



### CURRENT REALITY:

It costs over five times more to cultivate a new customer than it does to retain an existing one.\*

\*Marketing in the 21<sup>st</sup> Century: 2007

# Stay close to your existing customers

How we can help

Strategy #2

## *Client events package*

**What it is:** A way to host joint client briefings with IBM to generate opportunity and close business.

**Why you need it:** You get a hosted briefing at an IBM Innovation Centre of IBM Forum - we provide the facility, assist with logistics, and can provide an IBM industry expert - all you do is invite your clients and prepare your materials!



## *IBM Innovation Centres*



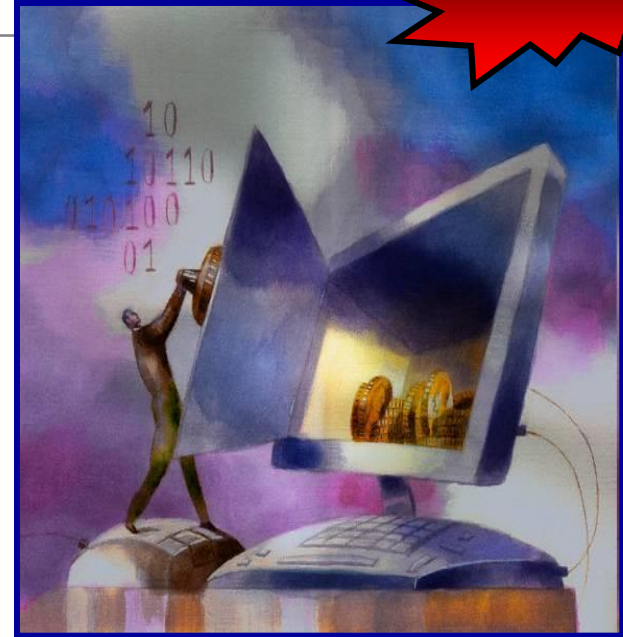
**What it is:** 40+ IBM centers worldwide available to Business Partners to conduct seminars, training, closing events and other marketing activities.

**Why you need it:** Innovation Centers are a world-class support infrastructure for Business Partner recruitment, enablement and demand generation around IBM offerings and technologies.

# Use the web to drive leads for less

## Strategy #3

- Online marketing is more affordable than traditional methods
- You can target your customers more effectively
- Your website can work *for* you: Transition from traditional brochure-ware to a lead generation engine
- Save time and money by delivering seminars over the web
- Write a thought leadership article highlighting your expertise—and publish to a syndicated site



### **CURRENT REALITY:**

Online marketing can be very advantageous, especially for cash-conscious companies, including more-efficient advertising and higher ROI.\*

\*eMarketer: April 2009

# Use the web to drive leads for less

How we can help



Strategy #3

## *Web Conferencing*

**What it is:** A way for you to conduct a web conference easily and cost effectively.

**Why you need it:** You get professional event facilitators to help you manage your web conference, from planning and rehearsal, to delivery and follow up.

## *Internet Lead Generation*

**What it is:** A way to transform your Web site from traditional brochure-ware to a lead generation machine.

**Why you need it:** Prospects can download compelling content and supply their contact information directly to you, so you can follow up. And we've even created the content and infrastructure for you!

## *Education on Social Networking*

**What it is:** Internet Marketing Training Resources

**Why you need it::** You can leverage communities like LinkedIn, Twitter and blogs; and you receive tips on how to implement social networking - Best Practices

# Network, network, network

## Strategy #4

- Join a networking group where member-to-member selling isn't the primary focus
  - Regional software associations
  - Local product user groups
  - Industry focused groups
- Ride the Social Networking Wave
  - Broaden reach
  - Extend relationships
- Enlist the aid of successful clients
  - Testimonials & case studies
  - Press releases



### **CURRENT REALITY:**

Members of networking groups can become evangelists for your products and services. Building personal relationships with them quickly can net you a virtual unpaid sales force!

\* groundswell: Li, Bernhoff, 2008



# Network, network, network

How we can help

Strategy #4

## Value Net Connections



**What it is:** A way to connect to other Business Partners to offer the complete solutions your clients demand.

**Why you need it:** You get a defined pathway to create your value net, deliver complete solutions, enter new markets, and close deals quickly.

## *[ibm.com/communities](http://ibm.com/communities)*

**What it is:** A new community created to enhance the Business Partner collaboration experience with IBM and across the channel.

**Why you need it:** Improve communication with IBM, and grow your business through sharing of ideas with other Business Partners.



# Use integrated marketing

## Strategy #5

- Single-touch marketing tactics are ineffective—especially during tough economic times
- Deploy multi-touch campaigns to get the most out of your marketing budget
  - Use several media simultaneously to make your marketing investments work together to increase your leads
  - Campaigns vs. tactics
  - Know where your prospects get their news and ideas. Then show up!



### CURRENT REALITY:

It takes an average of 7-10 “touches” from multiple sources to cultivate a prospect far enough along to have an effective conversation with your sales teams.

\*Marketing Sherpa: August 2008

## Use integrated marketing

How we can help

Strategy #5

### *Campaign Support Funding*

**What it is:** IBM funding support for YOUR campaigns.

**Why you need it:** With IBM supporting your campaign, your marketing budget goes further and you get more leads for your investment. Fits the way you work.



### *Hoover's (a Dunn & Bradstreet company)*

**What it is:** A sales and marketing research tool, Hoover's maintains a comprehensive database of information about corporations worldwide.

**Why you need it:** Research leads, identify decision-makers, and verify prospect financials while enjoying deep discounts off a single-user subscription.



# Use integrated marketing

How we can help

**Strategy #5**



[ibm.com/partnerworld/industrynetworks/benefits/industry\\_advocate.html](http://ibm.com/partnerworld/industrynetworks/benefits/industry_advocate.html)

## Recent Benefits Added



### OneSource Express

- Comprehensive source for business information
- Get the information you need on customers now
- 14M companies, 20K business profiles

### Harte-Hanks

- Marketing lists and telemarketing services
- All geographies



### Marketplace for IBM Business Partners

- Over 60 vendors participating, offering discounts on
  - electronics, flowers, automobiles, vacations, books, banking, tax services, computers .....



# Grow Your Business

*Expand your customer install base and reach new prospects*

**Grow Your Business** with IBM Software

*Driving growth. Delivering value.*



## Details

- Internal and External IBM tool
- Identifies logical product pairings to expand a portfolio and capabilities
- Supports improved Business Partner productivity and profitability
- Major content update coming October 2009



## Value

- Identify and evaluate cross-software sales scenarios that would build upon current capabilities
- Evaluate important and helpful ROI information
- Discover sales and technical source requirements
- Identify links to IBM sales and marketing support materials
- Compliments both the Growth Through Skills and Smarter Planet visions



## Action

- Obtain PartnerWorld User ID and Password
- Visit the Grow Your Business Tool and view the possibilities
- Get Trained and **Close Deals**

[www.ibm.com/partnerworld/growyourbusiness](http://www.ibm.com/partnerworld/growyourbusiness)



# B2B Excel Add –in - Global Partner Portal (GPP)

*The fast and easy way to manage your IBM opportunities*



## Details

- User enters/updates leads from a desktop Excel spreadsheet
- Add-in connects user spreadsheet directly with Global Partner Portal (GPP)
- Alternative process to Data Exchange Template and GPP GUI



## Value

- User can enter and update leads faster
- User can work with all their leads in a single session
- Eliminates dependency on GPP GUI response time



## Action

- **Get enabled** on [Global Partner Portal](#)
- **Contact** your IBM representative to set up an overview session with the Global Partner Portal team
- **Leverage** the Global Partner Portal team for assistance

	A	B	C	D	E	F	G	H	K
1	Navigation Buttons								
2	>>Header	>>Account		>>Revenue	>>SalesTeam				
3									
4		Always sent							
5	Header Color Code	Required							
6		Required for Create						Valid UCID Values	
7	Control Fields							Note Fields [UCID = ABCD1234567]	
8	Error Message	Last Update	BP Number	IBM Number	Description	Add Note?	UCID and/or Notes	Type	
9		7/16/2009 6:54	BH-NABP1-3001	1JF-R36PA2	Bee Honey I/ABP1 Test 3001		[UCID = ABCD1234567]	BP Comments	
10		7/16/2009 6:54	BH-NABP1-3002	1JF-R36PB3	Bee Honey I/ABP1 Test 3002		[UCID = AMVNT4570409]	BP Comments	
11		7/16/2009 6:54	BH-NABP1-3004	1JF-R36OSIV	Bee Honey I/ABP1 Test 3004		[UCID = VXYZ1234568]	BP Comments	
12		7/16/2009 6:54	BH-NABP1-3005	1JF-R36PBM	Bee Honey I/ABP1 Test 3005		[UCID = AMVNT4570409]	BP Comments	
13		7/16/2009 6:54	BH-NABP1-3006	1JF-R36USL	Bee Honey I/ABP1 Test 3006		[UCID = LMNO1234567]	BP Comments	
14		7/16/2009 6:54	BH-NABP1-3007	1JF-R331HT	Bee Honey I/ABP1 Test 3007		[UCID = LMNO1234567]	BP Comments	
15		7/16/2009 6:42	BH-NABP1-3000	1JF-R36PAF	Bee Honey I/ABP1 Test 3000		[UCID = LMNO1234567]	BP Comments	
16		7/16/2009 5:56	BH-NABP1-2000	1JF-R36ORA	Bee Honey I/ABP1 Test 2000		[UCID = AMVNT4570409]	BP Comments	
17		7/16/2009 6:42	BH-NABP1-3003	1JF-R36OS8	Bee Honey I/ABP1 Test 3003		[UCID = AMVNT4570409]	BP Comments	
18		7/16/2009 6:42	BH-NABP1-3008	2-1675THT	Bee Honey I/ABP1 Test 3008		[UCID = AMVNT4570409]	BP Comments	

# IBM ValuePackage

*Optional benefits package to help you sell in mid-market; purchase required*



## Details

- Access to IBM Software, including Express products
- Presales/pre-deployment Technical Support
- Education reimbursement for achieving technical certifications



## Value

- Assist you in qualifying for Authorization to resell under Growth through Skills
- Skills building
- Offset the costs of achieving certifications



## Action

- Purchase now at: [www.ibm.com/partnerworld/valuepack](http://www.ibm.com/partnerworld/valuepack)



## Software Access Option

*Access a host of IBM software downloads for development and marketing purposes*



### Details

- Access to IBM Software, including Express products
- SW may be used for demonstration, evaluation, commercial application development, testing, and education
- Selected software may also be used to Run Your Business
- Usability improvements planned for early 2010



### Value

- Access to IBM's portfolio of software products at minimal cost
- Build technical skills through usage of IBM SW



### Action

- **Review** a sample list of SW at: [ibm.com/isv/welcome/softmall.html](http://ibm.com/isv/welcome/softmall.html)
- **Purchase** now at [ibm.com/isv/mem/sao.html](http://ibm.com/isv/mem/sao.html)





***[www.ibm.com/isv](http://www.ibm.com/isv)***



***Thank you!***



IBM ISV & Developer Relations EMEA Business Partner Forum

# Smarter Systems for a Smarter Planet

## Creating and Delivering ISV Value

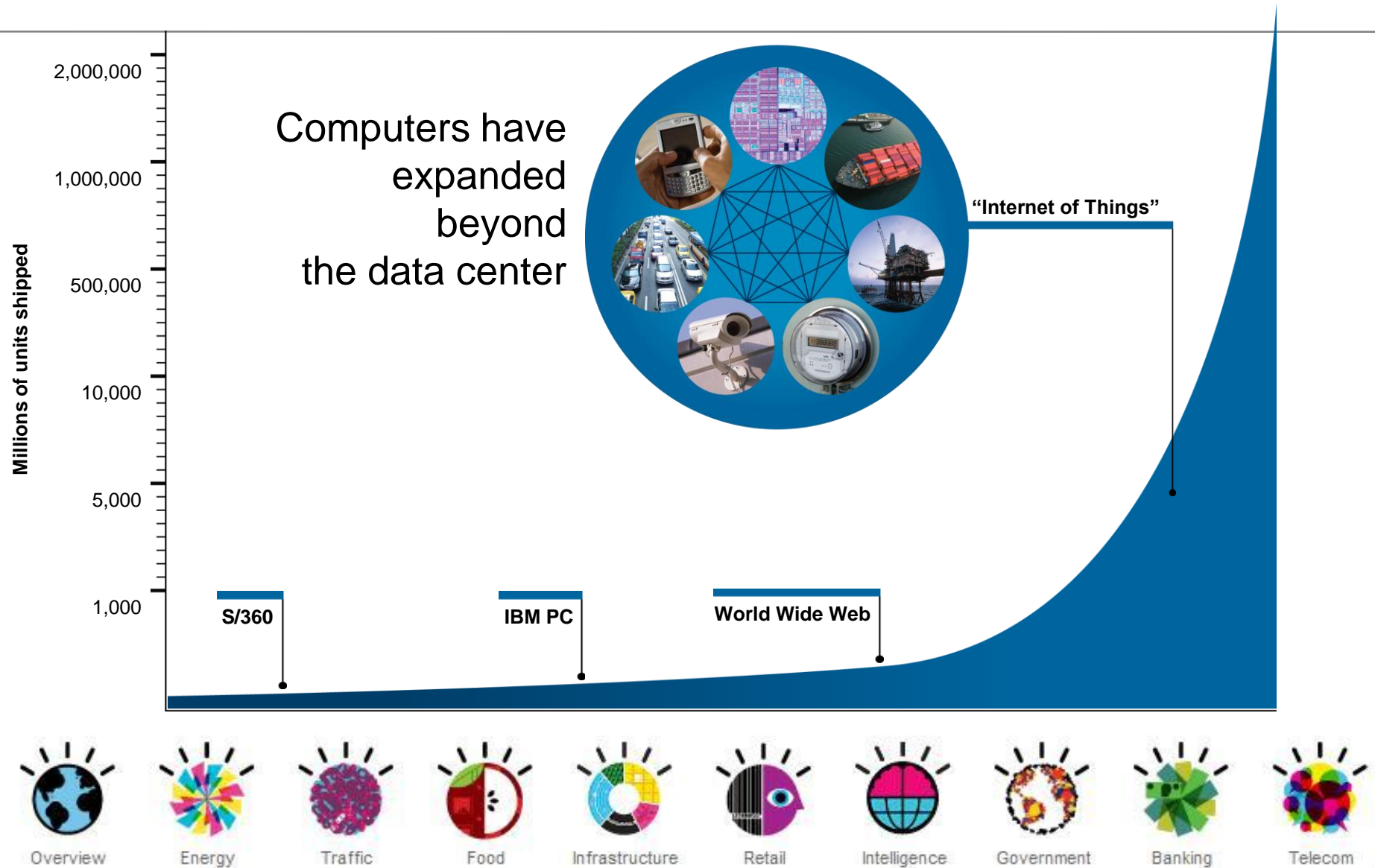
**Steven Perry**

Director of Systems & Technology Group ISV Marketing





# Smarter Systems for a Smarter Planet



# Infrastructure needs to get smarter.

## IT infrastructure is under pressure

### **70% of companies**

In the global 1,000 will have to modify their data centers to meet increased power and cooling requirements.

### **70¢ per \$1**

70% on average is spent maintaining current IT infrastructures vs. adding new capabilities.

### **78% of CIOs**

Want to improve the way they use and manage their data.

## It's not built for what's coming

### **10x growth in data**

Digital data is projected to grow tenfold from 2007 to 2011.

### **1 trillion devices**

connected to the Internet by 2011.

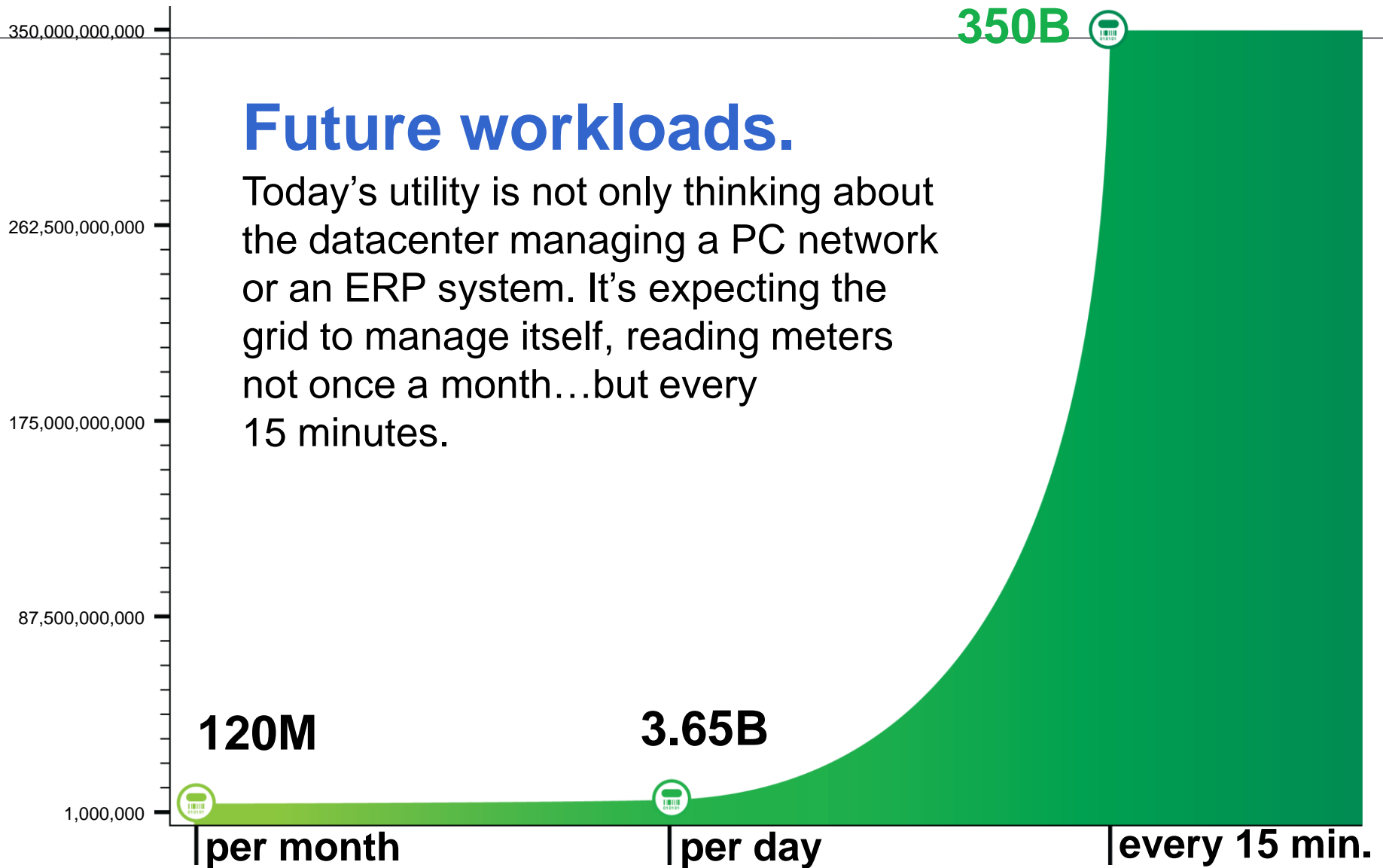
### **80% data unstructured**

by 2011 from all these devices that require effort to understand and analyze.

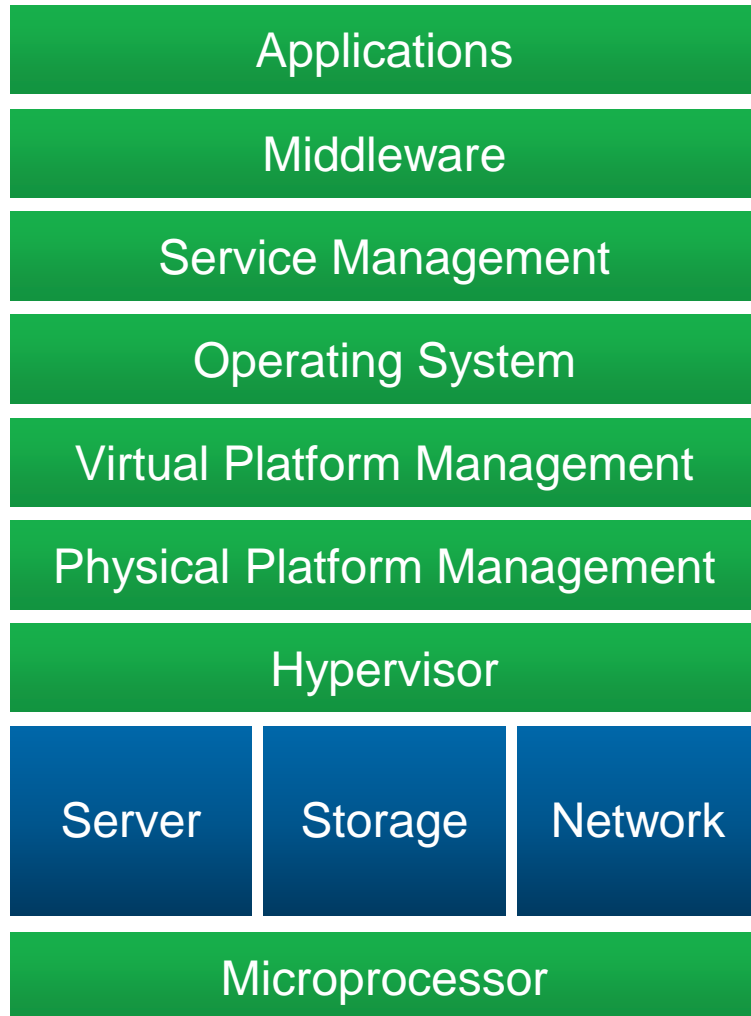
### **6 terabytes of information**

is exchanged over the internet every second.

Transactions per year



# Innovation and integration at every level



**Focused, collaborative innovation:**  
\$5.8 billion research and development annually on middleware, servers, storage and processor design – and collaborative network of partners to drive more innovation than IBM could deliver alone.

**A “complete systems” approach:**  
optimized for all client business and industry workloads--not just a single vendor.

**Intelligent performance:** deep optimization leveraging open integration standards for better economic value through consolidation, virtualization and automation for today’s and demanding workloads of the future.

# Transformations to “smarter” solutions require smarter systems that:

---

Scale quickly and efficiently

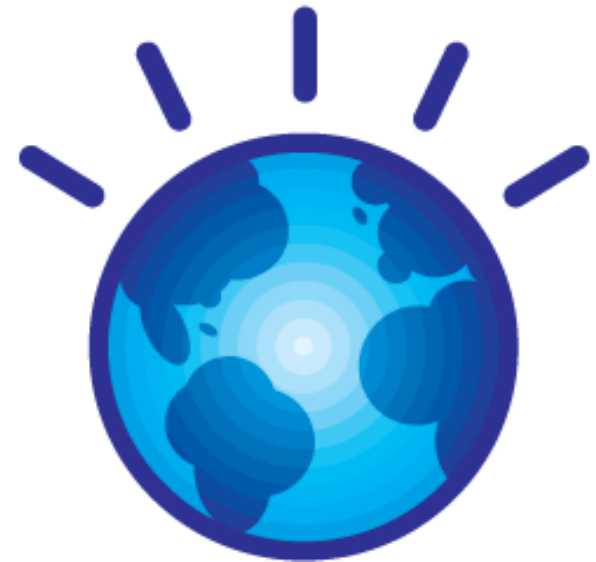
Optimize workload performance

Flexibly flow resources

Avoid downtime

Save energy

Automate management tasks





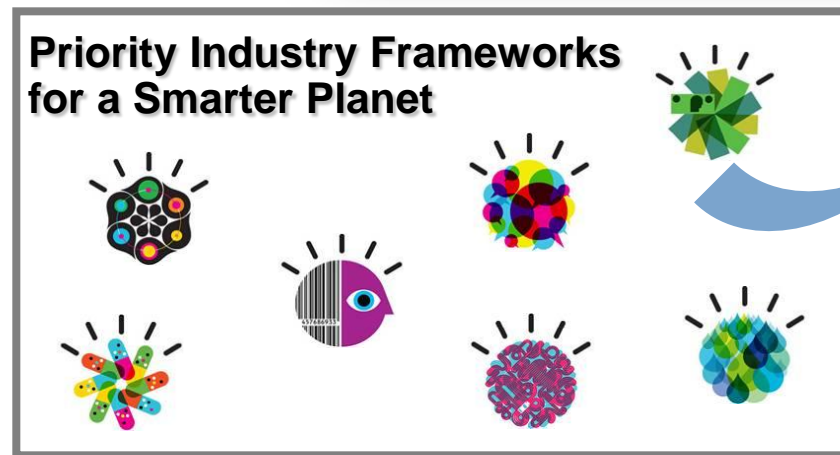
## IBM provides industry frameworks

A framework...

- aligns technology with business needs
- accelerates solution deployment and lowers risk
- provides workload driven solutions that address *specific industry domains*
- integrates IBM Software, Hardware and Services



***Delivery Speed & Flexibility***  
***Reduced Cost & Risk***



# System & Technology Group Lays the foundation...

## Priority Industry Frameworks

- Telco → Service Provider Delivery Environment
- E&U → Solution Architecture for Energy & Utilities
- Banking → Banking Industry Framework
- Chem & Petro → Integrated Information Framework
- Healthcare → Healthcare Integration Framework
- Transportation → Travel & Transportation Framework
- Government → Government Industry Framework
- Electronics → Product Development Integration FW
- Retail → Retail Integration Framework

...for the  
**IBM Industry Frameworks**

Deep Understanding  
of Client Needs



Optimized  
Workloads



Comprehensive  
"fit-for-purpose"  
Portfolio



Technology  
Leadership

General Purpose  
Platforms

System  
Optimizers

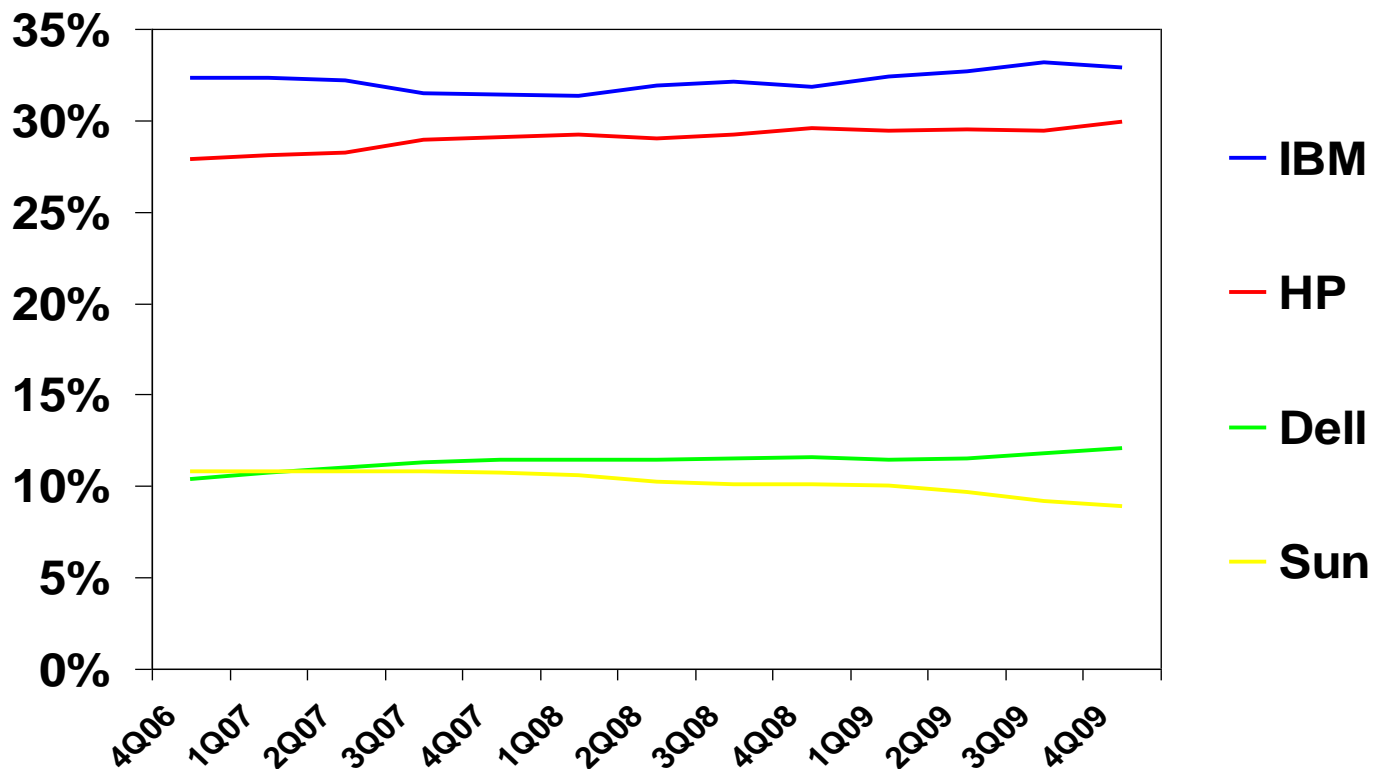
Pre-Integrated  
Solutions

Integrated  
Heterogeneous  
Systems

## Systems Leadership Today and into the Future

IBM maintains overall leadership in server market in 2009, with 32.9% share which was up 1.1 pts YTY.

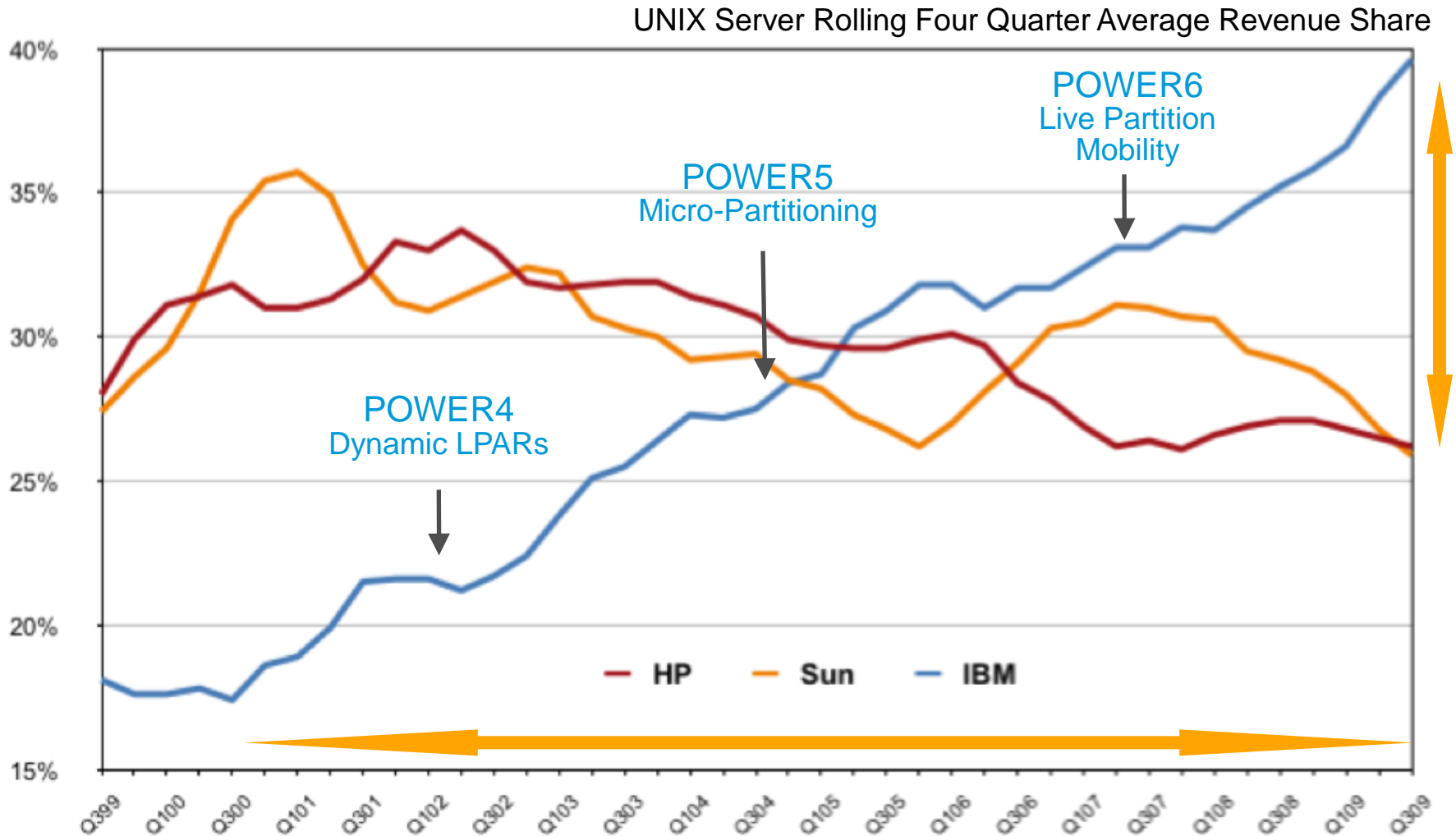
**Rolling 4Q Server Share**



Source: IDC: 4Q09 Server Tracker

# Customers are moving to higher value

*...as shown by the largest shift of customer spending in UNIX History*

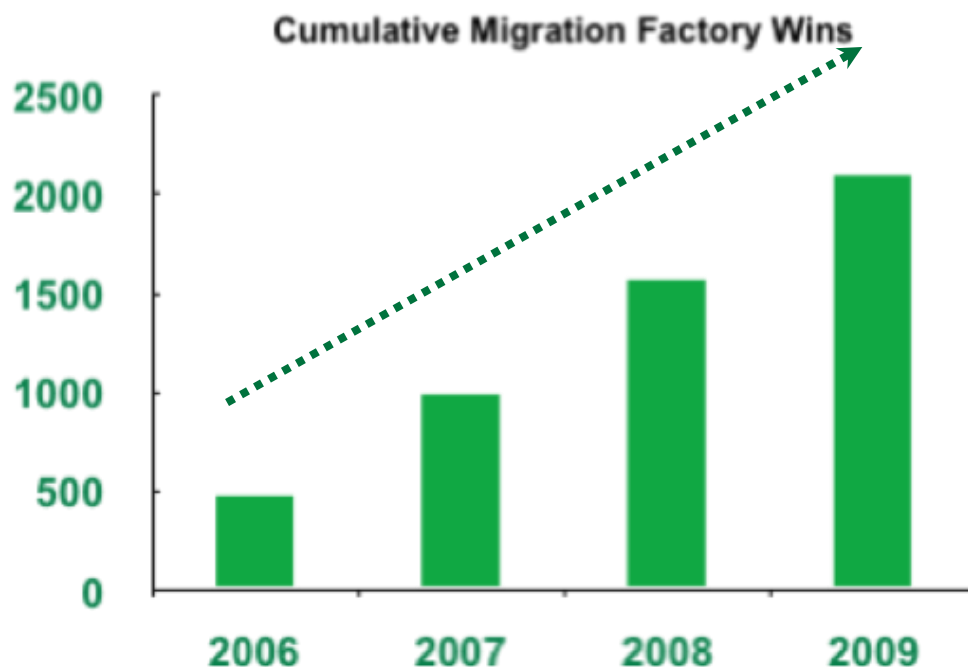


Source: IDC Quarterly Server Tracker Q309 release, November 2009

# 2,100

successful Power Migration Factory migrations to date.

**There were over 500 Power migrations during 2009, with more than 90% from Sun and HP customers (including x86 consolidation). In 4Q09 alone, Power achieved nearly 200 competitive migrations.**





# POWER7 Announcement

## February 8, 2010

### Power 750 Express



- ✓ 4 Socket 4U
- ✓ 6 or 8 cores per socket
- ✓ 3.0 to 3.55 GHz
- ✓ Energy-Star Qualified



### Power 770

- ✓ 12 or 16 core 4U Nodes
- ✓ Up to 4 Nodes per system
- ✓ 3.1 and 3.5 GHz
- ✓ Capacity on Demand
- ✓ Enterprise RAS



### Power 780

- ✓ New Modular High-End
- ✓ Up to 64 Cores
- ✓ TurboCore
- ✓ 3.86 or 4.14 GHz
- ✓ Capacity on Demand
- ✓ Enterprise RAS
- ✓ 24x7 Warranty
- ✓ PowerCare



# Power your planet.



**Workload-Optimizing Systems**



**AIX - the future of UNIX**

**Total integration with i**

**Scalable Linux ready  
for x86 consolidation**



## Virtualization without Limits

- ✓ Drive over 90% utilization
- ✓ Dynamically scale per demand



## Dynamic Energy Optimization

- ✓ 70-90% energy cost reduction
- ✓ EnergyScale™ technologies



## Resiliency without Downtime

- ✓ Roadmap to continuous availability
- ✓ High availability systems & scaling



## Management with Automation

- ✓ VMControl to manage virtualization
- ✓ Automation to reduce task time

**Smarter Systems for a Smarter Planet.**

## Power is Workload Optimization

**Power Systems offers balanced systems designs that automatically optimize workload performance and capacity at either a system or VM level**

- ✓ **TurboCore™** for max per core performance for databases
- ✓ **MaxCore** for incredible parallelization and high capacity
- ✓ **Intelligent Threads** utilize more threads when workloads benefit
- ✓ **Intelligent Cache** technology optimizes cache utilization flowing it from core to core
- ✓ **Intelligent Energy Optimization** maximizes performance when thermal conditions allow
- ✓ **Active Memory™ Expansion** provides more memory for SAP
- ✓ **Solid State Drives** optimize high I/O access applications



**Workload-Optimizing Features make POWER7  
#1 in Transaction and Throughput Computing**



# Power is...

**Workload-Optimizing Systems**

**Virtualization without Limits**

**Resiliency without Downtime**

**Dynamic Energy Optimization**

**Management with Automation**

**Integrated Value**

## Giving ISVs...

**Applications ready for POWER7**

**Systems that optimize your workload**

**Virtualization without Limits**

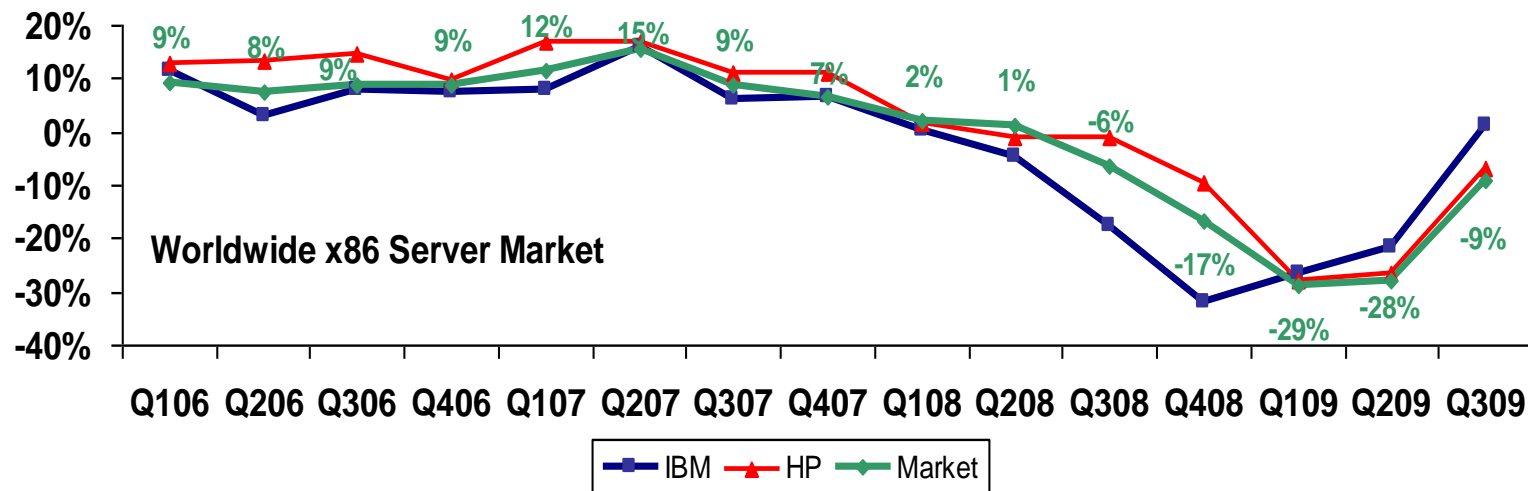
**Lower Overall Solution Costs**

**New smarter planet opportunities**

**Binary compatibility for applications running on v5.3 & v6 of AIX, v6.1 of i OS**



## Gaining momentum with System x



**“This is the largest sequential improvement in x86 server revenue in nearly 5 years (since 4Q05). Overall, IBM exhibited the strongest x86 performance of the top 3 OEMs, gaining 2.5 points of market share on a 1.2% improvement in year-over-year factory revenue.”**

**IDC 3Q09 Server Market Share Tracker, 12/09**



# IBM System x and BladeCenter

## Announcing g eX5



**5<sup>th</sup> generation** portfolio of IBM industry-leading technology in enterprise x86 computing



Expansion of **Enterprise X-Architecture** to IBM BladeCenter



**2X the memory capability** of competitive offerings resulting in up to 2/3 software costs



**Lowest costs of acquisition** and deployment for enterprise x86 computing in the industry

# #1

Market share leader in scalable x86 servers

# The new thinking from IBM... Introducing the eX5 Portfolio



**System x3850 X5**



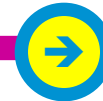
**BladeCenter HX5**



**System x3690 X5**

## MAX5

Maximum memory scaling  
independent of processors



## eXFlash

Extreme IOPs SSD  
storage

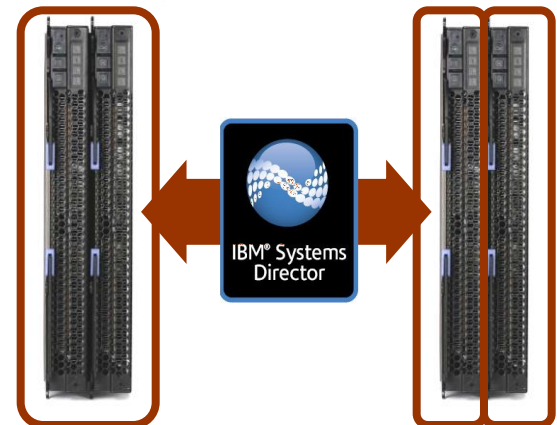


## FlexNode

Scheduled  
provisioning

One 4-Socket  
System

Two 2-Socket  
Systems



IBM can help your clients gain operational efficiencies and IT capacity -- to save money and increase investments in new solutions.

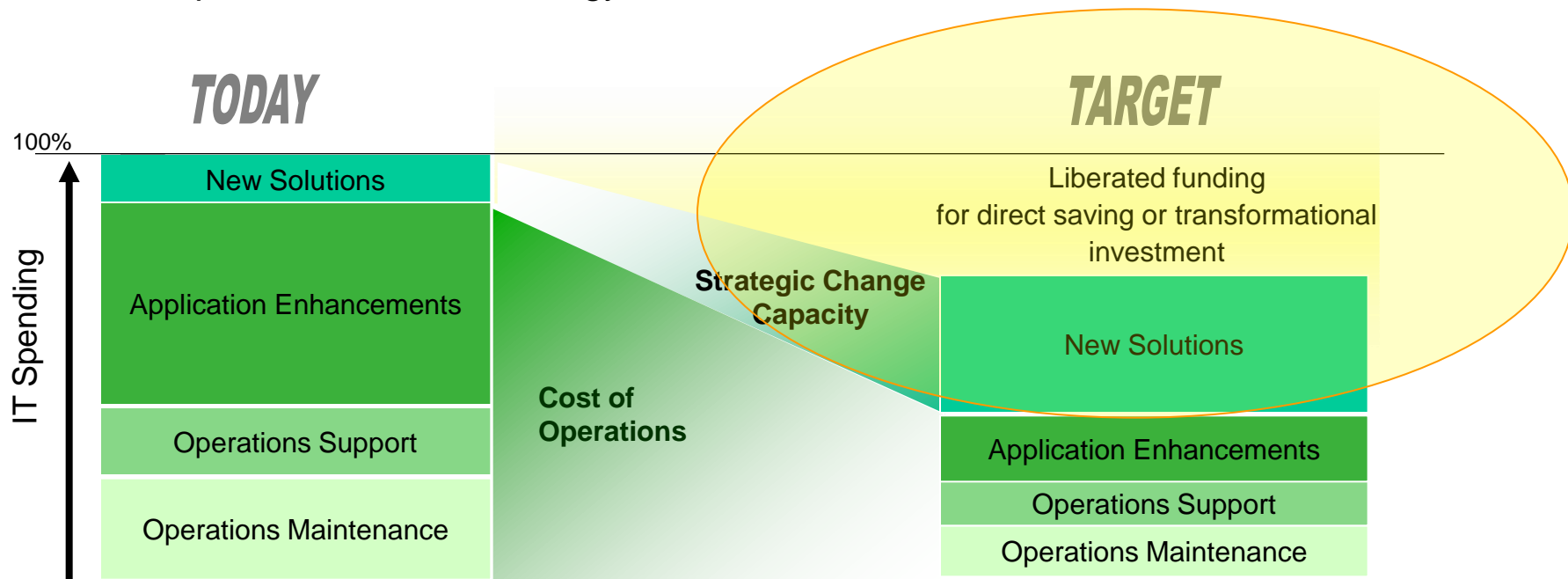
92 to 1

Number of Sun SPARC Enterprise T2000's that can be consolidated into a single IBM Power 750 4 socket system saving 95% of the cores for software licensing, 97% on floor space, and 95% on energy.

50% less

eX5 memory enhancements reduce the number Microsoft SQL licenses by 50%

eX5 Virtual Fabric Technology reduces the number of physical adapters by 50%



# Why IBM Systems?

- Market Leadership → Application Sales opportunities
  - Workload Optimized Systems → Help your clients get the most out of your applications
  - Industry Frameworks → Easy way to “plug in” to industry opportunities
  - Lowest TCO (e.g. energy) → More customer \$\$ for software
- Partner Tools & Programs → Assistance you need to launch your application



## Assistance for Partners: Technical Enablement

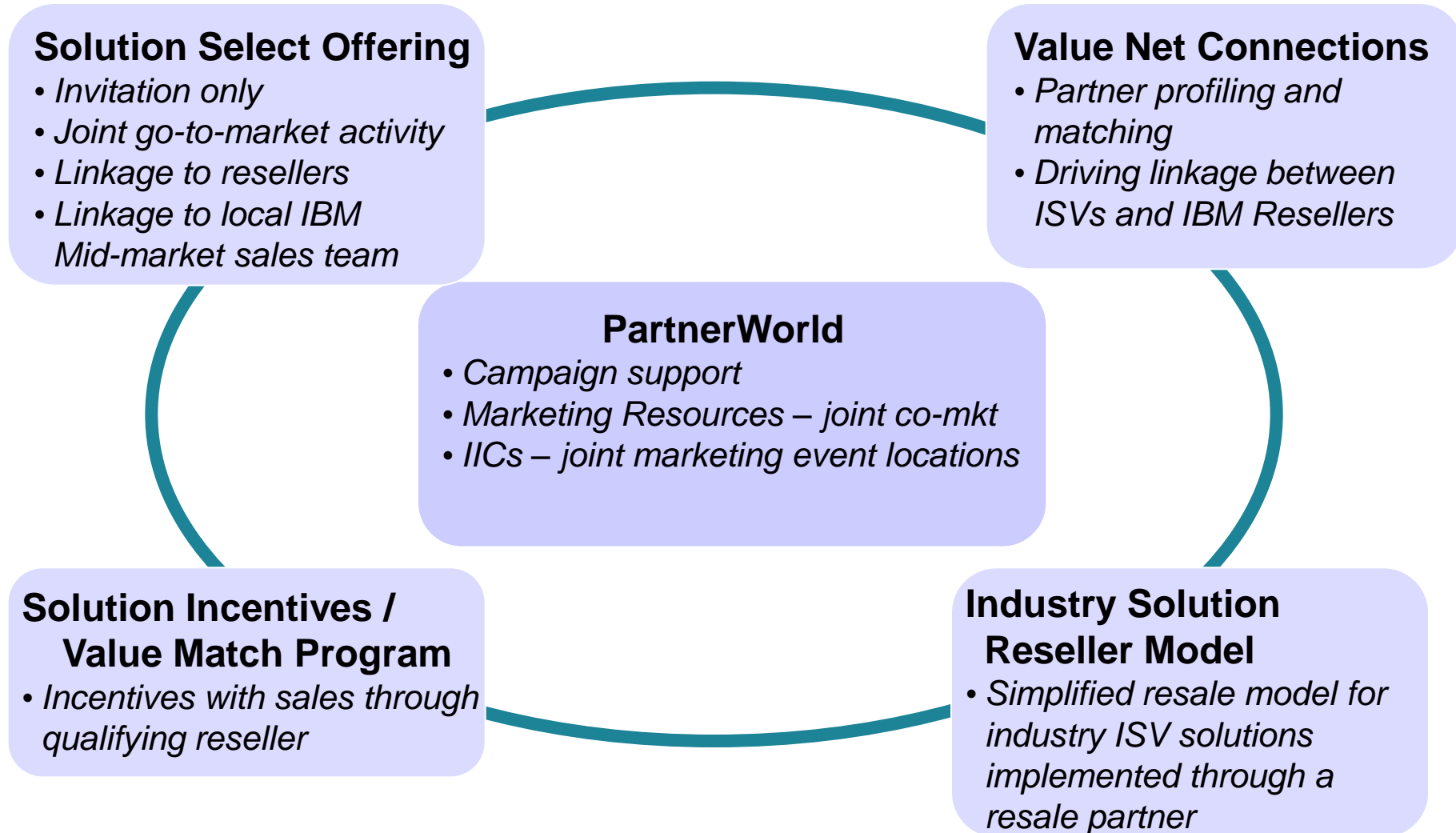
With the IBM Systems Independent Software Vendor (ISV) Toolkit, IBM Business Partners can access the programs, information and education resources needed for every phase of the IBM Systems solution selling process.

- These tools allow you to:
  - *Gain easy access to IBM Systems equipment for solution testing and demos.*
  - *Get ISV application tuning or porting assistance.*
  - *Create or find an accurate hardware sizing.*
  - *Develop skills and take advantage of sales collateral, training offerings and solution roadmaps.*
  - *Conduct executive briefings or host your own events at IBM Innovation Centers.*





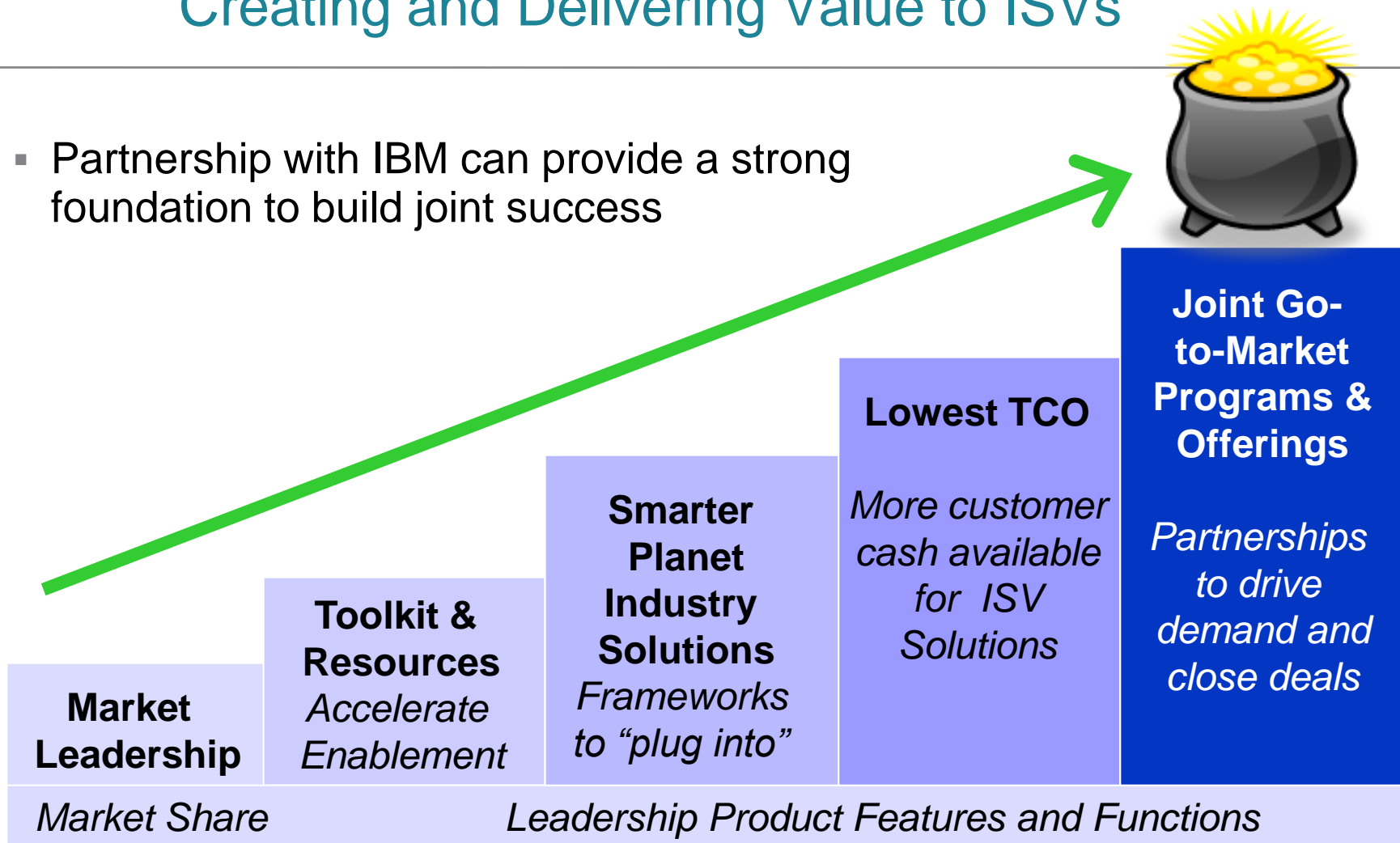
# Assistance for Partners: Go-to-Market



# Smarter Systems for a Smarter Planet

## Creating and Delivering Value to ISVs

- Partnership with IBM can provide a strong foundation to build joint success





# Thank You





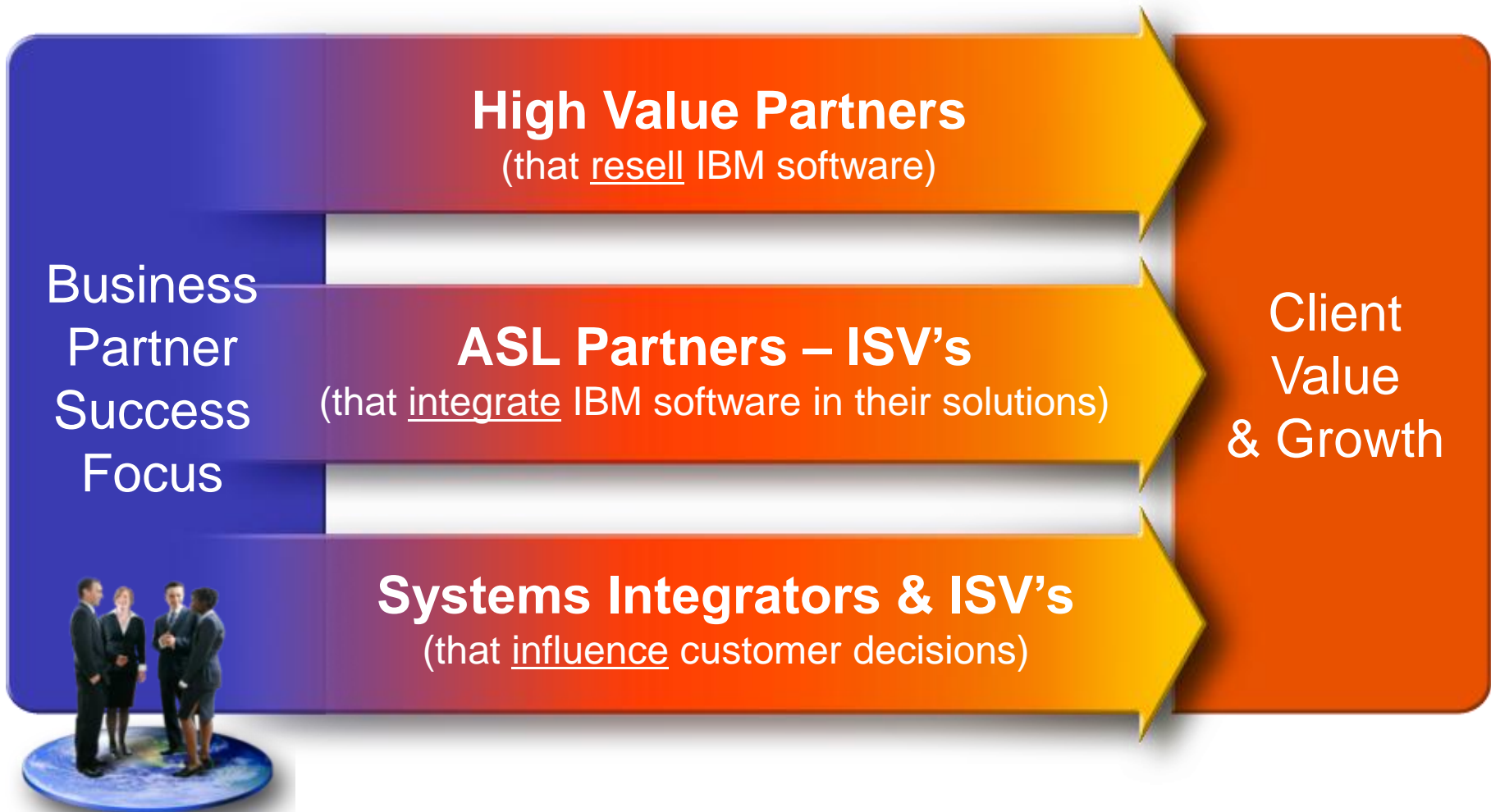
IBM ISV & Developer Relations EMEA Business Partner Forum

# Application Specific Licensing (ASL)

**Philippe Rycroft**  
European ASL Sales Executive  
IBM Software Group

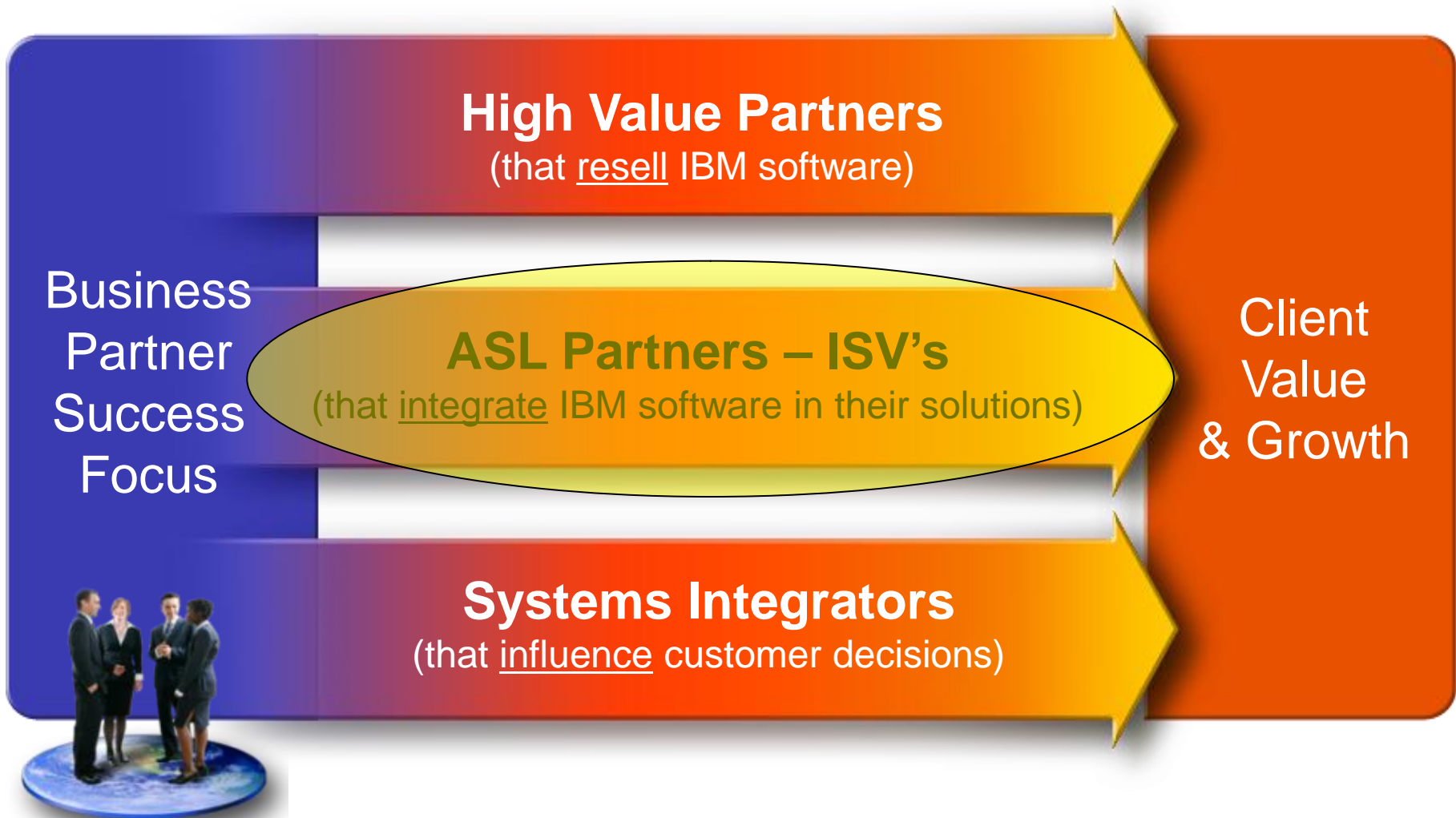


# 2010 Software Sales Drivers





# 2010 Software Sales Drivers



# IBM Software Business Partner Strategy



**1 Deliver Greater Client Value**

**ASL**



**2 Drive Incremental Growth**

**ASL**



**3 Focus on Industry**

**ASL**



**4 Embrace New Delivery Models**

**ASL**



**5 Leading Vendor of Choice**

**ASL**



# Different Software Group Business Models

.....

## Resell

Application,  
Hardware or  
Services  
**SOLUTION**

IBM  
Middleware

## IBM ASL (integrated bundle)

Application  
and  
Services  
**SOLUTION**

IBM  
Middleware



## IBM OEM (deep embed)

Integrated  
Systems  
**SOLUTION**

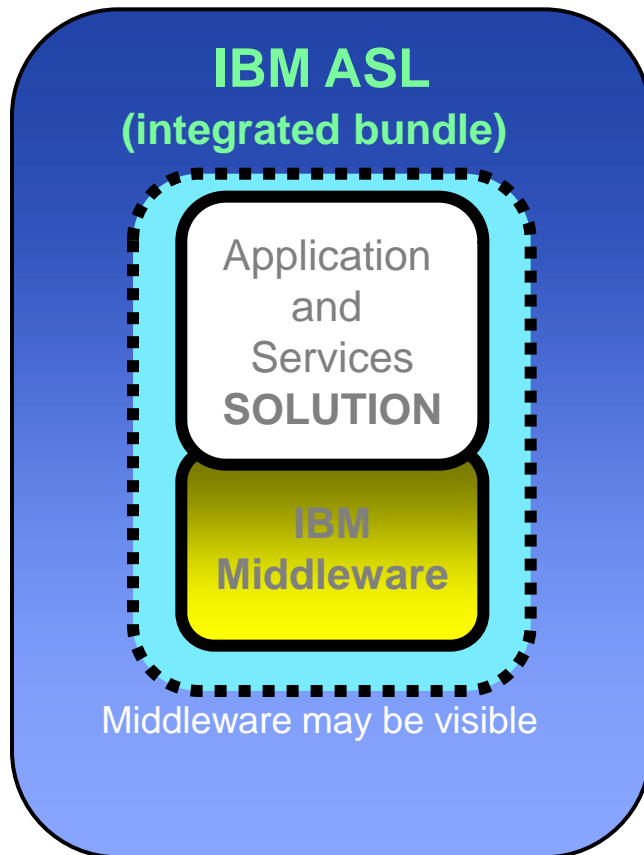
IBM  
Middleware



..... to deliver Client Value

# Application Specific Licensing .....

## .....What is it?



### ASL is a Business Model

#### Software & Services integrated bundle

One price for complete solution

Partner offering + IBM Middleware

Middleware 'hidden' or 'visible'

Restricted license transferred

ASL Partner owns license

Renewals 'protection'

L1/2 support by ASL partner

Marketing with ASL partners

# 10 Benefits of Application Specific Licensing

## Developing Solution

1. Leverage IBM's significant investment in software
2. Well integrated partner solution & IBM software
3. Shorter time to market

## Sales Cycle

4. Sale is focused on Application
5. Shortened sales cycle
6. IBM reps can assist (and be paid) in the client sale
7. Improved margins – upfront license & annual renewal
8. Ongoing account control

## Customer Benefits

9. Lower installation & support costs
10. Improved customer satisfaction

11. **According to IBM market research, 50% of ISVs prefer an ASL relationship as the best way to provide lowest TCO to end user.**



# Application Specific Licensing .....

## .....Why Good Business for ISV's

- The Market
  - fastest growing software channel
  - aligned to solutions oriented buying behavior
  - profitable business model
- IBM's drive to solutions sales
  - increased industry focus
  - Integration of middleware with ISV applications
- IBM's drive to capture the ASL market opportunity
  - 10% of overall Middleware market
  - \$10 Billion revenue



## Application Specific Licensing .....

..... What is IBM doing !

- Agreement on new focused ASL strategy
  - supported by SWG senior executives
- Additional investments in sales resources
  - strengthened sales teams around the world
- Increased Marketing and Press focus
  - dedicated resources assigned – first time
- Key Sales Plays defined
  - to drive joint growth
- Improve operational support
  - centralize support systems



## Application Specific Licensing .....

## ... The Sales Plays

### **Strengthen & Expand Current ASL Partnerships**

Revitalize & Up-sell current/old ASL contracts

### **Recruitment of new ASL Partners**

Team with IBM (SWG, IDR, GB)

Leverage ASL Distribution Partners

### **Deploy New Market Models**

SaaS, PaaS, IaaS, Cloud, etc

### **Selected Brand Plays**



# Resources for Business Partners

## 1. IBM ASL website for business partners (requires PartnerWorld login )

1. [https://www-304.ibm.com/jct01005c/partnerworld/mem/pat/pat\\_sw\\_oem\\_main.html](https://www-304.ibm.com/jct01005c/partnerworld/mem/pat/pat_sw_oem_main.html)

## 2. ASL Business Partners Software Support Handbook

- [https://a248.e.akamai.net/f/248/47541/1d/www-200.ibm.com/partnerworld/swg/pdf/oem\\_bp\\_sw\\_tech\\_support\\_handbook\\_V2\\_5.pdf](https://a248.e.akamai.net/f/248/47541/1d/www-200.ibm.com/partnerworld/swg/pdf/oem_bp_sw_tech_support_handbook_V2_5.pdf)

## 3. Midmarket ISV Distributor Program (MIDP) – \*

- [https://www-304.ibm.com/partnerworld/mem/pat/pat\\_sw\\_oem\\_distributor.html](https://www-304.ibm.com/partnerworld/mem/pat/pat_sw_oem_distributor.html)
- \* - MIDP not offered in all geographies

# 2010: The Year of the Business Partner







Thank  
You

# A SmarterPlanet – being deployed



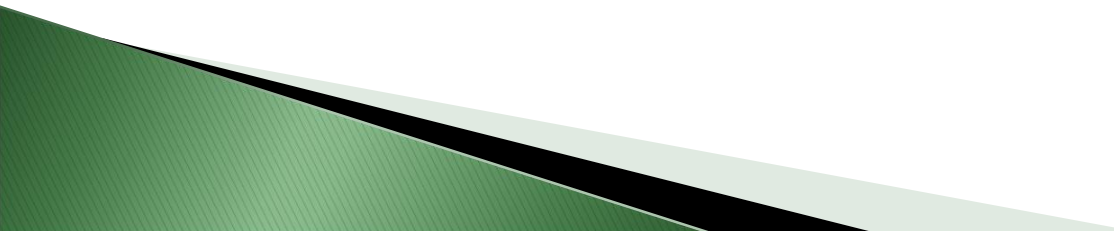
# The universal challenge

Utility companies are facing the same changes as the Telecom industry had to endorse 10 year ago.

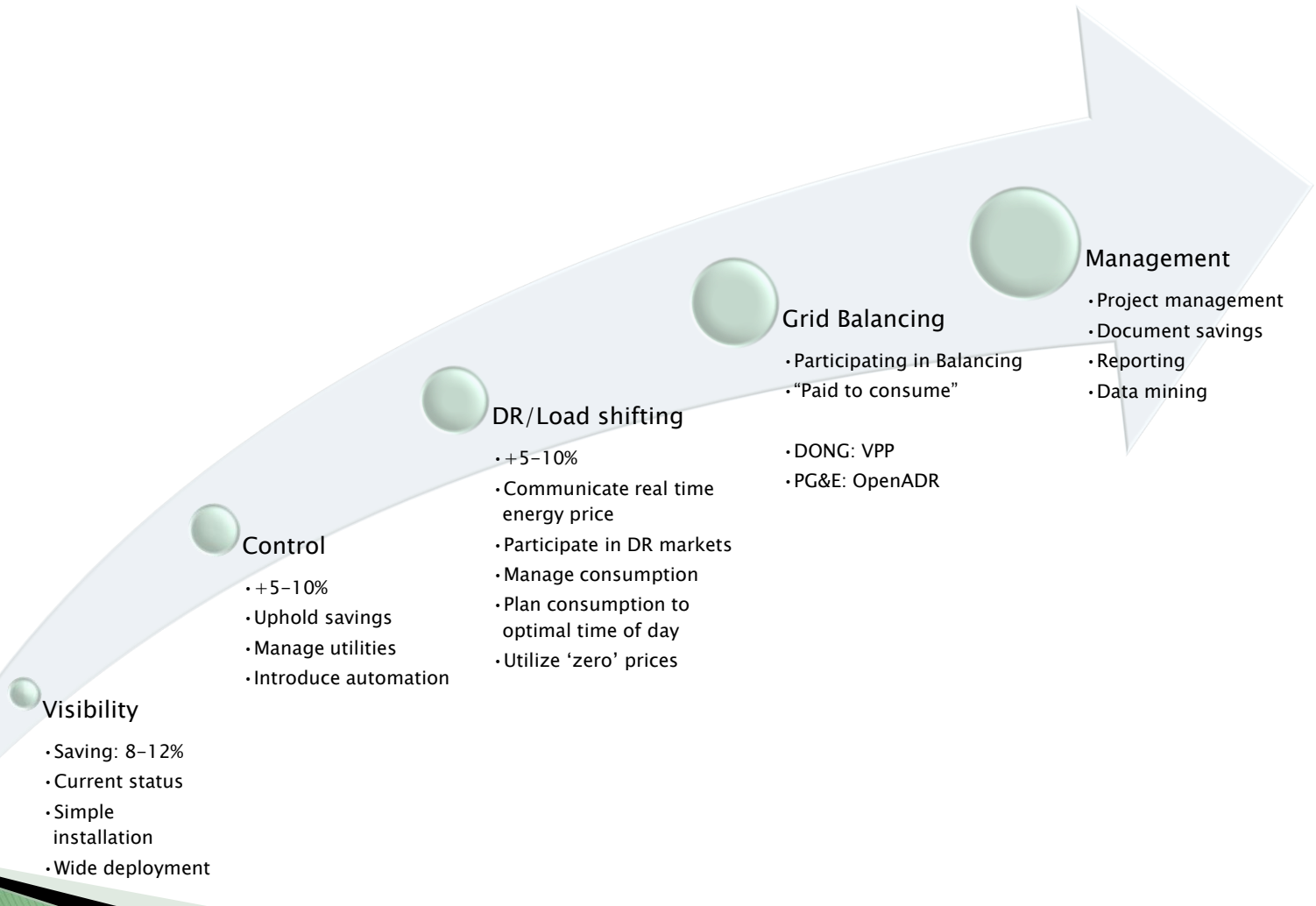
*Energy will become a commodity,  
and service will carry future  
markets*

# Smart meters – the first step

“Meters are an initial, yet vital step towards the SmartGrid”

- ▶ Nothing more than a part of a billing system
  - ▶ Transparency is needed
  - ▶ User involvement
  - ▶ Consumer services in opposition to regulation
- 

# GridManager – Industrial energy administration





# Real life examples – Forklift chargers

1. General EE
2. Load shifting
3. Balancing



## Visibility

- Saving: 8–12%
- Current status
- Simple installation
- Wide deployment

## Control

- +5–10%
- Uphold savings
- Manage utilities
- Introduce automation

## DR/Load shifting

- +5–10%
- Communicate real time energy price
- Participate in DR markets
- Manage consumption
- Plan consumption to optimal time of day
- Utilize 'zero' prices

## Grid Balancing

- Participating in Balancing
- "Paid to consume"
- DONG: VPP
- PG&E: OpenADR

## Management

- Project management
- Document savings
- Reporting
- Data mining

# Real life examples – Compressors

1. General EE
2. Operation hours



## Visibility

- Saving: 8–12%
- Current status
- Simple installation
- Wide deployment

## Control

- +5–10%
- Uphold savings
- Manage utilities
- Introduce automation

## DR/Load shifting

- +5–10%
- Communicate real time energy price
- Participate in DR markets
- Manage consumption
- Plan consumption to optimal time of day
- Utilize 'zero' prices

## Grid Balancing

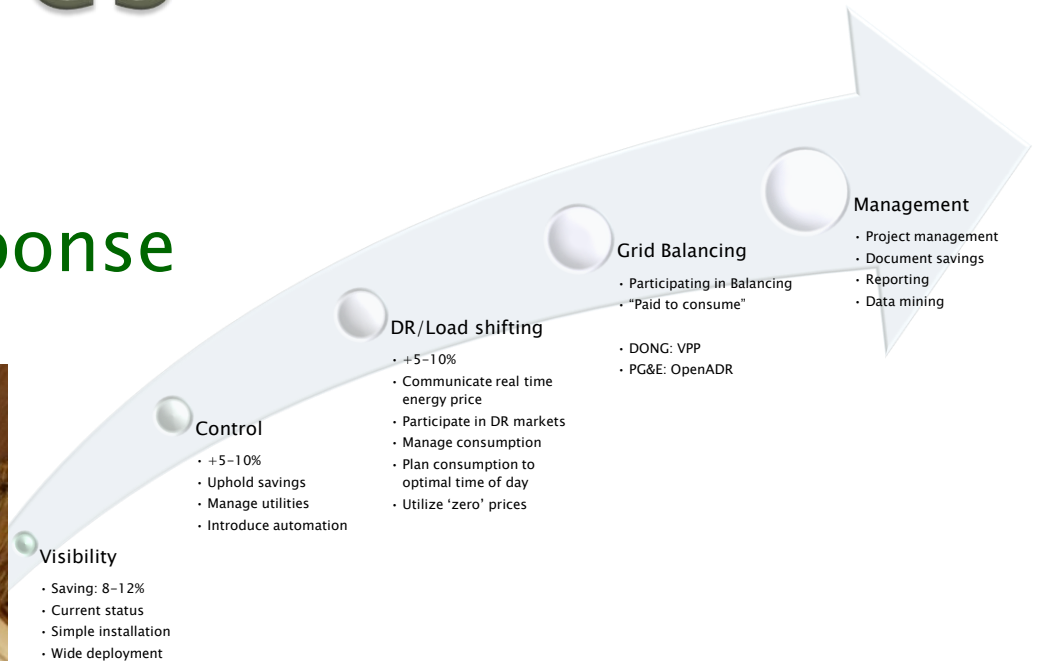
- Participating in Balancing
- "Paid to consume"
- DONG: VPP
- PG&E: OpenADR

## Management

- Project management
- Document savings
- Reporting
- Data mining

# Real life examples – Cold stores

1. General EE
2. Loadshifting
3. Demand Response



# Examples – Industrial processes

1. General EE
2. Load shifting
3. Demand Response

Welcome to  
**Damolin**



## Visibility

- Saving: 8–12%
- Current status
- Simple installation
- Wide deployment

## Control

- +5–10%
- Uphold savings
- Manage utilities
- Introduce automation

## DR/Load shifting

- +5–10%
- Communicate real time energy price
- Participate in DR markets
- Manage consumption
- Plan consumption to optimal time of day
- Utilize 'zero' prices

## Grid Balancing

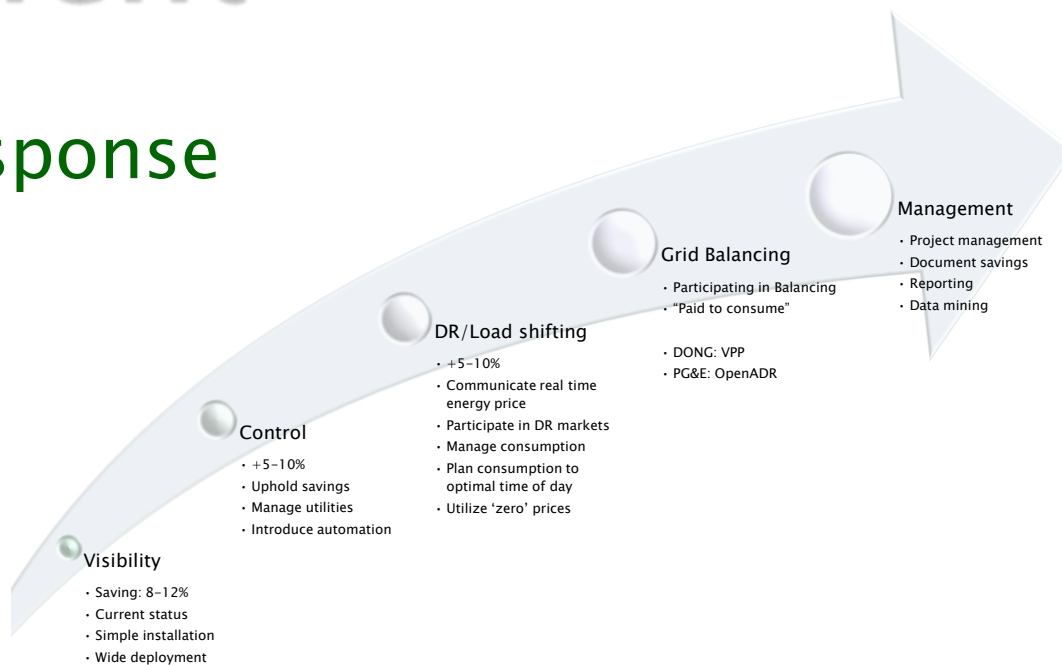
- Participating in Balancing
- "Paid to consume"
- DONG: VPP
- PG&E: OpenADR

## Management

- Project management
- Document savings
- Reporting
- Data mining

# Examples – Rental space management

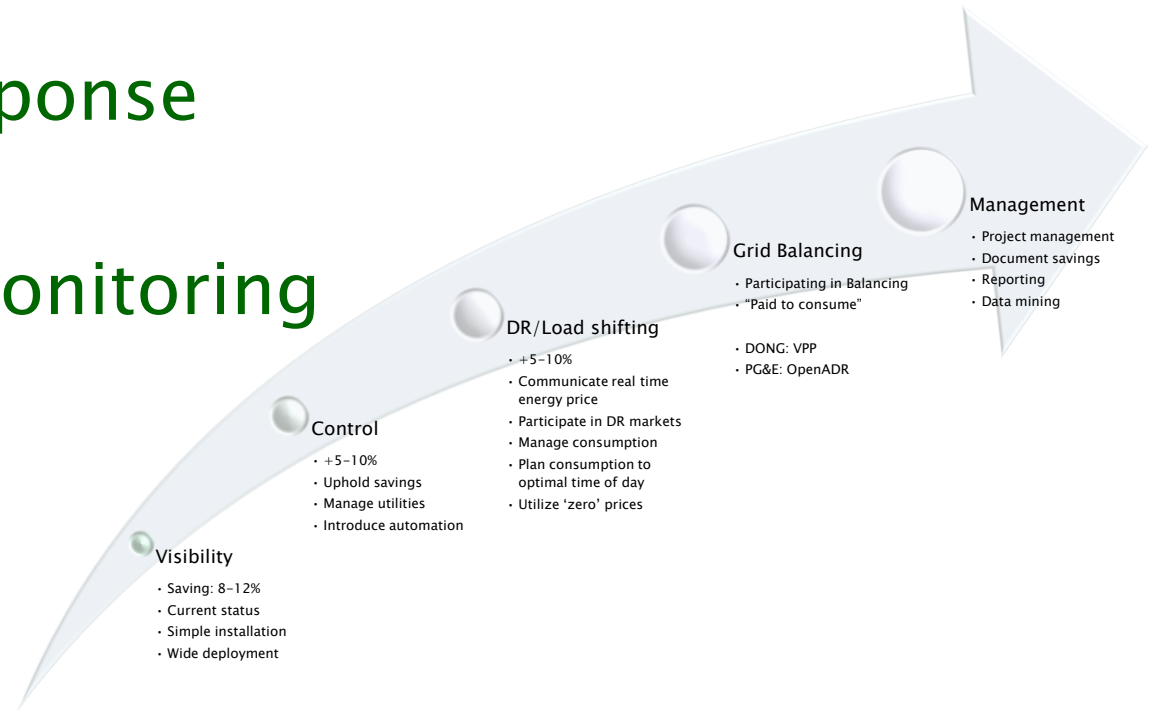
1. General EE
2. Demand Response





# Examples – Industrial farms

1. General EE
2. Demand Response
3. Balancing
4. Power line monitoring



## successes

- ▶ Time lines:
  - Mid May – Signature
  - September – Proof of concept
  - November – Initial customer
  - January – Beta installations (Paying clients)
  - February – “Smarter Planet”
- ▶ Support successes
  - Scalability
  - System integration
  - SAFE Compliance (raises the standards)

# GridManager status

- ▶ Has 7 beta test customers signed up
- ▶ Working system ready for deployment
- ▶ Are in close dialog with a number of utilities
- ▶ Based on DB2, Websphere and M-queue
- ▶ Want to become SAFE compliant

# Awards

- ▶ Jun.09 – IBM and GridManager Cleantech partnership
- ▶ Jan.10 – Nominated best Start-up of the year locally
- ▶ Feb.10 – Best businesscase at VC forum in London
- ▶ **Top Utility Technologies 2010 by UTC Challenge**

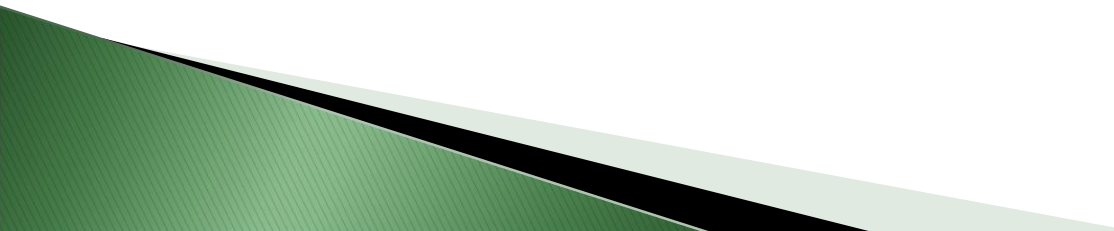
The selection committee, including SDG&E, Austin Energy, National Grid, the Tennessee Valley Authority, Accenture, Lockheed and the City of Anaheim

# The IBM and GridManager potential

Quote "Vesa Koivisto/Fortum":

Cleantech is still an emerging greenfield market, and we have come to realise that none of the big players can provide a solution.

A start-up company is needed, and the GridManager/IBM combination is what we are looking for.





# Conclusion

- ▶ Its an Greenfield market, that can be turned into a “blue ocean”
- ▶ A start-up in combination with an ‘IBM’ is seen as the solution
- ▶ Consumers have to see ‘new markets’ as opportunities
- ▶ Services is the key for future successes

# IBM EMEA Business Partner Forum 2010

## 16 March, Copenhagen, Denmark

- 13:30 Welcome words
- 13:40 IBM Solution Select Niall O'Donohoe
- 14:15 IBM Software Group Channel Marketing Sandy Campbell
- 14:45 Break
- 15:00 Smarter Systems for a Smarter Planet Steve Perry
- 15:30 Application Specific Licensing Philippe Rycroft
- 16:00 Callatay & Wouters – a Partnership Story Johan Martens
- 16:20 GridManager – a Cleantec solution Morgens Birkelund
- 16:45 Business discussion & summary of the day
  
- 17:15 Travel back to hotel
- 19:00 Cocktail reception at the hotel
- 20:00 Meet at hotel entrance – travel to dinner