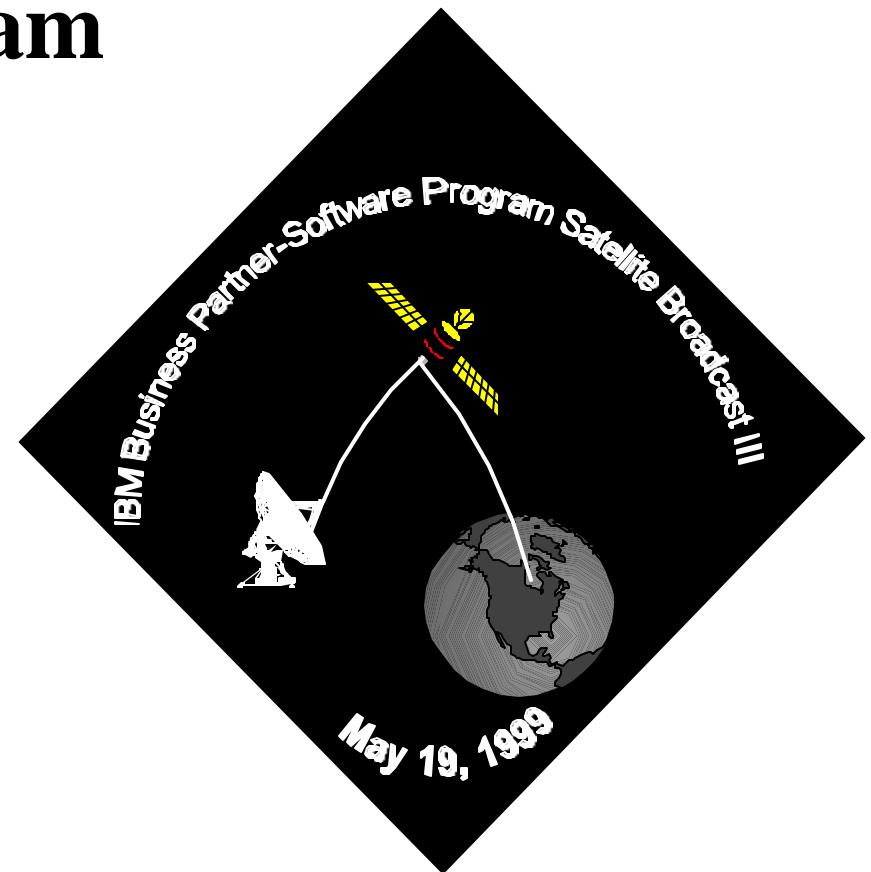


**IBM Business
Partner-Software Program
Satellite Broadcast III
1999 Series**

**e-commerce
Opportunities**

May 19, 1999



Agenda

- 2:00** **▣ Welcome**
 - **Dan Albertson, Manager**
IBM Business Partner-Software Program, NA
- ▣ e-commerce Campaigns**
 - **Nancy Roath, Manager**
Vice President Software Marketing, NA
- ▣ New Product Updates**
 - **Bruce Weed**
Internet Channels Development and Marketing
- ▣ Business Partner Testimonials**
 - **Aureus Solutions, Inc**
 - **Aspen Consulting**
- ▣ Programs, Enablement, Education**
 - **Kim Masoner**
Worldwide Channel Marketing - Internet Software
- ▣ Next Steps/Call to Action**
 - **Nancy Roath, Manager**
Vice President Software Marketing, NA
- 4:00** **▣ Close**

Coming Events

- **June 30** **WebSphere**
- **August 11** **On Demand Server**
- **September 15** **Database Management**
- **October 21** **MQSeries/Business Integration**
- **December 8** **WebSphere**

IBMTV (FTN) and TEN Participants Only

Satellite Broadcast III - e-commerce Opportunities

Name: _____

Location: _____

Phone: _____

We value your input!

Please circle your answers to the questions asked on the broadcast and return this form immediately by either Fax or Mail.

FAX

Ann Barnhart, IBM Business Partner Software Program at 972-280-6394

MAIL

IBM Corporation
Attention: Ann Barnhart
5th Floor
1507 LBJ Freeway
Dallas, TX 75234

Thanks for your cooperation.

Question 1	A	B	C	D	E	Evaluation Question 1	A	B	C	D	E
Question 2	A	B	C	D	E	Evaluation Question 2	A	B	C	D	E
Question 3	A	B	C	D	E	Evaluation Question 3	A	B	C	D	E
Question 4	A	B	C	D	E	Evaluation Question 4	A	B	C	D	E
Question 5	A	B	C	D	E	Evaluation Question 5	A	B	C	D	E
Question 6	A	B	C	D	E						
Question 7	A	B	C	D	E						
Question 8	A	B	C	D	E						
Question 9	A	B	C	D	E						
Question 10	A	B	C	D	E						

Satellite Broadcast III - e-commerce Opportunities

Name: _____

Company: _____

Program #: _____

Voice #: (Must be included) _____

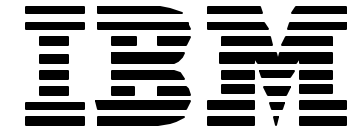
FAX # (Must be included) _____

E-mail: _____

Please limit your questions to e-commerce Opportunities discussed in today's satellite broadcast.

Solution Sales Process Training Classes

<i>City</i>	<i>Dates</i>
New York, NY	April 26-27
Columbus, OH	April 28-29
Detroit, MI	May 5-6
Salt Lake City, UT	May 11-12
Houston, TX	May 19-20
Tampa, FL	May 25-26
Calgary, Alberta	May 25-26
Rolling Meadows, IL	June 2-3
Kansas City, MO	June 15-16

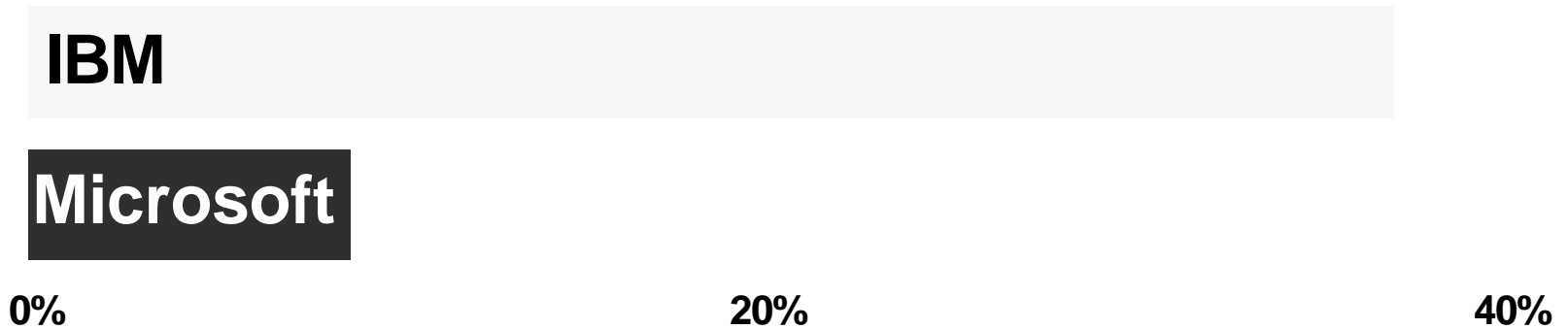


e-commerce Campaigns

Nancy Roath
Vice President Software Marketing,
NA

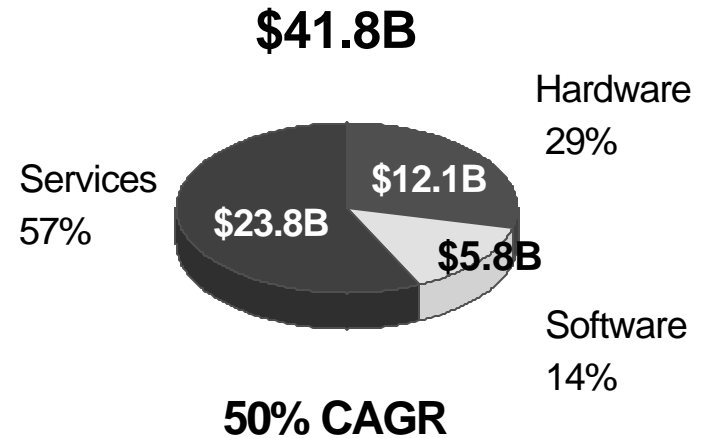
Driving e-business Leadership

Q: Association with e-business?

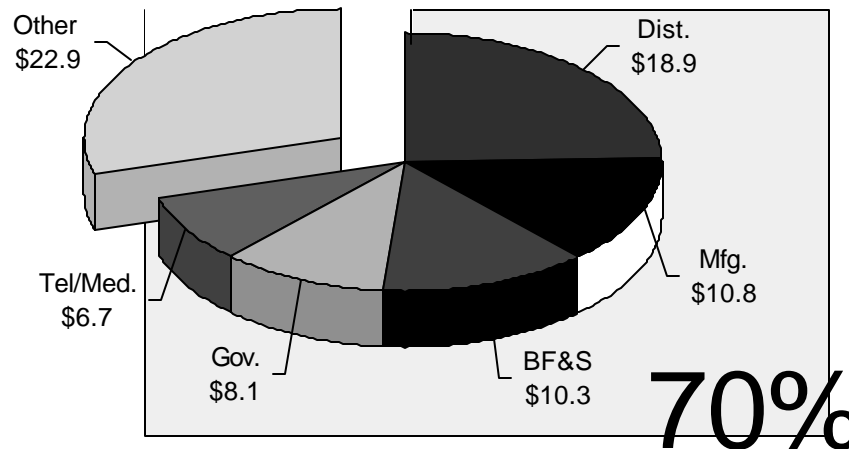


A Large, Growing Market Opportunity

The outlook for e-Commerce software spending remains strong over the next few years, and has the potential to become a \$6 billion market by 2002.



Total by Industry (\$B, 2002)



@e-business now
1999 Business Partner
Campaign

A Large, Growing Market Opportunity

NEW YORK (CNNfn) - Investors in International Business Machines Corp. were feeling heady Thursday as the stock hit a 52-week high in morning trading on optimism about the technology giant's anticipated revenue growth and its commitment to Internet commerce.

Featured Solutions



Campaign Components

- **Sell-in Sheet**
- **Introduction Kit**
- **Sales Kit**
- **Quick Reference Guides**
- **Technical Brochure**
- **Business Partner Direct Mail - (from Distributors)**
- **End-User Direct Mail - (from Business Partners)**
- **End-User Fulfillment Kit**
- **TeamPlayers Direct Mail - (Business Partners to End-User)**
- **Advertising Templates**
- **Program Web Site**
 - <http://partnerinfo.software.ibm.com/ebusinessnow>
 - (this URL is for Internal IBM and Business Partners only)

e-Commerce Campaign - "Who"

Print/TV

Business Strategists

WEB

80% IT Implementors

20% Business Strategists

**Direct/
Mail**

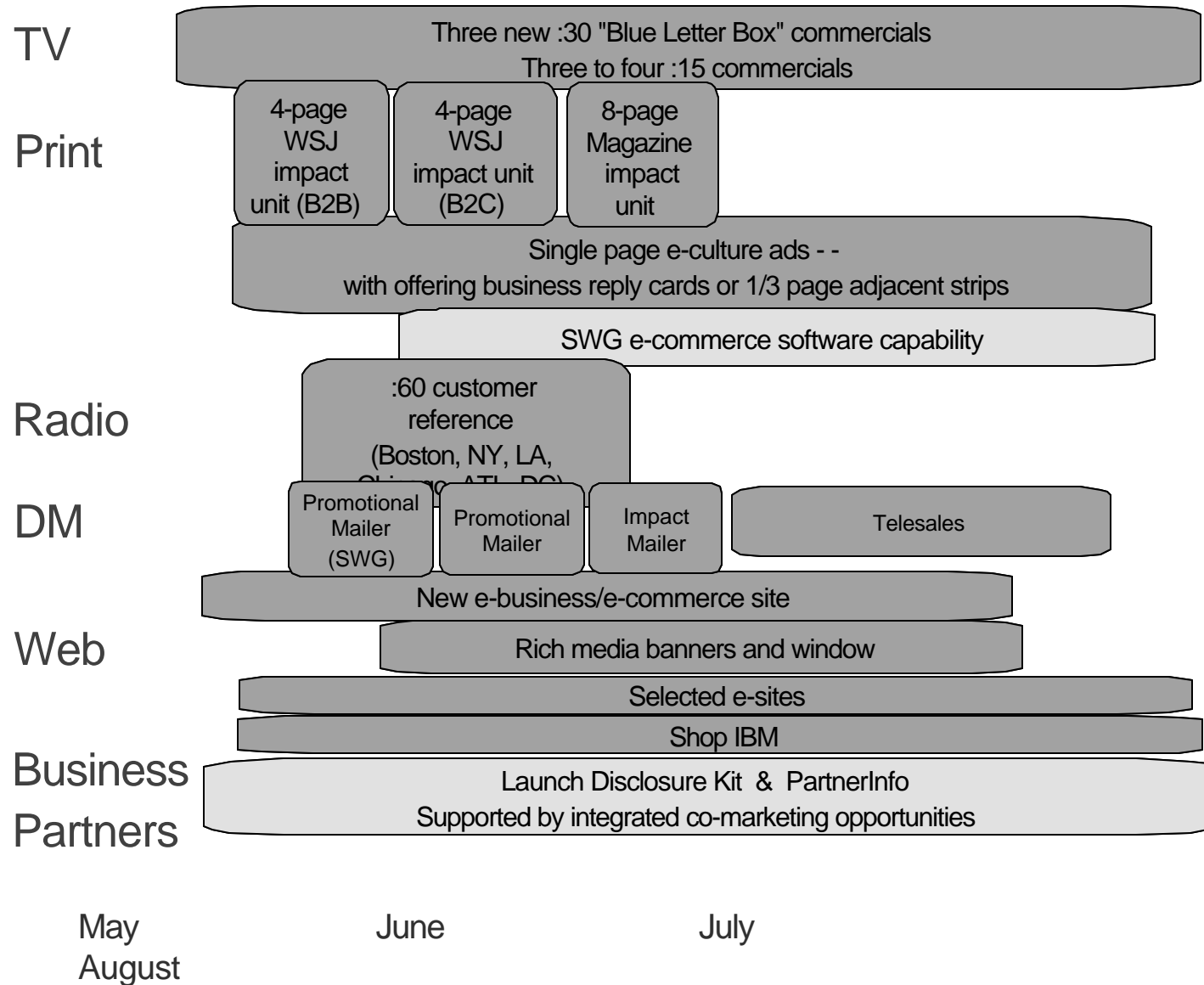
50% Business Strategists

Heads Marketing & Sales, CIOs

50% Senior IT Strategists

(company sizes 500+)

e-Commerce Campaign "What"



e-Commerce Campaign

May - October

Print Ads

CIO
Computerworld
Information Week
Info World
PC Week
Inter@ctive Week
Internet Week
Network World
Application Development Trends

Web Banners

Zdnet
geocites
macromedia
download.com
tucows.com
builder.com
newspage

Call to Action: Go to website, call 800#, BRC, fax

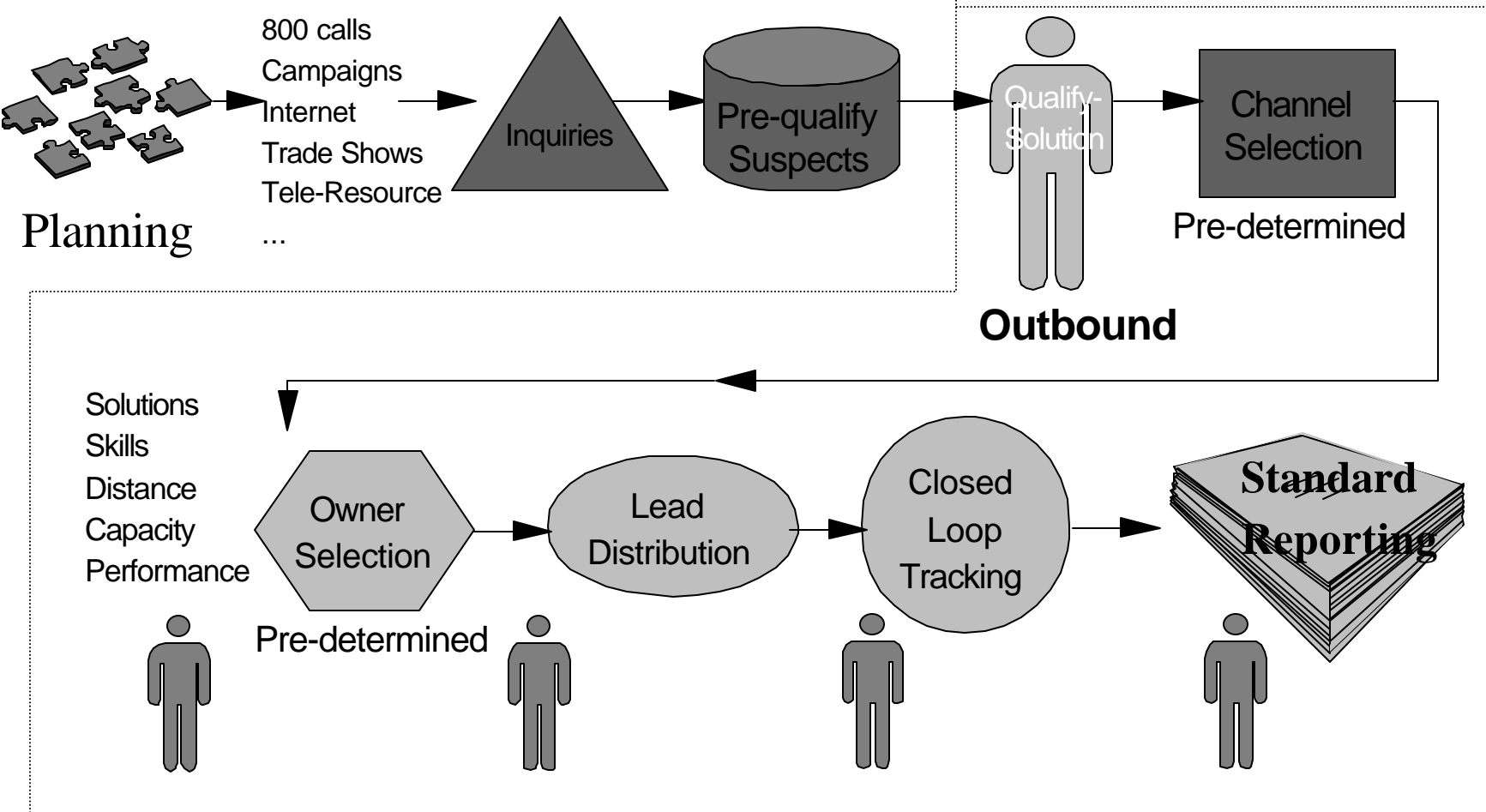
Offers: e-Commerce roadmap & downloads, attend a Business Partner seminar

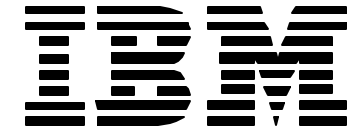
Participation Requirements - Solution Providers

- **Commerce VAE**
- **IBM SW Business Partner program**
- **Net.Commerce certification**
 - or teamed with a certified Business Partner
- **Business Plan ***
 - training plans
 - marketing plans
 - incentives
 - revenue and volume projections

* requirements (if any) for a Business Plan from Solution Providers purchasing through Distributors are determined by the Distributor

Lead Management -- Process





New Product Updates

**Bruce Weed, Manager
Internet Channels Development and
Marketing**

E-Commerce Solutions and Products Agenda

- **IBM's Application Framework**
- **Why IBM & E-Commerce**
- **Net.Commerce Start and Pro**
- **Net.Commerce CHS**
- **Start Now**
- **V3.2 for AS/400**
- **Commerce Integrator**
- **Commerce Architect**

e-business Applications that Work



- **Industry standards and technologies**
- **Development and deployment methodologies**
- **Leadership products**

e-business Application Methodology

Business Analysis

- Business Process Roadmaps
- Transformation Case Studies
- Scenario-based Patterns

Application Design

- Application Topologies
- Design Guidelines
- Integration Approaches

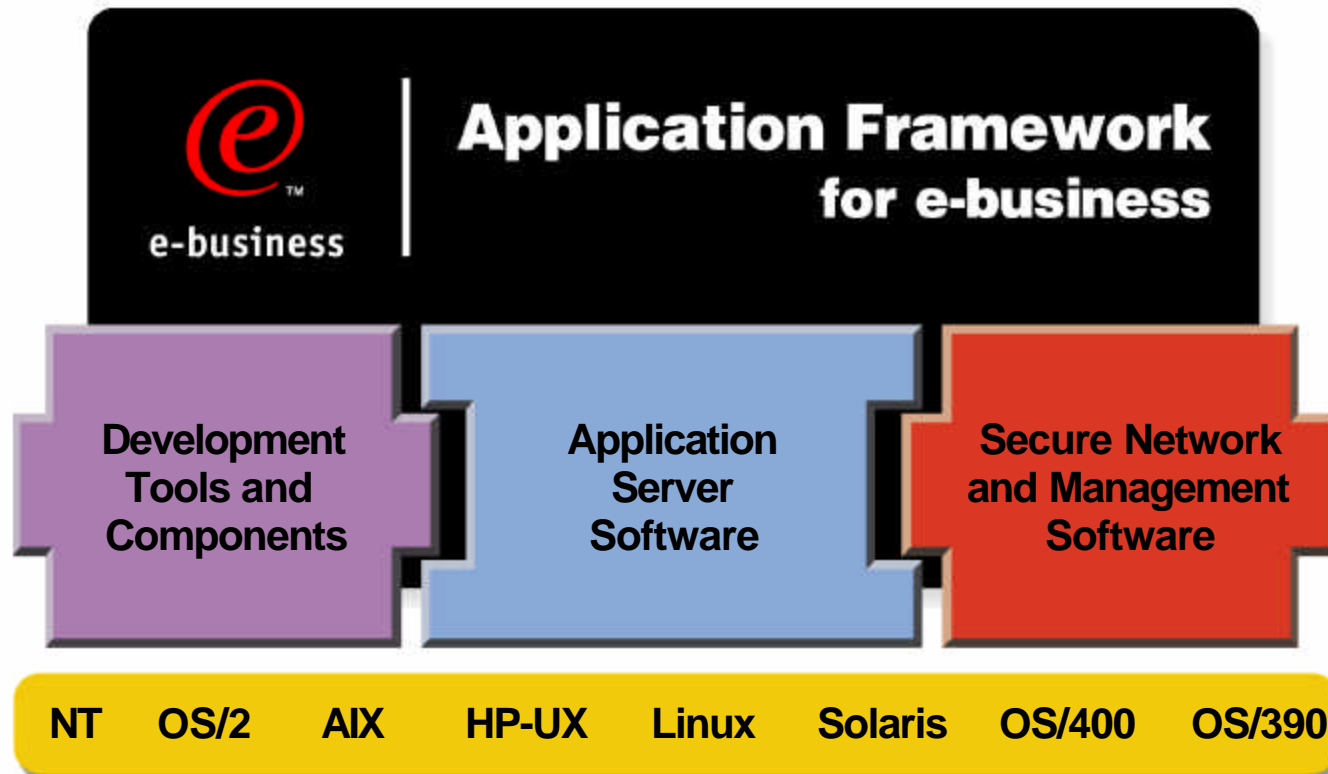
Application Development

- Programming & Component Model
- Development Guidelines
- Tools Product Maps
- Integrated Development Environment

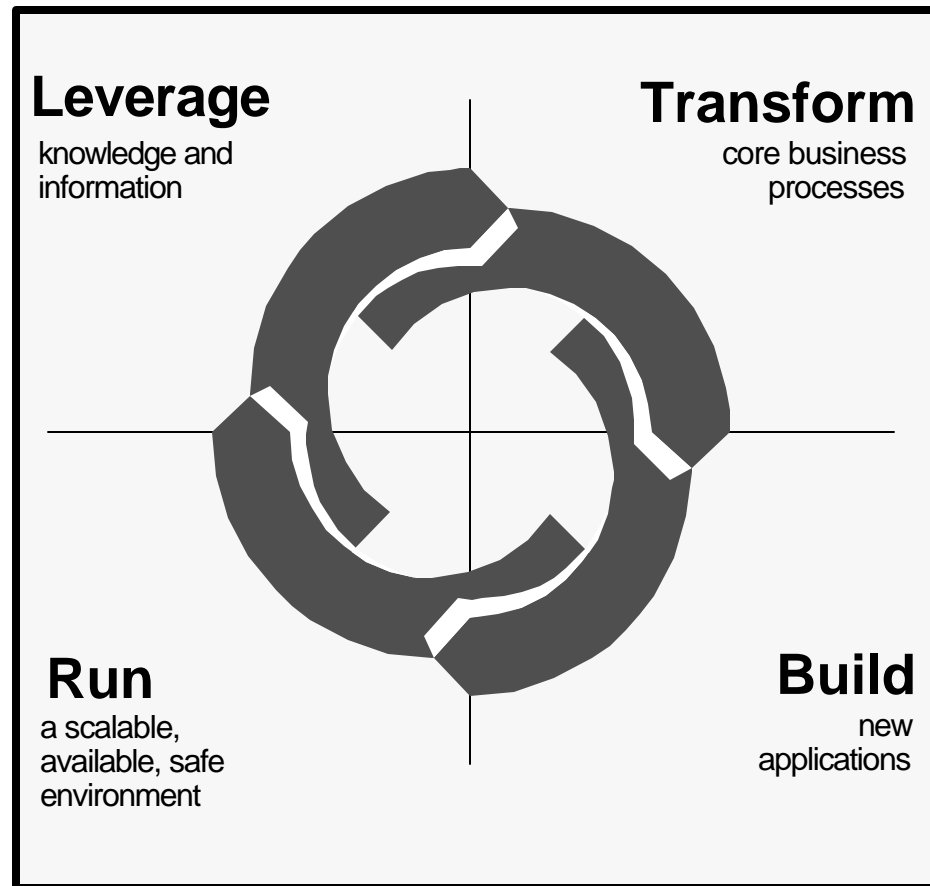
Solution Deployment

- Runtime Topologies
- Runtime Product Maps
- Platform & Performance Guidelines

Leadership Products



Focus e-business solution areas



E-business = The Web + IT + Business Re-Engineering

Why work with IBM in the E-commerce Space?

"For all the buzz about the megadeal involving America Online, Netscape, and Sun Microsystems, they're still relative pip-squeaks in e-commerce. So who's king of the virtual hill? A company called **IBM.**"



...U.S. News and World Report,
December 7, 1998

Product Features and Functions

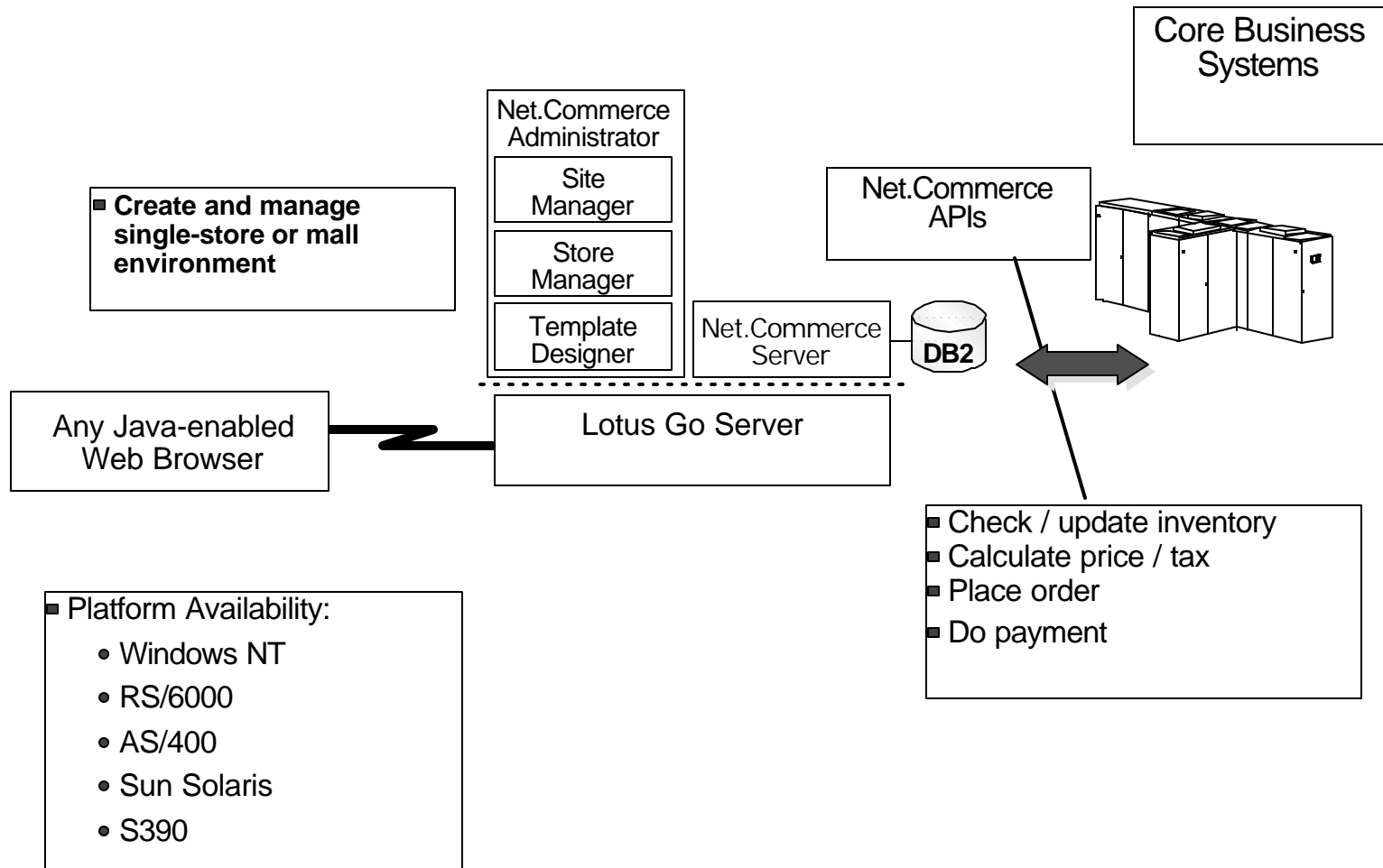
Net.Commerce V3.1.2

Brief Description.... IBM Net.Commerce is an Internet commerce solution which provides a framework to conduct business in a secure and scalable manner. Net.Commerce supports business-to-business and business-to-consumer e-commerce environments. It provides a complete e-commerce solution from catalog and site creation to payment processing and integration into back-end systems.

- **Net.Commerce START (\$4,995US) NT only**
 - START Targeted at businesses who want quick entry into e-business.
 - Store Creation Wizard & Predefined Store Templates
- **Net.Commerce PRO (\$19,995US)**
 - PRO is Targeted at Medium & Large Enterprises developing their 1st and 2nd Generation e-business Site
 - Includes Intelligent Catalog & Backend Integration Tools

Product Features and Functions

Net.Commerce V3.1.2



Net.Commerce Awards and Reviews

"We award our Editors' Choice to IBM's Net.Commerce Start 3.1.1 for delivering a very sophisticated and powerful solution and giving you the greatest flexibility no matter what decisions you've already made.....Leave it to a big company to come up with a big solution. IBM's Net.Commerce Start is a highly configurable, scalable system that lets you build virtually any type of online store you want."



**....PC Magazine Editor's Choice Award,
January 5,1999**

IBM Net.Commerce won the COMDEX Asia award for Best Internet/Intranet Product of the Year in 1998, beating HP, Pacific Advantage, CSA & MICROSOFT!



IBM Net.Commerce Hosting Server - Product Definition

- **Offers a complete solution for building and operating a hosted e-commerce service**
- **Enables SPs to be full-service, value-added CSPs**
- **Focused on the set up, hosting, and operation of multiple e-commerce sites in a shared environment**
- **Addresses CSP requirements for service setup, operation, and enablement**
- **Targets telcos, ISPs, VARs, VAPs, SIs, Web agencies, portal providers -- anyone offering hosted EC services**
- **Built on Net.Commerce V3 -- adds CSP tools, features, and extensions**
- **NT, AIX and SUN**

IBM Net.Commerce Hosting Server - Product Definition

- **Offers a complete solution for building and operating a hosted e-commerce service**
- **Enables SPs to be full-service, value-added CSPs**
- **Focused on the set up, hosting, and operation of multiple e-commerce sites in a shared environment**
- **Addresses CSP requirements for service setup, operation, and enablement**

Net.Commerce Hosting Service: Business Model

- **CSP "leases" storefronts, charges setup, plus monthly fee**
- **Provides simple, Web-based merchant tools for self-provisioning**
- **Customer requirements: a low-cost, low-risk solution that is simple, secure and easy to use**
- **Quick time to market**
- **New revenue opportunities and flexible options**
- **NCHS Server software \$12,500**
- **Each additional merchant after five is \$500**

What is IBM Start Now for e-commerce ?

- **A complete Business Partner marketing program built around an e-commerce solution offering**
- **Sold and implemented by Business Partners**
 - predefined IBM HW, SW and sample applications
 - IBM Financing option (where available)
 - pre-defined Business Partner services (Set up Guide/SOW)
 - Business Partner enhancements and upsell opportunities as applicable
- **Targeted at Small and Medium Businesses (SMB)**
- **Supported by**
 - extensive IBM demand generation
 - cooperative marketing programs
 - training and support

Program Goals

- **Drive volume sales of e-commerce solutions in the SMB marketplace through Business Partners by minimizing market inhibitors**
 - Reduce complexity of solutions to better suit the SMB marketplace
 - Limit implementation options to reduce sales cycle and lower solution cost
 - Fix scope of work to eliminate *Fear, Uncertainty and Doubt* - speed up decisions

- **Improve Business Partner productivity by providing necessary building blocks and a simplified implementation process for complete e-commerce solutions**
 - Well defined starter solution with a predetermined price
 - Simplified implementation
 - Packaged hardware, software and services
 - Lower initial cost
 - Scalable and extendible

Target Customer Profile

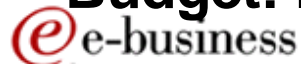
- **Small and Medium Businesses (SMB) with ...**
 - Existing catalog or new web-oriented product line
 - Desire to open new storefront on the web

- **View e-Commerce as ...**
 - Strategic to company's future
 - a way to improve customer service
 - Critical to retaining and growing existing customers
 - an opportunity to extend reach to new customers and markets

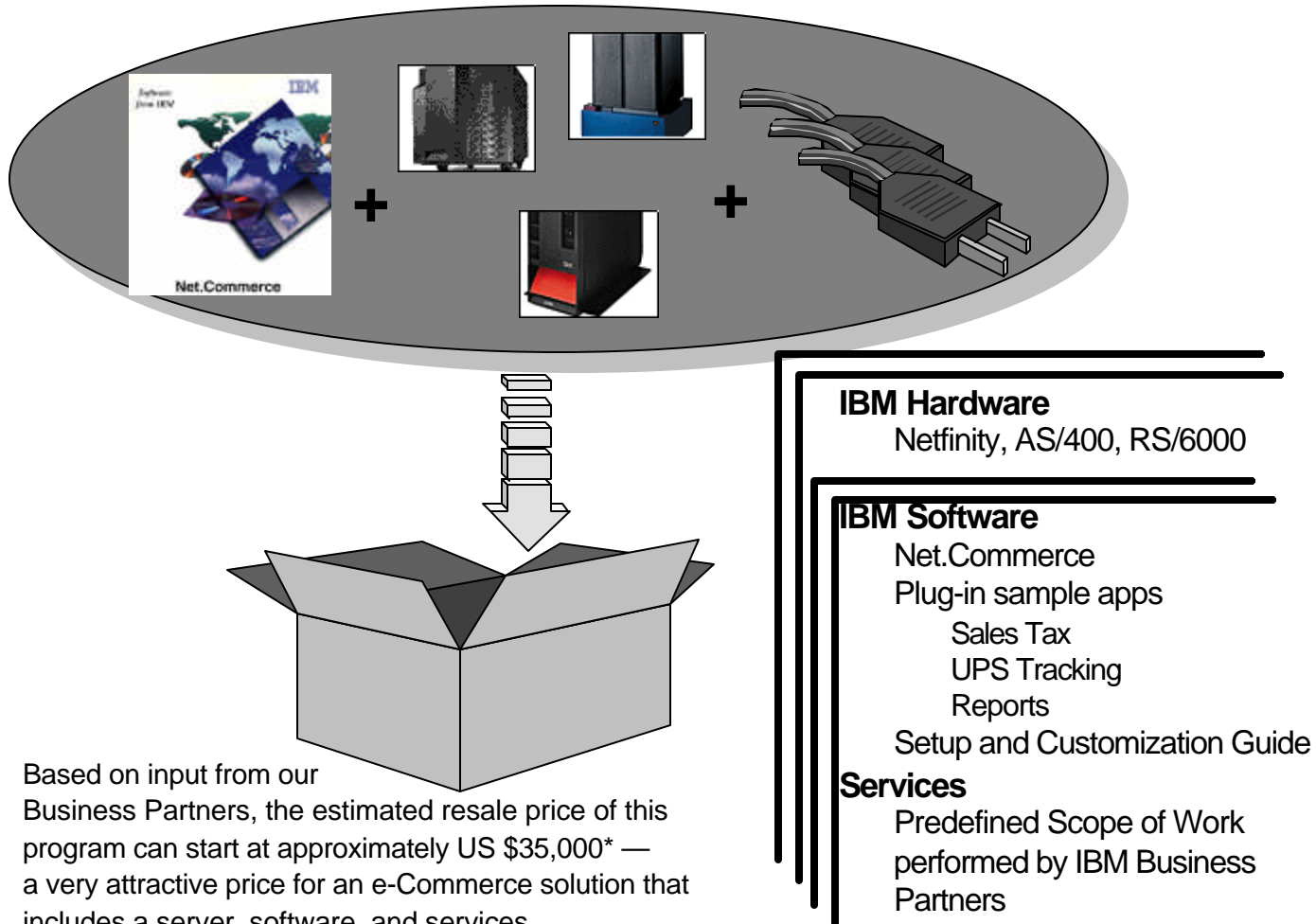
- **Priority Industries**
 - Distribution, Retail, Manufacturing, Finance, Travel, Entertainment

- **Typical Customer Needs**
 - A complete answer to e-commerce needs, not just a set of tools
 - Moderate transaction volumes
 - Capability to link to legacy systems
 - Interaction via the Internet
 - Services are essential for customization and growth

■ ~~Budget: minimum US \$35K~~



What is IBM Start Now for e-business: Commerce ?



*Estimated reseller price only. Actual prices may vary.

AS/400 - Sample Scope of Work

Distributor

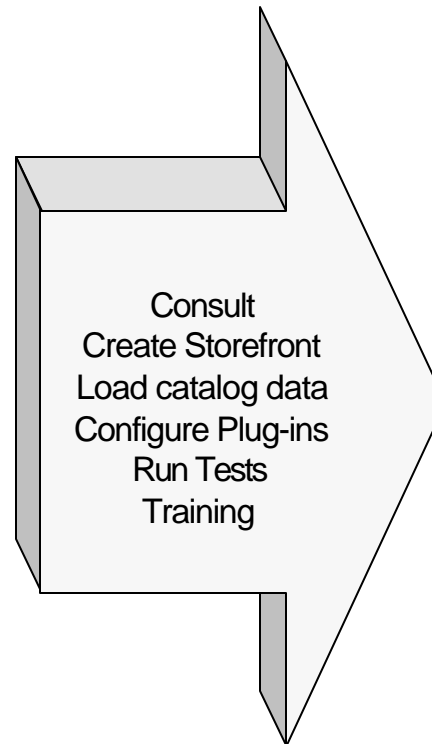
Pre-load SW
Configure, Test
Training
Support
Mktg Pgms



Example Package*

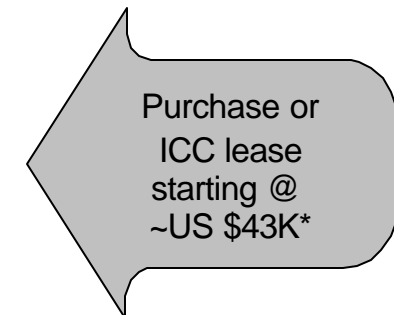
* Services hours and hourly rate are estimates based on input from our Business Partners. Hardware and SW costs are approximate IBM list prices. Actual prices of packages are established by Business Partners and may vary.

Solution Provider



Customer

Provide:
digital catalog (text & images)
Internet connection



What additionally can you provide?

- **Firewall solution**
- **MQ Series**
- **BI**
- **UDB**
- **Additional plug-ins**
- **Domino Internet Starter Pack integration**
- **ISV e-commerce applications**
- **Additional Hardware**
- **Other value add ...**

Participation Requirements - Distributors

■ **Value Rebate Program**

- Internet Category
- Net.Commerce certified

■ **Right to Copy Program (optional)**

- simplifies admin
- can increase margins

■ **Business Plan**

- recruitment plans
- training plans
- marketing plans
- incentives
- revenue and volume projections

Participation Requirements - Solution Providers

- **Commerce VAE (For AS/400 and RS/6000)**

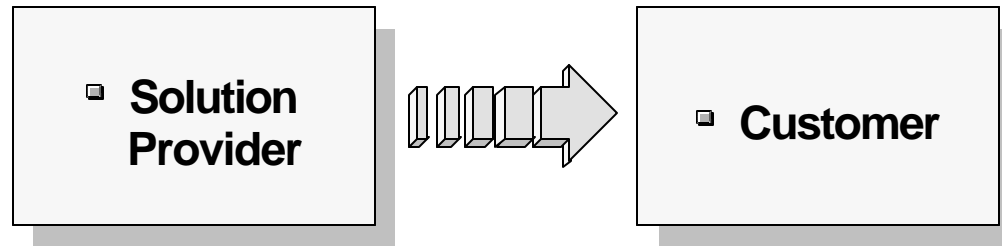
- **IBM SW Business Partner program**

- **Net.Commerce certification**
 - or teamed with a certified Business Partner

- **Business Plan ***
 - training plans
 - marketing plans
 - incentives
 - revenue and volume projections

* requirements (if any) for a Business Plan from Solution Providers purchasing through Distributors are determined by the Distributor

Value Proposition



- A solution that's **easier to sell, implement and use** (SOW/Setup guide)
- A well-defined solution to bring to market
- Sales training and support provided (via the VAD)
- \$2.5K in hardware and software revenue
- **\$24K in services revenue**
- **ROI of 55% in year one and 95% in year two**
- **ICC leasing as available**
- **A well defined and easy to understand solution at a well defined price**
- The option of **purchase or lease**
- **Quicker setup** (up and running faster)
- **Lower starting price point**
- **A complete solution** (an outlined SOW via the BP)
- **One stop shopping** (hardware, software and services via the BP)
- **A great value!**

Business Partner Feedback

- **StartNow was crucial in getting customers to consider IBM's Net.Commerce solution in the SMB space - Reduced barriers to entry**
- **\$35K price lowers the entry cost, provides an attractive and competitive entre**
- **Effective sales kit/tool for business partners to go after the e-commerce marketplace**
- **IBM and VAD e-apps add crucial functionality that differentiates us from competition**
- **Nearly one third of start now customers implemented Net.Commerce START and PRO solutions**

Summary of New Features in Net.Commerce for AS/400, Version 3

- **Full Version 2 functionality, plus:**
- **Advanced Catalog Tools to create intelligent catalogs**
- **MQ Series adapter for back-end integration**
- **3 examples of e-commerce sites**
- **A site creation Smart Guide**
- **IBM Payment Server for SET support**
- **Euro support**
- **Redesign to further improve security, scalability and extensibility**

IBM Net.Commerce for AS/400, Version 3 Availability

- **English Version on OS/400 V4R3**
 - Announced 4Q98
 - GA 4/30/99

- **Other National Language Versions**
 - GA 5/28/99

IBM Net.Commerce for AS/400, Version 3 Pricing

- **Price structure based on AS/400 Hardware Group; Different from Workstation Pricing (NT, AIX, Sun)**
 - **One time charge software for each Hardware Group**
 - **Upgrades charged for movement to larger Hardware Group**
 - **Customer has unlimited number of merchant sites, URLs, stores**
 - **Version to version charges for Net.Commerce covered under AS/400 subscription model**

IBM Net.Commerce V3.2 for AS/400 Pricing (cont.)

■ **One-time charges**

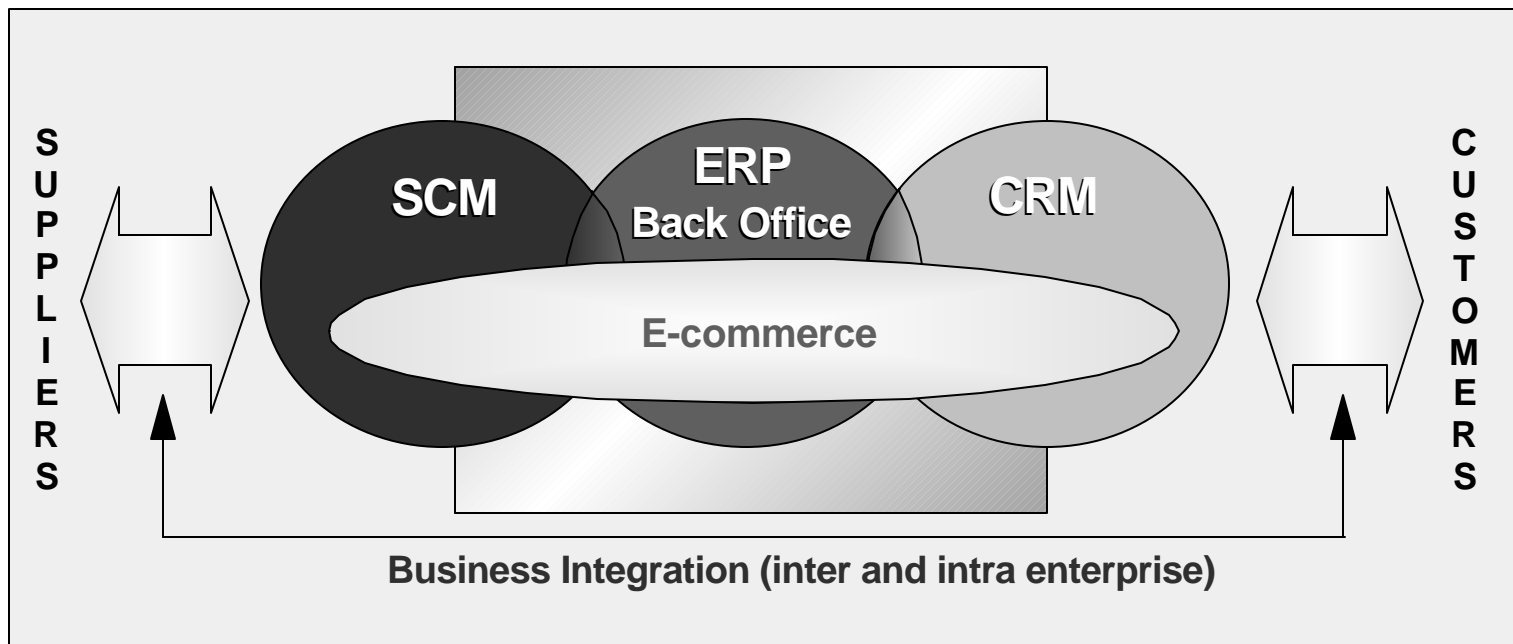
- **P05 Group: \$7,500**
- **P10 Group: 11,250**
- **P20 Group: 15,000**
- **P30 Group: 30,000**
- **P40 Group: 45,000**
- **P50 Group: 60,000**

■ **Free upgrade to P05 Group for purchasers of V2 for AS/400**

- **Announcement letter will have ordering instructions to upgrade**
 - ▲ **from V2 to V3.2 for P05 group at no charge**
 - ▲ **from V2 to V3.2 for other groups at delta prices**

Business Process Integration is Central to E-Commerce

- ❑ E-commerce is the defining e-business application that integrates core business processes and extends them to customers and suppliers.
- ❑ Customers want to exploit their e-commerce Web site to improve core business processes such as supply chain management and customer relationship management, as well as many others.



Forrester Research says an alarming 30% of any large company's annual budget is spent on integration of applications!

E-commerce Customers Face Tough Business Integration Challenges Today

- ▣ **With dozens of complex ERP and business application systems in the marketplace, companies have not been able to tightly integrate their Web commerce application to their back-end systems.**
 - **In addition, 90% of the Fortune 1000 run on at least three different operating systems, further complicating business integration.**

- ▣ **And few e-commerce Web sites are integrated with existing business systems today.**
 - **Our own research indicates that as little as 2% of all e-commerce sites integrate with their back end systems.**

- ▣ **Today, business integration is complex, time-consuming, and requires hours and hours of unique manual programming.**
 - **Currently, customers who to need to connect their commerce server to disparate back-end applications employ hard coded, point-to-point integration.**
 - **"70% of the cost of writing an application is writing the infrastructure" (Gartner)**

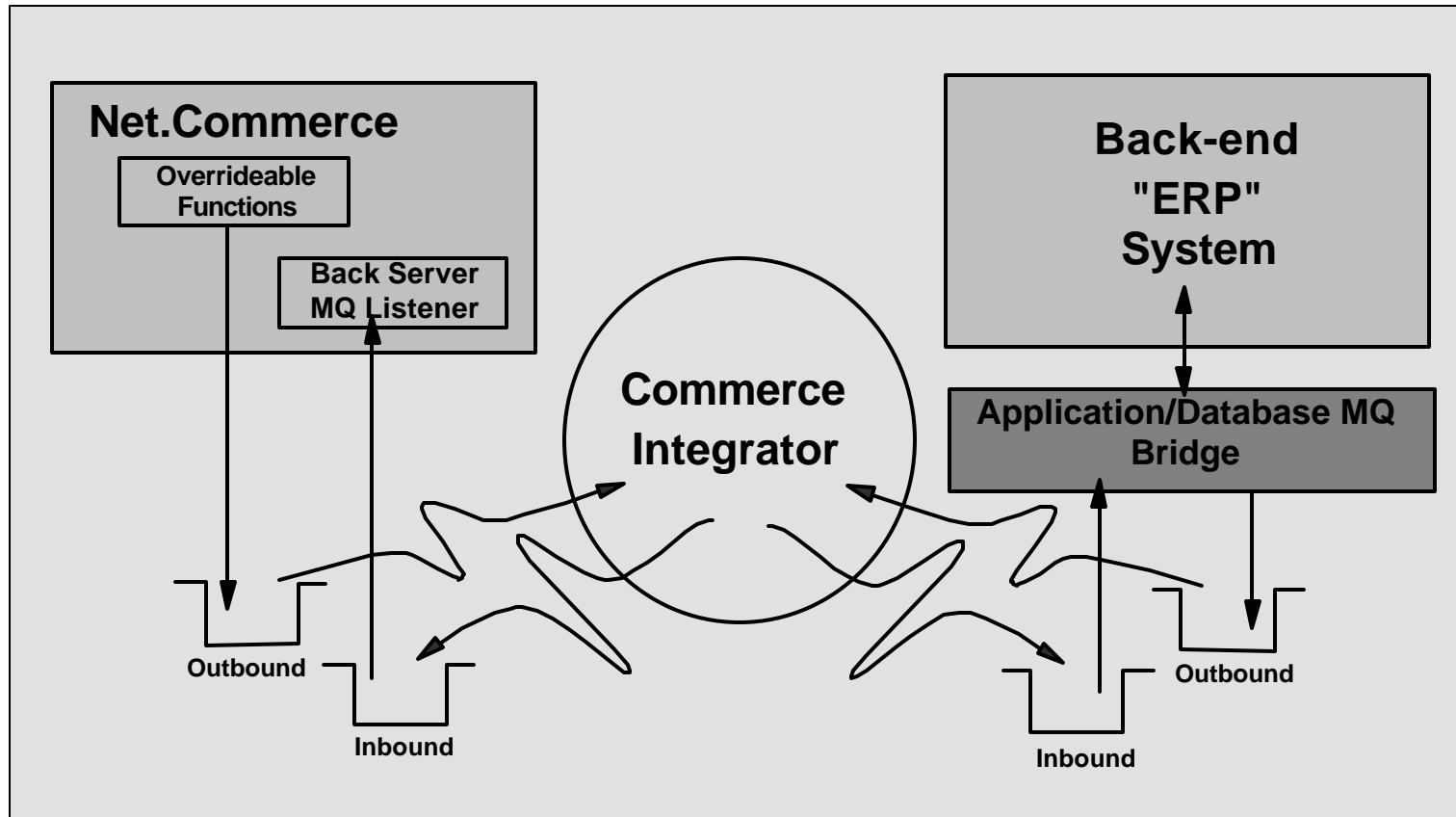
Introducing IBM Commerce Integrator

- **An open e-commerce solution that simplifies and accelerates the integration of your back-end systems**
 - **Incorporates IBM's best-of-breed middleware technology (MQSeries) in a single package. Connects to more than 25 different platforms**
 - **Provides modular, reusable components that will extend the scope beyond the targeted ERP vendors and allow many other applications to work with Net.Commerce.**
 - **Automatically reformats data to enable different applications to**
 - **exchange information, created with a simple drag-and-drop GUI interface.**
 - **Provides a secure and efficient way to make information available to end-users or applications.**
 - **Utilizes a standard method for transmitting product, customer and order-related data between an organization's backend system and the Web.**

Intranet: Integrating Net.Commerce applications with existing business systems and applications.

Extranet: Hub for supporting processes and sharing business information between trading partners.

Commerce Integrator Architecture



- Broker transforms and routes messages
- Application MQ bridges allow non-queue enabled applications (or application environments) to participate (in an ICI configuration or for direct connectivity via vanilla MQSeries)
- Utilizes MQ for reliable, secure transport

Business Integration IBM has the Solution

Commerce Integrator provides a robust framework for integrating Net.Commerce applications with existing business systems and applications, and those of external business partners.

▣ **Address Customers Needs**

- Reduces the costs by acceralating time to market and streamline business processes
- Open architecture allows companies to build on what they already have
- Facilitates tighter integration of e-commerce systems
- Provides back-end customization for ERP integration
- Provides back-end customization and integration solutions to meet any enterprise's needs
- Scales with your business

Commerce Integrator Translator / Adaptor List

Current

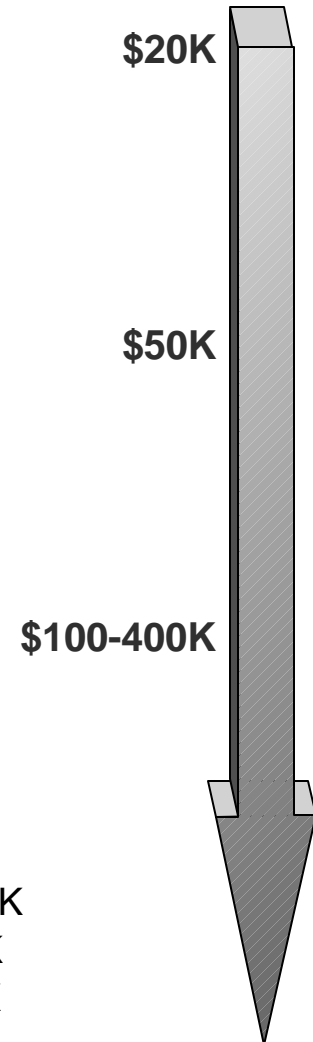
- ERP Systems
 - ▶ SAP
 - ▶ J.D. Edwards (CD Group)
- Business Systems
 - ▶ SSA
 - ▶ JBA
- Database Servers
 - ▶ DB/2
 - ▶ Oracle
 - ▶ ODBC Sources

Future

- ERP Systems
 - PeopleSoft
 - Baan
- Business Systems
 - Acacia
 - Lawson
 - IMI
 - JBA
 - Oracle Financials
 - Oracle Manufacturing
- Database Servers
 - SQL Server
 - ODBC Sources
- B2B Standards
 - EDI
- Legacy Systems
 - CICS
 - IMS

Business Integration Product Positioning

- ▣ Commerce Integrator Start
 - for Net.Commerce front-end only
 - one back-end connection only
 - RS/6000, Windows NT, Solaris
 - \$20K, then \$16K for additional processors (list price)
- ▣ Commerce Integrator Pro
 - for Net.Commerce front-end only
 - up to 5 back-end connections
 - includes SAP translator
 - RS/6000, Windows NT, Solaris
 - \$50K, then \$40K for additional processors (list price)
- ▣ MQ Integrator
 - to connect multiple front-end applications, multiple back-ends
 - most flexible, customizable
 - customer gets credit for previous purchase of CI
 - RS/6000, Windows NT, Solaris, MVS
- ▣ Typical Commerce Integrator software costs
 - Customer on NT server, connecting to one backend system: \$20K
 - Customer on AIX server, with 2 processors, connecting to one backend system: \$36K
 - Customer on AIX server with 4 processors connecting to one backend system: \$68K
 - Customer on AIX server with 4 processors connecting to 5 backend systems: \$210K



Catalog Architect and Content Management

- **Catalog Architect is a build-time tool (not run-time)**
 - Separate from Net.Commerce
 - Data in Catalog Architect is independent of data in Net.Commerce
 - Product data is manually "published" from the Catalog Architect to Net.Commerce database
 - Catalog Architect is optimized for data management
 - ▲ Net.Commerce is optimized for scaling to thousands of concurrent users

- **Catalog Architect is designed for creating and managing database type assets with integrity**
 - Product descriptions, features, "speeds and feeds", etc.
 - ▲ Not file based assets i.e. GIF, HTML, etc.
 - Maintaining relationships between categories, products and SKUs
 - Net.Commerce store information

Catalog Architect V3.1 Benefits

- **Reduce catalog life cycle costs**
 - **75% of the resources for managing a web site are spent on product information management**
- **Simplifies building catalogs in Net.Commerce 3.1.2**
 - **Easy to use interfaces**
 - **Enables rapid entry and updating of information**
 - **Checks and evaluates required data**
 - **Publishes all or subsets of your data**
 - **Properly prepares your data for the Product Advisor**
- **Provides the richness of product data necessary for rules based personalization**
- **Helps ensure complete, consistent, correct, and current data**
- **Reduce redundant information and data entry**
 - **Inheritance of attributes and values from single point of entry**
- **Efficient management of large amounts of data**

Catalog Architect - Familiar Interfaces

- **Spreadsheet like interface for creating and editing**
 - Cut and paste multiple attributes, products, categories in a single step
 - Reorder fields
 - Hide and show fields
- **An easy to use category tree view**
 - Build categorization hierarchies
 - Visually manipulate categories
 - Multiple categorization schemes
 - Products can reside in multiple categories

Product Number	Short Description	Long Description
046-546R	Regular Wrench	Made of high
016-118-3	Socket Wrench	SAE sized 1 1/2
91-129H	Claw Hammer	Styled with s
91-648B	Ballpein Hammer	2-lb steel fak
88-F17-3V	Watering Can	10l fine qual
288-465-2V	Garden Hose	1/2 inch ryle
59-411-PC	3 Piece Garden Tool	Garden T lbs:
289-742-GH	3 Piece Hand Tool S	3 pc set. Hig
0324534	IBM Aptiva A40	For brilliant m



Catalog Architect - Ensures the 4 C's

▣ **Completeness**

- **All the data that is required for your catalog is there**
 - Required fields are filled in
 - Products and items have prices
 - Products and categories have templates

▣ **Correctness**

- **The Information that is in your catalog is right**
 - Valid Tax, Discount, and Shipping Codes are being used.
 - The unit of measure for the weight field is not inches

▣ **Consistency**

- **The information within your catalog is uniform**
 - Spelling, capitalization, and usage of information across products is consistent
 - Attributes on products that might be compared are the same.

▣ **Current**

- **The information within your catalog is kept up to date**
 - Update prices regularly
 - Manage additions, updates, and deletions to your catalog quickly

Catalog Architect - Requirements / Price

▣ **Hardware requirements:**

- 128 MB RAM
- 400 MHZ, or faster
- 100MB of free disk space
- CD-ROM drive

▣ **Software requirements**

- Microsoft Windows NT V4 with Service Pack 3 or 4

▣ **Prerequisites**

- IBM Net.Commerce START or PRO V3.1.2 using DB2 on:
 - Windows NT
 - AIX
 - Sun Solaris, Version 3.1.2 using DB2

▣ **One license included with NC PRO V3.1.2**

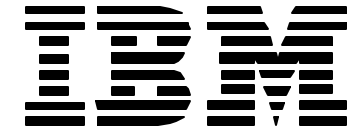
- To receive your copy go to www.ibm.com/net.commerce and follow links to Catalog Architect download/registration, fill out the form with the POE number found in your PRO package, and submit it for fulfillment

▣ **Price**

- Suggested list price - \$3000 per license

Summary: Points to Remember

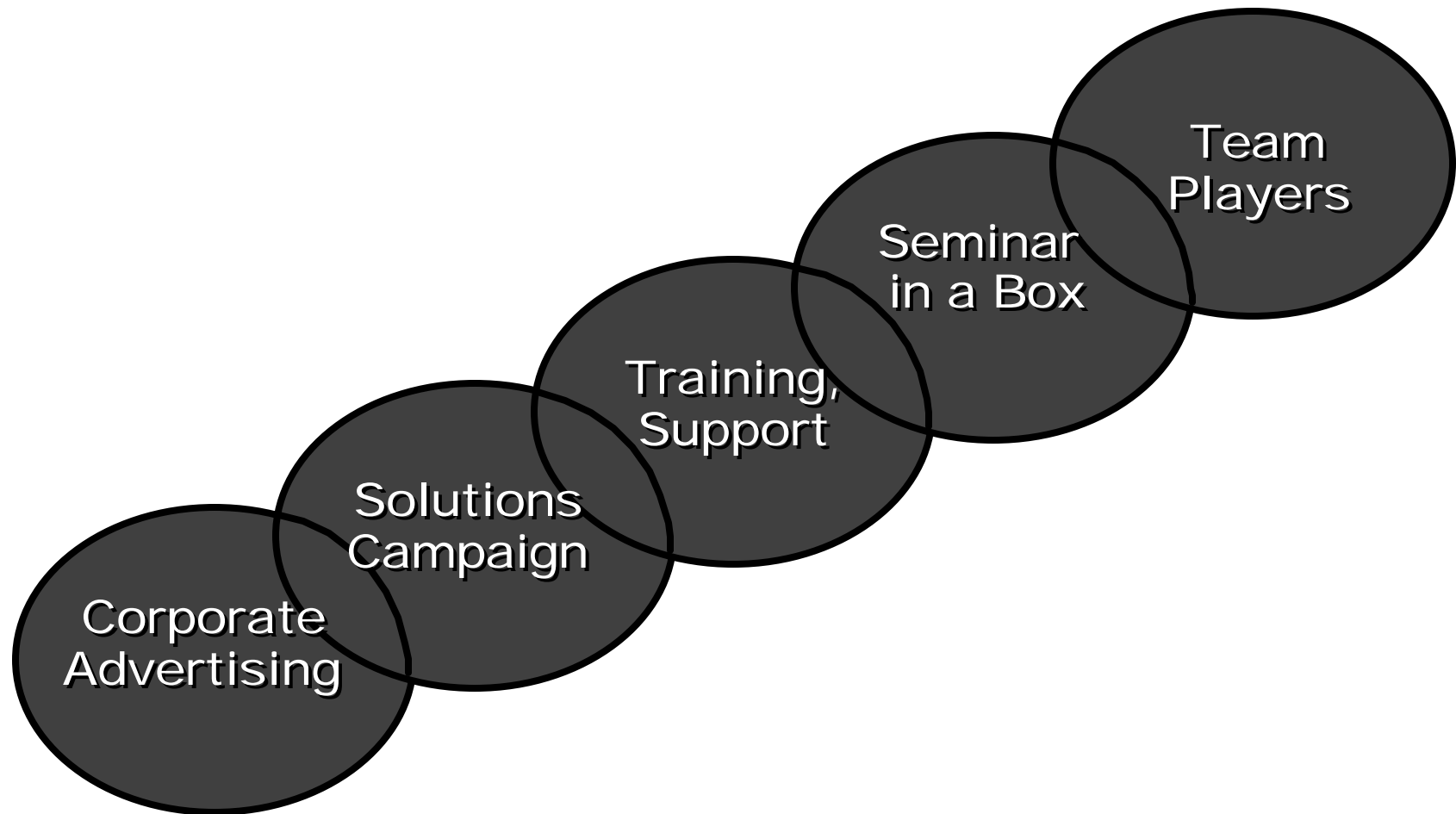
- **Catalog Architect is an easy to use application that increases productivity and accuracy in product information management**
- **Catalog Architect helps to reduce product information management life cycle costs**
- **75% of the resources required to create and manage a catalog of products on a web site is applied to the product information management, throughout the entire life of the web site**
- **Catalog Architect checks for completeness, correctness, and consistency in the data as required by Net.Commerce**
- **It helps to enable personalization and the Product Advisor, by providing the richness of product data required to have these functions/tools work at an optimum level**
- **Multiple Catalog Architects can publish to a single Net.Commerce database**
- **Current import / export capability is equal to Net.Commerce**



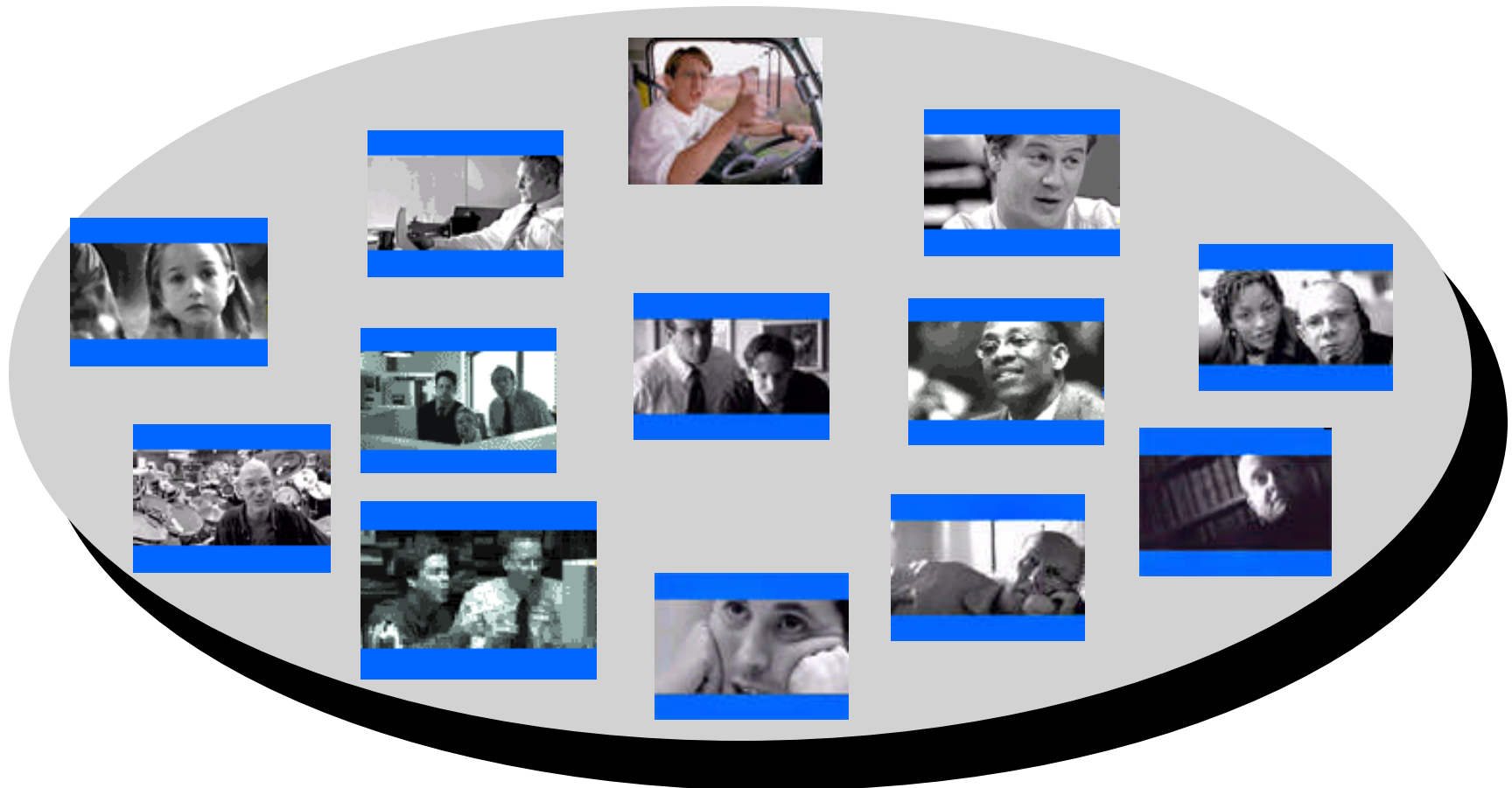
Enablement Education Co-marketing

Kim Masoner
Worldwide Channel Marketing -
Internet Software

Here's What We'll do for You



E-Business Advertising



Software Solution Campaigns

@outdoors

www.rei.com is an **IBM** e-business

Powered by an IBM e-commerce software solution, REI is the biggest outdoor marketplace on the Internet. Here you'll find everything from

state-of-the-wilderness gear you can actually buy (with credit card transactions made more secure by IBM) to clinics on basic outdoor skills, bulletin boards on camping, climbing, cycling, paddling – hey,

fact:

IBM e-commerce software solutions helped REI exceed their online sales projections by over 360%.

you've got the idea.

To help create this e-marvel, IBM software provided the building blocks for a range of comprehensive, end-to-end solutions. Proven products such as Net.Commerce, DB2® Universal Database® and IBM Firewall offer REI the scalability, reliability and security it takes to reach, sell and service a most demanding bunch of outdoor enthusiasts.

The results have been nothing less than astonishing. In the first quarter alone, REI Web sites generated sales that exceeded projections by over 360%. What's more, these e-sales were 4 times the size of those in their brick-and-mortar counterparts. Bottom line, REI is growing profits far beyond its wildest expectations.

REI is just one example of the thousands of e-commerce businesses IBM software has helped build and grow. From Web storefronts to back-end links to databases and transaction processors, IBM offers a robust array of products simply unmatched by anyone. All backed by the know-how of IBM and its Business Partners.

To learn how your company can run more productively and profitably, visit www.ibm.com/software/info/eci/mapinfo-enu for your free e-commerce road map.

IBM, DB2 and Middleware are registered trademarks and Universal Database, WebSphere and the e-business logo are trademarks of International Business Machines Corporation. Java and all Java-based trademarks and logos are trademarks of Sun Microsystems, Inc. in the United States, other countries, or both. Other company, product and service names may be the trademarks or service marks of others. © 2000 IBM Corp. All rights reserved.

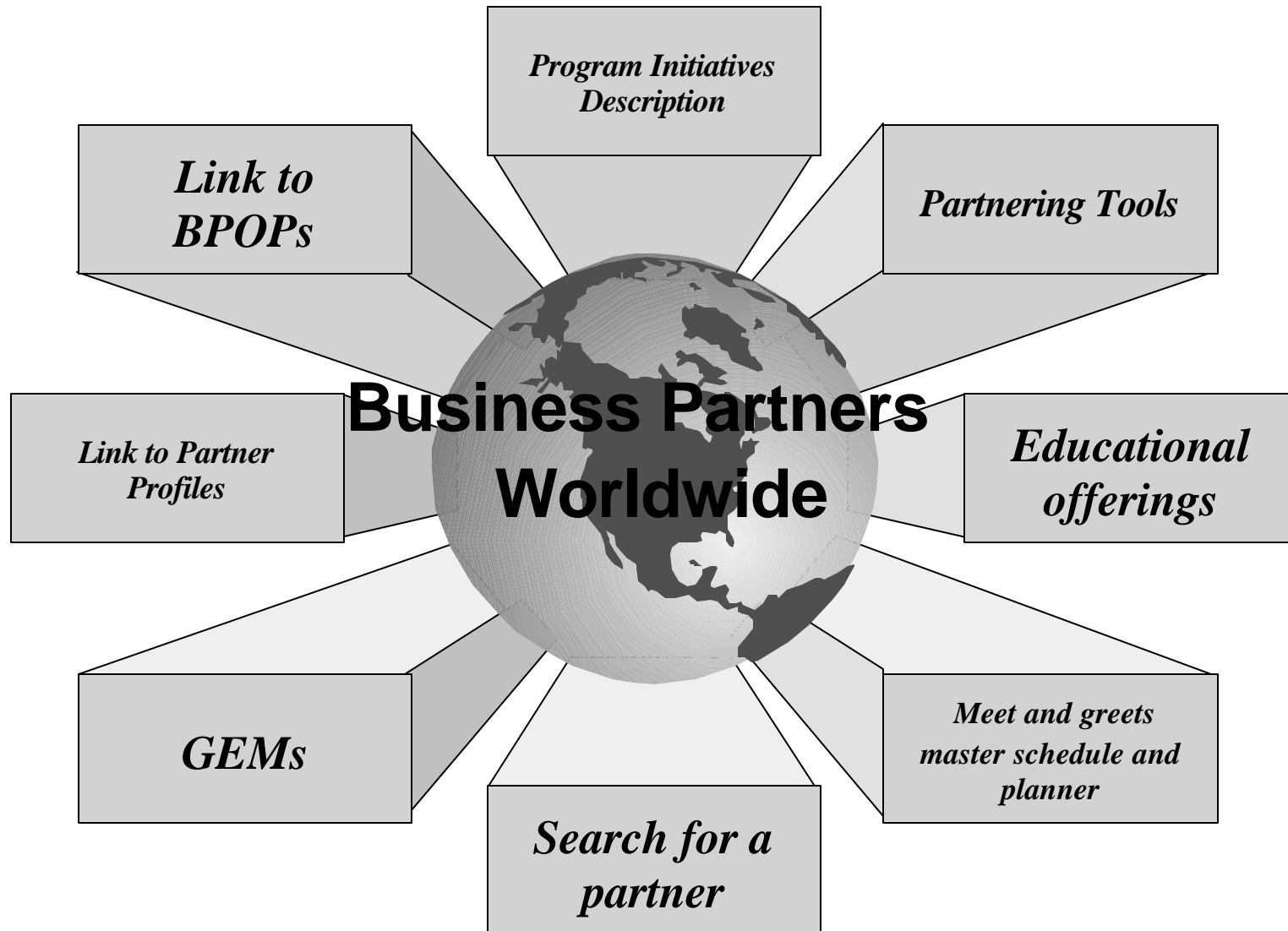
Seminar in a Box (SIB)



- Nomination
- Audience Generation
- Registration
- Scheduling
- Content Delivery
- Lead Tracking
- Sales Reporting

partnerinfo.software.ibm.com/sibcentral

Partnering with Partners (PwP)



Teamplayers

@

Introducing
The IBM Net Commerce
Start Now Program.

Find Something New On The Web.

FPO

Like Revenue.

We Started By Making It Easy

You don't have to be a Web guru to get started. Even if you don't know a thing about HTML, using the IBM Net Commerce start now program will get your site up and running quickly and easily. This hardware, software and services bundle provides everything you need to get started.

- An IBM Netfinity Server, packed with features and options to grow with your business. By implementing your entire e-commerce applications on Netfinity, they can run faster and be easily upgraded to handle more complex business requirements. And, Netfinity servers offer a reliable foundation for your Net Commerce based Web business by delivering a powerful solution backed by a best-in-class warranty.
- IBM Net Commerce START software, designed to provide an easily customizable

commerce site that helps you compete in the global market, today and tomorrow. IBM Net Commerce START offers out-of-the-box functionality to give you the ability to quickly and easily establish attractive and effective commerce sites. A packaged set of integrated software components, IBM Net Commerce START is designed for businesses whose key requirements are ease of use and low implementation cost. It provides a familiar browser interface and allows to create your online site. Plus, it has shopping flows with personalized catalog templates, registration, shopping cart, order items, check-out, and payment components.

- IBM Business Partner Services, provided by experienced professionals, to get your commerce site up and running fast. These services can include implementation, consultation, customization and development of your site and the training of your staff.

Program Components

- Sell-in Kit
- Sales Enablement Kit
- Technical Kit
- Reseller Focused Direct Mail
- End User Focused Direct Mail
- End User Fulfillment Kit
- Program Website
- Incentive Program

<http://partnerinfo.software.ibm.com/ebusnow>

Successful Net.Commerce BPSkills Needed



Skills.....

Required

- ▣ SUN, Windows NT, etc. systems
- ▣ Internet Protocol (SSL, HTTP, HTTPS)
- ▣ Networking
- ▣ Relational Database Concepts (DB2)
- ▣ Basic SQL
- ▣ WWW Knowledge
- ▣ HTML

Recommended

- ▣ Java
- ▣ Java Script
- ▣ Net.Data macros
- ▣ Understanding of SET

What's my Investment?

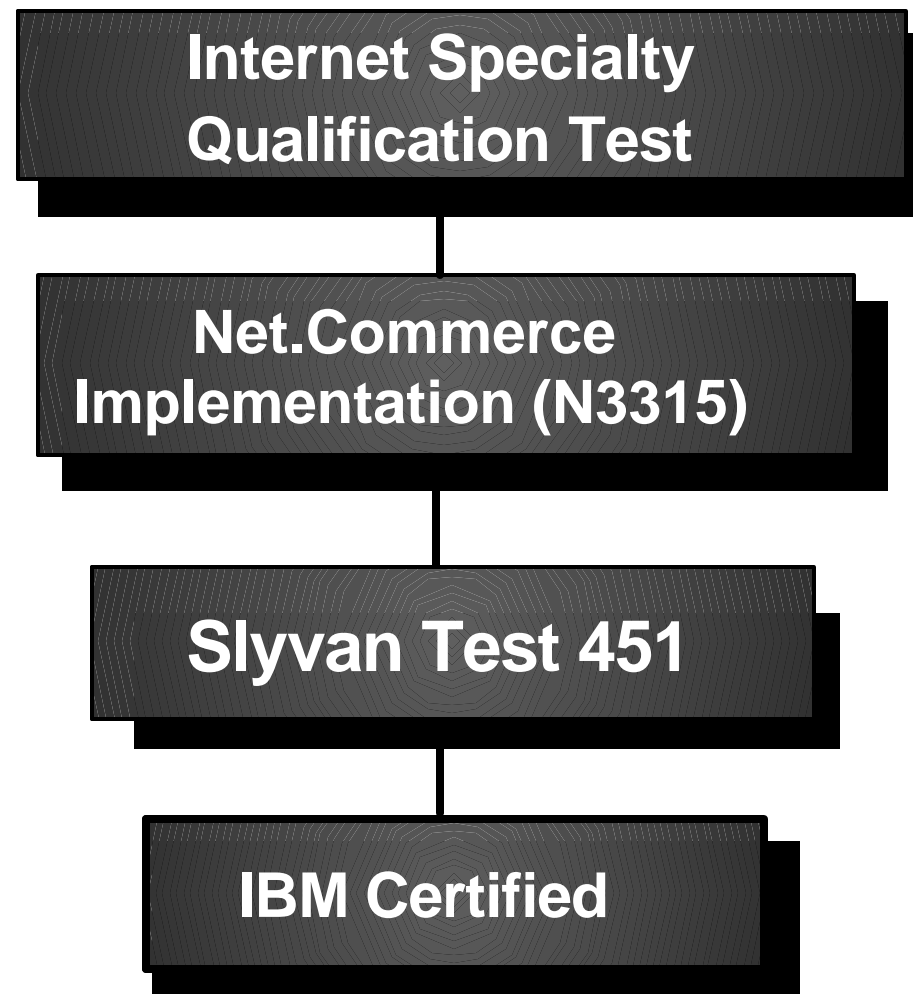
Solution Sales Training

Services Perform Education

Certification

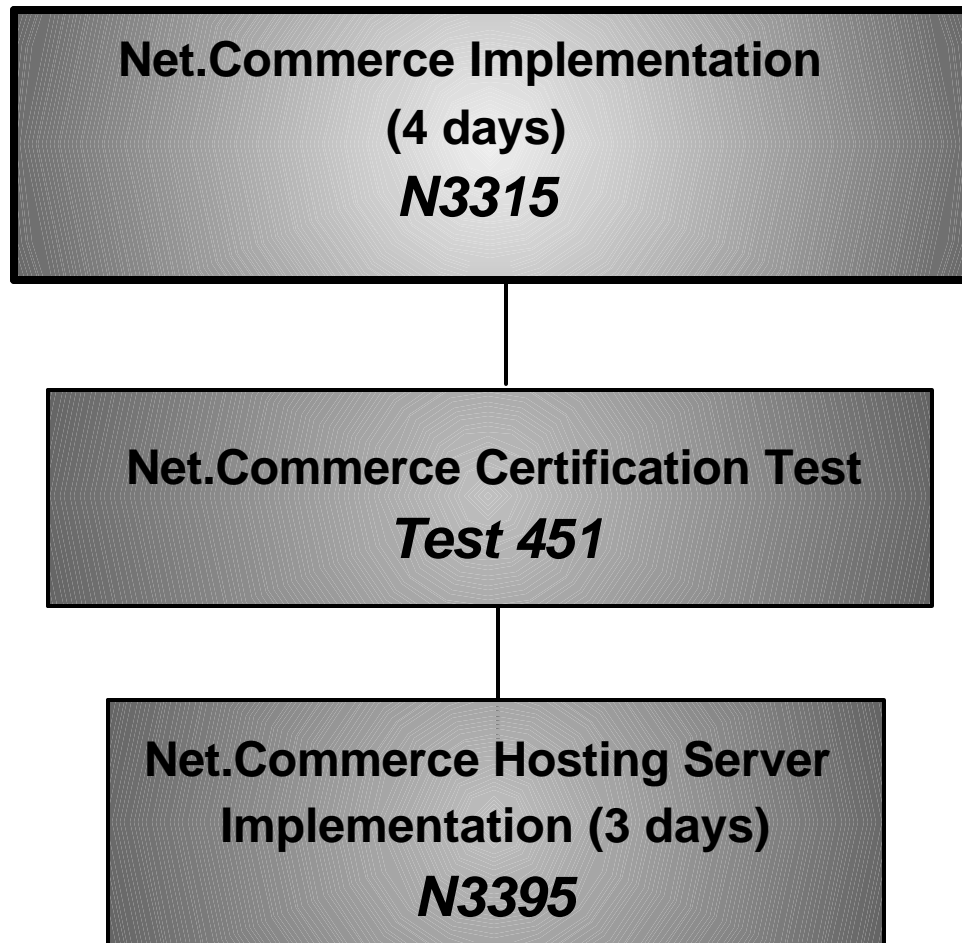
What's my Investment?

Certified Solutions Expert - Net.Commerce



What's my Investestment?

Education Roadmap for Commerce Hosting Server



Class Schedule:

- July 27 , Philadelphia
- July 28, Washington DC
- Aug 4, Philadelphia
- Aug 16, Atlanta
- Sept 27, Dallas
- Oct 27, Charlotte
- Nov 15, Cary/Raleigh
- Nov 15, Tampa

Net.Commerce

IBM's Investment

+

Your Investment

=

\$\$ *Your Return* \$\$

- Hardware/Software Sales
- Performing Store Setup Services
- Ongoing Services



Your Return.....

Services

- Catalog Page Design
- Data Entry/Migration
- Payment System
- Project Mgmt.
- Internet Consulting
- Education
- Backend System Int.
- Firewall/licenses
- Server Hardware



Adding to your competitive advantage...



The **e-business logo** used on YOUR marketing materials



The **e-business mark** offered by partners for use on qualified CUSTOMER Internet Sites.

Adding to your competitive advantage...

Qualification criteria

- Conduct real e-business
- Site must be scaleable, reliable secure
- use two of three IBM offerings: HW, SW, Services
- use at least one e-business defined offering
- site must be respectful of the audience
- site must pass mandatory quarterly ethical hacking tests

42% of web consumers "more likely" to conduct a transaction on the website if an IBM mark was present.

<http://partnerinfo.software.ibm.com>

Business Partners - Three Easy Steps

If you are currently not a IBM Partner:

Step 1

Join the IBM Business Partner Program - Software, "Internet Specialty"

- Call 1-800-IBM-1822 to sign up as a new member
- Or go to our web site at:
<http://www.software.ibm.com/sw-sell/besteam>

Business Partners - Three Easy Steps

Step 2

Sign up for Net.Commerce sales and technical training

- Sign up for Net.Commerce solution selling workshop
- Sign up for the Net.Commerce Implementation Class - Course #N3315
- Call 1-800-IBM-TEACH to get class information, schedules and to sign up for class

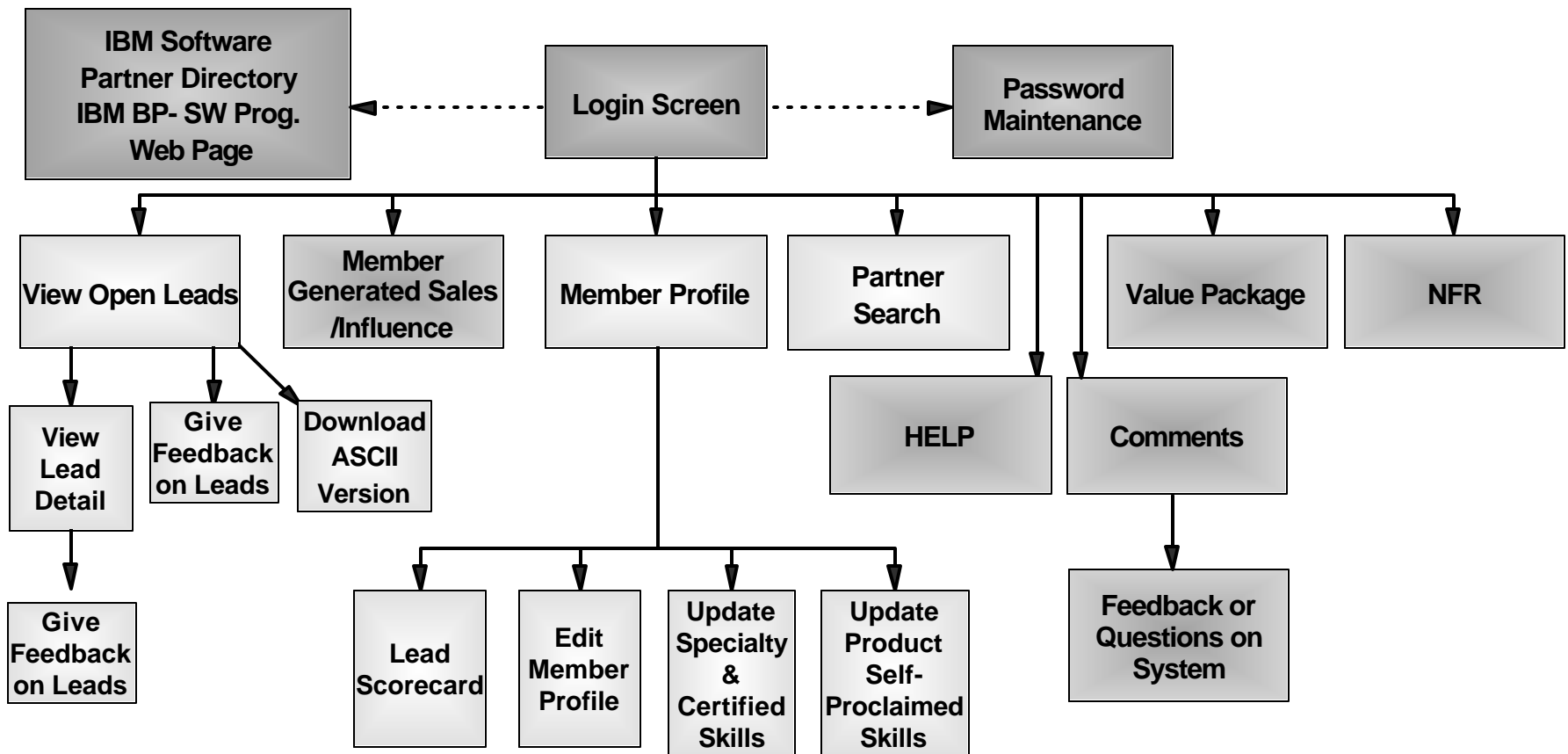
Business Partners - Three Easy Steps

Step 3

Get Certified on Net.Commerce

- Call the SYLVAN LEARNING CENTER at 1-800-627-4276, to schedule the Net.Commerce certification test.
- Get Certified as soon as you complete your training!

Lead Management: Business Partner Operational Profile System (BPOPS)



Call to Action

- ▣ **Verify qualification for program participation**
 - Value Rebate Program - Internet category (Distributors)
 - Commerce VAE (Solution Providers)
 - IBM SW Business Partner Program
 - Net.Commerce certification
 - Right to copy agreement - optional (Distributors)
- ▣ **Determine Server Platform offerings**
- ▣ **Schedule Start Now training**
 - Sales education in 12 cities in June
 - Technical education
- ▣ **Develop Business Plan by June 1**
 - Remember co-marketing through e-business now, SIB
- ▣ **Recruit and enable Business Partners on WebSphere family to prepare for IBM Start Now for e-business: Web Self-Service**

Web Sites Referenced

- ▣ **IBM Business Partner Software Program**
 - <http://www.ibm.com/software/partnerweb/na>
- ▣ **REI, Inc.**
 - <http://www.rei.com>
 - <http://www.rei-outlet.com>
- ▣ **Solution Sales Process Training Classes**
 - <http://www.ibm.com/software/partnerweb/na>
 - Select Education and Events, Select Education, Select Sales Education
- ▣ **IBM Business Partner Executives Institute**
 - <http://www.ibm.com/partners/bpei>
- ▣ **iSource**
 - <http://source.ibm.com/world/index.shtml>
- ▣ **PartnerInfo**
 - <http://partnerinfo.software.ibm.com>
- ▣ **Seminar in a Box**
 - <http://partnerinfo.software.ibm.com/sibcentral>
- ▣ **e-business Now**
 - <http://partnerinfo.software.ibm.com/ebusinessnow>
- ▣ **Business Partner Software Program - Internet Specialty**
 - <http://partnerinfo.software.ibm.com/sw-sell/besteam>

IBMTV and TEN

- ▣ **Input from IBMTV and TEN sites**
 - **Fax answer sheets to 972-280-6394**

Thank You

- **Thank you for your attendance and support of IBM Business Partner Software Program**
- **We appreciated your input today**
 - **Additional input**
 - ▲ **Partner Services at 1-800-IBM-1822**
 - ▲ **FAX 1-972-280-6394**
 - ▲ **E-mail**
IBMSWNA@US.IBM.COM