

October 24th DM Partner Call

IBM DB2 and Business Intelligence Business

Moderator: Rick Fraser

DM Partner Sales

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Agenda

- Data Management Q3 Recap
- Informix Transition Update
- DB2 Upgrade Promotion
- DM 101 Teleconference Series
- Data Management Territory coverage
- Top Contributor and Influence Co-marketing update
- Q&A
- Open Forum

Q3 Data Management Review

- IBM is gaining marketshare!
- Oracle is losing marketshare
- Revenue versus plan

Informix Transition Update

- IBM's integration goals
 - ▶ Embrace the Informix BP community
 - ▶ Extend the Informix BP channel with IBM data management and other IBM software product value
 - ▶ Integrate Informix products and partners into the IBM Partnerworld programs to develop a network of partners who can effectively service the needs of the GMB market

- Commitment to Partners
 - ▶ IBM will preserve the current BP terms and conditions
 - We will make IBM's heritage DM products and offerings available at similar terms and conditions
 - IBM will integrate the Informix products into the existing programs
 - Implementation to occur through Q1 2002
 - ▶ IBM invites Informix BP's to leverage IBM's award winning partner programs

DB2 Upgrade Promotion

■ AT A GLANCE

- ▶ For a limited time only, you can acquire an eligible upgrade from DB2 Universal Database (UDB) Version 5 or 6 to Version 7.2 for an end user at a promotional suggested retail price (SRP).
- ▶ In addition, the end user can receive a coupon for a 10% discount off the charge for a DB2 Transition to Version 7.0 class and, if needed, a no-charge CD-ROM that contains a self-study transition course from earlier DB2 UDB versions to Version 6.

■ Start and/or End Dates

- ▶ Orders must be placed on or after September 25, 2001, but no later than December 31, 2001.

■ Where is it available?

- ▶ This promotion is available only in the United States (including Puerto Rico) and Canada

■ Marketing Information

- ▶ The purpose of this promotion is to encourage existing and potential customers to migrate to DB2 Version 7.2.
- ▶ Questions pertaining to this promotion should be directed to Bob Klimt, Robert K Klimt/ St Louis/IBM@IBMus.

Eligible DB2 Upgrade Promotion Products

From DB2 Workgroup Edition Version 5 or 6
Program Package 20P5225
Install License 20P5232
1 User License 20P5234
1 Internet Processor License 20P5235

From DB2 Enterprise Edition Version 5 or 6 English Program
Package 20P5267

From DB2 Enterprise Edition Version 6 1 Processor License
20P5293

From DB2 Enterprise Edition Version 5
1 Processor License from 20P5295
1 Install License
1 Processor License from 20P5296
1 Processor License

From DB2 Enterprise -- Extended Edition 20P5198
Version 5 or 6 English

From DB2 Enterprise -- Extended Edition
Version 5 or 6
1 Processor License 20P5204

OR

Passport Advantage with subscription for the above products

From DB2 Extended Edition Version 5 or 6 Proc
to DB2 Extended Edition Version 7 Proc D50SILL

From DB2 Enterprise -- Extended Edition Version 5
Edition Version 5 or 6 Proc to DB2 Enterprise --
Extended Edition Version 7 D50R9LL

From Workgroup Edition Server Version 5 or 6 to
D50SJLL
Workgroup Edition Server Version 7

From Workgroup Edition User Version 5 or 6 to
Workgroup Edition User Version 7 D50SKLL

From Workgroup Edition Int Proc Version 5 or 6 to
to Workgroup Edition Int Proc Version 7 D50SLLL

DB2 Upgrade Promotion

IBM DB2 Upgrade from Version 5 or 6 to Version 7.2 Promotion Coupon and/or CD-ROM Request Form

Thank you for your recent upgrade to IBM DB2 Universal Database Version 7.2. You have chosen to upgrade the world's most robust, Internet-ready, relational database that combines rich business intelligence and content management capabilities. In order to help you learn about and leverage the new functionality of DB2 Version 7.2, from your previous version, IBM is offering you, without charge the following*.

___ Self-study transition course from earlier versions to Version 6 of DB2 Universal Database. Learn the technical information on all the new functions for UNIX, Windows, and OS/2 Version 6.1 since the release of Version 5.0, all the interim releases and Version 6.1.

___ Coupon good for 10% off** the course price for course CG071 DB2 Transition to Version 7.0. This 2-day classroom-taught course will teach you all of the technical information for the new function for DB2 Universal Database Version 7.2 for UNIX, Windows, and OS/2 since the release of Version 6.1.

To receive one or both of these items:

1. Indicate the item(s) you would like to receive
2. Fill out your customer information below
3. Fax or mail this form to

IBM c/o KFS
Mitch Evans
900 Port America Place
Suite 100
Grape Vine, TX 76051
Fax – 817-421-4352

Fill in the following information:

Last Name _____

First Name _____

Company _____

Position _____

Address _____

City _____

State _____ Zip Code _____

County _____

e-mail _____

Telephone Number _____

Fax Number _____

Allow 2 weeks for delivery.

*This offer expires February 1, 2002.

**Maximum value 10% and may not be used in combination with any other Learning Services discount offer. Coupon expires on June 30, 2002.

DB2 and BI Teleconference Series

This is a Data Management Sales 101 Education for Business Partners that's being delivered in 3 modules via teleconference for those who can not travel. The first call, Why DB2?, was held September 20th. Replay info is included below. The call took place on October 9th and covers DB2 version 7.2 and IBM's Data Management middleware products. The last teleconference of the series was October 17th and will cover Business Intelligence. Descriptions of each session are detailed below.

Presentation materials for calls are available for download at:
<http://www-100.ibm.com/partnerworld/software/pswswzone.nsf/Cat?ReadForm&cat=EV>
Select Teleconferences > IBM DB2 and BI Quarterly Teleconference for Business Partners.

Why DB2? - Replay

This replay provides an overview of the IBM Data Management Strategy and portfolio of solutions, along with messages you can immediately use to help your customer understand the value of IBM DB2. In addition, learn more about Midmarket customer successes, and how IBM can assist you in both the enablement and the sales process.

The replay is available until December 31st, 2001.

Replay Numbers: 888-203-1112 (Toll Free)
719-457-0820 (International)

Passcode: 531228

IBM DB2 V7, V7.2 Enhancements, and Data Management Middleware - Replay

Data Management is about more than simply running queries and applications. IBM DB2 V7 is the first multimedia, Web-ready database, strong enough to meet the demands of large corporations, and flexible enough to serve small and medium sized businesses. IBM Data Management is about open solutions that can access and integrate data from multiple, geographically separated sources on different platforms. Please plan to join us to learn how IBM continues to meet the demands of your customers' heterogeneous computing environments.

Replay Numbers: 888-203-1112 (Toll Free)
719-457-0820 (International)

Passcode: 460426

DB2 and BI Teleconference Series cont.

IBM Data Management Business Intelligence Portfolio

Business Intelligence means using data assets to make better business decisions. Business Intelligence is about data access, data analysis, and decisions that help control costs, uncover new opportunities, boost market share, and increase customer loyalty. Please plan to join us for an overview on IBM's strategy and solutions for Business Intelligence, including the Data Warehouse, Data Mining, and On-line Analytical Processing (OLAP). You will learn how to identify opportunities, IBM strengths, and how IBM can assist you in both the sales and the enablement process.

Replay Numbers: 888-203-1112 (Toll Free)
719-457-0820 (International)
Passcode: 534487

To sign up for Partnerworld for Software Emails:

To subscribe/unsubscribe to e-mailings, send an e-mail to PWSWNA@us.ibm.com with the message:

- Subscribe/Unsubscribe PartnerWorld for Software e-mailings
- Company Name, Program Number
- Your Name, youruserid@yourdomain

If unsubscribing, be sure to list any previous e-mail ids that are forwarded to your current e-mail id.

IBM PartnerWorld for Software Information:

- Membership Centre: 800-426-1822
- E-mail: PWSWNA@us.ibm.com

Data Management Sales 101 Classes

Many of you have been asking for Sales Education to help you sell IBM's Data Management Solutions. In response to your feedback, we invite you to attend one of the following locations

October 25 - Rolling Meadows (Chicago Area)

October 30 - Bethesda (Washington DC Area)

October 30th - Denver Colorado

This one day class covers the IBM Data Management and Business Intelligence Portfolio in the marketplace.

The agenda includes an overview of IBM's Strategy and Solutions for Data Management, with a focus on the DB2 family. You will learn where IBM and DB2 has strengths versus the competitors and how to identify opportunities and position the Data Management portfolio to your customers. You will also learn IBM's Strategy and Solutions for Business Intelligence, including the Data Warehouse, Data Mining, and On-line Analytical Processing (OLAP). You will learn how to identify opportunities, IBM strengths, positioning, and how IBM can assist you in both the Sales and the Enablement process.

The class is available at no charge, but pre-registration is required to confirm seating. Space is limited, so please register today by sending an e-mail to rsvp@us.ibm.com

On the subject line, indicate "Data Management Sales 101 - date and location - Registration", and include your name, title, company name, Partner World for Software membership level (Member, Advanced, Premier) mailing address, e-mail address, phone and fax number. Indicate your areas of interest, and what you'd like to get out of this class. Location details will be provided with your registration confirmation via e-mail back to you.

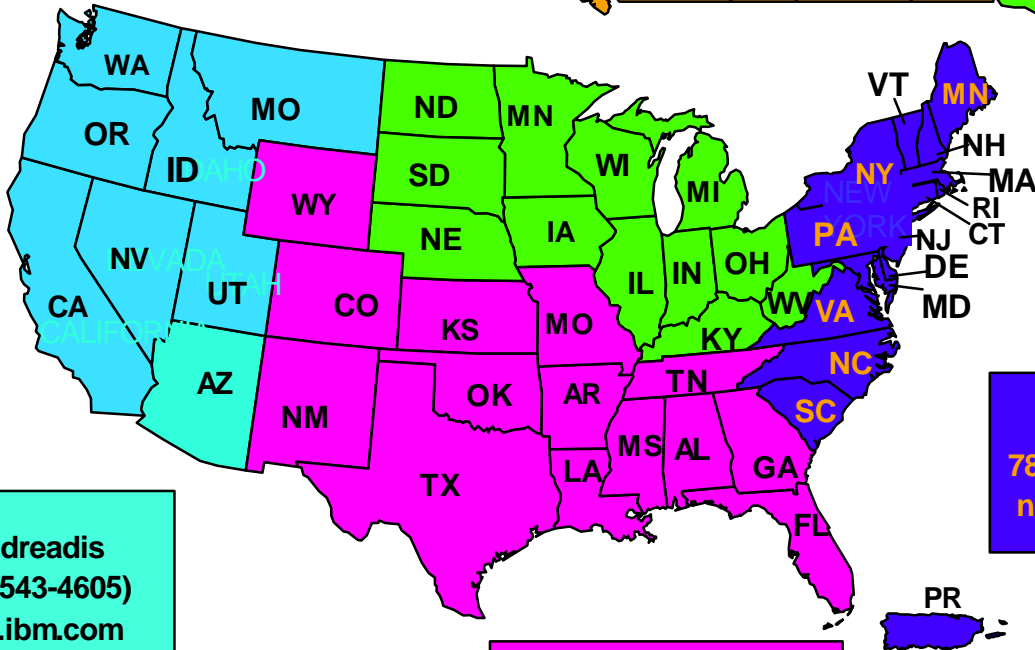
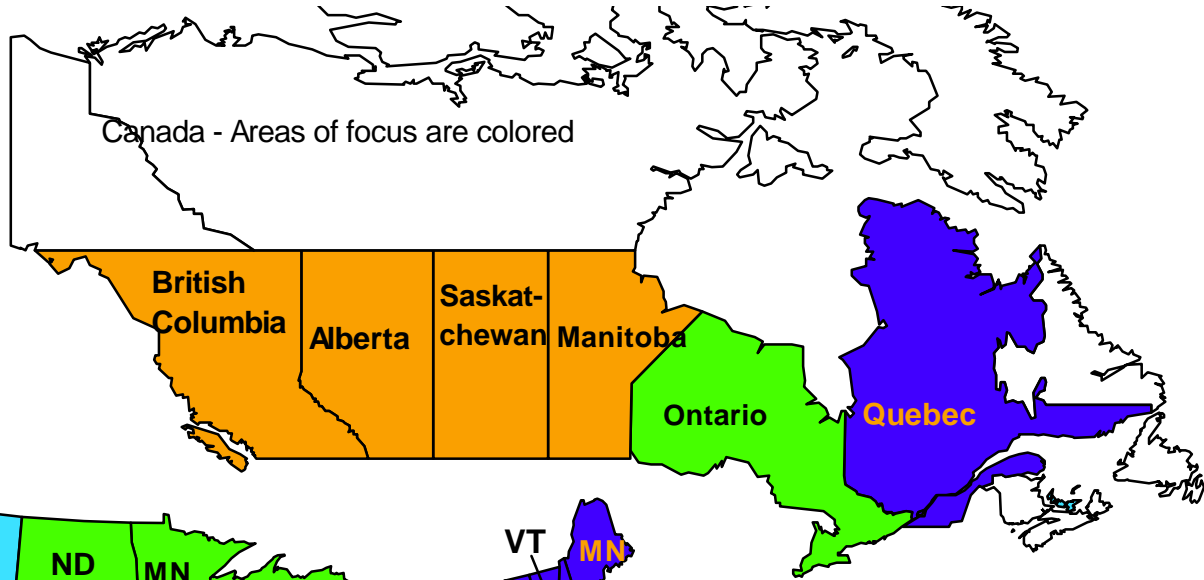
DM Enablement & Sales- Team Roles

- Recruit strategic regional or national Data Management partners
- **Enable strategic DM partners to grow Software Sales**
 - ▶ Expand scope of existing IBM partners to include more of the DM portfolio
 - ▶ Increase partner sales and technical skills
 - ▶ Increase partner participation into Territory Accounts
 - ▶ Help partners to drive volume sales in the Cluster and Territory space
- **Enable partners to close sales with limited support from IBM**
 - ▶ Provide partners with sales tools and product knowledge
 - ▶ Assist partners with IBM relationship linkages and extended organization support
- **Liaison between DM partners and DM Direct Reps**
 - ▶ Provide assistance with partner-related issues in sales cycle
 - ▶ Work with partners to ensure fast sales execution
 - ▶ Link partners with IBM Direct sales teams to drive, close business

DM Partner Sales / Enablement

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IBM Co-Marketing Program

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Co-Funded Marketing Programs

- Telemarketing
 - ▶ Grace Software
- Trade Shows
 - ▶ Peak, Inc.
- Seminars
 - ▶ Seminar Solutions
- Direct Mail
 - ▶ Campaign Designer
- Web Banners
 - ▶ Campaign Designer
- Webcasts
 - ▶ Placeware
- Prospect Profiles
 - ▶ Harte Hanks
- Advertising

Co-Marketing Participation Requirements

- All BPs who are part of PartnerWorld for Software will have access to content made available through the co-marketing Website
- The following requirements apply to BPs who may also be eligible to receive IBM co-funds to help in the execution of their marketing plan
 - ▶ Advanced or Premier BPs in the PartnerWorld for Software Program
 - ▶ IBM Software BPs who have direct face-to-face IBM Sales and Marketing coverage
 - ▶ BPs who, with the aid of their IBM coverage reps, build an IBM Software business and marketing plan with agreed upon revenue objectives
- Business Partners who have IBM contractual relationships that provide marketing funds as a component of the agreement are not eligible to receive funds under this co-marketing program. (Examples may include ISVs, IBM Alliance partners, Corporate Resellers, Distribution, etc)

Participation Requirements Cont.

- In addition to the general requirements, co-funding will be allocated based on one of the following partner categories:
 - ▶ ***Top Contributor Resellers*** must commit to a minimum of \$100,000 IBMSMB software sales in their business plan and report software sales attainment
 - Receive 3% of revenue target for marketing co-funding to develop joint marketing tactics
 - ▶ ***Influence BPs*** must commit to a minimum of \$225,000 of IBM SMB software revenue and report software influence revenue attainments
 - Receive maximum of 2 marketing tactics per calendar year at \$4,000 per tactic of matching funds
 - ▶ ***Non-TCI Resellers*** must commit to a minimum of \$225,000 of IBM SMB software revenue and report software sales attainment
 - Receive maximum of 2 marketing tactics per calendar year at \$4,000 per tactic of matching funds
- Partners are required to enter leads from co-funded marketing tactics into the Lead Tracking System to receive reimbursements

Co-Marketing Program Ts And Cs

- Tactic must be IBM Software focused
- Program applications must be formally approved by IBM prior to program execution
- Co-marketing programs are defined as those programs which aid the BP in marketing and closing sales to end user customers
- Partners must have a certification in the product area that is the focus of the demand generation tactic
- Demand generation tactics must target partnership (SMB) customers
- No prepayments will be issued
- IBM will not directly reimburse third parties
- Travel expenses incurred to support the execution of a program are not eligible for reimbursement
- Business Partner will contribute at least 50% of the total cost of the marketing project
- BPs are required to submit, in hard copy, 100% of their expenses incurred to execute the program. IBM will then reimburse the BPs based on published program funding, i.e. 50%

Ts & Cs Cont.

- Claims for all tactics executed in 2001, must be postmarked within 60 days after completion of the tactic or by 11/30/01, which ever occurs first. Claims received after 11/30/01 will not be reimbursed
- BPs must also complete an analysis of each marketing program on the claim form and the ROI that was achieved in order for similar programs to be considered for funding in the future
- BPs who were approved for the Top Contributor Initiative by August 31, 2001 and reached \$75,000 USD of Midmarket revenue in 2000, or reach \$100,000 USD of Midmarket revenue by December 31, 2001, will be eligible for Co-marketing funding equal to 3% of their 2001 Midmarket revenue target (as determined by IBM).
- Top Contributor Resellers who did not attain a minimum of \$75,000 in IBM software revenue in 2000 will not be reimbursed for their co-funded marketing expenditures until they reach the minimum \$100,000 attainment level. Note: partners "at their own risk" can enter tactics, gain approval, execute and submit claims. Reimbursement of these claims will be made once the \$100,000 minimal level is attained

Q&A