

# Ready

*Part 1 of  
Ready, Set, Linux!*



# What Will You Learn Here?

- What is Linux?
- IBM's Value Propositions for Linux
- The Explosive Linux Growth Opportunity
- How IBM Plays
- What to Do if You're Serious About Linux



# What is Linux?

- **UNIX-like operating system developed by Linus Torvalds**
  - ▶ Version 2.4 available
  
- **Developed / tested by the Open Source community**
  - ▶ Highly Disciplined/Structured
  - ▶ High Quality
  - ▶ Secure
  - ▶ Stable
  
- **Packaged and shipped by distributors**
  - ▶ Red Hat
  - ▶ SuSE
  - ▶ Turbo Linux
  - ▶ Caldera
  - ▶ Other Regional Distributors (Red Flag, Connectiva, Mandrake, etc...)



# Linux Value

- Growing Marketplace acceptance
  - ▶ The growth of Linux deployments and large skill pool attests to the market acceptance
- Industry wide initiative
  - ▶ Linux is the first operating system that the entire industry has rallied around. Not just selected vendors
- Multi-platform
  - ▶ Linux runs on nearly all major hardware platforms. There is no other OS with this characteristic
- Basis of innovation
  - ▶ Because of its open nature, Linux is the basis for new and innovative uses of technology
  - ▶ "Changing the game"



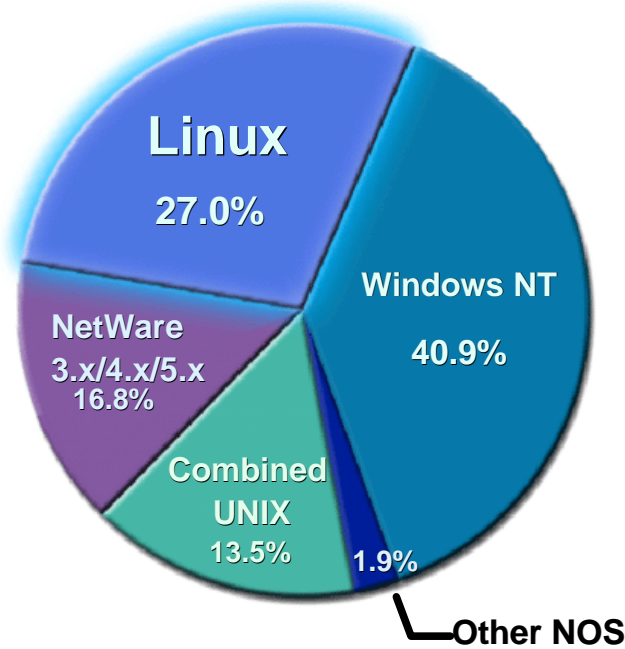
# Linux Value for IBM Business Partners

- Linux is game-changing technology that creates new revenue opportunities
- Only IBM provides:
  - ▶ e-business leadership
  - ▶ full range of Linux-enabled technology
  - ▶ leadership role in open source movement
- PartnerWorld lets you leverage your investment in UNIX, Linux, IBM middleware and/or IBM ^ expertise
  - ▶ makes Linux a low risk proposition for IBM Business Partners



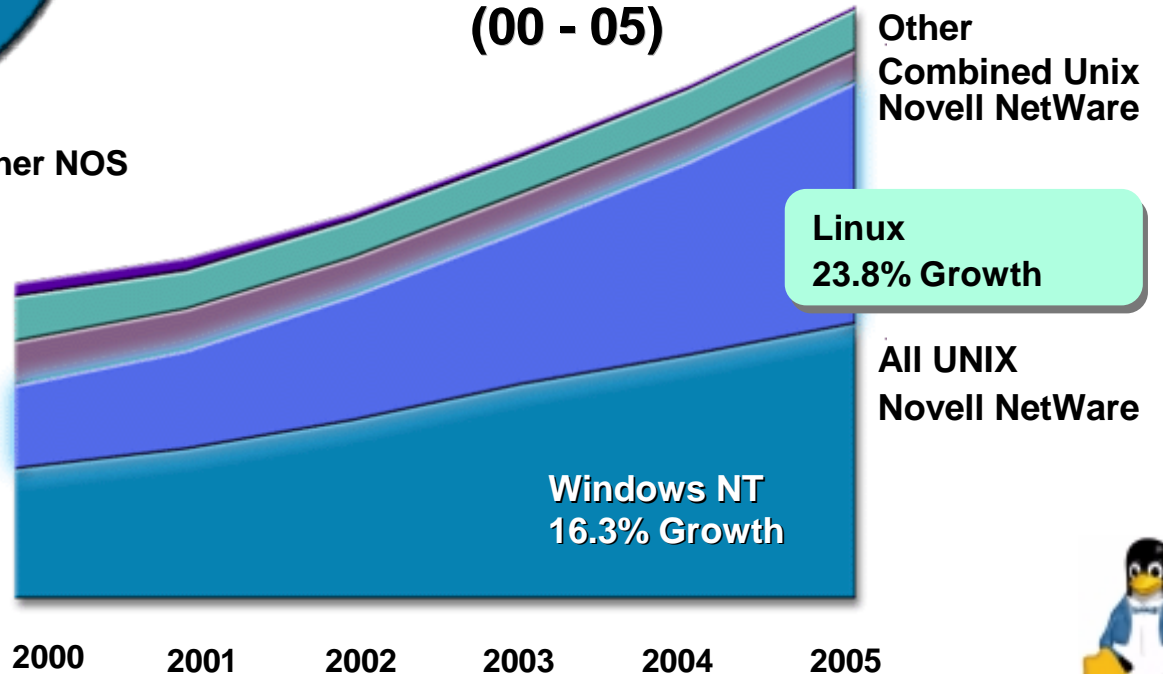
# Linux Opportunity is Exploding!

## 2000 New Server OS Shipments



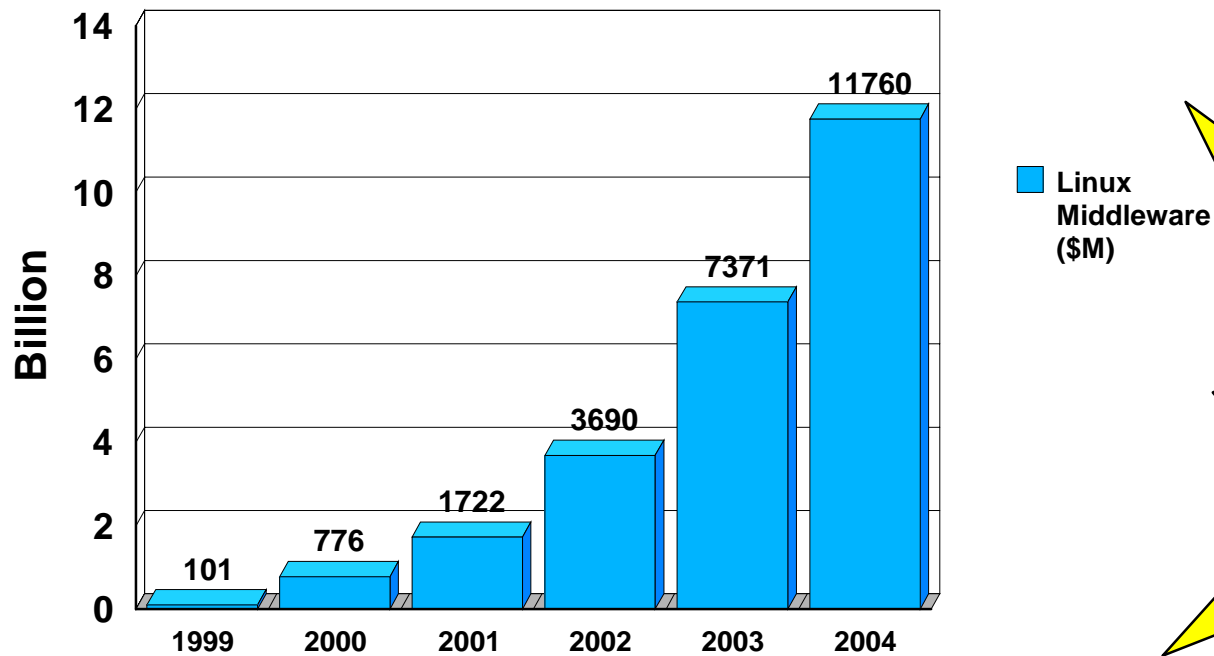
- 1999 - 2000 Linux shipments grew 24% YTY
- 2000: #2 volume OS
- Linux shipments projected to have highest growth (99 - 04)

## New Server OS License Forecast (00 - 05)



# Linux Software Opportunity is Exploding!

### WW Revenue Opportunity for Middleware on Linux

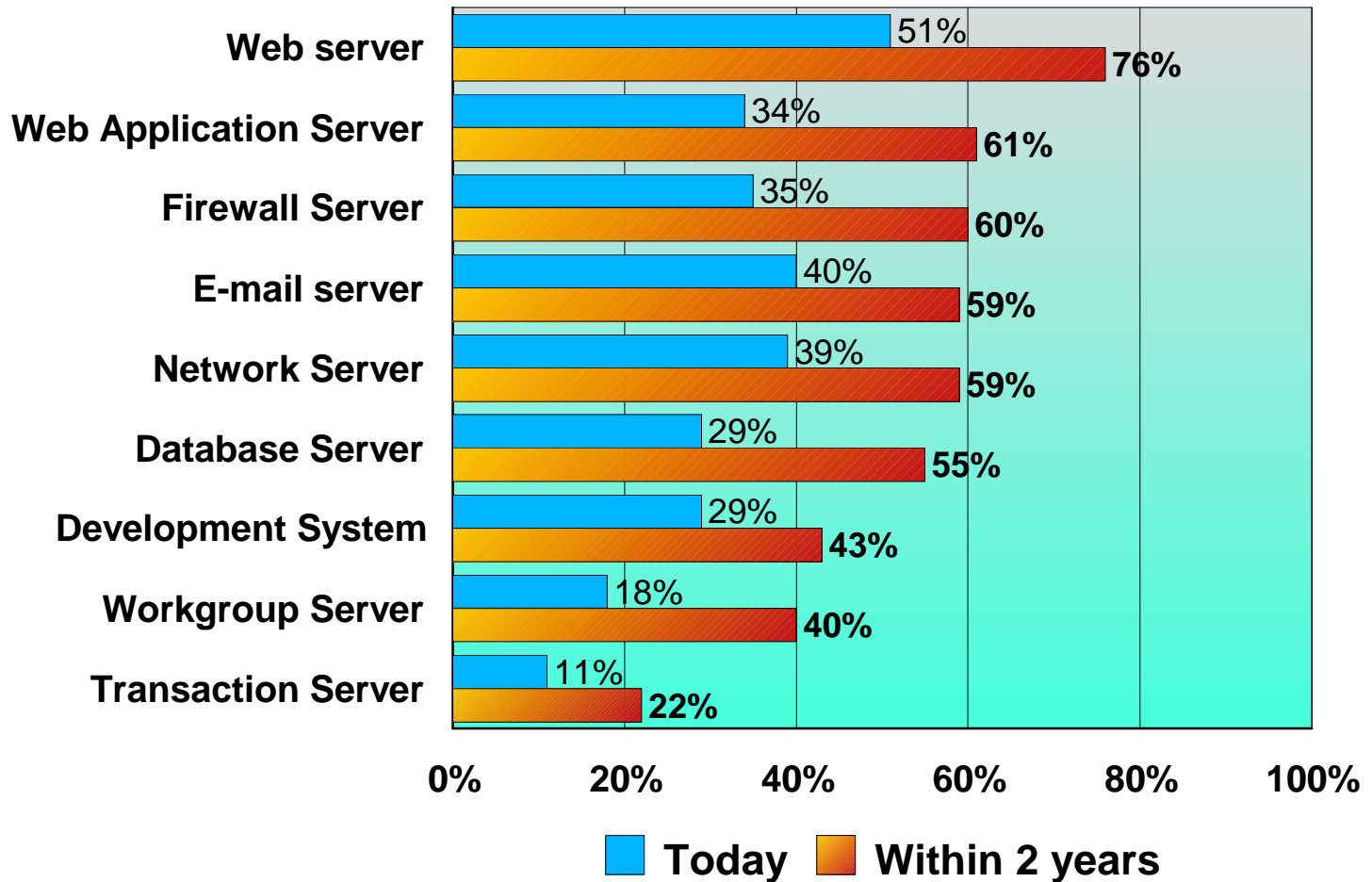


\* IDC, Software Market Forecast Report, 2000-2004 (June 2000)

Revenue from Software on Linux growing at more than 3 times Linux shipment growth!! (IDC)



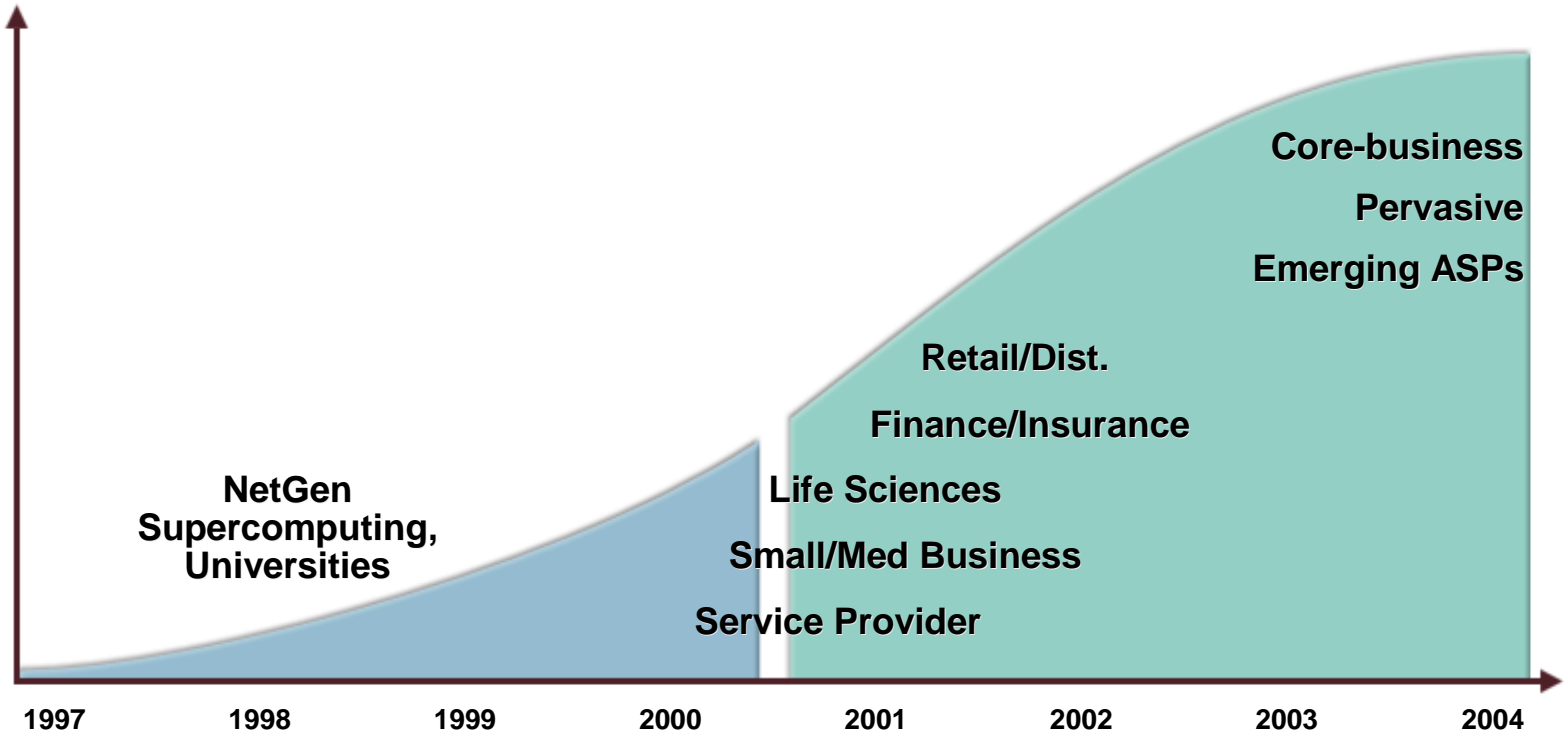
# WW Linux Application Deployment





# Linux Moving into Mainstream

Industry Acceptance



Early Adopters

Mainstream



# IBM's Commitment to Linux



**xSeries**      **zSeries**  
**Best Hardware Solution, LinuxWorld NY!**

**Thinkpad**  
**Desktop**  
**Intellistation**  
**Network Station**  
**NetVista**



**pSeries**  
**iSeries**  
**Linux Cluster**  
**Total Storage Solutions**  
**IBM MQSeries**  
**IBM Small Business Suite for Linux**  
**Best of Show, LinuxWorld NY!**

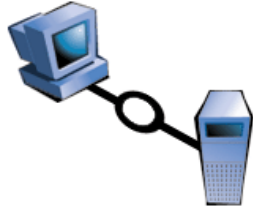
**IBM Java Virtual Machine**  
**IBM VisualAge for Java Pro**

**IBM DB2 Universal Database**  
**Lotus Domino**  
**IBM WebSphere Commerce Suite**  
**IBM WebSphere Application Server**  
**Tivoli Storage Management/Management Agent**



# IBM ^s Provide Flexibility

## xSeries



- Rack-optimized
- Appliances
- Clusters

## pSeries & iSeries



- Scales seamlessly
- Increased storage, memory capacity
- Integration

## zSeries



- Highest level of availability
- Lowest cost-per-unit of work
- Consolidation



# IBM TotalStorage Solutions

## Workload Consolidation

- ▶ zSeries and the Enterprise Storage Server
- ▶ xSeries and the Enterprise Storage Server

## Distributed Enterprise and High Volume

- ▶ xSeries and the FASTT200 and FASTT500 Storage Servers
- ▶ pSeries and the 2104 Expandable Storage (EXP) Plus

## Linux Clusters

- ▶ xSeries and internal storage
- ▶ xSeries and the Enterprise Storage Server (planned support)



Enterprise  
Storage Server



FASTT200  
Storage Server



Expandable  
Storage Plus



# Key IBM Software Offerings on Linux

## ■ AIM

- ▶ WebSphere Application Server (SE, AE) (for Intel)
- ▶ WebSphere Application Server (AE) (for S/390)
- ▶ WS Edge Server, WS Personalization, WS Site Analyzer, WS Performance (for Intel)
- ▶ WebSphere Commerce Suite Start Edition, WebSphere Transcoding Publisher (for Intel)
- ▶ WebSphere Homepage Builder, WebSphere Host On-Demand (for Intel)
- ▶ MQSeries (for Intel), MQSeries Client (for S/390)
- ▶ VA Java 3.0 Professional (for Intel)
- ▶ IMS Connect, CICS Transaction Gateway (for S/390)

## ■ Data

- ▶ DB2 UDB (PE, WE, EE, EEE, PDE, UDE) (for Intel)
- ▶ DB2 Connect, DB2 Everyplace, DB2 XML Extender, DataPropagator, Net.Data (for Intel)
- ▶ DB2 UDB EE, DB2 Connect (for S/390)

## ■ Lotus

- ▶ Lotus Domino, Lotus Domino Workflow (for Intel)

## ■ Tivoli

- ▶ Tivoli Storage Manager Client, Tivoli SANergy (for Intel); TSM Client (for S/390)

## ■ Other

- ▶ Small Business Suite, ViaVoice Dictation, ViaVoice Solution Developer Kit (for Intel)



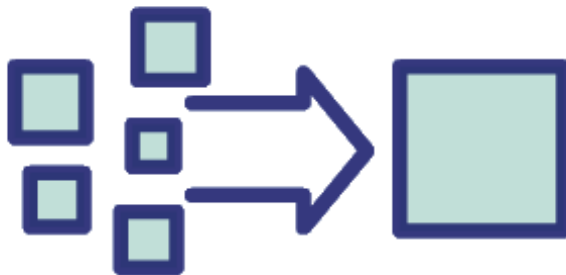
# IBM Small Business Suite for Linux

- **Winner!**  
**Best of Show - LinuxWorld January 2001**
- **Contains:**
  - **Lotus Domino App Server V5.0.3 for Linux**
  - **WebSphere Application Server 3.02 for Linux**
  - **DB2 Universal Database Workgroup V7.1**
  - **IBM Suites Installer - Integrate your own apps**
  - **Tools: WebSphere Studio and Domino Designer for Windows & WebSphere HomePage Builder for Linux**
- **For Small Businesses with up to 100 users per server**
- **Enterprise capability at Small Business Price!!**
  - **US\$499 SRP** - list price of any one product exceeds total SBS price. Without 100 user limit per server, separate products **combined SRP over \$4,500!** (User/client licenses sold separately)

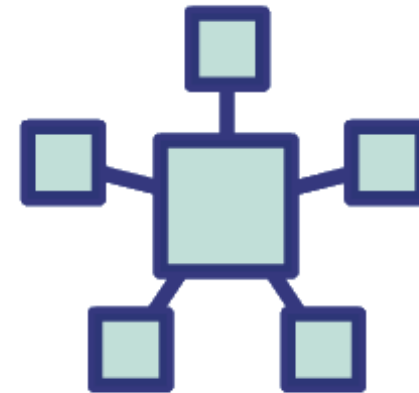


# Linux as a "Game Changer"

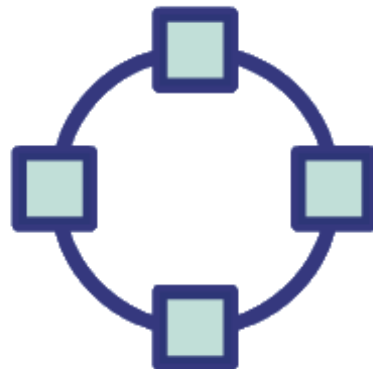
## *Workload Consolidation*



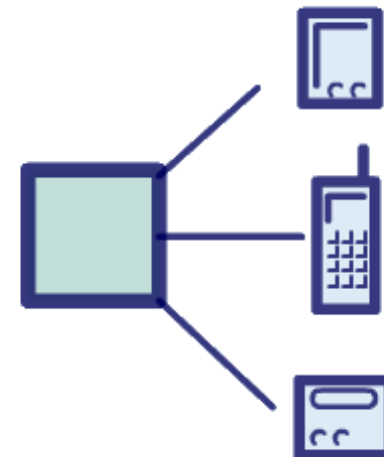
## *Distributed Enterprise*



## *Linux Clusters*



## *Appliances & File/Print Servers*



# Workload Consolidation

Reduced cost of ownership, enhanced resource utilization & performance, and speed of deployment

## Description

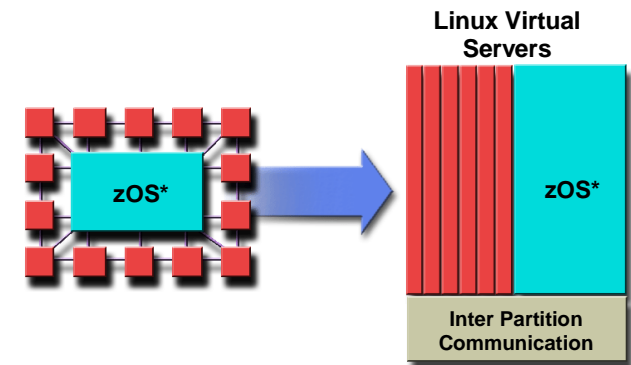
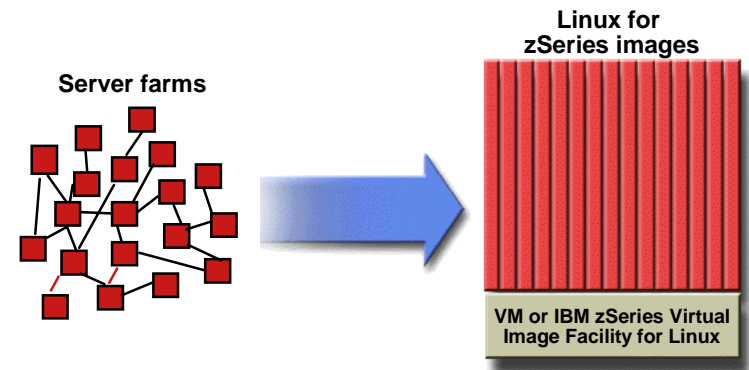
- Port Unix apps -> Linux
- Multiple, workloads on large, centrally platforms, such as ^ zSeries and ^ iSeries
- Consolidate many -> one

## Benefits

- Cost reduction, Management, Administration, Power, Floor space
- Time to market
- Performance, Scalability
- Reliability

## References

- Telia Net - Replacing 70 Unix servers with a S/390 running Linux under VM
- Banco Mercantil - Consolidate 30 NT servers onto Linux zSeries
- Korean Air - Consolidated onto z900 server
- Winnebago - eMail consolidated on Linux on VM





# Distributed Enterprise

Low cost, robust, standards based, easily replicated

## Description

- Solutions for centrally managed, but geographically dispersed replicated servers



## Benefits

- Very low cost
- Extremely stable
- Reliable
- Remotely managed



## References

- Lawson - Linux based kiosks in 7600 stores
- Hill House Hammond - automation at 290 branch offices



# Scalable Linux Clusters

Scalable, Flexible & Low-cost Alternative

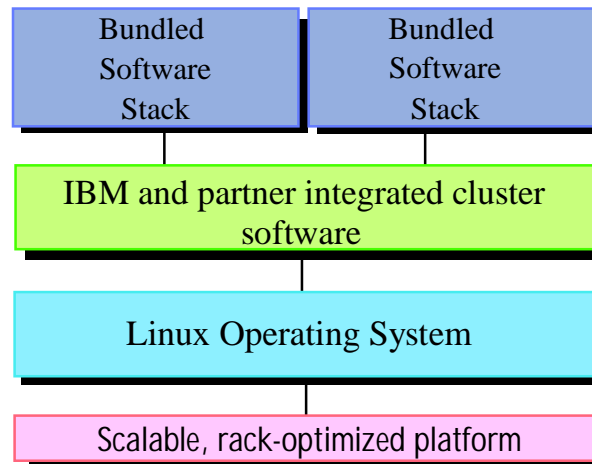
## Description

- Pre-configured/ integrated
- IBM / nonIBM hardware and software
- Leveraging IBM cluster and file management technology
- Customized configurations for IBM middleware (WebSphere, DB2 ETC.)
- Targeted for use as web, application and database servers



## Key Segments

- NetGen, Life Sciences, Telco/SP, Industrial, Finance



- Standardized, Pre-tested, pre-integrated
- Monitoring, management, high-availability..
- Robust, low-cost, open, heterogeneous
- Scalable, rack-optimized IBM platform

## References

- Royal Dutch Shell - Largest Cluster in the World, 1024 node xSeries
- University of New Mexico - Second largest Linux Cluster
- Others - NCSA, Campagnie Generale de Geophysique, Western GeCo, Dresdner Kleinwort Benson



# Appliances & File/Print Servers

More robust more reliable and less expensive

**Appliances:** Stable, Reliable, Affordably priced servers preconfigured with Linux applications

- xServer optimized for rapid deployment used for demanding application environments:
  - ▶ Web serving
  - ▶ Web caching
  - ▶ Firewall
  - ▶ NAS



Intel Processor

800MHz

Form Factor/Height

Rack/ 1U

**File/Print:** Linux versatility allows it to share system resources with Windows clients

- Replacement for Windows Servers:
  - ▶ Samba
- Replacement for Netware Servers:
  - ▶ IPX native in Linux kernel
- Linux, Netware and Windows NT/2000:
  - ▶ Integrate all environments with NDS

## References:

- Akami Technologies - IBM DB2 on Linux



# IBM's Premier Alliances with Linux Distributors

- Worldwide alliances for hardware, software, services, solutions and marketing



- Product / Geography-based partnerships - selected Linux distributors



# Consultants evaluate IBM's Linux strategy

*From Illuminata's "Big Blue Penguin" Report:*  
**"IBM has emerged as Linux's most important, credible, and systematic proponent"**

*From Zona's "New Religion: Linux and Open Source:*  
**"...[IBM] virtually legitimized Linux overnight as a serious option for enterprise IT managers"**

*From Illuminata's "Big Blue Penguin" Report:*  
**"...IBM's attentions [to Linux] have been practical and single-minded in a way you will never see from Compaq, Dell, or Sun"**

*From Zona's "New Religion: Linux and Open Source:*  
**"IBM's... placing Linux squarely on the radar screens of purchasing institutions"**

## Gartner Report

	Vision	Commitment	Viability
<b>IBM</b>	<b>++</b>	<b>++</b>	<b>++</b>
Compaq	+	+	+
Dell	+	+	+
HP	+	+	+
SGI	-	++	-
Sun	-	-	+
<b>VA Linux</b>	<b>+</b>	<b>++</b>	<b>-</b>

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# PartnerWorld Delivers World-Class, Award-Winning Value

- Members receive:
  - ▶ Education and certification
  - ▶ Technical support
  - ▶ Go to market support
  - ▶ Ecosystem of highly skilled Business Partners



***VARBusiness Magazine Awarded IBM Three First-Place Wins and Lifetime Achievement Award for Its Consistently High Quality and Value***

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

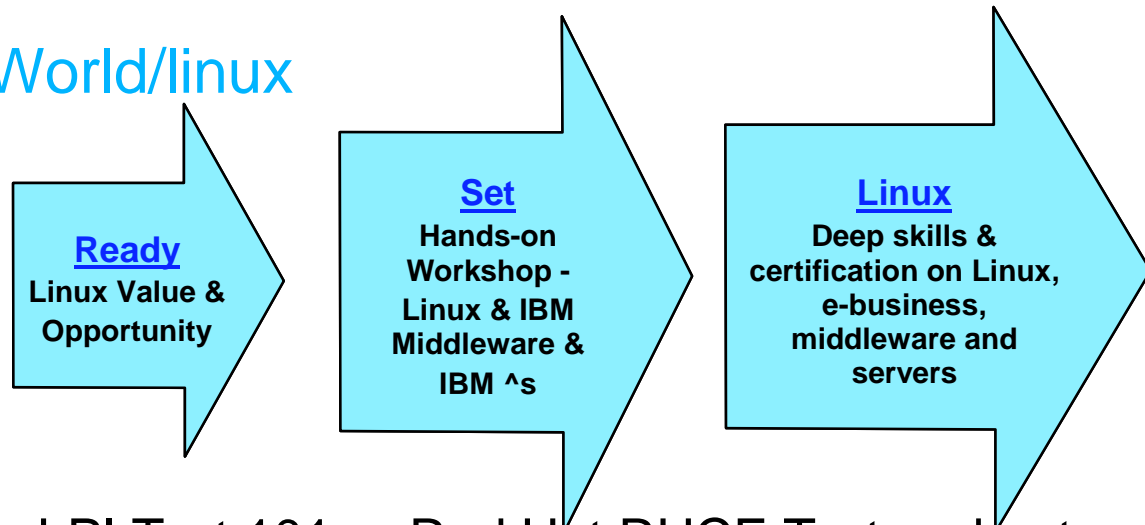


# PartnerWorld Enhanced for Linux

- New "Linux Lens" on PartnerWorld Web Site

[www.ibm.com/PartnerWorld/linux](http://www.ibm.com/PartnerWorld/linux)

- Ready, Set, Linux!
- Offset Your Investment



- ▶ **"You Pass, We Pay"**: pass LPI Test 101 or Red Hat RHCE Test and get **reimbursed up to ~ US \$3,000** (with Valuepac and One IBM Certification)
- ▶ **PartnerRewards**: achieve LPI or Red Hat certification and **claim up to ~ US \$3,000**



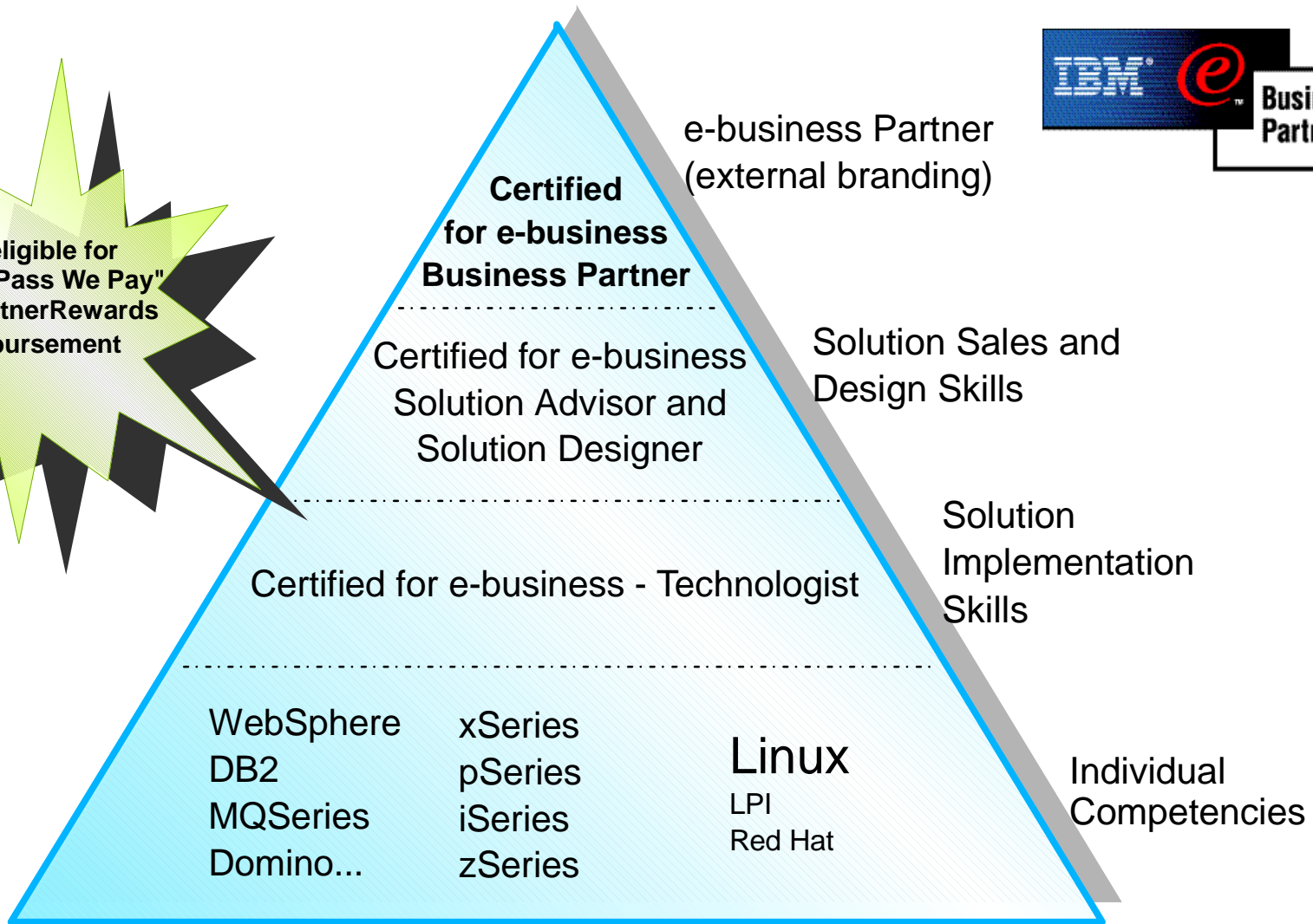
# The New "Linux Lens" on PartnerWorld

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

The screenshot shows a Netscape browser window displaying the IBM PartnerWorld Linux page. The browser's address bar shows the URL: <http://www-1.ibm.com/partnerworld/marketing/pmrktng.nsf/weblook/linux.html>. The page features the IBM logo at the top left, a navigation menu with links for Home, Products, Consulting, Industries, News, and About IBM, and a search bar. The main content area is titled "Linux" and includes a brief introduction: "Linux is ready for business. It's today's fastest growing operating system, and it can help you and your customers change the game in information technology. Find out how IBM can get you ready for Linux." Below this, there are four sections: "Opportunity", "Expand your skills", "Sales and marketing tools", and "Software and servers". Each section contains a short paragraph of text and a "( more )" link. On the right side of the page, there is a "Membership center" section with a search bar and a "Join" button, and a "Related links" section with several links to Linux-related content. At the bottom right, there is a cartoon penguin character.



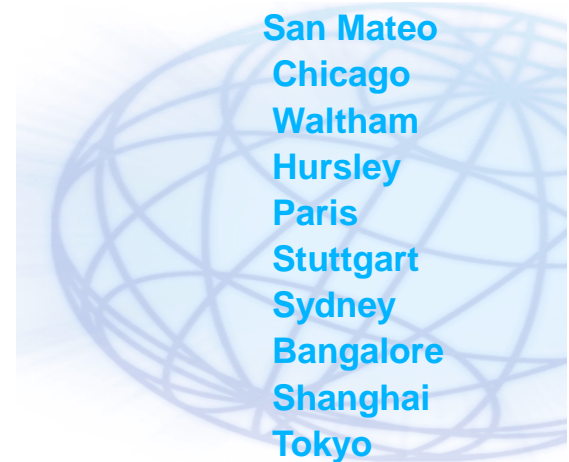
# Expanding Skills for e-business on Linux



# Linux Support for Developers

## WW Porting Centers (10)

- Linux Workshops, Tech Support
- Linux testing on IBM ^s
- Linux Performance Tools and MORE



## No Charge for Development use of IBM Software for Linux

## PartnerWorld for Developers

### Add Linux to your skill-set

- ▶ DeveloperToolbox Linux products available for download at [www.developer.ibm.com](http://www.developer.ibm.com)
- ▶ Application Developer's Kit for Linux V2 CD provided by DeveloperToolbox



## IBM developerWorks

- ▶ Dedicated "Linux Zone"
- ▶ Open Source Center
- ▶ Focus on open-industry standards and cross-platform development
- ▶ alphaWorks, available through developerWorks
  - ◆ [www.ibm.com/developerworks/linux](http://www.ibm.com/developerworks/linux)



# Linux Technical Support



**PartnerLine / Techline (pre-sales)**

**Support Line (post-sales)**

**IGS Services Offerings**

**Linux Solution for e-business**

**Open Source consulting**

**Linux Migration Services**

**Linux Infrastructure Assessment workshop**

**Web and High Availability Cluster services**

**Redbooks, residencies, whitepapers**

**Complex opportunity support**

**Contact PartnerLine to engage resources**



# IBM Regional Linux Impact Teams

- ▶ Cross Functional Teams
  - ▶ IBM ^, Software, Services, Channels, Marketing
- ▶ Regionally Deployed
  - Americas: John Sarsgard - [sarsgard@us.ibm.com](mailto:sarsgard@us.ibm.com)
  - EMEA: Udo Hertz - [udo\\_hertz@de.ibm.com](mailto:udo_hertz@de.ibm.com)
  - AP: Roland Stranneborn - [roland@hk1.ibm.com](mailto:roland@hk1.ibm.com)
- ▶ Role
  - ▶ Engage Customer Opportunities
  - ▶ Engage and support Business Partners
  - ▶ Produce References / Case Studies
  - ▶ Transfer Skills

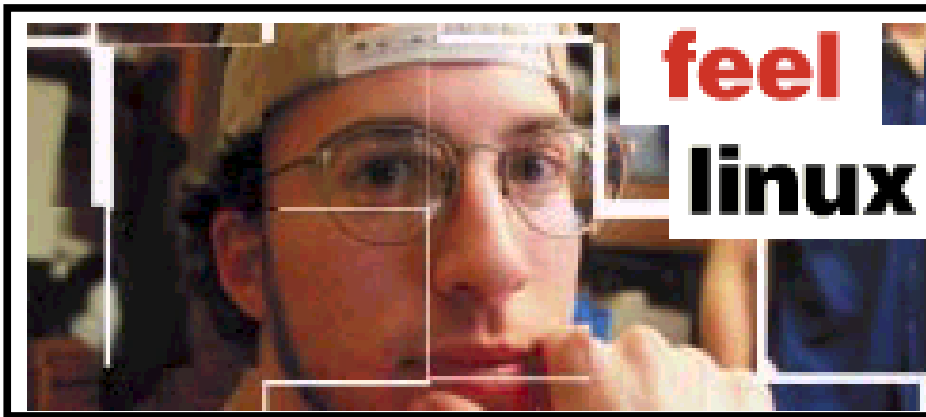


**ENGAGE THEM!**



# Aggressive Worldwide Marketing Plans

## Worldwide Linux Events



## Linux Collateral



## *Targeted DM Campaigns*



[www.ibm.com/linux](http://www.ibm.com/linux)  
[www.ibm.com/linux/linuxline](http://www.ibm.com/linux/linuxline)

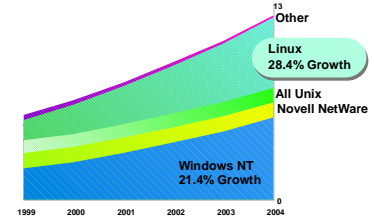
## Linux Advertising



# Putting it all Together for Success!

## New Markets ...

The Linux Opportunity is Exploding !



## New Skills ...

PartnerWorld gets you Linux "e" nabled NOW !

**Ready... Set... Linux!**

You Pass We Pay

PartnerRewards

Linux Technical Support



## New Business ...

IBM Advertising & co-marketing

uncover expanded opportunities for You !

e-infrastructure campaign

^ campaign

StartNow program



# If You're Serious About Linux . . . IBM Can Help You Succeed

- Join IBM PartnerWorld
- Get skilled and certified on Linux and IBM Middleware and IBM ^ platforms
- Help your customers *Change the Game*
- Check it out:  
[www.ibm.com/partnerworld](http://www.ibm.com/partnerworld) > "LINUX LENS"  
[www.ibm.com/linux](http://www.ibm.com/linux)  
[www.ibm.com/developerworks/linux](http://www.ibm.com/developerworks/linux)

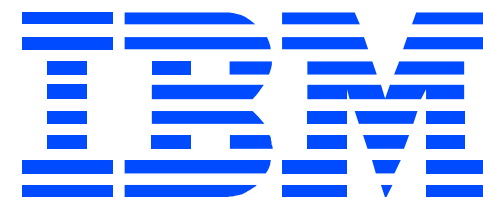


IBM is Ready ... Are You?





# Americas Linux Plan for Business Partners





# Linux Business Partner Plan

## ■ YOUR PLAN

- ▶ **Assess your Linux Involvement**
  - Involved already
  - Have immediate Interest for Involvement
- ▶ **Define Your Linux Education roadmap**
  - Linux experience
  - No Linux experience, but Unix experience
  - No Linux - No Unix experience
  - Linux Interest
- ▶ **Get enrolled / certified by end of 4Q**
- ▶ **Define Your Linux Business model**
  - Selling e-business solutions with Linux
  - Teaming with Linux BP's
  - Developing / Influencing Linux e-business solutions
- ▶ **Report related e-business sales around Linux**
- ▶ **Write up Linux references**
  - in "Linux Lens" website



# Linux Business Partner Plan

## ■ ASSESS YOUR LINUX INVOLVEMENT

### ▶ Propensity Business Partners

- Involved with Linux
- To what degree?
  - Technical people trained
  - Selling / Influencing sales around Linux
  - Developing applications around Linux

### ▶ Affinity Business Partners

- Have an Interest to be involved
  - In 2001
  - Future
- How do you want to be involved?



# Linux Business Partner Profile

BP Name: \_\_\_\_\_

Address: \_\_\_\_\_

BP Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

IBM Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

IBM Business Partner Type: \_\_\_\_\_ Level: \_\_\_\_\_

## LINUX EXPERIENCE:

Presently Working with Linux: Yes \_\_\_ No \_\_\_ How Long? \_\_\_\_\_

If NO, What is your Interest in Working with Linux? \_\_\_\_\_

If YES:

What is Work Involvement: \_\_\_\_\_

Certified \_\_\_ yes \_\_\_ no, Which Certification? \_\_\_\_\_ # Certified \_\_\_\_\_

What is IBM Related Revenue From Linux Involvement:

2000 \_\_\_\_\_ Potential 2001 \_\_\_\_\_

Hardware \_\_\_\_\_ Hardware \_\_\_\_\_

Software \_\_\_\_\_ Software \_\_\_\_\_

Services \_\_\_\_\_ Services \_\_\_\_\_

What IBM Products Do You Work With Linux:

Hardware \_\_\_\_\_

Software \_\_\_\_\_

Services \_\_\_\_\_

What ISV's Work With: \_\_\_\_\_

Applications \_\_\_\_\_

Industries \_\_\_\_\_

Other IBM Business Partners Work With \_\_\_\_\_

Give Your 3 Focus/Initiatives in 2001 for Linux Involvement:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Describe What Would Help You Accomplish Your Linux Initiatives:

\_\_\_\_\_

\_\_\_\_\_



# Linux Business Partner Profile

## BACKGROUND ON BUSINESS PARTNER:

Amount of IBM Revenue: 2000 \_\_\_\_\_ Potential 2001 \_\_\_\_\_  
 Hardware: 2000 \_\_\_\_\_ Potential 2001 \_\_\_\_\_  
 Software: 2000 \_\_\_\_\_ Potential 2001 \_\_\_\_\_  
 Services: 2000 \_\_\_\_\_ Potential 2001 \_\_\_\_\_

IBM Hardware Products Sell/Work With \_\_\_\_\_

IBM Software Products Sell/Work With \_\_\_\_\_

IBM Services Sell/Work With \_\_\_\_\_

What IBM Certifications \_\_\_\_\_

Geographic Reach \_\_\_\_\_

Industry Specialization \_\_\_\_\_

Target Customer Set \_\_\_\_\_

ISP/ASP/Dot.com/Telco Involvement \_\_\_\_\_

Distributor \_\_\_\_\_

OTHER COMMENTS \_\_\_\_\_

Linux Applications: (Please describe and tell if they are referenceable: \_\_\_\_\_

Linux References: (Please describe customer and what is referenceable: \_\_\_\_\_



# Linux Business Partner Plan

## ■ LINUX EDUCATION

### ▶ Decide if you have

- Linux Experience
- No Linux experience but Unix experience
- No Linux or Unix experience
- Linux Interest

### ▶ Use Appropriate roadmap

### ▶ Enroll - call - 1-800-IBM-TEACH

### ▶ Information:

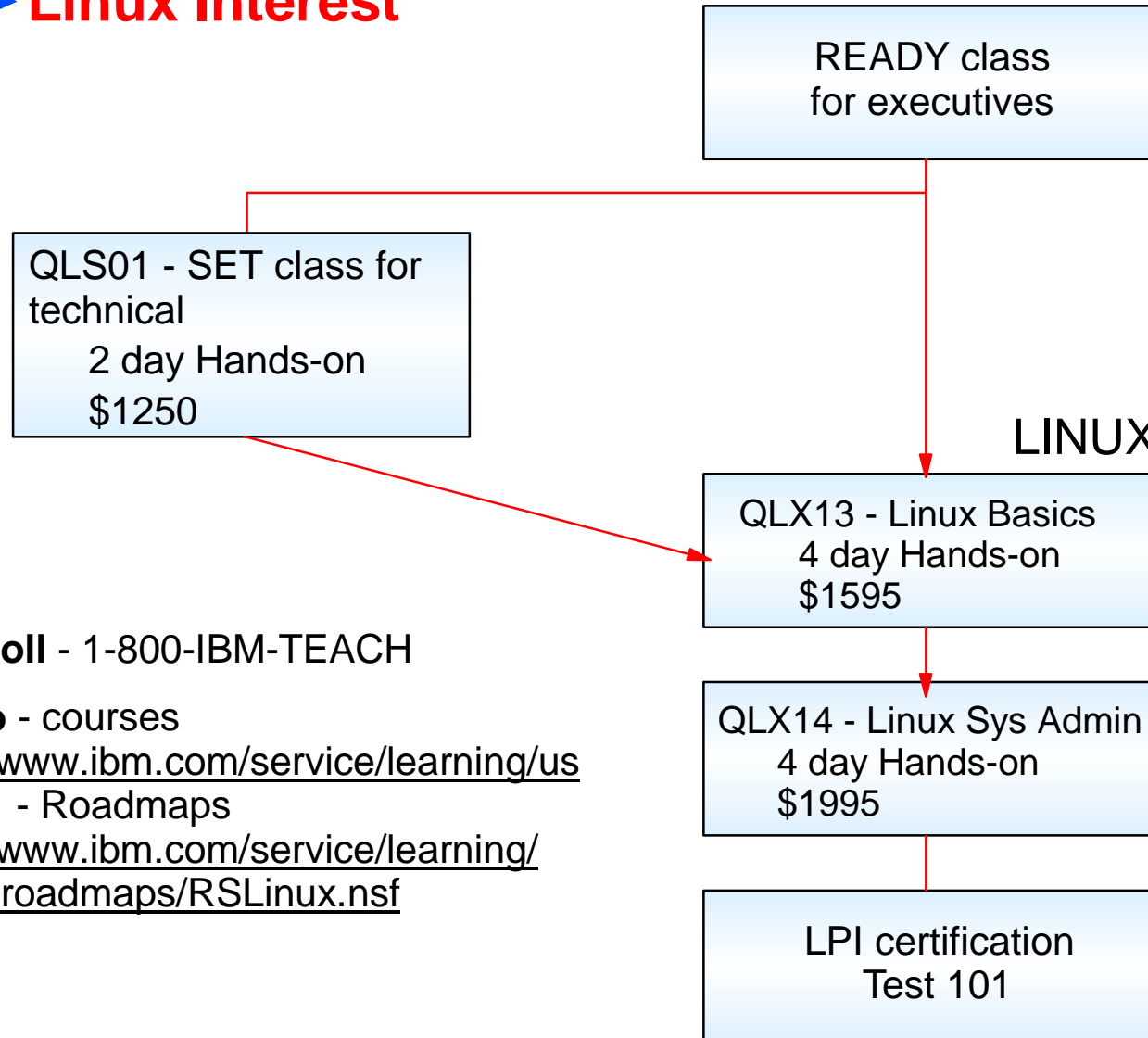
- courses - [www.ibm.com/service/learning/us](http://www.ibm.com/service/learning/us)  
(course code in search box)
- roadmaps - [www.ibm.com/services/learning/roadmaps/RSLinux2.nsf](http://www.ibm.com/services/learning/roadmaps/RSLinux2.nsf)



# Linux Business Partner Plan

## ■ LINUX EDUCATION ROADMAP

### ▶ Linux Interest



**Enroll** - 1-800-IBM-TEACH

**Info** - courses

[www.ibm.com/service/learning/us](http://www.ibm.com/service/learning/us)

- Roadmaps

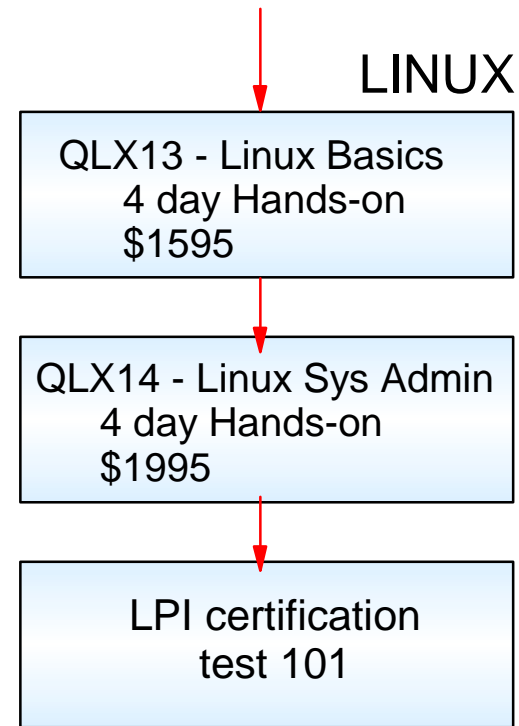
[www.ibm.com/service/learning/roadmaps/RSLinux.nsf](http://www.ibm.com/service/learning/roadmaps/RSLinux.nsf)



# Linux Business Partner Plan

## ■ LINUX EDUCATION ROADMAP

▶ **No Linux Experience - No Unix Experience**



**Enroll** - 1-800-IBM-TEACH

**Info** - courses

[www.ibm.com/service/learning/us](http://www.ibm.com/service/learning/us)

(code in search box)

- Roadmaps

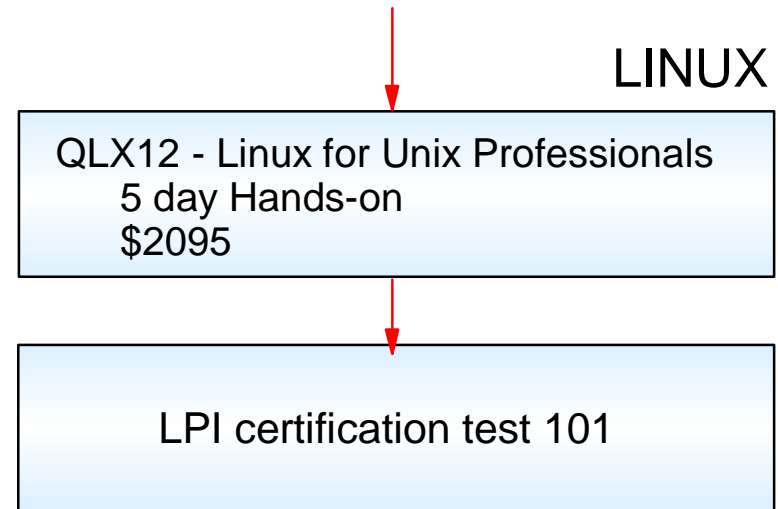
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# Linux Business Partner Plan

- **LINUX EDUCATION ROADMAP**

- ▶ **No Linux Experience - Unix Experience**



**Enroll** - 1-800-IBM-TEACH

**Info** - courses

[www.ibm.com/service/learning/us](http://www.ibm.com/service/learning/us)

(code in search box)

- Roadmaps

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# Linux Business Partner Plan

LINUX

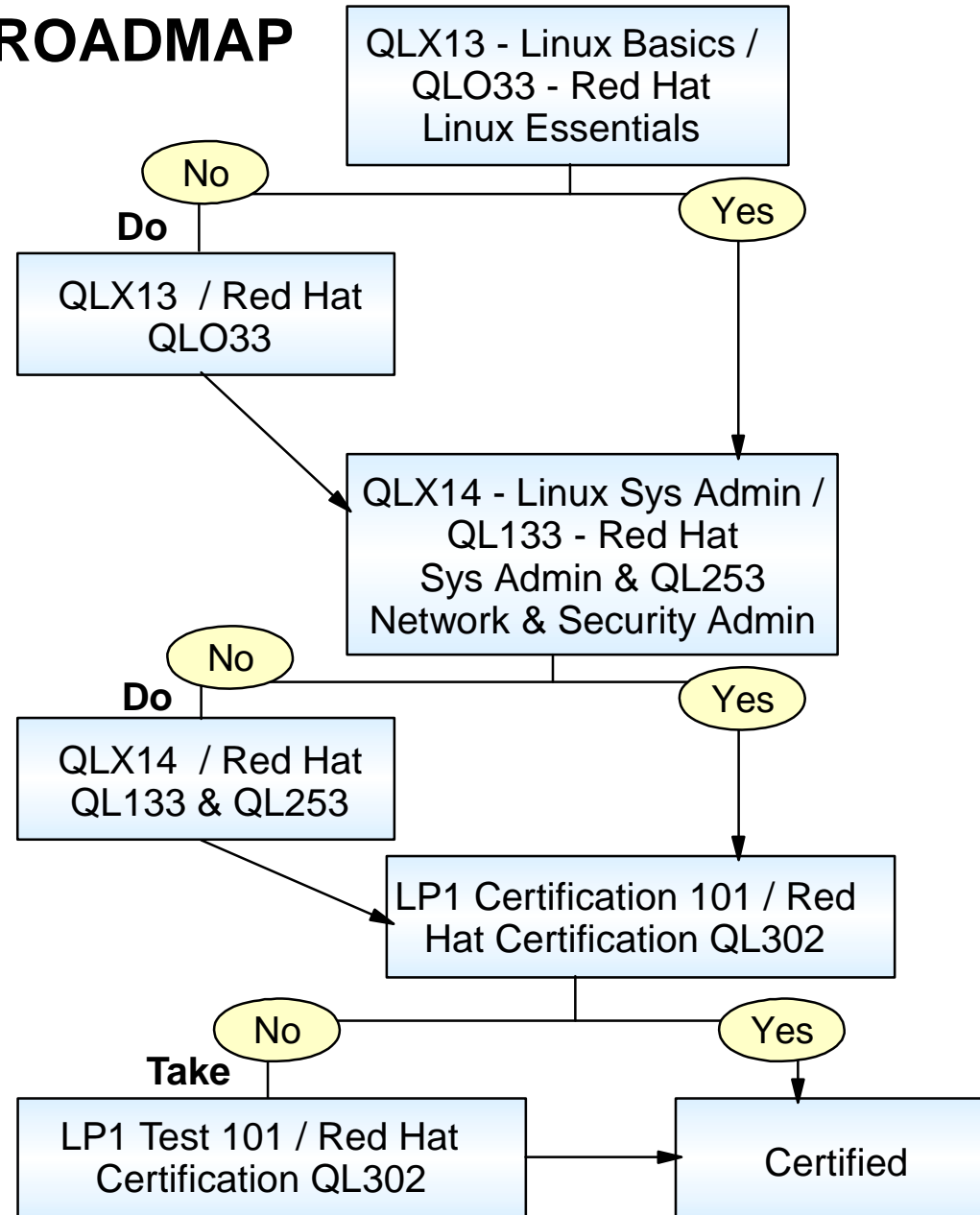
## LINUX EDUCATION ROADMAP

### Linux Experience

#### Ask

- Have you taken?
- Have you taken?

- Are you certified?



Enroll - 1-800-IBM-TEACH

# Linux Business Partner Plan

## LINUX EDUCATION ROADMAP

### October classes

Date	Course	Name	Location
October 1	QLX14	Linux System Administrator	Los Angeles
October 1	QLX13	Linux Basics	Raleigh
October 1	QLX14	Linux System Administrator	Boulder
October 1	QLX12	Linux for Unix Professionals	Boston
October 2	QLX13	Linux Basics	Hato Rey
October 8	QLS01 (FREE)	Set Class	Washington, DC
October 8	QLS01 (FREE)	Set Class	San Francisco
October 8	QLX14	Linux System Administrator	Omaha
October 15	QLX13	Linux Basics	Old Tappen
October 15	QLX14	Linux System Administrator	San Jose
October 15	QLX12	Linux for Unix Professionals	Atlanta
October 16	QLX14	Linux System Administrator	Hato Rey
October 16	QLX13	Linux Basics	Dallas
October 22	QLX13	Linux Basics	Boston
October 22	QLX14	Linux System Administrator	Auston
October 22	QLX13	Linux Basics	St. Louis
October 22	QLX13	Linux Basics	Los Angeles



# Linux Business Partner Plan

## LINUX EDUCATION ROADMAP

### October classes (cont'd)

Date	Course	Name	Location
October 22	QLX13	Linux Basics	Houston
October 22	QLX14	Linux System Administrator	Lexington
October 22	QLX14	Linux System Administrator	Raleigh
October 23	QLX13	Linux Basics	Atlanta
October 23	QLX14	Linux System Administrator	Dallas
October 29	QLX14	Linux System Administrator	Atlanta



# Linux Business Partner Plan

## LINUX EDUCATION ROADMAP

### November/December classes

Date	Course	Name	Location
November 05	QLX13	Linux Basics	Denver
November 05	QLX13	Linux Basics	San Jose
November 05	QLX12	Linux for Unix Professionals	New York
November 06	QLX13	Linux Basics	Orlando
November 12	QLX13	Linux Basics	Oklahoma
November 12	QLX14	Linux System Administrator	Atlanta
November 12	QLX14	Linux System Administrator	Houston
November 12	QLX14	Linux System Administrator	Los Angeles
November 26	QLX13	Linux Basics	Houston
November 26	QLX13	Linux System Administrator	Los Angeles
November 27	QLX14	Linux for Unix Professionals	Orlando
December 03	QLX13	Linux Basics	Philadelphia
December 03	QLX14	Linux System Administrator	Sam Jose
December 03	QLX14	Linux System Administrator	New York
December 03	QLX12	Linux for Unix Professionals	Atlanta
December 04	QLX13	Linux Basics	San Francisco
December 17	QLX14	Linux System Administrator	Oklahoma
December 17	QLX14	Linux System Administrator	Denver
December 17	QLX14	Linux System Administrator	Los Angeles
December 17	QLX14	Linux System Administrator	Houston
December 17	QLX14	Linux System Administrator	Philadelphia
December 18	QLX13	Linux Basics	Tampa



# Linux Business Partner Plan

## LINUX EDUCATION ROADMAP

### Classes in Canada

Date	Course	Name	Location
June 11	QLX12C	Linux for Unix Professionals	Markham
June 25	QLX13C	Linux Basics	Vancouver
June 25	QLX14C	Linux System Administration	Ottawa
July 16	QLS01C	Set Class	Montreal
July 17	QLX14C	Linux System Administration	Calgary
July 30	QLX14C	Linux System Administration	Montreal
August 13	QLS01C	Set Class	Markham
August 13	QLX13C	Linux Basics	Vancouver
September 4	QLX13C	Linux Basics	Montreal
September 10	QLX12C	Linux for Unix Professionals	Markham
September 10	QLX14C	Linux System Administration	Montreal
September 24	QLX13C	Linux Basics	Montreal
October 16	QLX14C	Linux System Administration	Ottawa
November 13	QLX14C	Linux System Administration	Calgary
November 19	QLX14C	Linux System Administration	Markham
December 17	QLX14C	Linux System Administration	Markham



# Linux Business Partner Plan

## LINUX EDUCATION ROADMAP

### Classes in Mexico

Date	Course	Name	Location
September 3	QLX02	Linux Power User	Guadalajara
September 3	QLX07	Linux Administracion TCP/IP	Guadalajara
September 10	QLX03	Administracion del Sistema Linux	Guadalajara
September 10	QLX02	Linux Power User	Guadalajara
September 17	QLX12	Linux para profesionales Unix	Guadalajara
September 17	QLX03	Administracion del Sistema Linux	Guadalajara
September 24	QLX12	Linux para profesionales Unix	Guadalajara
October 1	QLX02	Linux Power User	Monterrey
October 1	QLX07	Linux Administracion TCP/IP	Mexico City
October 8	QLX03	Administracion del Sistema Linux	Monterrey
October 15	QLX12	Linux para profesionales Unix	Monterrey



# Linux Business Partner Plan

■ **READY EDUCATION - COMPLETED - 2476 ATTENDEES AS OF 9/26**

▶ **Ready Conference calls - (106) 4/5, 10**

▶ **Ready Sessions - BP Connections Events - (1480)**

– At BP connections events

- Chicago - (67) 4/17
- Philadelphia - (48) 4/18
- Washington DC - (55) 4/19
- Dallas - (92) 5/9
- New York City - (215) 5/10
- Atlanta - (101) 5/16
- Orlando - (44) 5/17
- Los Angeles - (87) 5/22
- San Jose - (112) 5/24
- Washington DC - (50) 6/5
- Boston - (100) 6/7
- Chicago - (120) 6/12
- Cleveland - (35) 6/14
- Charlotte (59) 6/19
- New York City - (20) 6/21
- Toronto - (62) 7/9
- Montreal - (45) 7/10
- Tampa - (65) 7/24
- Fort Lauderdale (78) 7/25
- Halifax (25) 10/3

▶ **Ready Roadshow (LA) - (194)**

- Sao Paulo (Linux Expo) - (40) 5/9-10
- Buenos Aires - (55) 5/15
- Caracas - (35) 5/17
- Mexico City - (64) 5/21

▶ **Ready Roadshow (Canada) - (43)**

- Toronto - (38) 6/20
- Montreal - (5) 6/21

▶ **Ready Sessions - Distributors - (263)**

- SupportNet - May Days (238) 5/16-17
- Avnet Partner Event (25) 9/10

▶ **Ready Sessions**

- e-commerce College (29) 7/24

▶ **Ready Individual Sessions - (131)**

- CSC - (37)
- Other Individuals - (94)

▶ **Ready Recruitment - (57)**

- Conference Call - (19) 8/23
- Linux World Session - (38) 8/28



# Linux Business Partner Plan

## ■ **DEFINING YOUR BUSINESS MODEL**

- ▶ Decide "How" you want to move into Linux
- ▶ Do you want to:
  - Do fulfillment of IBM hardware / software around Linux?
  - Do you want to sell e-business solutions around Linux?
  - Do you want to Influence e-business solutions around Linux?
  - Do you want to put your applications up on Linux platforms?
  - Do you want to team with Linux BPs to deliver e-business solutions?





# Linux Business Partner Plan

## ■ FULFILLMENT LINUX BUSINESS MODEL

- ▶ **Business Partner:** Woodfield Group - PCD Reseller
- ▶ **Customer:** weather.com
- ▶ **Application:**
  - Establish a powerful, flexible, reliable e-business solution
  - Delivers over 2000 maps and satellite images on Linux operating system
  - Operations in 77,000 locations WW
    - 300 pageviews/month
    - 14M users/month
- ▶ **Hardware:** 40 Netfinity 4000R with Red Hat Linux
- ▶ **Software:** Webshere Application server
- ▶ **Services:** IBM hardware and software integration services - IGS
- ▶ **Revenue:** Hardware - 2000 - \$200,000

**Competitive Win back from Sun**



# Linux Business Partner Plan

## ■ **SELLING/INFLUENCING E-BUSINESS SOLUTIONS WITH LINUX**

- ▶ **Business Partner: InfoSystems** - Solution provider, System Integrator
- ▶ **Customer: Mardome** - Service provider for e-business
- ▶ **Application:**
  - Building infrastructure 100% on Linux and IBM products
  - Provide mission critical hosting services on a "pay as you grow" basis "- line telephone connectivity, speech recognition, and voice processing"
  - Consumers get end-to-end managed voice infrastructure services as needed
- ▶ **Hardware:** Netfinities
- ▶ **Software:** WebSphere, DB2
- ▶ **Services:** IGS
- ▶ **Revenue:** InfoSystems: 2000 - \$250K
  - Mardome:
    - Launches July 2001 selling services / influencing IBM products



# Linux Business Partner Plan

## ■ **SELLING E-BUSINESS SOLUTIONS/HOSTING SOLUTIONS**

### ▶ **Business Partner: MerchantWired**

- Service Provider for e-business
- System Integrator
- POS Solution Provider for retail

### ▶ **Business:**

- Business-consulting and technology solutions company for retail industry
- Integrates and deploys customer technology solutions, leveraging a wide-area broad band IP network
- Have 300+ wired mall properties
- Also POS IBM reseller
- Also extending Linux in ASP business - using Linux clustering

### ▶ **Hardware:** 300 Netfinities / RS/6000 running Linux

### ▶ **Software:** DB2, WebSphere, MQ Series

### ▶ **Services:** IGS services for wired mall

### ▶ **Revenue:** \$2.4M (IBM)



# Linux Business Partner Plan

## ■ TEAMING FOR E-BUSINESS SOLUTIONS WITH LINUX

### ▶ Business Partners:

- **Equant** - Service Provider for e-business, System Integrator
  - Provides networking and infrastructure support, hosting services
- **Denver Solution Group** - Solution Provider:
  - Fulfillment hardware, software, services/application development
- **Commerce Quest** - System Integrator
  - Java and MQ Series - writes Java applications to run on WebSphere

### ▶ Business:

- Complete e-business solutions - helping customers roll out end-to-end e-business initiatives
- Infrastructure integration from SNA to IP networking
- Web-enabling S/390 app's
- Workload consolidation on S/390
- Equant-hosting business with Linux for e-mail / offering a service facility to teach workload consolidation - Service Design Center

▶ **Hardware:** S/390 running Linux

▶ **Software:** DB2, WebSphere

▶ **Revenue:** \$16M deal with Linux - 2000 (Equant)



# Linux Business Partner Plan

## ■ LINUX APPLICATIONS

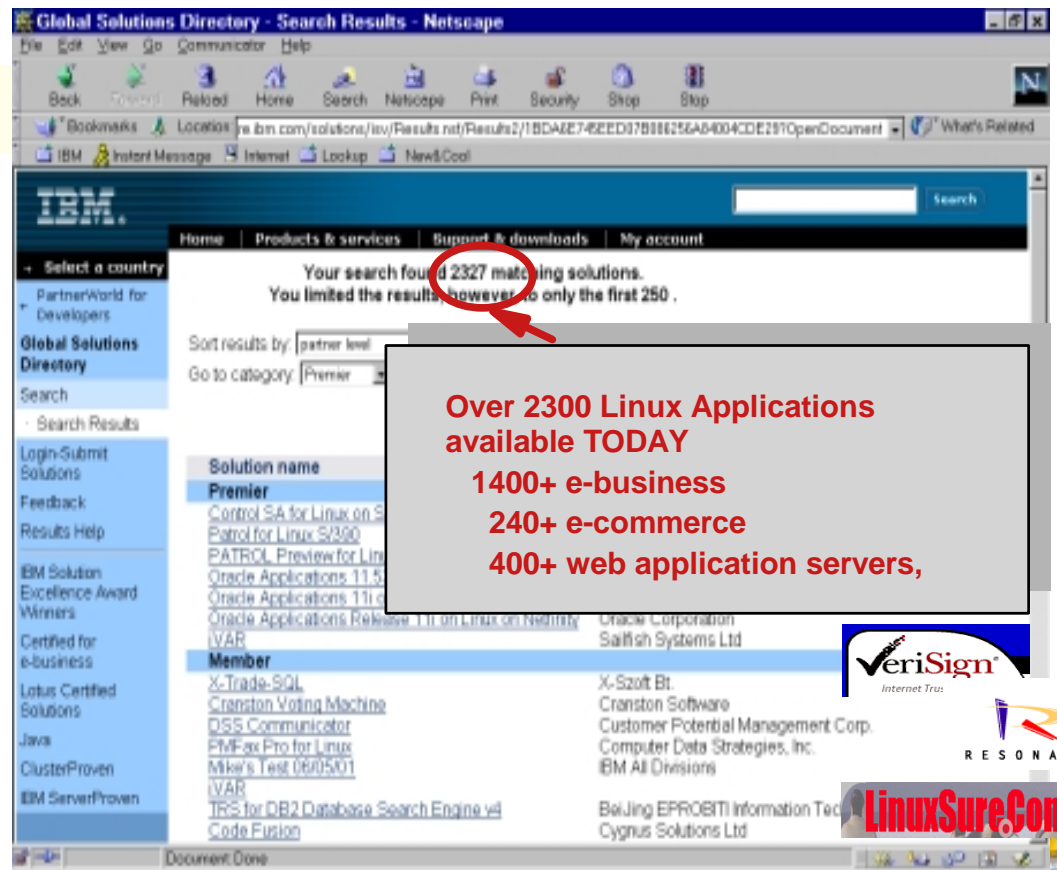
- ▶ **300+ Target Key ISVs - 72 Advanced/Premier have Linux applications**
- ▶ **2300 Linux Apps in Global Solutions Directory**
  - [www.developer.ibm.com](http://www.developer.ibm.com)
- ▶ **200 Server Proven Linux applications**
  - 500 by YE 2001
  - [www.developer.ibm.com/welcome/netfinity/linux\\_sp.html](http://www.developer.ibm.com/welcome/netfinity/linux_sp.html)
- ▶ **Leverage Domino Applications**
  - 202 already on Linux - US
  - BP directory
- ▶ **BP Connections**
  - Use to find potential Linux partners
  - Linux in BP profile
  - [www.ibm.com/partnerworld/bpconnections](http://www.ibm.com/partnerworld/bpconnections)
- ▶ **Use for Teaming**



# Linux ISV Application Solutions

## IBM Global Solutions Directory

June 27, 2001... IBM And Business Partners Celebrate Milestone in Growth of Linux Applications Linux Applications Increase More Than 30 Percent ... "Customers can easily access information on a wide variety of applications, including the more than 2,300 Linux offerings currently available via the Web. "



# ServerProven Linux Solutions (200 in 2000, 500 by Y/E 2001)

3R Soft, Inc.	Entera, Inc.	Openlink Software, Inc.	SoftVision Development GmbH
Abacus Informations systeme GmbH	Erba 96 Ltd	OpenSales.com	Spress Informatica S/A
Advanced Communication Design, Inc.	Eurosoft	Openshop Internet Software GmbH	Stalker Software, Inc.
Appgen Business Software	Evergreen Internet	Oracle Corporation	StarFire Technology
Applix, Inc.	FishTech & Partners	ParaSoft	SYNTAGS GmbH
Apprise Software, Inc.	Gedys Internet Products AG	PeopleSoft, Inc.	SystemsFusion
Areco Systems Ltd	GIA-Hungaria Kft., Ltd.	Pervasive Software	Szintezis Computer
AsialInfo Technologies(China),Inc.	i-tao Ltd.	Pick Systems	The Unicode Group, Inc.
aviso GmbH	infor business solutions AG	PLANAC / Sercon Sistemas Automotivos	Thoroughbred Software International
BackWeb Tech Canada	Information Systems Design	Planet-Intra.Com	TOTAL QUALITY INFORMÁTICA LTDA
bone labs GmbH	Informix Software, Inc.	PowerCerv Corporation	TPS Systems, Inc.
Brio Technology	INTERNOLIX AG	Powerware Corporation	Triangle Computer Services
Bunker Hill Corporation	Intershop Comm GmbH	Progress Software Corporation	Tridia Corporation (MaxTech, Inc.)
burst.com	IOCOM	Proton Solutions Private Limited	Tripwire Security Systems, Inc
CAE Elektronik GmbH	iPlanet	Reedy Creek Technologies	Trustix AS
CD4 Ltd.	IT Networks GmbH	Resonate, Inc.	Unipress Software
Cedros GmbH	JDH Technologies, LLC	RESource Programmierservice und EDV-Vertrieb GmbH	Vianet Technologies
Check Point Software Technologies Inc.	Knox Software Corp.	Sanchez Computer Associates, Inc.	Visualize Incorporated
Citadel Computer Systems	Knud Erik Højslet ApS	Seagate Software	VMware, Inc.
Coherenz Corporation	Korea Hi-Net Co., Ltd.	Sendmail, Inc.	Volano
COIN Corp Interactive AG	K.C.I Co, Ltd.	SERIANET	VT-SOFT Ltd.
Comet Way, Inc.	Legato Systems, Inc.	Shanghai Asia&Pacific Computer Information System Co.Ltd	WebTrends Corporation
Compuware Corporation	Lexias Inc.	ShuttleSoft AG	WireX Communications Inc.
Conecto Aps	Lutris Technologies	Sideware Systems, Inc.	X-Szoft Bt.
Cybernet Software Systems	Maximized Software	SiteScape, Inc.	Xteam Software Co.Ltd.
DYSSA	multex.com	Softgram Co., Ltd.	Zero Knowledge Systems
Eden Communications	Net-Tech Linux Limited		Zeus Technology
Enhanced Software Technologies, Inc.	NetMAX Division of Cybernet Systems Corporation		
Ensim Corporation	Notes Development GmbH		
	Octatec Ltd		
	OMNIS Software, Inc.		
	Onyx Software Corporation		

- [www.developer.ibm.com/welcome/netfinity/linux\\_sp.html](http://www.developer.ibm.com/welcome/netfinity/linux_sp.html).
- Plus > 2300 Linux apps in GSD ([www.developer.ibm.com](http://www.developer.ibm.com)) ... growing fast !



# Business Partner Directory - Domino on Linux

IBM Business Partners Report - Netscape

File Edit View Go Communicator Help

IBM

Home | Products & services | Support & downloads | My account

→ Select a country

PartnerWorld Software

Business Partner Directory

PartnerWorld Software

Search criteria: Geography: United States, Category: Lotus Domino, Operating System: Linux

There are **202 companies** matching your criteria.

Partnerworld for Software Premier Business Partners

Premier Level			
Company	Location	F	
<a href="#">3X Corporation</a> PartnerWorld for Software	760 Lakeview Plaza Blvd Worthington, Ohio 43085-4734 United States	614 433-9400	<a href="mailto:keith.justus@3x.com">keith.justus@3x.com</a>
<a href="#">411 Computers, Inc.</a> PartnerWorld for Software	6432 Joliet Rd Suite A Countryside, Illinois 60525-4686 United States	708 482-4117	<a href="mailto:imorgan@411computers.com">imorgan@411computers.com</a>
<a href="#">apisci consulting, inc.</a> PartnerWorld for Software	201 W Chatham St Suite 110-5 Cary, North Carolina 27511 United States	919-466-8050	<a href="mailto:info@apisci.com">info@apisci.com</a>
<a href="#">AAC Associates, Inc.</a>	8470 Tyco Road Vienna, Virginia 22182 United	703 918-6300	<a href="mailto:info@aac.com">info@aac.com</a>

**Hundreds of Business Partners with thousands of Domino apps - the majority of which run on Linux**





# Linux Business Partner Plan

## ■ **MARKETING TOOLS**

### ▶ **Linux Websites**

- For BP's - [www.ibm.com/partnerworld/Linux](http://www.ibm.com/partnerworld/Linux)
- For Developers - [www.developers.ibm.com](http://www.developers.ibm.com)
- For customers - [www.ibm.com/Linux](http://www.ibm.com/Linux)
- For education - [www.ibm.com/service/learning/us](http://www.ibm.com/service/learning/us)

### ▶ **Web Sales Education**

- In-depth sales course
- Rolled out to BP's later

### ▶ **Advertisements - "Best of Show" LinuxWorld**

- Buyer's Guide
- May Issue

### ▶ **Campaigns**

- e-business Infrastructure campaign
  - Corporate
  - Linux linked to it
- e-server Linux campaign
  - Peace, Love, Linux
  - Announced at PartnerWorld
  - Message - Linux will differentiate the e-server from rest of market
    - Linux will create huge opportunity
- Start Now e-commerce campaign



# Linux Business Partner Plan

## ■ **MARKETING TOOLS**

### ▶ **Marketing collateral**

- **IBM/Linux Portfolio** **G325-5315-00**
  - What is Linux, Why Linux, Why IBM?
  - IBM Linux strategy
  - IBM offerings
  
- **IBM/Linux Brochure** **G325-5316-00**
  - What is Linux, Why Linux, Why IBM?
  - IBM offerings
  
- **Linux Resource CD for BPs** **SK3T-0610**
  - Order from "Linux Lens" Web site or via puborder



# Linux Business Partner Plan



## LINUX COORDINATORS

### ■ Americas

### ■ Channel Regional Coordinators

Eastern Region

Central Region

West Region

North Region

Southern Region

### ■ Distributor Coordinators

Keylink

SupportNet

Avnet / Hallmark

### ■ NetGen Coordinator

### ■ Web Integrators

**Gail Homan**

8-224-3566 or (914) 642-3566  
Gail Homan/Armonk  
ghoman@us.ibm.com

**Paul Coffey**

8-234-6002 or (518) 487-6002  
Paul Coffey/Albany  
pcoffey@us.ibm.com

**Charles London**

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Charles London/Atlanta  
clondon@us.ibm.com

**Brenda Brunette**

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Brenda Brunette/Green Bay  
blbrune@us.ibm.com

**Tanya Orloff**

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Tanya Orloff/Santa Rosa  
torloff@us.ibm.com

**Geoff Gunton**

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Geoff Gunton/Markham  
ggunton@ca.ibm.com

**Ricardo Pelayo**

8-828-6934 or 011-525-270-6999  
Ricardo Ernesto Pelayo Duarte/Mexico  
pelayo@mz1.ibm.com

**Sylvia Hawkins**

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shawkins@us.ibm.com

**Greg Kappel**

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gkappel@us.ibm.com

**Ross Bimson**

8-667-2046 or (602) 217-2046  
Ross Bimson/Phoenix  
rbimson@us.ibm.com

**Jennifer Stowell**

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Jennifer Stowell/Atlanta  
jstowell@us.ibm.com

**Gary Reeves**

8-444-8575 or (919) 254-8575  
Gary Reeves/Raleigh  
reevesg@us.ibm.com



# Linux Business Partner Plan

- **VALUE PROPOSITION FOR BUSINESS PARTNERS**
- **Why Linux?**
  - ▶ **Expands their skills - new operating system**
  - ▶ **Leverages their skills**
    - Sell what they know with Linux
    - Sell e-business servers/middleware /services / solutions
  - ▶ **Reaches New customers / existing customers - New areas**
    - Customers using Linux (SMB, Net Gen)
    - Customers using competitive products
      - SUN server farms (Net Gen/Enterprise)
      - with workload consolidation
  - ▶ **Allows them to be ready to move into "Next Generation of e-business"**
    - Linux - fastest growing operating system - 28.4%
    - Only operating system allowing all hardware, software and applications to work together

**"IBM believes the operating system that provides the most flexibility to customers will end up Winning."**

**MORE REACH = MORE \$'s**

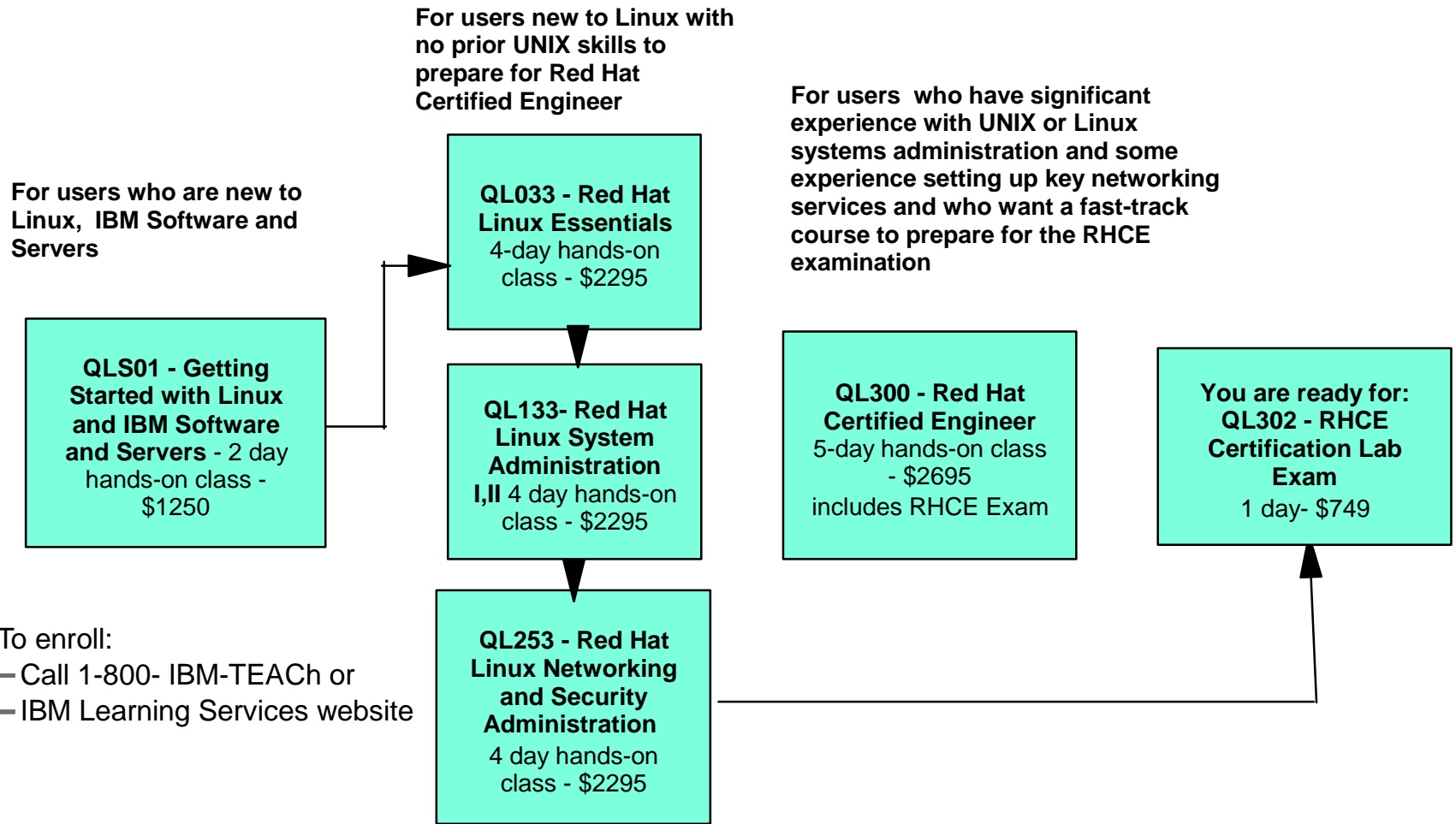


# Linux Business Partner Plan

- Back-up



# Red Hat Certification Roadmap



To enroll:  
- Call 1-800- IBM-TEACH or  
- IBM Learning Services website

Note: For detailed Red Hat Certification Roadmap:  
<http://www.ibm.com/services/learning/roadmaps/rslinux4.htm>  
IBM Business Partners receive a 25% discount.

