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# **IBM Content Management Passport Advantage CEO Bundle**

**April 11, 2000 Announce  
Pricing & Packaging**





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# Agenda

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1. Overview of Passport Advantage
2. Proposed IBM Content Management Bundle
3. Pricing / Revenue Sharing
4. Value Proposition





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# Overview of Passport Advantage CEO

- CEO = Complete Enterprise Option
- Pricing Alternative:
  - ▶ Simpler "per individual" pricing
  - ▶ Eliminates customer pain of managing multiple software charges for number of servers, CPU's, capacity units, register users, concurrent users and CALs.
- Minimum = 500 individuals
- Volume discounts at 1000, 2500, 5000, 10000 points
- Software Subscription:           Must Purchase  
(1 and 2 year options)
- Support:                               Optional





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# Products in CM CEO Bundle

- IBM Enterprise Information Portal
- IBM Content Manager for multiplatform
- IBM Content Manager Video Charger
- IBM Content Manager CommonStore for SAP
- IBM Content Manager CommonStore for Lotus Domino
- IBM Content Manager OnDemand 390 (Users)
- IBM MQSeries Workflow (all platforms)
- Lotus Domino.Doc

## Products Not in the Bundle:

- IBM CM 390 Servers (MLC only)
- IBM CM 390 OD Servers (MLC only)
- MQS-WF 390 (MLC only)
- IBM CM ImagePlus 390 (MLC only)
- IBM CM IWPM (Client for I+390)



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# CM CEO Bundle propose Pricing

- \$1,247 per individual
  - ▶ 500 users
  - ▶ with 1 year subscription
  - ▶ 1 individual = 10 points
  - ▶ Addition Discounts for higher numbers of users/points
- 500 individuals = \$623,500

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes.



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# CEO Revenue Sharing

- Data Management 87%
- Lotus 2%
- MQS-WF 11%





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# Who drives the Sale?

- Primarily Content Management Sales Reps
- Revenue sharing incents Lotus & MQS-WF reps to help with demo or presentation





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# Announcement Process

- Alternative process used to speed the availability of this offering
- Channel Announcement-- Tuesday April 11
  - Offering in Passport Advanage
  - It can be sold by IBMers and partners
- Regular Announcement targeted for June 21

