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Content Management from IBM

*Leveraging Information
for profit*

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Strategy for 2000

The Opportunity

Document Technologies Market*

CM Category	Year 1998	% Total	Year 2002	% Total	CAGR 98-02
Services	\$5,128M	39%	\$16,666M	40%	27%
Software	\$3,898M	29%	\$11,559M	28%	24%
Hardware	\$2,901M	22%	\$8,855M	21%	25%
Maintenance	\$1,290M	9%	\$4,472M	11%	28%
TOTAL	\$13,217M	100%	\$41,552M	100%	26%

* AllM report "State of Document Technologies, 1997-2003", by Gartner

"...this is a vibrant market, energized by the emergence of web technology"

GartnerGroup, 1999

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The Targets of Opportunity

- **ERP**
 - ▶ SAP Archive
- **Customer Relationship Management**
 - ▶ Electronic Bill / Document Presentment
- **Document Enabled Vertical Applications (DEVA)**
 - ▶ Banking, Finance, Insurance, Government
- **e-Commerce**
 - ▶ Web Content Management
 - ▶ Transaction Logging
 - ▶ Catalog Archive

Based on IBM Market Management analysis

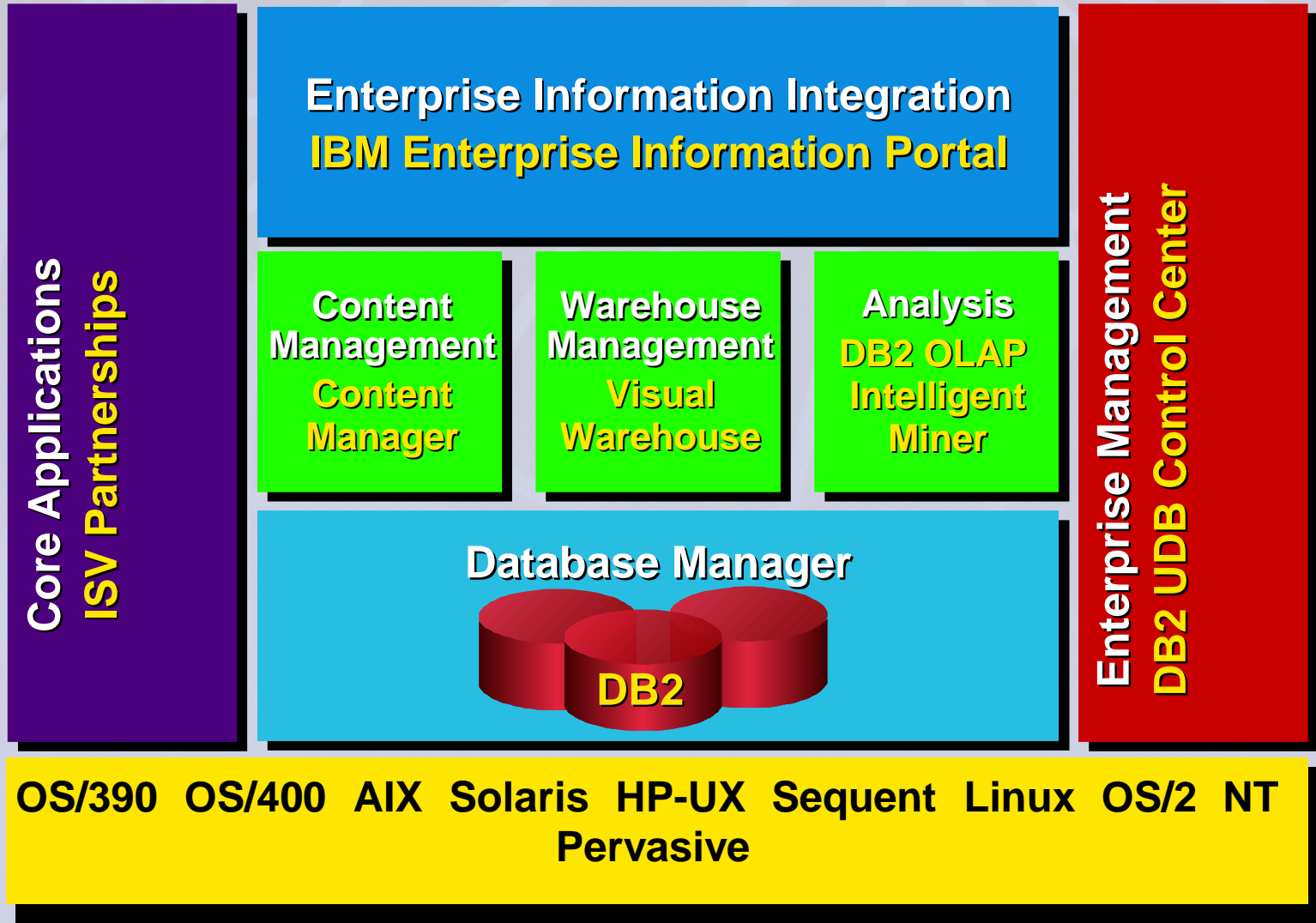
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Data Management Overview





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Key Points for Y2000

- **Aggressive growth plan in place**
 - ▶ Increased resource in sales, channels, development
- **Go-to-market being built around target segments**
 - ▶ Opportunity for partner participation
- **New pricing model for ASP**

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