



e-business

e-Business: From Mindshare to Marketshare

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Tivoli

Lotus®

IBM



e-business

Agenda

- Corporate Focus
- Value Proposition
- Other News
 - ▶ PartnerWorld
- Q&A

The Tivoli logo is the word 'Tivoli' in a white, italicized, sans-serif font, set against a red rectangular background.

Tivoli

The Lotus logo consists of the word 'Lotus' in a white, serif font, set against a black rectangular background.

Lotus

The IBM logo is the word 'IBM' in a white, bold, sans-serif font, set against a black rectangular background.

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From Mindshare... to Marketshare



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e-business

What is e-business?

- e-business is any activity that connects critical business systems directly to their critical constituencies (customers, employees, vendors and suppliers) via intranets, extranets and over the world-wide web



TM

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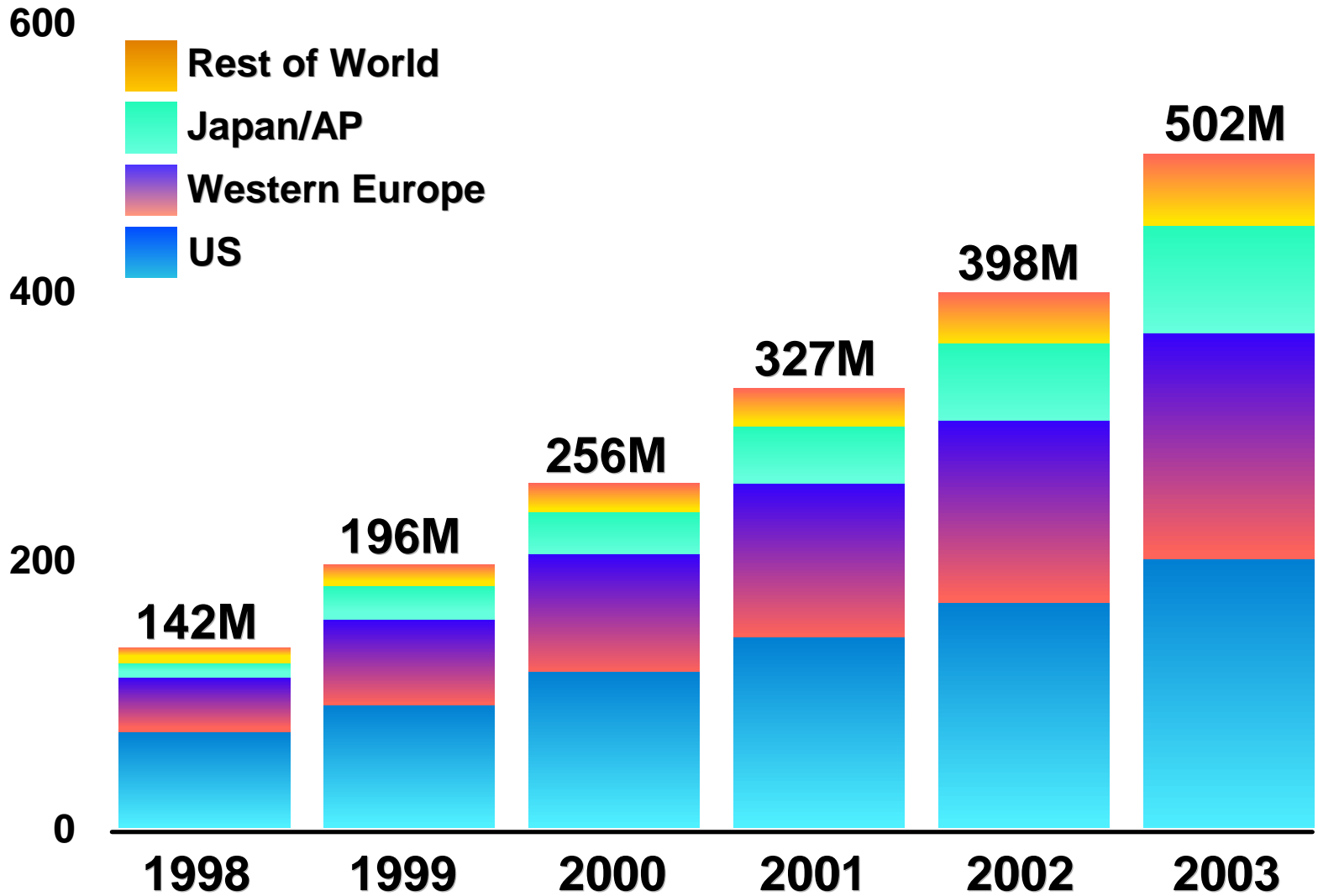
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Internet Users Worldwide



Source: IDC

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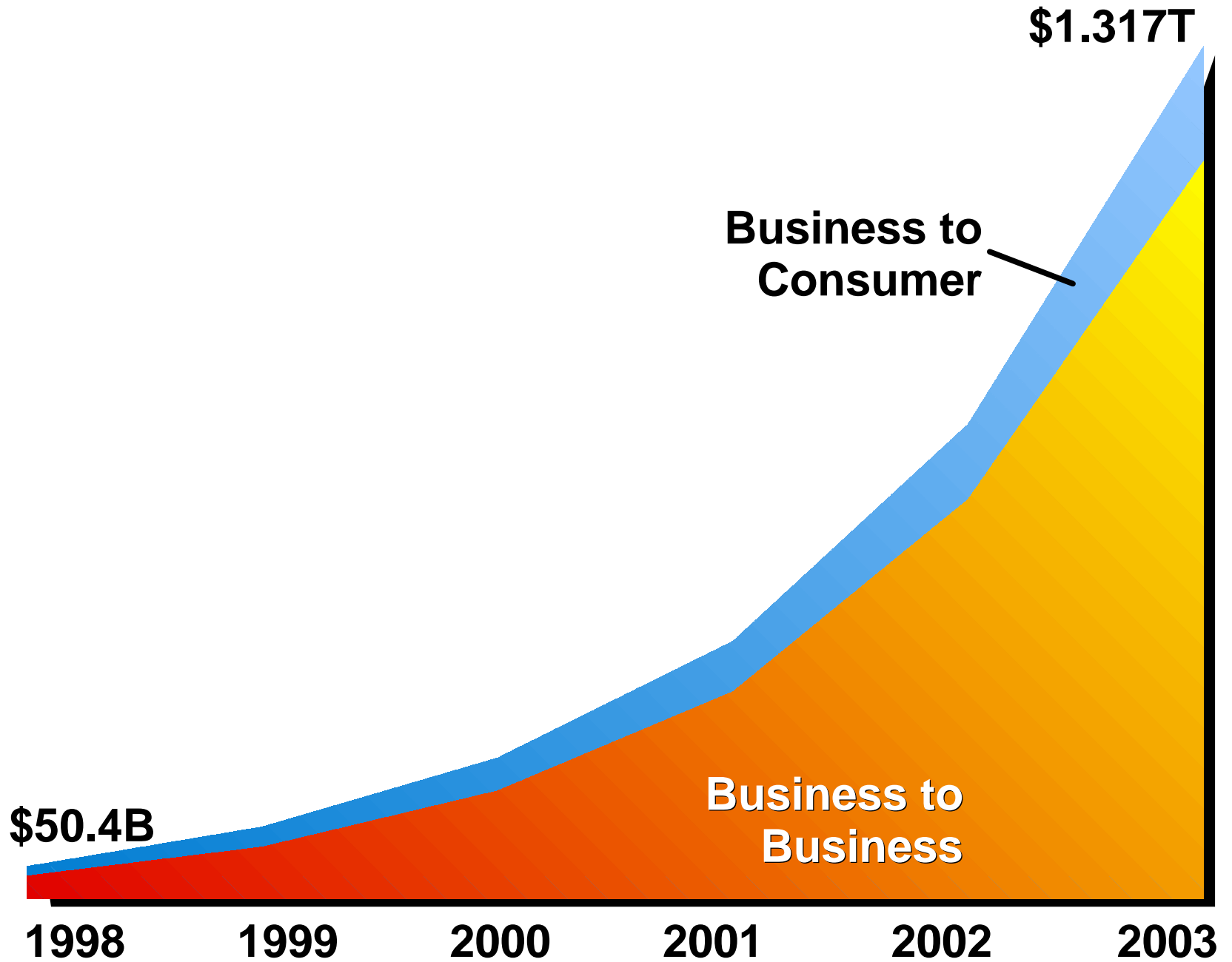
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e-business and e-commerce



\$1.317T

Business to Consumer

Business to Business

\$50.4B

1998

1999

2000

2001

2002

2003

Source: IDC

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e-business Cycle

Leverage

Knowledge and
Information

Transform

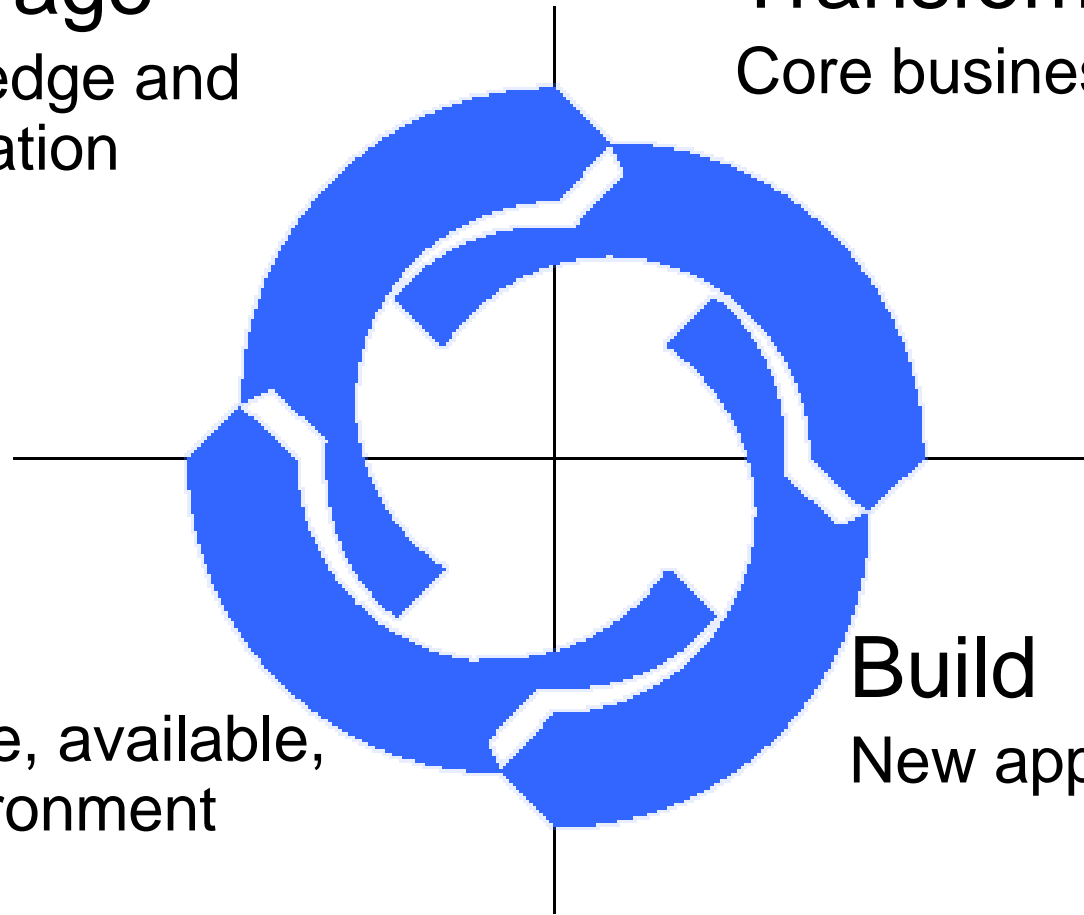
Core business processes

Run

A scalable, available,
safe environment

Build

New applications



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IBM SWG Mission

- To be the dominant provider of software for e-business
 - ▶ by focussing brand activities on four major segments:
 - Transformation & Integration
 - Leveraging Information
 - Organizational Effectiveness
 - Technology Management

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Buyer Segment Focus

Market Needs

	Transformation & Integration	Leveraging Information	Organization Effectiveness	Managing Technology Infrastructure
Brand	WEBSHERE <ul style="list-style-type: none"> • Commerce Server • Integration Server • Domino Server 	DB2	LOTUS	TIVOLI & SECUREWAY
Focus Areas For Leadership	<ul style="list-style-type: none"> • Business Integration • e-commerce • Web Application Servers 	<ul style="list-style-type: none"> • Business Intelligence • Content Management 	<ul style="list-style-type: none"> • Web-Based Distance Learning • Collaboration 	<ul style="list-style-type: none"> • Systems Management • Security / Connectivity
Campaign Leadership	<ul style="list-style-type: none"> • Business Integration • e-commerce • Web Self-Service 	<ul style="list-style-type: none"> • Business Intelligence 	<ul style="list-style-type: none"> • Messaging • Knowledge Mgt • Collb. Web Apps • Distributed Learning 	<ul style="list-style-type: none"> • Systems Management • Trusted e-business • Intelligent connectivity for e-business

- Brands are aligned and have responsibility for a targeted marketing segment
- Brand has responsibility for the definition and management of campaigns targeted at the market segment





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Worldwide Software Revenues*

\$133 Billion Opportunity

Billions, \$		CORE PROCESS		LEVERAGE INFORMATION	MANAGING IT	ORGANIZATIONAL EFFECTIVENESS
		OPERATIONS	COMMERCE			
Enterprise Size	Large	33.9	4.6	6.0	20.9	3.4
	Medium	9.1	1.2	1.8	6.6	.9
	Small	6.5	.9	1.5	4.6	.9
	Very Small	15.6	2.0	3.3	6.5	1.4
TOTAL		65.1	8.7	12.6	39.6	6.6

* Source: IDC; excludes home





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Value Proposition



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From Volume to Value

- Shifting emphasis and rewards from pure fulfillment to activities that motivate purchase
- Expanding the "partnurturing" model to the four key market segments
- Improving the solution focus of our software offerings
 - ▶ reinforced by marketing investments
- Continuing to drive high services-ratio opportunities

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Optimizing Partnering across IBM

- PartnerWorld
 - ▶ driving consistency and simplicity across all IBM business units, 50 partnering programs
 - ▶ PartnerWorld for Software
 - ▶ PartnerWorld for Developers
 - ▶ PartnerWorld for Hardware and Services
 - ▶ PartnerWorld for Personal Systems
- ... while preserving brand identity to customers

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Transformation

- The Overthrow of Matter
- The Greatest Story Ever Told
- All the World's a Stage

A vertical sidebar on the left side of the slide. It features a light blue background with a faint globe grid pattern at the top, a computer mouse being held by a hand in the middle, and the logos for Tivoli, Lotus, and IBM at the bottom.

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Thank You

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