Wireless Solutions for
Your e-business Customers

with IBM Pervasive Computing Software
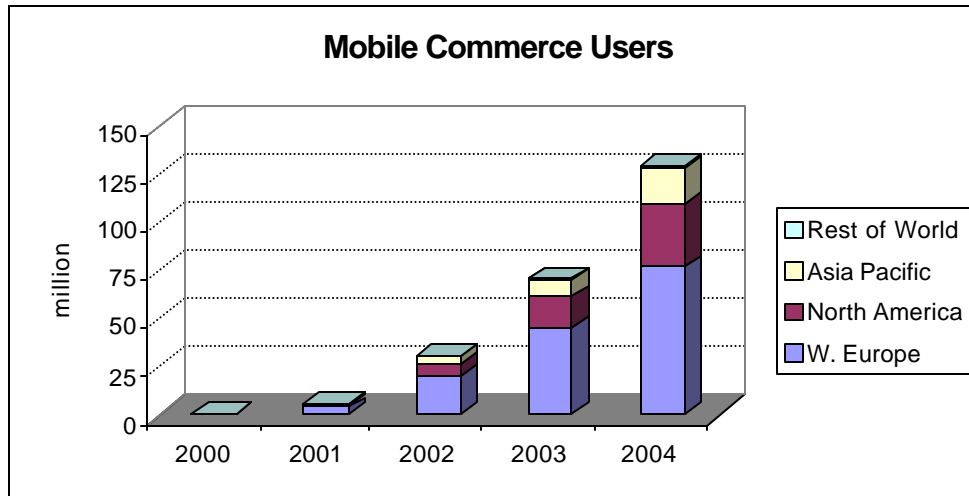
Picture a day when a billion people will interact with a million e-businesses via a trillion interconnected intelligent devices.
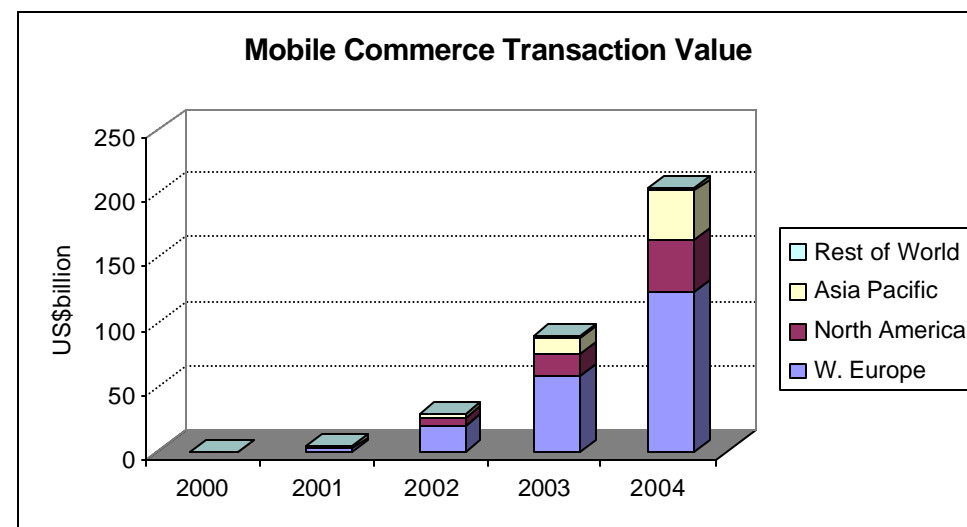
−Louis V. Gerstner, Jr.

It's closer than you think!

By 2004, 130 million customers will be generating almost 14 billion transactions, yielding $200 billion in revenue, over 75% of which will come from Western Europe and the United States.

Mobile Commerce Users

Legend:
- Rest of World
- Asia Pacific
- North America
- W. Europe

Mobile Commerce Transaction Value

Legend:
- Rest of World
- Asia Pacific
- North America
- W. Europe

Source: Strategy Analytics, 2001

Wireless e-business will play a large role

...extending enterprise applications and data to your employees, customers, and suppliers – no matter where they work.

- **Mobile Data Access**
  - **Employees**
  - **Partners**
  - **Customers**

- **Business Applications**
  - **Personal Productivity**
  - **Field Forces**
  - **Sales Force Automation**
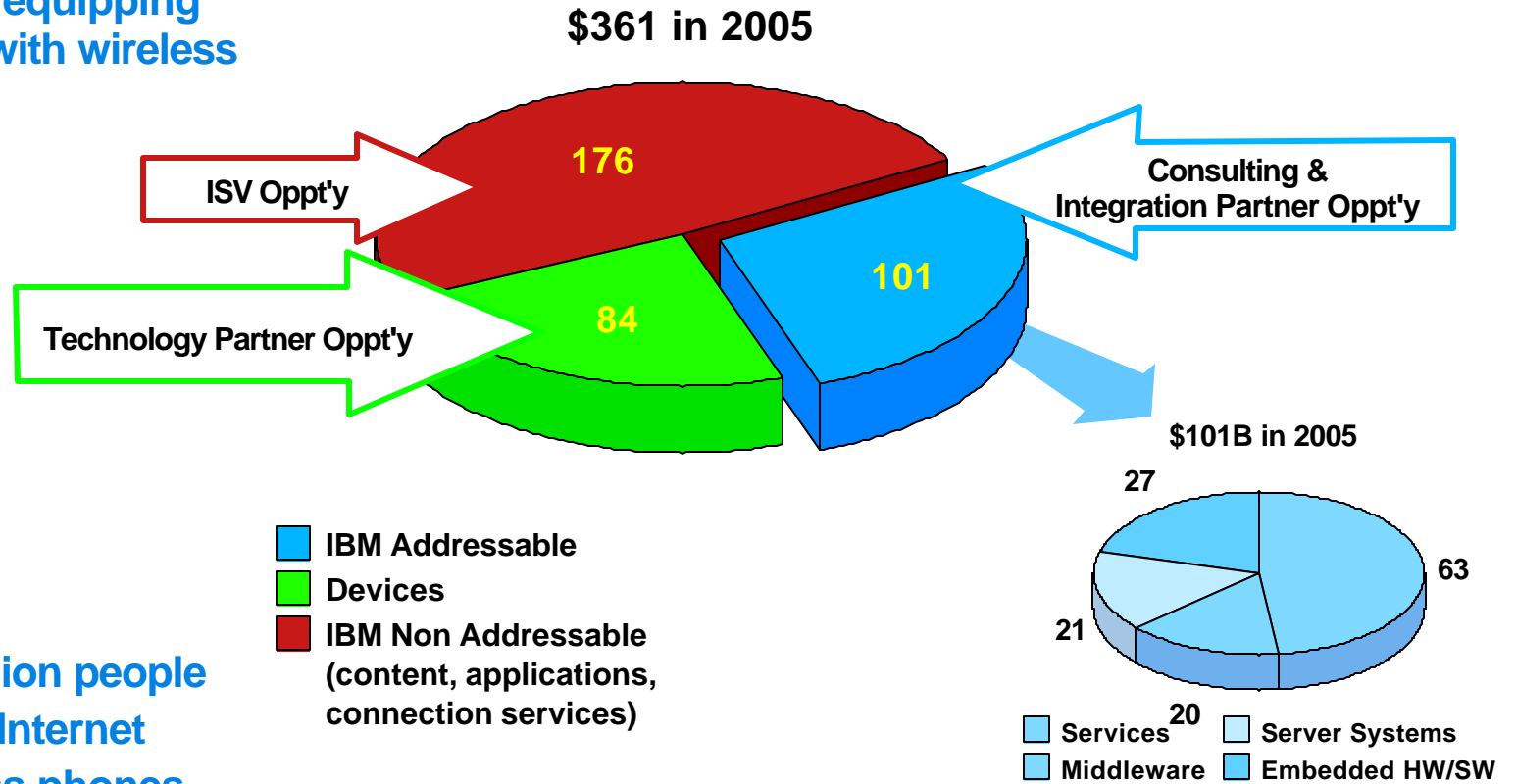 - **Supply Chain**
  - **m-Commerce**
  - **Wireless LAN**

Wireless e-business will affect every business, every industry, every employee – in the next few years…

The opportunity is significant NOW ...

Market Size & Opportunity

40% of the Fortune 2500 businesses in US have equipped or are equipping their workforce with wireless tools
Source: Forrester Research

$361 in 2005

ISV Oppt'y → 176

Technology Partner Oppt'y → 84

101 ← Consulting & Integration Partner Oppt'y

- ■ IBM Addressable
- ■ Devices
- ■ IBM Non Addressable (content, applications, connection services)

$101B in 2005

27

21

20

63

- ■ Services
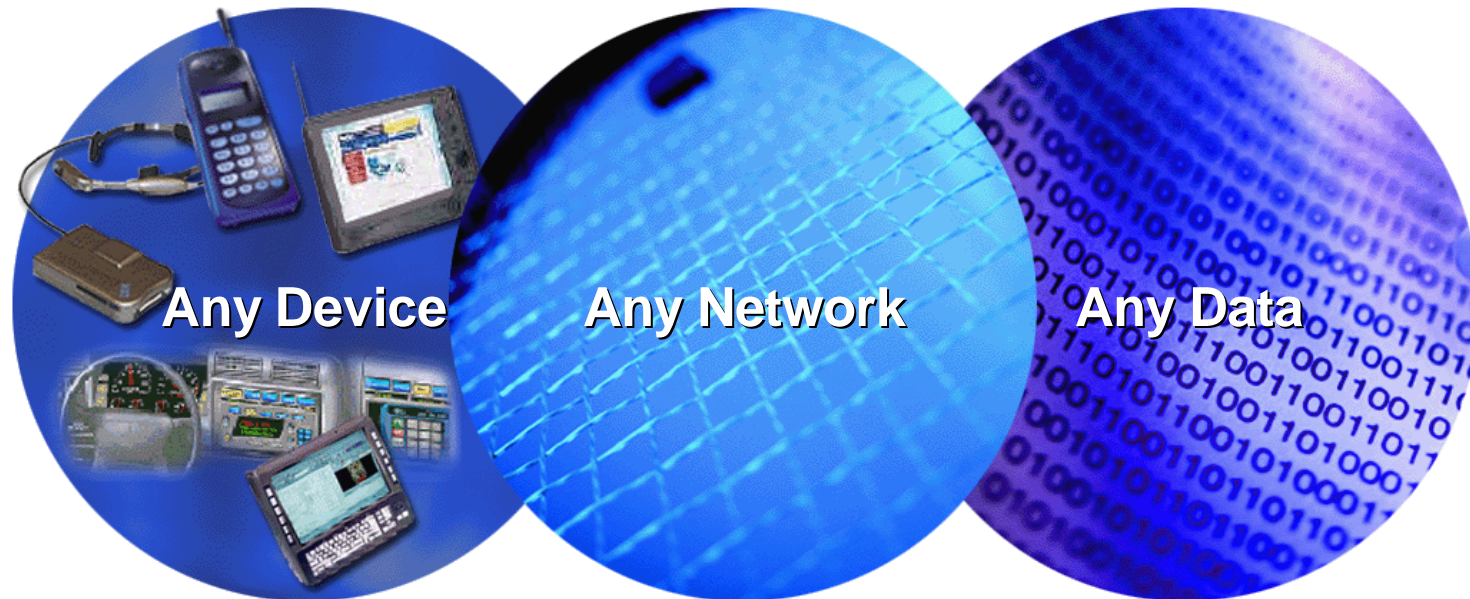- ■ Middleware
- ■ Server Systems
- ■ Embedded HW/SW

By 2004, 1.4 billion people will access the Internet through wireless phones
Source: International Data Corp. Ovum

Source: McKenna, IDC, Forrester, Gartner, IBM SWG-MI (5/02)

IBM

Pervasive Computing

IBM's Pervasive Computing Vision

Any Device   **Any Network**   **Any Data**

Always on. Always available.
The natural extension of
e-business.

There are all types of applications that yield benefits

Retailers..
- mobile shopping
- personal shopper
- merchandising
- retail content delivered to wireless devices
- in store employee applications

Mid-tier retailer..
- mobilized Bridal registry - increased sales and customer satisfaction

Financial Services..
- on-line financial services
- wealth management
- customer loyalty
- insurance claims

Brokerage..
- CRM - improved cust sat
- alerts, news feeds - real-time response to market information

Transportation..
- flight confirmations, rapid check-in, etc.
- airline / airport operations
- route track & trace
- rail car management

Airline..
- reduced gate time by 5 minutes / flight

More applications ...

Utilities..

- field worker access to information
- customer account access
- supply chain anywhere
- machine-to-machine

Utility company..

- Faster response to anticipated peak demand lowered overall energy costs by 12%

Mobile field force automation..

- 20% increase in field utility crew productivity

IBM

Real Estate Savings

- $75M savings annually in real estate cost reduction by deploying a mobile workforce

Healthcare..

- physician practice management
- pharmaceutical sales force automation
- electronic clinical trials
- hospital information systems

Pharmaceutical company..

- 3,000 reps - $45M increase in annualized revenue by adding 3 calls per week
- $10M in cost savings, eliminating 1.2 canceled calls per week

But, there are choices and challenges
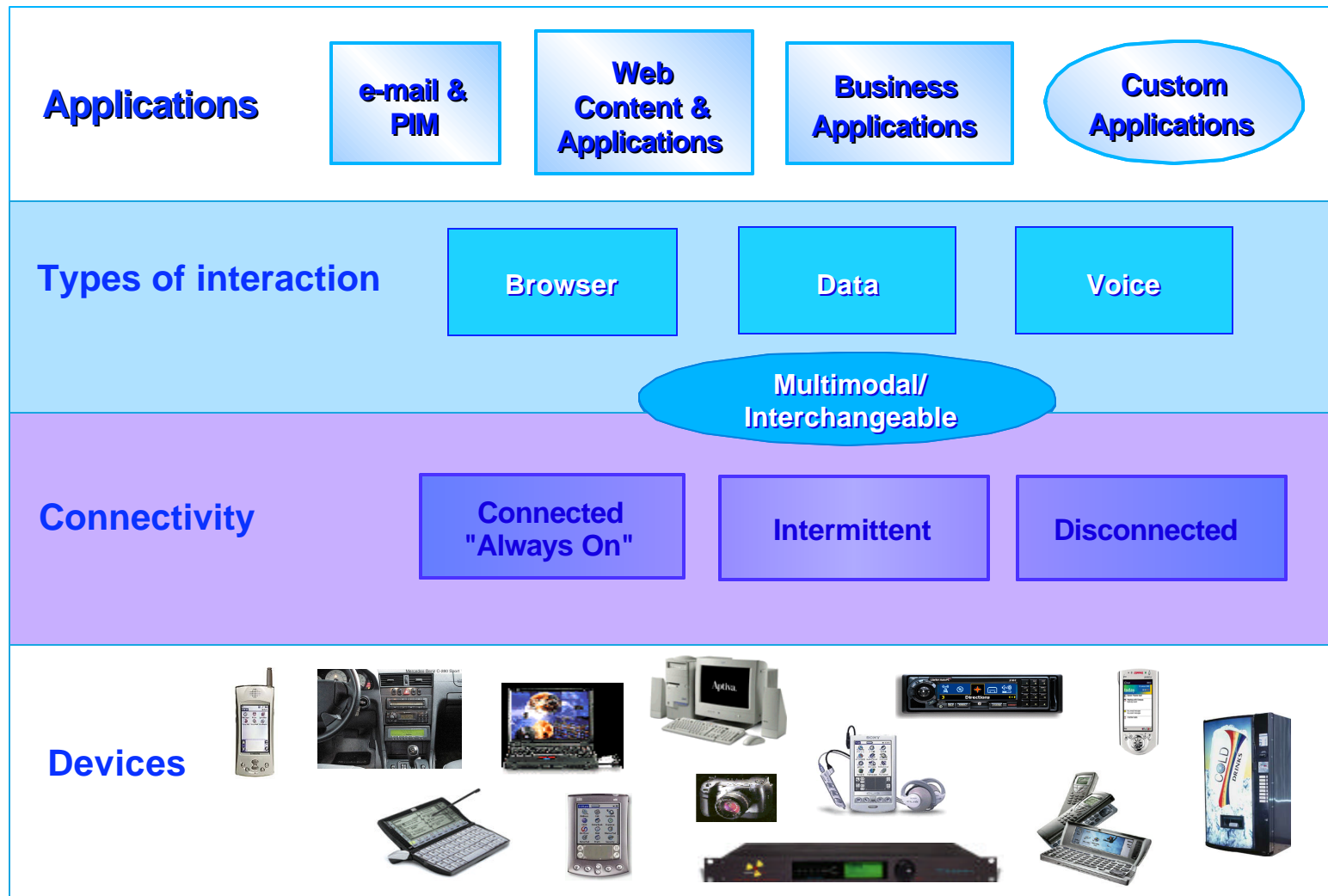
From

Applications

| e-mail & PIM | Web Content & Applications | Business Applications | Custom Applications |

Types of interaction

| Browser | Data | Voice |

Multimodal/ Interchangeable

Connectivity

| Connected "Always On" | Intermittent | Disconnected |

Devices

to different user needs

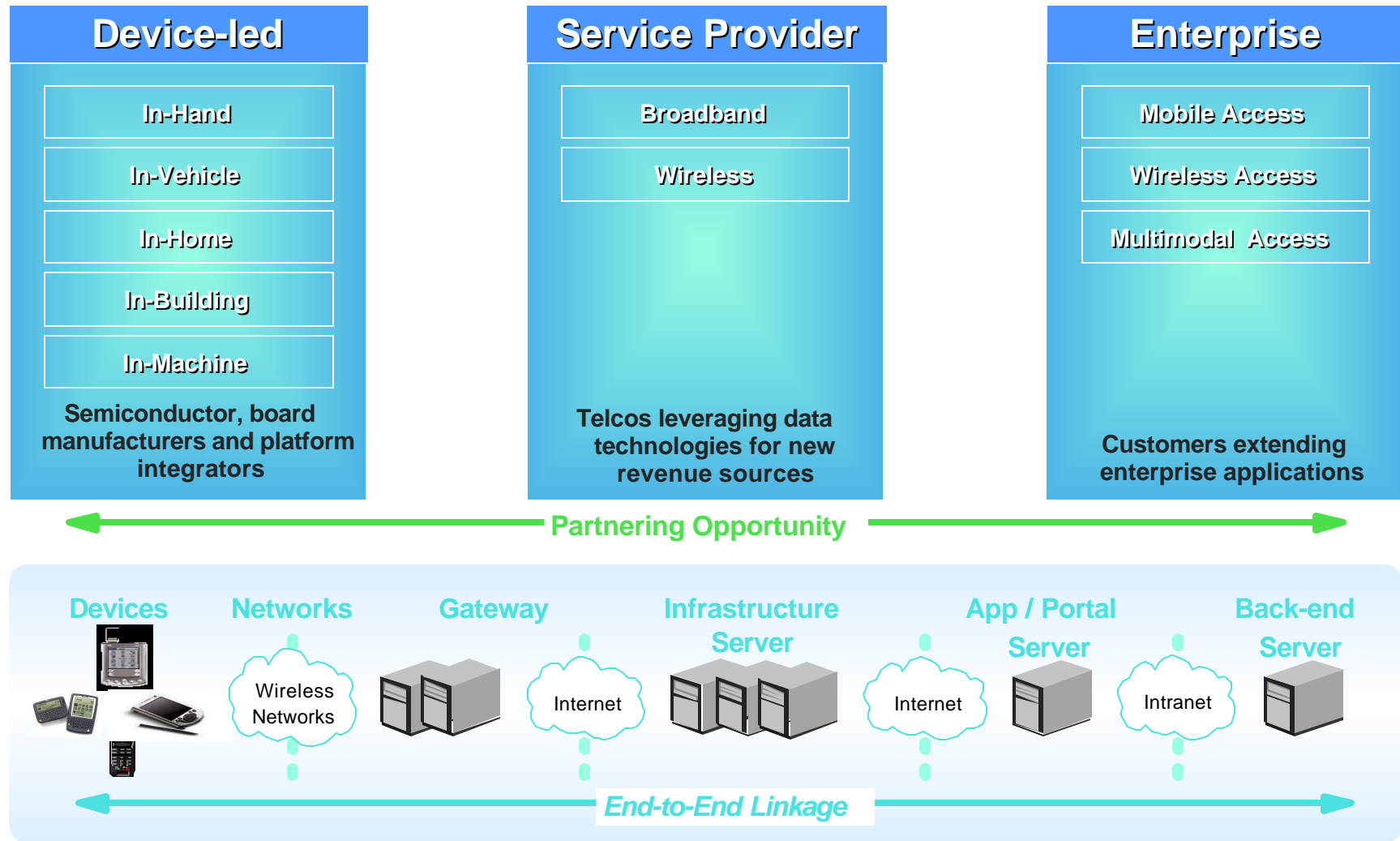# IBM's Pervasive Computing Strategy keeps you ahead of the game
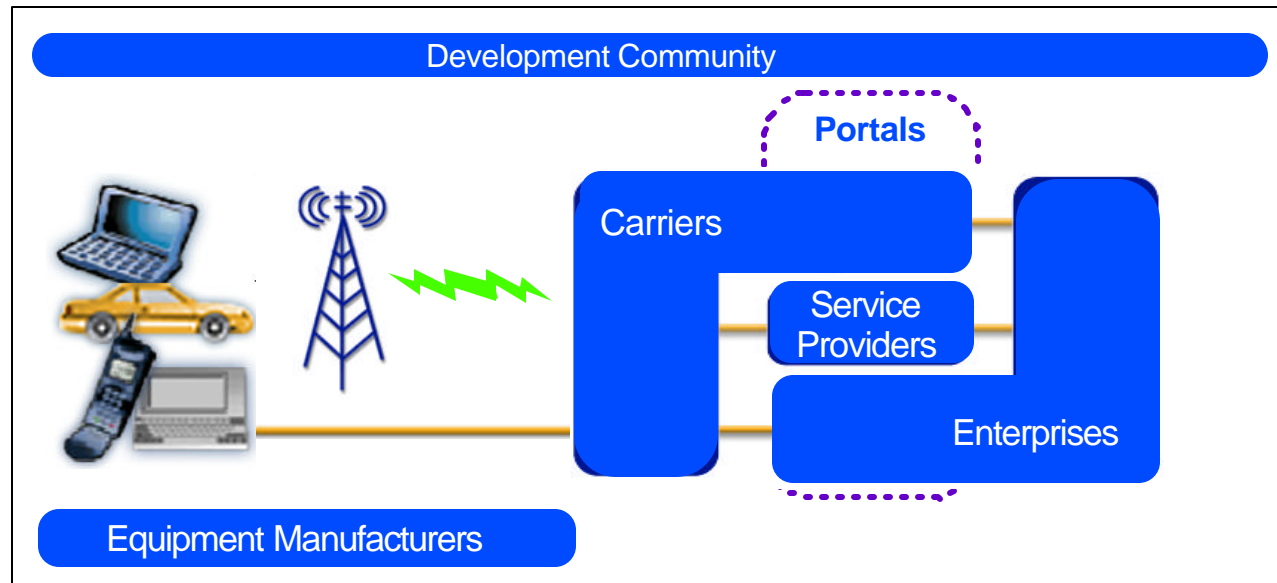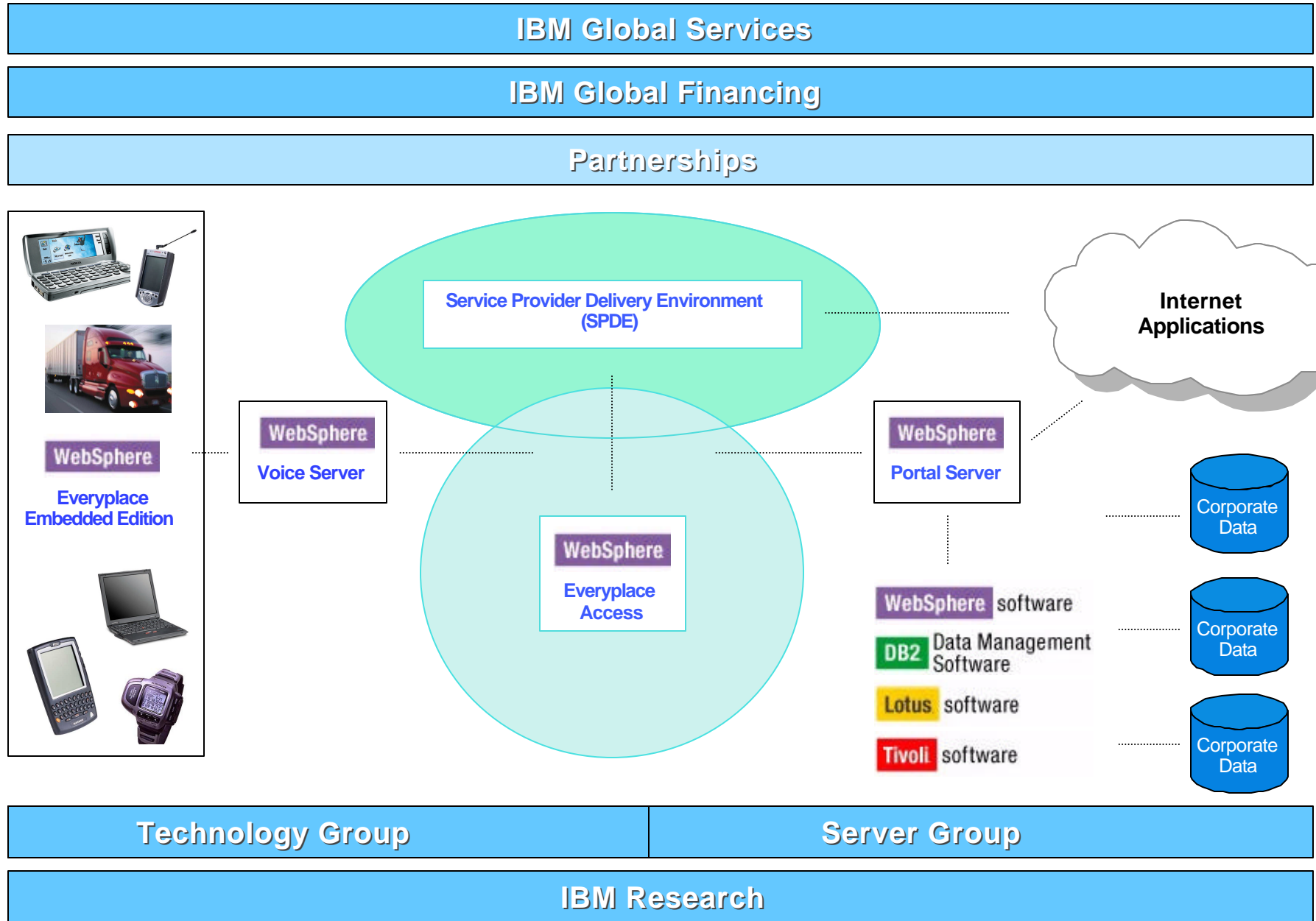

Our strategy is to:

- **Deliver enabling products, services and technologies to our customers: medium and large enterprises, service providers/telcos.**

- **Sell embedded device software for the In-Hand, In-Auto, In-Home, In-Factory and In-Machine market segments.**

- **Establish strong IBM Business Partner relationships to form a winning value net.**

An end-to-end solution …
IBM's pervasive segmentation

Pervasive computing leverages non-traditional embedded computing technologies – wired and wireless – to enable, integrate and extend e-business and new applications.

Device-led

- In-Hand
- In-Vehicle
- In-Home
- In-Building
- In-Machine

Semiconductor, board manufacturers and platform integrators

Service Provider

- Broadband
- Wireless

Telcos leveraging data technologies for new revenue sources

Enterprise

- Mobile Access
- Wireless Access
- Multimodal Access

Customers extending enterprise applications

← **Partnering Opportunity** →

Devices → Networks → Gateway → Infrastructure Server → App / Portal Server → Back-end Server

Wireless Networks · Internet · Internet · Intranet

← *End-to-End Linkage* →

A bird's eye view of pervasive offerings

IBM Global Services

IBM Global Financing

Partnerships

Service Provider Delivery Environment (SPDE)

Internet Applications

WebSphere
Voice Server

WebSphere
Portal Server

Everyplace
Embedded Edition

WebSphere
Everyplace Access

Corporate Data

WebSphere software
DB2 Data Management Software
Lotus software
Tivoli software

Corporate Data

Corporate Data

Technology Group	Server Group

IBM Research
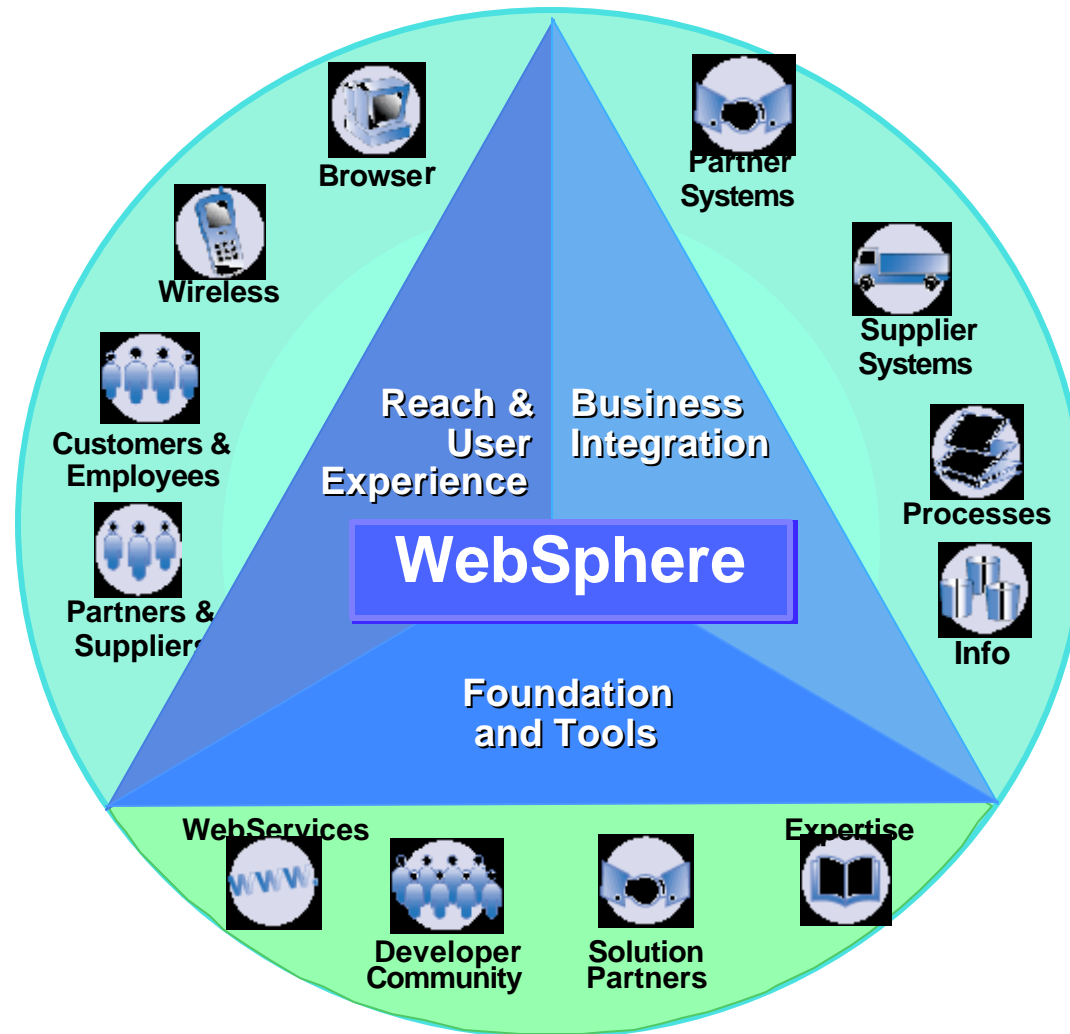
WebSphere Software Platform for e-business

The IBM WebSphere brand encompasses offerings in all of these areas:

Commerce

Process Integration

Information Connectivity & Integration

Host Access

Reach & User Experience

Business Integration

WebSphere.

Foundation and Tools

Pervasive
- Wireless and voice solutions to extend e-business reach across all customer, employee and partner touch points

Portal
- Scalable solutions to personalize websites targeted at specific audiences to increase relevance and relationship

Studio
- e-Business professional development tools based on a common workbench technology

Application Server
- High performance and extremely scalable platforms to deploy dynamic e-business applications

Take advantage of the support we have in place for you

Partner support offerings:

- **Free and fee-based education offerings:**
  - **Wireless Workshops**
  - **Web lectures and classroom instruction**
- **Solution architecture design assistance**
- **On-line PvC community forum**
- **Access to Solution Partnership Centers for:**
  - **Briefings**
  - **Consultation**
  - **Integration testing**
- **Evaluation copies of IBM products**
- **Electronic Technical Support**
- **Techline pre-sales telephone support to help you sell IBM solutions:**
  - **Solution design, development of sales strategies**
  - **Technical recommendations**
  - **Product research and positioning**
  - **Configuration and pricing support**
  - **Upgrade alternatives**
  - **Benchmark data from published resources**
   Call 800-426-9990 in the U.S. & Canada.
    International callers dial 770-858-5052.

Demand Generation Programs

Marketing Pervasive Solutions

- **Wireless/mobile solutions are a featured component of IBM Corporate e-business campaigns**

- **IBM advertises in selected vertical industry publications**

- **Campaigns include industry-specific direct mail**

- **IBM has a presence at worldwide tradeshows and conferences**
  - **Wireless e-business for Enterprise customers**
  - **Wireless infrastructure for Network Operators and Carriers**
  - **Wireless technology components for OEMs and device manufacturers**
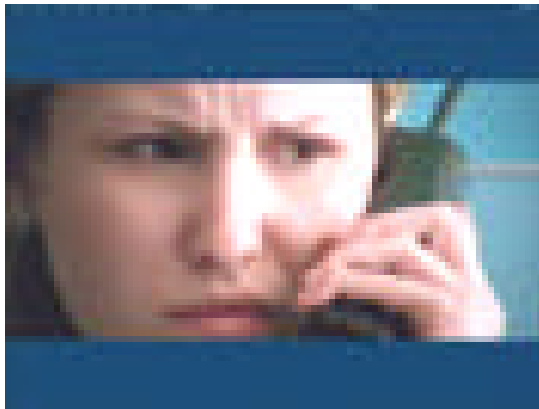
Marketing Pervasive Computing

- **Featured component of IBM Software Group brand campaigns**

  - **Mobile Messaging**
  - **Dynamic Content**
  - **Device Management**
  - **Application Servers and Portals**

- **Wireless Technologies within Industry campaigns:**

  - **Customer Relationship Management (CRM)**
  - **Supply Chain Management (SCM)**
  - **Business to Employee Solutions, Workforce Mobility**

IBM Value Proposition

The pervasive computing marketplace today is $136 billion and growing at 28% Compound Growth Rate through 2005, where it is projected to reach $287 billion. Analysts predict that 2003 will be the year when the ultimate winners in this space make their investments and begin to reap the rewards.

- We can jumpstart your entry into this important area. With our leadership products and technologies, our hands-on education, marketing and sales assistance, and expert technical support, we will help you extend your customers' existing enterprise applications to mobile devices and take advantage of anywhere, any time access to information and applications.

- IBM pervasive software (such as WebSphere Everyplace Access) provides an excellent return on your investment. On average, IBM Business Partners who invest in our middleware experience a 9-to-1 ratio of profit dollars to investment dollars.

- You can broaden your IBM partnership over time. IBM Business Partners tell us that for every dollar a customer spends on IBM middleware, an additional $21 is spent by that customer on related software, hardware, and services.

- You know that services revenue can be highly profitable. IBM Business Partners report that every dollar in sales of IBM middleware generates nearly $12 in sales of their own companies' services. And this services revenue generates a 33% profit margin.

- Pervasive Computing leverages IBM's strengths in rock-solid e-server hardware, innovative semiconductor technology, essential infrastructure software, and world renowned research. We want to work with you to develop integrated solutions that support your customer's mobile/wireless and voice technology business requirements, both today and into the future.

Combine IBM software with your applications and services.

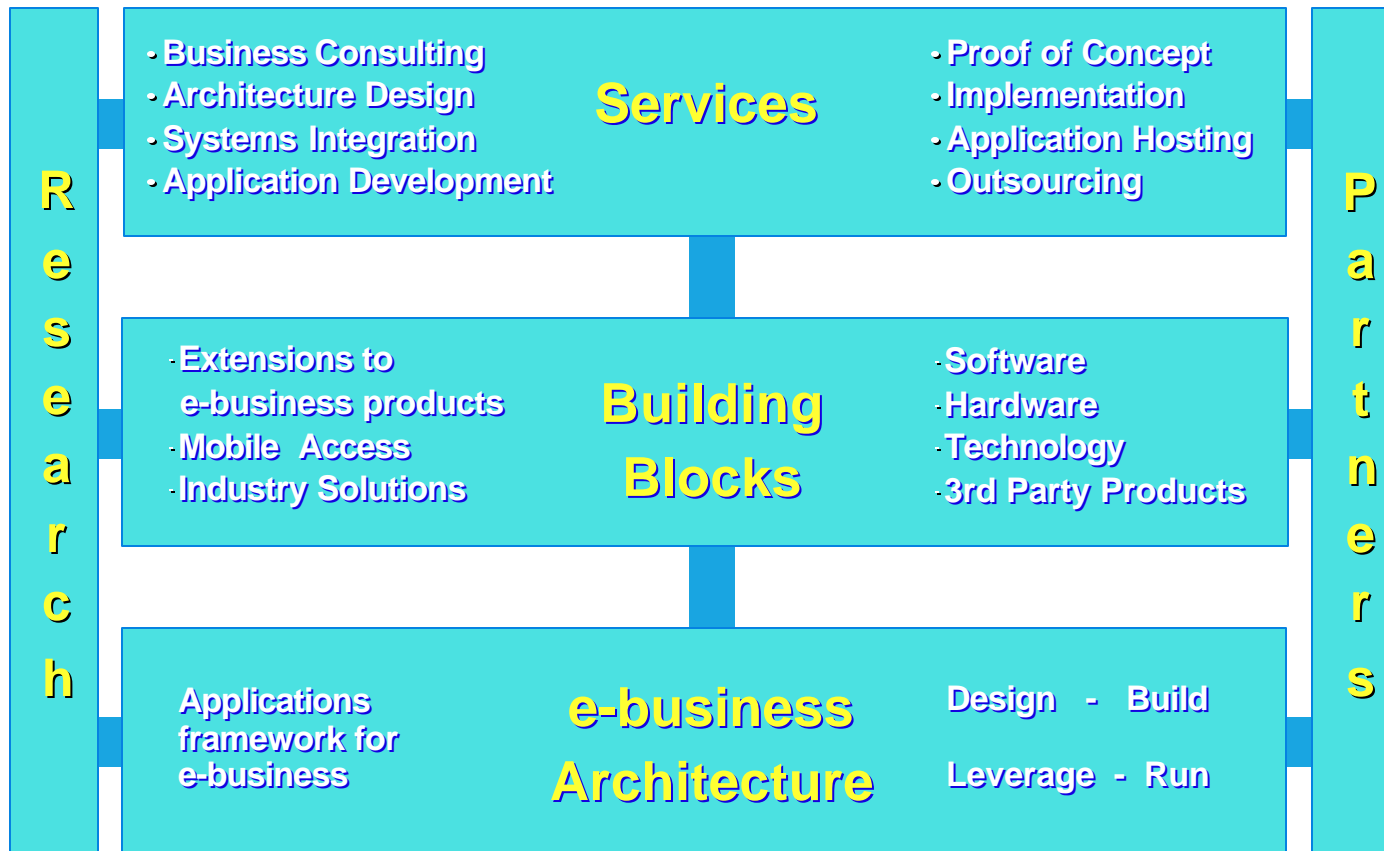**Together we create an unbeatable end-to-end solution!**

Next Steps

- **Join PartnerWorld for Software.**

- **Join PartnerWorld for Developers.**

- **Tell us about your solution or idea.**

- **Attend wireless and voice education classes.**

- **Develop solutions and/or services.**

- **Start selling.**

- **Team with IBMers and other partners.**

- **Share in the growth of this dynamic marketplace!**

For complete details, visit the PvC web site at http://www.ibm.com/pvc/business_partners/ and click on the Enrollment Center tab.

IBM and our partners make it real ...

A complete end-to-end solution
OR
sophisticated components

Research | Partners

Services

- Business Consulting
- Architecture Design
- Systems Integration
- Application Development

- Proof of Concept
- Implementation
- Application Hosting
- Outsourcing

Building Blocks

- Extensions to e-business products
- Mobile Access
- Industry Solutions

- Software
- Hardware
- Technology
- 3rd Party Products

e-business Architecture

Applications framework for e-business

Design - Build

Leverage - Run

whatever is needed

Resources

IBM Pervasive Computing Products, Education, and Business Partner Information

http://www.ibm.com/pvc

IBM PartnerWorld Resources and Enrollment

http://www.ibm.com/partnerworld

PvC Resource Center

http://www.developer.ibm.com/pvc

IBM Tools and Education

http://www.ibm.com/developerworks

IBM Technical Redbooks

http://www.redbooks.ibm.com/

IBM Software License Agreement Information

http://www-3.ibm.com/software/sla/sladb.nsf/viewbla

Global Solutions Directory

http://www.software.ibm.com/solutions/isv

Information about IBM Pervasive Products

1-800-Talk2ME

IBM PartnerWorld Member Services Line

1-800-426-9990