



Global Small and Medium Business

# **Jump Start the New Year Express Portfolio Teleconference**

**January 30, 2004**

Jump start  
the new  
year



# Agenda

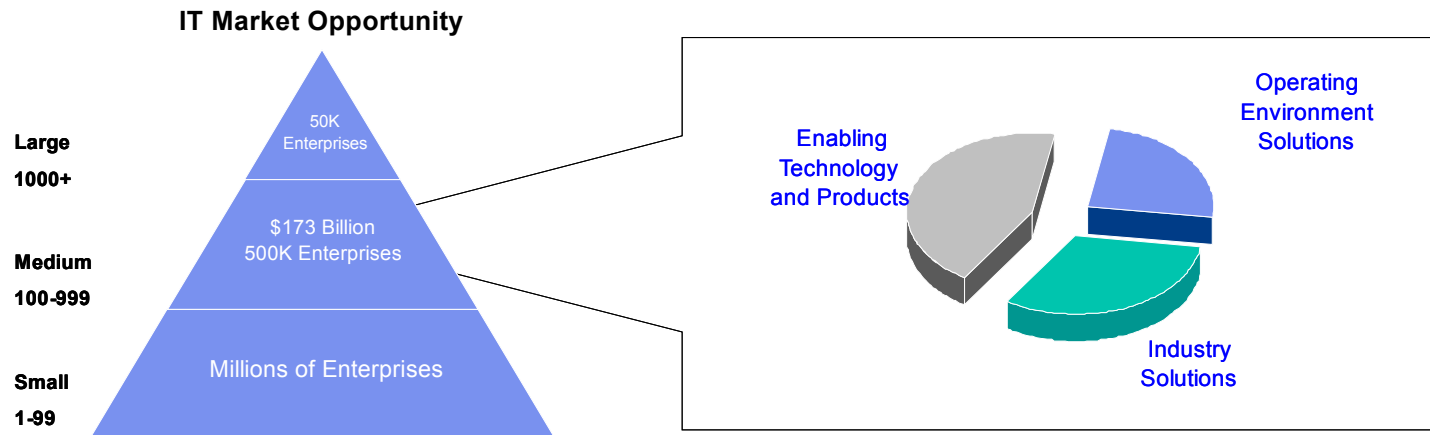
- Elaine Lennox
  - IBM Director of Marketing
  - SMB Express Program Overview
  
- John Giarraputo
  - IBM Director, Global Channel Strategy
  - BP Value Propositions and Enablement Resources

# Objectives: Sharing Success in SMB

**1** Understand how you, as a Business Partner, can take advantage of IBM's express program

**2** Describe IBM express program resources

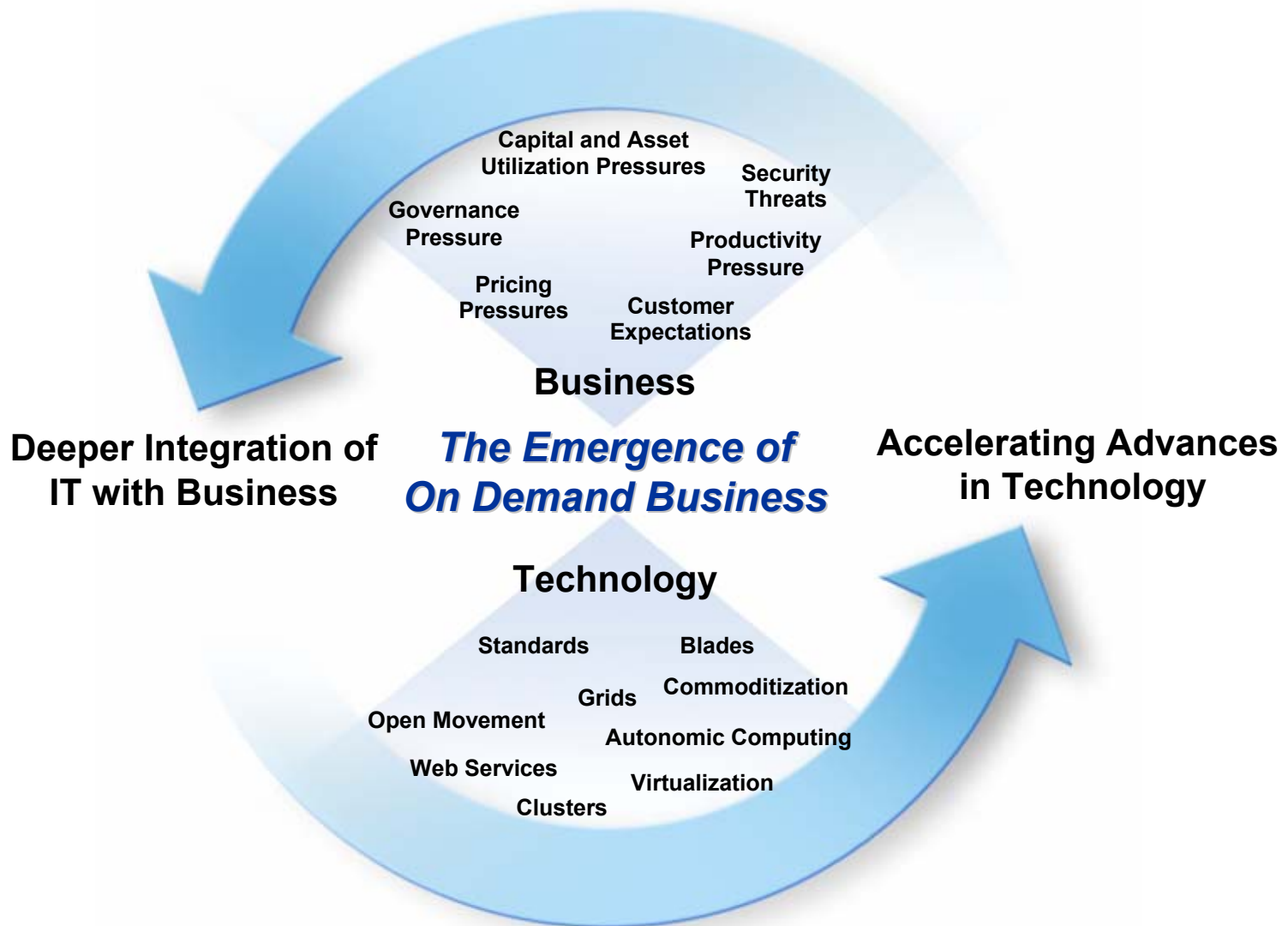
# Medium Business: a corporate-wide IBM market priority



- **SMB is a \$300B market opportunity**
  - ▶ Medium business represents 58%, or \$173B (AMI Partners)
- **IBM delivers enabling technology and products, and goes to market with Business Partners to deliver solutions that help the medium business become on demand**
  - ▶ IBM's Express portfolio of offerings are designed, developed and priced for medium business
- **Solution purchases drive over half of this market**
  - ▶ 65% of the products purchased by medium business companies are part of solutions (IDC)
- **Business Partners are central to current and future IBM success in this marketplace**
  - ▶ IBM Small and Medium Business Advantage initiative provides support for Business Partners

Source: \$173 Billion per AMI Partners

# What's Driving All of This



# An Evolution to On Demand Business

**e-business on demand:** An enterprise whose business processes – integrated end-to-end across the company and with key partners, suppliers and customers – can sense and respond with speed to any customer demand, market opportunity or external threat



**“We had a different shipping system, a different accounting system, a different manufacturing system... we needed something that was completely integrated.”**

*Ron Wise, President  
Wise Industries*

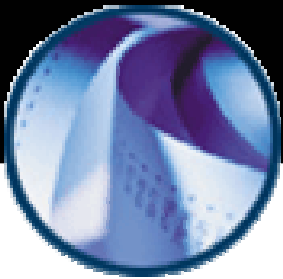
# Focus on Ten Industries within the Financial, Manufacturing, Distribution and Health sectors

## Financial

**Banking**

**Financial  
Markets**

**Insurance**



## Industrial

**Automotive**

**Electronics**

**Fabrication &  
Assembly**



## Distribution

**Retail**

**CPG**

**Wholesale**



## Healthcare

**Life Sciences**





# IBM Express Offerings for Medium Business

- IBM is introducing a portfolio of offerings built specifically for medium businesses.
- This portfolio of offerings will carry the "Express" name.
- Express offerings for medium businesses:
  - Designed, developed and priced for the needs of medium business customers.
  - Provide solutions to business problems, helping customers become "on demand" businesses.
  - Reflect IBM's strength and competitive advantage in solutions.



# IBM Express Product Criteria and Development

- **Designed and developed specifically for mid market companies.**
- **Developed with input from mid market customers and Business Partners.**
- **Gaining significant momentum in the mid market.**

## IBM Offerings Must Meet Strict “Express Criteria”

- Easy to Install and Deploy
- Easy to Manage
- Reliable and Dependable
- Easy to Learn and Use
- Modular Solution
- Enabled for Growth
- Priced for Medium Business
- Easy to Buy

# IBM DB2 Express

## Easy to Install and Deploy

Single server required for installation. Installation measured in minutes. Installing is non-disruptive to system and personnel. The product is OEM-ready with silent install /uninstall.

## Easy to Manage

Operational out of the box. Default configuration provided appropriate for most installations. Setup and configuration requires minimal administrative skill and interaction. Complex tasks simplified through application templates and wizards.

## Reliable and Dependable

Easy to fix and upgrade. Inter-operates with existing applications and exploits platform services proven to reduce total cost of ownership.

## Easy to Learn and Use

User interfaces are simple and intuitive. Samples and tools provided to facilitate quick and successful first-use experience. Provides quality documentation readily available.

## Modular Solution

Coexists and work well with other Express products. Inter-operates with existing applications and exploits platform services proven to reduce total cost of ownership.

## Enabled for Growth

Both DB2 Express and WAS Express have clear upgrade paths to more advanced features and functions. Customer's investment is protected when upgrading to advanced products.

## Priced for Medium Business

DB2 Universal Database Express	\$124/user and \$624/server	\$4874 per cpu
SQL Server 2000	\$146/user and \$667/server	\$4999 per cpu

## Easy to Buy

Can be ordered via Passport and is supported via normal support channels

# IBM Product Lifecycle Management Express Portfolio

## Easy to Install and Deploy

Simplified installation/implementation through common architecture, industry templates, and trained support from IBM and IBM Business Partners. Industry specific software bundles make it easier for sales reps to know what to sell and for customers to know what to buy. Step-by-step installation guide included with software.

## Easy to Manage

Includes integrated total solutions delivering everything a customer needs to implement PLM with a single application software management system; workstation, storage and server hardware optimized to support these applications, systems management software enabling remote management of PLM IT infrastructure and IBM middleware software that eases integration with other software systems.

## Reliable and Dependable

IBM and Dassault partnership has thrived for over 25 years giving the customer the peace of mind that they are buying from a reliable vendor. Remote Support services pre-priced for these software bundles available from IBM via phone, web and email. Coupled with local support provided by PLM Business Partners, the customer gets the best of both worlds.

## Easy to Learn and Use

New easy to use Windows interface allows new users to be productive quickly. Business Partner and IBM education including Web-Based Learning Solutions available at the workstation enable a new or infrequent user to seek on the spot help.

## Modular Solution

CATIA and SMARTEAM modules provide the full benefit of an integrated PLM system in a basic start up suite enabling the first time user fast return on investment. Easy to add more advanced functionality or additional users.

## Enabled for Growth

Serves as a fully functional base which can be enhanced with additional CATIA and SMARTEAM solutions and products. Can be combined with other configurations to address the widest range of customer requirements.

## Priced for Medium Business

- |  |                                |
|--|--------------------------------|
| 1. Equipment Engr., Mechanical Engr. Or Styled Product Engr. | \$18,000 U.S. PLC (\$3360 ALC) |
| 2. Generative Tooling  | \$12,000 U.S. PLC (\$2240 ALC) |
| 3. Die Engineering   | \$15,000 U.S. PLC (\$2800 ALC) |
- Pricing for bundles has been reduced 60% (average) from standard modular software pricing.  
Comparable to other mid-range PLM solutions offering similar functionality.

## Easy to Buy

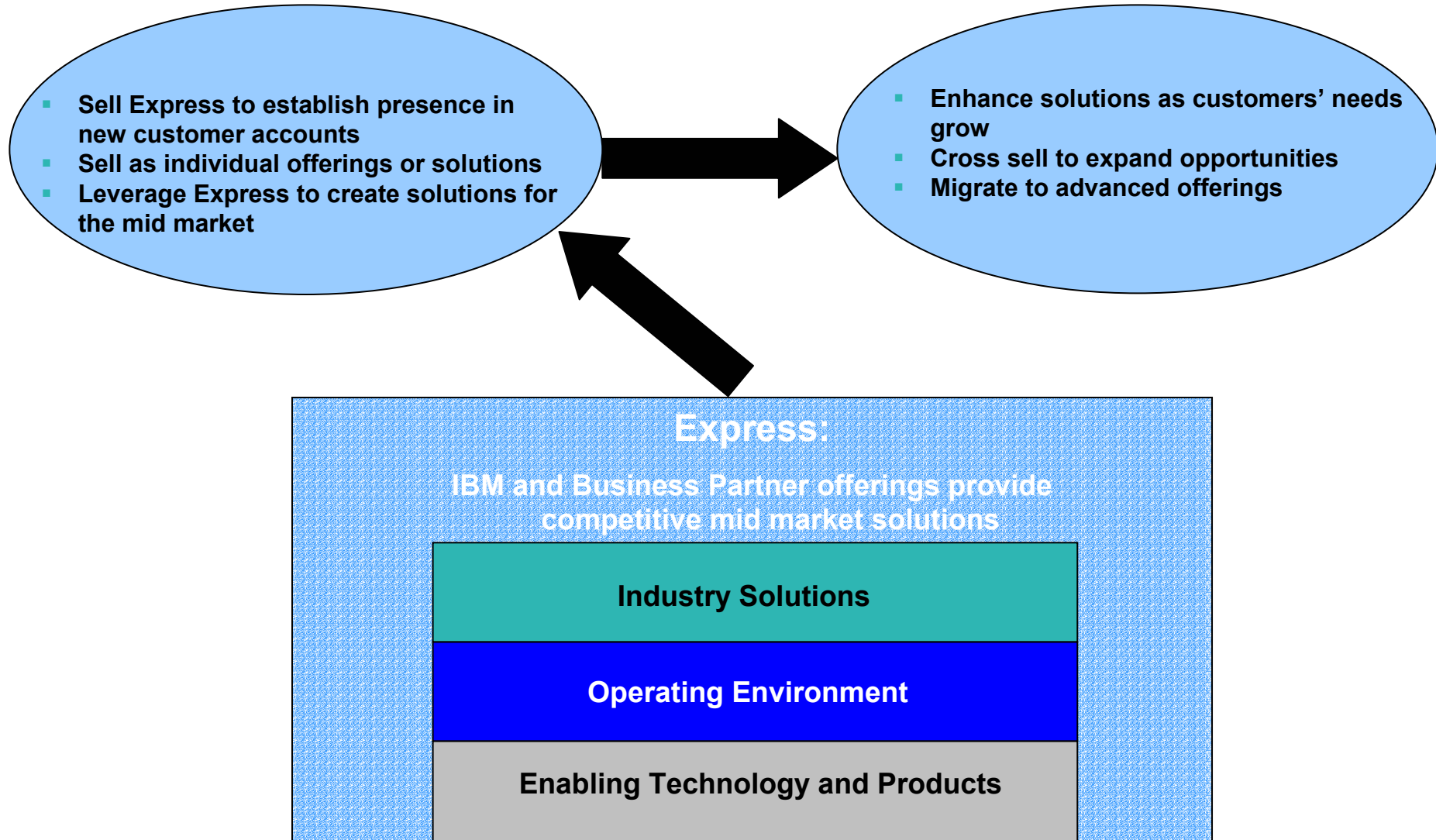
Packaging simplifies ordering process. Configurations designed to meet industry requirements.



# IBM Think Express Program – ThinkPad notebooks and ThinkCentre Desktops

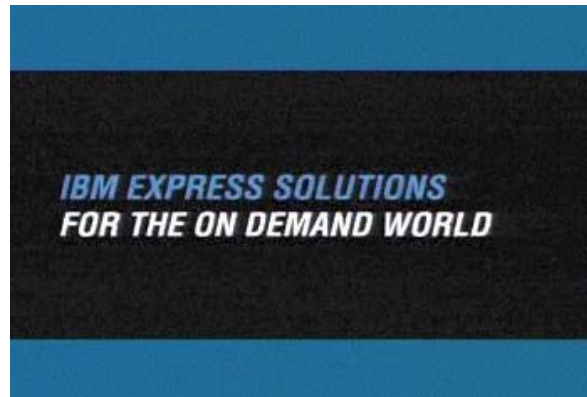
<b>Easy to Install and Deploy</b>	ThinkVantage Technologies available to enable easy migration, installation and deployment, including System Migration Assistant (SMA) and Remote Deployment Manager
<b>Easy to Manage</b>	ThinkVantage Technologies available to help customers manage their PC's, including Rapid Restore (preloaded), Access Connections (preloaded) and SMA
<b>Reliable and Dependable</b>	Best of Breed quality and reliability. Rapid Restore preloaded on every system for easy and fast recovery. Automated tools via Access IBM for quick and easy software fixes.
<b>Easy to Learn and Use</b>	Access IBM preloaded on all systems to help users get started and provide easy links to IBM service and service.
<b>Modular Solution</b>	Coexists and work well with other Express products. Inter-operates with existing applications and exploits platform services proven to reduce total cost of ownership.
<b>Enabled for Growth</b>	Think Express Program offerings easily upgradeable for more advanced features and functions. Customer's investment is protected when upgrading to advanced products.
<b>Priced for Medium Business</b>	Offerings priced to be competitive in the market. Very aggressive list price vs. Primary competitors. ThinkVantage Technologies included in every system to lower TCO.
<b>Easy to Buy</b>	Available though a variety of SMB preferred channels, including IBM Business Partners. Simplified terms and buying process. Good availability on sweet-spot models.

# Business Partner Express Market Strategy



# Express in 2004

- Express offerings to be showcased in IBM Advertising
- Express Portfolio to more than double in size
- Express offerings will be featured across IBM SMB demand generation
- Express portfolio brochures, whitepapers, customer references and sales kits



	<p><small>A guide to the on demand world: Meeting customers' needs</small></p> <h2>Act like a big guy. Pay like a little guy.</h2> <p>In the on demand world, customers don't care about the size of your company. They simply want what they want, now. That means being more nimble, flexible and creative. Working on the customer's terms. But what if your company has limited resources to meet those terms?</p> <p>The IBM Express Portfolio is uniquely designed to help mid-sized companies meet the demands of customers, without any large up-front investments in time, skill and money.</p> <p>It includes everything from PCs to storage to managed services to portals to financing. Things you can install quickly. Things that can work with your existing technology (no rip and replace). Things that help get your people and your business goals aligned and pointing in the same direction.</p> <p>This means improved business intelligence and faster response times to the unforeseen (both threats and opportunities). So even if you don't have the same resources as the big guys, it won't stop you acting like you do.</p>
 <p>Limited resources require unlimited help. That's why IBM has over 95,000 Business Partners and IBM sales specialists around the world. These are people who understand the time and financial constraints most businesses face. Skilled problem solvers who know what solutions work for which industries. They get technology and are waiting to help you solve integration, security and growth issues. Call today.</p>	<p>Can you see it? It's an on demand world. And stuff has to work. Fast. That's why IBM and its Business Partners offer the IBM Express Portfolio. It's 1) easy to install, 2) streamlined, and 3) affordable. It includes IBM WebSphere Commerce Express – a less expensive way to create and manage e-commerce sites, and IBM eServer Express. Offerings with flexible configuration options at an affordable price. On demand business. Get there with <a href="#">@business on demand</a></p> 

- Campaign Designer Templates
- Press placement of customer Express success stories (featuring IBM Business Partners)



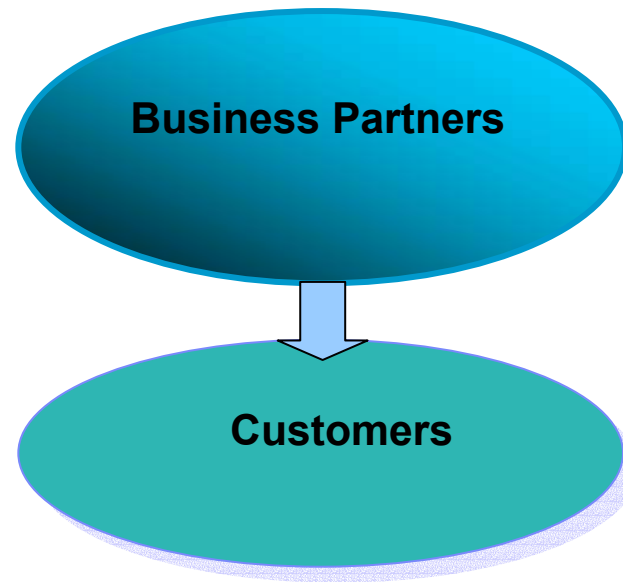
"Express has allowed us to open up to those markets that in the past really weren't interested in IBM from a cost and support standpoint,"  
**Sam Fatigato,**  
**CEO Ascendant Technology**  
**(VAR Business, 1/20/04)**

# Not Everything We Sell to Mid-market Business will be Part of the Express Portfolio

- IBM has an entire portfolio of hardware, software and service offerings currently offered to the SMB marketplace.
- Express offerings are to be “flagship”, “best-in-class”, offerings that demonstrate our ability to design and market products specifically for medium business.
- The Express Portfolio will be a subset of our total SMB portfolio and enables us to highlight IBM's commitment to design new offerings specifically for the needs of medium business.



# Express Offerings Customer Benefits



- Express Portfolio offers hardware, middleware, services and financing
- Ensures customer satisfaction
- Saves customers' time
- Saves customers' staffing resource
- Value for money
- Gives customers flexibility and ability to grow
- Gives customer support
- Addresses customer needs to become more responsive

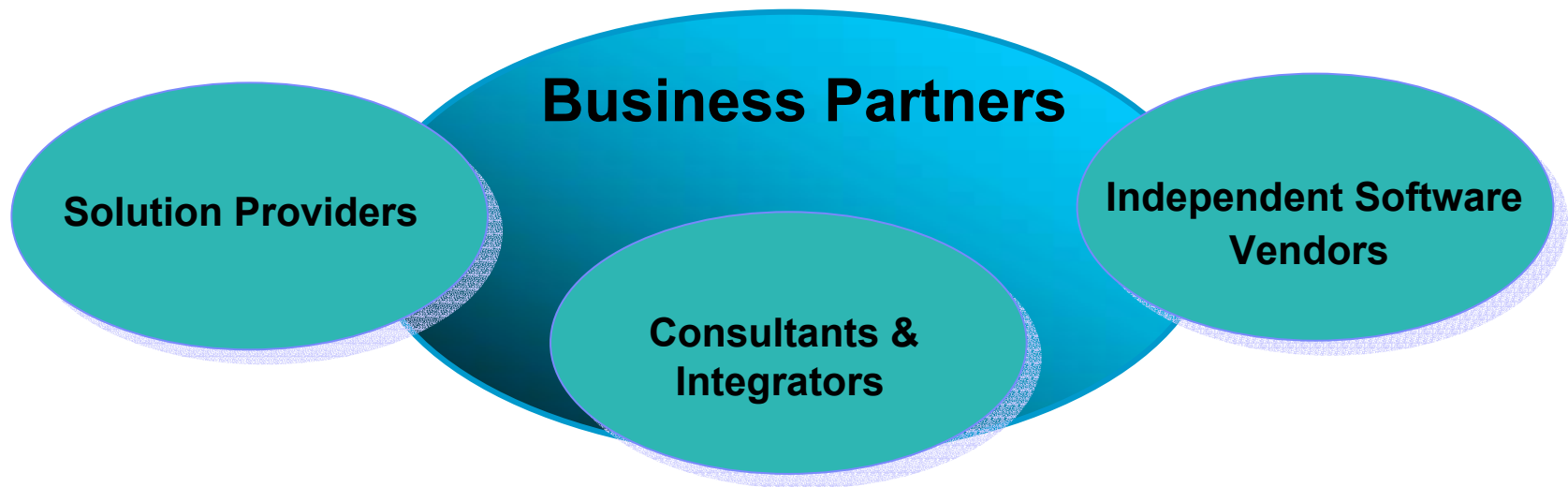
# Leverage the Express Portfolio

<b>Business Partner Solutions</b>  ISV Solutions Business Partner Applications  on demand solutions  Practice Solutions  System Integration Solutions	<b>Industry Solutions</b> <ul style="list-style-type: none"> <li>• IBM Product Life Cycle Management (PLM) Express Portfolio of solutions for Industrial and Consumer Goods Product Manufacturers</li> <li>• IBM Application Hosting for Onyx Marketing and Sales Force Automation</li> <li>• IBM Smart Business Solutions for SMB</li> </ul>
	<b>Operating Environment</b> <ul style="list-style-type: none"> <li>• IBM Integrated Platform Express for Employee Workplace</li> <li>• IBM Services Anywhere – Select (1)</li> <li>• IBM Managed Hosting -- Infrastructure Solutions with Server Management -- Entry (1)</li> <li>• IBM Tivoli Resource Manager Express Edition</li> <li>• IBM WebSphere Application Server Express</li> <li>• IBM WebSphere Commerce Express</li> <li>• IBM WebSphere Portal -- Express</li> <li>• IBM WebSphere MQ Series Express</li> <li>• IBM WebSphere Business Connection -- Express</li> <li>• IBM DB2 Universal Database Express Edition</li> <li>• IBM WebSphere Business Integration Express for Item Synchronization</li> <li>• IBM DB2 Content Manager Express Edition</li> <li>• IBM DB2 Everyplace Express</li> <li>• IBM Lotus Domino Utility Server Express</li> <li>• IBM Lotus Domino Collaboration Express</li> <li>• IBM Surfact Analytics</li> </ul>
	<b>Enabling Technology and Products</b> <ul style="list-style-type: none"> <li>• Integrated Platform Express               <ul style="list-style-type: none"> <li>▪ IBM eServer Express Offerings: x255, p615, p630, p650, i800, i810</li> <li>▪ IBM TotalStorage Express Offerings: FASTT 200, 600, 700, 900</li> </ul> </li> <li>• IBM Think Express Program               <ul style="list-style-type: none"> <li>▪ ThinkPad T40, R40, G40</li> <li>▪ ThinkCentre A30, A50P</li> </ul> </li> <li>• Financing for IBM Express Portfolio</li> <li>• Integrated Platform Express               <ul style="list-style-type: none"> <li>• IBM eServer Express Offerings: x225, x235, x335, BladeCenter</li> <li>• IBM TotalStorage Express Offerings: LTO 3580, 3581, 3582</li> </ul> </li> <li>• IBM Think Express Program               <ul style="list-style-type: none"> <li>• ThinkPad R50, T41</li> </ul> </li> </ul>

**Business Partners Enabled to Deliver Complete Solution**

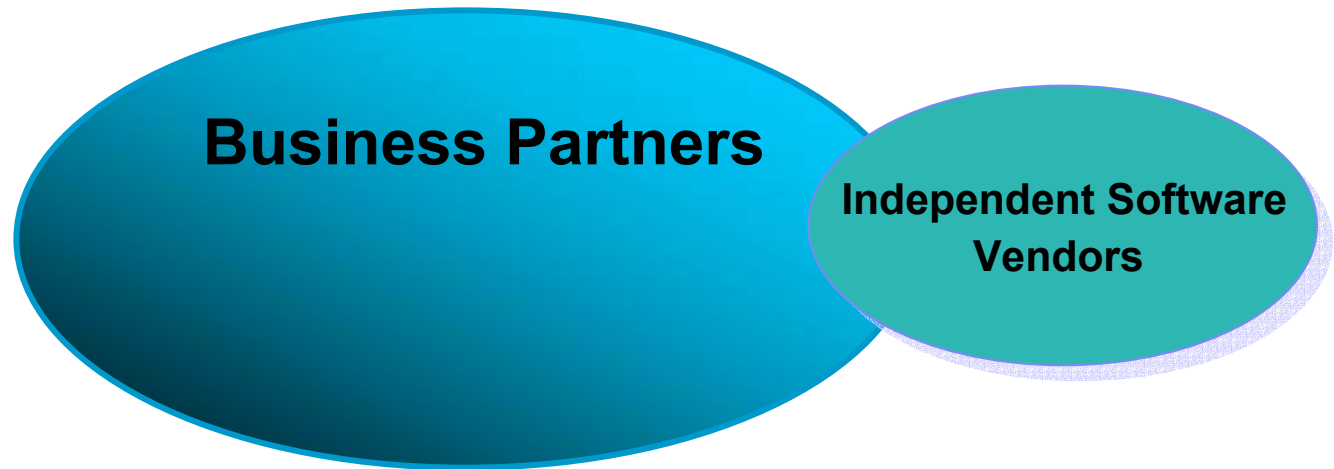
(1) AG and EMEA only

# Business Partner Benefits



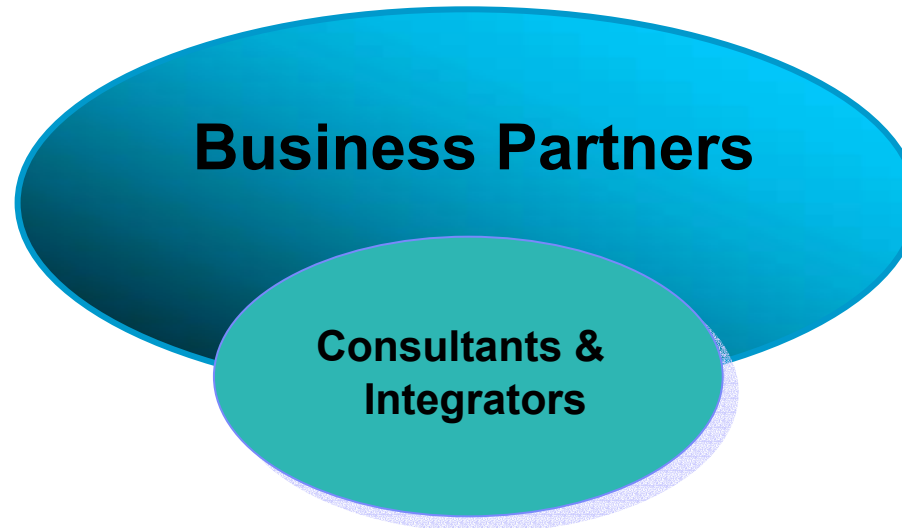
- Expand into new markets and customers with high growth potential.
- Exploit IBM's Express marketing emphasis and extensive awareness campaigns.
- Leverage Express offerings to increase product and services revenues through new and enhanced solutions.
- Build customer loyalty by selling Express offerings as initial sales and provide future growth as needed.
- Take advantage of Express portfolio's design points for the mid market - easy to sell, order, install and support.
- Leverage marketing and sales support for Express offerings through PartnerWorld, Small and Medium Business Advantage (SMBA) , and regional go to market resources.

# Business Partner Benefits



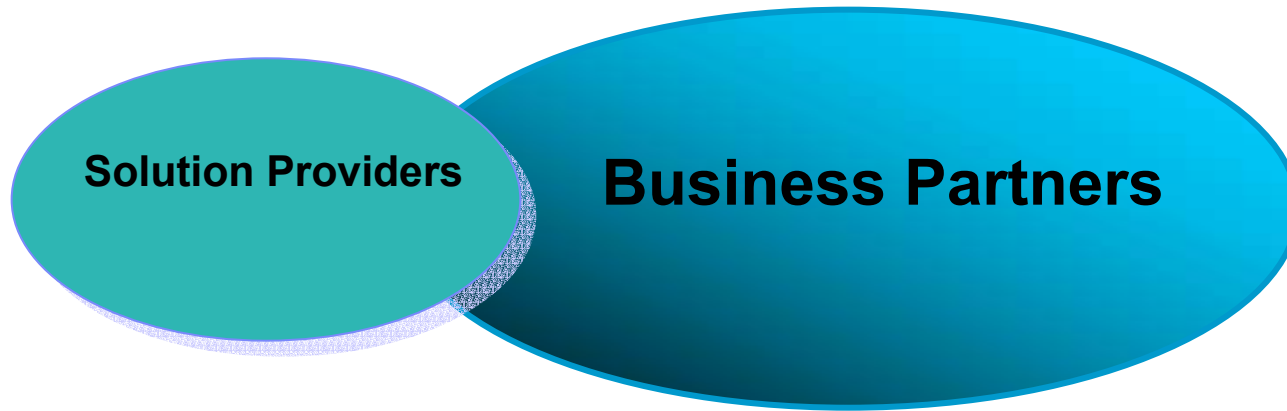
- Enhance ISV application offerings with IBM Express portfolio to differentiate your offerings from the competition.
- Improve your development productivity with IBM's proven secure and consistent integration environment.
- Open standards provide flexibility in architectural choice coupled with a clear stable technical roadmap to lower costs.
- Unlike some other vendors, IBM maintains a strong commitment not to compete with ISV's.

# Business Partner Benefits



- Increase your billings and decrease your costs by:
  - Developing new services opportunities around the IBM Express offerings to deliver complete customer solutions.
  - Integrating your custom solutions and/or ISV applications with open standards-based Express offerings written to the same standards.
- IBM provides support for the Express offerings to enable your practices and business development activities.

# Business Partner Benefits



- Enhance existing and create new offerings to deliver competitive solutions for the mid market.
- Develop new revenue opportunities by building services around Express offerings and deliver complete customer solutions.
- Reduce time to market, solution implementation costs and sales cycle by leveraging the Express portfolio.
- Team with ISVs and Systems Integrators to deliver complete solutions and expand customer opportunities.



# Maple Leaf Sports & Entertainment (MLSE)

## Customer Challenge

MLSE had been running a Web site dedicated to the Maple Leafs hockey team, providing fans with player statistics and team standings, community events, news and trivia games. Typically, this information changed daily, making the system expensive and time consuming to manage. MLSE wanted to redesign the existing Web site, making it easier to update content and reducing the length of time necessary to post new content onto the site.

## Solution:

MLSE chose to structure its new site around reliable IBM WebSphere Application Server - Express Version 5.0 (WAS) and DB2 Universal Database Version 6. MLSE installed three IBM eServer xSeries 330 servers running Red Hat Linux V8 as the hardware for its new Web environment. Two of the xSeries servers operate the Web site, while the third server is used for development and testing.

## IBM Offerings

- Data Management: DB2 for Linux
- WebSphere Application Server – Express
- Linux: Linux
- xSeries 330

## Business Partners:

Braegen Group Inc. acted as the primary architect, developer and integrator of this solution. Braegen's technical team designed the new content management system and site architecture, built and deployed the site and conducted all user training and system testing.

Espressiv, an IBM Advanced Business Partner, worked with Braegen to implement the Power Servlet technology for WebSphere. Power Servlets bundled with the WebSphere software offered Braegen's developers a simple, structured environment for programming, which dramatically increased the speed, simplicity, agility and security of the Maple Leafs site.



# El Consorci Zona Franca de Barcelona

## Customer Challenge:

The company wanted to deploy a corporate portal to act as a desktop for information and resources concerning the institution. Specifically, the portal would provide information such as services offerings, logistical information and other information specific to customers of the institution. The portal also needed to be able to support the organization's new e-business application, which facilitates the supply of duty services to customers.

## Solution:

The customer chose to develop its new corporate portal using WebSphere Portal Express (WPE) Version 4 and WebSphere Application Server Express (WASE) Version 4 running on an IBM eServer iSeries platform. The portal will specifically support a business logistics application developed by Sowre Consulting. WASE was used to develop this application, providing specific portlets not available with WPE.

## IBM Offerings:

- WebSphere Application Server - Express
- WebSphere Portal - Express
- WebSphere on Linux
- iSeries

## Business Partners:

Sowre Consulting, an IBM Advanced Software Business Partner, provides a business logistics application based on Express offerings. The Sowre application allows private users to personalize the portal, send EDI documentation and validate using codification.

# IBM Small and Medium Business Advantage

## CHANNEL ENABLEMENT

- SMB Community within:  
[ibm.com/partnerworld/smb](http://ibm.com/partnerworld/smb)
- SMB Industry/Solution Sales Kits, Tools, Aids
- SMB College - Sales Education
- e-business on demand Selling Aids
- Express Portfolio enablement aids
- Deploy in additional local languages

## DEMAND GENERATION

- Campaign Designer – brand campaigns
- SMB Solutions Toolkit
- Outbound communications helping to promote the SMB Advantage

### IBM Small and Medium Business Advantage

<http://www.ibm.com/partnerworld/smb>

## TEAMING OPPORTUNITIES

- Solution Selling
- Expand value net of Business Partners
- Teaming workshops result in Solution value nets
- Campaign Designer co- marketing funds to teaming workshop Business Partners

## INCENTIVES FOR GROWTH

- IBM Software - Value Advantage Plus
- IBM Global Services
- IBM Systems - SMB Growth Incentives:
  - First in Series
  - Dormant
  - Named Competitive
- IBM SMB specific PCD incentive

# Enablement Resources

Express Portfolio	Express Offerings		
<ul style="list-style-type: none"> <li>Value Proposition/Benefits</li> <li>Incentives</li> <li>Demand Generation</li> <li>Brochures highlighting "Why IBM Express Portfolio"</li> </ul>	<b>Customer</b> <ul style="list-style-type: none"> <li>Website</li> <li>Customer Brochure</li> <li>Customer Presentations</li> <li>Customer References</li> <li>White paper</li> <li>Sales Sheets</li> </ul>	<b>Solution Providers Consultants and Integrators</b> <ul style="list-style-type: none"> <li>Web Support</li> <li>Reason of Calls</li> <li>Campaign Designer</li> <li>Webcasts</li> <li>Newsletter Information</li> <li>Technical Support</li> <li>Configurators</li> <li>Education</li> <li>Sales Sheet</li> </ul>	<b>Independent Software Providers</b> <ul style="list-style-type: none"> <li>Education</li> <li>Porting Assistance</li> <li>Assistance developing Value Nets</li> <li>Co-Marketing Assistance</li> <li>Sales Sheet</li> </ul>

# Customer Web Sites

- **North America:**

<http://www.ibm.com/mediumbusiness/us/express/>

- **Europe:**

- **West:** [www.ibm.com/businesscenter/fr](http://www.ibm.com/businesscenter/fr)
- **North:** [www.ibm.com/businesscenter/uk](http://www.ibm.com/businesscenter/uk)
- **Central:** [www.ibm.com/de/mittelstand](http://www.ibm.com/de/mittelstand)
- **South:** [www.ibm.com/it/pmi](http://www.ibm.com/it/pmi)
- **Nordics:**
  - **DK:** [www.ibm.com/businesscenter/dk](http://www.ibm.com/businesscenter/dk)
  - **FI:** [www.ibm.com/businesscenter/fi](http://www.ibm.com/businesscenter/fi)
  - **NO:** [www.ibm.com/businesscenter/no](http://www.ibm.com/businesscenter/no)
  - **SE:** [www.ibm.com/businesscenter/se](http://www.ibm.com/businesscenter/se)

- **Asia Pacific:**

- **ANZ:** <http://www-8.ibm.com/businesscenter/au/express/>
- **Japan:** <http://www-6.ibm.com/jp/gto/par/feature/express/>
- **China:** <http://www-900.ibm.com/cn/smb/training/express/>
- **Korea:** <http://www-903.ibm.com/kr/smb/>
- **Hong Kong:** <http://www-902.ibm.com/hk/sme/express.html>
- **Taiwan:** <http://www-901.ibm.com/tw/gmb/express/>
- **ASEAN:** <http://www-8.ibm.com/businesscenter/sq/express>

# Your Next Steps

- **Market IBM's Express Portfolio offerings**
  - Fully understand the products and opportunities through IBM's education and enablement.
  - Select the appropriate Express offerings to incorporate into your solutions.
  - Develop Express marketing and sales plans for your mid market customers.
  
- **Bookmark and refer to the IBM SMBA website ([www.ibm.com/partnerworld/smb](http://www.ibm.com/partnerworld/smb))**
  - Single point of access for Express offerings.
  - Understand the SMBA initiatives to maximize your sales opportunities.
    - Incentive, sales enablement, teaming and demand generation programs.
  - Attend SMBA Express teleconferences (to be scheduled 1Q/2Q).
  
- **Attend the Express Portfolio Exchanges and Express pedestals at PartnerWorld 2004**

# **Jump Start Your 2004 Mid Market Sales..... Join the IBM Express Train**



## **Your Express Ticket to Mid Market Sales**

# Questions

If you have further questions or need  
additional information please e-mail:

Nils Thompson

at

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