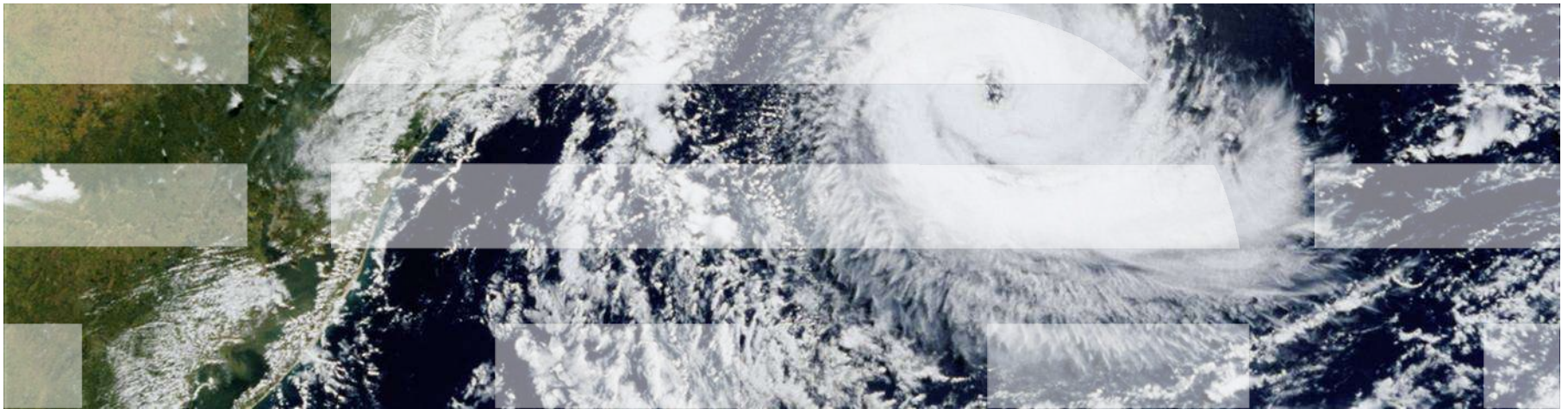

A Holistic Approach to Data and Cost Reduction with Tivoli and STG Storage Software

Intelligent Data Protection for a Smarter Planet



Agenda

- *Data and Cost Reduction Sales Play Review*

Ron Broucek
NA IOT Tivoli Storage Sales Leader

Richard Vining
Tivoli Storage Marketing Manager

- *TSM 6.1 and ProtecTIER Demonstration Capabilities*

Randy Larson
Advanced Technical Support

- *STG 2010 Coverage Strategy and Storage Sales Play Update*

Scott DeGeer
NA STG Storage Sales Executive

- *Call to Action*

- Q&A

Play Objectives

- Drive new storage infrastructure opportunities by focusing on competitively installed backup software accounts with a total IBM data protection solution based on TSM 6.1 and ProtecTIER virtual tape.
- Clothe and Upsell Tivoli Storage Flashcopy Manager to existing IBM storage hardware and/or software accounts
- Leverage solutions across TEAM IBM to increase our competitiveness and get into new accounts.
- Build a bridge between STG Storage and Tivoli that will pay dividends for both parties in 2010

Recent Feedback from Gartner Group

- In a recent Gartner survey asking clients if they're considering a major backup infrastructure redesign within the next 12 months.....
 - 400 respondents in 9 countries
 - 48% envision doing major redesign
 - Main drivers include
 - Reduce costs
 - Exploit new capabilities (dedup, improve backup/recovery of Sharepoint and email)
 - Improve ease of use
 - Customers are more willing today to switch vendors to achieve cost and functionality objectives
- Backup infrastructure refreshes can range from several hundred to multi-million dollars and can drag software and hardware from both the STG and Tivoli portfolios

Play Description - Data Reduction

IBM Value Proposition

Organizations of all types need to find smarter ways to manage their data, and reducing it effectively is a key strategy to support this effort.

IBM provides a wide range of data reduction solutions that allow the client to achieve meaningful cost reduction and service level improvements in ways that fit their individual environment:

- The Tivoli Storage Manager (TSM) family of data protection and recovery solutions employ unique incremental-forever data capture techniques that avoid the massive amounts of data duplication that our competitors cause by forcing periodic full backups. TSM products also offer a range of data deduplication, compression, space management and archiving capabilities that help to effectively manage and slow the growth of storage.
- IBM System Storage ProtecTIER is a family of data deduplication solutions that effectively reduce data collected from multiple sources throughout the enterprise
- IBM Tivoli Storage FlashCopy Manager is designed to perform near instant application-aware snapshot backups, with minimal performance impact, for IBM DB2, Oracle, SAP, Microsoft SQL Server, and Microsoft Exchange. It improves application availability and service levels through high-performance, near-instant restore capabilities that help reduce downtime.

Customer pain points / Critical Success Factors

Data volumes are growing exponentially and it is becoming increasingly difficult and costly for IT organizations to manage it. Simply buying more storage capacity is no longer the answer; companies do not have the people to manage it, the floor space to house it, or the power and cooling capacity to run it.

Increasing amounts of data result in longer backups – can they still meet their backup window, or is data not being protected adequately? Increasing data also results in longer restore times – can they really afford the additional downtime?

Market Opportunity

The worldwide market opportunity for data reduction in 2010 is US**\$1.8B**

Details:

- Analyst consensus is \$1.2B for data deduplication market in 2010
- Deduplication is only part of the data reduction story
- Gartner: data reduction will be applied to 20% of all data by 2013
- Gartner: 48% of companies plan to redesign the backup systems in 2010
- Info Pro: 80% of the Fortune 1000 have or will deploy data deduplication solutions
- Hot acquisition market:
- 2005: Veritas acquired DCT (PureDisk)
- 2006: EMC acquired Avamar
- 2008: IBM acquired Diligent
- 2009: EMC acquired Data Domain for \$2.1B (5.6 x rev.)
- 2009: IBM introduces data deduplication in TSM and TSM FastBack

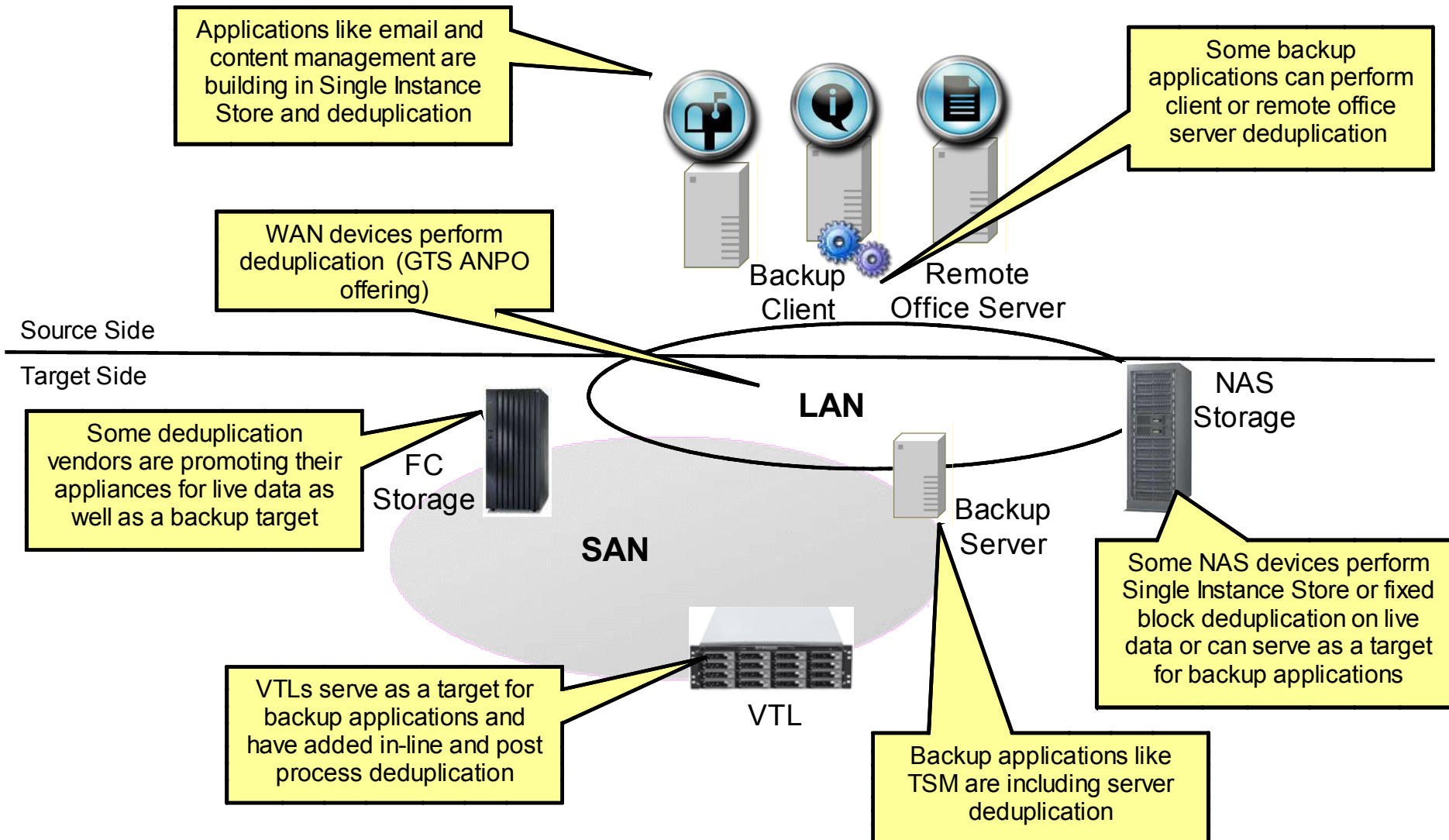
Primary Assets

- **Play details:**
- [Data Reduction Sales Play link](#)
- **Product Sales Kits**
- [Tivoli Storage Manager link](#)
- [Tivoli Storage Manager FastBack link](#)
- [ProtecTIER link](#)
- [Tivoli Storage Flashcopy Manager link](#)
- [Tivoli Storage Manager for Storage Area Networks link](#)
- **Competitive takeout pre-approved special bid**
- Pre-approved special bid
- Up to 60% off entitled
- For TSM and associated storage software products (TPC & SVC)
- Requires Brand Approval (Broucek)

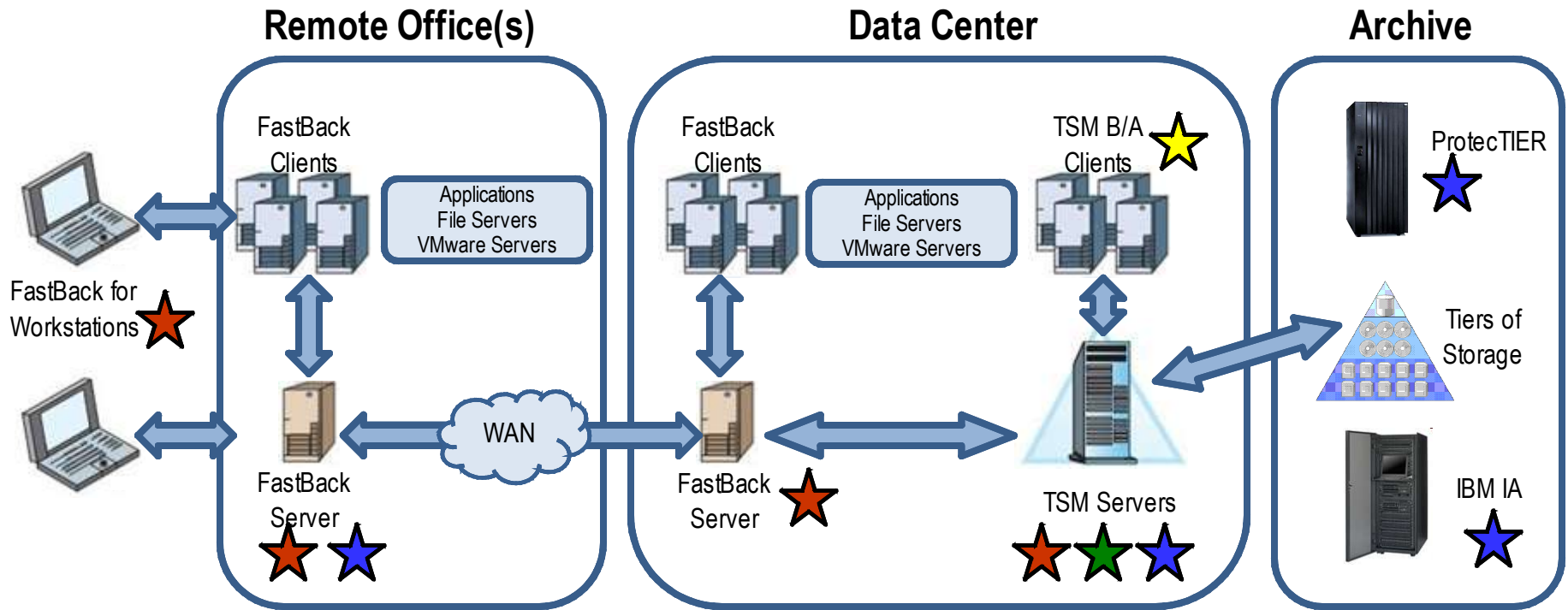
Target Buyer profile

- Cross-Industry: IT Managers, IT Directors, IT Executives, Storage Administrators, Cloud Managers, Senior Software Decision Makers, LOBs, Compliance Officers
- IT Managers who focus on end-to-end business process management; information protection, cost savings
 - Business process owners who focus on compliance, process integrity, data availability, streamlining processes

Where Can Data Deduplication Occur?



IBM's Holistic Approach to Data Reduction



- ★ Incremental-only backup
- ★ Data compression and tape management
- ★ Target-side data deduplication
- ★ Client-side data deduplication (TSM 6.2 – Target availability 1Q10)

When Do I Use ProtecTIER vs. TSM 6 Built-in Deduplication?

Both Solutions Offer the Benefits of Target side

Deduplication:

- Greatly reduced storage capacity requirements
- Lower operational costs, energy usage and TCO
- Faster recoveries with more data on disk

Use ProtecTIER When:

- Highest performance and capacity scaling are required!
- Up to 500 MB/sec (1GB/s with 2 node) deduplication rates are needed
- Deduplicated capacities up to 25 PB are required
- You wish to avoid operational impact of post processing deduplication
- A VTL appliance model is desired
- Deduplicating across multiple TSM (or other backup) servers

Use TSM 6 Built-in Deduplication When:

- You desire deduplication operations be completely integrated within TSM
- The benefits of deduplication are desired without separate hardware or software dependencies or licenses (ships with TSM Extended Edition)
- You desire end to end data lifecycle management with minimized data store



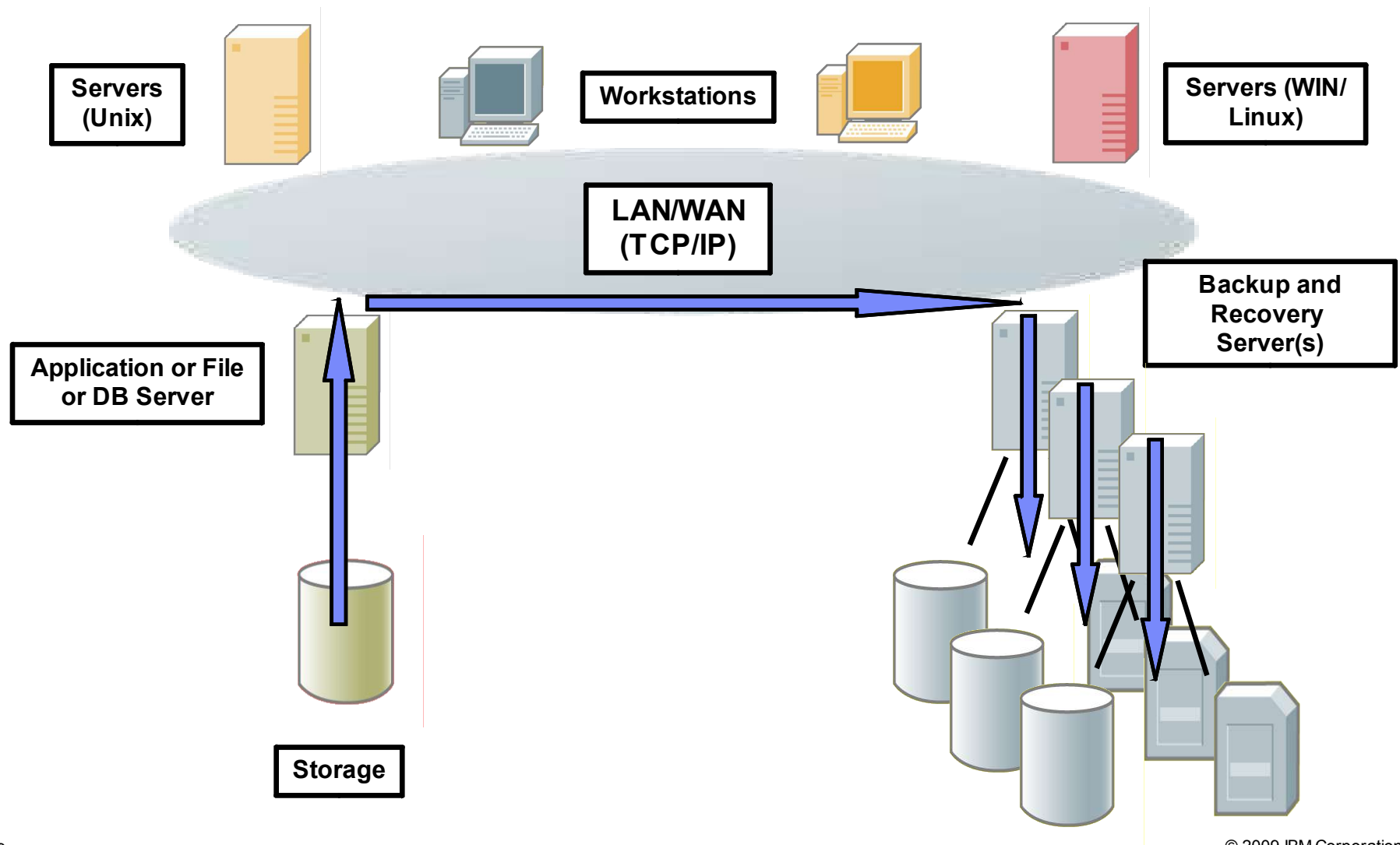
**IBM
ProtecTIER**



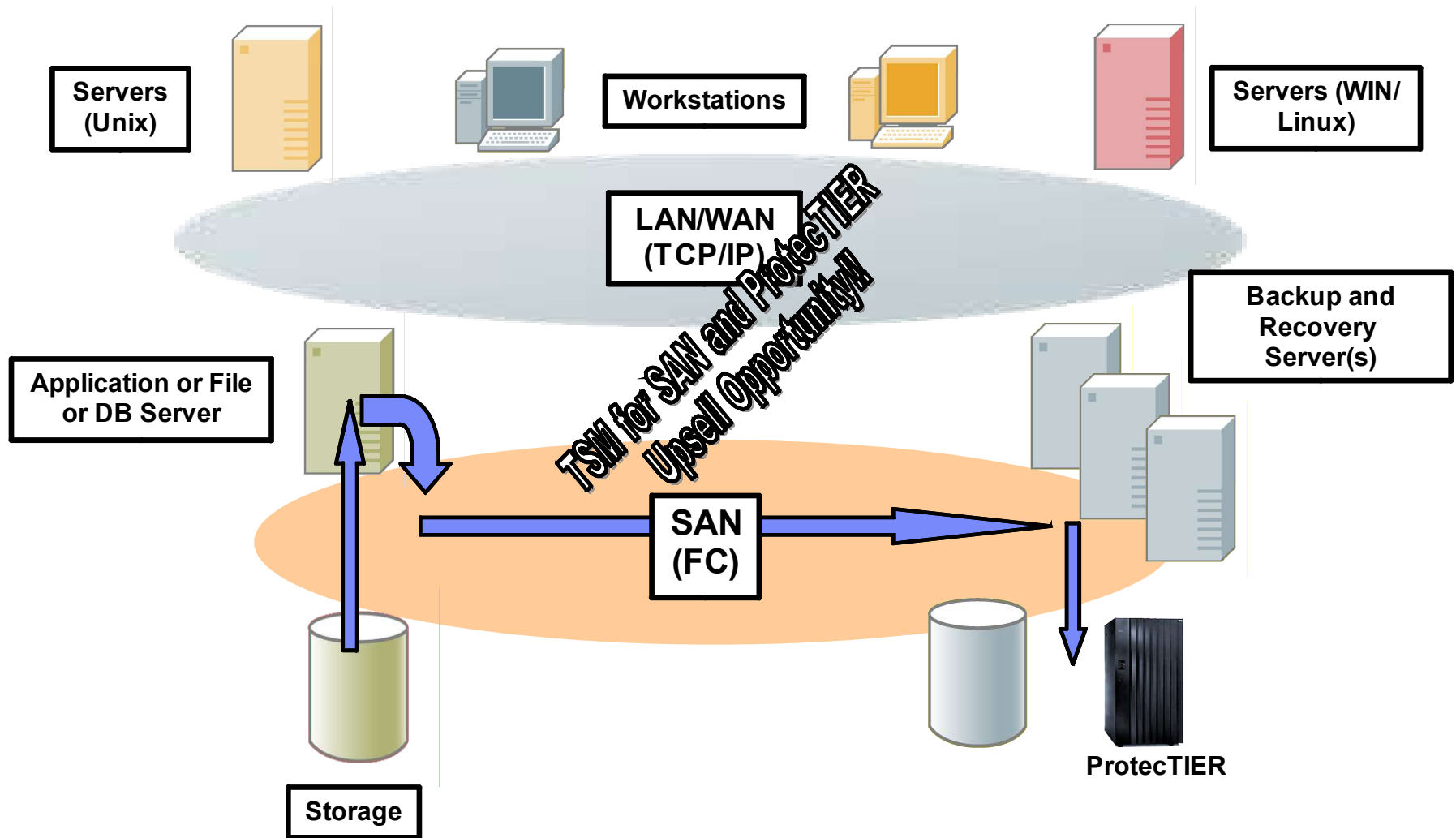
TSM

Complementary Solutions Today!

Typical Data Movement - *Backup over LAN/WAN*



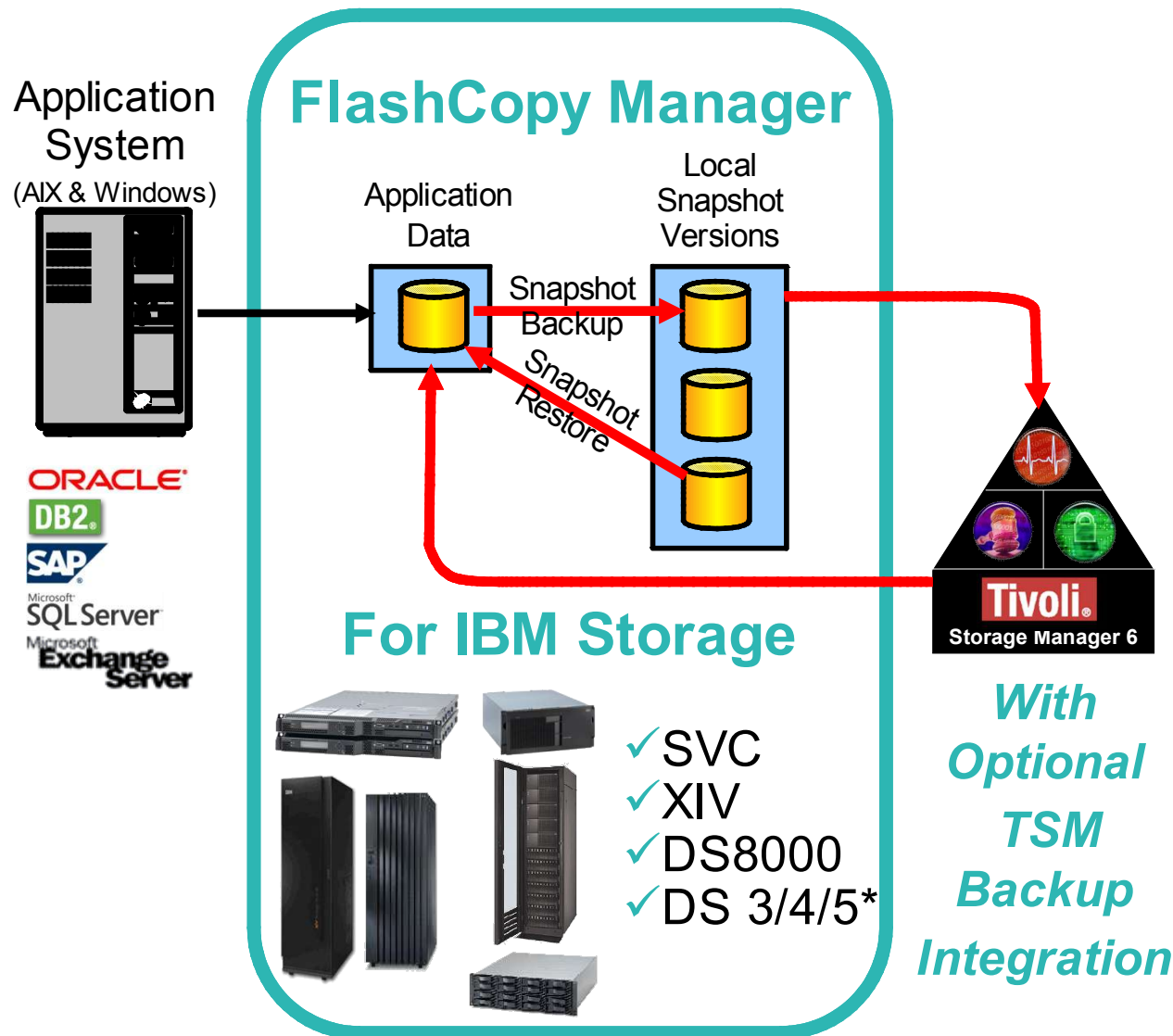
LAN-free Backup - TSM for Storage Area Networks



Tivoli Storage FlashCopy Manager

- IBM Tivoli Storage FlashCopy Manager:
 - Simplifies deployment and management of advanced, application-aware data protection for IBM storage systems.
 - Improves backup and recovery times from hours to a few minutes.
 - Improves productivity by simplifying management and automating routine administrative tasks.
 - Leverages existing investments in IBM storage systems and as an option can provide tight integration with Tivoli Storage Manager
- Both STG and Tivoli Sellers will receive compensation for Tivoli Storage FlashCopy Manager

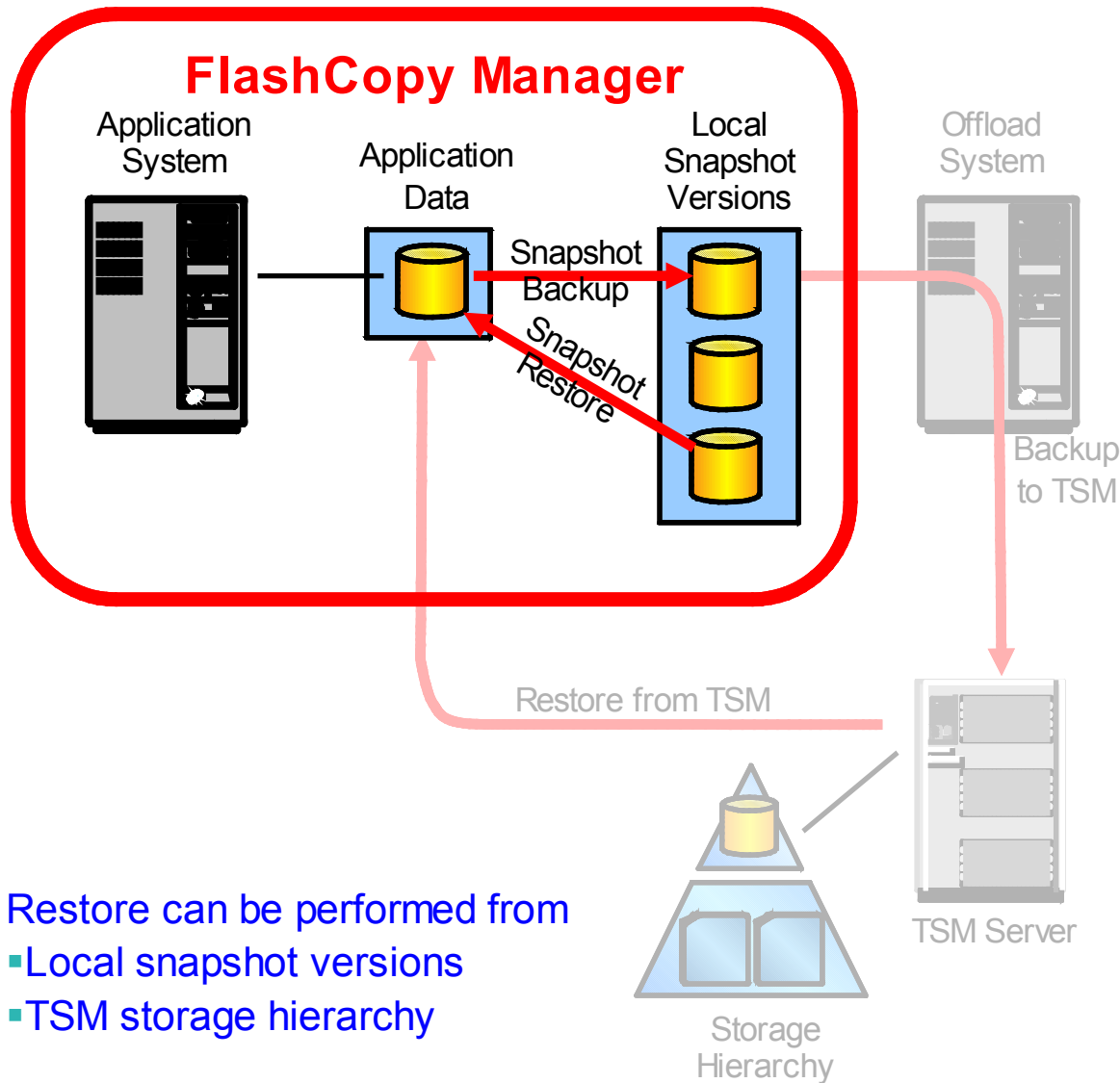
IBM Tivoli Storage FlashCopy Manager



- ✓ Online, near instant snapshot backups with minimal performance impact
- ✓ High performance, near instant restore capability
- ✓ Integrated with IBM Storage Hardware
- ✓ Simplified deployment

*VSS Integration

FlashCopy Manager with Tivoli Storage Manager



Restore can be performed from

- Local snapshot versions
- TSM storage hierarchy

Snapshot backup to TSM server

- Transfer outboard of application server to minimize impact to application
- Copies on TSM server provide long-term retention and disaster recovery
- Very fast restore from the local snapshot

Support for multiple, persistent snapshots

- Persistent snapshots retained locally

Policy-based management of local, persistent snapshots

- Retention policies may be different for local snapshots and copies on TSM server
- Automatic reuse of local snapshot storage as older snapshot versions expire

Adding Additional Business Value to our Disk Opportunities

Key Functionality.... Backup

- Snapshot (FlashCopy) Backup
 - ▶ Volume level Full database or Storage Group backups
 - ▶ Exploit Storage Copy Services features
 - Block level Incremental FlashCopy
 - Space Efficient FlashCopy
 - Auto provisioning of targets
 - ▶ Enables Frequent Snapshot backups for near CDP operation
 - Retain many snapshot backup versions
 - ▶ Policy Managed
 - Number of backup versions
 - Adaptive

Adding Additional Business Value to our Disk Opportunities

Key Functionality.... Restore

Exchange

- Snapshot Restore* of Exchange storage groups
- File copy restore of a storage group or database from a mounted snapshot image
 - ▶ Restore into a Recovery Storage Group, alternate storage group, or relocated storage group
- Individual mailbox or mail item restore from a snapshot backup

SQL

- Snapshot Restore* of a full database backup
- File copy restore of a full database from a mounted snapshot image
 - ▶ To an alternate database name
 - ▶ To an alternate location

* As supported by Volume Shadow Copy Services (VSS) provider

DB2

- Snapshot Restore of a Full database
- Snapshot restore of one or more database partitions in the case of a multi-partition database

Oracle

- Snapshot restore of a Full database

SAP

- Snapshot Restore of a Full database



Leveraging TSM Health Checks

- Leverage TSM Health Check service offerings in a proactive fashion to help customers identify potential bottlenecks and to help justify the business value of TSM 6.1, FlashCopy Manager, and ProtecTIER
 - Tivoli Lab Services has the ability to deliver TSM health check services
 - PLUS..... Many of our Business Partners and Regional System Integrators have skills/tools to deliver TSM and **competitive** health check services.
 - We are currently working with a business partner in the NE IOT who has created tools to build the financial justification for moving customers from a Symantec NetBackup environment to TSM *and* provides a tool to actually migrate the data.
 - Step one is to run the analysis tool on the customer's NetBackup (NBU) installation. This involves running an application on the backup server and collects the META Data required. It does not touch or manipulate production or actual backup data.
 - Step two is to take the meta data away to analyze and create the output. The partner works with the IBM team to craft the new TARGET environment and create the business case for moving from the NBU to TSM.
 - Step three is to deploy the tool that manages the migration of data from the existing NB environment to the new TSM environment.
 - Today, the tool is set up to move customers from NetBackup or CA ArcServe (source) to TSM (target).
 - For additional information contact Ron Broucek or Doug Dubois

Where to Prospect

- **Primary Target Client – Competitively Installed Backup Account**
 - Competitive installed backup account (Symantec, EMC, CA, HP, etc)
 - Where the customer is actively looking to drive cost out of the storage infrastructure and where we have some customer sponsorship to insure we get a fair evaluation
 - Lead with TSM 6.1 and ProtecTIER to deliver a total solution
 - For disk opportunities, include Tivoli Storage FlashCopy Manager to deliver application aware FlashCopy
 - If necessary, leverage the SWG Cataway, Competitive replacement, STG RSI programs to fund consulting services to perform competitive “health checks” and help develop an IBM-based solution to displace competition
 - Use the Business Value Analysis tool to demonstrate potential cost savings of the IBM solution
 - Leverage the TSM competitive pre-approved special bid to aggressively price TSM to displace competitor

Where to Prospect

- **Secondary Target Client – TSM Account**
 - TSM account with multiple TSM backup servers who may be struggling to meet backup windows or is looking for a virtual tape solution
 - Lead with upselling TSM for SAN and ProtecTIER together
 - TSM for SAN allows the customer to direct large backup workloads directly to ProtecTIER.
 - Upsell Tivoli Storage FlashCopy Manager to reduce backup windows and deliver rapid recovery

TSM Install Base Example

Microsoft Excel - TSM History NA.XLS

File Edit View Insert Format Tools Data Window Help

A29

	A	B	C	D	E	F	G	H	I	J	K	L
1												
2												
3	Part Description	(All)										
4	Part Number	(All)										
5	End Date	(All)										
6	Sap Customer Number	(All)										
7	Sap Contract Number	(All)										
8	Address	(All)										
9	Line Of Business Code	(All)										
10	City	(All)										
11	Sap International Fax Number	(All)										
12	Start Date	(All)										
13	Sap International Phone Number	(All)										
14	WWPROD	(All)										
15	Ibm Worldwide Isu Code	(All)										
16												
17	Sum of Part Qty											
18	Calc Region	Calc BU	State	Customer Name	Ibm Customer	Rev Stream	2004	2005	2006	2007	2008	Grand Total
19	East	Mid-Atlantic	DC	844TH COMMUNICATIONS SQUADRON/SC	9254783	LCMNTSPT			70			70
20						RNWMNTSP				70		70
21				ADMIN OFFICE OF THE U.S. COURTS OIT	9215000	RNWMNTSP			28			28
22				ADMIN OFFICE OF THE US COURTS	9248319	LCMNTSPT			764			764
23						RNWMNTSP			40	40		80
24				ADMIN. OFFICE OF US COURTS	9215021	LCMNTSPT			1			1
25						RNWMNTSP			40			40
26				AMERICAN FARM BUREAU FEDERATION	0400029	RNWMNTSP			20			20
27				AMERICAN ISRAEL PUBLIC AFFAIRS	0292994	RNWMNTSP			34			34
28				BLUE CROSS BLUE SHIELD OF	1103911	LCMNTSPT			78	300		378
29						RNWMNTSP			6			6
30				CARR AMERICA REALTY CORPORATION	1468777	RNWMNTSP				72		72
31				CENTRAL INTELLIGENCE AGENCY	9278175	LCMNTSPT			32			32
32				CHILDREN'S NATIONAL MEDICAL CENTER	1692905	LCMNTSPT			61			61
33						RNWMNTSP			252	61		313
34				CONCINNATE SYSTEMS	8735102	LCMNTSPT			1			1
35				DEPARTMENT OF HOMELAND SECURITY	001478	LCMNTSPT			2			2

Pivot / State Lookup Table / Data

Ready

start

Infoprint Man... AT&T Netwo... Ron Broucek ... Lotus Sa... On Demand ... 1H10 Storage... Install Base Microsoft...

96%

12:02 PM Thursday

Contact your IMT Storage Sales Leader for install base information

SVC, DS8000, XIV Install Base

Microsoft Excel - SVC-XIV-DS8 install base 10 23 09.xls

File Edit View Insert Format Tools Data Window Help

Type a question for help

A	B	C	D	E	F	G	H	I	J	K	L	M
1	CovID	(All)			SVC	Type = 2145						
2	Area	(All)			XIV	Type = 2810						
3					DS8000	Type = 2107						
4	Count of Serial				Type							
5	St	Cust Name	CustNo	Modl	Inst Date	2145	2810	2107	Grand Total			
6	AK	AECS/PROVIDENCE	144620	8F4	4/23/2007	2			2			
7		PROVID HEAL SV	7350575	8G4	3/16/2009	2			2			
8	AK Total					4			4			
9	AL	AECS/HONDA MANU	7161270	8G4	9/24/2009	3			3			
10					9/28/2009	1			1			
11		BALDWI CTY BD E	723531	8G4	8/3/2009	2			2			
12		BAPTIS HEAL SYS	805451	8F2	4/21/2006	2			2			
13				92E	4/11/2006			1	1			
14				921	4/11/2006			1	1			
15		BCBS OF AL	1038300	8F4	8/10/2007	2			2			
16				8G4	1/25/2008	2			2			
17					1/28/2008	2			2			
18		MAIN/ALABAMA GA	5929850	8G4	7/3/2009	2			2			
19					9/28/2009	2			2			
20		MAIN/MOBILE INF	5933070	4F2	3/20/2006	2			2			
21				8G4	7/31/2008	2			2			
22		NORTH GRUMMAN	9305774	8G4	9/8/2009	3			3			
23		SBCSI PURC & LE	8049875	8G4	10/2/2008	4			4			
24		AVT/AAA COOPER	4253721	921	3/24/2006			1	1			
25		MAIN/AMSOUTH BN	5434043	932	10/26/2006			2	2			
26	AL Total					29		5	34			
27	AR	ACXIOM-MAIN C/N	9487400	8G4	8/21/2009	8			8			
28				A14	8/20/2009		1		1			
29		AVT/TYSON FOODS	732441	4F2	9/21/2006	4			4			
30			1137057	4F2	1/6/2005	4			4			
31					6/1/2005	2			2			
32				8F4	6/25/2008	2			2			

SVC-XIV-DS8 Install Base Data

Ready

NUM

96%

12:04 PM Thursday

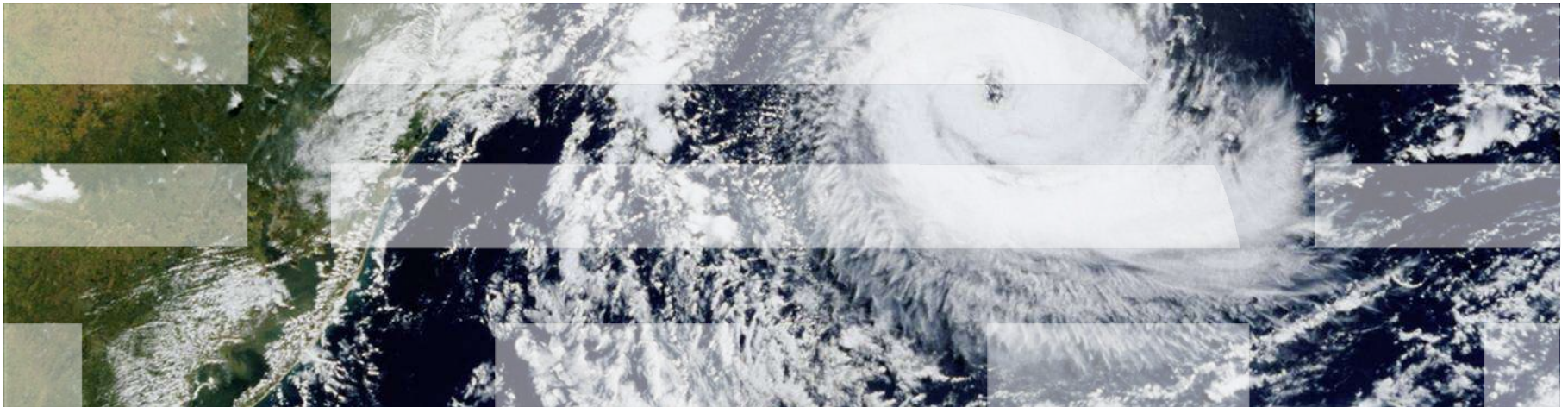
Contact your IMT Storage Sales Leader for install base information

Tivoli Storage Manager and ProtecTIER Demonstrations

Randy Larson

larsonr@us.ibm.com

IBM Advanced Technical Support



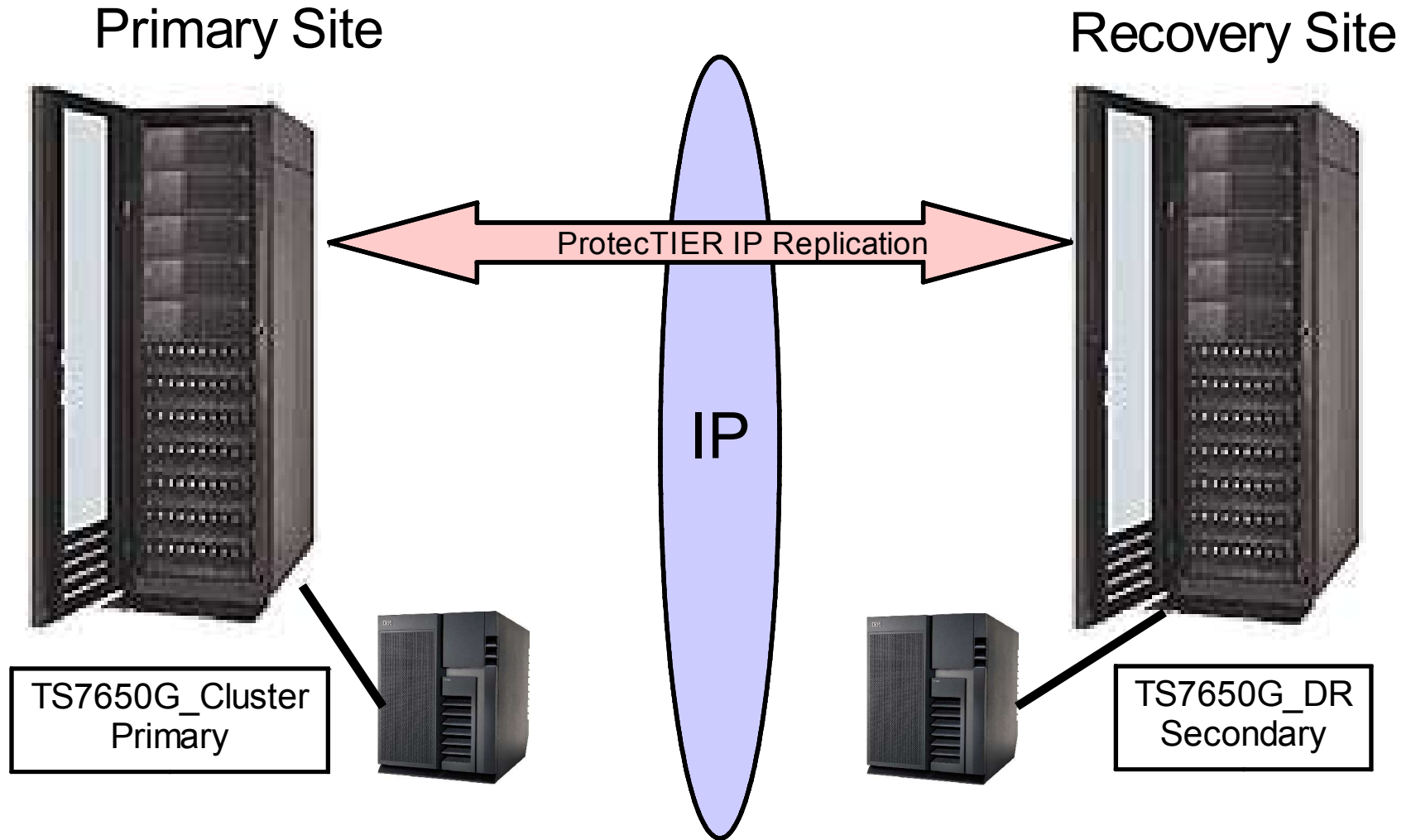
TSM and ProtecTIER Demo Capabilities

1. Basic TSM backup to ProtecTIER
 - Focuses on PT functionality
 - Primary interaction is through ProtecTIER Manager GUI
 - Highlights configuration, deduplication, and replication
 - TSM drives multiple stream workload

2. TSM Failover using ProtecTIER replication
 - 2 ProtecTIER systems and 2 AIX LPARs
 - Automates TSM failover to remote location

- Demo Process
 - Use “Lotus Live” for remote viewing
 - Contact Randy Larson (larsonr@us.ibm.com)

Lab Configuration



TSM and ProtecTIER for D/R

- Demonstrate viability of using TSM in conjunction with ProtecTIER replication to provide a warm-site disaster recovery scenario
- Daily activities are completely automated
 - Backup DB on Primary
 - Restore DB on Secondary
- All components are GA – no special code
 - TSM V6.1.2.0
 - ProtecTIER V2.3.0.0
 - ProtecTIER Manager 2.3.2.0
 - IBM Atape Device Driver 11.1.8.0 (with 'tapeutil' utility)
- Takeover / Failback require some ProtecTIER GUI interaction

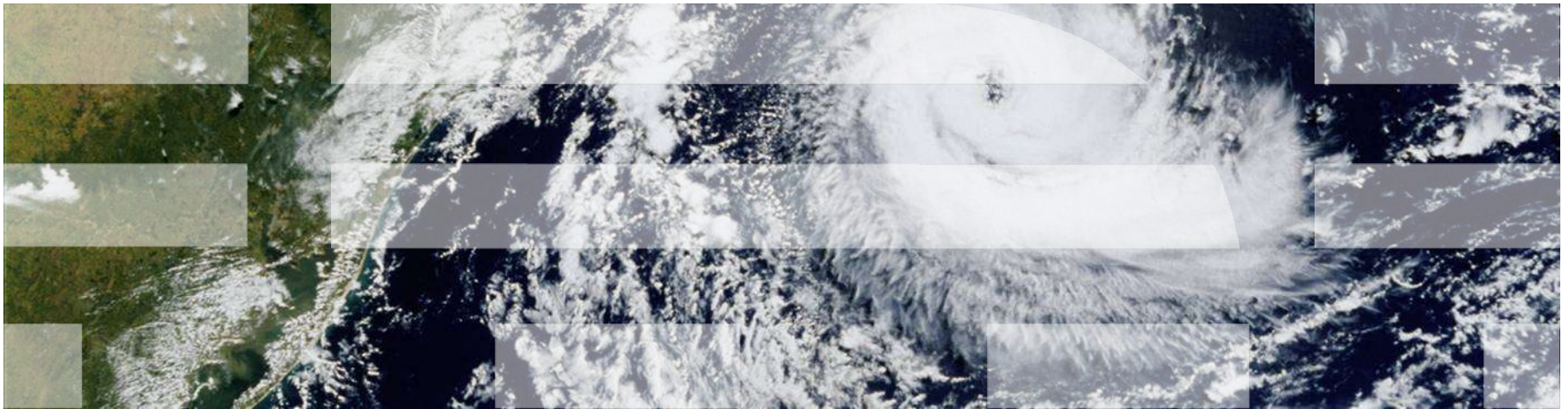
❖ BUT ... This demo is just one way to exploit ProtecTIER replication

Why D/R with ProtecTIER Replication ?

- ProtecTIER replication will only replicate unique chunks
 - Assume 10:1 Dedup Ratio - Only 10% of the data flows to remote site
- Replication is over IP
 - No 'dark fibre' required
- ProtecTIER is a VTL
 - Manage discrete cartridges
 - TSM Library Sharing and LANFree possible
 - Recovering with tape potentially simpler than disk replication / mirroring
 - No 'consistency groups'
- ProtecTIER provides details on replication status
 - Time stamps and replication status by cartridge

STG 2010 Coverage Strategy and Storage Sales Play Update

Scott DeGeer
NA STG Storage Sales Executive



Our Storage Growth Plan for 2010...

2010 Objectives

1. Deliver Revenue and Profit Targets
2. Gain Market Share on MR & ES portfolios

2010 Changes to Drive Growth

De-Stacked resources to Improve Coverage, Increase Integration, Increase Sales Execution in IMT

- Hunter Teams & XIV dedicated to White Space accounts
- ProtectTier resources integrated with dedicated HE Tape Team
- Black Belt Teams Increase specialization and enablement in Dynamic Information Infrastructure, IT Optimization, Software Stack

Aligned IOT resources into 2 Product Groups supporting primary RTM enablement

- ES Product Group to BSS coverage on Top 250 accounts
- MR Product Group to BP to expanded BP-Led coverage

Invest Resources To Drive Growth In Selected Opportunity Segments

- Federal growth initiative
- XIV growth initiative
- Dedicated Tivoli Storage resources

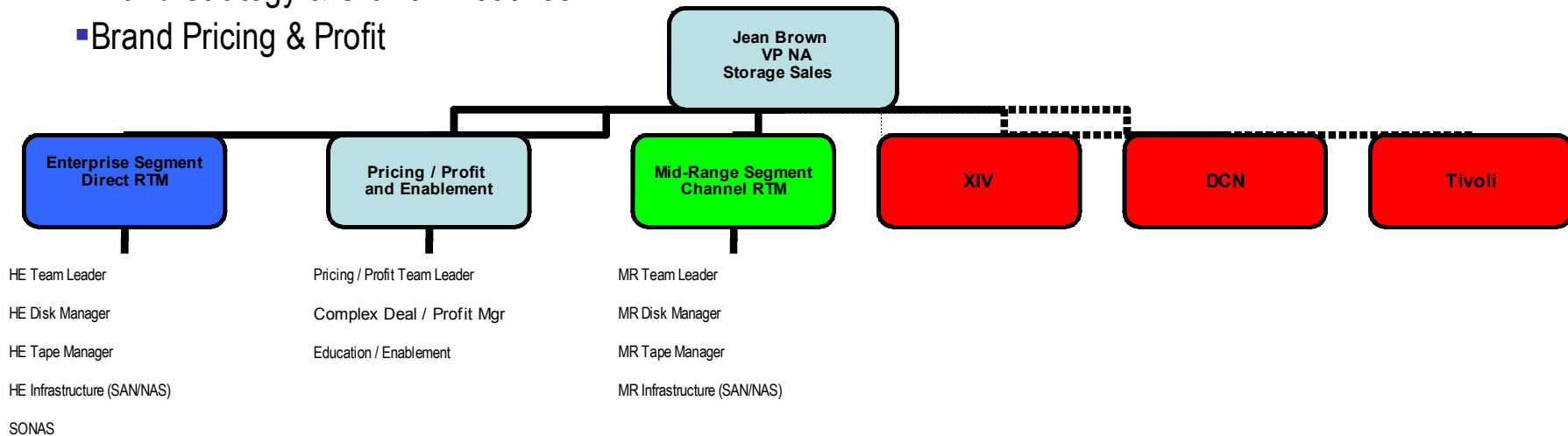
3 Key Growth Strategies in 2010

1. Drive Storage market share growth by aggressive penetration in Competitive White Space accounts with dedicated Hunter, XIV, & Federal teams
2. Maximize Enterprise Storage Revenue & Profit in Top 250 accounts
3. Deliver MidRange Storage growth through BP-Led Initiative

2010 NA System Storage IOT Organization

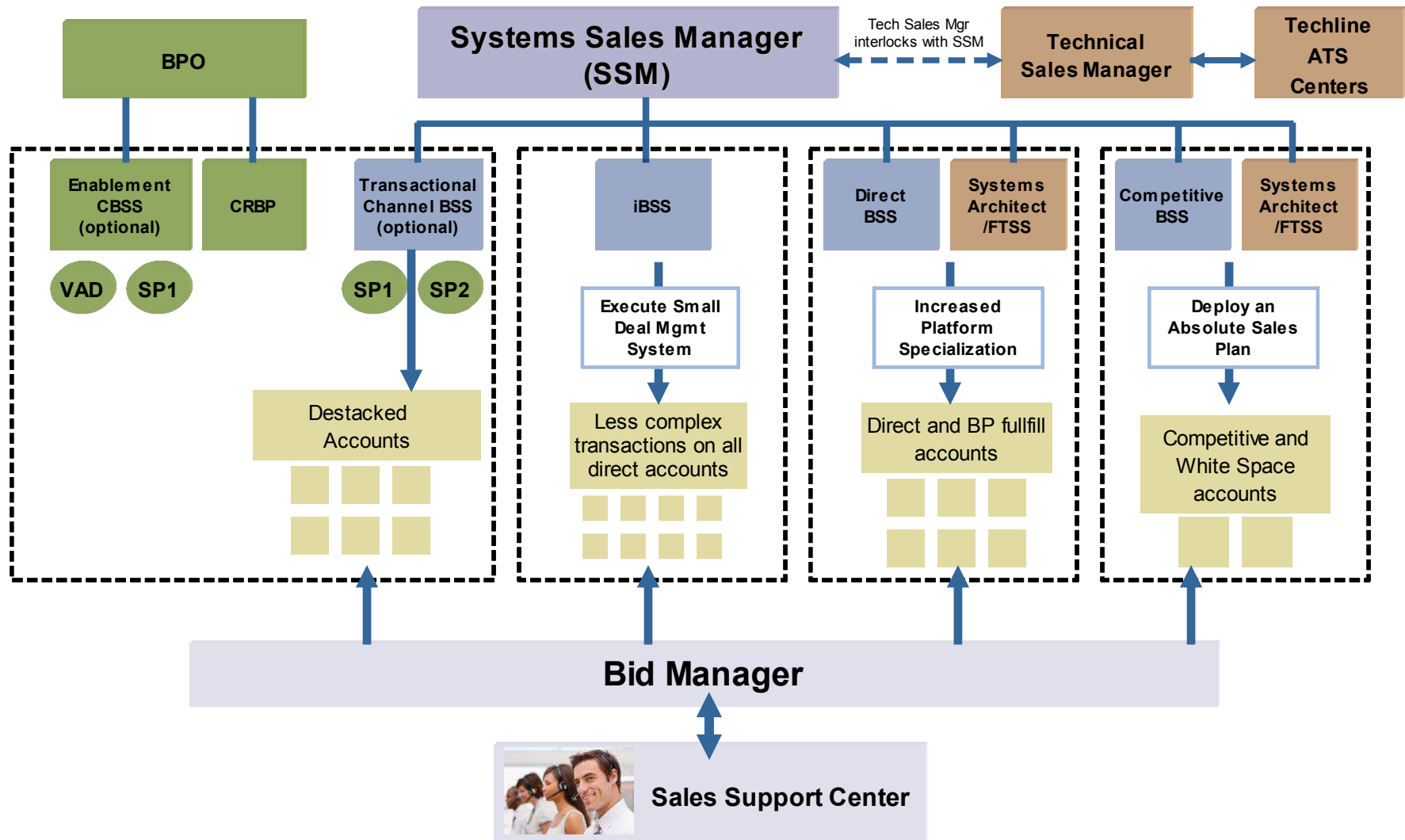
Roles:

- Sales Support & Enablement for Product Group by Primary RTM
- Brand Strategy & Growth Initiatives
- Brand Pricing & Profit



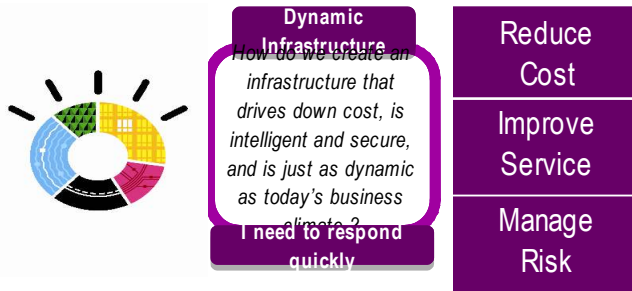
	Product Group	Primary Market	Primary RTM	2010 Revenue
Competitive	XIV, Tivoli/SVC, DCN	White Space	Hunter Team Blue Thunder BP	\$425M
		Federal	Federal BSS	
Mid Range	DS3, DS5, Nseries, MR Tape, SAN	GB	BP	\$345M
Enterprise	DS8, ,HE Tape, ProtectTier, SAN, SONAS	Top 250 Sector	BSS	\$863M

2010 NA System Storage IMT Organization



1Q 2010 NA Storage Systems Sales Plays

Focused on Data Reduction and Storage Utilization - Determine opportunities to reclaim storage capacity, reduce storage consumption, and improve asset selection and utilization



	Enterprise	General Business	White Space
--	------------	------------------	-------------

Virtualize GB: Seed with SVC

X

X

Protect More Store Less in GB

X

BP-Led: Get out of the Way!

X

Virtualize the Enterprise with XIV

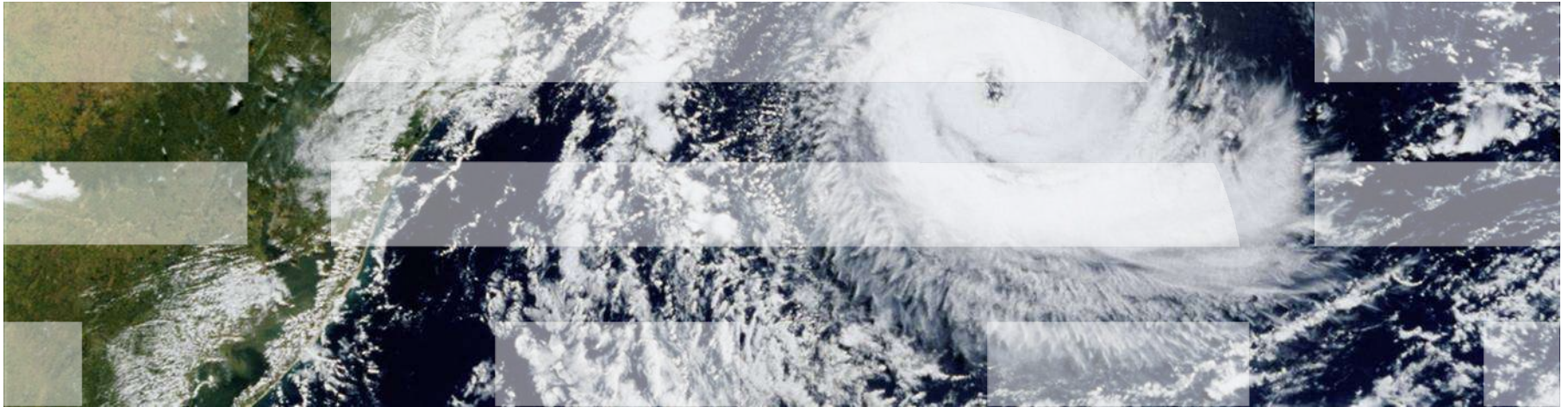
X

X

Accelerate & Consolidate with DS8

X

Call To Action



Call to Action

1. Create your account attack list

- Tivoli FLMs and Sellers - schedule local STG/Tivoli territory review calls
 - If you don't know who to team with, contact your IMT Tivoli Storage Sales Leader or your STG Storage Platform Executive
 - Select target accounts and STG/Tivoli/BP opportunity coverage strategy
 - Target accounts who are looking to re-architect backup infrastructures, are experiencing issues with existing competitive backup and tape products, or have expressed interest in data deduplication
 - Look for accounts where Tivoli and/or STG have an existing relationship or existing install base that could be leverage (pseries, tape, Tivoli Business Automation, etc)
 - Understand where the 1Q10WG ELA and STG OIO opportunities and cloth those opportunities with our data protection solution
 - Clothe storage h/w and s/w opportunities to deliver additional business value
 - Leverage qualified business partners where possible
- Use Sales Tactic code **108AR46R** when creating Siebel opportunities

2. Call on target accounts and discuss the value of ProtecTIER, TSM 6.1 and TSM FastBack, and FCM

3. Schedule 1 or more Tivoli & STG checkpoint calls in 1H10 to insure opportunity progression or to refresh the target lists

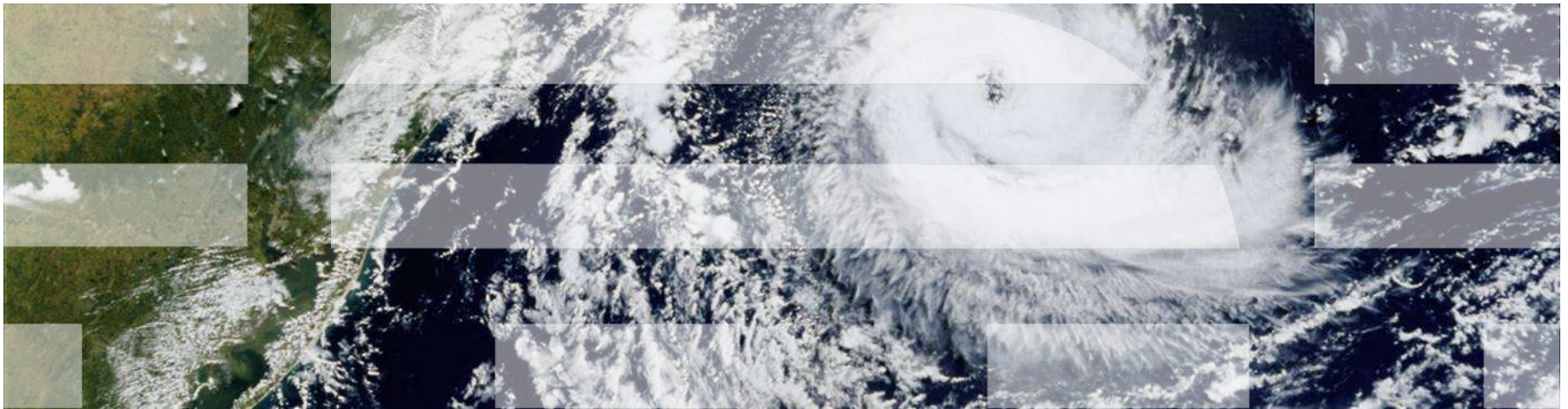
4. Leverage Castaway, Competitive, RSI funding to provide consulting services to perform competitive "health checks" and help develop an IBM-based solution to displace competition

Who to call for help

- North America IOT
 - Warren Saltzman – STG Information Solutions Sales Executive
 - Ron Broucek – Tivoli Storage Software Sales BUE
- East IMT
 - Nathan Rosen – ProtecTIER Virtual Tape Sales Leader, Northeast
 - David Stilley – ProtecTIER Virtual Tape Sales Leader, Southeast
 - Mary Ellen Wetzler-Behar – Tivoli Storage Sales Leader
 - Amy Johasky – STG Storage Platform Executive
- West IMT
 - Michael Lehrer – ProtecTIER Virtual Tape Sales Leader
 - Shelly Howrigan – Tivoli Storage Software Sales Leader
 - Sharon Sadowski – STG Storage Platform Executive
- CA IMT
 - John Perring – ProtecTIER Virtual Tape Sales Leader
 - Rob Shewchuk – Tivoli Sales Manager, General Business
 - Paul Melcher – Tivoli Sales Manager, Enterprise Accounts
- Federal IMT
 - Walker Smith – ProtecTIER Virtual Tape Sales Leader
- Competitive Team
 - Blair Drenner – Manager, Tivoli Competitive Action Team
 - Mike Pousson – Tivoli Storage Competitive Action Team
 - Steve Luko – Tivoli Storage Competitive Action Team
 - Victor B Nemechek – ProtecTIER Competitive Team
- RSI Program
 - Steve Unger – STG Storage Sales Executive
- Tivoli ROI Consultants
 - Riggan Shilstone – East IMT
 - John Eller – West IMT
- Tivoli SWAT
 - Claire Rankin – Manager, Tivoli Security and Storage Advance Technology
 - Ron Henkhaus – Tivoli Storage Software Advance Technology, TSM

Thank You

Appendix



Data Reduction Play Sales Kit

SWG Sales | Effective Data Reduction - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address [http://w3-03.ibm.com/software/sales/salesite.nsf/salestools/TeleSales+Kits\\$Effective_Data_Reduction?OpenDocument&TableRow=2.0#2](http://w3-03.ibm.com/software/sales/salesite.nsf/salestools/TeleSales+Kits$Effective_Data_Reduction?OpenDocument&TableRow=2.0#2) Go

Links Customize Links Free Hotmail IBM Business Transformation Homepage IBM Standard Software Installer IT Help Central Windows Windows Marketplace

w3 SWG Sales Search w3 GO Search SWG Sales w3 home BluePages HelpNow Feedback

Updated on 30 Oct 2009
[SWG Sales home](#) >

Effective Data Reduction

Reason of Call

Effective Data Reduction [with Tivoli Storage Manager Solutions]

Topic Overview | [Target Audience](#) | [Making the Call](#) | [Solutions](#) | [Competitive](#) | [Internal Resources](#) | [Customer Deliverables](#)

Topic Overview

Reason of Call: Create interest, drive awareness and generate qualified leads for Tivoli Storage Management solutions by targeting customers having IBM storage and other hardware, Storage Management / ISM solutions and Competitive backup and data de-duplication products.

Data Reduction Solutions is a holistic approach from IBM, to reduce, control and manage the growth of data.

Call Goals / IBM Objective:

1. Create Interest
2. Identify/validate needs
3. Generate qualified leads for Tivoli Storage Manager solutions

▶ **Tactic Overview**
 ▶ **Tactic value proposition for Effective Data Reduction**

Key Facts

- ▶ **Marketplace**
- ▶ **Business Drivers**
- ▶ **Business Opportunity**
- ▶ **Solution Overview**
- ▶ **The IBM Advantage**

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IBM Tivoli Storage Manager Family sales kit

Updated on: 04 Dec 2009

Overview Assets A to Z Assets by engagement phase Contacts

Description

IBM Tivoli® Storage Manager enables you to protect your organization's data from failures and other errors by storing backup, archive, space management and bare-metal restore data, as well as compliance and disaster-recovery data in a hierarchy of offline storage. Because it is highly scalable, Tivoli Storage Manager can help protect computers running a variety of different operating systems, on hardware ranging from notebooks to mainframe computers and connected together through the Internet, wide area networks (WANs), local area networks (LANs) or storage area networks (SANs). It uses Web-based management, intelligent data move-and-store techniques and comprehensive policy-based automation that are working together to help increase data protection and potentially decrease time and administration costs.

Top 10 Reasons a generalist should sell the Tivoli Storage manager Family products

10. Short Sales cycle
9. Once in an account easy to sell more
8. Sales of 25,000 to 2,000,000 quickly
7. Storage is everywhere and everyone needs more
6. All of your customers need to protect their data
5. We have the best product in the market
4. Tivoli Storage has made it's number for 10 years running
3. The average Tivoli Storage sales rep usually makes over 125% of there number
2. Our ROI is so good it will make your customer happier
1. #1 transactional revenue product in Tivoli

Quick Reference Guide

Download and print version	Quick Reference Guide
Overview	Target Audience
IBM Tivoli Storage Manager software provides centralized, automated storage	Target industries : All

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