DataPower BP Channel Review …
helping progress 3Q opps and increase 4Q pipe

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- Speakers
  - JR Nelson, WW WS Appliances Channel Sales Leader
  - Scott Krynock, WS Appliances WW Business Line Manager
  - Sandy Bickett, WW WS GB/Channel Sales Leader for NA
  - Steve Sayer, IBM Americas WebSphere Sales Exec, BVA Program

- Agenda
  - Introduction and Welcome .... JR Nelson
  - Loaner Program .... Scott Krynock
  - Cisco Take Out and Sales Kit Update in PartnerWorld .... Sandy Bickett
  - BVA Discussion .... Steven Sayer
  - Questions (time permitting)

IBM

WebSphere Appliances Business Partner Access Programs

Scott Krynock

WebSphere Appliances Worldwide Network Access

Business Partners across the globe can remotely access a WebSphere DataPower Appliance for nonproduction enablement, development, test and presales activities

Benefits

- No-charge worldwide remote access
- Rich and secure remote access infrastructure
- Develop, test and enablement activities in the same manner as a physical device in your own office
- Save and restore capabilities for future engagements
- Multiple access id's available for team usage

Goals

- Grow WS Appliance skills within your practice
- Develop, test and demonstrate your applications
- Validate your solution as 'Ready-For' WebSphere DataPower or WebSphere CloudBurst
- Use for functional PoC to close sales opportunities

Appliances Supported

- WebSphere DataPower Appliance models
  - ✓ XI50, XI50B, XB60, XC10
- WebSphere CloudBurst Appliance

Take Action

- Become an authorized WebSphere Appliance reseller

  OR

- Participate in WebSphere Appliance 'Ready-For' initiative
- Contact Scott Krynock (skrynock@us.ibm.com) to apply

Ready-For WebSphere DataPower & WebSphere CloudBurst Initiative

> Your clients will benefit from you validating your applications and solutions with either WebSphere DataPower or WebSphere CloudBurst Appliances
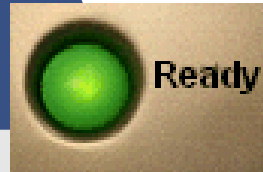
- Initiative designed to design, test and validate your existing or new application / solution as 'Ready-For' WebSphere DataPower or WebSphere CloudBurst Appliances:

  - ✓ **Market your application or solution with proven performance**: validation proves appliances work together with your applications and environments.

  - ✓ **Reduce cost through efficiency**: increase ROI through simplification and streamlining of systems and applications, reducing evaluation/purchase cycle.

  - ✓ **Drive customer satisfaction through integration**: gain skills through design, test and validation efforts for your application integration.

- Number of partner benefits available for exposure of your 'Ready-For' application

- WebSphere Appliance Technical consultants available for assistance

- No cost for partners to participate.

To get started, or if you have additional questions, please contact Scott Krynock (skrynock@us.ibm.com) to apply.

WebSphere Appliances Physical Loaner Program

> Limited number of WebSphere Appliances available to help close BP engaged opportunities

Use

- Prioritized to close BP engaged opportunities

- Primary activity for BP to deliver POCs to clients

- Also used for Demos, POTs, Application Development and Test

- Not For Resale or Try and Buy

- Not the business partner's property

- Time duration & revenue generation objectives established within loaner agreement
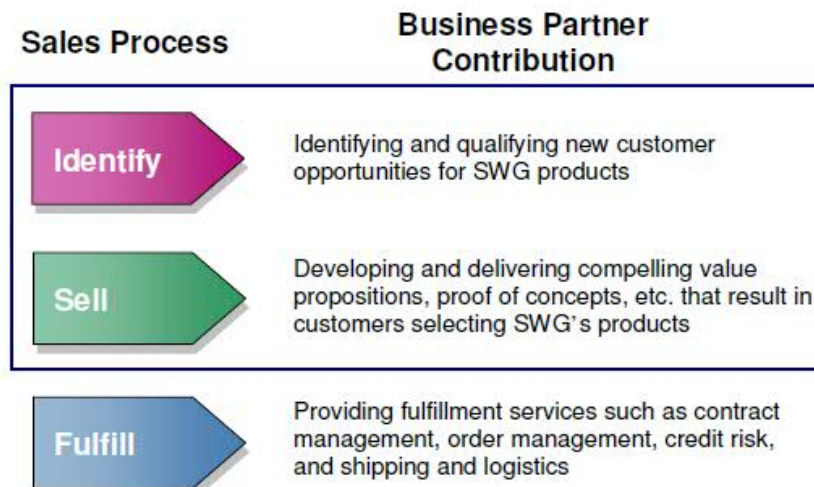
Requirements

- Authorized WebSphere Appliance reseller

- Utilizing SVI opportunity with current approved OI/OO entries in GPP

  ✓ WebSphere Appliance SVI participation open in AG, LA, NE, SW, CEE, MENA, ANZ, ISA and ASEAN

WebSphere Appliances open in SVI

- Software Value Incentive (SVI) allows IBM Business Partners participating in the **Identify** and **Sell** phases of WebSphere Appliances to earn a fee payment (paid directly to the IBM Business Partner) for demonstrating a contribution in these sales phases.

- Follows the same SVI OI/OO process with GPP entries as Passport Advantage products.

- SVI Incentive fee Model:
  - Identify = 5% (+5% premium for GB end user)
  - Sell = 5% (+5% premium for GB end user)

- WebSphere Appliance SVI in AG, LA, PAN-Europe, ANZ, ISA and ASEAN.

Sales Process   **Business Partner Contribution**

Identify	Identifying and qualifying new customer opportunities for SWG products
Sell	Developing and delivering compelling value propositions, proof of concepts, etc. that result in customers selecting SWG's products
Fulfill	Providing fulfillment services such as contract management, order management, credit risk, and shipping and logistics

Cisco Take Out and Sales Kit Update in PartnerWorld

Sandy Bickett

DataPower Marketing Manager, david.swanger@us.ibm.com

WebSphere. software

Think
Competitive

Migrating Your Customers From Cisco ACE XML Gateway to WebSphere DataPower

IBM

IBM and our DataPower Partners now have a window of opportunity to go after the Cisco ACE install base and Deliver Value to **Their** Customers

- We now have an opportunity to meet with companies who have acquired the Cisco ACE technology to swap for DataPower appliances. This is a Win Back opportunity.

- Cisco has stopped selling their DataPower like solutions. In fact we have an opportunity in North America where the customer came to us as the alternative to replace Cisco. Layer 7 and our competitors are going after this base hard. We ask that you do as well.

- Approach this client base and bring up the withdraw of sales and position DataPower as the replacement technology.

NOTE: Cisco has told their customers they will continue to support the XML Gateway for another 3 – 5 years.

End-of-Sale and End-of-Life Announcement for the Cisco ACE Web Application Firewall

EOL7171

Cisco announces the end-of-sale and end-of life dates for the Cisco ACE Web Application Firewall. The last day to order the affected product(s) is January 30, 2011. Customers with active service contracts will continue to receive support from the Cisco Technical Assistance Center (TAC) as shown in Table 1 of the EoL bulletin. Table 1 describes the end-of-life milestones, definitions, and dates for the affected product(s). Table 2 lists the product part numbers affected by this announcement. For customers with active and paid service and support contracts, support will be available until the termination date of the contract, even if this date exceeds the Last Date of Support shown in Table 1.

Who wins?

- Customers win

➢ Lower total cost of ownership
➢ Reduce complexity and simplify deployment of new services
➢ Secure, and govern SOA, B2B, and cloud environments
➢ Improve performance (between 5% to 50% depending on the appliance)

- **Partners win**

➢ Connectivity & Integration 11.6B in 2010
➢ DataPower revenue grown 800%
➢ Proven to reduce sales cycles
➢ Chance to sell other IBM products

Why IBM DataPower Appliances?

"The consumability of appliance technology, like IBM's WebSphere DataPower technology, is vital to enabling the necessary unification by increasing the speed and efficiency of how IT delivers value to the business." -- Dick LeFave, CIO, SprintNextel

- **Purpose-built, finely-tuned,** consumable **hardware platform**
- **Multiple functions in a** single device
  - Perimeter Security Mediation
  - Service level management
  - Dynamic routing and load distribution
  - Transaction Message Mediation and Integration
  - Message transformation and transport
- Simplified **management model**
  - Drop-in appliance form-factor
  - Secures and Mediates traffic in minutes
  - Push-button flash upgrade process for maintenance
  - Integrates with existing operations
- **High levels of certified** security **assurance**
  - FIPS 140-2 Level 3
  - Common Criteria EAL4
- **Achieves** fast performance using specialized hardware acceleration capabilities

How do you motivate customers to move from Cisco ACE to WebSphere? Here are few steps you can take…

- **Lists**

  Let me know if your are interested in obtaining Cisco Lease Expiration information

  Sbickett@us.ibm.com

- **Prospecting Assets**

  Leverage the New and Updated DataPower Partner Sales Kit

  DataPower PartnerWorld Sales Kit

  Use DataPower customer video references Document link

- **Closing Assistance For Partners**

  Leverage our Loaner Program to help you close business

  Leverage our ISSW migration assistance with "qualified" customers. In NA ask
  Sbickett@us.ibm.com. Outside US connect with your IOT Datapower leader

- **Compelling reason to act now**

   Ask your Channels Reps about "free customer education" or IMPACT tickets

  Leverage lease rates as low as 0%* on IBM software and WebSphere DataPower with a 12 month term, competitive rates on longer terms available. Contact IBM Global Financing

Additional terms and conditions may apply. **IBM Global Financing offerings are provided through IBM Credit LLC in the United States and other IBM subsidiaries and divisions worldwide to qualified commercial and government clients. Rates for credit-qualified clients and are based on a client's credit rating, financing terms, offering type, equipment type and options, and may vary by country. Other restrictions may apply. Rates and offerings are subject to change, extension or withdrawal without notice.

Hit the Target with the DataPower Sales Kit

WHATS NEW ★ WebSphere DataPower Appliances Sales Kit Assets
Access to DataPower Sales Kit -> Click Here

DataPower Asset	Benefit
Business Value Positioning of DataPower Appliances	Client facing Presentation on **Business Value Proposition** for WebSphere DataPower Appliances
Quick Reference Guides for DataPower XB60, XI50, XM70 & XS40	These Guides are good **conversation Starters** for DataPower with your clients
Trifold Brochure on WebSphere DataPower Appliances	PDF Brochure for Client **Handouts**
Product DataSheets for WebSphere DataPower Appliances	Product **Information Sheet** for the DataPower Appliances
Email Marketing Templates for ESB, Security and .NET	These **e-mail templates** are designed specifically for introducing invest accounts to the capabilities of products in the WebSphere BPM, Application Foundation and Connectivity Portfolios.
Introduction to DataPower Appliances	Introductory **Presentation** on DataPower Appliances
Remote Access Program for WebSphere DataPower Appliances	Business Partners across the globe can remotely access a WebSphere **DataPower appliance for enablement, test and development activities**
Getting Started and Qualifications to Resell	Lean how you can **get qualified** to resell WebSphere DataPower Appliances

DataPower Asset	Benefit
Ready for WebSphere DataPower Appliances	Broaden your customer base to increase your sales and profits of your new or existing offerings using the Ready for WebSphere Appliances
DataPower Seller's Lifecycle - Introduction	A presentation guide on selling WebSphere DataPower Appliances
DataPower Seller's Lifecycle - Security	A presentation guide on selling WebSphere DataPower with a focus on its **security** features
DataPower Seller's Lifecycle -Integration	A presentation guide on selling WebSphere DataPower with a focus on **integrating it in the Enterprise**
DataPower Seller's Lifecycle - Governance	A presentation guide on selling WebSphere DataPower with a focus on achieving **run time governance and policy enforcement**
DataPower Seller's Lifecycle – Software Options	A presentation guide on selling WebSphere DataPower with a focus on **Application Optimization**
DataPower Seller's Lifecycle – B2B	A presentation guide on selling WebSphere DataPower with a focus on **Business to Business Integration**
DataPower Seller's Lifecycle - Low Latency Messaging	A presentation guide on selling WebSphere DataPower with a focus on **rapid replication using Low Latency Messaging** (XM70)
DataPower Seller's Lifecycle – Integrating into the Enterprise	A presentation guide on selling WebSphere DataPower with a focus on **integrating with IBM and non-IBM Systems**

WebSphere Business Value Assessment
Methodology and typical results for DataPower

Steven Sayer

WebSphere Business Value Assessment

A no-fee one- to three-day client workshop to develop a comprehensive business case and cash flow model that captures the costs and benefits of the implementation of an IBM solution

Activities

- Client and IBM SMEs identify and validate a high value business process or project which would benefit from the implementation of a WebSphere solution(s)

- Discuss and document client objectives, opportunities, and pain points

- Align solution capabilities to opportunities and pain points, define benefits of implementation

- Identify and quantify potential benefits, areas of business value including key performance indicators

- Capture fixed and variable costs over five years; identify key cost drivers

- Evaluate and compare alternative scenarios and/or solutions (the initial process serves as the basis for extrapolation)

Deliverables

- Three- to five-year cash flow model and business case to support project funding and investment requirements: costs, savings, ROI, investment breakeven

IT challenges facing businesses today

- *Data Doubling every 18 months[1]*

- *Server processing capacity doubling every 3 years[2]*

- *HW costs are declining, cost to manage systems has doubled since 2000*

- *Costs to power and cool systems has doubled since 2000*

- *Devices accessing data over networks doubling every 2.5 years*

- *Bandwidth consumed doubling every 1.5 years*

- *83% of customer projects fail to meet schedule or expected results*

- *Application innovation is squeezed by IT budgets, maintenance of existing infrastructure*

- *Customer demand for solutions that deliver better efficiency than traditional approaches is increasing*

Spending (US$B)

Installed Base (M Units)

- Power and cooling costs
- Server mgmt and admin costs
- New server spending

$300
$250
$200
$150
$100
$50
$0

1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010
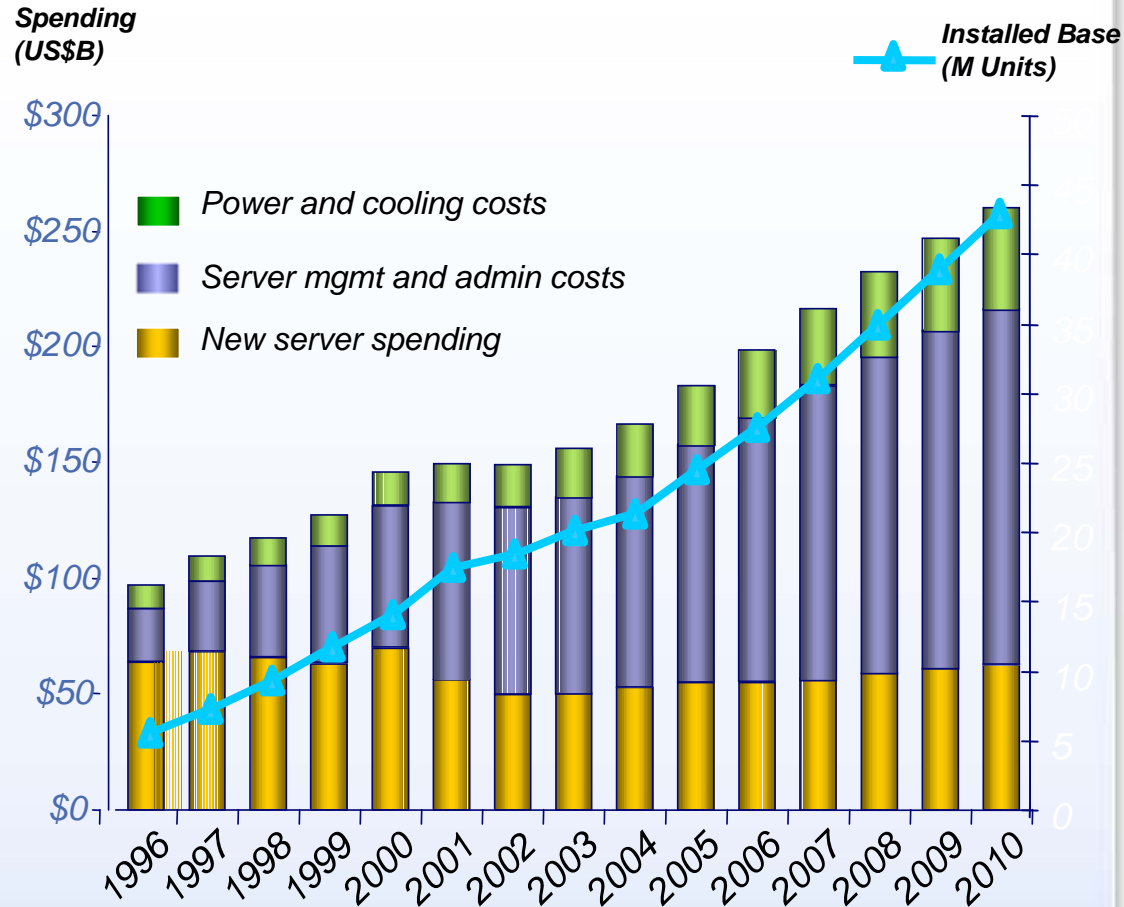
Source: IDC, 2008
[1]WW TB Capacity Shipped on Enterprise Disk Storage Systems
[2]Server processing consumption doubles every 3 years

The value proposition for DataPower

Comparison of Labor Costs Over 5 years
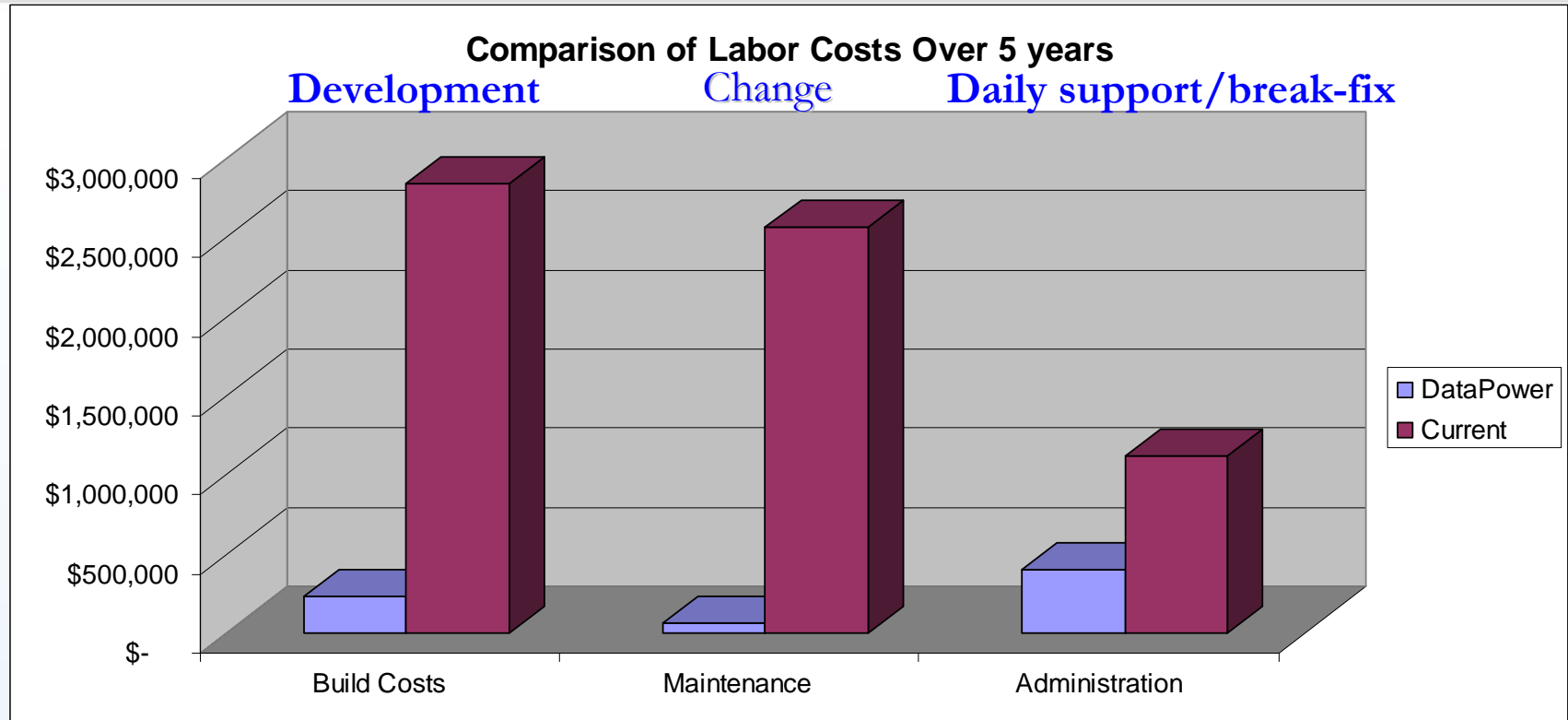
DataPower delivers selectable best practices commonly used functions in a fraction of the time of traditional custom programming or commercial packages. DataPower is equally agile for changes to meet new business requirements, and for ongoing support. Our study shows a 5 year lifecycle cost of $2,300 per artifact for DataPower vs. $21,000+ for custom coding.

The BVA can help quantify value propositions

Robust 5 yr Cash Flow Summary

Total Cost of Ownership--Cash Flow Analysis Summary   **TCO Cash Flow**

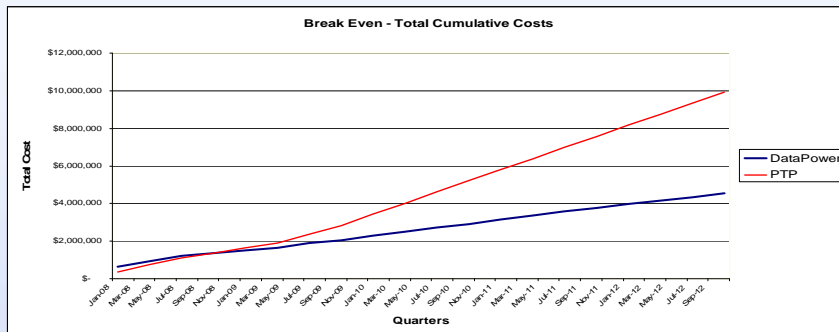| Option 1: WebSphere DataPower	TCO (NPV) @ 4.0%	% of Total	2010	2011	2012	2013	2014	Total Value
Implementation Costs								
Software Acquisition	$ 1,128,000	51%	$ 1,128,000	$ -	$ -	$ -	$ -	$ 1,128,000
Hardware Acquisition	$ -	0%	$ -	$ -	$ -	$ -	$ -	$ -
Startup	$ 72,500	3%	$ 72,500	$ -	$ -	$ -	$ -	72,500
Design/Build/Test	$ 235,074	11%	$ 53,874	$ 29,848	$ 47,806	$ 74,292	$ 49,446	255,266
	$ 1,435,574	65%						
Operations Costs								
Software Maintenance	$ 31,766	1%	$ -	$ 8,880	$ 8,880	$ 8,880	$ 8,880	35,520
Hardware Maintenance	$ -	0%	$ -	$ -	$ -	$ -	$ -	-
Business Impact Costs	$ -	0%	$ -	$ -	$ -	$ -	$ -	-
Application Upgrade	$ -	0%	$ -	$ -	$ -	$ -	$ -	-
Code Maintenance	$ 64,727	3%	$ 5,412	$ 8,364	$ 13,120	$ 20,582	$ 25,502	72,980
Infrastructure Administration	$ 673,199	31%	$ 49,728	$ 86,136	$ 138,528	$ 213,120	$ 272,616	760,128
	$ 769,692	35%						
Total: DataPower	$ 2,205,265		$ 1,309,514	$ 133,228	$ 208,334	$ 316,874	$ 356,444	$ 2,324,394

Option 2: Current Environment	TCO (NPV) @ 4.0%	% of Total	2010	2011	2012	2013	2014	Total Value
Implementation Costs								
Software Acquisition	$ 398,880	5%	$ 398,880	$ -	$ -	$ -	$ -	398,880
Hardware Acquisition	$ 1,223,853	14%	$ 1,220,088	$ 5,904	$ 5,904	$ 5,904	$ 5,904	1,243,704
Startup	$ -	0%	$ -	$ -	$ -	$ -	$ -	-
Design/Build/Test	$ 2,843,039	32%	$ 407,376	$ 524,570	$ 542,578	$ 864,709	$ 818,789	3,158,022
	$ 4,465,772	51%						
Operations Costs								
Software Maintenance	$ 636,371	7%	$ 75,000	$ 154,660	$ 154,660	$ 154,660	$ 154,660	693,640
Hardware Maintenance	$ -	0%	$ -	$ -	$ -	$ -	$ -	-
Business Impact Costs	$ -	0%	$ -	$ -	$ -	$ -	$ -	-
Application Upgrade	$ -	0%	$ -	$ -	$ -	$ -	$ -	-
Code Maintenance	$ 2,565,537	29%	$ 209,428	$ 325,704	$ 517,912	$ 823,772	$ 1,017,292	2,894,108
Infrastructure Administration	$ 1,121,999	13%	$ 82,880	$ 143,560	$ 230,880	$ 355,200	$ 454,360	1,266,880
	$ 4,323,906	49%						
Total: Current	$ 8,789,678		$ 2,393,652	$ 1,154,398	$ 1,451,934	$ 2,204,245	$ 2,451,005	$ 9,655,234

Savings			2010	2011	2012	2013	2014	TOTAL
Current vs. DataPower	$ 6,584,413		$ 1,084,138	$ 1,021,170	$ 1,243,600	$ 1,887,371	$ 2,094,561	7,330,840
	74.9%		45.3%	88.5%	85.7%	85.6%	85.5%	75.9%

ROI Calculation
Investment in WebSphere $ 1,232,266
Return: savings vs. current sol $ 6,584,413
Return on investment   534%

Investment breakeven

Break Even - Total Cumulative Costs

Labor cost comparison

Comparison of Labor Costs Over 5 years
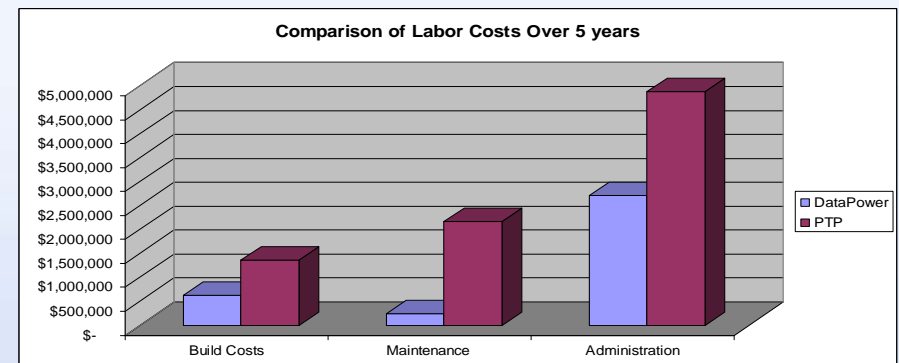
BVA example: DataPower for a large international bank

Customer pain points:

➢ Two commercial and one customer built B2B applications in use to manage business partner communications

➢ Costs to deploy solutions is high, costs to maintain and change is prohibitively high

➢ Time to add new partners is +/- 6 months; unacceptable

➢ Requirement for secure access, threat protection is critical

➢ LOBs have lost faith in IT's ability to deliver productive solutions

➢ Need ESB, B2B, and security capabilities

BVA estimated development labor for Use Cases 1-5 for DataPower XB60

Use cases	Description	Current environment estimated development hours	DataPower estimated development hours	Quantity drivers
B2B Protocol Handling	Provide secure and scalable gateway through which to integrate internal and external business partners based on industry standard B2B protocols and message formats	200	20	(5) Initial B2B-enabled applications
B2B Partner Profile Manager	Provide easy way to onboard and manage new partners for B2B integration through gateway	10	5	(10) Initial B2B partners
B2B Transaction Manager	Provide B2B transaction audit and management capability for review, resend and problem resolution scenarios	10	5	(10) Initial B2B partners
Security AAA	Provide consumer identification, authentication, authorization, and auditing security capabilities	360	18	(5) One for each B2B-enabled application
Security Threat Protection	Provide non-repudiation, integrity, confidentiality and general threat protection security capabilities (i.e. everything else)	1080	51	(5) One for each B2B-enabled application

IBM

BVA estimated development labor for Use Cases 6-10 for DataPower XB60

Use cases	Description	Current estimated devel hours	DataPower est. devel hours	Quantity drivers
Routing	Provide service virtualization of identity via dynamic content and context based routing	140	20	(5) One for eachB2B-enabled application
Protocol Bridging	Provide service virtualization of protocol via bridging (e.g. HTTP to/from MQ)	140	20	(5) One for eachB2B-enabled application
Message Transformation	Provide service virtualization of interface via message transformation to/from any format including XML	120	40	(5) One for eachB2B-enabled application
Service Level Management	Provide method of monitoring traffic against thresholds based on SLAs between parties and support taking action when thresholds are crossed	280	40	(5) One for eachB2B-enabled application
Additional Code required to meet corporate standard	Represents effort required to bring existing B2B gateway solutions up to enterprise standards in lieu of DataPower	?	None	More work is required to compare standard to current ability

Multipliers for use case development estimates for 5 years

Use cases	Multiplier based on:	2010	2011	2012	2013	2014
B2B Protocol Handling	B2B-enabled applications	5	3	5	8	5
B2B Partner Profile Manager	B2B partners	10	10	12	14	16
B2B Transaction Manager	B2B partners	10	10	12	14	16
Security AAA	B2B-enabled applications	5	3	5	8	5
Security Threat Protection	B2B-enabled applications	5	3	5	8	5

Multipliers for use case development estimates for 5 years

Use cases	Multiplier based on:	2010	2011	2012	2013	2014
Routing	B2B-enabled applications	5	3	5	8	5
Protocol Bridging	B2B-enabled applications	5	3	5	8	5
Message Transformation	B2B-enabled applications	5	3	5	8	5
Service Level Management	B2B-enabled applications	5	3	5	8	5
Additional Code required to meet corporate standard	More work required to estimate effort	500 hours	0	0	0	0

Estimated operational savings with DataPower

Category	DataPower Environment	Current Environment	DataPower Savings
HW acquisition costs	$1.128M	$1.220M	$92,000
Required SW	n/a	$398,880	$398,880
Annual power consumption	11,101	$30,779	$19,676
Annual data center floor space at $30 per sq foot	$570	$1,152	$582
Annual operations management	$17,000	$68,000	$51,000
Total annual operations costs	$29,409	$185,495	$156,086
Five year operations costs	$146,305	$841,912	$696,606

Estimated IT agility enhancements due to DataPower

Category	DataPower Environment	Current Environment	DataPower Savings
Developer resources	3 internal	3 internal	
Total estimated developer hours	3,113	50,994	93%
Average developer hours per for new artifact	10	166	93%
Total estimated labor hours for ongoing daily administration	5,386	14,960	60%
Total estimated integration update hours due to planned application upgrades	985	39,119	96%

Estimated financial benefits

Category	WebSphere Environment	Current Environment	DataPower Savings
Avg man hours to develop each average new integrations	10	166	93%
Labor cost per avg new integration	$831	$13,621	93%
Man days required to develop integrations in 5 year plan	389	6,374	93%
5 year lifecycle cost of avg. artifact	$2,292	$21,272	85%
5 Year TCO of Project	$1.935M	$8.789M	$6.853M (78%)
5 Year ROI			550%+
Break-Even			Less than 9 months

5 year cash flow model

Total Cost of Ownership--Cash Flow Analysis Summary   TCO Cash F

Option 1: WebSphere DataPower

	TCO (NPV) @ 4.0%	% of Total	2010	2011	2012	2013	2014	Total Value
Implementation Costs								
Software Acquisition	$ 1,128,000	58%	$ 1,128,000	$ -	$ -	$ -	$ -	$ 1,128,000
Hardware Acquisition	$ -	0%	$ -	$ -	$ -	$ -	$ -	$ -
Startup	$ 72,500	4%	$ 72,500	$ -	$ -	$ -	$ -	$ 72,500
Design/Build/Test	$ 235,074	12%	$ 53,874	$ 29,848	$ 47,806	$ 74,292	$ 49,446	$ 255,266
	$ 1,435,574	74%						
Operations Costs								
Software Maintenance	$ 31,766	2%	$ -	$ 8,880	$ 8,880	$ 8,880	$ 8,880	$ 35,520
Hardware Maintenance	$ -	0%	$ -	$ -	$ -	$ -	$ -	$ -
Business Impact Costs	$ -	0%	$ -	$ -	$ -	$ -	$ -	$ -
Application Upgrade	$ -	0%	$ -	$ -	$ -	$ -	$ -	$ -
Code Maintenance	$ 64,727	3%	$ 5,412	$ 8,364	$ 13,120	$ 20,582	$ 25,502	$ 72,980
Infrastructure Administration	$ 403,919	21%	$ 29,837	$ 51,682	$ 83,117	$ 127,872	$ 163,570	$ 456,077
	$ 500,412	26%						
Total: DataPower	$ 1,935,986		$ 1,289,623	$ 98,774	$ 152,923	$ 231,626	$ 247,398	$ 2,020,343

Option 2: Current Environment

	TCO (NPV) @ 4.0%	% of Total	2010	2011	2012	2013	2014	Total Value
Implementation Costs								
Software Acquisition	$ 398,880	5%	$ 398,880	$ -	$ -	$ -	$ -	$ 398,880
Hardware Acquisition	$ 1,223,853	14%	$ 1,220,088	$ 5,904	$ 5,904	$ 5,904	$ 5,904	$ 1,243,704
Startup	$ -	0%	$ -	$ -	$ -	$ -	$ -	$ -
Design/Build/Test	$ 2,843,039	32%	$ 407,376	$ 524,570	$ 542,578	$ 864,709	$ 818,789	$ 3,158,022
	$ 4,465,772	51%						
Operations Costs								
Software Maintenance	$ 636,371	7%	$ 75,000	$ 154,660	$ 154,660	$ 154,660	$ 154,660	$ 693,640
Hardware Maintenance	$ -	0%	$ -	$ -	$ -	$ -	$ -	$ -
Business Impact Costs	$ -	0%	$ -	$ -	$ -	$ -	$ -	$ -
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Code Maintenance	$ 2,565,537	29%	$ 209,428	$ 325,704	$ 517,912	$ 823,772	$ 1,017,292	$ 2,894,108
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	$ 4,323,906	49%						
Total: Current	$ 8,789,678		$ 2,393,652	$ 1,154,398	$ 1,451,934	$ 2,204,245	$ 2,451,005	$ 9,655,234

Savings

			2010	2011	2012	2013	2014	TOTAL
Current vs. DataPower	$ 6,853,692		$ 1,104,029	$ 1,055,625	$ 1,299,011	$ 1,972,619	$ 2,203,607	$ 7,634,891
	78.0%		46.1%	91.4%	89.5%	89.5%	89.9%	79.1%

DataPower can implement required functions for $6.8M/78% savings vs. current approach

Investment breakeven

Break Even - Total Cumulative Costs

Breakeven within 9 months

Legend:
— DataPower
— Current

Y-axis: Total Cost ($-, $2,000,000, $4,000,000, $6,000,000, $8,000,000, $10,000,000, $12,000,000)

X-axis: Quarters (Jan-10, Mar-10, May-10, Jul-10, Sep-10, Nov-10, Jan-11, Mar-11, May-11, Jul-11, Sep-11, Nov-11, Jan-12, Mar-12, May-12, Jul-12, Sep-12, Nov-12, Jan-13, Mar-13, May-13, Jul-13, Sep-13, Nov-13, Jan-14, Mar-14, May-14, Jul-14, Sep-14)
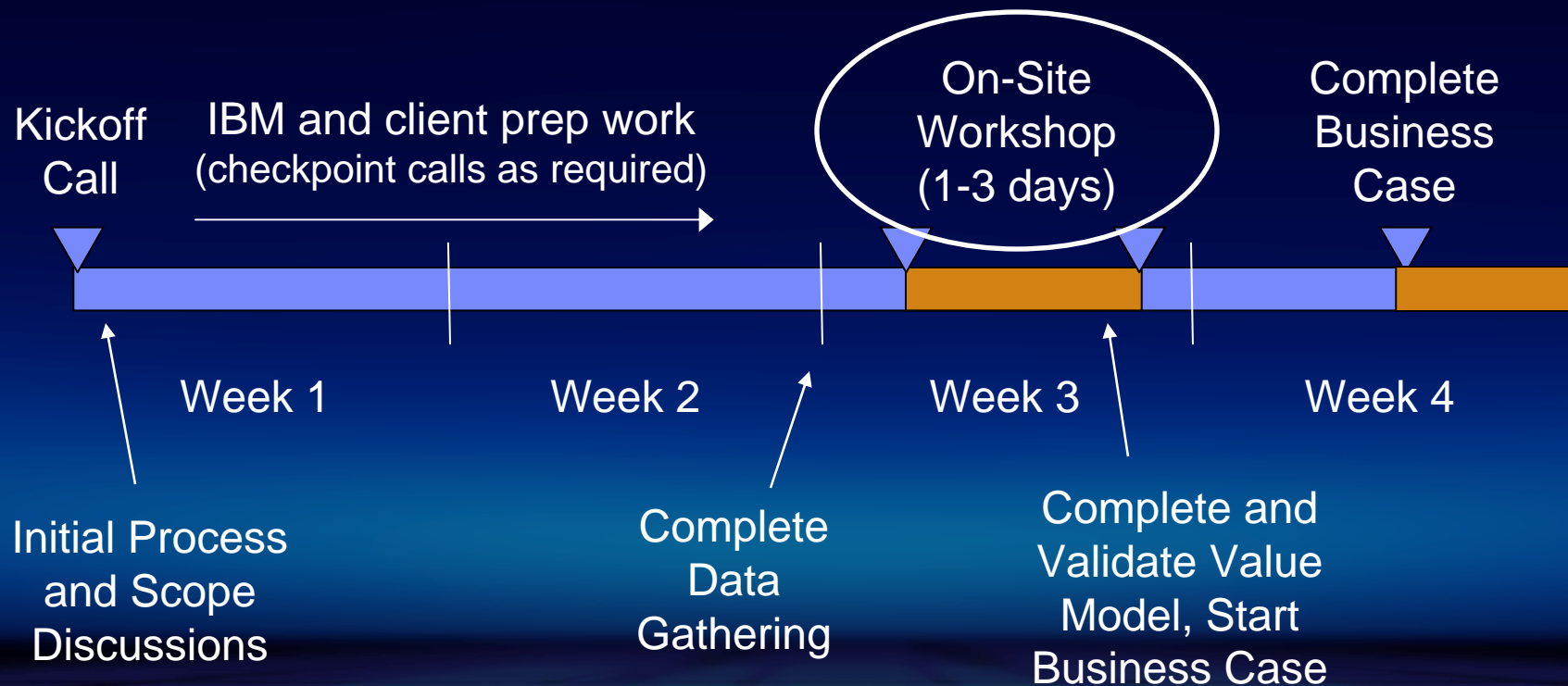
Savings of $6.8M, 9 months to breakeven, ROI of 550%+, low risk/high return

Typical BVA timeline to collect data, create model and build business case

Kickoff Call

IBM and client prep work (checkpoint calls as required)

On-Site Workshop (1-3 days)

Complete Business Case

Week 1   Week 2   Week 3   Week 4

Initial Process and Scope Discussions

Complete Data Gathering

Complete and Validate Value Model, Start Business Case

The BVA workshop is a joint client – IBM team effort

NA IOT WS Business Value Assessment team

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North East and Federal   **South East and WVE**   **West and Canada**   **West**
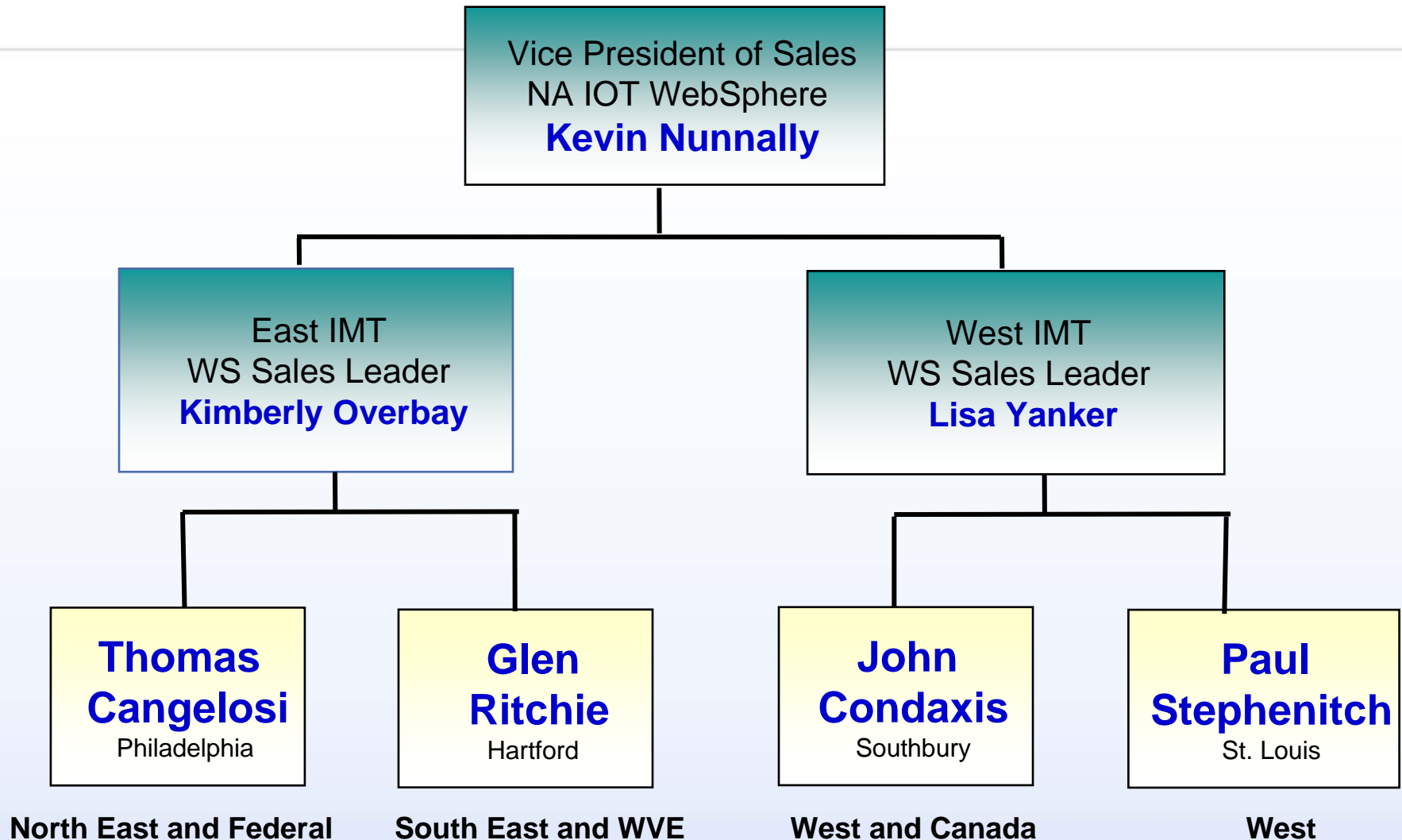
WW WebSphereTiger Team BVA Resources

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Tom Robertson

WW WS BPM Tiger Team

Mary Etta Cope

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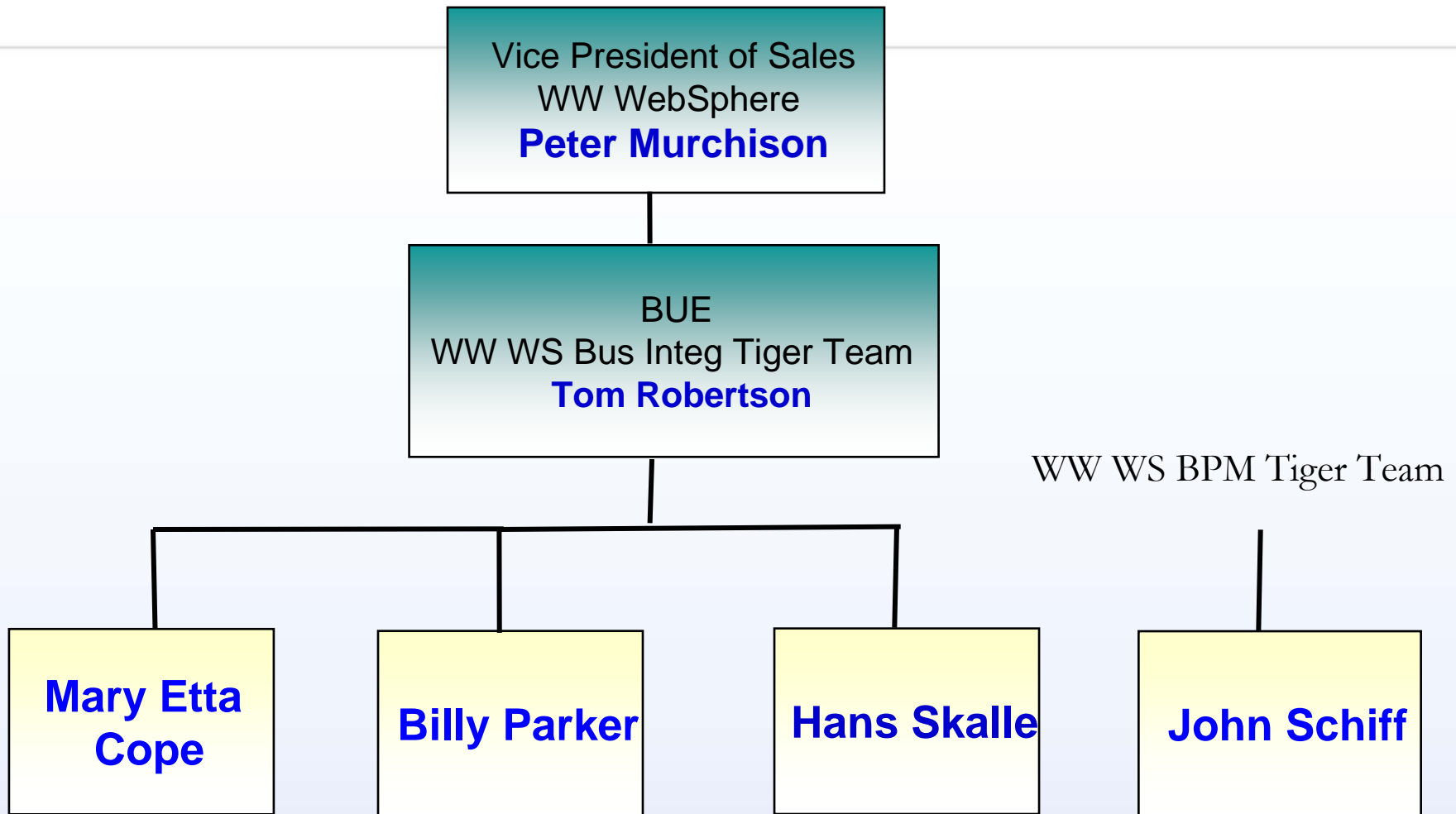
Many additional US-based and in-country resources are available