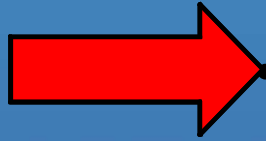


Making money with Linux and ODF

Nallu Reddy, Jay Maru,
Faheem Altaf, Antony Satyadas

Agenda



Introduction

- Refresh your memory - Antony
- Selling to Customers in Canada - Jay
- Technical sales support worldwide - Faheem
- Customer references - Faheem
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1-2-3 punch: Sales execution – Perfect storm

<http://w3-03.ibm.com/software/xl/enablenow/en.nsf/6c88fa594b16bfe285256ebd006084fe/7dd930f7f3feeb60025730200568e1d?OpenDocument>

"Desktop of the future, today"

1
**Free up
IT Budget**

2
**open client
solution
alternative**

3
**BVA, Pilot,
Web 2.0++**

Microsoft License Analysis

a.k.a Project Liberate (IBM internal)

<http://www.ibm.com/lotus/reducecost>

Lotus® Notes®, Sametime®,
Expeditor

Windows/Linux/*Mac OS

User Segmentation model

Application Migration choices

- Diamondedge, Mainsoft, Ericom, Citrix

<http://www.ibm.com/lotus/opendient>

Contact: Dick Kamerer/Austin/IBM

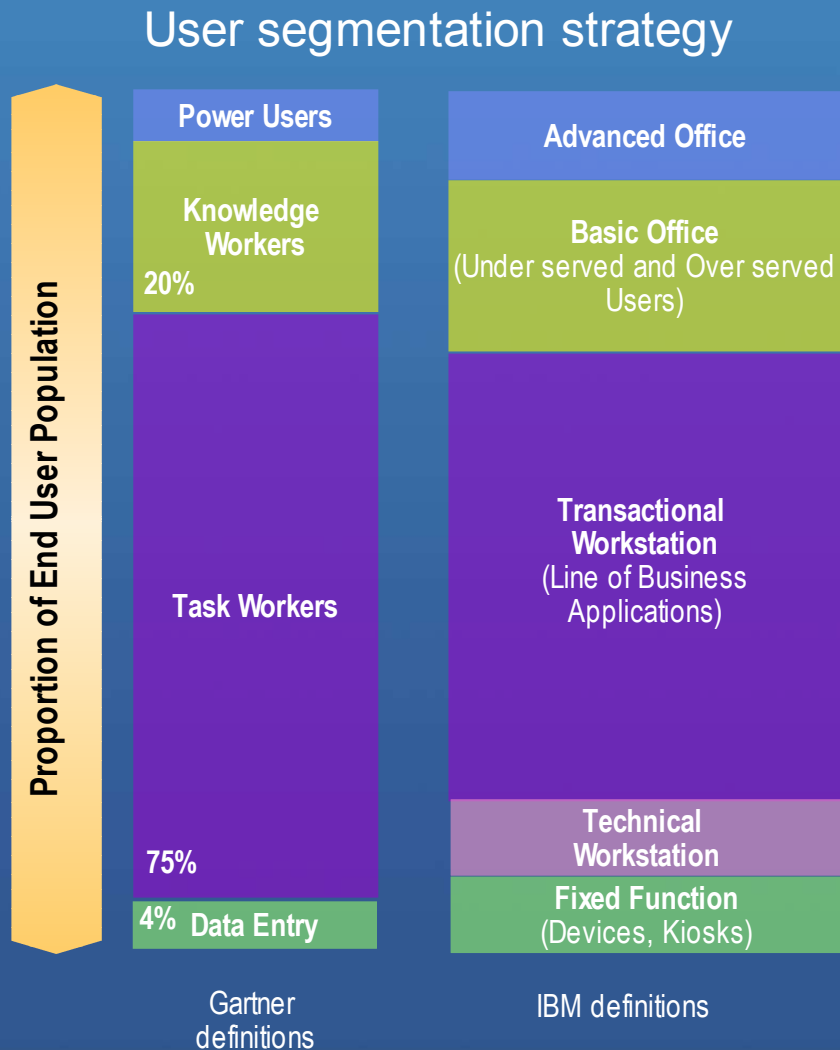
Lotus Connections, WebSphere®
Portal, Lotus Quickr™, ...

Business Value Assessments (BVA)

open client solution Pilot

<http://www.ibm.com/lotus/opendient>

Bringing it all together



- User segmentation driven role based, heterogeneous client environment that provides significant flexibility and choice
- Starters: could save upto \$500-700 compared to Microsoft Desktop
- Single client programming model – Lotus Expeditor, Eclipse open source; Value of open source
- Lotus Symphony: ODF, Free, 80/20 – Office 2007!, Cool UI, Programmability
- Linux on the desktop - Vista!
- Get started on desktop of the future today: Virtual client, System Z, ...




Profiling initial adopters

- **All Geos, Industries; Both Enterprise as well as Mid Market**
 - Even large enterprises start small
 - Many governments start big; Other Low hanging fruit: Branches, Call Centers
- **Invest/Acquire/Whitespace and Core accounts**
 - Need to drive more surround/displace plays
 - Key protect play
- **Key triggers**
 - Reduce cost
 - Embrace open standards - flexibility and choice – unlock proprietary formats
 - Mandate
- **Key concerns**
 - One size fits all and lowers TCO than a heterogeneous model,
 - ISV application availability,
 - I don't want to mess up my ELA,
 - I don't want to deal with the desktop!
- **Emerging opportunities in BRIC, and with ISVs**



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Sales Models

■ Traditional Model

- Commodity approach
- Price and deals
- No differentiation from competitor's approach
- Limited options with little or no funds
- Lack of relationship building

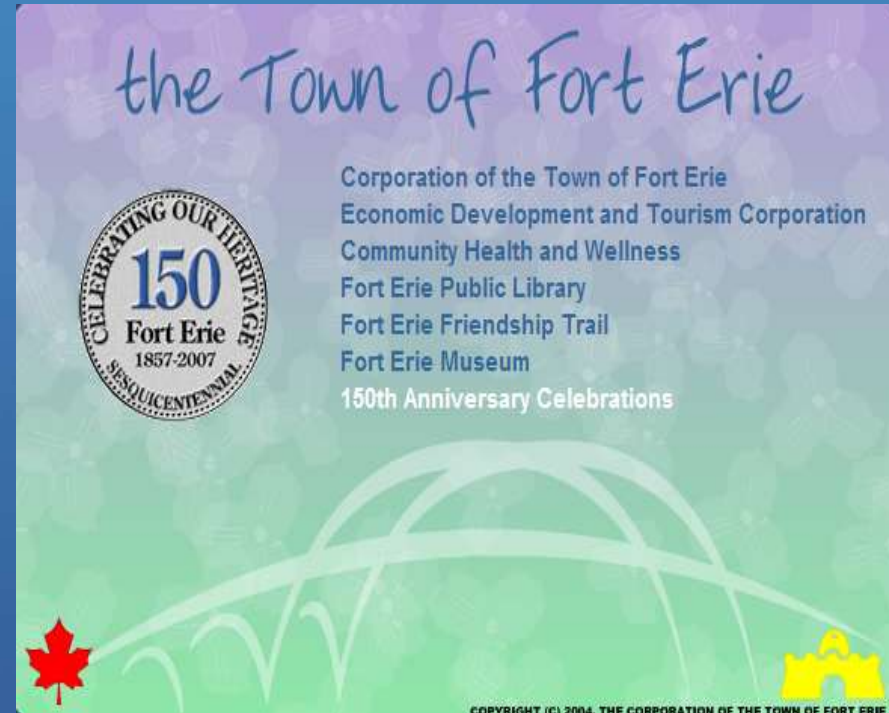
■ 'Differentiator' Model

- Value driven approach
- Technology and standards focused
- Strategy and vision centered discussion
- Build on existing I/T investments
- Assist in 'fund-finding' mission
- Alternative options
- The 'Test-drive'



Sales approach: Town of Fort Erie

- Cold call !!
- Led with Linux
- Where/how used?
- Long term plan/strategy
- IBM's role
- IBM resources
- Pilot: N8 for Linux
- Engaged LIC
- ST 7.5.1 deployed on Linux (SLES)
- N8 deployment in progress on SLED10
- Entire infrastructure will be on Linux by end of 2008



<http://www.forterie.on.ca/index.html>

Client Collaboration: Town of Fort Erie

Challenge

- Town of Fort Erie has about **160 users** and **6 servers on Windows**
- **Non-Standardized I/T** infrastructure today
- Keep I/T related **costs to a minimum** while **improving online service levels** to all employees and constituents.



Key Benefits

- **Standardize I/T** infrastructure on open standards
- Enable field employees to log productive remotely while **keeping I/T costs down**
- **Enhance I/T services** to the Museum and town Facilities

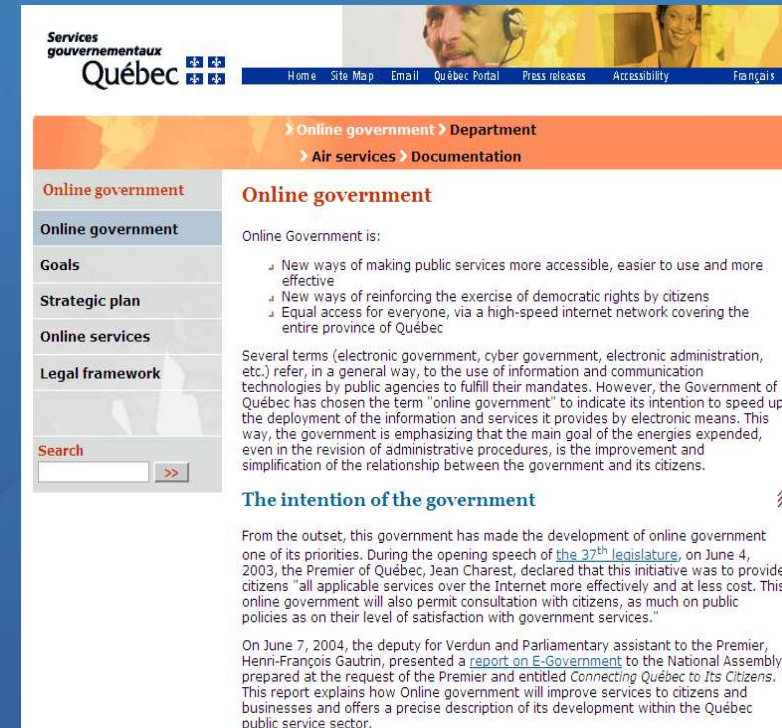


Solution

- IBM **Lotus Notes 8** and **Lotus Sametime 7.5** running on Novell **SLED 10 Linux and Windows. Exploring Expeditior for building custom GPS Notes plugins**
- Started with 2 desktops, expanding to 10 then to entire organization

Sales approach: Gov. of Quebec, Ministry of Gov Services

- Novell trying to establish SLED10 value
- IBM building improved value around N8
- IBM teamed with Novell (N8 pilot on SLED10)
- Engaged LIC
- French ver of Templates/codes prior to GA
- Secured Notes install; 15 users on N8
- Assisting CIO's internal business case
- Canada's largest Linux certified SI (Infoglobe)
 - Signed as an IBM BP for SW and Sys x



<http://www.msg.gouv.qc.ca/en/enligne/index.asp>

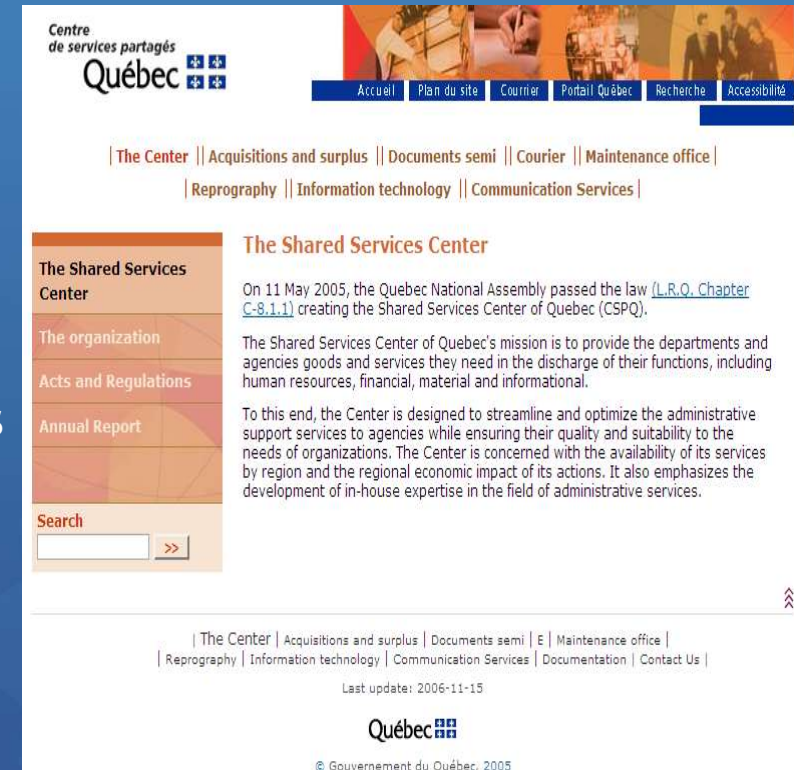
Sales approach: Gov. of Quebec, Ministry of Shared Services

- Linux on Sys z server consolidation
- Domino on SLES on Sys z
- New workloads on the IFL

- Expanded value prop for MSG
- Seamless strategy bridging the two Ministries

- Upgrade to D8 in progress
 - Advancing the N8 project at MSG

- Success will outs MS at MSS and MSG, and secure the Gov of Quebec as a 'Blue-shop'



<http://www.cspq.gouv.qc.ca/>

Client Collaboration: Ministry of Government Services – Quebec

Challenge

- **Too many smaller I/T shop** across various ministries running **home-grown applications** for department needs.
- **Non-standardized technology and tools** in that are cost-intensive to manage and maintain
- **Dispersed I/T acquisition** and **decision making process**



Key Benefits

- **Consolidate I/T** needs for all Ministries to a central organization for **improved capital management**
- **Centralize I/T** services to all Ministries to help keep costs down
- **Streamline decision making** process on buying and extending I/T services to **improve time-to-market**



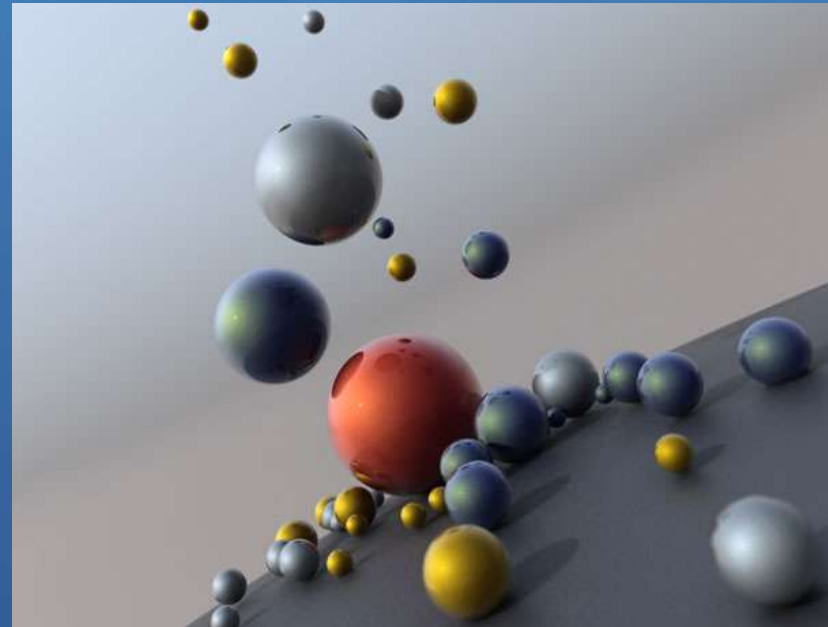
Solution

- IBM **Lotus Notes 8 for Linux** and **Lotus Sametime 7.5** running on Novell **SLES/D 10 Linux**
- Started with 2 desktops and 1 server, looking to expand to 25,000 users and all Domino servers by end of 2008
- By year-end 2007, looking to have 50 users running on Notes 8 on Linux based on performance in French



Sales Format

- Ice-breaker:
 - Linux !
 - Open Source and Open Standards
- Market view:
 - Use of Open Standards based technologies
 - Competition's use of Linux
 - How to free-up \$\$ for new projects
- Leave something on the table:
 - 'Test-drive' (Pilots on Linux)
 - Open Source and Open Standards
 - developerWorks and alphaworks




Key questions I ask

- Your standard intro...
- ROC: What are you doing with Linux?
 - Nothing: Why not?
 - Did you know how your competitors (name) are doing with Linux to grow their bus.?
 - Yes: What?
 - What are the Executives' take on all this?
 - What are the success criteria?
 - Who is leading the project and keeping it on track?
- Objections:
 - No funds: Offer Project Liberate
 - We're a Win shop: No problem. Continue on Win; Explore options to prevent having all 'eggs in one box'
 - Evaluate options around Linux for new project



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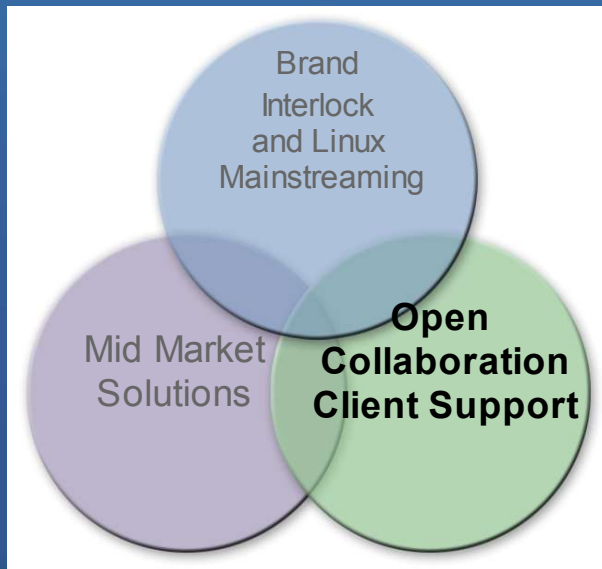


Linux Integration Center

The LIC is a worldwide pre-sales technical support and integrated-solution team that is dedicated to helping the IBM sales team promote and sell IBM software on Linux including open collaboration client solution.

The LIC is based in Austin, Texas and has centers worldwide:

- Austin
- Hursley
- Sao Paulo
- Charlotte
- Bangalore
- Boeblingen
- Beijing



Traditional pre-sales support (briefings, poc's, deployment) for Linux middleware opportunities. If you need help with IBM Middleware on Linux, come talk to us.

- ▶ Faheem Altaf, WW leader for Lotus products and the OCCS
- ▶ Alex Tarpinian, LIC Manager, Austin
- ▶ James Gray, LIC Program Director



Qualifying leads and working with customers



Sales Events

Sales Team

Presentation/Demo

POC/Pilot

Reference

1. Showcase solutions at IBM External Events i.e Linux World, Lotusphere etc
2. Sales team Qualifies the lead
3. Schedule time with customer for on-site briefing and demo
4. Define, plan, and execute Customer Proof of Concept/Pilot – Get agreement from Customer to be a reference post successful pilot
5. Help the Sales team to complete formalities to make this a Customer reference



Application Assessments

Business Line Applications

- Provide guidance on Mainsoft product that can run .Net apps in WebSphere Portal/Application server/Lotus Expeditor while continuing to develop on .Net
- Provide guidance on DiamonEdge Business Partner product and services available to Migrate VB app to Java

FireFox

- Evaluate and test web browser based applications to make them Microsoft Internet Explorer dependant

Vendor Application only available on Windows

- LIC offers technical guidance on Citrix/Ericom/Win4Lin to customers who may have “expensive to migrate/close to EOL”, Windows only applications



Lotus Symphony associated services

What is Lotus Symphony

- IBM Lotus Symphony offers capabilities for creating, editing, and sharing word processing documents, spreadsheets, and presentations
- A powerful alternative to MS Office Over and under provisioned users (other than advanced office users) - 80/20 rule
- ODF compliant so vendor is not locked in proprietary format. It also support MS Office and PDF (file generation)

LIC Services

- Guides customer in user segmentation and pilot activities
- Work with Lotus development on technical issues
- Test and provide input on Linux support specific gaps



Customer experience/best practices: technical drivers

Support of Linux Distributions

- Today open collaboration client solution is supported both on RHEL 5.0 and SLED 10, SP1. We can explore other Distros such as Ubuntu and Red Flag, as required

Application Development independent of platforms

- Eclipse development which can be done on Windows and Linux Desktop

Ability to support older hardware

- Linux usually requires less RAM Memory compared to Microsoft Vista

Integration with User Directories

- Linux Desktop (RHEL and SLED 10) both integrated with existing Active Directory or IBM LDAP



Customer experience/best practices: issues/resolution

Security

- Both Novell as well as RedHat provides policy based security.
- SeLinux (RedHat) and AppArmor (SUSE)

Editors (Documents, Spreadsheet, Presentation)

- Address interoperability and macro concerns in the Pilot

Patch Management

- Customers have implement YUM solutions
- IBM has Tivoli products to assist with bare metal installations and patch management for both OS and Applications

Multimedia/IM

- Linux Desktops comes with a variety of Multimedia and IM tools



Working with Business Partners: Strategic ISVs, VADs

LIVEDVD

- Worked with Novell to build Notes 8 with SLED 10, SP1 on a LIVEDVD.
- User can boot from the DVD to evaluate Lotus Notes 8 with integrated Lotus Sametime and the productivity editors running on SUSE Linux Enterprise Desktop (SLED10) from Novell without installing anything on the computer

SINGLE CLICK DVD Solution

- Worked with Novell to build OCCS Client and Server offerings.
- Offerings are available through VADs in the regions, worldwide

Ericom

- Worked with Ericom to provide simple and secure solution for customer to access MS dependent applications via Terminal Services

Win4Lin

- Worked with a Business Partner to provide solution for customer to run windows application locally on Linux Desktop using win4Lin application



Other support provided by LIC

Technical Enablement

- Customer Briefings (Several customers around the world)
- Road Shows (Lotus Collaboration Summit, etc)
- Demonstrations (Linux World, Brainshare, etc)
- Internal Enablement eg (Technical Leadership Exchange, etc)
- Partner Events eg (BP event, Novell Brainshare, RedHat Summit etc)
- External Events eg (Linux World, etc)

Certification

- Make sure IBM Lotus products are getting certified on Latest version of Linux Distro.

Collateral around OCCS

- LIC has created several technical documents on OCCS solution for both IBM internal and Customer/Business Partner use



References

For more information, or to start a PILOT, please contact:

IBM Open Client Solution Project Office, Dick Kamerer,
Office: 866-552-0082 or T/L-930-0486; Email: kamererr@us.ibm.com

External web page:

<http://www.ibm.com/lotus/openclient>

<http://www.ibm.com/lotus/opencollabclientwithnovell>

Download live DVD to experience open collaboration client

<http://www-306.ibm.com/software/lotus/partner/opencollaborationclient.html>

Watch a cool demo in Youtube

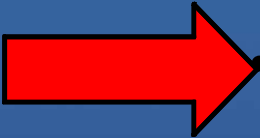
<http://youtube.com/watch?v=P-qK34CzKjM>

Internal Wiki Link

<https://w3.webahead.ibm.com/w3ki/display/occs/Home>



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Client Collaboration: PSA Peugeot Citroën

Challenge

- Peugeot has ~75,000 Windows 2000 Professional clients
- To provide **a lower expenses and easier alternative** for people who only need standard functionality
- Keep Microsoft **licenses within optimal range**



Key Benefits

- Enabled **alternative while reducing costs**
- Access** to existing **Notes Domino applications** from **any desktop** (Linux, Windows) including thin clients



Solution

- IBM **Lotus Notes 7 for Linux** , **Lotus Sametime 7.5** running on Novell **SLED 10 Linux**
- Started with 10 desktops, expanded to 80, and now deploying 300
- By year-end, will be growing to 3500 and by end of 2008 to 20,000



Client Collaboration: LVM Insurance Group

Challenge

- Deploy Single Platform Strategy
- Application Development independent of platforms
- Centralized data management
- Reduce deployment cost by having centralized deployment management

Key Benefits

- Open Source/Object Orientation/JAVA/J2EE
- Access to existing Notes Domino applications from any desktop (Linux, Windows) including thin clients

Solution

- IBM Lotus Notes 8 for Linux running on RedHat Enterprise Linux Desktop 5.0
- Development and Deployment of One consistent Platform for Collaboration
- Integration of existing LVM Systems, Interfaces and Process



Client Collaboration: Kennards Hire

Challenge

- **Cost and ROI** was considered a major challenge with their existing MS Desktop and MS Office tools
- To provide a **locked down desktop environment** to improve security and decrease support calls
- Ability to support **older hardware**



Key Benefits

- Use **one desktop mail system in a heterogeneous environment** where branch staff use Lotus on Linux (at lower cost, easy to manage and secure locked down platform) whilst Administration (high end computer users) are still able to use Lotus Notes and existing applications based on a Microsoft platform
- Ability to **retain current investment** in the POS terminal style desktop machines

Solution

- IBM **Lotus Notes 7 for Linux** and currently testing Notes 8
- Deployed 400 Linux desktops over their entire branch network (90 Branches throughout Australia).
- Currently planning to test Sametime 7.5.1 for both instant messaging between the branches and administrative office



Client Collaboration: Pavone AG

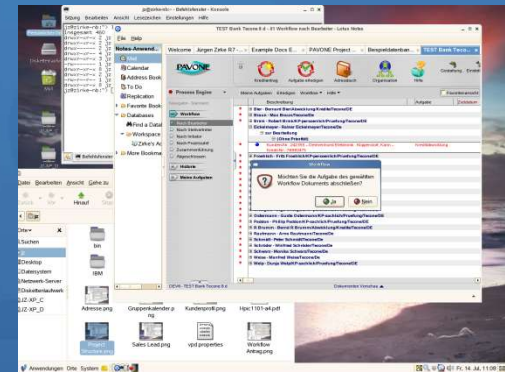
Challenge

- Provide **experience** gained in more than 150,000 installations and over 1500 customer projects
- Provide **a less expensive and easier alternative** for people who only need standard functionality
- Keep Microsoft **licenses within optimal range**



Key Benefits

- **Economic solutions** to secure success in business
- **Access Notes Domino applications** from **any desktop** (Linux, Windows) including thin clients



Get to know the experts!

Solution

- Applications using Domino on Linux since 2001
- PAVONE portfolio running on IBM **Lotus Notes for Linux**
- **Scalable** solutions for integrated process- and project management
- Professional handling of resources, information and tasks



Client Computing within IBM

Challenges

- One-size model no longer fits all
- Emerging countries need low cost solutions
- Growing remote and mobile employee “connections” to colleagues and IBM
- Desire for personal device support
- Technology complexity hinders productivity

Size & Scope

- 450,000 End Users Worldwide
- 70%+ are laptops
- 20K supported smart-phone devices
- 40% work from home or customer locations
- Employees in 64 Countries



Directions

- Increase flexibility through open computing
- Offer more affordable solutions
- Enable people to be more effective in meetings
- Improve business through better collaborations
- Support greater spectrum of mobile devices
- Make it simple to get the job done ...regardless of computing device or location
- Globally Integrated Enterprise



Client Collaboration: Cybernet Slash Support

Challenge

- CSS has **5000 users** worldwide, **10+ mission critical applications**
- Productise **internal applications** developed
- Bring more **flexibility** in the CSS offerings



Key Benefits

- Additional **collaboration capabilities** and **enhanced security** while **reducing IT cost**.
- **Access** to existing **applications** from **any desktop** (Linux, Windows), which can be the key highlights for their productized solutions

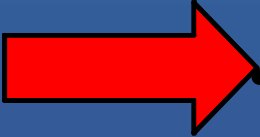


Solution

- IBM **Lotus Notes 7.0.2**, **Lotus Sametime 6.5** running on Windows.
- Evaluating Lotus 8 on **Linux**.
- By year-end, CSS is targeting for minimum 300 users migration to Linux and the gradually migrate most of their internal users to open client.



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Call to Action

- **Leverage Open Collaboration Client solution as a closing tactic**
 - Bring your customer to closing/other events

- **VAD enablement, Business Partner demand generation in progress**
 - Do you need a VAD in your region enabled? Contact us (below)

- **Call us**
 - Americas: Bruce Bogart
 - NE IOT: Andreas Pleschek
 - SW IOT: Frank Zaengle
 - AP IOT: Steve Kang
 - Dick Kameron, Antony Satyadas, Faheem Altaf, Nallu Reddy
 - <https://w3.webahead.ibm.com/w3ki/display/occs/Home>



CPO Technical Briefing on on Lotus Symphony, ODF, ...



This information is also located in the SWG CPO Website: <http://w3.ibm.com/sales/competition/compdlib.nsf/weball/4750CF9C67B0240E00257377006EB2F7?OpenDocument>

Lotus Technical Briefings - Status Update

With the release of Lotus Symphony, and the commitment of resources to OpenOffice.org, IBM has further committed itself to the Open Document Format. Meanwhile, Microsoft's Open Office XML has failed in its fast track bid to become an alternate ISO standard, leaving the committee reeling and unable to function as Microsoft's shills fail to show up for business after losing the vote. One could certainly be wondering: "Why is this so important? Why should my customers care what the format of the file is, as long as they can open it? How does IBM expect make money by giving away software and engineering resources?" Tune in for a discussion of what Symphony does, how it benefits IBM's customers, how it benefits IBM, and why ODF vs OOXML has turned into such an epic battle.

****This is an IBM Only Session****

Date: November 8, 2007 11:00 am EST

Speaker: Mark Moore, Application Architect - SWG Strategy and Technology Lab



Thank you !

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