



IBM and Next Generation Linux

# Linux for Business-Critical Workloads Sales Enablement

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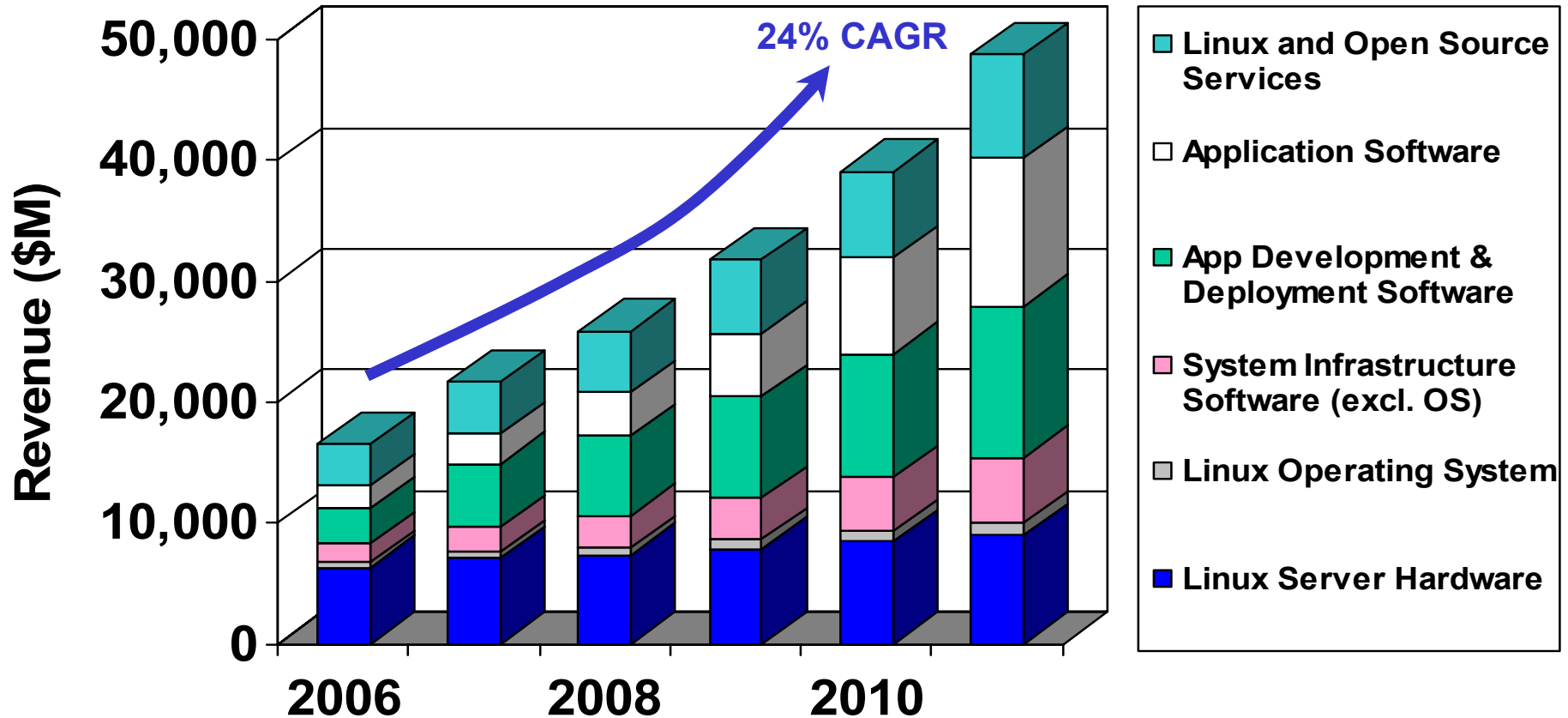
Jul08

Linux



# The Linux & Open Source Ecosystem is Growing Fast

Worldwide revenues for hardware, packaged software and services aboard Linux



Source: IDC, 2008

# The Linux Ecosystem – Growth Opportunities



- Strong revenue growth with Linux ecosystem 2006-2011
  - Linux HW, SW, services revenue nearly triples from 2006 to 2011
- Worldwide 2006-2011 CAGRs led by:
  - **Application software: 45.9%**
    - Includes **ERP**, CRM, supply chain management, manufacturing applications, and engineering application software
  - **Application development & deployment software: 33.3%**
    - Includes **database**, **middleware**, dev tools, dev life-cycle products, **app deployment software/application serving/transaction/middleware** and **data analysis software**
  - **System infrastructure software: 28.5%**
    - Includes **Systems management, virtualization software, storage, security**
  - Operating systems: 19.5%
  - Linux and open source-related services: 20.2%
    - Systems integration, software deployment and support, outsourcing, education and training and consulting
  - Linux server hardware: 7.3%

Source: IDC, 2008

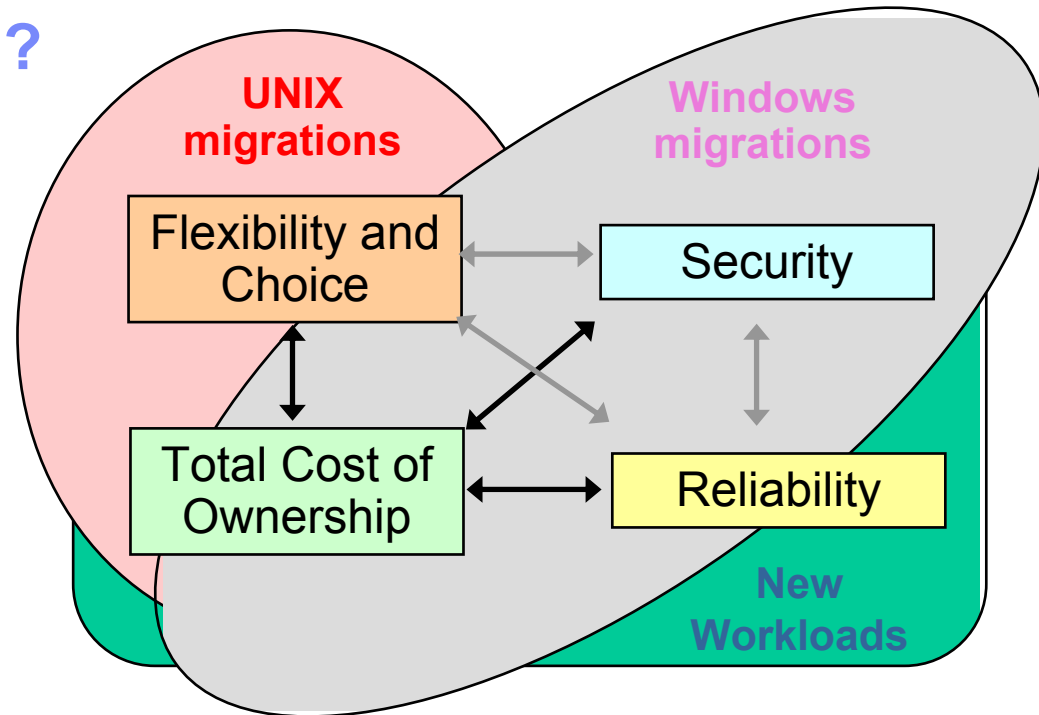
# What Makes Linux Special ?

## Why Customers adopt Linux today

- Linux offers UNIX customers the flexibility to choose lower cost hardware
- Linux offers Windows customers increased flexibility and enhanced security / reliability
- Linux offers all customers choice for new workloads through open computing, avoiding lock-in to proprietary hardware or software vendors or architectures

## New reasons for adopting Linux

- Linux is Modular**
  - ▶ Faster Development Cycle
  - ▶ Customization (e.g. Linux Appliances)
  - ▶ Specialization (e.g. Real-time, SELinux)
- Linux is Cross Platform**
  - ▶ Virtualization, Consolidation, and Cloud
- Linux is Community Developed**
  - ▶ Sharing resources for a common goal

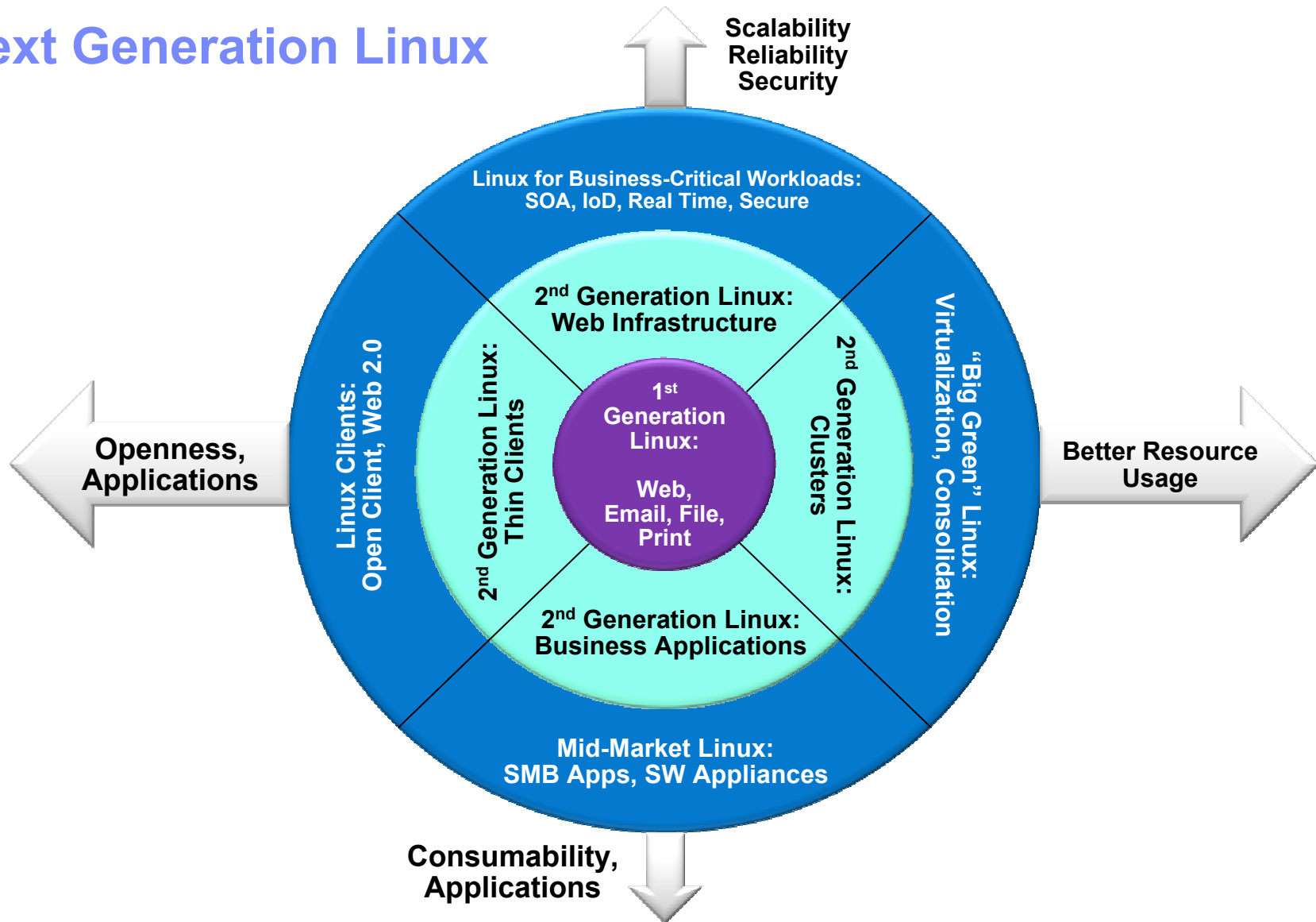


Linux is widely supported, developed, and deployed

Kernel Version	# of Developers	# of Known Companies
2.6.11	483	71
2.6.12	701	90
2.6.13	637	91
2.6.14	625	89
2.6.15	679	96
2.6.16	775	100
2.6.17	784	106
2.6.18	897	121
2.6.19	878	126
2.6.20	728	130
2.6.21	834	132
2.6.22	957	176
2.6.23	991	178
2.6.24	1,057	186
All	3,678	271

Source: Linux Foundation 2008

# Next Generation Linux





# Linux is *ready for your business*.

It has the attributes that we know (and that CIOs tell us) are essential for the enterprise environment.

Business Critical systems must be:

- ✓Reliable
- ✓Secure
- ✓Available
- ✓Serviceable
- ✓Predictable
- ✓Scalable
- ✓Affordable
- ✓Flexible (e.g., Cloud, Portability, SOA)
- 
- ✓“Green”
- ✓Open

Additional Benefits

Application Layer

Data

Application  
Integration

Systems  
Management

Collaboration

Software  
Delivery

Operating System (Linux)

Virtualization

Determinism

Security

Hardware (x86, RISC, CMOS, Blade, Cluster, Grid, Mainframe)

## Linux for Business-Critical Workloads...

...is *business as usual* for IBM: Linux is certified on all IBM systems, the IBM Middleware portfolio is available on Linux, and IBM delivers on services across the entire lifecycle.

**Over 4,000 ISV Partner Applications including SAP, Siebel, etc.**

**Information  
Management**

**WebSphere®**

**Tivoli®**

**Lotus®**

**Rational®**

**Linux: Novell, others**

**Xen, VMware**

**Real Time  
Linux**

**SE-Linux**

**System x™, Power, System z™, BladeCenter®, Cluster Systems, System Storage, Blue Gene®**

# Linux supports a range of Business-Critical Workloads

IBM's solution isn't a part number - it's a family of solutions that encompasses what enterprises around the globe rely on to run their businesses.

## Linux for Business-Critical Workloads

### Vertical Business Applications

Finance  
Government  
Retail  
Manufacturing

### Horizontal Business Applications

ERP / Accounting  
CRM  
SCM  
e-Commerce

### SOA and Integration

- OLTP & SOA Software
- Integration Software
- Business Process Mgt
- Application Servers

### Information on Demand

- OLTP & Database Platforms
- Data Integration
- Bus Intelligence / Data Analysis
- Content Management

### Next Gen Infrastructure

- Virtualization / Consolidation
- Cloud Computing
- Real-time
- MAC Security

### Collaboration

- Email
- Instant Messaging
- Portals
- Web 2.0

### Software Development

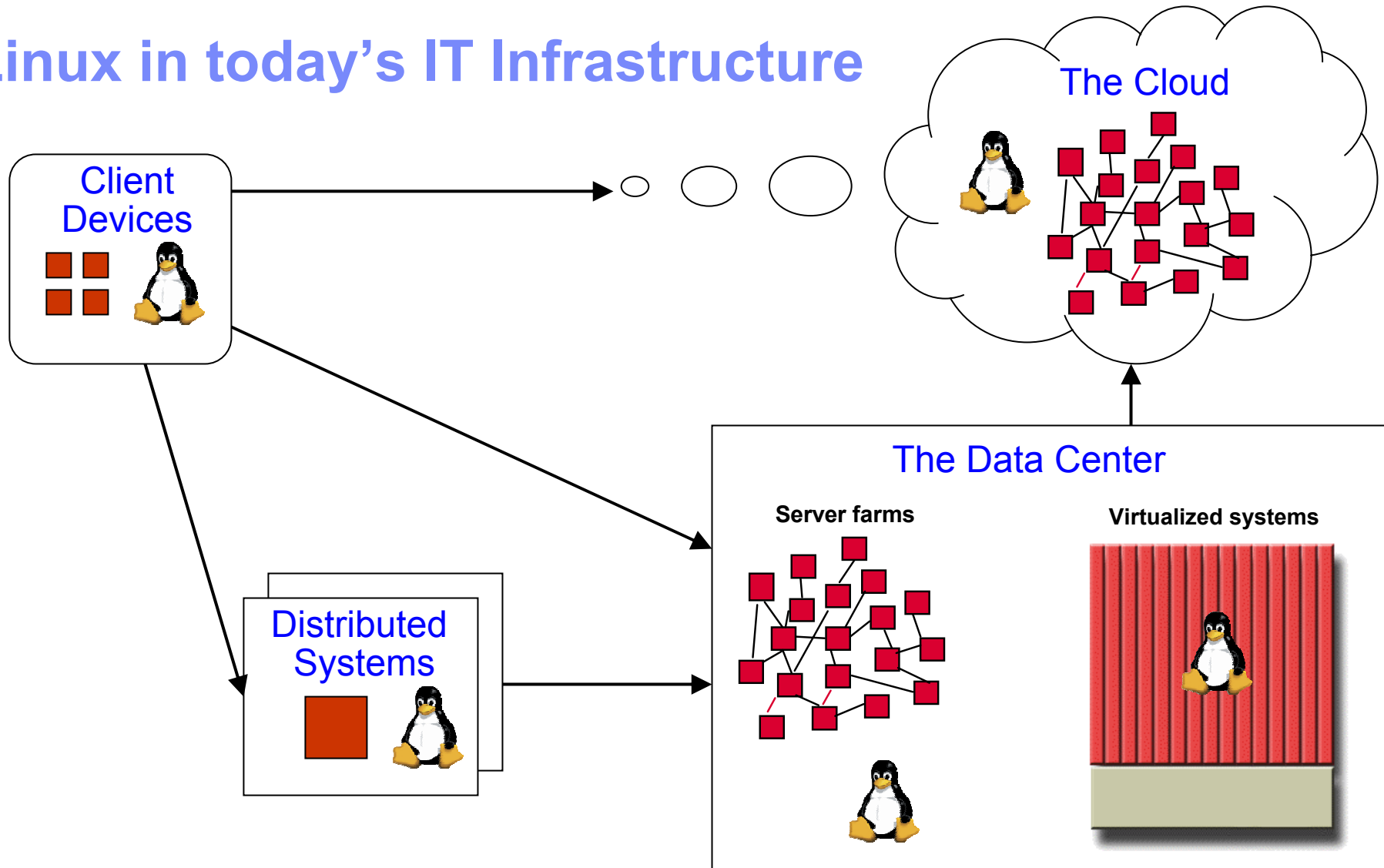
- Modeling and Design
- Application Development
- Change & Release Mgt
- Quality Management

### Systems Management

- Systems & Network Mgt
- Security Software
- Storage Management
- Virtualization Management



# Linux in today's IT Infrastructure



# Linux and Horizontal Business Applications

## Horizontal Business Applications

- ERP / Accounting
- CRM
- SCM
- e-Commerce



## Why Linux ?

- Lower Total Cost of Ownership
- Reliability and Security
- Cross-platform support
- Scalability and Performance
- Integration and Virtualization



## Customer Case Studies

### • McGregor Industries

*Integrated ERP and supply chain system built on SAP, DB2, Linux, and System x servers*

### • Halfords

*Multi-channel e-commerce website integrated with ERP system using WebSphere Commerce*



## Key Software and Hardware for Linux

- Horizontal Business Applications from ISV Partners of IBM  
*eg SAP Business Suite*
- Custom Horizontal Business Applications  
*ERP, CRM, SCM*
- WebSphere Commerce  
*Interaction platform for cross-channel and online e-commerce*
- DB2 9  
*Scalable relational database*
- WebSphere Application Server  
*Scalable J2EE application server*
- Lotus Notes / Domino  
*Collaborative application platform*
- BladeCenter  
*Powerful x86 and POWER servers using less space and energy*
- System Cluster  
*Integrated scale-out clustered servers built on x86 and POWER*
- System x  
*Advanced x86 servers built on IBM X-Architecture*
- POWER Systems  
*High performance POWER 6 servers supporting Linux, AIX, and I*
- System z  
*Scalability, reliability and Linux virtualization in a green mainframe*

# Linux and Next Gen Infrastructure

## Next Gen Infrastructure

- Virtualization / Consolidation
- Cloud Computing
- Real-time
- MAC Security



## Why Linux ?

- Integration and Virtualization
- Cross-platform support
- Scalability and Performance
- Lower Total Cost of Ownership
- Reliability and Security



## Customer Case Studies

### • Nationwide Insurance

*Consolidation of server farms onto multiple virtual Linux machines running on System z mainframe*

### • RENFE

*Consolidation of independent portals into consistent intranet on virtual Linux on System z mainframe*



## Key Software and Hardware for Linux

### • Virtualization / Consolidation

- **z/VM** – Virtualization for System z mainframes
- **Power VM** – Virtualization for POWER Systems
- **VMWare, Xen** – Virtualization for x86 systems

### • Cloud Computing

- **Apache Hadoop** – Reliable, scalable distributed computing

### • Real-time Java

- **WebSphere Real Time** – Real time Java

### • Real-time Operating Systems

- **Red Hat MRG (including Real Time)**
- **Novell SUSE Linux Enterprise Real Time**

### • MAC Security

- **SELinux** – Mandatory Access Control Security

### • x86 servers

- **System x** - Advanced x86 servers built on IBM X-Architecture
- **iDataPlex** – Flexible design for internet scale data centers

### • RISC servers

- **POWER Systems** - High performance scalable servers

### • Blade servers

- **BladeCenter** - Powerful servers using less space and energy

### • Mainframe Servers

- **System z** - Scalability, reliability and green virtualization



# Linux and Systems Management

## Systems Management

- Systems & Network Mgt
- Security Software
- Storage Management
- Virtualization Management



## Why Linux ?

- Integration and Virtualization
- Cross-platform support
- Reliability and Security
- Scalability and Performance
- Lower Total Cost of Ownership

## Customer Case Studies

### • Techem

*High-resilience platform for SAP applications with Tivoli System Automation, Linux and System p*

### • Scana

*Improved stability and performance of mission-critical SAP with Tivoli Storage Manager, DB2 and Linux*

## Key Software and Hardware for Linux

- Service Management
  - **Tivoli System Automation** - High availability and automation
  - **Tivoli Provisioning** – Automated provisioning and configuring
- Security Management
  - **Tivoli Access Manager** - Protects key applications and files
- Storage Management
  - **Tivoli Storage Manager** – Backup and recovery for critical data
- Virtualization and Energy Management
  - **Tivoli Active Energy Manager** – Reduction in energy usage
  - **IBM Systems Director** - Platform-specific management
- Operating Systems
  - **Novell SUSE Linux Enterprise Server 10**
  - **Red Hat Enterprise Linux 5 Server**
- x86 servers
  - **System x** - Advanced x86 servers built on IBM X-Architecture
  - **iDataPlex** – Flexible design for internet scale data centers
- RISC servers
  - **POWER Systems** - High performance scalable servers
- Blade servers
  - **BladeCenter** - Powerful servers using less space and energy
- Mainframe Servers
  - **System z** - Scalability, reliability and green virtualization

# Techem



Tivoli. software

## ■ Challenge

- ▶ Support expansion plans by expanding and integrating business systems rapidly and effectively, securing data and protecting against disaster

## ■ Solution

- ▶ SAP software running on Linux on System p servers using IBM virtualization to share workload efficiently, combined with Tivoli Storage Manager and managed by Tivoli Systems Automation for Multiplatforms

## ■ Key Benefits

- ▶ Simplified operating system environment reduced administration costs, and advanced storage software and hardware provided a highly resilient infrastructure that protects Techem against disaster and is able to scale up to meet the demands of growth



## ■ Business

- ▶ Global specialist in recording and allocating billing data on energy, water and cooling consumption, based in Germany

## ■ Why Linux?

- ▶ Freedom to choose the best platform
- ▶ Ability to take advantage of virtualization

## ■ Why IBM?

- ▶ Daily incremental backups of data from SAP with Tivoli Storage Manager
- ▶ *“The IBM System p5 servers running SUSE Linux Enterprise Server and SAP software allow us to reduce operational expenses, integrate new companies into the group rapidly and efficiently, and manage a dynamically growing environment easily and cost-effectively”*



# Scana Offshore Vestby AS



Tivoli. software

Information Management software



## ■ Challenge

- ▶ Poor stability of business-critical SAP R/3 production environment due to hardware errors and system-reboot problems
- ▶ Need to improve performance of SAP systems and affordability of computing

## ■ Solution

- ▶ SAP environment re-implemented on DB2 for Linux on x86\_64 on IBM BladeCenter HS20s, with Tivoli Storage Manager for backup and recovery

## ■ Key Benefits

- ▶ Increased platform stability
- ▶ Significant cost savings
- ▶ Simplified administrative tasks
- ▶ Streamlined access to data and near-instant backup and recovery services

## ■ Business

- ▶ Industrial company in Norway, producing components for offshore equipment and machinery for auto manufacturers

## ■ Why Linux?

- ▶ Secure and reliable operating environment

## ■ Why IBM?

- ▶ DB2 simplified administrative work and increased the overall database stability
- ▶ Tivoli Storage Manager maintains efficient backup through direct interface to SAP / DB2
- ▶ *"We expect to significantly reduce the maintenance costs for our SAP system in a short time frame, thanks to performance improvements made by implementing IBM hardware and software solutions"*





# Weber Automotive

## ■ Challenge

- ▶ Underperforming IT infrastructure supporting production processes and supplier deliveries
- ▶ Need for highly available and responsive IT infrastructure

## ■ Solution

- ▶ SAP environment migrated from ageing x86 servers to three IBM System p5 servers running 64-bit Linux.
- ▶ Tivoli System Automation provides high availability

## ■ Key Benefits

- ▶ Excellent processing performance and I/O throughput, helping to cut SAP application response times.
- ▶ Reliable System p5 platform and Tivoli System Automation provide high-availability for business-critical systems, helping Weber deliver products on time



Weber Automotive



## ■ Business

- ▶ Manufacturing company in Germany producing components for leading automotive companies

## ■ Why Linux?

- ▶ Hardware portability and choice of platforms

## ■ Why IBM?

- ▶ Tivoli System Automation manages the SAP application clusters and uses policy-based self-healing technologies to analyze and fix most problems automatically.
- ▶ *“The IBM System p5 offers far better Linux performance than our previous Intel platform – making it an excellent environment for SAP applications and databases with high I/O requirements.”*

# Identifying and Closing Sales

**Laura Knapp**

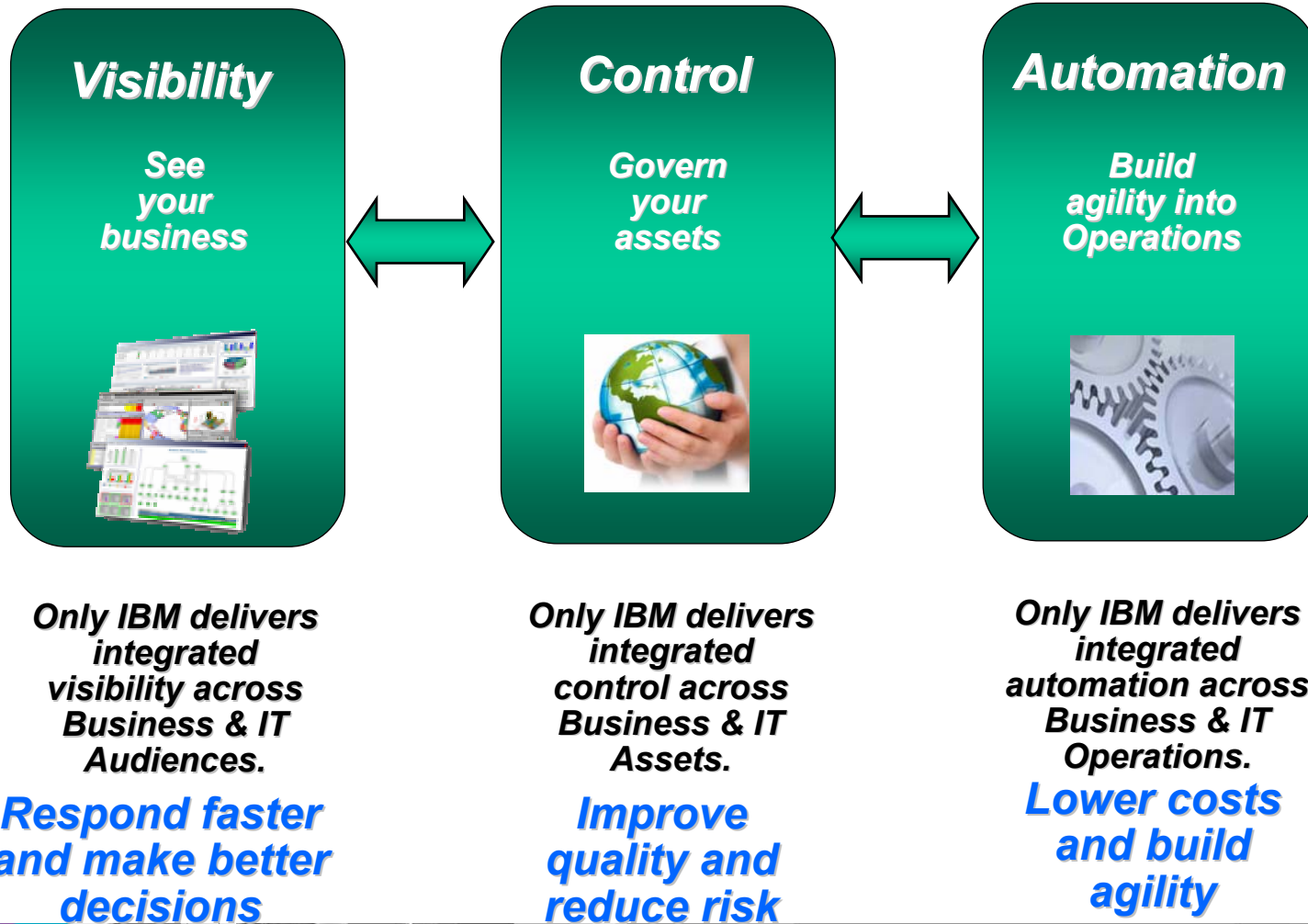
**Manager Sales Enablement Team**

**Technical Enablement Specialist : Tivoli.Service Management**



# IBM Service Management (ISM)

*An Integrated Approach to Getting Business Results*



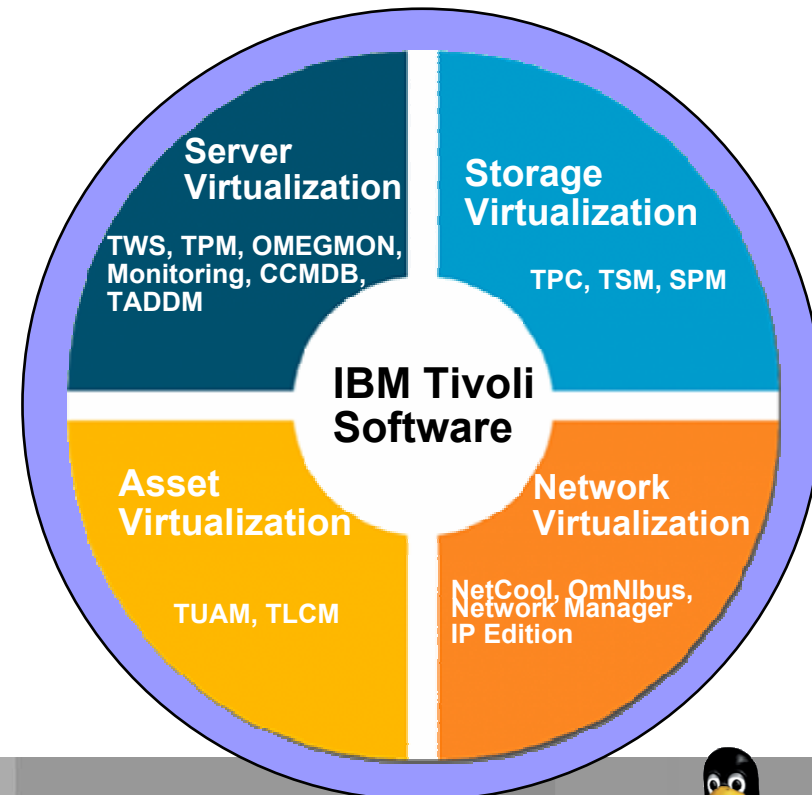
# IBM Tivoli makes virtualization real

## *not just hype*

**Virtualization adds another layer of complexity, both in planning, typically called server consolidation, and managing the resulting environment.**

**To optimize virtual environments, Tivoli provides the ability to:**

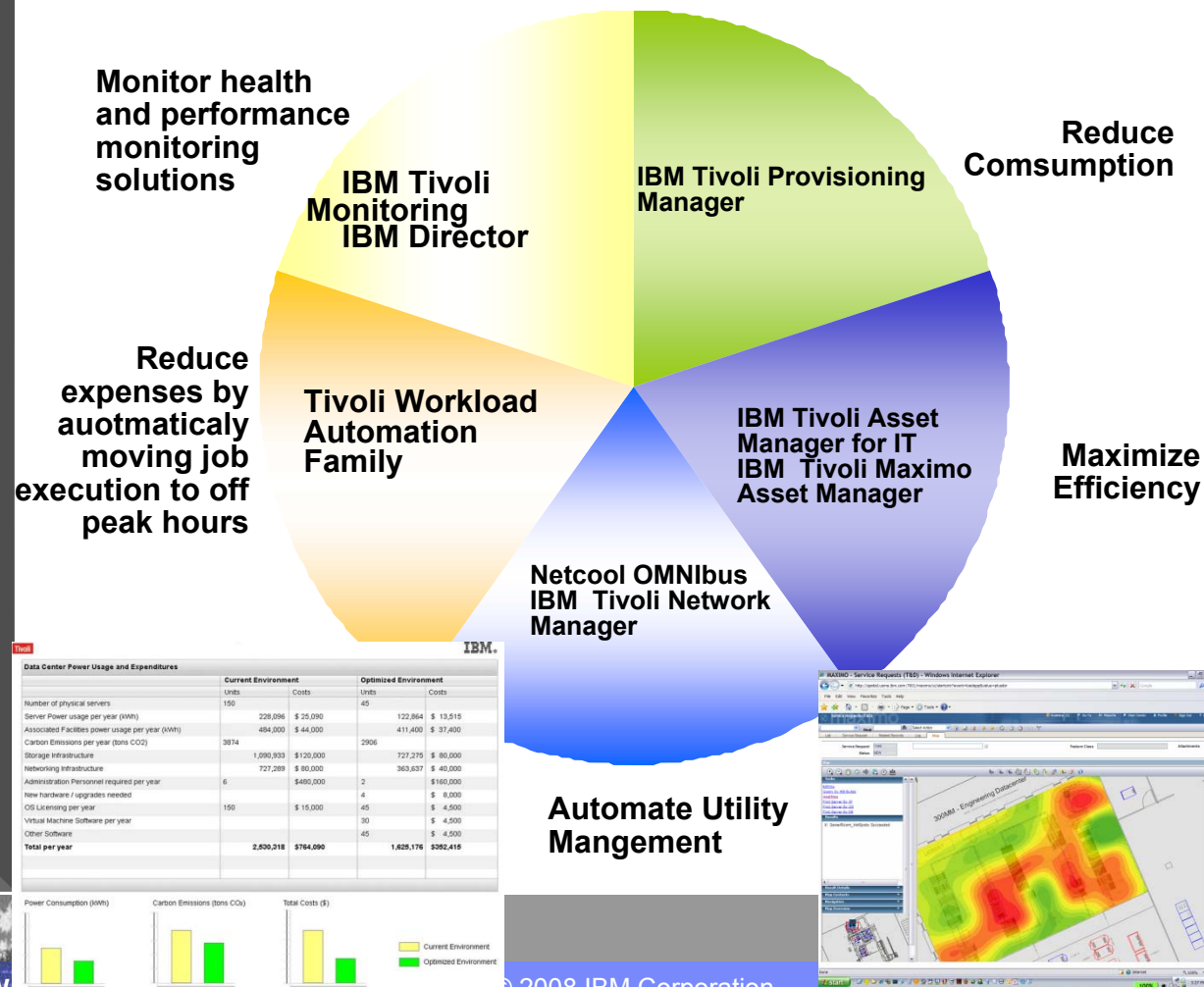
- Automatically discover physical and virtual resources and map their relationships
- Dynamically manage workloads and distribute the load in virtual environments
- Monitor and visualize overall application or service performance and trends
- Understand virtual and physical resource utilization and trends
- Automatically provision additional resources, from the bare metal server up
- Automatically migrate virtual machines across physical systems as needed to maintain optimal performance levels
- Track usage of physical resources, even as they change dynamically to support the needs of the virtual resources, in order to perform accurate cost accounting and chargeback



# IBM Tivoli Energy Management Solutions

## Data Center Solution - today

- Integrate data center power and thermal metrics
- Identify and address low server utilization and redundant applications
- Consolidate asset management
- Correlate energy consumption with business application workload
- Lower provisioning costs
- Manage energy based on workload





# Keeping the Business Running – Business Continuity

## High Availability

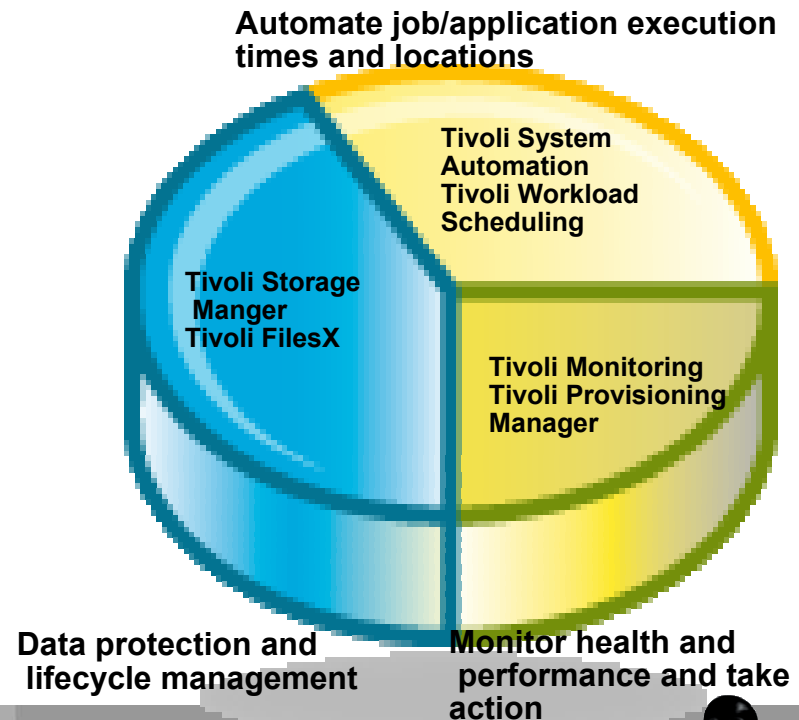
**High Availability adds another layer of complexity in all sizes of businesses and encompasses not only peak performance issues but also full disaster recovery**

**To provide Business Continuity , Tivoli provides the ability to:**

- Automatically discover physical and resources and map their relationships
- Dynamically manage workloads and distribute the load in times of stress
- Monitor and visualize overall application or service performance and trends
- Understand resource utilization and trends and take action if needed
- Automatically provision additional resources, from the bare metal server up
- Ensures that data is protected and available from non-traditional sources

Set data protection policies that align with data availability service levels of the applications

Include data recovery analysis in a comprehensive disaster recovery plan





# Tivoli Linux Value Propositions

## 1. Tivoli removes the fundamental inhibitors to customer adoption of Linux

- Security (authentication, authorization, intrusions, viruses, etc)
- Disaster Recovery
- Configuration & Operations (inventory, software distribution, etc)
- Seamless integration with legacy environment
- Manages heterogeneous environments from a single console

## 2. Tivoli enhances the "Enterprise Readiness" of Linux

- Tivoli aligns IT management with business objectives - optimizes enterprise-wide reliability
- Tivoli identifies and corrects problems before they become critical situations - maximizes performance & availability
- Tivoli manages your e-business infrastructure, including Linux - enhances your ability to meet / exceed service level requirements

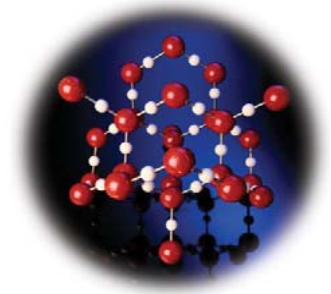
## 3. Tivoli minimizes total cost of ownership and maximizes return on technology investment

- Tivoli automates repetitive and mundane management tasks
- Tivoli minimizes the resources (time, skilled personnel, etc) required to manage Linux
- Tivoli protects your IT investments, insures your security and adapts to unpredictable change with open standards, heterogeneous coverage and flexible licensing

## 4. Tivoli adds credibility to Linux

- IT is valuable, Tivoli keeps IT viable - including Linux and Linux-based assets
- Tivoli license flexibility allows deployment on, migration to, and management of, heterogeneous platforms - including Linux

# Identifying Opportunities



1. ANY web, distributed, or zSeries application, ANY business integrat project, and ANY virtualization project
2. In-house application development because they drive the platform
3. Mixed platform environments
4. Leverage recent service outages and help the help-less desk
5. Companies where good service is critical to drive business such as:
  - Financial Institutions (the cost of downtime)
  - Retail stores (remote service-ability)
  - Service-oriented organizations such as federal, state, and local government and telcos (issues with customer satisfaction)

# Qualifying Questions?

**Tivoli.**

- Are you losing money because your infrastructure is not reliable?
- Are your spending more on managing the infrastructure?
- Are you able to meet all of your Service Level Agreements?
- Are you managing user accounts from a central point of control?
- Do you use manual processes to grant/revoke access to resources?
- Can you ensure compliance with corporate/legislative security policies?
- Can you ensure application availability by ensuring data is available?
- Would you like to improve personnel productivity?
- Would more flexibility and less complexity decrease your costs?



# Action Plan

## 1. Assess your environment

- Interviews with your team to assess current IT operational environment
- Interview line of business to assess business policy and alignment
- How is it working today and what do you want to do different

## 2. Present the Primary Assessment

- IT and Business Operations
- Recommended Solutions
- Cost / Benefit Analysis

## 3. Detailed Assessment and Pilot Plan to begin rollout

- Readiness Assessment
- Education based on your needs and skills
- QuickStart Services for improved time to value



# GlobalVision



**"IBM's software already gives companies more control over their security policies across a broad range of platforms, and our clients will benefit from being able to extend those same security policies across their Linux environment."**

***Frank Schreiber, Managing Director, GlobalVision IT Consulting GmbH***

## Business Challenge

**Provide customers with competitive advantage while at the same lowering the cost of ownership for e-business services. A secure reliable infrastructure was needed**

## Business Benefits

- **Fast integration with standards-based products enables reduced time to market for customer applications**
- **Centralized user management using LDAP directory services**
- **Immediate cost savings for customers**
- **Secure end-to-end solution in multi-platform environment**
- **Customer SLAs are based on measured response times**

## Solution

- **IBM Tivoli Access Manager for e-business**
- **IBM Tivoli Monitoring**
- **IBM Tivoli Business Systems Manager**



# Proximity Group Germany



***“IBM Tivoli System Automation for Linux helped us cost-effectively deliver the 99.99 percent availability that customers demanded... The cluster technology provides mainframe-like high-availability to the IBM eServer with Linux distributed environment.”***

*— Andreas Walter,  
IT Manager,  
Proximity Group  
Germany*

## **Business Challenge**

Strengthen market position, expand services cost-effectively

## **Business Benefits**

- Increased service revenue, strengthened market image, and maintained SLA compliance by consistently delivering 99.99 percent availability of hosted services.
- Reduced total cost of ownership of data management by 75 percent as compared to competitive solutions.
- Avoided a 25 percent increase in support personnel through improved staff productivity.
- Reduced implementation time for new hosted services with out-of-the-box automation.

## **Solution**

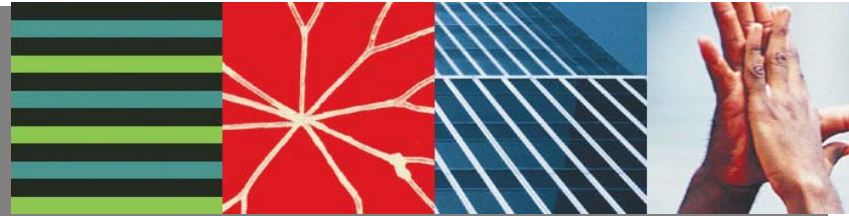
- high availability, fault tolerant Web hosting center based on IBM eServer xSeries systems running Linux; IBM DB2 Universal Database Workgroup Edition for Linux; Tivoli System Automation for Linux; Tivoli Storage Manager.



## Tivoli Software 2008

Enterprise Operations	IT Operations	Security Operations	Storage Operations
<p>Maximize the performance and lifetime value of all business assets across the enterprise.</p> <p><b>Maximo Asset Management Family</b> Manages all assets, their conditions and work processes spanning purchasing, asset, work, materials, contract, and service management with detailed reporting, analysis, and workflow integration.</p> <p><b>Asset Management for IT</b> Manages and tracks hardware and software assets in the information technology groups of businesses.</p> <p><b>License Compliance Manager</b> Identifies software inventory, measures use activity, and automatically links complex license entitlements.</p> <p><b>Usage and Accounting Manager</b> Provides a comprehensive view of IT consumer costs, insight into the relationships between virtualized and physical assets and provides a means to do chargeback based on usage or inform departments of their usage of IT facilities.</p>	<p>Optimize infrastructure utilization and service availability while moving from re-active to pro-active management</p> <p><b>Monitoring and OMEGAMON XE Families</b> Advanced monitoring functions covering all aspects of software from operating systems through applications.</p> <p><b>Composite Application Manager Family</b> Monitoring, performance metrics and technical depth centered around J2EE, JAVA, Web centric applications.</p> <p><b>Service Request Manager</b> New service definition, creation and execution with the ability to monitor and manage all requests.</p> <p><b>Network Manager</b> Provides network infrastructure discovery and root cause analysis.</p> <p><b>Netcool OMNibus</b> Correlate events, determines root cause and create incident records.</p> <p><b>Change and Configuration Management Database</b> Discover and provide relationship information to understand related incidents and changes and the impact on the business.</p> <p><b>Business Service Manager</b> Provides resolution prioritization, based on business service impact.</p> <p><b>Service Level Advisor</b> View, validate, and audit ability to attain service level agreements in support of business processes.</p> <p><b>Licensing and Compliance Family</b> Determine software utilization, maintain compliance with software licenses, and report on usage.</p> <p><b>Provisioning Manager Family</b> Ensures that your systems and applications are in compliance with organizational mandates, with extensive use of automation and reporting.</p> <p><b>System Automation Family</b> Automation of common and recurring tasks to support data center operations.</p> <p><b>Workload Automation Family</b> Automation reactions to changing workload requirements</p>	<p>Ensure compliance to identity and access control policies for IT resources and services</p> <p><b>Security Information &amp; Event Manager</b> Proactive real-time monitoring of network &amp; systems for compliance with security policies</p> <p><b>Security Operations Manager</b> Ensure that preventive, detective and corrective measures are in place to protect information systems &amp; technology from malware.</p> <p><b>Identity Manager Family</b> Administer, provision, and manage an identity throughout its lifecycle.</p> <p><b>Access Manager Family</b> Enforce via authentication and authorization consistent access to business processes.</p> <p><b>Federated Identity Manager</b> Administer, provision, and manage an identity throughout its lifecycle between non-related business entities.</p> <p><b>Directory Server</b> Stores a common directory using Lightweight Directory Access Protocol across a business.</p> <p><b>Directory Integrator</b> Synchronizes directories in use within a business providing meta-directory services.</p> <p><b>zSecure Suite</b> A 'z' centered solution clearly defining &amp; communicating potential security incidents so they can be handled correctly.</p> <p><b>Compliance Insight Manager</b> Clearly define &amp; communicate potential security incidents so they can be handled correctly</p>	<p>Create highly resilient storage infrastructures, protect valuable information assets and comply with data protection policies</p> <p><b>Storage Manager Family</b> Full feature backup and protection for critical applications and files to enable quick and automatic data recovery with enhanced data protection policies, recovery analysis and a single point of control</p> <p><b>Continuous Data Protection for Files</b> Lower end backup and recovery facility for general business and home customers.</p> <p><b>TotalStorage Productivity Center</b> Discover, reclaim, consolidate and visualize the storage environment to identify imbalances regardless of hardware supplier</p> <p><b>Storage Area Network Volume Controller</b> Enable changes to the physical storage utilization with minimal or no application disruption</p>
Host Tools/Integration & Compilers			Service Provider Operations
<p><b>Xtreme Leverage</b> Sales professional one stop are for all Tivoli related information is the <a href="#">Xtreme Leverage</a> web site.</p> <p><b>Business Value Analyst (ROI) tool</b> The <a href="#">BVA</a> tool enables IBM sales professionals, To articulate the economic value of IBM Solutions and products.</p> <p><b>Sales Acceleration Plays</b> <a href="#">Sales Acceleration</a> make it easier for the sales professional to provide the most efficient information to the customer to close the sale.</p> <p><b>Tivoli Talks</b> Get the most current information on products and solutions via our one hour <a href="#">Tivoli Talk</a> series.</p> <p><b>Tivoli Virtual Academy</b> The <a href="#">Tivoli Virtual Sales Academy</a> is a comprehensive sales education program designed to quickly educate our sellers on critical knowledge around the Tivoli ISM strategy of Visibility, Control and Automation, the 7 Segments of ISM as well as specific portfolio product/solution sets.</p>			<p>Ensure critical services are performing to the highest standards</p> <p><b>Service Quality Manager</b> Provides service level and service quality metrics with structured KPIs and KQIs in service model.</p> <p><b>Netcool OMNibus</b> Correlate events, determines root cause and create incident record in Service Request Manager</p> <p><b>Network Manager</b> Provides network infrastructure discovery and root cause analysis.</p> <p><b>Impact</b> Event enrichment and 3rd party policy based data capture and processing</p> <p><b>Performance Manager for Wireless</b> Radio network utilization, trending, and capacity planning information</p> <p><b>Performance Manager</b> IP network utilization, trending, and capacity planning details</p>

## Next Steps – Enablement



- Education
  - Tivoli Top Gun
  - Tivoli Talks – weekly eLearning to get to know products
  - IT Architect – SoSA Phone, On Demand Community Calls
  - ITIL Education from IBM Learning
- Support
  - Leverage the Sales and Launch Kit on [Xtreme Leverage](#)
  - Tivoli [New Sales Hire Guide](#)
  - For more information email:  
[tsenable@us.ibm.com](mailto:tsenable@us.ibm.com) or [Tivoli Sales Enablement/Austin/IBM](#)



**Trugarez**

Breton

**Merci**

French

**Спасибо**

Russian

**Gracias**

Spanish

شكراً

Arabic

धन्यवाद

Hindi

감사합니다

Korean

תודה רבה

Hebrew

多謝

Traditional  
Chinese

**Tack så mycket**

Swedish

**Obrigado**

Brazilian  
Portuguese

**Thank You**

English

**Tak**

Danish

**Grazie**

Italian

**Dankon**

Esperanto

**Dank u**

Dutch

**Danke**

German

ありがとう

Japanese

**go raibh maith agat**

Gaelic

தேவையு

Tamil

ขอบคุณ

Thai

**Dekujeme Vam**

Czech

# Upcoming Linux Events

## ■ “Next Generation Linux” Event

### ▶ Venues

- London (IBM South Bank), July 16
- San Francisco (co-located with LinuxWorld), August 6
- Australia (late August)
- Frankfurt, Madrid (September)
- Toronto, October 7
- More locations to be confirmed for 3Q08, 4Q08 and 1Q09

### ▶ Customer Profiles

- CTO, Technology Researcher
- IT Manager, Systems Administration

### ▶ Details

- Novell, Red Hat invited to participate
- Sessions on Real Time Linux, Open Client, Mid-market Appliances, Big Green Linux, Linux for Business-Critical Workloads, others
- ½ day event (free registration required)
- Contact Phyllis Prewitt for more information

# Resources

- **Most valuable: Technical & Sales Resources to help you and your customers**
  - ▶ Dedicated Linux Software Sales Team
    - Bruce Bogart, Pino Ferrari, Glenroy Miller, Teri Schenke
  - ▶ Linux Integration Centers: [http://lic.austin.ibm.com/about\\_lic.html](http://lic.austin.ibm.com/about_lic.html)
    - Opportunities should be brought to the LIC through the Linux Software Sales Team
- **Linux & Open Source Ambassadors**
  - ▶ Website: <http://ambassadors.bluehost.ibm.com>
  - ▶ Regular calls with Linux & Open Source leaders (info on website)
- **Websites**
  - ▶ External: <http://www.ibm.com/software/linux>
  - ▶ Software Availability Matrix (internal): <http://lic.austin.ibm.com/Whitepapers/linuxmatrix.html>
  - ▶ Internal: <http://linux.bluehost.ibm.com>
- **Analyst reports: <http://w3.ibm.com/software/analyst/index.shtml>**
  - ▶ Hosted Analyst Briefing for 29 Analysts from 23 firms in late March, Armonk
    - 95% rated event “excellent” or “very good”, > 20 plan to write research reports based on the event
  - ▶ Analyst reports are proprietary, however can be provided for specific opportunities
- **Internal educational resources:**
  - ▶ Continuum web lectures: <http://swgcontinuum.atlanta.ibm.com/weblectures.html>
  - ▶ Selling the Desktop: [https://w3.webahead.ibm.com/medialibrary/logon?auth\\_required=2&referer=/medialibrary/media\\_view?id=16416](https://w3.webahead.ibm.com/medialibrary/logon?auth_required=2&referer=/medialibrary/media_view?id=16416)
- **zLinux work being done (task forces, etc.)**

# Sales and Technical Sales Resources

Resource	Location	Purpose
Xtreme Leverage V2 and Partner Portal	<a href="http://w3-103.ibm.com/software/xl/portal">http://w3-103.ibm.com/software/xl/portal</a> Partnerworld	Sales and technical presentations, tools, education
Tivoli Sales Enablement	<a href="mailto:tsenable@us.ibm.com">tsenable@us.ibm.com</a>	Sales Education and Support Sales guidance and aids
Tivoli Product Demonstrations	Tivoli Product Demonstrations	Demos that use Tivoli Products Demos that simulate Tivoli Products Web Demonstrations
Tivoli New Hire Sales Guide	<a href="http://w3-103.ibm.com/software/xl/portal/viewcontent?type=doc&amp;srcID=XW&amp;docID=Q072944B99852R31">http://w3-103.ibm.com/software/xl/portal/viewcontent?type=doc&amp;srcID=XW&amp;docID=Q072944B99852R31</a>	Includes key links for IBM, SWG, and Tivoli Sales
ROI Program Office	<a href="mailto:roi@us.ibm.com">roi@us.ibm.com</a>	Education and support for ROI analysis
Customer Success and Reference Stories	<a href="http://www-306.ibm.com/software/success/cssdb.nsf/topstoriesFM?OpenForm&amp;Site=tivoli">http://www-306.ibm.com/software/success/cssdb.nsf/topstoriesFM?OpenForm&amp;Site=tivoli</a>	Successes and References (customers willing to speak)
Pre-Sales Support	AMERICAS - <a href="#">Techline Tivoli Americas</a> (aka SIG) ASIA PACIFIC – Techline AP and Japan EMEA - <a href="#">EMEA Techline</a>	Get pre-sales help from your regional experts
Executive Briefing	Visit <a href="http://stllnebc.svl.ibm.com/ebc/">http://stllnebc.svl.ibm.com/ebc/</a> for more information on each of IBM's Software Executive Briefing Centers.	Schedule a Software Group Executive Briefing for your customer
<a href="#">Pricing</a>	<a href="#">Tivoli Software Pricing</a>	<a href="#">Details and calculators for value pricing</a>
<a href="#">Tivoli Virtual Academy</a>	<a href="#">Tivoli Virtual Academy</a>	<a href="#">2008 Virtual Training</a>