

Did you know? More of the top 100 online retailers use WebSphere Commerce than any other e-commerce platform.

WebSphere software

Leading Analysts Name IBM a Leader in E-Commerce



Summary

Leading analysts recently evaluated the top vendors in the B2B and B2C e-commerce platform market, and determined what over 1000 customers already know - **IBM is a leader in e-commerce!**

Forrester and Gartner once again found IBM well positioned to execute in both B2C and B2B, with Forrester saying:

*"Forrester scored IBM in the Leaders category again this year, as the company successfully executed on the strategy and vision for the product it shared the last time we reviewed it."*¹

Highlights from The Forrester Wave™: Commerce Platforms, 3Q 2006:

- For two years running, IBM is the only vendor to land in the Leaders category for both B2C and B2B
- IBM was top ranked in B2C *Strategy* which assesses product strategy, financial resources and cost
- IBM was also top ranked in *Product Architecture* and *Campaigns and Marketing*
- IBM scored in the top two vendors in *Market Presence* which assesses install base, revenue, growth, employees and partnerships

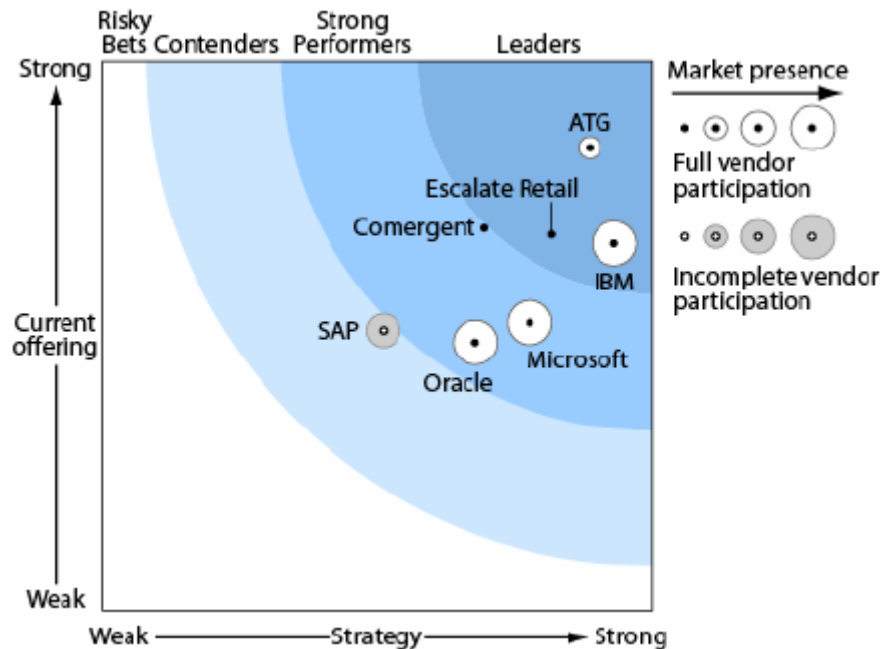
Read the full Forrester Wave report at:

www.ibm.com/software/genservers/commerce/analyst.html

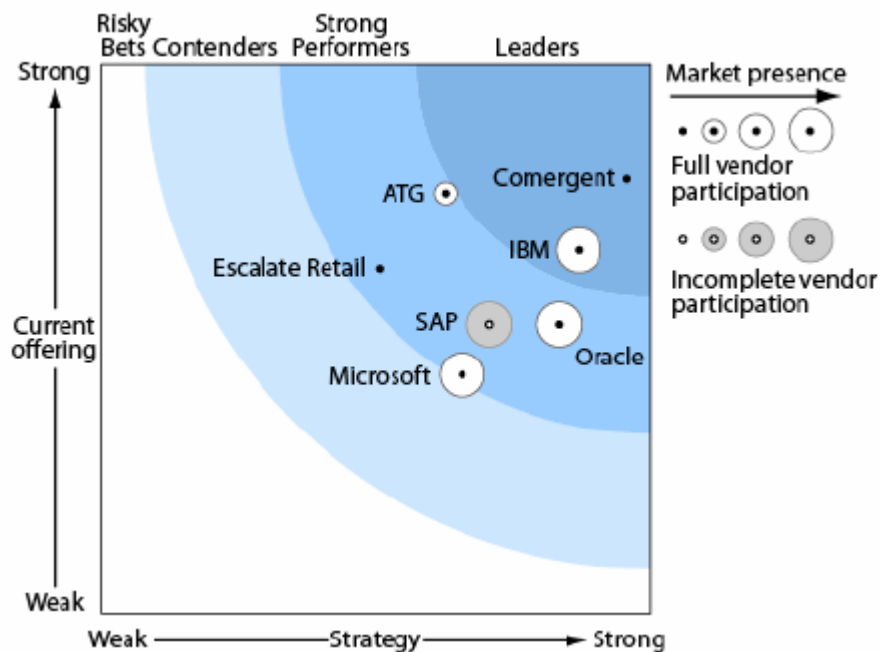
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¹The Forrester Wave™: Commerce Platforms, Q3 2006, Forrester Research, Inc., September 2006

Forrester Wave™: Commerce Platforms For B2C Sites, Q3 '06



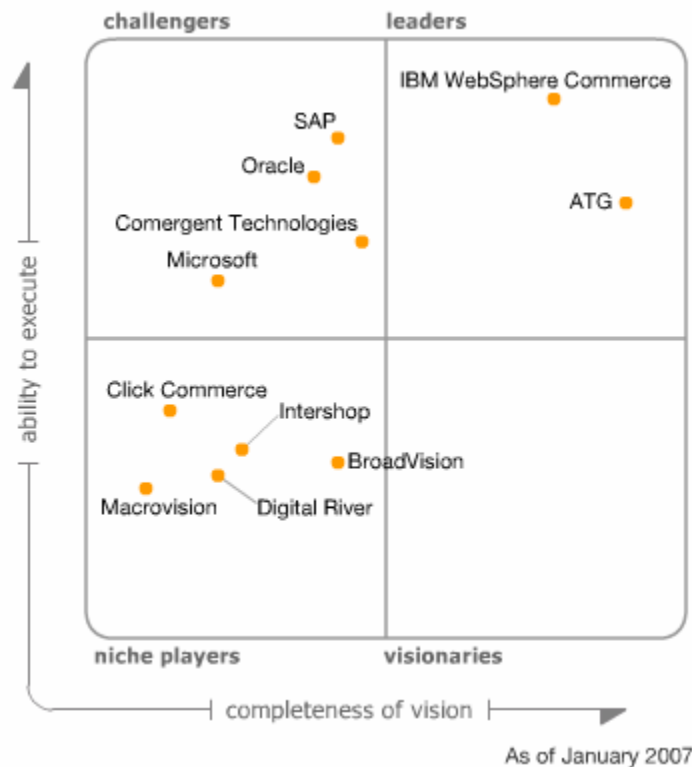
Forrester Wave™: Commerce Platforms For B2B Sites, Q3 '06



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E-Commerce Magic Quadrant, 4Q2006



IBM was also recently positioned by Gartner, Inc. in the Leaders quadrant in the " Magic Quadrant for E-Commerce, 4Q2006" report. According to Gartner, "Leaders" are vendors who are performing well today, have a clear vision of market direction, and are actively building competencies to sustain their leadership position in the market. IBM scored highest of all 11 vendors in "Ability to Execute" which measures viability, current functionality, technology architecture, implementation and support and pricing and implementation costs.

About the Magic Quadrant. The Magic Quadrant is copyrighted January, 2007 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Note: The Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report is available upon request from mapearso@us.ibm.com

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