

WebSphere software



 e-business software

# Connecting WebSphere site visitors to BP offerings

WebSphere Worldwide Marketing, August 2002

IBM Software Group

# Value Proposition

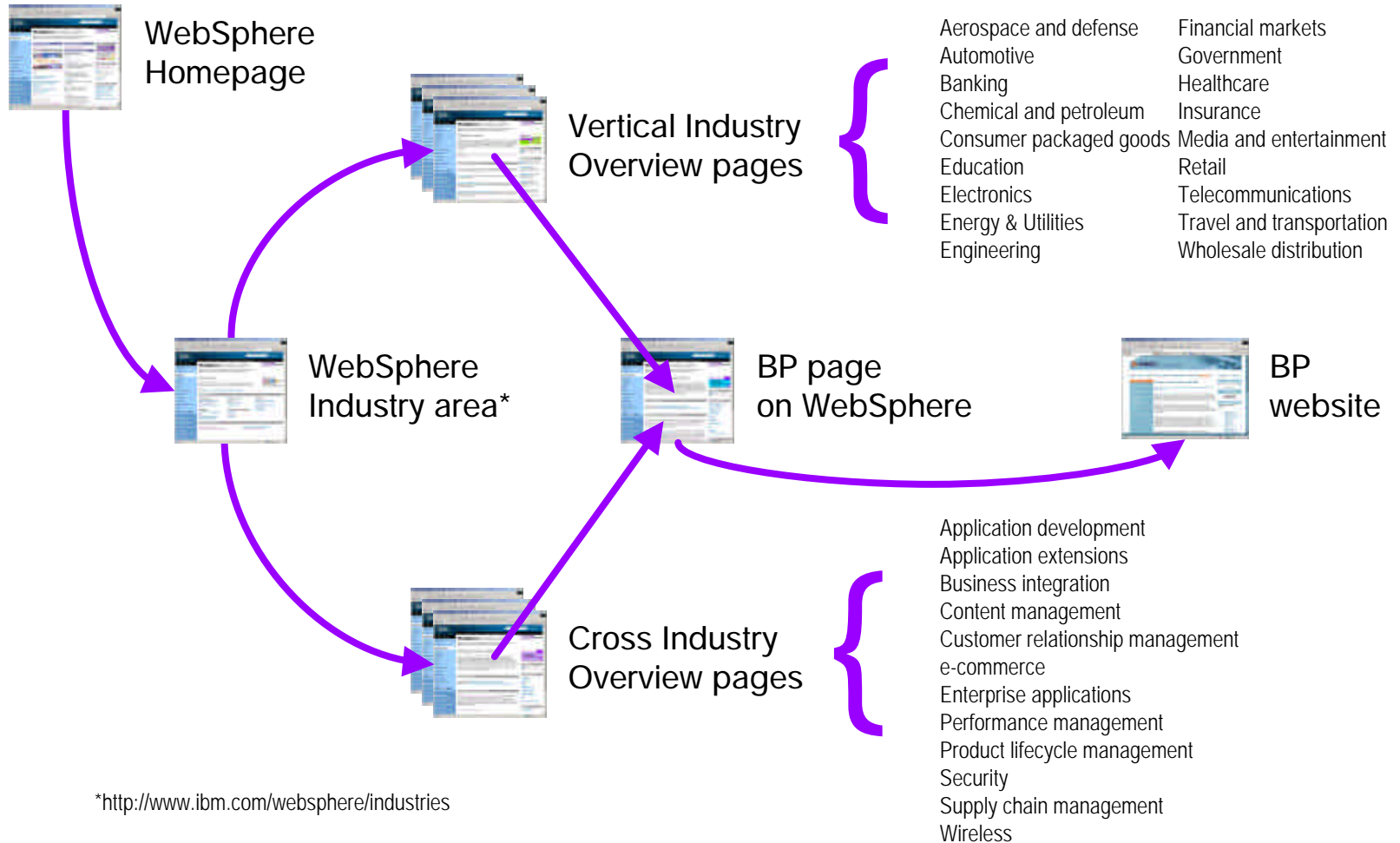
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- Deliver WebSphere Business Partners the ability to reach existing WebSphere web site visitors.
- Connect WebSphere web site visitors to a wide array of additional value added products, offerings and solutions which demonstrate the brands breadth and depth.
- Provide simple and contextual navigation for WebSphere site visitors to find and contact WebSphere business partners.
  - Industry and Cross Industry ibm.com WebSphere web pages contain abstracts of business partner Products, offerings and Solutions
  - Site Visitors click the links associated with these abstracts and get taken to the (WebSphere) BP page for more information
  - Site Visitors can then click through directly to the BP page for more information

The following presentation illustrates a typical user flow through the pages and the easiest way to provide content to the WebSphere marketing team in order to participate.

\* click on the web page icons to view example pages on the WebSphere web site - connection to the internet required.

# Flow of WebSphere site visitor to BP's website



\*<http://www.ibm.com/websphere/industries>

