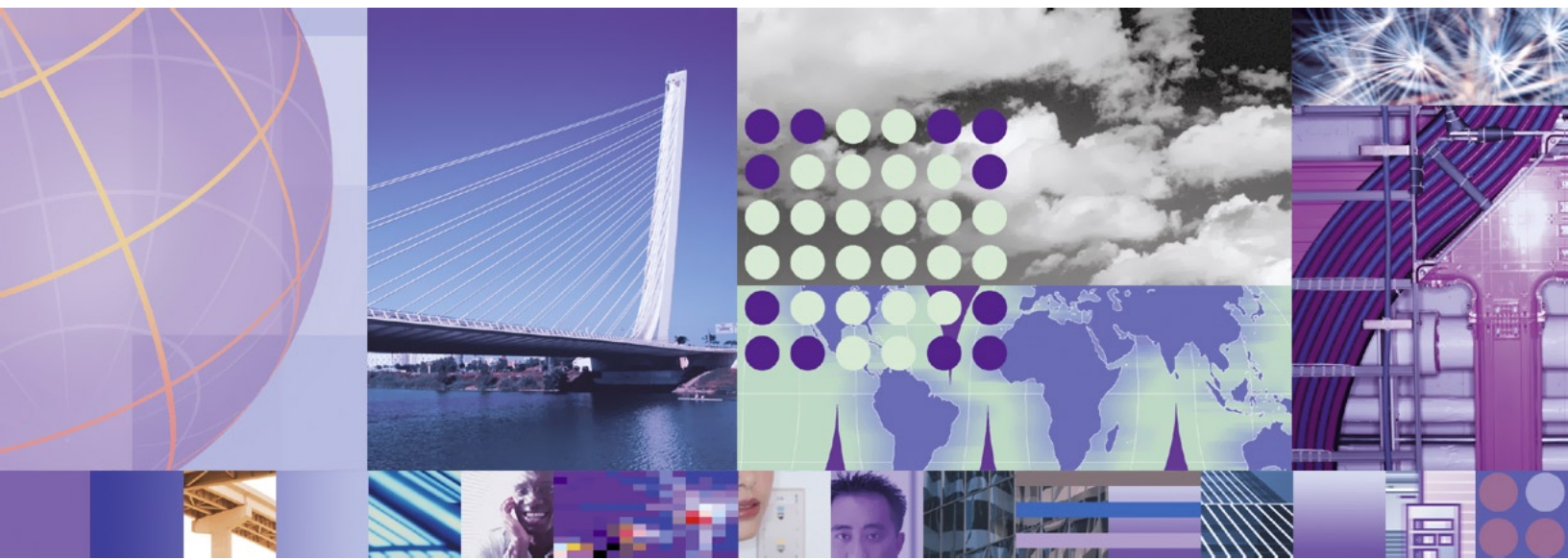**WebSphere.** software

IBM

IBM WebSphere Application Server Solution Bundles Marketing and Sales Guide

Using the whole product marketing approach to deliver complete e-business solutions.

| Introduction | Using this guide | Solution bundles and whole product marketing | Market opportunities | WebSphere Application Server | Call to action | Other sales and support tools |

The IBM commitment to sales enablement has always been stalwart. And now more than ever, IBM can provide greater support with an integrated and cohesive campaign of IBM awareness activities, demand-generation pro-grams and marketing materials.

Introduction

The purpose of the IBM WebSphere® Application Server Solution Bundles Marketing and Sales Guide is to enhance marketing and sales sales-support efforts for IBM WebSphere Sales Enablement. One of two channel-ready documents that comprise the IBM Solution Bundles for WebSphere Sales Enablement, this guide will serve as your information depot. It contains a directory of key enablement tools, materials and resources needed to support your WebSphere Application Server solution bundles selling efforts. Your feedback about this marketing and sales guide is encouraged. Please send your comments or suggestions to: WebSphere Solution Bundles Enablement.

The IBM commitment to sales enablement has always been stalwart. And now more than ever, IBM can provide greater support with an integrated and cohesive campaign of IBM awareness activities, demand-generation programs and marketing materials. These materials, which include this sales and marketing guide— cover the breadth of IBM technology, WebSphere products, sales and technical support.

The solution bundles consist of a technical implementation guide (IBM WebSphere Application Server Solution Bundles Technical Implementation Guide) and this marketing and sales guide, both of which are specifically designed to generate cross-channel, sales enablement deliver-ables. This set of integrated documents lets IBM sales representatives and IBM Business Partners have direct access to more solutions and solution skills.

Introduction	Using this guide	Solution bundles and whole product marketing	Market opportunities	WebSphere Application Server	Call to action	Other sales and support tools

This guide will serve as your information depot. It contains a directory of key enablement tools, materials and resources needed to support your WebSphere Application Server solution bundles selling efforts.

The solution bundles can help you achieve the following results:

- *Speed the selling process and accelerate implementation, helping to shorten the sales cycle*
- *Help construct solutions that will help you meet your revenue objectives*
- *Improve the quality of configurations with system-assured commitment from IBM (A system-assured solution is a collection of all integrated hardware and software components that have been installed and integrated in a tested environment. This approach provides an excellent starting point for individuals responsible for implementing a total solution).*

The IBM sales enablement strategy is simple: Employ whole product marketing. This means offering your customers all the products and services they need to successfully achieve the business goals that drive their purchasing decisions. Most important, IBM sales enablement brings together the necessary elements to provide a solution that resolves customers' e-business issues, including:

- *Core technology, products and services*
- *The value-add of ongoing support*
- *Third-party products and services*

The goal of the marketing and sales guide is to use this whole product marketing strategy to optimize your productivity—and let you focus on meeting your sales objectives. It also helps you establish a buying vision with your customers instead of searching for sales-support materials and other resources.

The marketing and sales guide is intended for use by IBM Business Partners, IBM WebSphere software sales specialists, sales representatives, software account managers (SAMs) and other IT professionals. Users should have a base knowledge of IBM WebSphere Application Server, Version 4.0, IBM WebSphere Business Integration portfolio (which includes the IBM WebSphere MQ family of products), IBM CrossWorlds® products and IBM DB2® Universal Database™.

IBM WebSphere Application Server Solution Bundles Marketing and Sales Guide

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The IBM sales enablement strategy is simple: Employ whole product marketing.

The objective of this guide is to focus on solutions available for you to sell today. However, brief references are made to WebSphere Application Server, Version 5.0, which was announced in May 2002 and is not yet generally available. Most configurations of WebSphere Application Server are discussed in this guide except IBM WebSphere Application Server for z/OS™. The following configurations will be covered:

Version 4.0

WebSphere Application Server Advanced Single Server Edition
WebSphere Application Server Advanced Edition
WebSphere Application Server Enterprise Edition

Version 5.0

WebSphere Application Server
WebSphere Application Server Enterprise
WebSphere Application Server - Express

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This guide and solution bundles

The goal of the marketing and sales guide is to use this whole product marketing strategy to optimize your productivity—and let you focus on meeting your sales objectives.

Using this guide

The IBM WebSphere Application Server Solution Bundles Marketing and Sales Guide is a combination yellow pages-style directory and quick reference guide that provides a broad over-view of WebSphere software sales and marketing support for all IBM sales channels, including IBM sales representatives and Business Partners. You'll also receive a complete directory of marketing programs, training, educational, support and materials you need to maximize your productivity. And because a high percentage of buying decisions are made by both line-of-business (LOB) and IT professionals, this guide helps you address the issues and needs of these audiences.

This guide contains navigational links and an easy-to-follow roadmap to help you quickly identify and access an extensive range of materials, repositories and resources that you'll need to work with throughout the solution bundles sales cycle, including:

- *Recognizing the market and customer opportunity*
- *Understanding and listening to customer pains*
- *Being prepared to tell the customer "why choose IBM WebSphere software"*
- *Following the call to action*
- *Knowing WebSphere Application Server, Version 4.0 basics*
- *Developing your proposal*
- *Leveraging the enablement components you'll need to engage customers*
- *Leveraging the right contacts*
- *Knowing where to go for sales, technical and services support*
- *Making sure that you're customer-ready by reviewing your solution bundles checklist*

IBM WebSphere Application Server Solution Bundles Marketing and Sales Guide

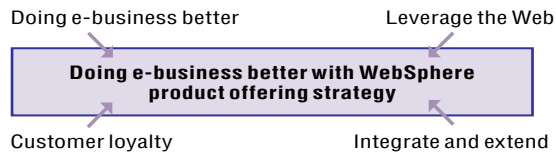| Introduction	Using this guide	Solution bundles and whole product marketing	Market opportunities	WebSphere Application Server	Call to action	Other sales and support tools

This guide and solution bundles

Show your customers how their enterprises can rapidly and efficiently respond and adapt to shifting demands of e-business with WebSphere software.

How this guide fits in with solution bundles

Establishing a solution bundles buying vision with your customers begins by helping them understand that dynamic e-business means adapting business processes and associated systems to support changing strategies and tactics. And, that as their e-business grows, the IT infrastructure that supports it must also grow in speed and complexity. It's also crucial that your dialogue with customers addresses how a WebSphere solution offering can solve business problems from their perspective—not from an IBM perspective.

WebSphere Application Server foundation

Doing e-business better   Leverage the Web

> **Doing e-business better with WebSphere product offering strategy**

Customer loyalty   Integrate and extend

Your next step is to show your customers how their enterprises can rapidly and efficiently respond and adapt to shifting demands of e-business with WebSphere software. And because WebSphere Application Server is the foundation of the WebSphere software platform, moving to this single application-server family provides customers with a single solution that will enable their e-business to have optimum control needed to gain a flexible and scalable infrastructure. The call to action section provides further details about how to drive your customers' interest.

This sales and marketing guide shows you how to streamline and optimize your ability to achieve your sales success story — from identifying the opportunity to closing the sale and implementing the solution.

Marketing and sales guide	Implementation guide
• IBM programs, education and training	• Documented tested environment and configuration
• Seminar solutions	• Software fixes matrix
• Co-marketing opportunities for trading partners	• Sample configurations target platform
• Marketing support	• Performance guidelines
• Technical mentoring	• Installation hints and tips
• Web resources	• Selected scripts
• Enablement components	• Sizing information
• Opportunity analysis	• Education and support structure

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Using the solution bundles approach   Why the solution bundles concept was developed
Solution bundles provide sales and technical education   Customer opportunities

The WebSphere solution bundles concept provides a comprehensive approach to promoting IBM technology and selling IBM products.

Solution bundles and whole product marketing

The WebSphere solution bundles concept provides a comprehensive approach to promoting IBM technology and selling IBM products. It incorporates all the elements your customer needs to achieve the business goal that will drive the purchase decision, including:

- *Design and configuration*
- *Implementation*
- *OEM products plus services and ongoing support*

Using the solution bundles approach

The WebSphere solution bundles methodology gives you a complete reference system to support a working, system-assured solution that can enable rapid implementation and deployment. The methodology includes WebSphere channel-ready documentation (in the form of this marketing and sales guide) and the technical guide.

The marketing and sales guide features a strategic approach to help you discover the right opportunity and to engage your customers to establish a buying vision based on their companies' stage of e-business process development.

The technical guide simplifies planning and implementation of IBM Business Partners and ISV e-business applications that are enabled for WebSphere Application Server. The technical guide lets you review and execute a step-by-step set of instructions, including the setup and configuration of WebSphere Application Server and the design and development of an e-business application deployed on Microsoft® Windows® 2000 and IBM AIX® systems. Additional information about performance guidelines, sizing, education and support is included to help customers better understand and manage their WebSphere software e-business solutions.

Whole product marketing concept

Installing and debugging   Training and support

Best practices   Demos and free sample code

WebSphere whole product marketing concept

System integration trading partners   Recent references by product and industry

Complementary WebSphere Application Server SW   Hardware packages   ISV trading partners

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Using the solution bundles approach   Why the solution bundles concept was developed
Solution bundles provide sales and technical education   Customer opportunities

Why the solution bundle concept was developed

Unlike an offering that requires many components, the solution bundle concept is straightforward but addresses potentially complex business integration issues—and can help shorten the sell cycle. Other offerings can have lengthy sell and implementation cycles, in addition to a shortage of available skills in the channel around this solution. The solution bundle is defined in the following list.

Completely tested detail bundles include:

- *System assured*
- *Part numbers (including non-IBM components)*
- *Base requirements for code levels, program temporary fixes (PTFs) and more*
- *Fulfillment process documented*

WebSphere Application Server tools primary bundles with solution scenarios

- *WebSphere Application Server – Express, Version 5.0*
- *WebSphere Application Server Advanced Edition, Version 4.0*
- *WebSphere Application Server Enterprise Edition, Version 4.0*

Channel-ready documentation

- *Sales and marketing guide*
- *Integration and implementation guide*

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Using the solution bundles approach   Why the solution bundles concept was developed
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2001 Momentum

"The prize for the most impressive growth was IBM... an astronomic increase in WebSphere usage... market dynamics support an increasingly bright future for WebSphere." — **IDC**

Solution bundles provide sales and technical education

Solution bundles generate benefits for IBM customers, IBM Business Partners and IBM

Customer benefits
- System sizing and infrastructure planning is simplified
- Hardware and software system assured by IBM
- Initial basic configuration documented
- Out-of-box experience simplifies overall customer experience

IBM Business Partner benefits
- Complex infrastructure is simplified
- Overall solution options clarified
- Gains additional industry-specific knowledge
- Customer relationship/influencer
- Reduces installation and support costs
- Consistent delivery worldwide base on IBM configurations
- Well-defined hand-off process

IBM benefits
- Simplifies support
- Expands and accelerates channel and market reach
- Shortens sales cycles
- Provides sales with a simplified view of WebSphere offerings

Customer opportunities

WebSphere Application Server is an award-winning IBM product that has been chosen by many large enterprises to implement their complex technology solutions.

IBM is a leader in creation and development of new standards, as well as adoption of emerging industry standards, shown by the early development and adoption of Web services in WebSphere Application Server.

The WebSphere platform strategy is focused on building an ecosystem of complementary products that encompasses WebSphere software and Business Partner products. This strategy allows WebSphere software to capitalize on its strength as a member of the IBM family of products and to use this position to gain vantage points.

The WebSphere software portfolio also provides a global podium that showcases IBM Business Partner products running on the WebSphere platform. With the WebSphere Technology for Developers preview program, ISVs have access to new Java™ 2 Platform, Enterprise Edition (J2EE)-compatible technology faster, and the special developers' licensing terms for WebSphere Application Server has made migration to the WebSphere platform more appealing to ISVs.

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The current server market   Recognizing customer needs, pains and requirements   Identifying your customer's stage of e-business

In 2002 the application-serving market represents a multibillion-dollar opportunity that will continue to increase in 2003.

Market opportunities

WebSphere Application Server provides the infrastructure to view, interact with and update business data through the Internet. The market reflects this demand because throughout 2001 and for most of 2002, it has been primarily application-server based. Vendors are attempting to meet these needs by deploying a variety of technologies. And although application servers have always been used for business integration, the demand for a higher level of integration capabilities has increased significantly in the last two years. Recognizing that business integration is a customers' single most important IT business need today, IBM is responding to companies across all industry sectors to address the need for integration solutions that enable businesses to run more efficiently and emerge financially stronger. Regardless of the integration challenges a company faces, WebSphere software makes real business benefits possible with a comprehensive integration portfolio that will help impact bottom line.

This market category includes application servers ranging from Apache Web Server, Microsoft IIS, BEA WebLogic and WebSphere Application Server Advanced Edition to the most sophisticated products like BEA Tuxedo and WebSphere Application Server Enterprise Edition.

The current server market
In 2002 the application-serving market represents a multibillion-dollar opportunity that will continue to increase in 2003. The Web application-server market continues to present a bright future, and WebSphere Application Server—with its current function and strategic plans—is well positioned to take advantage of that market. For more information about customer testimonials and analysts' quotes from Giga, Gartner, META Group and Forrester, visit the Analyst InSight Web site.

IBM Business Partners can access Analyst InSight through the WebSphere Innovation Connection Web Site. IBM sales representatives can visit the sales and support intranet site.

Many customers have serious integration problems, and they are prepared to invest a considerable amount of money to solve them. In fact, integration has become a top strategic priority; industry analysts indicate that businesses spend nearly 40 percent of their annual IT budgets on integration.

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The current server market   Recognizing customer needs, pains and requirements   Identifying your customer's stage of e-business

Today, customers will spend between seven and nine dollars on integration for every dollar of applications purchased.

A Giga Information Group report from December 2001 indicates that the strongest areas of IT spending in 2002 will include application serving and integration. With WebSphere software, IBM offers a high-end application server and tools foundation that combine application serving and integration into a unified offering that reflects customer-spending patterns.

Today, customers will spend between seven and nine dollars on integration for every dollar of applications purchased. IBM estimates that reusing existing assets rather than developing new ones cuts integration costs by 80 percent.

Potential sales opportunities include customers who:

- See value in a services-oriented architecture to facilitate integration and reuse
- Need strong integration between new J2EE technology-based applications and existing assets
- Plan to build integration-oriented J2EE technology-based applications and who are challenged by competitive and rapidly changing   marketplaces
- Require high levels of flexibility and productivity in leveraging existing IT investments
- Seek leading-edge integration functionality based on J2EE technology
- Require support for large, high-volume and reliable deployments on integration projects

Recognizing customer needs, pains and requirements

The vantage points you gain with solution bundles are obtained by resolving business problems from your customers' solution viewpoint. The strategy is to sell IBM technology that focuses on the whole product concept. Start with the stages of e-business adoption and solution scenarios that map to various customer pains from a business consultative perspective, shown in these figures. It's important to recognize the drivers associated with each stage:

- *e-business transaction*
- *Internal process integration*
- *External process integration*
- *Dynamic e-business*

Stages of e-business adoption

early ▷   integrating ▷   advanced ▷

| 0 Access | I Publish | II Transact | III Integrate Family | IV Integrate Externally | V Adapt Dynamically |

Integrating 15%

Advanced 5%

Early 80%

% of adoption by stages

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The current server market   Recognizing customer needs, pains and requirements   Identifying your customer's stage of e-business

The following table illustrates a quick and easy way to identify customer needs, pains and requirements:

Customer needs	Customer pains	Customer requirements
• To develop, integrate and update applications quickly to stay competitive in a dynamic market. • To have control over infrastructure so that customers can choose how the business will respond to the changing marketplace. • To leverage and integrate previous investments in applications and IT skills. • A productive test and evaluation environment, optimized for developers.	• Application builds take too long, and by the time the build is done, the market requires something else. At that point, the applications become obsolete and don't work well with legacy applications. And as business needs evolve, these applications become difficult to update. • Existing hardware, network and applications were adequate yesterday, but they do not address today's business conditions. • To correct the situation means replacing existing hardware and rewriting applications. By that time the market will have changed. • As soon as employees are thoroughly trained on a vendor's proprietary technology, they can leave. Because those IT skills aren't readily available and the application cannot easily be maintained, the application development cycle has to start all over again. • Identifying the tools a customer needs to develop and test applications is expensive. Many tools make it difficult to develop and test quickly. And many vendors don't allow customers to evaluate the full-function version of their offerings before a customer invests significant dollars in their product.	• To be able to write and deploy applications quickly, before the market changes and renders them obsolete. • These applications need to work with existing applications and those of trading partners, without upsetting any existing business processes. Customers must be able to update those applications as quickly as the market conditions dictate. • To have adaptable and flexible hardware, network and applications that can grow quickly as business conditions change. • To be able to protect, retain and effectively leverage the skilled employee base and the significant investment it represents. • To be able to evaluate, develop and test with integrated tool support and evaluate at low cost on full application server function with integrated tool support.

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The current server market   Recognizing customer needs, pains and requirements   Identifying your customer's stage of e-business

Identifying your customer's stage of e-business

The following scenarios illustrate various techniques to meet the needs of your customers. This figure discusses the drivers to dynamic e-business.

Dynamic e-business

Adapt dynamically
- Asynchronous processes
- Free market of Web Services provides ongoing innovation

External process integration

Execute new business models across Virtual Enterprises
- Boundary spanning information systems across supply chain create business agility
- Improve customer relationships, satisfaction

Internal process Integration

Break down organizational silos
- Integrate applications
- Automate and manage business processes

e-business transactions

Move from paper and fax operations to online transactions
- Reach new markets
- Increase effectiveness of current channels (for example, brick-and-mortar channels)

Scenario 1: Getting started in e-business

This stage applies to customers who are just getting started or who are moving from stage 1 to stage 2 of e-business adoption.

- *WebSphere Application Server – Express, Version 5.0 contains everything your customers need to quickly build and run a dynamic Web site.*
- *WebSphere Application Server will generate immediate return on investment (ROI) by utilizing a customer's existing IT resources and skill base.*

Offering name	Target audience	Audience profile	Core products	Optional products
Getting started in e-business	Primary audience is small to medium-size businesses (SMB) Secondary audience is IT department in large enterprises	(based on e-business stages of adoption) Customers just getting started or customers moving from stage 1 to stage 2 of e-business adoption	(based on frequency in the buying vision) StartNow IBM @server iSeries™ systems IBM WebSphere for @server iSeries Developer Studio and Client Access	(based on customer pains) WebSphere Application Server, Version 5.0 - Express WebSphere Application Server, Version 4.0 Advanced Edition

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The current server market   Recognizing customer needs, pains and requirements   Identifying your customer's stage of e-business

Scenario 2: Dynamic e-business

Used in the phase of e-business adoption, dynamic e-business means building Web applications that include integration to a relational database, which usually requires a single-server environment.

- *WebSphere Application Server is a market-leading J2EE-compatible application server (J2EE 1.2 for Version 4 and J2EE 1.3 for Version 5.0) that delivers the highest quality of service and flexible deployment options.*
- *Customers can improve time-to-value by building new integration-ready applications that leverage their existing software assets.*

Offering name	Target audience	Audience profile	Core products	Optional products
Dynamic e-business	Primary target audience is large and SMB	(based on e-business stages of adoption) Customers and ISVs that need infrastructure upon which to build dynamic and transactional applications (stage 2)	(based on frequency in the buying vision) WebSphere Application Server Advanced Edition IBM WebSphere Studio Application Developer IBM DB2 Universal Database IBM WebSphere Content Manager	(based on customer pains) IBM WebSphere Personalization offering IBM WebSphere Portal offering IBM WebSphere Edge Server IBM WebSphere Site Analyzer

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Scenario 3: A high-volume Web site

The customer's business requirement is to have rapid transactions that are handled and prioritized by usage and type of information needed. The solution should provide a guaranteed response time, regardless of the number of users and usage time period.

- *WebSphere Application Server is an industry-leading J2EE technology-based application server that provides your customer high performance at lowest cost, deploying, integrating and managing highly available e-business applications.*
- *WebSphere Application Server helps you to build customer loyalty and avoid costly downtime by allowing your customers to rely on your business that delivers 24X7 reliability.*

Offering name	Target audience	Audience profile	Core products	Optional products
High-volume Web site	Primary audience is the large enterprise	(based on e-business stages of adoption) Customers in stage 2 through 4 of e-business adoption that require a high-performance, scalable infrastructure	(based on frequency in the buying vision) WebSphere Application Server Advanced Edition, Version 4.0 WebSphere Studio Application Developer DB2 Universal Database IBM WebSphere Edge Server	(based on customer pains) WebSphere Portal WebSphere Personalization offering

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Scenario 4: Enhancing your e-business with Web services

The customer needs integration with back-end systems and application architectures that are required to interact with disparate environments, operating systems and hardware. Leading-edge e-business customers often have this business requirement.

- *WebSphere Application Server is the only J2EE technology-based application server offering a complete Web services solution to deploy, integrate and manage application assets across platforms and application frameworks.*
- *Products and services can get to market faster by quickly designing new applications that are ready to be integrated as Web services, securely leveraging existing internal assets or assets available through trading partners.*

Offering name	Target audience	Audience profile	Core products	Optional products
Enhancing your e-business with Web services	Primary audience is the large enterprise and SMB	(based on e-business stages of adoption) Customers in e-business adoption stages 3 or 4, requiring internal and trading partner applications integration to existing back-end sweetsystems	(based on frequency in the buying vision) WebSphere Application Server Advanced Edition or Enterprise Edition WebSphere Studio Application Developer Integration Edition DB2 Universal Database WebSphere Edge Server	(based on customer pains) IBM Web services IBM MQSeries® Integrator IBM CrossWorlds software WebSphere Host Integration

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Scenario 5: Enterprise modernization and integration

This scenario pertains to the customer's need to integrate existing core business assets with the new J2EE technology-based e-business environment by extending the life of those assets. Accomplished by quickly building new, flexible e-business applications that easily integrate with existing assets such as message-oriented middleware, Common Object Request Broker Architecture (CORBA) assets and Microsoft assets.

You can provide your customer with a richly integrated development environment with WebSphere Studio Application Developer Integration Edition, Version 5.0. Seamlessly integrated with WebSphere Application Server Enterprise, Version 5.0, it provides the ability to build and deploy complex e-business integration applications quickly and easily. WebSphere Studio Application Developer complements key technologies in WebSphere Application Server Enterprise, Version 5.0 and provides:

- *Top-down development that lets an application designer create a skeleton flow that choreographs events in an application without worrying about the underlying implementation*
- *Accelerated development using visual workflow to build and integrate applications*
- *Application interactions and dynamic workflows that are easily composed and choreographed*
- *Reduction in time and complexity normally required to integrate with back-end systems*
- *Reduced development time by taking advantage of the latest innovations in J2EE technology*
- *Simplified development by creating services out of your software components*

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The current server market   Recognizing customer needs, pains and requirements   Identifying your customer's stage of e-business

IBM WebSphere Studio Application Developer Integration Edition for Windows, Version 5.0 accelerates development by using visual workflow to build and integrate your applications. Using Application Developer Integration Edition, you can:

- *Easily compose and choreograph application interactions and dynamic workflows among J2EE components, Web services, existing applications and user interactions*
- *Reduce the time and complexity normally required to integrate with back-end systems by rapidly building JCA technology-based application adapters that make it easy to reuse your existing back-end assets*
- *Simplify development by creating services from your software components and then using intuitive drag-and-drop tools to visually choreograph the flow of information between services without having to change the underlying implementation*
- *Dramatically cut development time by using WebSphere Studio Application Developer Integration Edition in conjunction with WebSphere Application Server Enterprise to take advantage of the latest innovations in J2EE technology, such as transactional coordination and compensation support*

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New features in WebSphere Studio Application Developer Integration Edition, Version 5.0 include:

- *Extended messaging*
- *Application level workflow enhancements*
- *User interaction*
- *Event triggering*
- *Compensation pairs*
- *Visual flow debugger*
- *Improved fault handling*
- *Top-down development*
- *Support for Linux® and Microsoft Windows XP*

WebSphere Application Server Enterprise, Version 5.0 lets your customer's IT team simplify the integration of heterogeneous applications and assets with a powerful integration framework and realize a higher ROI and increased profitability. These offerings allow customers to move their business to the next level of e-business.

Offering name	Target audience	Audience profile	Core products
Enterprise modernization and integration	Primary audience is medium or large enterprise	Extend existing applications to the Web Lack of integration in legacy systems Will use Internet standards to existing back-end systems	(based on frequency in the buying vision) Platform affinity: WebSphere Application Server Enterprise Edition WebSphere Studio Application Developer Integration Edition WebSphere Studio Enterprise Developer IBM z/OS systems with appropriate adapters IBM WebSphere Application Server for @server iSeries™

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Scenario 6: Enhance ROI through improved programmer productivity

This solution offers your customers the flexibility required to compete in the dynamic e-business environment. The business requirement to lower development costs by increased programmer productivity lets their company obtain the same amount of productivity with fewer resources. By writing solutions quicker, customers can adjust to changing e-business market conditions by creating innovative solutions, increasing revenue and getting a higher ROI.

- *WebSphere Application Server Enterprise supports the ability to create new applications with flexible, intra-application flows and patterns that can be changed dynamically.*
- *These capabilities help simplify business processes by rapidly defining them as a sequence of steps that utilize resources and execute directly in applications and organizations. Developers can quickly build, deploy and manage complex, automated business processes.*
- *It lets your customer manage the complexity of building and deploying enterprise applications through visual and logical process-flow capabilities.*

Offering name	Target audience	Audience profile	Core products	Optional products
Enhance ROI through improved programmer productivity	Primary audience is the large and very large enterprise	(based on e-business stages of adoption) Customers in stages 3 and 4 of e-business adoption who need to realize high ROI, with constrained development budget	(based on frequency in the buying vision) WebSphere Application Server Advanced Edition or WebSphere Application Server Enterprise Edition	(based on customer pains) WebSphere Studio Application Developer and WebSphere Studio Application Developer Integration Edition

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The current server market   Recognizing customer needs, pains and requirements   Identifying your customer's stage of e-business

"We achieved a full B2B integration at Hewitt using advanced open standards technologies running on Websphere Application Server. And we did it under five months. We estimate it would have doubles the content time involved if we had built all the pieces from scratch."

—Tim Hilgenberg, Chief Technology Strategist, Business Logic Corp

Scenario 7: Accelerating enterprise application development

Building sophisticated enterprise applications in today's business environment is demanding – requiring major resources to design, build and maintain them. The business logic underlying these applications introduces an unprecedented level of technical complexity to the development process. If you can accelerate and simplify the way business logic for enterprise applications is developed, managed and maintained, keeping up with the rapid speed of dynamic e-business is easier and less expensive.

Offering name	Target audience	Audience profile	Core products	Optional products
Accelerating enterprise application development	Primary audience is medium or large enterprise	(based on e-business stages of adoption) Customers moving from stage 2 to stage 3 of e-business adoption	(based on frequency in the buying vision) Versata Logic Suite (consisting of Versata Logic Studio, a development tool and Versata Logic Server) WebSphere Application Server Advanced Edition	(based on customer pains) WebSphere Studio Application Developer WebSphere Studio Application Developer Integration Edition WebSphere MQSeries Integrator MQSeries Workflow

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As the foundation of the WebSphere software platform, WebSphere Application Server provides the core software to deploy, integrate and manage dynamic e-business applications.

WebSphere Application Server

As the foundation of the WebSphere software platform, WebSphere Application Server provides the core software to deploy, integrate and manage dynamic e-business applications. Specialized configuration options are also available, offering control and flexibility to businesses to choose how their infrastructure will respond to the dynamic marketplace.

WebSphere Application Server Advanced Edition, Version 4.0 configurations

WebSphere Application Server Advanced Edition, Version 4.0 is a premier transactional application server. It provides all the database and back-end integration, security and performance capabilities — like workload management and clustering — needed to support mission-critical e-business applications, including commerce, self-service and supply chain integration solutions.

WebSphere Application Server Advanced Edition enables companies to build, run and manage e-business applications incorporating the latest J2EE and Web services technologies. It is intended for customers who need to build highly transactional, manageable, available and scalable applications that offer distributed security and remote administration.

WebSphere Application Server Advanced Edition is a fully customizable multiserver administration configuration aimed at professional Java developers who require functionality based on J2EE and Web services technology. This is the core application server product from IBM and fits most enterprise usage scenarios.

WebSphere Application Server Advanced Edition provides two additional packaging options:

- *IBM WebSphere Application Server Advanced Single Server Edition, Version 4.0*
- *IBM WebSphere Application Server Advanced Developer Edition, Version 4.0*

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WebSphere Application Server Advanced Single Server Edition, Version 4.0

This is a single server configuration that provides J2EE and Web services functionality in a single runtime process. This configuration is appropriate for businesses that need to build standalone or departmental applications that are transaction- or message-oriented and don't require failure bypass, workload distribution or remote administration.

Ideal for a single department, this configuration:

- *Installs quickly and easily, with no database prerequisites*
- *Features a browser-based administrative console to enable easy installation and management of single-server usage scenarios, including development, staging and standalone department solutions*
- *Is limited to a single machine and cannot be used on separate servers beyond the single machine*

WebSphere Application Server Advanced Developer Edition, Version 4.0

WebSphere Application Server Advanced Developer Edition, Version 4.0 extends the WebSphere Application Server family of products with a low-priced configuration to meet the needs of individual e-business developers. It is functionally equivalent to WebSphere Application Server Advanced Single Server Edition, Version 4.0 except its license agreement excludes production usage. It can be used for internal evaluation and for development, demonstration and testing of applications only. Although it cannot be used for production purposes, applications developed with Advanced Developer Edition can be deployed with WebSphere Application Server Advanced Single Server Edition, Version 4.0.

WebSphere Application Server Advanced Developer Edition, Version 4.0 is available for order with software maintenance, including subscription and support through the IBM Passport Advantage program. It is also available for download at no charge with 6 months' usage and 60-day online support.

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WebSphere Application Server Enterprise Edition, Version 4.1

WebSphere Application Server Enterprise Edition, Version 4.1 builds on capabilities of WebSphere Application Server Advanced Edition, Version 4.0 to meet the sophisticated and demanding e-business needs of enterprise-class customers and IBM Business Partners.

- *WebSphere Application Server Enterprise Edition, Version 4.1 provides world-class infrastructure software that enables the creation of flexible and adaptable e-business applications.*
- *WebSphere Application Server Enterprise Edition offers leading-edge Web services and J2EE programming model extensions that speed application development and deliver the application flexibility necessary to stay competitive in a dynamic business environment. In addition, WebSphere Application Server Enterprise Edition provides sophisticated integration capabilities, enabling messaging to seamlessly connect multiple applications and adapt existing Microsoft, C++ and CORBA assets for use within the J2EE technology-based application server environment.*

WebSphere Application Server Version 4.1 Enterprise Edition seamlessly integrates with WebSphere Studio Application Developer Integration Edition, Version 4.1 offering exceptional gains in programmer productivity. WebSphere Studio Application Developer Integration Edition, Version 4.1 enables Java developers to build application adapters quickly and easily, providing access to existing enterprise applications from a J2EE technology-based application with robust wizards and graphical tools. WebSphere Application Server is also the leader in lowest total cost of ownership (TCO).

WebSphere Application Server Advanced Edition, Version 4.0 includes:

- *Powerful Web services for interoperability and business-to-business (B2B) applications*
- *A rich set of open standards-based implementations and virtually any-to-any connectivity with transaction management and application adaptability*
- *Specialized configuration options that allow customers to choose how they want their infrastructure to respond to the dynamic marketplace*

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The two most important influencers for application servers are developers and ISVs.

WebSphere Application Server Advanced Edition, Version 4.0 is a single-server configuration. It provides functionality based on J2EE and Web services technology in a single runtime process. This works for businesses that need to build standalone or departmental applications that are transaction-message-oriented and do not require failure bypass, workload distribution or remote administration.

Well suited for a single department, this configuration installs quickly and easily with no database prerequisites. It features a browser-based administrative console to enable easy installation and management of single-server usage scenarios, including development, staging and standalone department solutions. It is limited to a single machine and cannot be used on separate servers beyond the single machine.

Recognizing influencers in the server market

The two most important influencers for application servers are developers and ISVs. Developers are leading influencers that can impact your customer's buying decision. And although development based on J2EE technology is not the leading platform, 35 percent of the developer community currently uses it. The remaining developers use the less sophisticated JavaScript language, and overall adoption rate of development based on Java technology continues to grow.

When a company has developers who are proficient in a specific technology, they tend to rely on current skills based on that technology because it is familiar. Consequently, if the developers are accustomed to using tools and application servers from a competitive brand, the customer tends to buy products from that vendor. So it is common to find developers making recommendations during a company's product evaluations. Clearly, the platform being used by most developers wins the most number of sales.

If your customer does not currently have an IT team experienced with Java technology and is unable to obtain or can't afford the skill level required through outsourcing, you can surmise that WebSphere software (or any other Java technology-based product) will not be purchased. However, the recent announcement of WebSphere Application Server – Express, Version 5.0 specifically addresses this scenario. It is an entry-level offering that provides e-business development based on Java technology but is geared toward non-Java developers. The WebSphere Application Server - Express also demonstrates to the customer the ease of use that is characteristic of the WebSphere product portfolio.

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ISVs are prominent as the other key influencer within businesses. These companies typically produce end-user applications to be used in multiple customer situations. The ISV is often a solution provider whose applications are not branded or sold as a packaged application. And because businesses typically focus on application software when looking to increase its Web presence, this group can exert considerable influence over the customer.

With the evaluation downloads and a developers' license available at no charge, WebSphere software is working to nurture both developer and ISV communities. With the December 2001 release of WebSphere Technology for Developers (a preview of WebSphere Application Server, Version 5.0), IBM WebSphere Application Server became the first major application server to be recognized as compatible with J2EE 1.3 technology. This gives an ISV the necessary time to start building applications to the new standards – one of their biggest needs.

Using key differentiators to sell WebSphere Application Server

IBM has enhanced the overall WebSphere software foundation with new technology capabilities promoted in WebSphere Application Server, Version 4.0, including:

- *Full Web services support Simple Object Access Protocol (SOAP), Universal Description, Discovery and Integration (UDDI), Web Services Description Language (WSDL), (XML) and J2EE 1.2 technology-certified including robust integration and transaction technology*
- *Unparalleled connectivity including J2EE Connector Architecture (JCA), CORBA, ActiveX and expanded database support*
- *Message Beans and Java Messaging Service (JMS) Listener function to complement existing JMS and XA support*
- *Enterprise JavaBeans (EJB) extensions – Internationalization, Business Rules and Process Flow Intelligent adjustments to client locales for time zone, currency, language and other cultural parameters*
- *Dynamic updates without recoding when business practices change*
- *Agile and adaptable business process flows through BPBeans technology review*
- *Dynamic caching, enhanced security, improved manageability and increased performance*

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Now your customers can collect and analyze data to develop business intelligence that provides valuable information about how to proactively improve and maximize their e-business infrastructure.

Understanding the role of Tivoli products

Now is the time to look at technology in a different way—from a business perspective. Today's e-businesses face an assortment of new challenges — growing data volume, an increasing number of transactions, a need for more comprehensive privacy and security, and increasingly complex IT infrastructures.

While managing these challenges, a systems management infrastructure generates data on resources, usage trends, capacity and outages. This data allows your customers to react quickly to IT management challenges. Now your customers can collect and analyze data to develop business intelligence that provides valuable information about how to proactively improve and maximize their e-business infrastructure. Because this infrastructure determines a company's performance, it is imperative to understand how complete control is managed over every element of the infrastructure, including setting thresholds and implementing proactive methodologies to address overall system performance before critical system outages occur. Only then can a company get the most from its IT resources.

In order to simplify management—and enable proactive management—IBM has developed new Tivoli® software products and consolidated its current offerings. (Note that Tivoli products referenced in this document are specific to WebSphere Application Server solutions.) The new IBM Tivoli product portfolio helps determine how an e-business infrastructure is performing. It is designed to help your customer:

- *Simplify the complexity of management*
- *Move from reactive to proactive management*
- *Align IT with business processes*

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Tivoli product portfolio

Tivoli configuration and operations products provide efficiency through role-based configuration that helps you:

- *Reduce costs*
- *Gain automated control*
- *Improve efficiencies*

Configuration and Operations products include:

- *IBM Tivoli Configuration Manager*
- *IBM Tivoli Remote Control*
- *IBM Tivoli Workload Scheduler*
- *IBM Tivoli Workload Scheduler for z/OS*
- *IBM Tivoli Workload Scheduler for Applications*

Tivoli security products help your e-business with security by mitigating risks, consistently enforcing policies and reducing administration costs.

Security products include:

- *IBM Tivoli Access Manager for e-business*
- *IBM Tivoli Access Manager for Business Integration*
- *IBM Tivoli Access Manager for Operating Systems*
- *Tivoli Identity Manager*
- *Tivoli Risk Manager*

Tivoli performance and availability products help ensure IT availability with integrated best practices for rapid ROI and predictive service-level management that improves ROI.

Performance and Availability products include:

- *IBM Tivoli Business Systems Manager*
- *IBM Tivoli Business Systems Manager for z/OS*

- *IBM Tivoli Enterprise Console*
- *IBM Tivoli Management Solution for Exchange*
- *IBM Tivoli Management Solution for Microsoft SQL*
- *IBM Tivoli Manager for Exchange*
- *IBM Tivoli Manager for Microsoft SQL*
- *IBM Tivoli Manager for Sybase*

Tivoli storage products provide continuance through policy-based automation with products that backup and recover information, help ensure business continuity and accelerate ROI and simplify storage management.

Storage products include:

- *IBM Tivoli Storage Manager*
- *IBM Tivoli Storage Manager Enterprise Edition*
- *IBM Tivoli Storage Manager for Application Servers*
- *IBM Tivoli Storage Manager for Databases*
- *IBM Tivoli Storage Manager for Enterprise Resource Planning*
- *IBM Tivoli Storage Manager for Hardware*
- *IBM Tivoli Storage Manager for Mail*

IBM Tivoli Monitoring for Web Infrastructure (formerly Tivoli Manager for WebSphere Application Server) provides a single point of control to enable IT organizations to assess the health of the key elements of a Web-based environment.

- *Helps identify problems and alert appropriate personnel*
- *Offers a means for automated problem correction*
- *Provides a real-time view of performance health and feeds a common data warehouse for historical reporting and analysis*

For more information about Tivoli Monitoring for Web Infrastructure, visit:
www.tivoli.com/products/index/monitor-web/

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IBM Tivoli Storage Manager for Application Servers (formerly Tivoli Data Protection for WebSphere Application Server, Version 1.1) protects the infrastructure and application data.

- *Improves the availability of WebSphere Application Server*
- *Provides reproducible and automated online backup of a WebSphere Application Server environment, including the administration database (DB2 Universal Database), configuration data and deployed application program files*

For more information about IBM Tivoli Storage Manager for Application Servers, visit:
www.tivoli.com/products/index/storage-mgr-app-servers/

IBM Tivoli Access Manager for Business Integration (formerly Tivoli Policy Director for MQSeries) is a comprehensive security solution for IBM WebSphere MQ family of products.

- *Provides transparent access control services to restrict which applications can open an IBM MQSeries resource, input or get messages on specific queues*

For more information about IBM Tivoli Access Manager for Business Integration, visit:
www.tivoli.com/products/index/access-mgr-bus-integration

IBM Tivoli Access Manager for e-business is a policy-based access control solution for e-business and enterprise applications.

- *Helps companies by reducing deployment time and cost for new e-business applications*

For more information about IBM Tivoli Access Manager for e-business, visit:
www.tivoli.com/products/index/access-mgr-e-bus/

IBM Tivoli Web Site Analyzer is an enterprise-level Web analytics tool (formed by combining Tivoli Web Services Analyzer and IBM WebSphere Site Analyzer) that transforms random Web data into valuable e-business intelligence. It provides a clear picture of the overall health and integrity of the e-business infrastructure supporting business outcome management.

For more information about IBM Tivoli Web Site Analyzer, visit:
www.tivoli.com/products/index/web-site-analyzer/

For more information about Tivoli products, visit:
www.tivoli.com/products

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You can jump-start a relationship with customers or prospects by exploiting the WebSphere software sales enablement components.

Call to action

The following sections provide a roadmap of the basic steps and resources to support your sales activities.

Basic steps

Use the marketing and sales guide to:

- *Understand your target audience*
- *Identify where your customers are in the e-business adoption curve and their drivers*
- *Qualify the revenue opportunity*
- *Gather the enablement components needed*
- *Access and use WebSphere software resources to support your sales activities*

Know the whole product concept

This concept lets you develop a sales strategy to drive the purchasing decision based on customer needs, existing resources and developer skills to provide a solution that delivers:

- *Consultation*
- *Design and configuration*
- *Implementation*
- *OEM products with services and support*

You can jump-start a relationship with customers or prospects by exploiting the WebSphere software sales enablement components, such as scripted sales presentations, ROI tools, executive assessment, marketing materials and measurable customer references.

Take advantage of available tools and resources to demonstrate how WebSphere Application Server, Version 4.0 enables businesses to utilize a comprehensive software platform to improve time-to-value that allows new integration-ready applications to leverage existing software assets.

Engage the experts, including worldwide sales and technical sales teams for demonstrations and in-depth discussions.

All IBM sales representatives need to remember that all opportunities go to OMSYS.

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Plan your sales strategy

Your sales strategy should include the following:

- *Begin with CIO, CTO, lead architect or senior developer who can influence projects and buying decisions*
- *Listen for a commitment to J2EE technology*
- *Respond to customer needs and pains related to resources, skills, disparate systems, high integration costs and development of new applications and tools*
- *Listen for delays and slow rollouts of new applications, poor turnaround on change requests and high backlogs of change requests*
- *Listen for disconnects and breaks between development and deployment*
- *Listen for weakness in the infrastructure (security, reliability, scale, performance, availability, manageability)*
- *Bring in experienced help, including the worldwide sales and technical sales teams for demonstrations and more detailed discussions*

Be ready to:

- *Respond to line-of-business professionals (LOBs) who need to rapidly deliver new business services to clients and must respond to change and manage business policies externally*
- *Work with CIOs and chief architects to identify possible Java technology-based projects that require integration with existing assets in a reliable and cost-effective manner*
- *Look for development organizations that are either committed or considering Web services technology at a strategic level*
- *Target development managers who need to achieve higher levels of productivity and quality in the rollout of new applications*

Questions to ask your prospect

Formulate questions that are geared toward your audience, which will range from business to technical decision makers and influencers. Be sure that the responses map to your sales strategy:

- *Does your customer need the ability to quickly develop and integrate applications that can respond to constantly changing market conditions?*
- *Do they want to gain control over their infrastructure and ensure that their hardware, network and applications can address business conditions beyond today?*
- *Do they need to organize their business model around reusable and accessible services?*
- *Do they need to integrate existing assets with applications based on new J2EE technology?*
- *Do they need to reduce IT costs and achieve greater productivity with few resources?*
- *Do they need to develop J2EE technology-based applications faster than their competitors?*
- *Do they need to support large deployments with exceptional throughput and manageability?*
- *Do they want to build and sustain customer loyalty with a business system that promotes reliability 24X7?*

The elevator pitch: Why your customer should choose IBM WebSphere Application Server

You should target the line-of-business or CIO decision maker by discussing the following points:

- *The foundation of any e-business is the ability to provide a competitive advantage that faciltates fast and efficient responses.*
- *WebSphere Application Server, Version 4.0 delivers a dynamic e-business environment that allows applications to be moved to more capable platforms or added to an existing infrastructure. Plus, it can provide the right capabilities and functions based on the customer's unique business needs.*

An investment in WebSphere software is an investment in smart technology, which is key to e-business success that helps companies endorse:

- *People efficiency. Automatic tuning and allocation of resources, self-healing systems*
- *Systems efficiency. Ability to prioritize and run mixed workloads*
- *Cost of downtime reduced. Avoidance of errors, automatic recovery from errors that occur and nondisruptive change*
- *Service delivery cost. Just-in-time, granular upgrades*
- *Open standards support. WebSphere Application Server Version 4.0 also provides dynamic e-business by leading the marketplace in supporting industry open standards with integrated support for key Web services open standards. It is a leading production-ready Web application server for the deployment of enterprise Web services solutions.*

Get the customer to focus on the following facts:

IBM's high-end application server and tools will work to reduce operating costs, improve customer loyalty and increase adaptability by accelerating the company's response to changes in the marketplace.

And, with unsurpassed reliability, your customer will be able to grow their business, without disruptions to service or security, while enhancing business initiatives. This result can be achieved with applications that can be quickly molded to meet market needs, so that at the end of the day, you will:

- *Head in new business directions, launch new service offerings and implement key strategies*
- *Be well prepared to reach new markets across multiple geographies while integrating existing assets that work seamlessly together to deliver new services at a lower cost*

Target your IT audience, developers and key influencers by highlighting the following points:

- *WebSphere Application Server offers a service-oriented architecture that allows any software resource to be viewed through the lens of a business service interface.*
- *It facilitates rapid assembly for new applications leads to high levels of consistency and provides increased leverage of existing investments.*

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- *While creating new services, WebSphere Application Server can also choreograph those services that involve both components and people, and automate business policy management. WebSphere Application Server provides advanced Web services monitoring and management in addition to advanced transactions, messaging and query capability.*

- *WebSphere Application Server provides a single application family that features flexible configuration options. The customer can optimize their IT investment to promote a scalable e-business application deployment environment that can grow with the business to support a complete set of application services.*

- *WebSphere Application Server delivers support for long-running background processes, internationalization support and optimized access to data sources. It offers industry-leading performance and availability features for dynamic distributed configurations.*

- *Beyond these technical benefits, WebSphere Application Server will give the customer real business benefits by helping the company to reduce costs, build customer loyalty and respond quickly to change.*

- *With WebSphere Application Server Solution Bundles, IBM helps you implement and integrate an IBM WebSphere Application Server.*

Getting help with sales proposals

IBM offers several programs to help sales representatives and Business Partners create highly effective sales proposals.

IBM sales representatives: Using Quick Proposal Process (QPP)

Americas Techline is promoting a new process that delivers quick proposal support in the U.S. and Canada. The Quick Proposal Process (QPP) can support your sales opportunities by promptly providing a professional ready-to-use proposal that you can use to document the preliminary solution and value statement specified in the Signature Selling Method (SSM).

QPP will complete at least 80 percent of the final document needed to present to your customer. Whether you need to tailor a cover letter, customize information about solution components or on pricing, the content document for the text is available in a proposal. Any text requiring additional customization is highlighted in red in the content document.

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QUICK TIP

Round-table discussions are an ideal way to boost customer loyalty. Invite your customers to an informal seminar—open the door for them to provide suggestions and feedback about your services and solutions.

To access a complete listing of supported proposals, visit Americas Techline.

Using Solution Assurance Review

A Solution Assurance Review (SAR) should be performed for all IBM solutions, with the SAR level (self, peer or expert) matching the complexity of the solution. A simple solution may require only a self-review, but a more complex solution involving customer environment risk, for example, may necessitate an expert-level SAR. The expert-level SAR is usually facilitated by an IBM Quality Assurance representative and a team of technical experts.

IBM sales representatives please visit SAR.

Other IBM sales enablement programs

IBM provides its sales representatives and Business Partners with a rich set of comprehensive programs designed to drive the successful provision of value and satisfaction to their customers in selling, implementing and supporting IBM WebSphere solutions.

Seminars in a box

Planning a seminar or event? You may want to consider seminar in a box (SIB). Not only is the SIB program a proven tactic for creating awareness and interest in WebSphere software and your products and services, it can also strengthen existing relationships with customers and open the door with new prospects. PartnerWorld for Software provides you with all the materials and tools needed to conduct a successful seminar, including:

- *Customizable PowerPoint /Freelance presentation with corresponding script*
- *Audience profile*
- *Customizable invitation letter*
- *IBM collateral and white papers for handout materials*
- *Executive assessment Business Partner and customer brochures*

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Other sales enablement programs   IBM Business Partner support   WebSphere training and technical support
Redbooks, Redpieces, Redpapers and white papers   Product sales kits   Sales collateral resources   Presentations   Tutorials   Customer success stories

WebSphere Application Server and WebSphere Studio seminar

Positioned from a business consultative perspective, the WebSphere Application Server and WebSphere Studio seminar addresses current e-business technology issues. It will enable you to articulate the reasons that a broad platform built on open industry standards is not only required, but also strategic in achieving e-business success. The seminar also covers how companies can get started in e-business by building on current IT investments. Attendees will have the opportunity to learn about:

- *The stages of e-business adoption*
- *How IBM WebSphere Application Server and WebSphere Studio address their pains*
- *How they can get the best value out of their IT investment to drive ROI*

WebSphere Application Server and WebSphere Studio seminar

This seminar targets all industries from high and medium to larger SMB accounts, as well as large enterprise departmental entities. Customers in this space want to learn from a business consultative perspective about how to start or enhance a Web presence, simply and easily – and generate immediate business value.

To download seminar materials, visit:

ibm.com/partnerworld/software/zone

(Click on Marketing and Sales Support, Co-marketing Program, Co-marketing Program Opportunities for Business Partners and Seminar Solutions.)

IBM sales reps can download the WebSphere Application Server and WebSphere Studio seminar by visiting:

ibm.com/partnerworld/software/zone

(Click on Marketing and Sales support, Marketing tools, Software Marketing and Sales information.)

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IBM Business Partner support

As an IBM Business Partner, you're in a unique position to put the IBM brand and its many resources to work for you.

IBM PartnerWorld for Software

One of the resources available to Business Partners is IBM PartnerWorld® for Software (PWSW) and introduces members to a wide variety of benefits to support their WebSphere software marketing and sales endeavors. PWSW can help equip you with the tools needed to plan and implement a successful marketing campaign that will fuel demand generation, resulting in valued sales leads and increasing bottom-line results.

This program works by combining online marketing tools, additional marketing content and resources, and co-funding support—everything you need to successfully sell IBM software products and solutions.

The first step is to get the sales tools and product knowledge you need. Next you need to learn how to qualify for co-marketing funds. Co-marketing is an excellent way to extend your marketing relationship with IBM and benefit from a range of marketing tools designed to offer partners ease of use, choice and opportunity to gain co-funding from IBM.

To access marketing and sales support, click on Business Partner Zone, marketing and sales support on left navigation bar, Co-marketing Program and Co-marketing Program Opportunities for Business Partners.

And PartnerWorld for Developers focuses on providing benefits to commercial software developers without cost or obligation. Membership is also required for access to specific content areas on this site.

For more information about PartnerWorld for Software, visit:

ibm.com/partnerworld

For more information about PartnerWorld for Developers, visit:

ibm.com/partnerworld

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WebSphere Innovation Connection Online

The WebSphere Innovation Connection Online (WIC) brings together and promotes a consortium of resources that delivers comprehensive support to IBM Business Partners. It is designed to provide Business Partners access to a rich compilation of materials, tools, information and repositories that can help in marketing WebSphere Application Server Solution Bundles. The objective of this site is to enhance the WebSphere software marketing, sales and technical skills of IBM Business Partners while facilitating Business Partner investment and accelerating their ROI. Business Partners can easily access information that provides complete coverage across the WebSphere family of products portfolio.

Information, materials and resources in support of WebSphere Application Server are classified according to topic. The following shows some of the key sections:

- *Sales Enablement.* Covers areas such as competitive guides, Signature Selling Resource (SSR), e-business Advisor, launch kits, test drive and demo info and WebSphere software news flashes. Password-protected through the Business Partner's existing PartnerWorld for Developers or Software password.

- *Education.* Delivers a view of WebSphere software education offerings and news for Business Partners. Content includes WebSphere 201 session audio replays, WebSphere 101 classes replay, online tutorials, certification guide and more.

- *Technical resources.* Provides a consolidated view of Business Partner technical support that includes Technical Enablement news, Redbooks and quick links to PartnerWorld support, in addition to WebSphere Developer and domain and developer links.

- *Co-Marketing with WebSphere software.* Offers a single point of entry that allows Business Partners to access an extensive array of marketing resources and tools. Content includes co-marketing opportunities, tools, media kits, cooperative Web site, collateral —and more—to drive Business Partner success in the marketplace.

- *Demand generation.* Showcases customizable collateral and campaign materials.

- *Connect with Business Partners.* Promotes WebSphere software and Business Partner solutions and services.

- *Solution finder.* Provides a point of entry for customers who are specifically interested in Business Partner and WebSphere software solutions.

- *Cooperative IBM Business Partner Internet and intranet pages.* Allows Business Partners to easily subscribe to IBM news channels to generate a dedicated WebSphere software page on their Web site.

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For more information about WebSphere Innovation Connection Online, visit:

ibm.com/websphere/partners

Click on the Sales or Marketing link to go to the Sales Enablement Zone, where a variety of support tools is available to help you leverage and develop a go-to-market plan, sales proposal or other sales tools you may need to assist you with this solutions offering. In some instances PartnerWorld membership is required to enter a specific zone.

WebSphere Application Server education and training

To obtain information about education and training for WebSphere Application Servers, visit:

www-3.ibm.com/services/learning

Refer to the Learning Services education roadmaps for recommended educational resources – including traditional classroom curriculums and online classes.

Sales and Technical Enablement Workshops (STEWs)

Offers materials on WebSphere Application Server education sessions at WebSphere Developer Domain (WSDD).

For more information, visit:

www7b.boulder.ibm.com/wsdd/

For more information, IBM developers should visit:

submit.boulder.ibm.com/wsdd

WebSphere University 101 for IBM Business Partners

The cornerstone of sales education for IBM Business Partners, WebSphere Sales University introduces you to the IBM WebSphere software platform product portfolio at a high level, addressing:

- *How to formulate a winning strategy and successful implementation*
- *How WebSphere software products perform together*
- *How to beat the competition*
- *How to increase revenue by harnessing the strength of IBM*

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For more than two days you will learn a pragmatic and proven approach to selling individual products and solutions that are integral components of the WebSphere software platform. The focus of this curriculum is:

- *Uncovering revenue-making opportunities in your territory*
- *Understanding the typical WebSphere software sales scenarios*
- *Learning how to move your deals successfully through the sales cycle*
- *Understanding individual product benefits, competitive differentiators, pricing, sales resources and WebSphere software customer success stories*

To ensure your success, a segment of this curriculum is dedicated to help you learn effective techniques how to work with IBM, sell WebSphere software solutions and leverage additional sales opportunities on the WebSphere software platform through new solution offerings.

IBM e-business University Online for IBM sales representatives

As part of the IBM e-business university (eBU) education curriculum, this distance-learning program provides educational resources focused on software sales, technical and marketing topics. Its objective is to provide IBM sales representatives with the most current knowledge of software product offerings and solutions to build upon critical software skills. The information is delivered using a technology called Web Lecture Service (WLS) that promotes a series of narrated presentations from the intranet to your Web browser. This program also offers complementary lectures conducted in traditional classroom settings with hands-on training for both sales and technical audience.

WebSphere Application Server education modules include:

- *Introduction to the WebSphere Development Platform*
- *Introduction to WebSphere Application Server Enterprise Edition*
- *WebSphere Application Server, Version 4.0 skill transfer*
- *Overall messaging and positioning*

For more information visit eBU Online.

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eBU on Wheels

eBU on Wheels, an extension to e-business University 2002, was launched in 26 cities across the U.S., Latin America and Canada in April 2002, concluding in June of 2002. The goal of eBU on Wheels was to customize this software group cross-brand educational experience and bring it to IBM teams, extending this unique educational opportunity to our Business Partner community.

For more information, visit eBU on Wheels.

For more information, visit WebSphere 101 Sales University.

For more information, visit WebSphere 201 Sales University.

For more information, visit eBU Online.

WebSphere Training and Technical Enablement Services Education

WebSphere Training and Technical Enablement Services Education (formerly known as AIM Services Education) is part of the IBM Software Group and provides training and technical enablement skills on IBM software products. For more information about WebSphere Application Server administration and programming curriculums, visit:

www-3.ibm.com/software/ad/aimclasses/

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Redbooks, Redpieces, Redpapers and white papers

These resources provide you with valuable technical information. IBM Redbooks™ are named for their red covers and are "how to" books written by experienced IBMers, IBM Business Partners and IBM customers from around the world.

Redpieces are essentially Redbooks under development. The goal is to make information available faster than with the formal publishing process. When complete, these works will be published as Redbooks.

Redpapers are smaller technical documents about a specific topic. Redpieces and Redpapers are available only on the Web. For more information about Redbooks and companion documents, visit:

www.Redbooks.ibm.com/

To order WebSphere Version 4 Application Development Handbook, visit:

www.Redbooks.ibm.com/

To order other Redbooks, Redpieces, Redpapers and white papers, visit the following Web sites.

- *To access IBM Redbooks on CD, visit:*
  http://publib-b.boulder.ibm.com/Redbooks.nsf/cdroms/
- *To access IBM Redpieces index, visit:*
  http://publib-b.boulder.ibm.com/Redbooks.nsf/redpieces/
- *To access IBM Redpapers index, visit:*
  http://publib-b.boulder.ibm.com/Redbooks.nsf/redpapers/

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WebSphere product sales kits

These online sales kits focus on a specific WebSphere software product, offering or solution. They are continually updated with information and ready-to-use sales and marketing materials that you will need and are housed in a centralized repository referred to as the Software Marketing Information database (SMI). You will want to use the IBM WebSphere Application Server Advanced Edition, Version 4.0 and IBM WebSphere Application Server Enterprise Edition, Version 4.0 kits.

To access the sales kits, IBM sales representatives should visit:

w3.ibm.com/software/websphere

IBM Business Partners can access these kits by visiting the WebSphere Innovation Connection Online site in the Sales Enablement Zone or by visiting:

ibm.com/software/info1/websphere

Sales collateral resources

Take advantage of WebSphere Application Server collateral and sales materials to foster your customer's understanding about the inherent value of WebSphere Application Server solution bundles. You can help them build a vision of how the WebSphere family of offerings can help them progress efficiently and cost effectively to the next stage of e-business adoption to speed ROI.

For collateral housed in a product sales kit, IBM Business Partners please visit WebSphere Innovation Connection Online at:

ibm.com/websphere/partners

IBM sales representatives, please visit WebSphere Sales and Support:

w3.ibm.com/software/sales

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The following chart shows specific collateral pieces that map to target audience, objective, SSM stage and their locations.

Collateral	Target audience	Objective	SSM*stage	Source
• WebSphere Application Server Advanced Edition, Version 4 spec sheet	• IT professionals	• Product information	• Develop solutions	• WebSphere Application Server Advanced Edition, Version 4.0 product sales kit
• WebSphere Application Server Enterprise Edition, Version 4.1 spec sheet	• IT professionals	• Product information	• Develop solutions	• WebSphere Application Server Enterprise Edition, Version 4.1 product sales kit
• WebSphere Application Server for z/OS and OS/390, Version 4.0.1 spec sheet	• IT professionals	• Product information	• Develop solutions	• WebSphere Application Server for z/OS and OS/390, Version 4.0.1 product
• WebSphere Application Server and Tools Family brochure: "Build your business on a solid foundation with robust tools"	• IT management	• Knowledge about solution	• Develop sales plan	• WebSphere Application Server Advanced Edition, Version 4.0
• WebSphere Application Server, Version 5.0 flyer: "Expand your business opportunities and productivity"	• IT management and professionals	• Knowledge about solution	• Develop sales plan	• Visit the WebSphere Application Server brand site at: www.3.ibm.com/ software/ webservers/apserv/ appserv_vs.htm.1

* Signature Selling Method   (Continued)

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(Continued)

Collateral	Target audience	Objective	SSM˙stage	Source
• WebSphere Application Server Enterprise Edition white paper "Delivering new business value to the enterprise on a J2EE and Web services base"	• IT professionals and architects who evaluate and develop infrastructures for e-business	• Knowledge about solution	• Buying vision and qualify opportunity	• WebSphere Application Server Enterprise Edition, Version 4.1
• WebSphere Application Server, Version 4.0 white paper "Integrating data and transactions for agile e-business"	• IT professional and architects who evaluate and develop infrastructures for e-business	• Knowledge about solution	• Buying vision and qualify opportunity	• WebSphere Application Server Advanced Edition, Version 4.0 product sales kit
• "Supporting Open Standards for Web services and the J2EE platform" white paper	• IT professionals selecting a Web application platform	• Knowledge	• Buying vision and qualify opportunity	• WebSphere Application Server Advanced Edition product sales kit
• WebSphere Application Server white paper "Schwab puts growth plan to the test"	• IT professionals interested in application serving in large, enterprise environments with a focus on scaling and performance	• Knowledge	• Buying vision and qualify opportunity	• WebSphere Application Server Advanced Edition product sales kit
• WebSphere Application Server white paper "Using a Web application server to provide flexible and scalable e-business solutions"	• IT professionals	• Knowledge	• Buying vision and qualify opportunity	• WebSphere Application Server Advanced Edition product sales kit
• IBM and the Strategic Potential of Web services: Assessing the Customer Experience	• IT professionals	• Knowledge	• Buying vision and qualify opportunity	• WebSphere Application Server Enterprise Edition, Version 4.1

* *Signature Selling Method*

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For more information, visit WebSphere Application Server, Version 5.0.

The following Web sites will let you access the latest collateral developed for WebSphere Application Server, Version 5.0.

To obtain the fact sheet for WebSphere Application Server, Version 5.0, visit:

www.software.ibm.com/software/webserver

To obtain the white paper "What's new in WebSphere Application Server, Version 5.0" visit:
www.software.ibm.com/software/webserver

Presentations

For presentations housed in a product sales kit, IBM Business Partners should visit WebSphere Innovation Connection Online at:

ibm.com/websphere/partners

IBM sales representatives should visit WebSphere Sales and Support.

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The following chart shows specific collateral presentations that map to target audience, objective, SSM stage and their locations.

Collateral	Target audience	Objective	SSM*stage	Source
• "WebSphere Software Foundation and Tools for Dynamic e-business "presentation	• IBM Business Partners and sales reps for IT managers, CIOs and CTOs	• Knowledge		• WebSphere Application Server Advanced Edition, Version 4.0 sales kit
• "Introduction to Application Serving and the IBM WebSphere Application Server" presentation	• Business Partners and IBM sales reps for IT professionals	• Knowledge		• WebSphere Application Server Advanced Edition, Version 4.0
• "WebSphere Application Server: Choices for IBM zSeries and S/390®" presentation	• IBM Business Partners, sales reps and enterprise customers	• Knowledge		• WebSphere Application Server for z/OS and OS/390, Version 4.01
• "WebSphere for zSeries: A Look Ahead" presentation	• IBM Business Partners, sales reps and enterprise customers	• Knowledge		• WebSphere Application Server for z/OS and OS/390®, Version 4.01

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Tutorials

The WebSphere Developer Domain (WSDD) library contains 1,200 tutorials and a growing number of technical documents categorized by product, topic and format, including tutorials for WebSphere Application Server. Simply click on WSDD Library button and use the drop-down lists to locate the information you need. Then select any combination of product family, topic and document format.

For more information about IBM tutorials for WebSphere Application Server, visit:
www7b.software.ibm.com/wsdd/library/

WebSphere Application Server success stories

The following URLs are links to ready-to-use customer success stories that have been developed as two-page briefs detailing the customer's business need, the WebSphere solution and the benefits gained, including ROI.

To obtain a customer success story, click on one of the following links:

- *IBM Business Partners*
- *IBM sales representatives*
- *Consorzio Nazionale Concessionari*
- *Country Insurance and Financial Services*
- *Perficient*
- *Standard Life*
- *Strategic Thought*

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A note to IBM sales representatives

If you want to provide your customer or prospect with a customer reference or a proposal, visit
WebSphere Sales and Support.

If a Business Partner has a customer who is interested in being a reference, the IBM sales repre-
sentative can enter that customer's testimonial with the appropriate Business Partner information
in the Customer Reference Materials Database (CRMD).

Or, IBM Business Partners and customers can access the self-service customer reference
nomination page.

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Consulting services   Deployment support

Other sales and support tools

IBM offers a rich variety of internal Business Partner sales support tools and targeting sales, technical and executive Business Partners discussed next.

IBM Executive Assessment

Executive Assessment is a complimentary consulting tool available to Business Partners from IBM that is designed to help you get in the customer's door and quickly gather the information you need to build a business case, present your proposal and close business. You have the opportunity to charge a nominal fee for an average of 20 hours of work and win the business by proposing a customized e-business solution that meets your customer's need.

Use the Executive Assessment in your sales process to help you create a compelling business case that will help influence your customer's purchasing decision. It can help you:

- *Earn additional service fees*
- *Qualify prospective clients more effectively*
- *Shorten the sales cycle*
- *Streamline the development process*
- *Obtain a higher ratio of potential engagements*

To obtain the Executive Assessment tool, visit:
ibm.com/software/info1/websphere/partners/exec_assess.jsp

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WebSphere Sales Mastery test

IBM Business Partners who attend WebSphere 101, SSM and WebSphere 201 classes will be eligible to take the WebSphere Sales Mastery test. By successfully passing this test, Business Partners will become a WebSphere Solution Sales Professional. This achievement will qualify their company to receive premier or Advanced PartnerWorld for Software Sales certification.

For more information about the WebSphere Sales Mastery test, visit:

ibmtesting.prime.prometric.com

WebSphere Sales and Marketing Demo Finder

WebSphere Sales and Marketing Demo Finder tool allows you to quickly locate and run the demo you need — whether it's to show your customer or familiarize yourself with the latest WebSphere software updates.

Start by clicking on either Industry or Products to start your search. As you open folders, more choices will be displayed. In the figure shown here, WebSphere Studio Application Developer is open, and the user has clicked on WebSphere Studio Online Demos to open the detail window at the right.
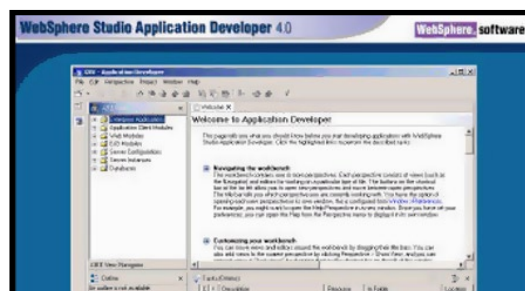
The individual Demo Detail window contains a description of the demo, details about the product included in the demo and links to the demo. There is even a Rate/Review this Demo link so that you can send an e-mail to rate this demo.

For more information about Demo Finder, IBM Business Partners can visit:

ibm.com/websphere/partners

For more information about Demo Finder, IBM sales representatives can visit:

w3.ibm.com/software/websphere

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Technical sales support

The following information will assist you in locating the available IBM resources that comprise a comprehensive sales enablement, technical and services support network.

Techline

Techline consists of a group of highly skilled, readily accessible team of IT specialists who provide quality technical presales remote support to help you sell IBM solutions.

For more information, visit Techline.

Partnerline

Partnerline consists of contacts from around the world geared toward developers who want to know more about IBM programs and services.

For more information, visit Partnerline.

Worldwide Q & A

The IBM sales community can visit Worldwide Q & A to ask technical questions and get assistance for the following topics:

- *Product cross reference*
- *Preventative service planning*
- *Information about IBM and Business Partner offerings*
- *Competitive information*
- *Configuration tools and special interest areas*
- *Advanced Technical Support (ATS) focuses on areas of customer sales situation, enablement and customer satisfaction.*

Visit ATS for more information.

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ATS Product Introduction Centers

ATS Product Introduction Centers (PICs) run introductory programs for new releases of IBM products and offerings to help accelerate customer acceptance and increase marketplace penetration.

For more information about PICs, visit:

w3-1.ibm.com/support/pic/

Evaluation Code program

Evaluation Code is a trial program at the WSDD Download Evaluation Center that includes 60-day online support. For more information, visit:

submit.boulder.ibm.com/wsdd/downloads/

WebSphere Developer Domain

WebSphere Developer Domain (WSDD) is a community site for technical people who work with the WebSphere software platform for e-business. It provides centralized access to resources for all your technical needs for WebSphere products.

For more information about WSDD, visit:

www7b.boulder.ibm.com/wsdd/ or

submit.boulder.ibm.com/wsdd/

WebSphere Innovation Connection

WebSphere Innovation Connection (WIC) provides unique enablement and technical sales support including advanced architectural design assistance, advanced technical bid support and dedicated technical mentoring resources.

For more information about WIC, visit:

ibm.com/websphere/partners

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Solution Partnership Centers

Solution Partnership Centers (SPCs) help developers port, enable and market their applications on IBM hardware and software platforms.

For more information about SPCs, visit:

www.developer.ibm.com/spc/spcabout.html

Developer Relations

Developer Relations provides information about the developer's partnership program and PartnerWorld for Developers.

For more information about Developer Relations, visit:

w3.developer.ibm.com/index.html

developerWorks

developerWorks offers articles, sample code, tutorials, tools, news, discussion forums and emerging technologies – virtually anything developers want and need to get their job done.

For more information about developerWorks, visit:

ibm.com/developerworks/

PartnerWorld for Developers

PartnerWorld for Developers offers a world-class, base set of benefits including education discounts, marketing and sales support, technical seminars and selected workshops, software fixes and sample code, as well as discounts on business services.

For more information about PartnerWorld for Developers, visit:

www.developer.ibm.com/

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Consulting services

IBM Global Services is the world's largest business and technology services provider, offering technical and strategic expertise to address customers' needs.

For more information, visit:

w3cl02.southbury.ibm.com/services/index.html

IBM Software Services for WebSphere consists of a highly skilled consultant team that brings together a road architectural knowledge, expert technical skills and access to developers and product support personnel in IBM research and development facilities. This program provides worldwide support for WebSphere software products through a set of services that makes it easy to design, build, test and deploy applications for e-business. This team can give you access to some of the deepest product consulting and training skills in the world and is dedicated to help ensure the success of your e-business initiative.

For more information about IBM Software Services for WebSphere, visit:

www7b.software.ibm.com/wsdd/services/#hot

IBM Business Partners can locate other Business Partners with the necessary skills to assist with WebSphere Application Server products.

For more information about IBM Business Partners, visit:

ibm.com/software/webservers/

Deployment support

The IBM Passport Advantage program features specific solutions designed to match the way various organizations acquire software and software maintenance services by offering consistent worldwide features and pricing, simplified acquisition and multilingual licensing.

For more information about Passport Advantage, visit:

www.lotus.com/home.nsf/welcome/passport

www-3.ibm.com/software/passportadvantage/

Please send your comments or suggestions to WebSphere Solution Bundles Enablement.