

Interview with Donald Labs, Worldwide B2B Cloud Services Sales Leader, on the B2B Cloud Services take away campaign

Q: Can you tell us a little about this campaign?

The campaign is focused on rapidly gaining market share from our competitors in the B2B Cloud Service solutions space. What is unique about this is our focus. This year, through IBM executive sponsorship, we are focused on being aggressive in terms of our value proposition and deal mechanics. We are leveraging **and working with the IBM matrix** to have a dialog with our customers' executives about our value proposition, about what the advantages of rationalizing on IBM are over going with our competitors. There are also **new, innovative deal mechanics**.

Q: Can you say a bit more about rationalizing on IBM?

Sure. Often our customers are using multiple vendors to get to the desired end state. One of our products is the IBM Sterling B2B Collaboration Network. It is not uncommon for a customer to have 3 or 4 vendors providing this solution. Think of it like a cell phone plan. For a company like Sterling Commerce, an IBM Company, for some needs they use ATT, for some they use Verizon. Rationalization would mean working with the customer's executives to discuss the value of working with one vendor (partner) versus many. And then say here are the reasons why. That is what we are doing. Discussing with the customers why they should put their entire B2B Cloud collaboration with one vendor, and why the strategy should be to do that with IBM.

There are four reasons why a customer should rationalize with IBM:

- 1) On average we reduce a customer's TCO about 30% from their current operation--that is huge.
- 2) IBM operates off of one global technology platform--our competitors operate off of multiple platforms. IBM provides stability and mitigates risk.
- 3) IBM has flexibility--we have a comprehensive set of IBM Sterling B2B Cloud solutions and we make it easy for our customers to change their strategies from insourcing to outsourcing and back to insourcing.
- 4) The value of partnering with IBM--IBM is the technology and innovation leader, the smarter commerce leader. Versus the competitors, well, our key competitor is owned by a private equity firm. Others are privately held small companies. A partnership with IBM mitigates customer risk.

Q: What makes this campaign better than the ones we have had in the past?

We are focusing on working with the IBM matrix and on the strength of the value proposition of rationalizing on IBM. Another key thing is we have introduced game changing deal mechanics to the industry. We have created new terms and ways of doing business for leveraging B2B Cloud Service solutions that none of our competitors have today. These terms differentiate us from the competition. We have a new way for customers to think about doing business with us, we are

changing the rules. Today a client is calling a competitor and telling them they lost to us. As this happens more and more, the competitor is going to wonder what they are doing wrong.

Q: How does this benefit the customer?

Back to those game changing terms. Yesterday we won a deal because we were able to include overage protection. The prospect said "Can you do this for us?" We said "Yes." Then we shook hands. It was a done deal. The other response is the four benefits of rationalizing I mentioned earlier. Those were: reduced TCO; one stable, global platform; the flexibility of a set of B2B Collaboration and Integration solutions; and the value of IBM as a partner.

Q: Where do people go for more information on B2B Cloud Services Solutions?

Go to the wiki or contact me directly.

Q: Any last words?

In the first three weeks of the campaign we have successfully won two deals from our main competitors. The pipeline is building rapidly.

Wiki:

[http://w3.ibm.com/connections/wikis/home?lang=en_US#/wiki/B2B Cloud Services Takeaway Campaign/page/Welcome](http://w3.ibm.com/connections/wikis/home?lang=en_US#/wiki/B2B%20Cloud%20Services%20Takeaway%20Campaign/page/Welcome)

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