Interview with Eric Morgison, Worldwide Sales Leader, on the MQ Sales campaign

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

Sure. We are offering selling tools to the direct and indirect sales force that can be replicated across the partner community, including some of the resellers and the systems integrators. This campaign targets the Partner Service piece of the IBM SOA reference architecture. The list of the largest MQ customers is very significant, it is about 14,000 plus. In that, about 2200 are the most strategic within IBM. We whittled it down to that because those are probably the customers who have already bought into the SOA reference architecture. The basis of the campaign is that we are delivering a message to those 2200 customers on how the B2B Gateway story fits into the IBM SOA reference architecture.

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

To the best of my knowledge, we have not launched a campaign like this since IBM and Sterling Commerce came together as one company. We are playing off of the overall IBM SOA reference architecture, and we are really leveraging a lot of the existing infrastructure that has already been purchased and deployed around the entire ESB. And, we are targeting the Partner Service piece. This piece is around delivering the messaging and communications across an entire trading community. This is one of the biggest differences. As companies have bought into the IBM SOA reference architecture, they are also looking to standardize and consolidate their infrastructure under one single platform umbrella, the IBM umbrella. This may be related to application rationalization, and it will give us a competitive advantage over companies that may offer point solutions.

Q: How does this benefit the customer?

Customers will have the opportunity to consolidate and manage everything under one single platform. Which again plays back to the IBM SOA reference architecture. As far as specific customer benefits, we have built out the messaging for use with customers in a way that will make it easy to execute. We have provided use cases that identify customer challenges/pain points, needs, and requirements. We also describe the benefits/value of our solution offering. All this will help explain where our B2B Gateway solution will fit within the environment, and provide value to the stakeholders.

Q: Where do people go for more information on the MQ Sales campaign?

Go to the sales forum, the wiki, or contact me directly.

Q: Any last words?

This campaign is very easy for reps to execute. We have provided target lists, assets and tools. These items are in the materials listed here, including use cases and industry-specific information.

Sales Center Forum:

http://sterlingresource4ibm.boulder.ibm.com/salescenter/node/3459

Wiki:

http://w3.ibm.com/connections/wikis/home?lang=en_US#/wiki/B2B%20software%20MQ%20cross-sell%20campaign

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