



| WebSphere Live for SOA

Sales Model & Strategy

| *Discover new solutions to advance your SOA*



© 2005 IBM Corporation

Agenda

- Sales Model and Strategy
 - **Fall WebSphere Launch**
 - Messages for Existing PI Customers

There is an SOA Platform war going on, and it looks familiar

The wars we won



iSeries (as400)

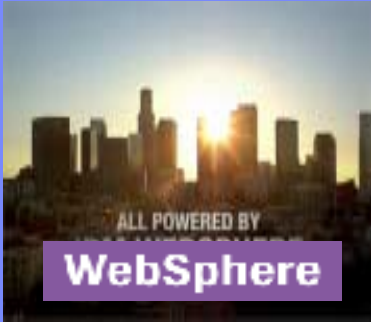


The war we lost



And
wants to win it.

Re-Energizing the Brand



2H Launch
MOST SIGNIFICANT
WebSphere
Launch in 5 years

PROJECT
JEWELS

Bloomington, IL	Sep 7
Indianapolis, IN	Sep 8
San Jose, CA	Wk Sep 12
Detroit, MI	Wk Sep 12
Calgary, CA	Wk Sep 12
Charlotte, NC	Wk Sep 19
NYC, NY	Wk Sep 29
Los Angeles, CA	Wk Oct 3
Washington, DC	Wk Oct 3
Chicago, IL	Wk Oct 10
Latin America	TBD
Orlando	Oct 16-21

Advertising



Coming soon: SOA, SOA Partners. WebSphere XD

New Products

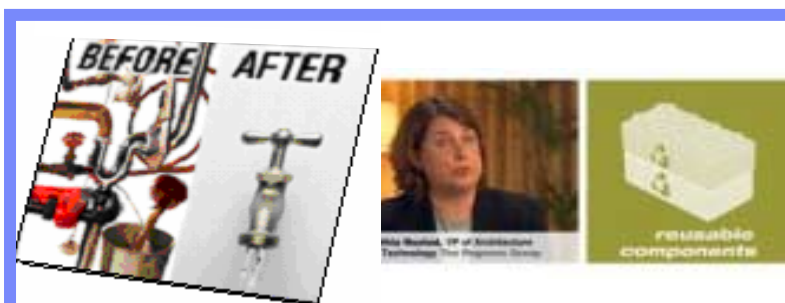
Increase Positive Analyst reports

New News every 2 weeks

Diamond

XD

zSeries



Xtreme Makeover

How did they do that?

Customers talking to customers about SOA

Re-Energizing the Brand - Launch



Messaging Goals

- Tie SOA to IBM and WebSphere
- Help customers get started fast with SOA
- Use new product announcements to emphasize IBM's leadership
- Demonstrate our superiority against SAP to the marketplace
- Align all IBM with common SOA Story
- Align messaging to on demand and business flexibility

Audience: Architects, IT Mgrs, Business Audience, Partners

Launch Themes Business Flexibility and SOA

SOA Story (workstream)
SOA Industry Story (workstream)

Showcase:

- Diamond. Msg Broker, Gluecode, others.
- **SOA Framework**
- **SOA Framework for Industries**

IT Optimization

WebSphere XD

-- others

Information Insights

Demonstrate Success*

IBM SOA Launch Marketing	Goal
Priority	
Scorecard based on Top Six Priorities:	
Re-energize the brand	
# Attendees at crescendo and anchor events	
# Positive Analyst Reviews	
SIMPLE! Business Integration SOA Story	
# Views of Watch IT' video	
# of Partners visiting on SOA Zone	
SAP Attack - Adding Value to SAP Customers	
# of Wins w/SAP customers	
Focus on Growth SOA Story	
Pick 3-4 of top 10 Partners	
Pipeline for all Platforms/Linkage to sales	
# Validated Leads (?) Geo ?	
Pipeline	
Leverage the rest of IBM	
# IGS, S&D, SWG, ISG people trained	
# IBM (IGS, S&D, SWG, IGS) Executives briefed	
Evangelism inside IBM etc.	
# Positive Analyst papers and reports	

*Scorecard in Draft

Re-energize with new products – Diamond Changes the Competitive Landscape

4 Announcements

1. SOA Foundation

- Model, Assemble, Deploy (Run), Manage (Monitor)
- All 3 SWG brands WebSphere, Tivoli, Rational

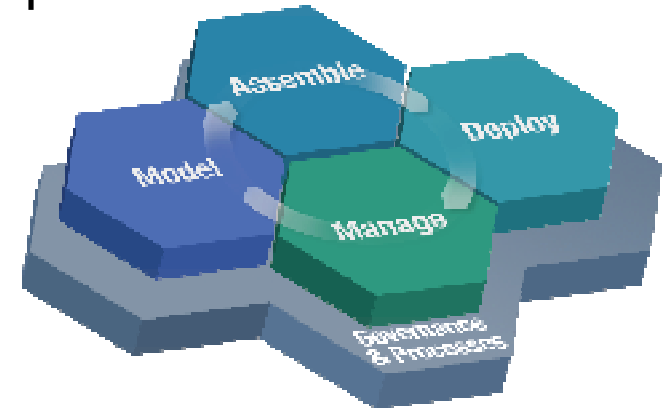
2. SOA integration Framework for industries

- Industry specific best practices, models, recipes
- In pilot right now

3. Products like Diamond resets the bar for SOA adding in process integration

- Featuring:
 - Business process management for SOA – reusable format
 - Powered by ESB
 - Linkage to business – can see linkage to my business process!
 - End user experience

4. Partner



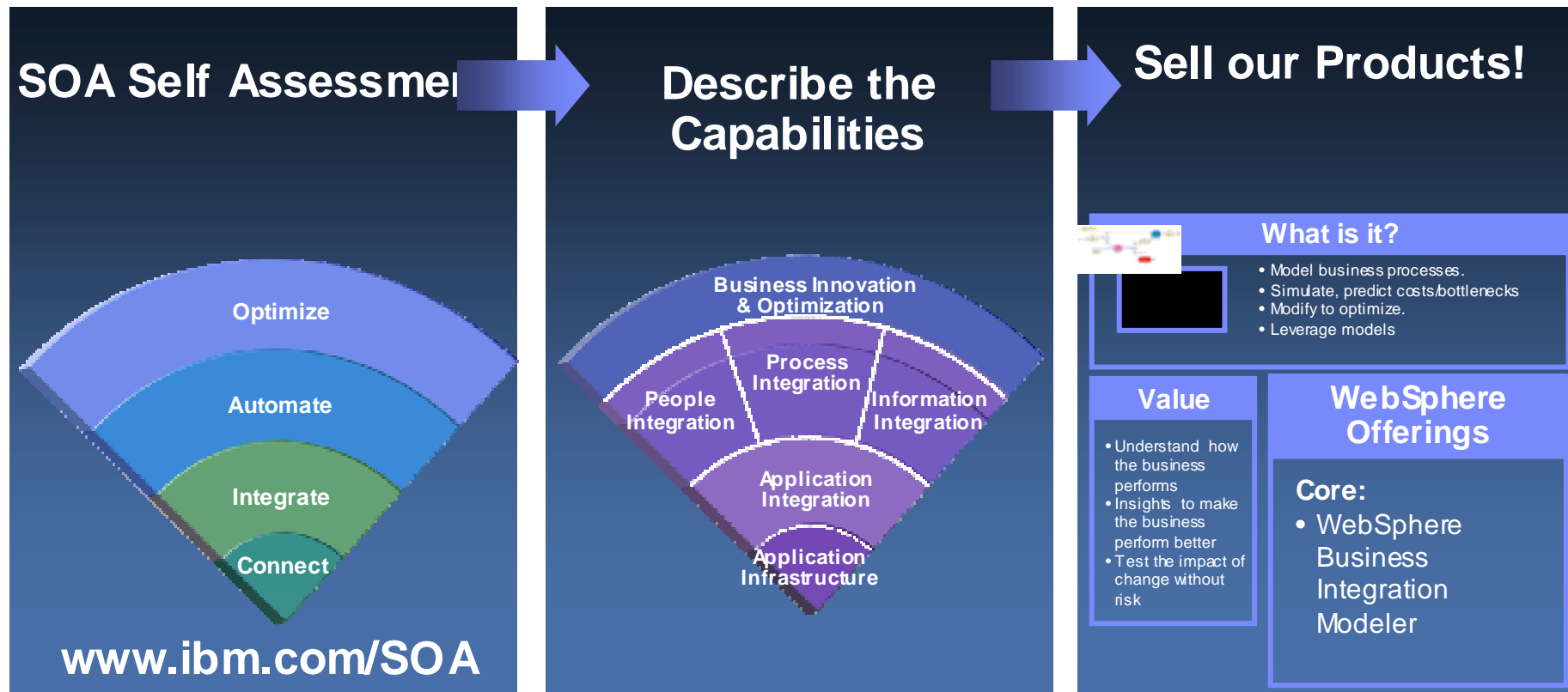
What is WebSphere's Marketing Strategy for 2H?

Key focus areas, the importance of SOA

- Use WebSphere market leadership to expand the boundaries of middleware and become the leading platform vendor:
 - Become the leading SOA runtime platform vendor
 - Extend our value to the install bases of SAP, Oracle, Microsoft
 - Expand Market Reach & Enter New Markets to Drive WebSphere Growth
 - Gluecode / Geronimo for low end SMB
 - New ways of building, packaging and pricing our offerings
 - Emerging geographies
 - Next-generation networks driven by IT/Telecom convergence
 - Address Customer Needs by Delivering Products in the Context of Solutions
 - Leverage greater IBM and BP ecosystem
- Re-invigorate the WebSphere brand
 - WebSphere stands for business innovation
 - WebSphere stands for SOA leadership

Simple Story

Products set in overall story – SOA, capabilities needed to get to SOA, that leads to selling WebSphere products!



Key Milestones

(Product Release is separate from the WebSphere Launch ... Two Major WebSphere Launches per Year)

- On **Tuesday, September 13th**, we will officially launch to the public our vision and leadership to help customers provide business flexibility through a service-oriented architecture. We will be featuring a number of new products across the WebSphere platform for customers to achieve this business flexibility.
- Included in this announcement will be what has been internally referred to as **Diamond** as well as a new product, **WebSphere ESB**, which complements the market leading WebSphere Message Broker.
- The launch of **WebSphere Modeler**, **WebSphere Integration Developer**, **WebSphere Process Server** and **WebSphere Monitor** enables customers to achieve dramatic productivity savings as they model, assemble, deploy and manage their business processes.
- Additionally, our **WebSphere ESB** provides customers a flexible connectivity infrastructure for integrating applications and services. **WebSphere Message Broker** has been enhanced with new capabilities including significantly enhanced performance and improved tooling.

Key Milestones (cont.)

(Product Release is separate from the WebSphere Launch ... Two Major WebSphere Launches per Year)

Product Name	Launch Date	eGA
WebSphere Process Server	9/13/2005	9/29/05
WebSphere Integration Developer	9/13/2005	9/29/05
WebSphere Business Modeler	9/13/2005	11/30/05
WebSphere Business Monitor	9/13/2005	01/31/06
WebSphere Message Broker	9/13/2005	09/30/05

The current target for WebSphere Process Server and WebSphere ESB on Linux for zSeries will be in 12/05.

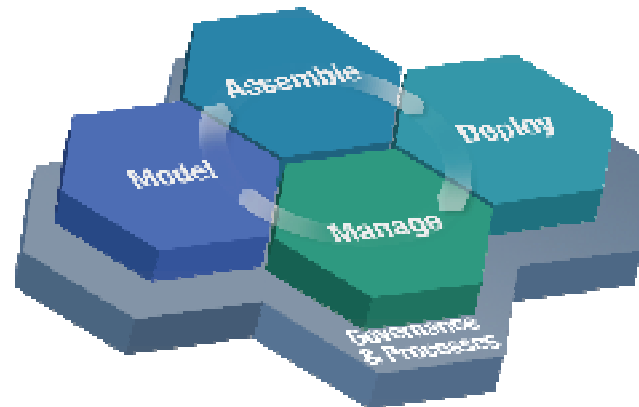
WebSphere Process Server for z/OS is targeted for availability in the early part of 2006.

WebSphere ESB will support the z/OS platform with an availability date to be announced later.

Enhanced version of WebSphere Message Broker will be available on z/OS in 10/28/2005.

Goal

- *Now our clients will be able to Model their business processes via **WebSphere Modeler**, have a means to Assemble those processes via **WebSphere Integration Developer**, a platform to Deploy the processes on in the **WebSphere Process Server**, and a means to Manage the processes performance with the **WebSphere Monitor**.*

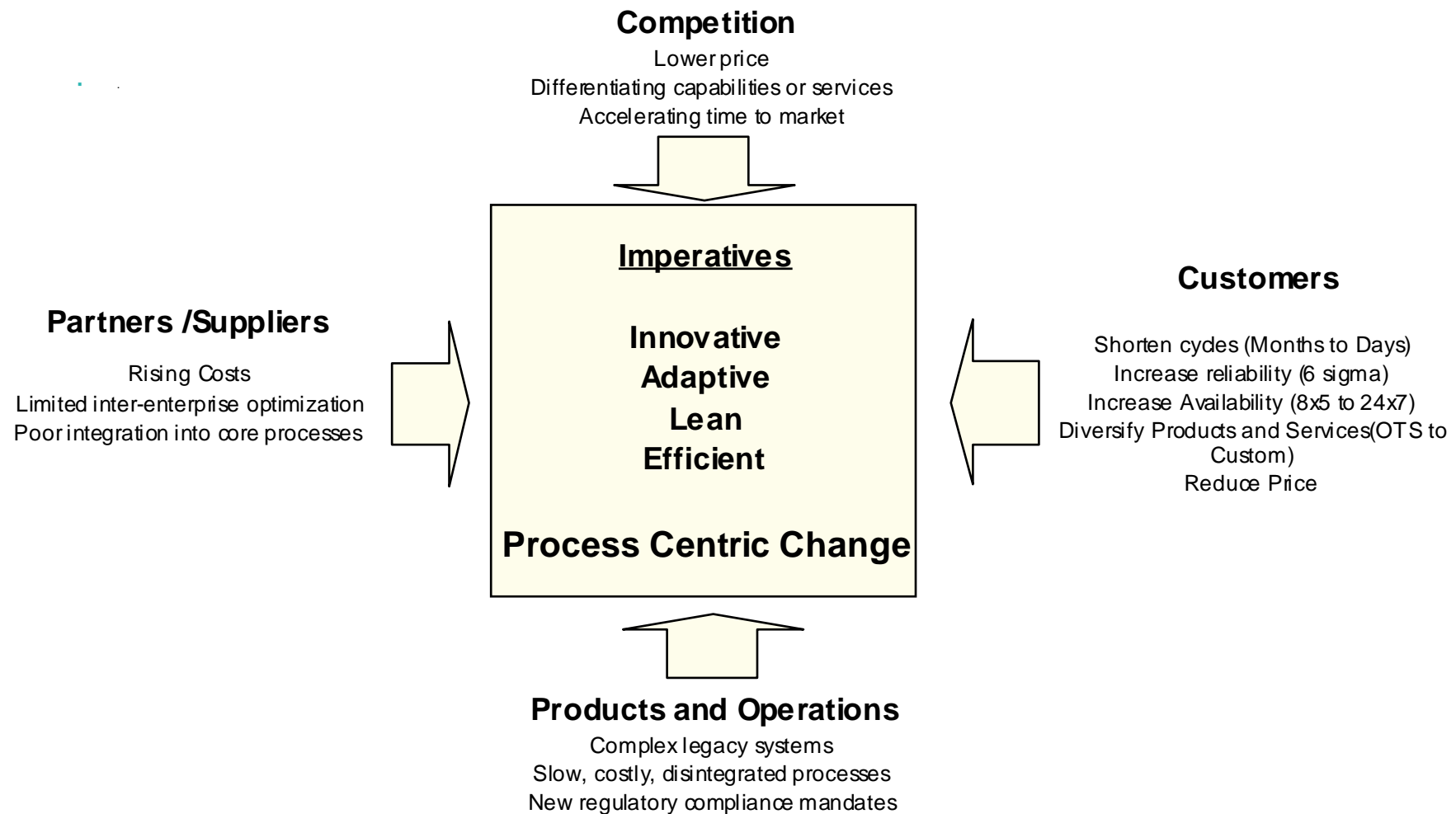


- *Your focus on this launch is critical to both your success in 2005, and furthering IBM's leadership position in the **Business Integration Market**.*

Goal (cont.)

- Lead With Process Integration (V6.0 offerings) for ALL NEW Customers
 - ‘NEW’ customer is a customer who has not purchased an existing Process Integration solution (WBI SF, WMQ WF, or ICS)
 - Win new customers with compelling and differentiated messages for Process Integration
 - Messages are a mix of business and IT
 - Define Process Integration in the context of larger WebSphere Adoption Model story and Business Innovation and Optimization messaging
 - Create targeted, industry specific messages for customers
 - Show case process integration (V6 offerings) as the platform for SOA and Componentization
- Targeted messages (separate collateral) for existing customers
 - WebSphere Business Integration Server Foundation, WebSphere InterChange Server, WebSphere Workflow

Relentless Pressure To Change...



What Customers Want – Customer Buying Patterns

- **Business Process Modeling**

- Understand the business through modeling, simulation and analysis
- Design and test new business models
- Distribute process knowledge through the business
- Communicate business intent and to collaborate efficiently with I/T

- **Business Process Automation**

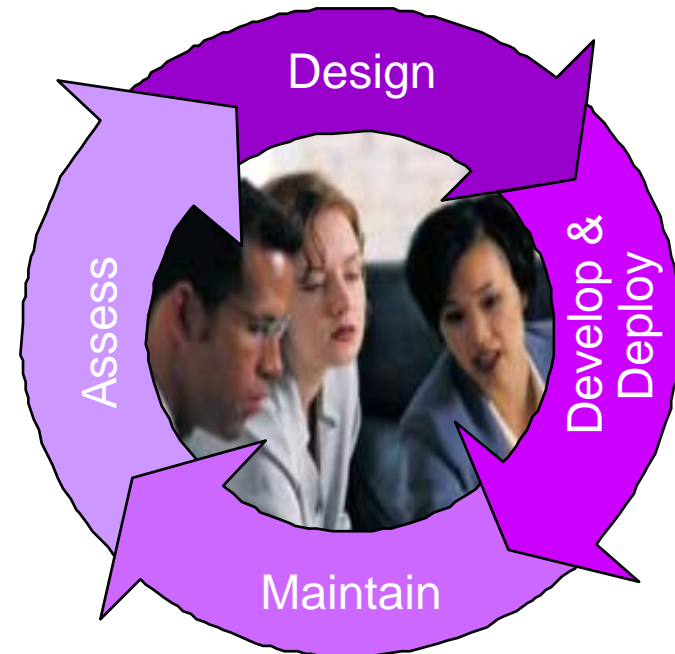
- Rapid automation or change of business processes
- Rapid composition of reusable business components
- Rapid automation and synchronization of underlying I/T systems
- Full leverage of existing I/T assets

- **Business Process Management**

- Real time visibility into business process execution
- Real time intervention
- Linkage to business process modeling for real time decision making and longer term change

Getting Started offerings for WebSphere Process Integration

- **Getting started with Business Process Modeling**
 - Targeted for customers who purchase WebSphere Business Modeler standalone with the intent of capturing, modeling and transforming business processes as a core capability.
- **Getting started with WebSphere Process Server**
 - Targeted for customers who purchase WebSphere Process Server and WebSphere Integration Developer
- **Getting started with WebSphere Process Integration**
 - Targeted for customers who purchase WebSphere Business Modeler with the intent to purchase or do purchase WebSphere Process Server, WebSphere Integration Developer, and WebSphere Business Monitor.



Process Integration - Why on z/OS ?



- Combining the Value of Open Standards, SOA and Process Integration with “the Power of z”
- Strategic platform for mission-critical business processes, core business applications and data, and integration thereof.
 - **Proximity:** Fewer physical components and network connections result in less complex infrastructure.
 - **Integrity:** System-managed resource recovery and transaction coordination
 - Composite applications interacting with services from CICS, IMS, DB2 for z/OS, etc....
- Highest Possible Qualities of Service
 - **Security:** the industries most stringent access control and asset protection.
 - **Availability:** z(ero downtime) /OS brand promise.
 - almost **continuous** (99.999%) availability on the application and data level
 - **managed** workload sharing toward achievement of business goals
 - **dynamic** application of software changes
 - **Efficiency:** Full utilization of system capacity with same class of service
 - Less people to configure, monitor and adjust workload. Best Total Cost of Computing.
 - zSeries Application Assist Processors (zAAPs) to execute java workloads under z/OS

WebSphere Process Server for z/OS, Version 6.0

New Capabilities

- Combined benefits of robust process automation, human workflow tasks and flexible business rules
- WS-BPEL process choreography
- Business Object and Interface Maps
- Selectors for dynamic invocations
- Relationship Management
- Common Event Infrastructure, CBE
- Full ESB connectivity, range of application adapters

Platform Integration

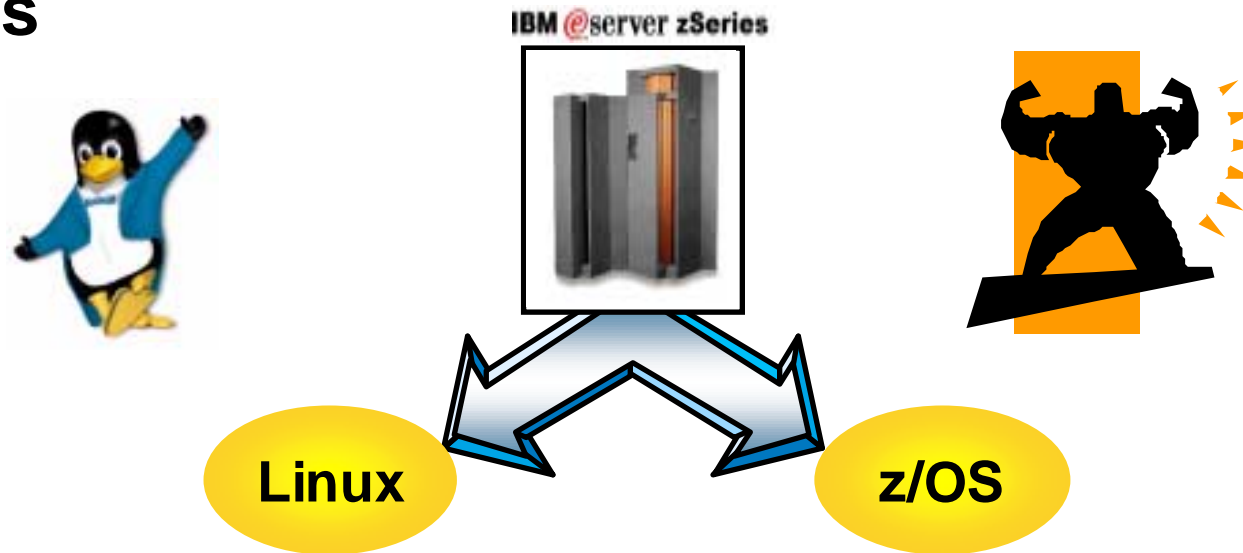
- Single integrated web-based platform for process Integration and Management in SOA on z/OS
- Full ESB connectivity, range of application adapters
- Integrated set of role-based developer tools to integrate services provided on z/OS or elsewhere, including. CICS, IMS, DB2, BPEL, WAS, other J2EE, SAP, .NET
- Business Innovation and Optimization with WebSphere Business Modeler and Monitor
- Same code base with functional equivalence across all supported platforms



WebSphere Process Server for z/OS, Version 6.0

- Design, automate and manage operational business processes
- Open standards implementation, built on WebSphere Application server for z/OS
- WebSphere Integration Developer companion tool on eclipse platform
- Leverage zSeries Application Assist Processors (zAAPs) for java on z/OS

Platform Options for WebSphere Business Integration on z/Series



- Both adhere to the same WebSphere BI development model and systems management/admin model and utilize the same tools
- Each provides a unique value-add in the deployment of WebSphere BI applications
 - ▶ The Linux value proposition: **simplify and consolidate** existing infrastructure
 - ▶ The z/OS value proposition: provide **highest possible Qualities of Service (QoS)**

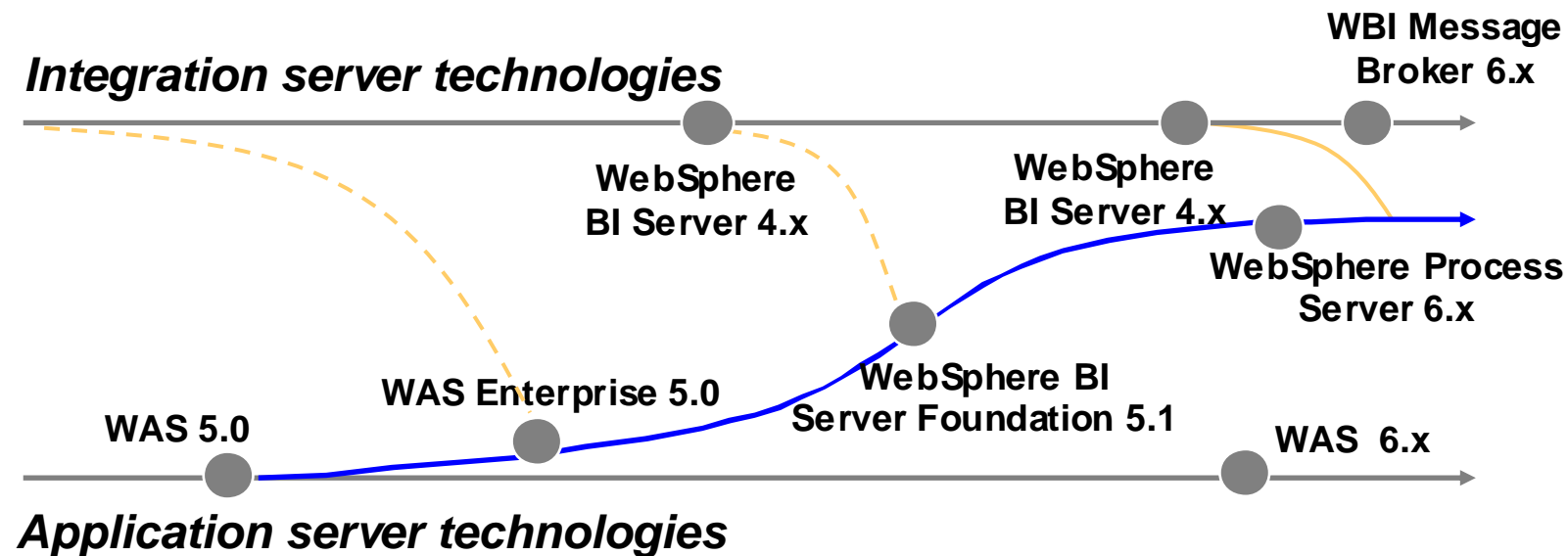
Agenda

- Sales Model and Strategy
 - Fall WebSphere Launch
 - **Messages for Existing PI Customers**

Customer Investment Protection

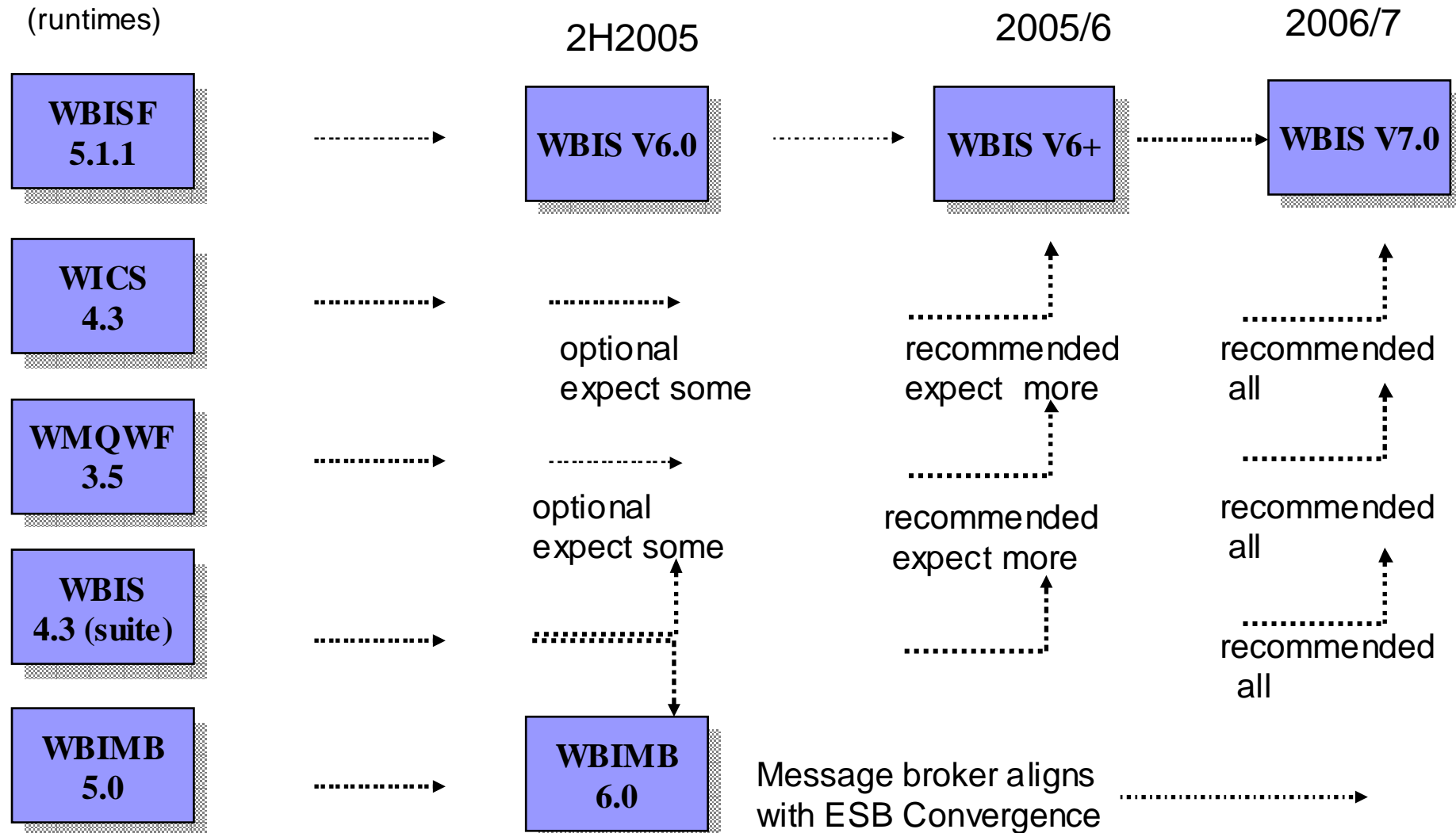
- IBM is evolving its technologies while at the same time keeping the needs of customers in mind ...
- Stability while improving and evolving technologies
 - Stability through the Support Lifecycle
 - Improving technologies to meet changing customer requirements and needs
 - Evolving technologies leveraging open standards

IBM is Moving Aggressively to Deliver an Integrated Platform Suite ...

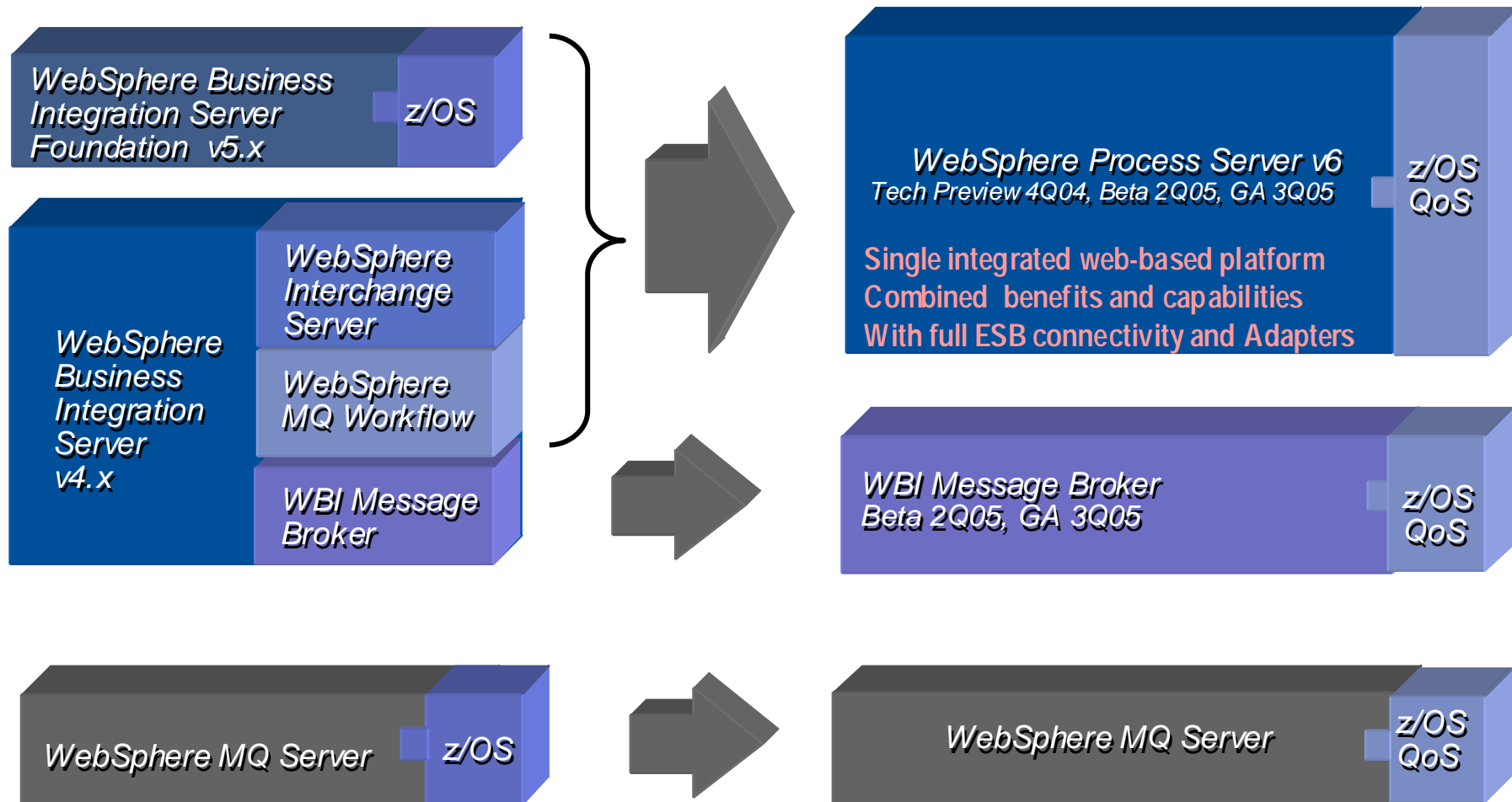


... supported by associated Tools evolutions

Future Migration Expectations



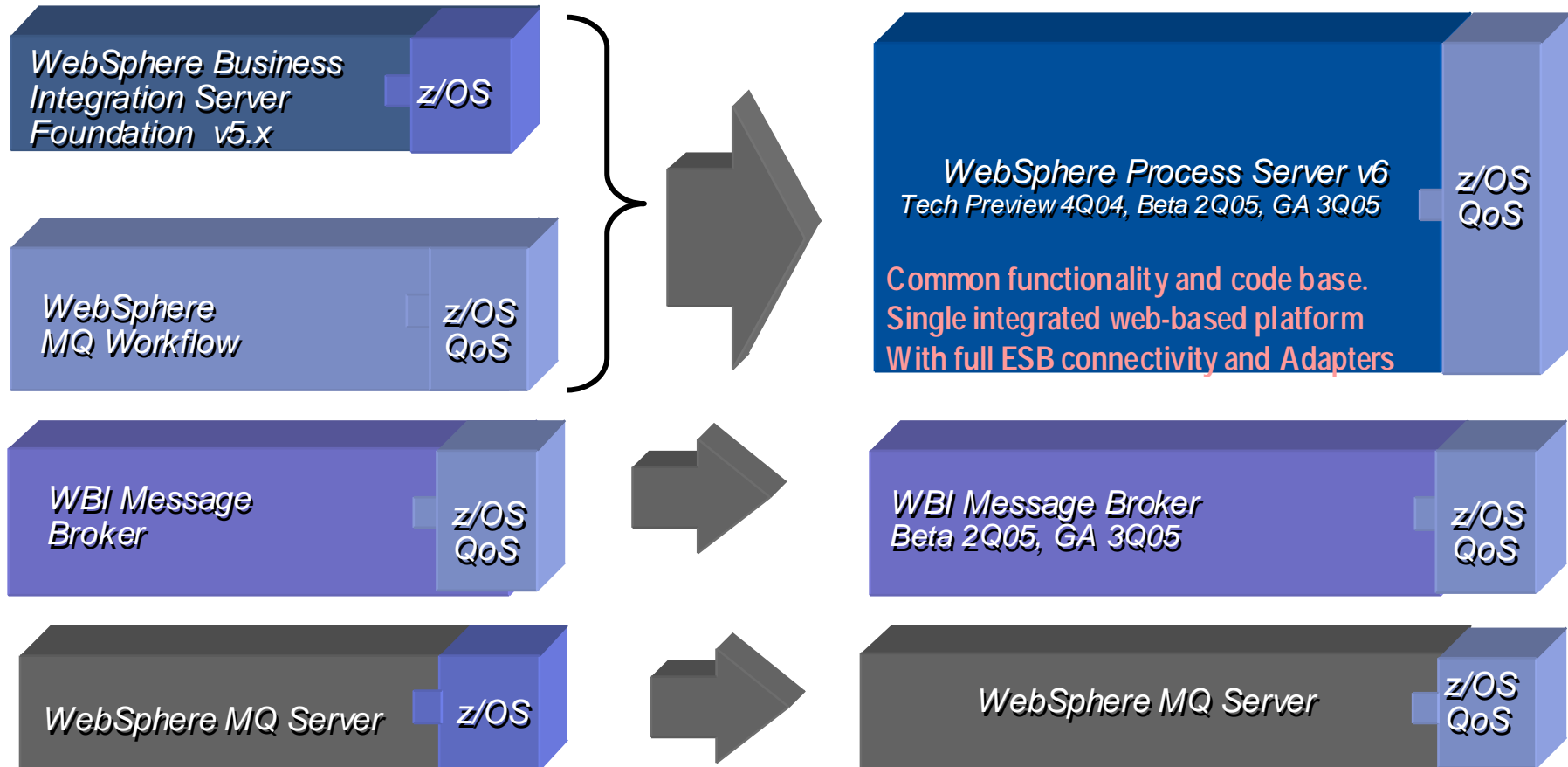
WebSphere Packaging (Not Migration)

Today**Version 6**

IBM WebSphere Business Integration on z/OS

Today

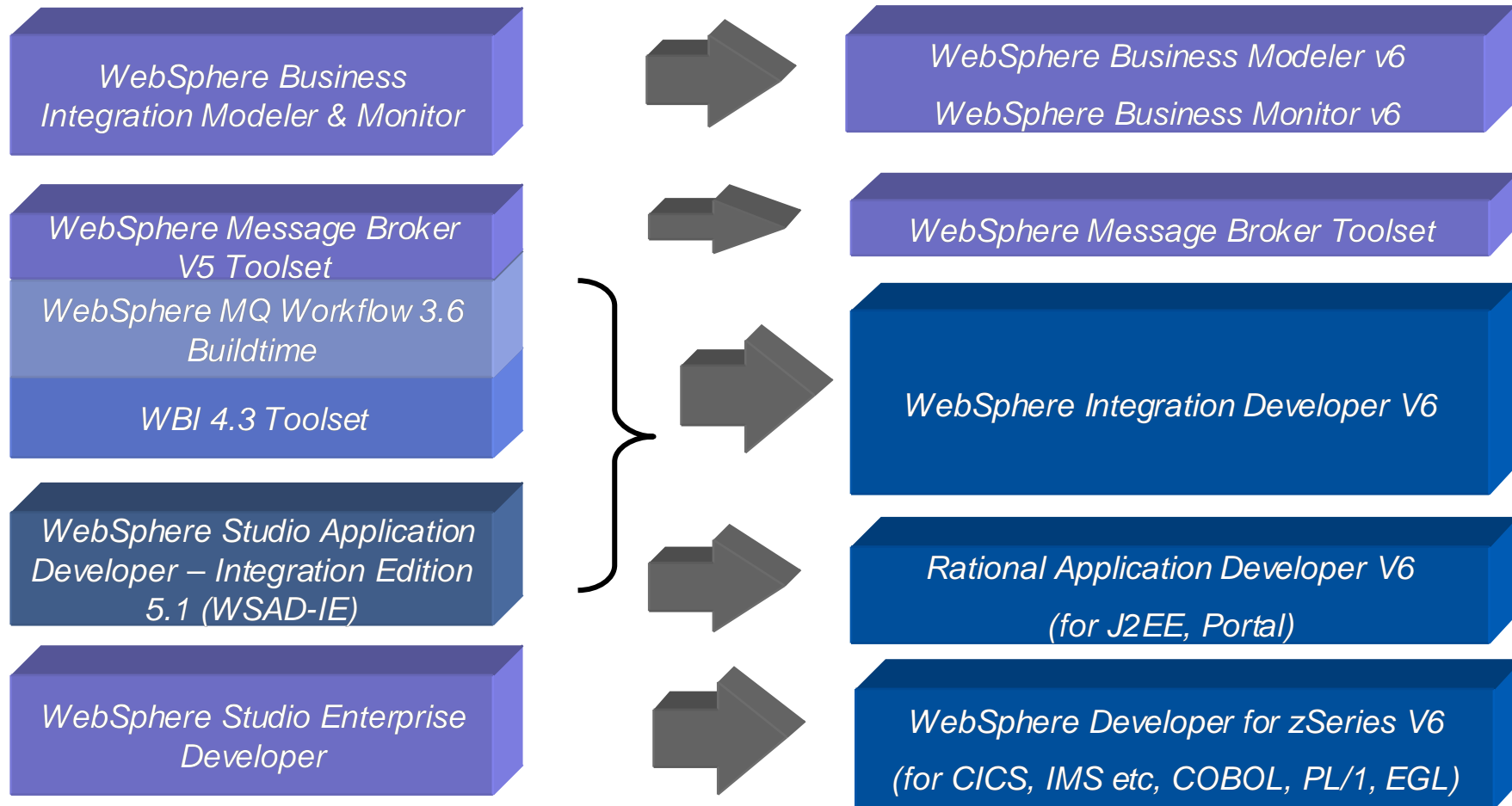
Version 6



IBM WebSphere Business Integration - Tools

Today

Version 6



Protecting Your Investment in WebSphere

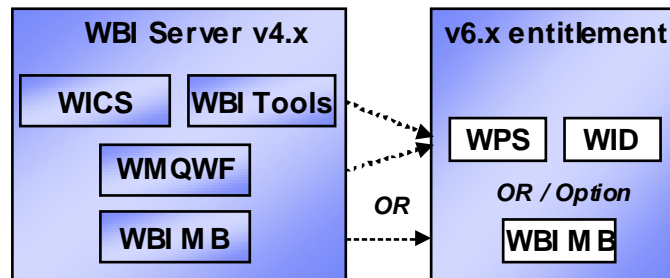
- Best Practices provided for content development
- Interoperability and Reuse
 - New and existing runtimes can be combined in a single solution
 - Current Adapters will support both runtimes
 - Relationship schemas are unchanged and can be shared between runtimes
 - Enables flexibility in what gets upgraded when
- Migration
 - Existing runtime APIs are preserved in new environment
 - Existing content preserved and deployed into new runtimes through tools and metadata exchange

Extended Entitlement

- Existing customers of WBI Server*, WBI-SF, WICS or WMQWF will receive entitlement to the next release of these products as provided under existing support agreements. This next release will be called WebSphere Process Server (WPS) V6.
 - Recognizing the sophistication of customer deployments of this technology and the mission critical nature of these deployments, IBM is "extending" the time customers have to migrate these projects from the existing platform to the new release.
 - Should maintenance renewal deadlines come up while migration is still in progress (or before migration has begun), IBM will only charge maintenance on the existing product while continuing to provide support for both the existing and new environments.
 - This extended support and entitlement applies to existing projects only - new projects will require their own licenses and maintenance agreements. The period of extended entitlement continues until the EOL date of the existing product.
- * Some WBI Server customers deployed WBI MB instead of WICS or WMQWF. These customers will continue entitlement to the follow-on release of that product (MB V6) with the equivalent "extended" time period to complete the migration. Those customers who have deployed both WBI MB and one or more of WICS and WMQWF should contact their sales representative to understand their extended entitlement options.

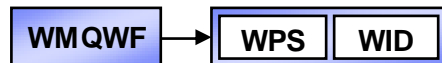
Entitlement Strategy:

WBI Server v4.x ("Bundle"):



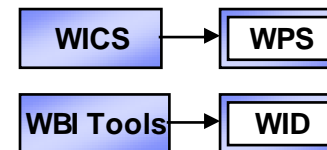
- Continued Support:
 - WBIS 4.2.2 – 04/30/07 – EOS announced
 - WBIS 4.3.0 – 09/30/07 – EOS not yet announced
- Withdraw Bundle from Market, Reactivate for Growth:
 - WBI Server withdrawn 30 days after Process Server announce
 - Customers can grow what they have, using part number reactivation.exception process
 - Customers can adopt MQWF 3.6 via special bid

WMQWF: (standalone)



- Continued Support:
 - WMQWF 3.5 – 09/30/07 – EOS not yet announced
 - WMQWF 3.6 – 04/30/08 – EOS not yet announced
- Continued Availability:
 - WMQWF will stay on the price list (multiplatform and z/OS)
 - Until at a min., early 2006 – and at a max., EOS minus 12 months

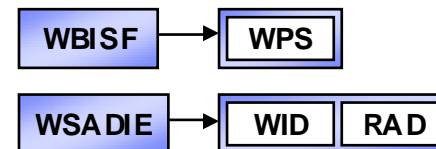
WICS & WBI Tools (standalone):



- Continued Support:
 - WICS 4.2.2 – 04/30/07 – EOS announced
 - WICS 4.3.0 – 09/30/07 – EOS not yet announced
 - WBI Tools - - EOS not yet announced
- Continued Availability:
 - WICS and WBI Tools will stay on the price list
 - Until at a min., end of 2005 – and at a max., EOS minus 12 months

WBISF & WSADIE

(When purchased prior to Process Server announce):



- Continued Support:
 - WBISF 5.1 – 09/30/07 – EOS not yet announced
 - WSADIE 5.1 – 09/30/07 – EOS not yet announced
- Continued Availability:
 - WBISF and WSADIE will stay on the price list (multiplatform and z/OS)
 - Until at a min., end of 2005 – and at a max., EOS minus 12 months

IBM Delivers on Promises!

- The WebSphere Business Integration Portfolio is the **best technology** to solve customer problems **today** !
- **ALL** of today's products are the foundation to our future products.
- IBM will **protect customers' investment**, *as we always have*.
- We want "**Customers for Life**" ...
 - Don't let the Competition define our value proposition!
 - Our Customers will migrate to future products when it makes sense to them.
 - We are all about business value, as defined by our Customers.

Thank
You