IBM

Call To Action

SOA on your terms and our expertise

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Where to go for Information

Comprehensive Sales Kit is posted on XL in the capability guide

http://w3.ibm.com/software/xl/portal/viewcontent?type=doc&srcID =XW&docID=L692903F61810N61

– Customer Ready Presentations – Scripted with Speaker Notes

– Project Enterprise

– Demos – Flash and VMWare, Fully Scripted download and go

– Proof of Technology – Process Integration, SOA, ESB

– Sales & Technical Enablement Workshop Materials

– Whitepapers, FAQs, etc

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Energy build-up around the world - Event Schedule

Asia and the Pacific

Japan - Tokyo	Wk Sep 12
Korea - Seoul	Wk Sep 12
China – Shanghai	Wk Sep 19
Taipei	Wk Sep 19
Hong Kong	Wk Sep 19
Sydney	Wk Sep 26
Melbourne	Wk Sep 26
Canberra	Wk Sep 26
Singapore	Wk Oct 3
Mumbai	Wk Oct 3
Bangalore	Wk Oct 3
Chenai	Wk Oct 3
Sydney	Nov 15-18
China	TBD
Tokyo	Nov 15 -18

Europe, Middle East, Africa

London	Wk Sep 12
Nordics	**Sep 12**
Milan	Sep 13
CEMA/Croatia	Wk Sep 19
Germany	Wk Sep 19
France,No.Africa	Wk Sep 19
Spain (tentative)	Wk Sep 26
Benelux (tentative)	Wk Oct 3
Italy	Oct 4
Portugal/Israel	Wk Oct 3
Cannes	Nov 7-11
Düsseldorf	Nov 17-21

US, Canada, Latin America

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	Oct16-21

- "WebSphere Live for SOA" Crescendo events (1 day)
- WebSphere Technical Conference (5 day)
- Gartner ITxpo (4-6 day)
- SOA Summit (3 day) □ TBD

Play from Strength: IBM in the Leaders Quadrant

SOA Professional Services

Application Servers

Web Services

Object-oriented Analysis and Design Tools

Application Platform Suites

Portal

Development Method

Application Server Management

Integration Servers

Enterprise Workplace

Project & Portfolio Management

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Gartner Magic Quadrants: IBM in 11 Leader's Quadrants

IBM in Leaders Quadrant

- **Object-oriented Analysis and Design Tools** (as of 10/2004)
  Magic Quadrant for OOA&D Tools, Update for 2005, Michael J. Blechar, 17 September 2004

- **IT Project and Portfolio Management** (as of 6/2005)
  Magic Quadrant for IT Project and Portfolio Management, 2005, Matt Light, Daniel B. Stang, 22 June 2005

- **Methodware** (as of 8/2003)
  Magic Quadrant for Methodware, 2003, M. Light, 28 August 2003

- **Web Services Platforms** (as of 7/2005)
  Magic Quadrant for Web Services Platforms. David Mitchell Smith, Charles Abrams, Daniel Sholler, Daryl C. Plummer, Michele Cantara, 12 July 2005

- **Integration Backbone Software** (as of 4/2005)
  Magic Quadrant for Application Integration Suites, 2Q04, J. Thompson, R. Schulte, M. Cantara, J. Correia, K. Iijima, L. F. Kenney, B. Lheureux, Y. Natis, M. Pezzini, J. Sinur, P. Malinverno,15 April 2005

- **Enterprise Application Servers** (as of 4/2005)
  Magic Quadrant for Enterprise Application Servers, 2Q05, Y. Natis, M. Pezzini, K. Iijima, 15 April 2005

- **Programmatic Integration Servers** (as of 2/2005)
  Magic Quadrant for Programmatic Integration Servers, 2005, Dale Vecchio, 25 February 2005

- **Horizontal Portal** (as of 5/2005)
  Magic Quadrant for Horizontal Portal Products, G.Phifer, R. Valdes, D.Gootzit, K.S. Underwood, L. F. Wurster, 18 May 2005

- **Enterprise-Scope Application Platform Suites** (as of 7/2005)
  Magic Quadrant for Enterprise-Scope Application Platform Suites, Yefim V. Natis, Massimo Pezzini, Daryl C. Plummer, Cameron Haight, Kimihiko Iijima, 20 July 2005

- **Smart Enterprise Suites** (as of 5/2004)
  Magic Quadrant for the Smart Enterprise Suite, 2004, G. Phifer, F. Caldwell, S. Hayward, J., Lundy, T. Eid, 17 May 2004

- **J2EE Application Server Management** (as of 4/2005)
  Magic Quadrant for J2EE Application Server Management, 2005, C. Haight, 4 April 2005

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Why IBM for SOA?

IBM understands service orientation and your business

Skills

Partners

**Know-how &
best practices**

Infrastructure

Expertise in aligning business and IT processes
- SOA consultants, architects and IT specialists
- Dozens of SOA-enabled business solutions
- Unique intellectual property and methods

Thriving ecosystem of partners (ISVs, SIs, Resellers)
- 100+ partners in SOA community
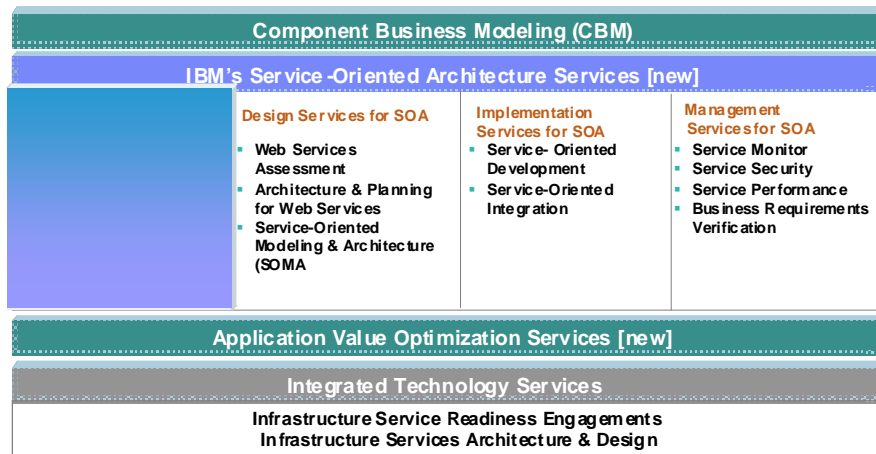
Extensive Industry experience and best practices
- Over 1000 customers worldwide

Unmatched breadth and depth of products
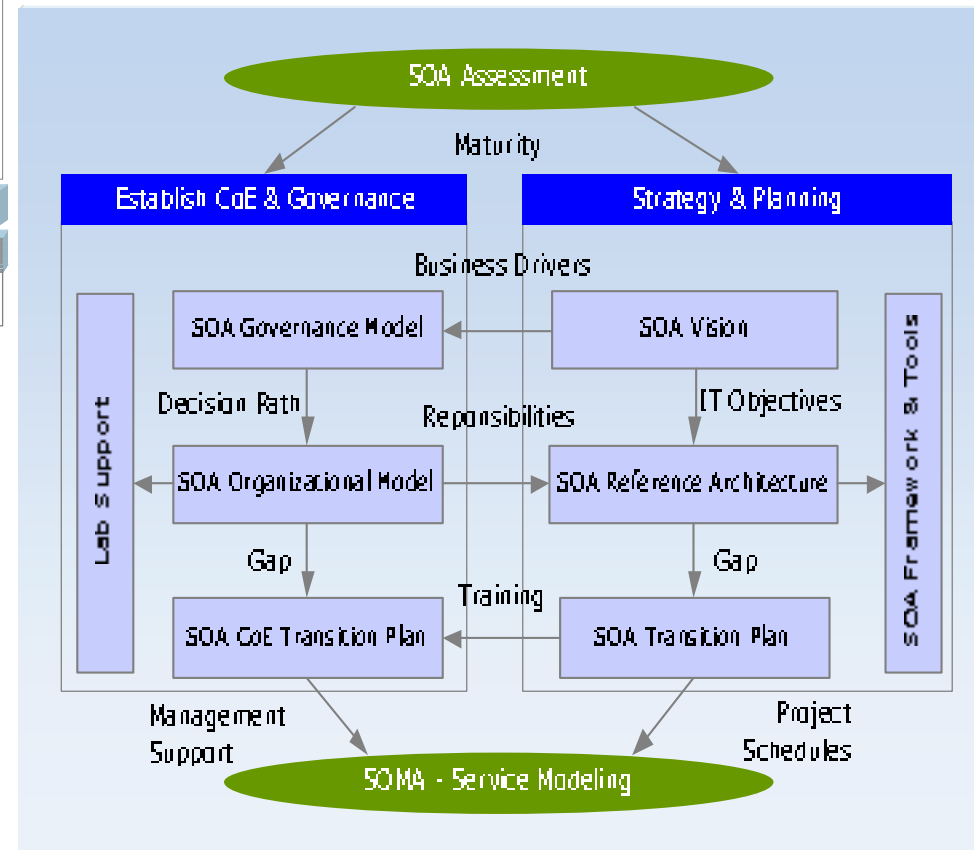- Over $1B/yr invested in SOA
- IBM leads over 50 standards bodies
- Over 300 SOA-related patents

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What does IBM have to offer? Business Enabling Services

IGS SOA Transformation Roadmap

Component Business Modeling (CBM)

IBM's Service-Oriented Architecture Services [new]

Design Services for SOA	**Implementation Services for SOA**	**Management Services for SOA**
• Web Services Assessment • Architecture & Planning for Web Services • Service-Oriented Modeling & Architecture (SOMA	• Service- Oriented Development • Service-Oriented Integration	• Service Monitor • Service Security • Service Performance • Business Requirements Verification

Application Value Optimization Services [new]

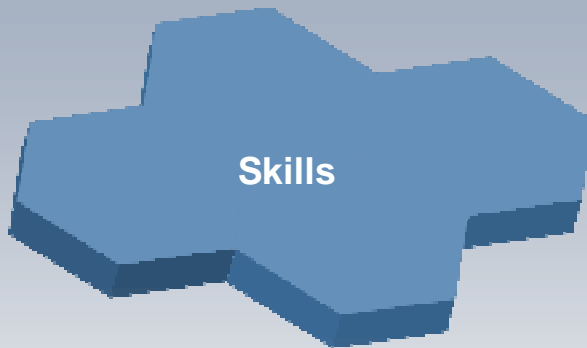| Integrated Technology Services |
| --- |
| Infrastructure Service Readiness Engagements
Infrastructure Services Architecture & Design |

IBM Business Enablement Services integrate SOA into daily business life to achieve the desired agility and competitive advantage.

Get started today! Three ways to help you!

Skills

SOA Industry Teams

- Industry aligned SOA expert teams
- Deep vertical industry knowledge/expertise
- Identify/resolve your unique business problem
- Ability to leverage resources/assets across IBM to enable SOA deployment in weeks vs. months

Client Architecture Readiness Evaluation

Free!

- Review business/IT Initiatives and architecture alignment
- Evaluate enterprise architectures SOA support readiness
- Analyze governance maturity
- Provide SOA-based solution adoption roadmap

SOA Jumpstart

Free!

- Multi-day on-site session
- Available worldwide at no charge
- Skill development and governance
- Integration architecture workshop
- Actionable next steps

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IBM SOA Assessment Tool
On line or on site

Receive actionable recommendations customized to your level of SOA maturity

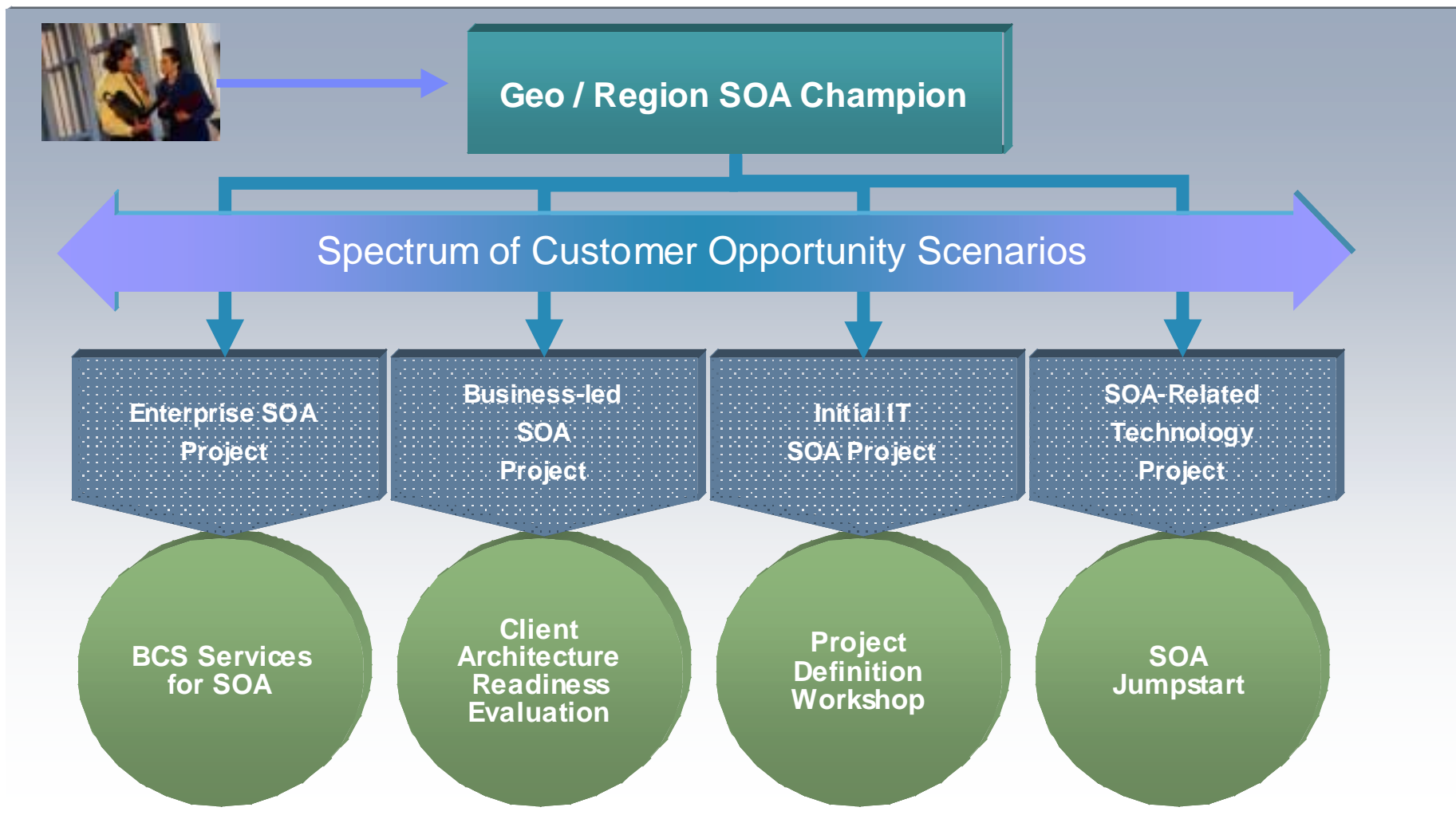**How Do I Get Here?**

You Are Here

Find out at ibm.com/soa

or contact soa @us.ibm.com

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IBM SOA Engagement Model
On Site Assessment - Conducted In-person Determines "Next Steps"

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Internal use only

New offers to help sell through SOA

SOA Self Assessment

http://www.ibm.com/websphere/soa_assessment

IGS SOA Migration Offering

http://w303.ibm.com/software/xl/portal/!ut/p/_s.7_0_A/7_0_IP?type=doc&srcID=XW&docID=P679124H48987W5

SOA Evaluation Kit

http://www128.ibm.com/developerworks/webservices/library/ws-sek-dvd

SOA Workshops

http://w3-03.ibm.com/software/xl/portal/!ut/p/_s.7_0_A/7_0_LT?nb=ca&ni=websphere&ca=value-selling&e=value-selling

- *SOA Jumpstart Architecture Workshop*
- *Process Improvement Workshop*
- *SOA Total Cost of Ownership Value Assessment*
- *Center of Excellence Workshop*

Product Offers

- *WebSphere Extended Deployment Quick Start services*
- *WebSphere Extended Deployment V6 Proof of Technology*
- *WebSphere Extended Deployment Education Assistant—Video*
- *Portal Business Value Assessment*
- *Promotional Message Broker Pricing (tentative)*

Analyst Papers

- *SOA and WebSphere*
- *Getting Started Fast on SOA with WebSphere*
- *WebSphere Leadership vs SAP for SOA*
- *ESB in Your Enterprise*
- *Building SOAs using WMQ & Message Broker*

QuickStart Services for SOA

http://www.ibm.com/developerworks/websphere/services

- *QuickStart for Business Process Modeling*
- *QuickStart for WebSphere Process Server*
- *QuickStart for WebSphere Process Integration*
- *QuickStart for WebSphere Business Monitor*
- *QuickStart for SOA*

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Key Product Offers –More Detail   as of 9/01

WebSphere Extended Deployment Quick Start services – 2 weeks at no charge

- http://w3-103.ibm.com/software/xl/portal/viewcontent?type=doc&srcID=SO&docID=E607801H35367B17

- WebSphere Extended Deployment V6 Proof of Technology

  - http://pie.dfw.ibm.com/pie/event?route=action&requestType=setPillar&value=WebSphere

- WebSphere Extended Deployment Education Assistant—Video education on V6

  - http://www-306.ibm.com/software/info/education/assistant/WXDv60_Task.shtml

- Promotional Message Broker Pricing (tentative)

  - Special entry-level pricing on all platforms

  - 30% price reduction for zOS

  - Message Broker eligible for Process Server discount level

- WBI Modeler 30 day trial

  - http://www14.software.ibm.com/webapp/download/preconfig.jsp?id=2005-03-01+13%3A18%3A09.375418R&S_TACT=104CBW71&S_CMP=&s=

- WebSphere MQ V6 Trial Code

  - http://www-128.ibm.com/developerworks/downloads/ws/wmq/?&S_TACT=105AGXxx&S_CMP=dlsdp&ca=dsl-wsdlsdp

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