



Connect with your customers in an on demand world
Sell IBM Integration Solutions



An on demand business is an enterprise whose business processes – integrated end-to-end across the company and with key partners, suppliers and customers – can respond with speed to any customer demand, market opportunity or external threat.

Do this while automating core business processes for your customers and you'll be well positioned to tap into this projected \$13 Billion market opportunity in 2004.

Integration:

Integration is the efficient and flexible combination of resources to optimize operations across and beyond the enterprise. It includes securely connecting people with relevant information, accelerating the deployment of end-to-end business processes to help improve operational efficiency, and the consolidation of information to provide a single view of data.

IBM integration solutions are designed to empower companies to manage their businesses more effectively. By implementing integration solutions, you can help improve responsiveness to their customers' needs and to marketplace demands. You can deliver the ability to securely connect, manage and optimize end-to-end business processes across and even beyond the organization. And importantly, you can help your customers improve information access and collaboration to increase the speed and accuracy of the decision making process. This powerful combination allows companies to better serve their customers for competitive advantage and create new value from existing IT investments.

IBM Process Integration

solutions allow the development and integration of application assets, which transforms application silos, both legacy and packaged applications, into a cohesive end-to-end process. Both heterogeneous internal and external systems benefit from these solutions.

IBM People Integration

solutions enable a responsive, high performance workforce that can respond more quickly and accurately from anywhere at anytime. The intent of these solutions is to increase competitive advantage and help improve business productivity while lowering costs. These solutions can integrate multiple collaborative capabilities into a single, secure, reliable platform.

By maximizing access to the right people and their skills, people integration helps to lower total cost of ownership and provides fast access to the right information at the right time across the organization. By providing a simplified, role-based user interface that is tuned to individual tasks and organizational functions, you can your customers make it easier for people to communicate and collaborate with others, both internally and externally.

Information Integration

solutions facilitate real-time business intelligence and extend the value of the existing data warehouse infrastructure. Done right, these solutions allow companies to make faster, better informed decisions. Information integration also enhances your customers' ability to develop personalized products, services and offerings to better serve their client base.

IBM stands out in its ability to provide a single, open and resilient foundation supported across multiple platforms and business solutions. This enables the creation, management, analysis and distribution of all forms of content including images, documents, reports, e-statements, audio, video and web content. IBM Information Integration solutions enable organizations to capture, access, manage, and protect all forms of business critical content from diverse sources to deliver integrated, consistent and on demand information to customers, partners, and employees.

Do your customers need IBM Integration Solutions?

They do if they need to.....

- Empower decision-makers with a single portal of information from multiple applications
- Synchronize master customer information across multiple back-end systems
- Document and measure processes that support customer inquiries and order fulfillment
- Reduce EDI costs by securely connecting with your partners and suppliers over the Internet
- Liberate product information isolated in disparate database stores with a single point of access

IBM Business Partners report a 9 to 1 ratio of profit to investment dollars

Reality Research & Consulting conducted a report analyzing Business Partner profitability when they engage with IBM software

A few of the results include:

➤ IBM provides an excellent return on a Business Partner's overall investment. IBM Business Partners, on average, report a 9 to 1 ratio of profit dollars to investment dollars.

➤ IBM provides a 21X sales multiple. For every dollar a customer spends on IBM middleware, an additional \$21 is spent by that customer on related software, hardware, and services purchases.

➤ IBM certifications provide a significant ROI. Each dollar spent in training yields \$345 in revenue.

Business Partner Opportunity

For Global System Integrators and Regional System Integrators looking to increase profitability, provide more business value to their customers, and capitalize on the high growth integration solutions market, IBM provides industry-leading integration software, technical expertise & marketing support. This combination of resources can help you expand your practice and solutions portfolio, reduce development cycle times and maximize the utilization of existing assets, to help bring solutions to market faster than your competitors and respond more quickly to changes in the marketplace.

For Independent Software Vendors looking to increase revenue & profitability, reduce development cycle times & capitalize on the high growth integration solutions market, IBM provides industry-leading integration software, technical expertise & marketing support that can help you expand your integration offering portfolio, increase market awareness and maximize the utilization of existing assets, allowing you to bring solutions to market faster than your competitors & respond more quickly to business changes and challenges.

For Value Added Resellers and Reseller professionals looking to reduce development, deployment & support costs, lower risks and maximize the use of existing assets and skills, IBM provides industry-leading, open standards-based integration software & technical expertise that can help reduce time to market for new, differentiated integration offerings, allowing you to respond more quickly to customer demands and changing market conditions.



A wealth of information and tools are available for Business Partners to build their own practices and marketing campaigns around Integration solutions.

The best resource for IBM Business Partners is the Business Partner Zone on the PartnerWorld for Software Web site. To gain access to this site you must first register as an IBM Business Partner by visiting:
ibm.com/partnerworld/software

With Business Partners playing such a critical role in the overall go-to-market plan for IBM Integration solutions, you have access to a variety of resources designed to help maximize your success:

Marketing: In the marketing materials section of the Business Partner Zone you will find information that make it easy to promote your Integration solutions. We encourage you to use the direct marketing templates, email & Web copy, seminar resources, telemarketing scripts, and even suggested offers to use in your own demand generation activities.

Training and education: IBM recognizes that the key to profitable services engagements is repeatability. So we offer a host of classes to help Business Partner technical resources gain expertise on the various products that comprise IBM Integration solutions.

Sales Support: You can use IBM's technical sales support to gain a competitive advantage when selling your own services.

Perhaps the most important tool available to you today is the Partner Assessment Tool. With this tool, you can help your customers assess how far along they are on the journey to becoming an ebusiness on demand. The tool you to clearly see target opportunity areas in which to sell IBM Integration software with your services and solutions to move your customers to the next level.

Start today by visiting the BP Zone -> Marketing Resources -> 2004 Marketing Programs or contact your Business Partner Representative to add this to your PartnerPlan.

“The Integration space is a lucrative market, growing from \$13.6 billion in 2004 to \$19.7 billion in 2007 alone.”

IDC and IBM Analysis 2003



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