IBM

Demonstrate your business agility in an on demand world
Sell IBM People Productivity Solutions

Today companies realize that, in order to survive, their work environments must be more agile and efficient. They must be ready to respond to whatever the business world challenges them with ---rising levels of competition, sweeping regulation changes or unpredictable market fluctuations. As an IBM Business Partner, when you sell people productivity solutions you help your customers keep pace and make the most of the resources they have. You provide the critical links to business information and processes to enhance employee, partner, supplier and customer relationships.
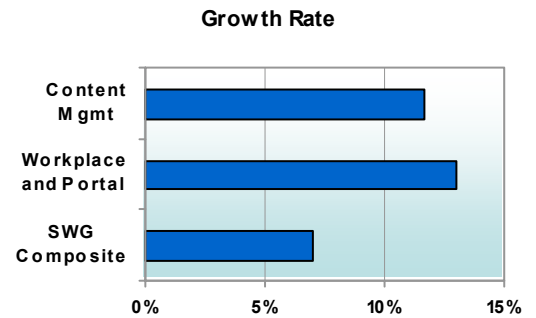
As this fast growing multi-billion dollar market continues to accelerate, IBM and its Business Partners are uniquely positioned to lead with award winning software solutions in the mission critical areas of Collaboration, Portal and Content Management.

People Productivity simplifies access to, and interaction with, *content, applications, people, and processes*. It includes a secure enterprise-wide collaborative portal and content management system designed to enable people to do their work from virtually anywhere at virtually anytime, faster and more effectively. The result is a personalized workplace tailored specifically to each person's role.

The technology that comes together to build these new work environments draws from across the IBM Software portfolio including:
- IBM Lotus software: Integrated messaging and collaboration applications that can keep your entire workforce connected, informed and working together anywhere and anytime.

- IBM WebSphere Portal: Industry-leading middleware that provides employees with a single, personalized and secure point of access to all the information, applications and resources they need to stay productive
- IBM DB2 Information Management: A powerful foundation that allows companies to create, manage and distribute all forms of data and content – including documents, rich media and more – across multiple platforms and applications
- IBM Tivoli Security Management: Security solutions that keep mission-critical data and transactions safe from unauthorized access, while providing efficient single sign-on access to employees, partners and other system users.

The combined Collaboration, Portal and Content Management market will grow to over $8B in 2004.

Growth Rate

Source: IBM analysis based on industry reports/market research

Do your customers need IBM people productivity software? They do if they need to:

- Improve responsiveness to both market opportunities and threats as well as their customers', suppliers' and partners' needs
- Increase productivity in an organization, allowing employees to focus on the core goals of the business, particularly those that drive profitability
- Connect dispersed teams both inside and outside the organization to bring the right expertise together and reduce redundancies
- Better manage, distribute and share the volumes of information that are bombarding employees and trading partners
- Prove compliance with industry and government regulations

IBM Software Development Platform supports your business

The IBM portfolio continues to lead the market with innovative software platforms, products and offerings. IBM has the #1 market share in document and content management, portal and collaboration. No other vendor offers this comprehensive range of content management, portal, collaboration, security and storage software capabilities.

IBM is the only vendor offering the breadth of platform choices, from Linux to IBM eServer zSeries, to let organizations choose the most cost-effective infrastructure for their requirements. Built on open standards, Business Partners can readily integrate their value add capabilities and extensions with IBM technologies to address specific customer needs.

The IBM Content Management platform manages more types of content than anything else, integrates with leading applications (Adobe, SAP, Siebel, PeopleSoft) and enables multi-channel delivery to end users such as Cisco, WS

Commerce, WS Portal, mobile devices, etc.
Business Partners are strategic in the delivery of software business solutions to customers. Together IBM and its Business Partners are executing programs to drive business in an integrated fashion.

For Independent Software Vendors (ISVs) and System Integrators (Sis) looking to address the business needs of customers and prospects, IBM

provides a portfolio that continues to lead the market with innovative software and deep technical expertise. IBM software can help reduce time to market with exciting and unique people productivity solutions as IBM Business Partners respond more quickly than their competitors to changing marketing needs.
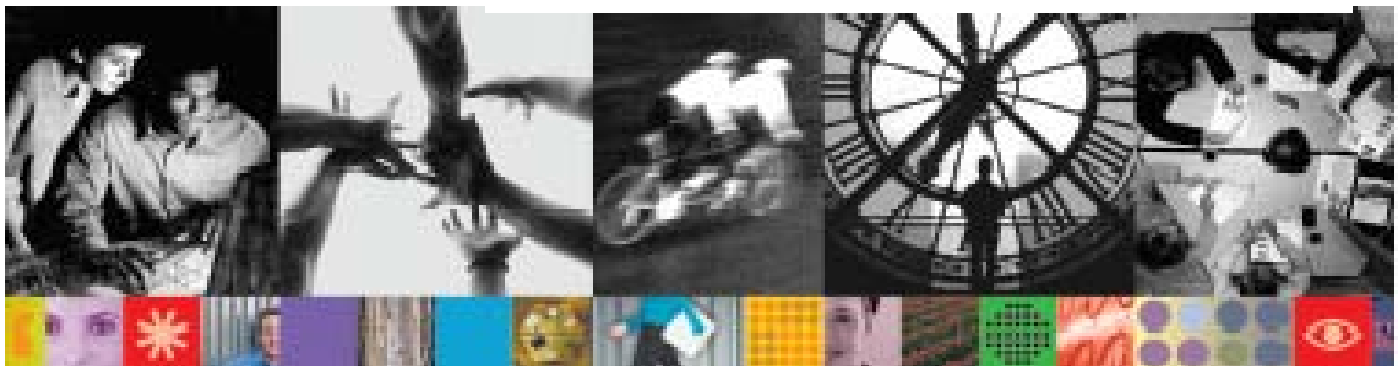
IBM open platform design allows Business Partners to integrate value added capabilities and extensions, thus creating a platform for repeatable, cross industry solutions for mid-sized to enterprise level customers.

For Value Added Resellers, IBM people productivity software is designed for fast installation and quick production deployment. Combined with a value-priced solution, people productivity offerings are attractive to customers of all sizes.

We are positioned to solve customers' key business pains

Improve productivity

Connect dispersed teams

Improve responsiveness

Improve Access To Information
Geog. Disbursed Teams
Improve Productivity
Improve Specific Business Aspects
More Responsive To Customers
Decrease Redundancy
Faster Decisions
Better Project Management
Control Costs
Make Better Decisions
Supply Chain Integration
Get The Input of Many People
Customers Required It
Increase Competence
Capture Intellectual Capital
Reduce Cycle Time

Source: Lotus Profiling Research, 10-02

A wealth of material is available for Business Partners to build their own practices and marketing campaigns around people productivity. Many new deliverables are being developed and existing materials are periodically reviewed and updated. The best resource for IBM Business Partners is the BP Zone on the PartnerWorld for Software website. People Productivity materials are available Business Partners to access at:
http://www-100.ibm.com/partnerworld/software/pwswzone.nsf/docs/DGSH-5UANRS?opendocument
This site provides you with ready to use marketing templates for direct marketing, telemarketing, and seminar activities. In the direct marketing section you will find materials that support people productivity solutions including direct mail, email and web copy. This site also contains suggested offers, tools and demos, education and certification roadmaps and sales resources.

Sales Kits for IBM products and solutions are also available on the BP Zone.

DeveloperWorks provides useful enablement materials and other resources at:
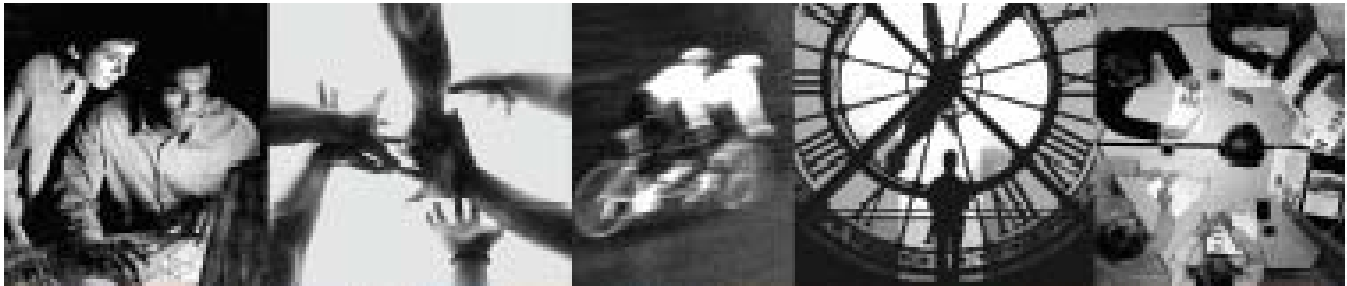http://www.ibm.com/developerworks
The site includes specific technical Webcasts with live Q&A on relevant IBM technologies.
http://webevents.broadcast.com/ibm/developer/on_demand.asp

Techline provides live technical assistance from skilled specialists on IBM software products including DB2 Information Management, Lotus, Tivoli, and WebSphere. 1-800-496-9990

Software Innovation Teams (SWITs) provide outbound technical sales support to Business Partners. Contact with the SWIT team is initiated through local IBM Business Partner sales representatives.