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Introduction

Welcome to this online course, "IBM® eServer™ iSeries™ Application Innovation Program update."

Did you know that a wealth of new assistance is available for iSeries solution providers? This support represents as much as \$50,000 (USD) in technical assistance, education, and support offerings and is available now to thousands of solution providers, not just to the larger partners who have nurtured relationships with IBM. In this course, you will learn the details that underpin this offering, which is one part of a recent three-pillared "iSeries Initiative for Innovation" announcement. The Application Innovation Program provides the education, enablement, and assistance solution providers need to identify their optimal path toward application modernization using the iSeries developer roadmap.

This program can help you increase your productivity in many areas of application development. You can make architectural improvements with RPG or COBOL components from the IBM Integrated Language Environment® (ILE). You can generate browser-based user interfaces (UI) or incorporate IBM WebSphere® and Java™ technologies. The iSeries developer roadmap can also provide the guidance for you to innovate with your applications. IBM can help you go to market, and much more.

Agenda

- **IBM eServer iSeries Initiative for Innovation**
 - Application Innovation Program
 - Tools Innovation Program
 - iSeries Innovation Program
- **Application Innovation Program update**
- **Call to action**

Agenda

This course presents an overview of the IBM eServer iSeries Initiative for Innovation. This program has three components. The Application Innovation Program is primarily for solution providers, though the Tools Innovation Program is for iSeries tool vendors. The iSeries Innovation Program is designed to nurture a deeper relationship between IBM business partners and the IBM lab in Rochester, as well as other participating IBM labs.

The Application Innovation Program, announced in February 2005 and directed toward solution providers, is the primary focus of this course. But this course is also important for system integrators, consultants, and IBM staff who work with these partners. The reason for this is the cooperative manner in which we all work together to bring optimal solutions to iSeries clients. This interdependent nature of applications, architecture, tools, and iSeries hardware began in 1988 with the announcement of the first IBM AS/400® systems. “AS” stood for “application system.” Thousands of applications made the system widely popular. It was an innovative concept for the time. In 1995, the CISC-to-RISC conversion was another key milestone in AS/400 history. And then in 2004, the new IBM POWER5™ processor brought the convergence of the IBM eServer pSeries® and iSeries hardware base.

Now in 2005, the iSeries platform is going back to its heritage, where the applications are the differentiator. And of course, solution providers are key to sustaining and growing the popularity of this platform. Therefore, the mission that drives the iSeries Application Innovation Program is supporting application developers in application innovation.

At the very end of this course, you will see a call to action that will help you get started with your application innovation efforts. It is very simple. There is a lot of information IBM provides to our solution providers. Now, are you ready to dig in to this?

Introducing
IBM eServer iSeries Initiative for Innovation

*Together with our partners,
IBM will create
an open, collaborative community
to fuel innovation in iSeries solutions,
partner applications,
and On Demand Business capabilities for
our mutual clients.*

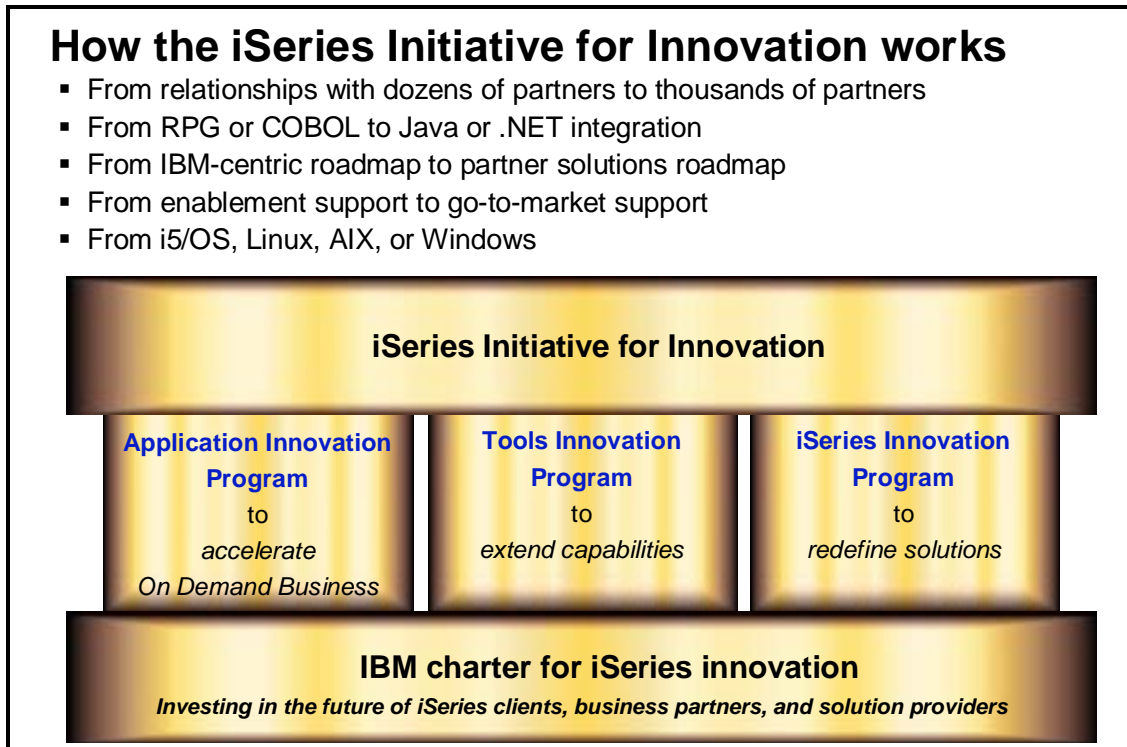
Enablement support * Free education * Comarketing * Co-advertising * Loaner program
Conversion factory * Technical experts * Sales connections * Leads * Partner teaming

IBM eServer iSeries Initiative for Innovation

The IBM eServer iSeries Initiative for Innovation represents an accelerated effort on the part of IBM to partner with iSeries business partners (tool providers, application developers, and consultants). We like to use the term *ecosystem* in referring to these relationships, because it is more than just solution providers; it also includes tool providers, consultants, system integrators, and others surrounding the ecosystem that makes the iSeries platform so great.

IBM is committed to working with all these providers. We need to teach them about the IBM On Demand Business™ capabilities provided not only by the iSeries hardware, but also the middleware, the software solutions, and the tools that surround this platform.

The iSeries Initiative for Innovation is focused on an end-to-end perspective. However, it is more than just awareness and education. It is enablement. It is co-marketing and co-advertising. It involves making the latest and greatest iSeries systems available to solution providers for testing and application development. The iSeries Initiative for Innovation is committed to providing access to iSeries technical experts and technical support. It is important to help our partners make sales connections and to assist with partnering introductions between solution providers and tool vendors.



How the iSeries Initiative for Innovation works

Here you can see how all of this fits together. Where IBM previously had relationships with only dozens of solution providers, now we are building partnerships with literally thousands of developers, tool providers, and consultants. We want to work with these solution providers on the newest technologies, such as Java or Microsoft® .NET. But we also want to help them enhance and innovate their RPG and COBOL applications.

This initiative is not driven by trying to entice developers to leave RPG and COBOL to move to another technology, such as Java. It is designed to support developers in incorporating technologies to innovate their longstanding applications with new capabilities. For example, there is a great deal of innovation in going from RPG III to ILE RPG (RPG IV) and embracing service programs and callable interfaces. Another innovation option is to move an ILE RPG application to the Web by extending 5250 interfaces with browser GUIs.

You might remember that, in the past, the iSeries Developer Roadmap had an IBM-centric view with IBM products, platforms, and middleware for modernizing applications. Now, the roadmap is being opened up to include modernization components from business partners and tool vendors. (We will talk more about this later in the course.)

This initiative includes support for solution providers to run their applications natively on the IBM i5/OS™ operating system (formerly IBM OS/400®). There is also an initiative to help solution providers execute their applications on the iSeries platform in logical partitions that run under Linux™ or IBM AIX® operating systems. Alternatively, these applications might run under Microsoft Windows® thanks to the IBM Integrated xSeries® Server. You can see that this program is an all-inclusive support program.

The iSeries Initiative for Innovation has three pillars. The Application Innovation Program (the left-most pillar) represents support that is primarily directed toward solution providers. The Tools Innovation Program (the middle pillar) indicates the support available for tool vendors. The iSeries Innovation Program (the right-most pillar) stands for the IBM Rochester commitment to nurturing deeper relationships between the lab and iSeries Business Partners. (These pillars will be discussed in more detail later in this course.)

Application Innovation Program

New ways to help clients and solution providers take the first step toward On Demand Business

Delivering innovative applications

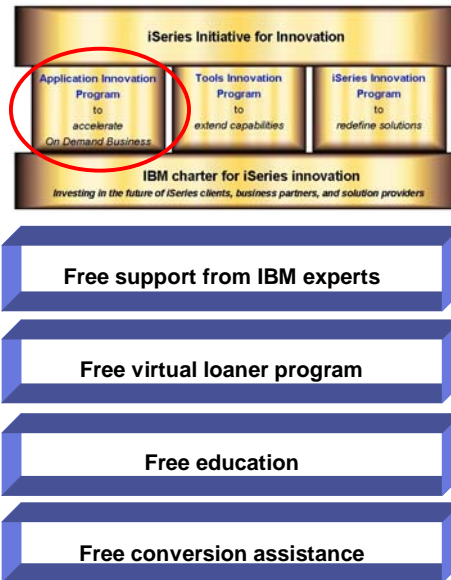
- Increase sales opportunities
- Increase sales effectiveness
- Improve operational efficiencies
- Increase customer satisfaction

Transforming the journey

- Provide a highly tailored approach to our client's and partner's needs
- Design more open Developer's Roadmap

Smashing through barriers to accelerate application innovation

- Unleash IBM resources to help our clients and business partners



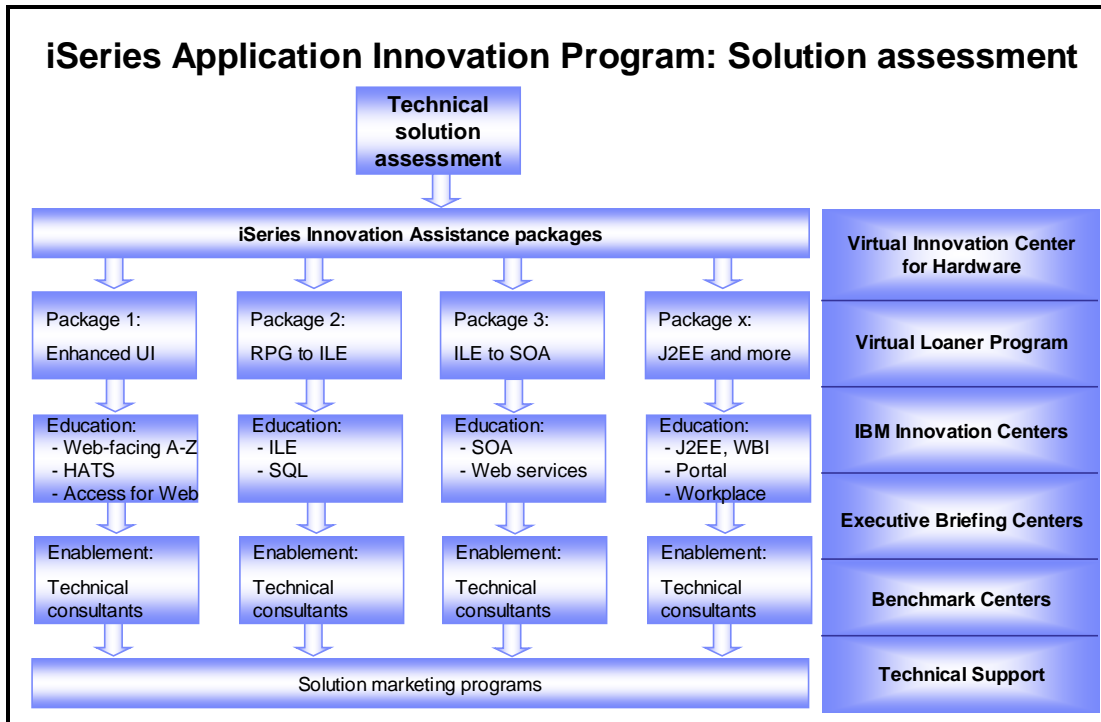
\$50,000 benefit!

Application Innovation Program

This set of support programs doubles down on the investments IBM had already made by providing free enablement support (up to a value of about \$50,000) to help you modernize your applications. This support can take the form of access to hardware environments, technical engagements, and education to fill critical skill gaps. Solution providers will benefit from a step-by-step approach to access the latest IBM resources and to develop a customized modernization approach that makes sense for that development organization and what it is trying to achieve in the market. This type of enablement was previously available only to the largest application providers, such as PeopleSoft® and SAP®. Now, it is available to thousands of solution providers.

These innovative support offerings can increase sales opportunities and sales effectiveness. An application taken to the Web and enhanced with business-to-business transactions via XML can absolutely drive new customer sales. That is the goal.

Transforming your application is a journey, but through this initiative, you can design a cost-effective, end-to-end approach. IBM roadmaps can be customized to help you along the way. The most important of these is the iSeries Developer Roadmap, but as mentioned, it has been opened up to include valuable non-IBM tools. Paths through the roadmap have also been streamlined. Free IBM assistance can make you successful.



iSeries Application Innovation Program: Solution assessment

The Application Innovation Program starts with the all-important technical solution assessment. Again, working one-on-one with the solution provider, the eServer Solutions Development team can look at their business direction, as well as their tactical and strategic directions. We can dig down into the applications to determine the best innovation processes. For applications currently running on another platform, this technical assessment will help providers devise the best porting or migrating effort.

Once the solution assessment is complete, we will guide the solution provider into a streamlined assistance package that will move the application quickly through the innovation process. Some assistance packages are already defined, as shown on this chart, and others are being constructed now.

For example, Package 1 is designed to enhance the user interface (UI). Many solutions need a graphical presentation, not only to assist intranet users, but also to put the application on the Web. Web access benefits customers, supports connectivity with pervasive devices, and expands markets geographically. Package 1 also includes no-cost education, which currently pertains to the following tools:

- The IBM WebFacing Tool for iSeries
- The WebSphere Host Application Transformation (HATS) tool
- IBM iSeries Access for the Web.

After completing the education courses, you can acquire and install the software. Then, the IBM enablement team can assist you, at no charge, as you actually use the tool. When your application is modernized with this new technology, you are then handed off to the IBM marketing team, where you join the IBM PartnerWorld® Industry Network. At this point you can take advantage of the IBM Solution Connection Directory. You can

even become IBM ServerProven®. (These programs will be discussed in greater detail later.)

On the right side of this chart, the Virtual Innovation Center for Hardware (VIC-H) represents the iSeries application innovation roadmaps. For each package, a specific VIC for Hardware roadmap walks you step-by-step through that particular process. For example, in addition to relevant education courses, it might be valuable to look at an IBM Redbook™ or some white papers to get some more detailed information about that technology. The VIC-H roadmap will include those valuable materials in the education plan. You will also be given access to any related self-study material. The VIC-H also provides links to information on installation, configuration, and advanced topics for the pertinent technologies.

Packages 2, 3, and x include similar roadmap, education, enablement, and marketing support. Package 2 supports modernization efforts of application code from RPG III to ILE RPG. Package 3 supports innovation tasks related to moving ILE RPG code to the service-oriented architecture (SOA) structure. Package x refers to related technologies and middleware, such as Java 2 Enterprise Edition (J2EE™), WebSphere Business Integrator, WebSphere Portal, IBM Workplace™, and so on.

The right side of this chart lists a number of programs you will use along the way. (We will discuss these later in this course.)

Join the iSeries Application Innovation program

- Contact information
- Request a Solution Technical Assessment
 - Development environment
 - User interface
 - Architecture
 - Application and business integration
 - Collaboration
 - Porting
 - IBM strategies
 - Familiarity with terms, concepts, and products
- Press **Submit**

The screenshot shows a web browser window titled "IBM Virtual Innovation Center for Hardware: Follow a roadmap - Microsoft Internet E...". The page has a navigation bar with links: Home, Products, Services & solutions, Support & downloads, and My account. The main content area is titled "Follow a roadmap" and "Preparing for the iSeries Solution Assessment". It explains that the user has requested an iSeries Solution Assessment and will be contacted by an IBM consultant. Below this, there are instructions about the assessment process and a list of fields to be completed, marked with an asterisk (*). The fields are: Name, E-mail, Phone, Company, and Company PartnerWorld member number. There are also links for "Can't find your ID? Click here" and "Not a member? Sign up here". The form is divided into sections: "1. Development Environment" and "1A. Are you using WebSphere Development Studio Client for iSeries for any development?". Under "1A", there are radio buttons for "Yes" and "No". If "Yes" is selected, there are checkboxes for "RPG", "COBOL", "C/C++", "IBM Webfacing Tool", "IBM WebSphere Host Access Transformation Services (HATS)", and "Java".

Join the iSeries Application Innovation program

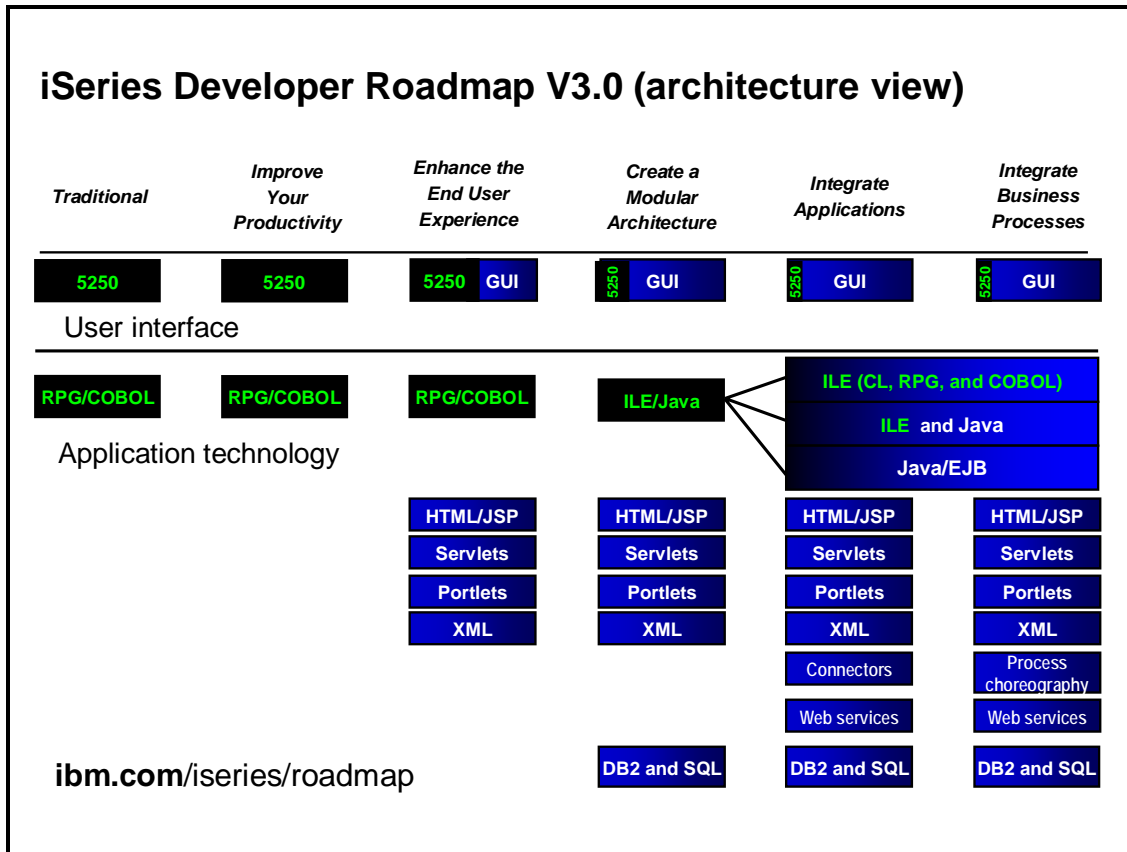
To initiate your access to all of this excellent support, you will need to join the iSeries Application Innovation program, which is quick and easy to do. An online form collects information about your company and software offerings. It includes a pre-assessment questionnaire that gathers information on the current state of your application and your expectations for its modernization. These questions fall within eight categories:

- What is the **development environment** (WebSphere Development Studio Client for iSeries)? What other technologies are used (RPG, COBOL, Java, XML)?
- What is the application's **user interface**? In addition to a 5250 interface, does the application use a Web interface? Is there a rich client (fat client) interface?
- Tell us about the application's **architecture**. Is it monolithic (thousands of lines of mainline RPG code)? Or has it been modularized into ILE RPG? Does it use SQL?
- What is the application's level of **business integration**? Is any of the business logic, presentation code, or database access externalized in a callable manner?
- Other questions concern **collaboration**. Does the application integrate email and IBM Sametime® servers? Does it provide a portal interface?
- You need to tell us about any **porting** situations. Is the application coming on to the iSeries system for the first time? Is it a UNIX® or Linux application?
- It helps us to understand how aware you are with **IBM strategies**, including the IBM On Demand Business technologies.
- What is your **familiarity with various terms, concepts, and products** (for example, J2EE, XML)? What is the degree of your familiarity?

After submitting the answers to those questions, along with your contact information, you will be entered into the eServer Solutions Development database. Somebody will be contacting you with an e-mail within 24 hours, and then will call to schedule your technical assessment (which takes three to five hours). This is a one-on-one consultation. No third parties are involved, which means you need not worry about confidentiality.

Your answers to this questionnaire help our technical consultants to have a better sense of the current status of your application, your developer staff, and your goals. As a result of your careful answers on this form we can better utilize the few hours we spend with you on the phone. The more you tell us, the better we can drill down deeper into precisely those areas of modernization you are interested in better understanding.

When filling out this form, tell us your preferred timeframe for scheduling a solution assessment? If you want to be contacted right away, let us know. But if you are in the middle of a product release and need to engage with us several weeks out, you can still fill out the questionnaire now, and then establish a more distant contact date.



iSeries Developer Roadmap V3.0 (architecture view)

Here is the latest version of the iSeries Developer Roadmap from an architectural perspective. It is a step-by-step process that moves an application from a traditional iSeries environment that uses green-screen-based RPG or COBOL code and longstanding tools (primitive by today's standards) such as source entry utility (SEU) and program development manager (PDM). The roadmap is very different than previous versions. For instance, the 5250 interface now is maintained as a viable interface across all phases of the roadmap.

The first roadmap step increases programmer productivity with a low investment in time, resources, and cost. This is done by moving the application to the WebSphere Development Studio Client for iSeries, an integrated development environment (IDE). In this environment, you can still use your 5250 DDS programming skills and maintain the business logic in RPG and COBOL. However, you can take advantage of efficient programming tools conveniently located on your desktop.

The second step focuses on enhancing the user experience through better (graphical) interfaces. Using IDE tools such as the IBM WebFacing Tool for iSeries, you can transform the 5250 interfaces (the DDS specifications) into browser interfaces in a noninvasive way.

The third step is to create a more modular (componentized) architecture. Business logic is separated from the user presentation and the database access. This effort will yield

callable transactions (callable modules of business logic) that can be reused through some ILE types of interfaces, perhaps a service program.

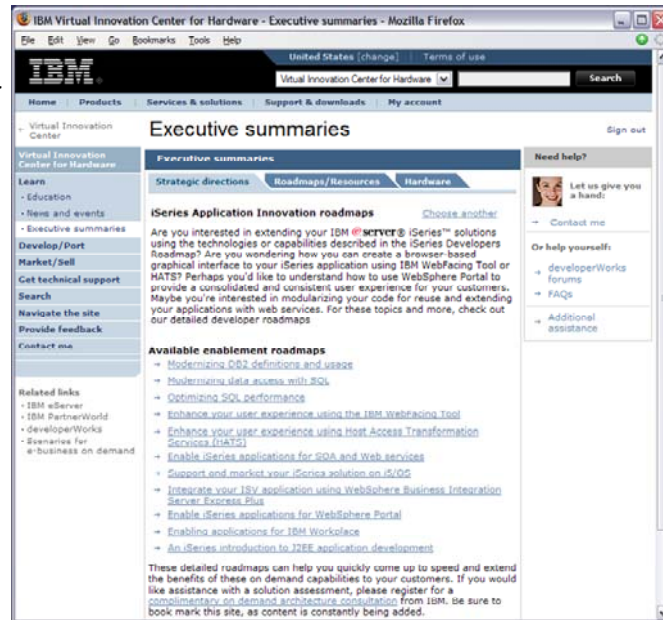
The fourth step is to integrate the existing applications with new applications. This effort will include extending the applications to the Web through Web services.

Finally, the last step is to truly integrate the business processes. Now that the applications are opened up with callable interfaces, this is easier to accomplish.

As you can see, the iSeries Developer Roadmap is a step-by-step process for enhancing our business applications, and also adopting flexible new technologies.

VIC for Hardware (enablement roadmaps)

- **Enhance user experience**
 - IBM WebFacing Tool for iSeries
 - HATS
- **Enable iSeries applications**
 - DB2 and SQL
 - SOA and Web services
- **Integrate applications**
 - WebSphere BI Server – Express Plus
 - WebSphere Portal
 - WebSphere Workplace
- **Support and market your iSeries solution on i5/OS**



VIC for Hardware (enablement roadmaps)

The Virtual Innovation Center for Hardware consists of specialized enablement roadmaps derived from the broader-based iSeries Developer Roadmap. Rather than being broad and general in nature, these more directed roadmaps have been described as being similar to a retail mall map that assist you in getting to where you want by using a red dot and a "You are here" arrow (superimposed on a floor plan of the mall layout).

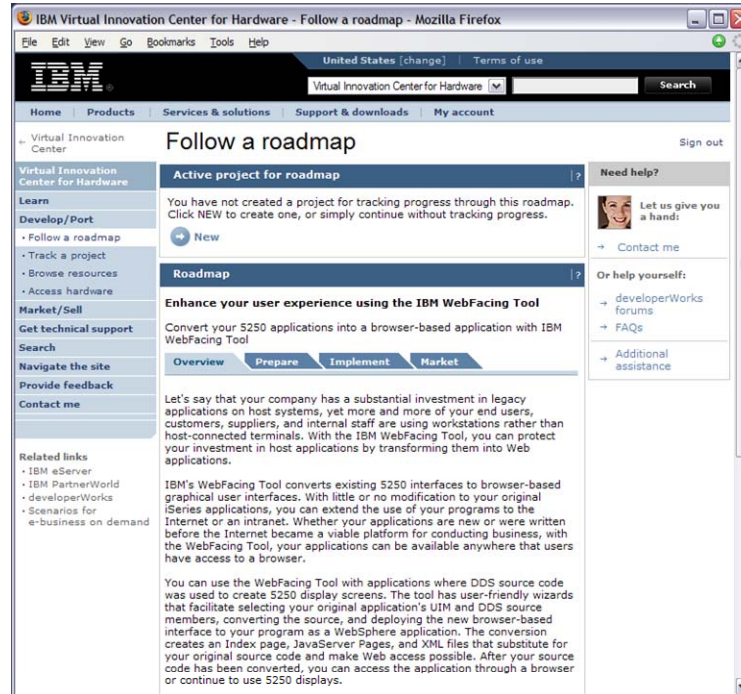
The eServer Solution Developers team has identified common roads that successfully take RPG and COBOL applications to various states of modernization. Each enablement roadmap steps you through all the processes, end-to-end, to the state of innovation desired for your application. As a result of your technical solution assessment, we can advise you on the enablement roadmaps that best suits your needs.

One example of the enablement roadmaps is the "Enhance your user experience" set of roadmaps. One roadmap in this set provides you with step-by-step methodologies for enhancing your graphical interfaces using the IBM WebFacing Tool for iSeries. Another roadmap provides steps for building graphical interfaces with the HATS tool. Another set of enablement roadmaps directs you in creating Web services for your application, or to build a service-oriented architecture for WebSphere Portal. A third set of enablement roadmaps support integrating your application through the use of WebSphere Business Integrator. Finally, another enablement roadmap helps you from the application support and marketing perspective. For applications that have already been innovated, this roadmap can help you can drive more business. It also shows you how to join the IBM Solution Connection Directory and how to become IBM ServerProven. You will learn how to take advantage of the PartnerWorld Industry Network marketing programs.

As the eServer Solution Developers team has additional experiences and finds more technology adoption patterns, we will create additional enablement roadmaps.

VIC for Hardware (enablement roadmaps) continued

- **Overview**
- **Prepare**
 - Analysis
 - Education
 - Planning
- **Implement**
 - Hardware
 - Software and tools
 - Configuration
 - Development
 - Technical support
 - Validation
 - Performance
 - Other resources
- **Market**



VIC for Hardware (enablement roadmaps) continued

This screen capture illustrates how the enablement roadmaps look. There are four tabbed sections. The **Overview** tab describes the nature of this particular enablement roadmap.

The **Prepare** tab helps you analyze the application. This is actually the technical solution assessment. It helps you identify your strategic and tactical solutions, and also assists you in analyzing the direction in which the application should be innovated. This phase of the roadmap contains a roster of required and recommended education. It also provides you with relevant planning information.

The **Implement** tab provides information regarding how you can get access to needed hardware and software, how to configure pertinent middleware, and other information.

The **Market** tab includes go-to-market activities.

VIC for Hardware (enablement roadmaps) continued

- **Track a project**
 - Project name
 - Comments
 - Status
 - No action
 - Not applicable
 - In progress
 - Complete

- **Future**
 - Used to trigger advanced capabilities

IBM Virtual Innovation Center for Hardware - Track a project - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

United States (change) Terms of use

Virtual Innovation Center for Hardware Search

Home Products Services & solutions Support & downloads My account

Virtual Innovation Center

Track a project

Sign out

Active projects

Please create a project for the roadmap.

Strategic directions: [iSeries Application Innovation roadmaps](#) **Roadmap:** [Enhance your user experience using the IBM WebFacing Tool](#)

Project name: myApplication Version 3

Comments: Use IBM WebFacing Tool to bring myApplication to the web.

Prepare

	No action	Not applicable	In progress	Complete
Analysis:	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education:	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning:	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Implement

	No action	Not applicable	In progress	Complete
Hardware:	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Software and tools:	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Need help?

Let us give you a hand:

→ Contact me

Or help yourself:

→ developerWorks forums

→ FAQs

→ Additional assistance

Related links

- IBM eServer
- IBM PartnerWorld
- developerWorks
- Scenarios for e-business on demand

VIC for hardware (enablement roadmaps) continued

New to the VIC for Hardware enablement roadmap is the concept of a project. The screen that you see here can be used to track the progress of your project. To create a project, give it a name, and fill in a comment describing the application to be innovated.

Then, for every step of that enablement roadmap, you can indicate whether it is in progress or has been completed. You can even make a note that a particular step is not applicable to what you are trying to achieve with this application.

Today, this is just a project that you can track to help yourself. However, in the future, IBM plans to tie our programs to these projects. For example, when you select a marketing action that you want to complete, a trigger can be sent to the PartnerWorld Industry Network to identify that you are ready for their assistance in putting together a marketing program.

Virtual Loaner Program

- **Access to latest eServer i5 systems**
 - i5/OS
 - eServer i5 system hosting AIX
 - eServer i5 system hosting Linux
- **Use for...**
 - Development
 - Deployment
 - Porting
 - Testing
 - Demonstration

ibm.com/servers/enable/site/vlp

Virtual Loaner Program

The Virtual Loaner Program (VLP) uses a virtual private network (VPN) connection to give you access to the latest eServer i5 hardware to test your application. You can have access to an i5/OS partition that shares resources with other software vendors. Or, you can use a dedicated i5/OS partition that has non-shared resources. There are also shared and dedicated hosted environments for AIX and Linux on POWER™, all running on an eServer i5 system.

For dedicated i5/OS partitions, you can use a Web interface to reserve time on an eServer i5 system, and can also specify that you want two CPUs with four gigabytes of memory and 400 gigabytes of disk space. Then, that amount of non-shared resources will be carved out and dedicated to an i5/OS partition specifically for your use.

You can upload your application to test and verify that it runs on the latest V5R3 operating system. You can test and tune your application with WebSphere Application Server, WebSphere Portal, and so on, without having the need to install that hardware local to your business.

IBM Innovation Centers

- Waltham, Massachusetts
- San Mateo, California
- Hursley, England
- Tokyo, Japan
- Sydney, Australia
- Milan, Italy
- Paris, France
- Amsterdam, Netherlands
- Shanghai, China
- Stuttgart, Germany
- Bangalore, India
- Seoul, Korea

www.developer.ibm.com/iic

IBM Innovation Centers

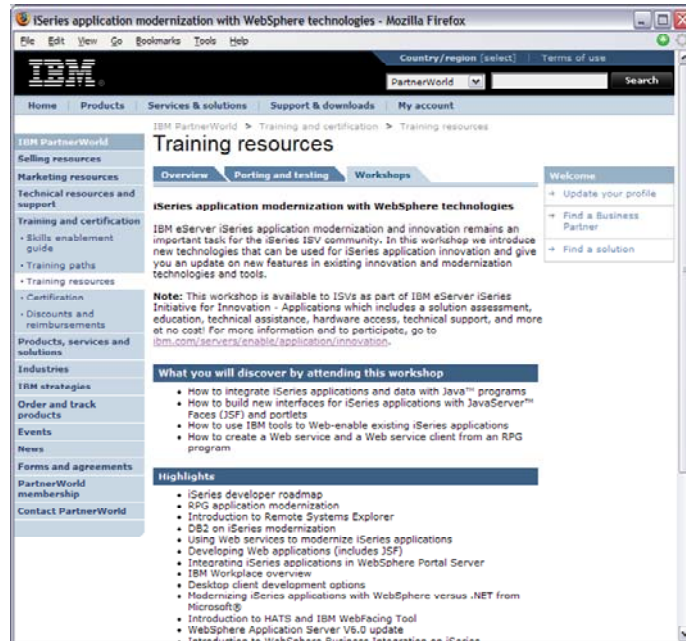
If your application testing requirements are a bit more hands-on with IBM personnel, the IBM Innovation Centers are located around the world with staff and hardware resources for your use.

Today, these centers exist in 12 locations around the world. Many of these locations are new, as a result of the anticipated demand for their use through the Application Innovation Program. A new Innovation Center will soon open in China, too. Therefore, if you want to attend a course, you can look for iSeries education at these new centers. If you want hands-on access to hardware, again, you can look to these Innovation Centers that are geographically spread around the globe.

The Virtual Loaner Program and the Innovation Center generally cost about \$10,000 per engagement, but because you are joining the Application Innovation Program, they are made available to you at no cost.

iSeries education

- **Delivered:**
 - Face-to-face
 - Instructor-led distance learning
 - Digital video library
 - Self study
- **Workshops:**
 - WebSphere Technical Enablement
 - Introduction to J2EE and WebSphere Application Server 6.0 on iSeries
 - IBM WebFacing Tool for iSeries
 - WebSphere Development Studio Client: RSE
 - Introduction to J2EE and WebSphere Portal Enable V5.1 on iSeries
 - Introduction to OO Applications with Java for Procedural Developers
 - iSeries RPG IV Programming
- **And more...**



iSeries education

iSeries education is available in many formats. There are face-to-face courses and workshops for those who need hands-on instruction. Instructor-lead courses are also accessible in a distance-learning format. And, there is an ample selection of digital video library and online (as well as downloadable) self-study courses.

Here are some quotes from solution providers who have taken these courses:

- "Well structured course and presenters knowledge was excellent. Course was easy to follow and notes and labs were great to help with further understanding of the material. Well done."
- "Well presented with a lot of information."
- "Great Course. Very impressed with both the instructors and the material covered."
- "Excellent course and material"
- "Fantastic course!"
- "Great workshop!"

Partner solutions ready for i5/OS

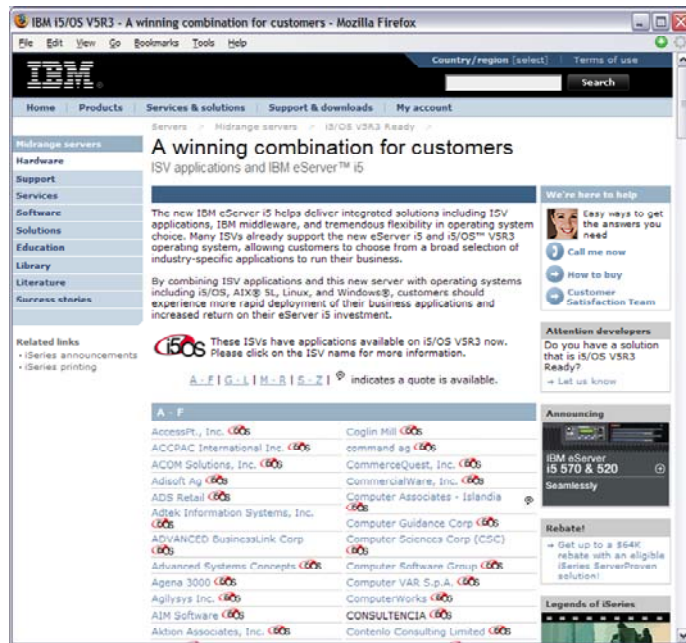


■ Integrated solutions

- Business Partner applications
- IBM middleware
- Choice of operating system
 - i5/OS
 - AIX 5L
 - Linux
 - Windows

■ 700+ solutions today!

ibm.com/series/solutions/v5r3ready



Partner solutions that are ready for i5/OS

More than 700 application solutions are already available to run on the iSeries family of servers under the i5/OS V5R3 operating environment. Many of these applications are integrated, incorporate IBM middleware, and provide tremendous flexibility in operating system choice.

Here is a quote from Bob Ruet, director of solution architecture for Encoda Systems:

"We have been delivering powerful solutions to the media industry on the eServer iSeries platform ever since our product was announced. We are excited about the value of Encoda solutions (combined with i5/OS V5R3 and the new generation of IBM eServer i5 POWER5 servers) will bring to our customers."

With the iSeries Application Innovation Program, we will help you add your company to this list.

Easy six step process

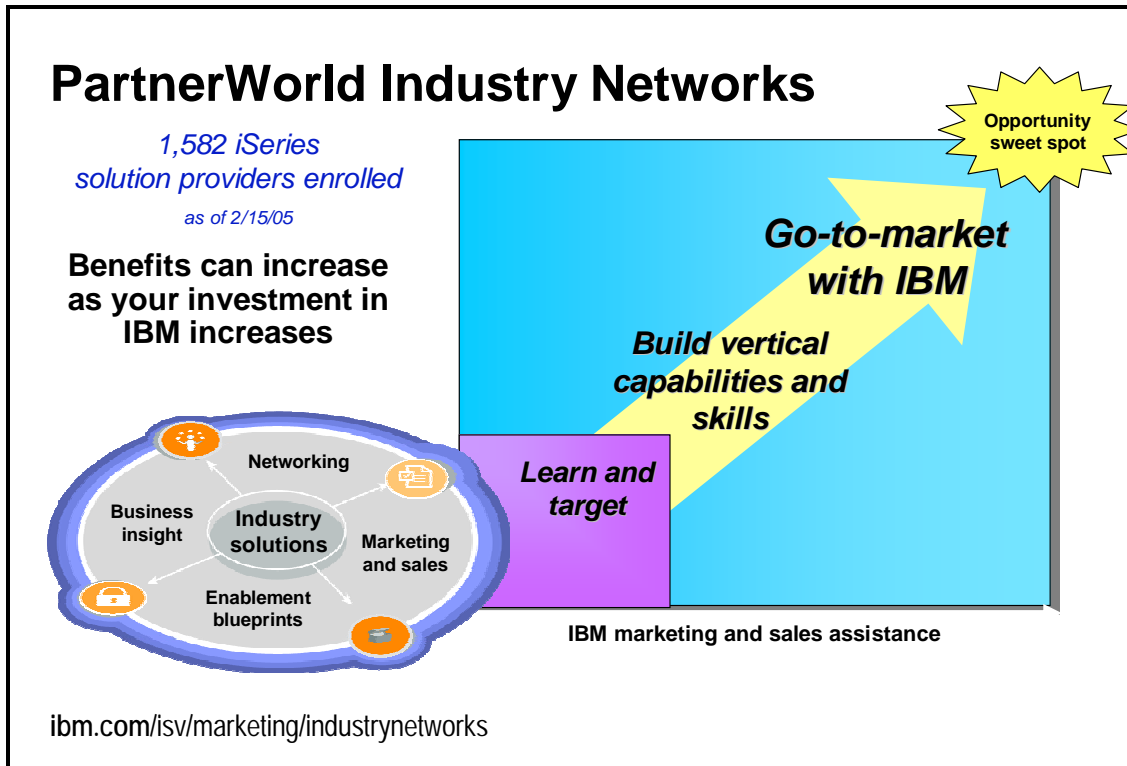
1. **Join IBM PartnerWorld**
ibm.com/partnerworld
2. **Register for a complimentary technical solutions assessment**
ibm.com/servers/enable/site/roadmap/ques/index.html?isvg
3. **Create a project to track your progress**
www.developer.ibm.com/vic/hardware
4. **Join IBM PartnerWorld Industry Network**
ibm.com/isv
5. **Enroll in IBM Global Solutions Directory**
ibm.com/software/solutions/isv
6. **Enroll in IBM Solution Connection**
ibm.com/solutionconnection/enroll



Easy six-step process

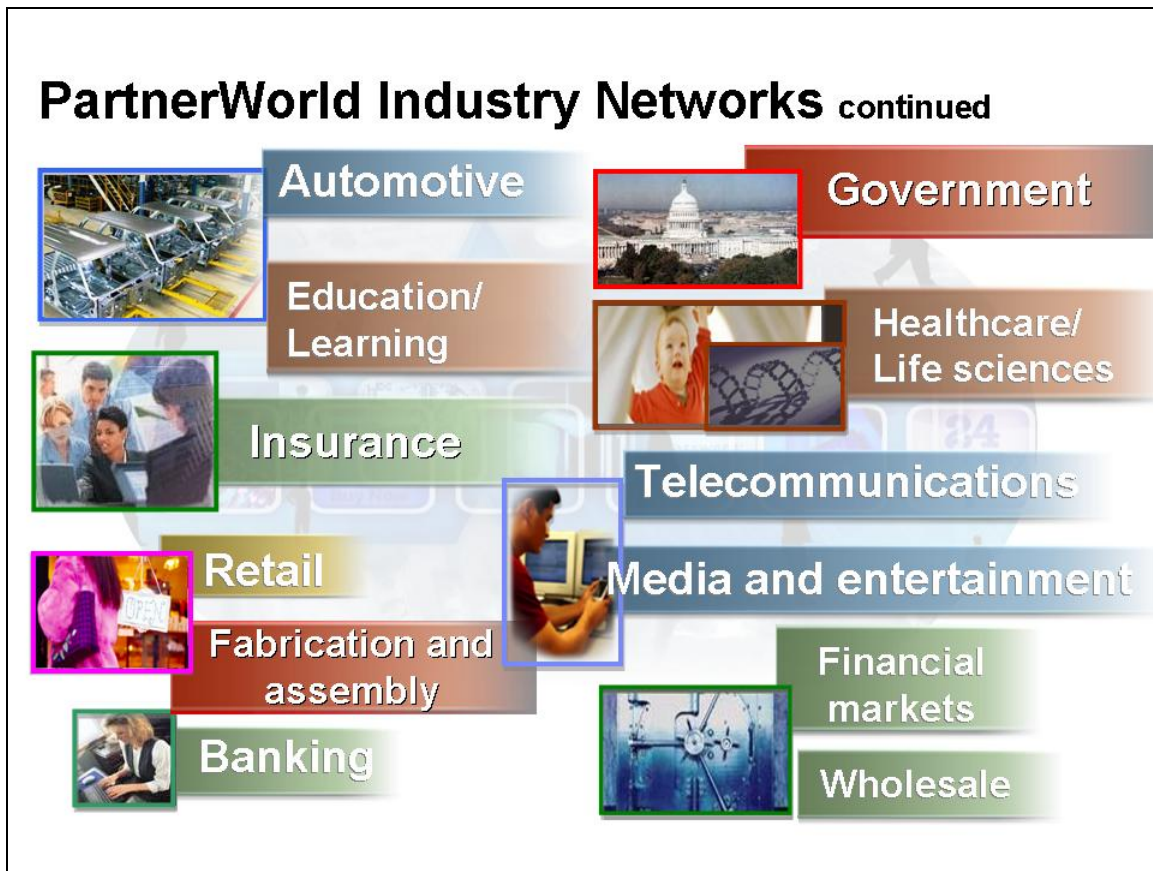
There are six easy steps to take advantage of the Application Innovation Program. As you read through these steps, remember that they are no-cost offerings!

1. Join IBM PartnerWorld.
2. Once you are a member, register for the complimentary technical solution assessment. This gets you into the Application Innovation Program.
3. Then, you can go to the VIC-H Web site to create a project for tracking purposes.
4. When your application has been modernized, you can join the IBM PartnerWorld Industry Network to take advantage of their marketing programs.
5. One of those programs is called IBM Global Solutions Directory. This directory is used by IBM and its business partner channel to find solutions. You will certainly want your modernized application to be included in this list.
6. There is also money to be made once you become part of the IBM Solution Connection and the ServerProven program.



PartnerWorld industry networks

PartnerWorld Industry Networks has more than 1,500 iSeries solutions. With this new Application Innovation Program, literally hundreds more are being added every month because more and more solution providers are joining this marketing network.



PartnerWorld Industry Networks continued

This chart shows some of the industries supported through this network. A dozen industries are supported today. Solution providers can register for as many as four industries and begin to take advantage of the many benefits.

PartnerWorld Industry Network (benefits)

Generate customer leads and close more business ...

ibm.com/isv

Financial support for comarketing



Up to 60% discount on ads in 220+ industry publications



50% discount on annual subscription (\$5K savings)



Discount on campaign collateral, printing, mailing, telemarketing, Webcasts, and lead management services

New

Assistance from the IBM worldwide sales network

IBM sales connections

Leverage IBM Worldwide sales network to close more qualified sales opportunities



How it works

- Solution provider contacts IBM for sales assistance and opportunity qualification
- Solution provider is connected by appropriate IBM sales rep or certified business partner
- Opportunities tracked to closure

PartnerWorld Industry Network (benefits)

One benefit of being a member of this network is discounted advertising (up to 60%) in more than 200 industry-leading trade magazines.

Members also receive a 50% discount (a savings of \$5000) on a KnowledgeStorm subscription. KnowledgeStorm is a Web directory matching service that helps you reach new, Web-savvy customers.

All these sales and marketing channels are part of the PartnerWorld Industry Network.

Discounted advertising package

What it is:

- Opportunity to purchase full- or half-page ads with up to 60% discount off net open rate
- 200 leading industry and technology publications in 40+ countries
 - Worldwide access (place ads in any publication and country offered)
- Possible via pre-negotiated publisher discounts and IBM subsidy

How it works:

- Available to PartnerWorld Optimized ISVs
- Number of ad placements is limited per quarter, therefore apply soon!
- Submit request form for participation via Web site

What to contribute to the advertisement:

- Ad cost varies by publication, average \$4,000 (USD)
- Use your creative or IBM template (no charge)
- Must report number of leads 90 days after ad runs
- Ad must include:
 - IBM Business Partner emblem, marks, and others that ISV is qualified to use
 - Brief IBM required co-marketing text with applicable IBM products mentioned
 - Clear call-to-action for ease in reporting leads to IBM

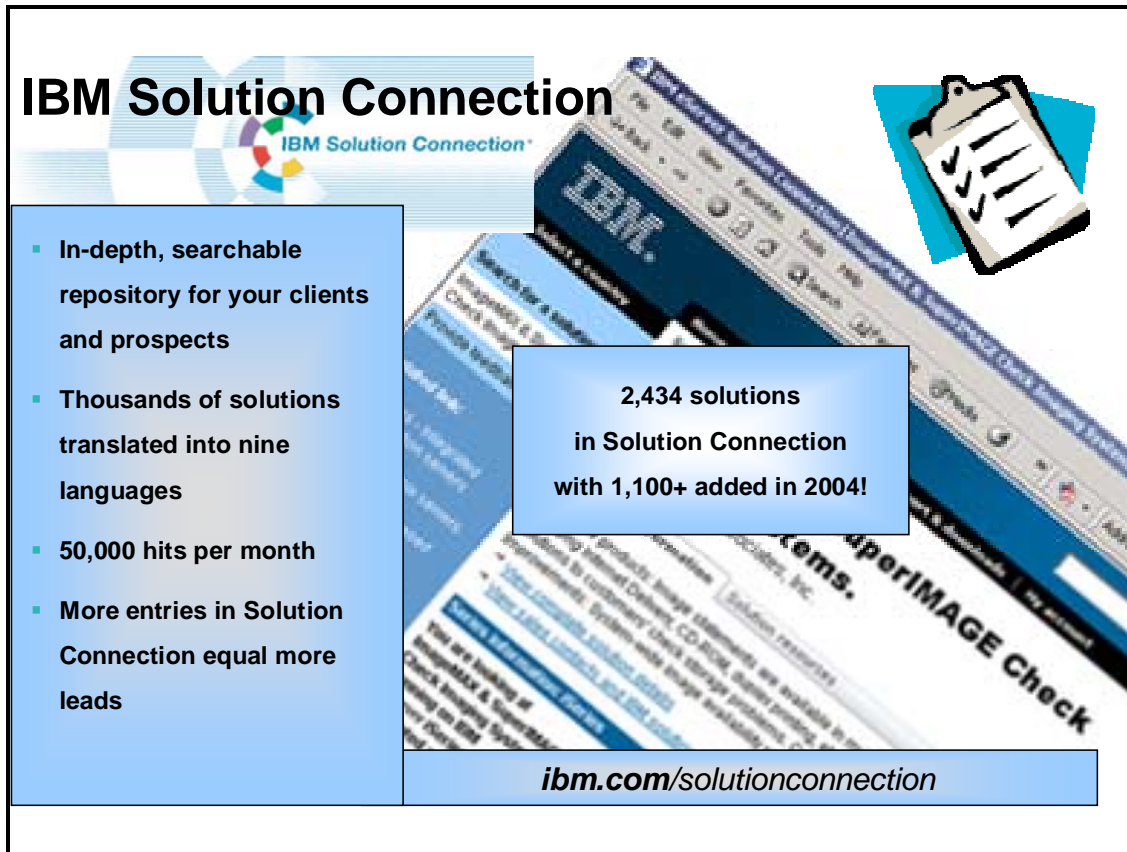
What you receive:

- Ability to reach worldwide target audiences with ease of execution
- Leverage IBM brand

Discounted advertising package

This chart contains a large amount of detail regarding the discounted advertising available to members of the PartnerWorld Industry Network. The opportunity is to purchase advertising in best-in-breed industry publications at discounts up to 60% off the net open rate. You can even use IBM templates for your creative layout if you do not have an ad design of your own.

Take a few moments to read these details. You will find them very attractive.

The graphic features a background of overlapping computer monitors displaying various web pages, including one with the text 'SuperIMAGE Check'. In the top left, the 'IBM Solution Connection' logo is shown. In the top right, there is an illustration of a clipboard with a checklist. A large blue box on the left contains a bulleted list of statistics. A smaller blue box in the center-right highlights the total number of solutions and growth in 2004. At the bottom, a blue bar contains the website URL.

IBM Solution Connection


- In-depth, searchable repository for your clients and prospects
- Thousands of solutions translated into nine languages
- 50,000 hits per month
- More entries in Solution Connection equal more leads

2,434 solutions in Solution Connection with 1,100+ added in 2004!

ibm.com/solutionconnection


IBM Solution Connection

This chart explains the value the IBM Solution Connection Web site, which is the directory of solution providers and their applications. You will definitely want your applications in Solutions Connection to enable all the IBM field teams and business partner channels can find your solution when they are looking for an industry-specific application offering to fill a customer's need.



- **IBM ServerProven:**
 - 700+ solutions strong
 - **For IBM Business Partners:**
Validates software/hardware compatible solutions for clients
 - Demonstrates enablement and customer experience
 - Business Partner logo program
 - **For clients:**
Confirms viability on eServer platforms and IBM software
 - **For IBM sales teams:**
Sends automated sales kit (via e-mail) to close pipeline deals
- **Offers:**
 - Rebates up to \$68,000 (USD) for Business Partners
 - Incentives up to \$68,000 (USD) for Business Partners (iSeries)
 - Rebates for upgrades

ibm.com/solutionconnection



Rebates

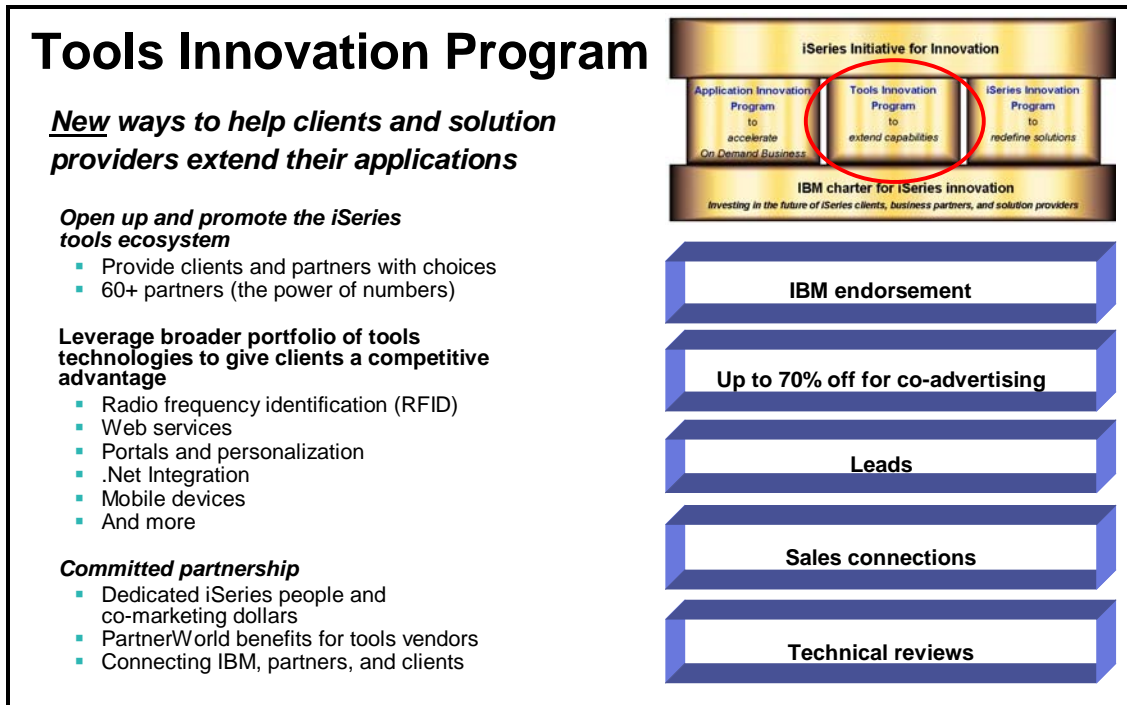
How rebates work:

- Enroll solutions online (simple and easy)
- Gain approval to use program logos, offer rebates
- Submit for IBM rebate after client makes purchase
- Also claim incentive payment (ServerProven only)

The IBM ServerProven program

In the past, IBM rebated its sales organizations and channel organizations for selling solutions on the iSeries platform. Now IBM will also reimburse solution providers with equivalent dollars. For example, when an IBM Business Partner sells an application on an eServer i5 system running under i5/OS, IBM will rebate the solution provider in addition to the Business Partner. These incentives can be significant, up to \$68,000 (depending on the size of the installed system).

(Note: As the solution provider, your application must first become IBM ServerProven.)



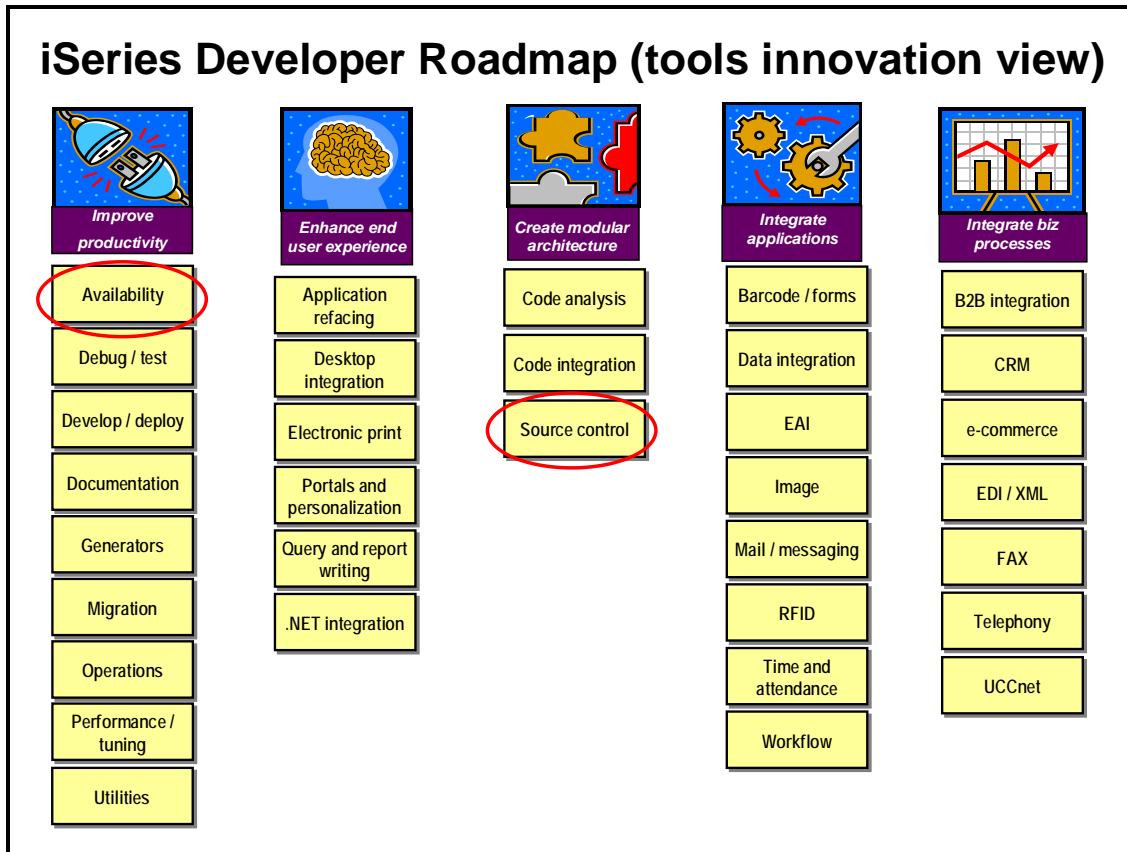
Tools Innovation Program

The Tools Innovation Program, as you might recall from earlier in this presentation, is one of the three pillars of the iSeries Initiative for Innovation. This program is focused on extending the capabilities of iSeries applications by leveraging a wider variety of third-party tools and provider skills, based on the needs of the business environment. The Tools Innovation Program is not focused merely on providing a new graphical interface or rewriting the application in Java. It is about growing business value through the enablement of handheld wireless devices, deploying radio frequency identification (RFID) solutions, integrating the supply chain via Web services, or whatever the individual business requires to gain competitive advantage.

The objective is to help extend and add value to all applications, regardless of their underlying programming language. You can see that the Developer's roadmap is being opened up to reflect this.

Some of the new tool vendors represented on the roadmap will fill in functional gaps. For instance, if IBM does not have a good tool to perform RPG analysis or to support the generation of RFID interfaces, the roadmap will embrace third-party tool vendors that do these things excellently. We are also embracing some tool vendor products that compete with IBM tool offerings, because it is in the best interest of iSeries clients.

The only tool vendors IBM will not highlight are those who do not support the strategic direction for IBM eServer technologies.



iSeries Developer Roadmap (tools innovation view)

Here is a look at the iSeries Developer Roadmap as viewed from the perspective of tools innovation. Based on steps shown in the architectural view of the iSeries Developer Roadmap shown earlier in this course, tools can be categorized to make it easier for you to identify the tool vendors that provide a solution in the category that best supports the innovation goals for your application.

Look at the two red circles in information shown on this chart to better understand how you might use this roadmap. If you have high availability or disaster recovery needs, you can look at tool providers who specialize in availability solutions (under the “Improve productivity” category). If you want to better understand and manage the source code for your application, you can find tool providers under the “Create modular architecture” category.

iSeries Innovation Program

New ways to help team partners with IBM experts to extend their applications

Opening up the Rochester labs:

- Optimize combined stack of solutions on Linux, i5/OS, AIX, and Windows
- Deliver release certification, benchmarks, and case studies

Collaborative listening:

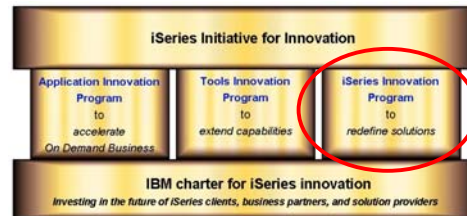
- Global solutions advisory councils
- Industry solutions advisory councils

Technical consultants:

- Assist solution providers with key development actions

Remote systems access:

- Virtual loaner program, test environment



Technical consultants

Free remote systems access

iSeries roadmap influence

Community building

Industry enablement

iSeries Innovation Program

The third pillar of the iSeries Initiative for Innovation is the iSeries Innovation Program. This program is focused on deepening the relationship between solution providers and tool providers. One of the ways we will do this is by encouraging both of these sets of providers to work more collaboratively with the IBM Rochester lab to optimize their solutions to work on the various stack of operating environments supported by iSeries systems. We have also put one advisory council in place to support our partners' efforts in delivering global and industry solutions. We believe this council will contribute significantly to the unleashing of talent within the iSeries partner base.

As IBM shares its iSeries strategies and directions within this advisory relationship, we believe that, in time, their feedback will favorably influence the products delivered out of Rochester. IBM solution providers will also benefit from this deeper relationship between IBM and the Business Partner channels.

IBM Charter for iSeries innovation

Investing in the future of iSeries clients and solution providers

➤ **Innovation**

- Exploit \$1B+ spent in past two years on iSeries commitment to innovation
- Secure iSeries leadership as most complete business solution to simplify IT environments
- Enhance the value of clients' and IBM Business Partners' existing investments

➤ **Solutions**

- Broaden and enhance iSeries portfolio of industry-specific solutions in local markets
- Support broad range of popular, open, and traditional applications and tools
- Promote and jointly market innovative business solutions that leverage iSeries offerings

➤ **Partnership**

- Provide skills and expertise to design, develop, and deploy On Demand Business solutions
- Stimulate partner teaming that encourages investment in new skills and solutions
- Increase incentives to deliver reward commensurate with value delivered

IBM Charter for iSeries Innovation

It is important to know that the iSeries Initiative for Innovation supports the strong IBM Charter to our clients and our Business Partners. We are committed to delivering innovation, solutions, and partnerships. We will be pushing for greater awareness of tools, both IBM and third-party, that support innovation. We are embarking on unprecedented partner recruitment, relationship management, enablement, support, and go-to-market assistance. This iSeries Initiative for Innovation delivers an end-to-end program that encourages application modernization through the use of tools, partnering relationships, access to IBM labs, even large rebate and incentive programs.

This charter supports the Innovation Initiative and has been shared at PartnerWorld and COMMON as a way of demonstrating our commitment to our solution providers. You will see IBM continue to focus on this enduring set of commitments for which we will expect to be held accountable. IBM Business Partners will even have access to a Web site with key business metrics that indicate the progress IBM is making against this charter.

You can enjoy technical support. You can access the latest iSeries hardware through a virtual loaner program. You can take advantage of the IBM Innovation Centers and IBM education to help your organization fill critical skill gaps.

Summary: Your call to action

Join the *iSeries Initiative For Innovation* by signing up for the Application Innovation Program

Enroll

1. Join PartnerWorld ID
ibm.com/partnerworld
2. Register for a technical solution assessment
 - ✓ Receive a customized program to meet your goals
 - ✓ ibm.com/servers/enable/site/roadmap/ques/index.html?isvq

Make Money

Enroll in solution connection

- ✓ Global visibility to clients, IBM sales reps and IBM business partners

Become ServerProven

- ✓ Get up to \$68,000 in rebates for your company and your client
- ✓ ibm.com/servers/eserver/series/serverproven

Join PartnerWorld industry networks

- ✓ Up to 60% discounts on ads
- ✓ Get leads through IBM Sales Connection
- ✓ 5K discount on KnowledgeStorm

Summary: Your call to action

The most logical conclusion to this course is to present our solution providers with a call to action. To take advantage of these unprecedented levels of support, you need to join the iSeries Initiative for Innovation. In particular, be sure to sign up for the iSeries Application Innovation Program. It is only a two-step process, via the Web sites shown on this chart.

1. Join PartnerWorld, if you are not already a member.
2. Register for the free assessment consultation mentioned in this course.

Remember, this is an all-inclusive program, not an exclusive program. Therefore, you can also make a commitment to do whatever is needed to quickly move into the PartnerWorld Industry Network, Solution Connection, and ServerProven programs to enjoy the tremendous support, partnering, and marketing assistance they provide. Your organization can get dollars back into your pocket with ServerProven, and reduce costs on advertising and go-to-market activities using the heavily discounted (60 % off) programs IBM has made available in more than 200 industry-leading magazines.

Additional information

- Follow a roadmap
ibm.com/server/enable/site/roadmap/ques/index.html?isvg
Request an iSeries solution technical assessment
- iSeries Developer Roadmap
ibm.com/series/roadmap
- Access hardware: Virtual loaner program
ibm.com/servers/enable/site/vlp
- IBM Innovation Centers for Business Partners
www.developer.ibm.com/iic
- PartnerWorld
ibm.com/partnerworld
- Virtual Innovation Center for Hardware
www.developer.ibm.com/vic/hardware
- Independent software vendors
ibm.com/isv
- Global Solutions Directory
ibm.com/software/solutions/isv
- Solutions ready for i5/OS V5R3
ibm.com/series/solutions/v5r3ready
- Solution Connection
ibm.com/solutionconnection/enroll
- PartnerWorld Industry Networks
ibm.com/isv/marketing/industrynetworks
- Search for a solution
ibm.com/solutionconnection
- Money Saving offers
ibm.com/severs/eserver/series/serverproven
Get a rebate up to \$68,000
ibm.com/series/solutions/v5r3ready

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