



IBM Ambassadors for Linux and Open Source

IBM Ambassadors for Linux and Open Source

Monthly Call : March 15, 2007

IBM and Business Partner Internal Use Only – Not to be Used with Clients

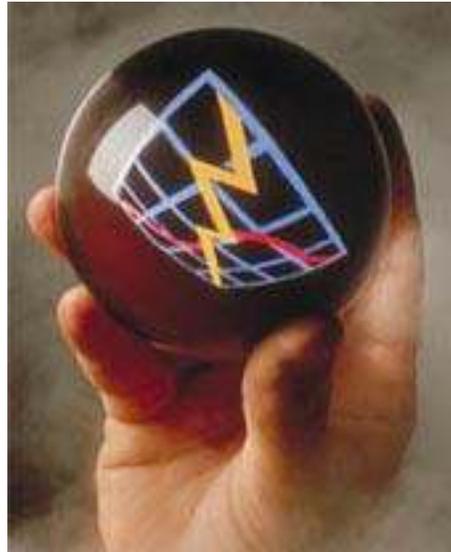
© 2007 IBM Corporation





AGENDA

Agenda Items	Time	Speaker
Welcome / Opening Remarks	11:00 - 11:05 (5 Minutes)	Jeff Smith , Vice President, Open Source and Linux Middleware (IBM)
Business/Market Updates	11:05 - 11:15 (10 Minutes)	Jeff Smith , Vice President, Open Source and Linux Middleware (IBM)
Red Hat : 2007 Initiatives New Products, New Market, New Opportunities, and Business Partner Programs	11:15 - 11:30 (15 Minutes)	Todd Barr , Director, Program Marketing (Red Hat)
IBM Initiatives for Business Partners using Open Source	11:30 - 11:40 (10 Minutes)	Bob Arfman , Business Partner Marketing (IBM)
Cluster Resources : Leveraging IBM's World of Partnership Opportunities	11:40 - 11:55 (15 Minutes)	Jonathan Ryskamp , Director, Business Development (Cluster Resources)
Q & A + Closing Remarks	11:55 - 12:00 (5 Minutes)	All

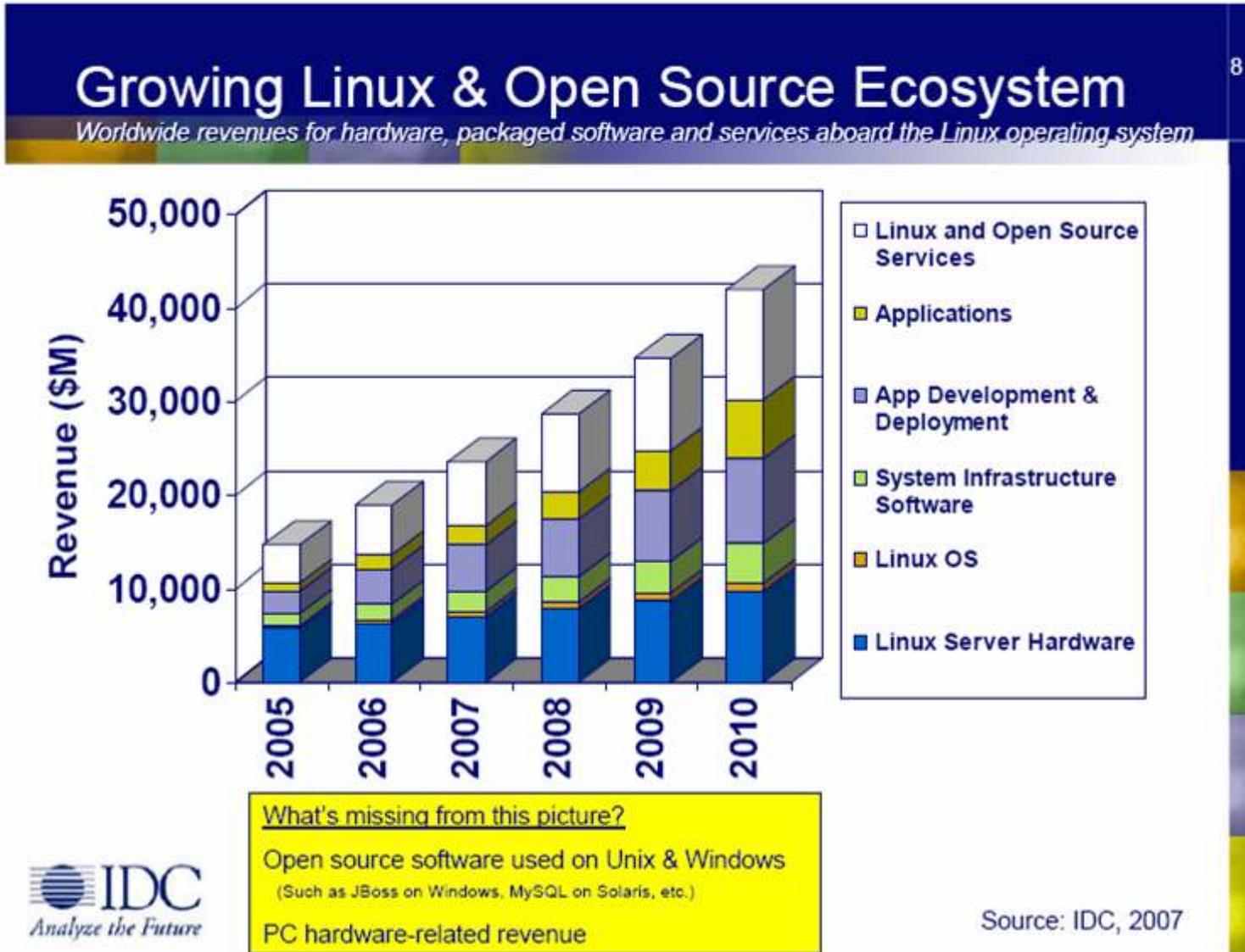


Worldwide Linux Business and Market Updates

Jeff Smith

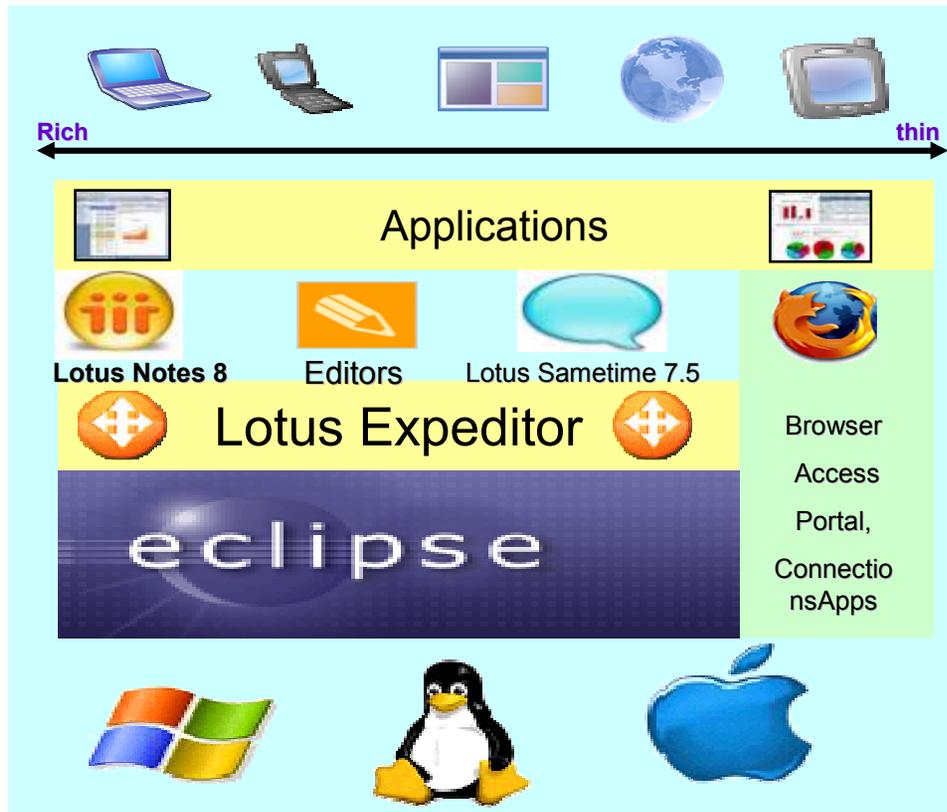
VP, Open Source and Linux Middleware

IDC at LinuxWorld 2/14 – Linux Ecosystem Growing Fast



Open Client Solution now available

Solution includes Software, and supporting Services. This gets delivered as a services engagement by Linux Integration Center and IBM Software Services for Lotus (ISSL)



Client

- Lotus Notes: **RHEL4 (Notes 7), SLED 10, Windows, Mac****
- Lotus Sametime: **RHEL4, NLD9, SLED10, Windows, Mac****
- Lotus Expeditor: **RHEL4, *SLED10, Windows, Mac****

Server

- Lotus Domino: **Multiple platforms**
- Lotus Sametime: **Multiple platforms, Linux*****
- WebSphere Portal: **Multiple Platforms**

* We are working on opportunities

** Notes 8 MAC OS 10 availability planned in the future

*** Sametime on Linux Server – Q2 availability

Update from EclipseCon (3/5-3/8)

Eclipse Foundation Announces Initiatives for Ajax Applications and Dynamic Languages

- **Eclipse Rich Ajax Platform (RAP) project**
 - provides a runtime enabling organizations to build rich Ajax-enabled Internet applications. RAP extends the existing Eclipse Rich Client Platform (RCP)
- **Eclipse Ajax Toolkit Framework (ATF) project provides the tools and frameworks for building an Ajax IDE.**
 - ATF makes it easy for developers to build, debug and deploy their Ajax applications.
- **Eclipse Dynamic Language Toolkit project (DLTK) extends the Eclipse platform to other dynamic computer languages, like Python, Ruby and Tcl.**
 - DLTK provides the frameworks and components to simplify the task of adding support for dynamically typed languages to Eclipse.



March 5th - 8th
Santa Clara, California

IBM Support of Red Hat Enterprise Linux 5



- **Tier 1 Platform supported Operating system**
 - Support and certification of RHEL 5 will span the entire IBM eServer platform line
 - Support and certification of RHEL 5 will span the IBM Software group product set
- **‘IBM and Red Hat Announce New Development Innovations In Linux Kernel’ - press release on 3/14**
 - IBM and Red Hat cited these three key Linux development innovations:
 - Xen Virtualization to Optimize IT Environments:
 - Security Enhanced Linux Offers Greater Data Protection
 - Innovation for the Future: "Real-Time Linux" Application Development Platform



Red Hat's 2007 Initiatives

Todd Barr

Director, Program Marketing

RED HAT 2007.

New Products, New Markets, New Opportunities

Red Hat Enterprise Linux launched.

- ***Red Hat continues to change the economics of the IT industry, with a complete virtualization platform.***

Increased focus on three Strategic Verticals.

- ***Financial Services, Telco, & Healthcare (especially ISV & Providers)***

SOA Redefined. Simple, Open, Affordable.

- ***Increased investment in open source middleware solutions, based on JBoss.***

Continued strong partnership with IBM hardware and software.

- ***Certifications and solutions around IBM Middleware, Lotus, DB2 and IBM server solutions.***

RED HAT ENTERPRISE LINUX 5 IS HERE.

Two Server Variants:

Red Hat Enterprise Linux

- *Get started with virtualization*
- *2-sockets, 4 virtual instances supported*
- *Updated OS features across the board*

Red Hat Enterprise Linux Advanced Platform

- *The platform for a virtualized IT infrastructure*
- *Unlimited sockets, unlimited virtual instances*
- *Includes Server Virtualization, Storage Mgmt. & Virtualization Mgmt.*

Servers: Red Hat Enterprise Linux
Red Hat Enterprise Linux Advanced Platform

Subscriptions Basic Standard Premium



Clients: Red Hat Enterprise Linux Desktop

Options Workstation Multi OS

Subscriptions Basic Help Desk Escalation

Server
Virtualization

Storage
Virtualization

Virtualization
Management

RED HAT ENTERPRISE LINUX 5 IS HERE.

Desktop Variants:



Red Hat Enterprise Linux Desktop

- ***A general purpose client solution with a suite of personal productivity applications such as OpenOffice, Firefox browser, and Evolution email client. Supports systems with up to 1 processor socket at 4GB of memory.***

Red Hat Enterprise Linux Desktop with Multi OS option

- ***Provides virtualization capabilities, with the ability to host multiple guest OS's.***

Red Hat Enterprise Linux Desktop Workstation

- ***Provides support for larger client systems. Ideal for high end desktop applications, design engineering, CAD/CAM, etc. Equivalent to Red Hat Enterprise Linux WS.***

Red Hat Enterprise Linux Desktop Workstation with Multi OS option

- ***Combines all desktop features and options into a single product.***

RED HAT ENTERPRISE LINUX 5.

- Red Hat Enterprise Linux 5 comprises **more than 1200 components**
- **Over two years of development** since Red Hat Enterprise Linux 4
- Technology created by:
 - Red Hat
 - Partners
 - Community
- Packaging designed by:
 - Red Hat
 - Customers
 - Partners

Virtualization

Server virtualization is provided in the base server product & is available for the client product

Storage and extended server virtualization is provided with the Virtualization Platform option

Red Hat Network support for virtualization

Virt-Manager, libvirt/virsh management tools

Packaging

Replacement of previous AS, ES and WS products with a single server and a single client

New Options provide additional server and client product capabilities

Kernel & Performance

Red Hat Enterprise Linux is based on the Linux 2.6.18 kernel

Support for multi-core processors

Broad range of new hardware support

Updated crash dump capability provided by Kexec/Kdump

Support for Intel network accelerator technology (IOAT)

Numerous enhancements for large SMP systems

Enhanced pipe buffering

IPv4/IPv6 fragmentation offload & buffer management

Dynamically switchable per-queue I/O schedulers

Kernel buffer splice capability for improved I/O buffer operations

Security

SELinux enhancements include Multi-Level Security and targeted policies for all services

SEtroubleshooter GUI simplifies SELinux management

Integrated directory & security capabilities

IPSEC enhancements improve security and performance

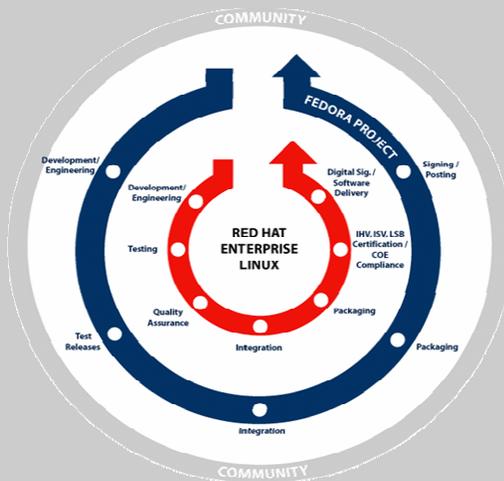
ExecShield enhancements, such as a call frame Canary word, strengthen hacker defenses

New Audit features provide powerful new search/reporting and realtime monitoring



RED HAT ENTERPRISE LINUX 5.

- Features exposed to extensive testing with Fedora Core 4/5/6 ensures high quality



- Application interfaces held stable for life of product

Networking & Interoperability

Network storage enhancements include Autofs, FS-Cache and iSCSI support

IPv6 support and conformance enhancements

Improved Microsoft file/print and Active Directory integration

Desktop

Desktop enhancements provide updated configuration tools, applications and laptop support

Foundational Stateless Linux features (X autoconfigure, NetworkManager, etc)

Improved ACPI and laptop support

Smart card login - with PKI/Kerberos authentication

Integrated multi-media support

Enhanced plug and play hardware support (cameras, printers, scanners, etc)

Network Manager provides automatic wired and wireless network configuration

Enhanced graphics using AIGLX/Compiz (with fading, transparency, etc)

Development Environment

Enhanced application development tools including SystemTap profiler and Frysks debugger

GCC 4.1 and glibc 2.4 toolchain

Storage

Support for root device multipath IO (MPIO) improves availability

Single system/guest version of Red Hat Global File System included in the base product

Block device data encryption support

Management

Numerous installer improvements make system configuration simpler

Yum/Pup-based updater for Red Hat Network

Conga cluster & storage management (with Virtualization Platform)

RESOURCES AVAILABLE FOR PARTNERS.

The *Red Hat Value Campaign* – a go-to-market campaign for Red Hat and its partners

Problem/Solution marketing for Red Hat Enterprise Linux 5, including pre-built marketing assets and multimedia solution vignettes

Themed around “A platform that saves you money every day.”

**"WE OUTGREW
OUR COMPUTING GRID.
VIRTUAL
MACHINES
WORK NIGHTS!"**

Red Hat can help you drive costs out of IT. Not just software costs, but the real cost to support, maintain, and grow. It starts by solving real problems like how to do more with the hardware you have. This is the value of Red Hat® Enterprise Linux® 5 and virtualization. This is the real value we deliver every day.

PROBLEM SOLVED.

**"SOME SERVERS WERE
GROANING,
OTHERS IDLE.
A VIRTUAL
WEBFARM
BALANCED THE LOAD!"**

Red Hat can help you drive costs out of IT. Not just software costs, but the real cost to support, maintain, and grow. It starts by solving real problems like how to do more with the hardware you have. This is the value of Red Hat® Enterprise Linux® 5 and virtualization. This is the real value we deliver every day.

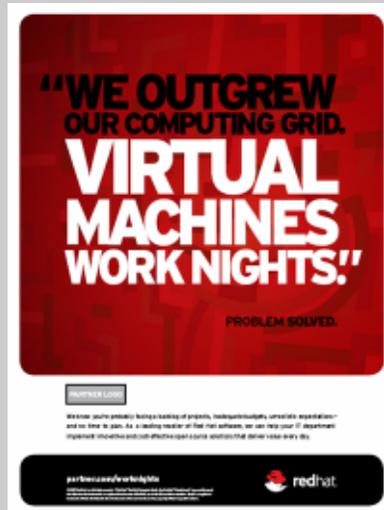
PROBLEM SOLVED.

A COMPLETE CAMPAIGN – FOR YOU.

From Multimedia to Co-brandable Assets



Banner Ads



Print Ads



Viral Multimedia



Web Landing Page Template



E-mail templates



Postcards



Start your campaign now @ redhat.com/partners



IBM's Initiatives for Business Partners using Open Source

Bob Arfman

Business Partner Marketing

Initiative for Business Partner using open source

OBJECTIVE:

**Help IBM Business Partners
who use open source technologies to
increase the profits from their solutions.**

Business Partner Value Proposition

- Leverage Open Source momentum to grow new business
- Win opportunistic project proposals by reducing customers' upfront software acquisition costs
- Maintain/Improve your services revenues in constrained IT budget situations
- Embed WAS CE and/or DB2 Express-C to enhance and simplify your solutions
- Leverage ISSLE to quickly build application infrastructure
- Create new software and hardware up-sell and/or cross-sell opportunities
- **Count on world class support from IBM**

IBM Initiative for Business Partners using Open Source

www.ibm.com/partnerworld/opensource



•Education

•Sales and Technical

•Enablement

•Tech Support

•Porting Assistance

•Testing systems

•Go to Market Benefits

•Opportunity generation

•Market visibility

New Opportunities

Win more Opportunities with OSS by reducing Pilot/POC Startup Costs with assured Production Ready Deployment Capabilities and Support

Business Partner Initiative *in the News*

“The company has promised partners who use its WebSphere Application Server Community Edition (WAS CE) or its DB2 Express-C database the opportunity to ask IBM staff for advice on support issues, integration scalability or testing — and **they will get the advice for free**, InfoWorld reports here.”

"I am **not aware of anybody else** opening up their general service and sales organization, to third parties at a broad level like this. Certainly, partners with Hewlett-Packard get access to some of their resources, but this appears to be a much broader brush," stated Rob Enderle, principal analyst at the **Enderle Group**.

“The expanded program provides free access to code and, for partners that have at least some leads or sales in the pipeline, **access to free marketing resources**. Besides the free downloads, partners get access to free live chat technical support that in some cases could be supplemented with phone or in-person support; access to IBM's string of "Innovation Centers" where they can test their offerings on IBM platforms; free telemarketing; and free assistance in drafting press releases.” **InfoWorld**

"What IBM is **providing is the backbone on the open source products** that you and I as consumers would see," said Michelle Warren, an IT industry analyst with **Partner Research**.

Benefits for Business Partners using open source

- **700+** partners already working with WAS Community Edition
- **300+** partners offer solutions using WAS Community Edition




- **Pre-integrated, no license-fee offerings:**
 - ▶ WAS Community Edition pre-integrates Apache Tomcat with commonly used open source
 - ▶ DB2 Express-C handles natively both XML and relational data in an integrated data server
- **Unmatched technical enablement, at no cost:**
 - ▶ Instant Q&A, architecture assistance, IIC
- **30 days free support to the BP's customers:**
 - ▶ WAS Community Edition support, free for 30 days
- **Sales assistance via Sales Connections:**
 - ▶ Connect with IBM open source sales specialists
- **Free, customized, telemarketing campaign:**
 - ▶ Up to 750 contacts for qualified partners
- **Press Releases**
 - ▶ IBM executive quote + coordinated press activities

Initiative for Business Partners using open source

Personalized, end-to-end assistance for higher profits from open source

Reduce your open source integration costs

1. Pre-integrated, no license-fee offerings:

WAS CE pre-integrates Tomcat with commonly used open source
DB2 Express-C handles natively both XML and relational data
ISSLE integrate the above with SLES and Series X

30 days WAS CE
free customer
support

2. Unmatched technical enablement, no cost to you:

Instant Q&A, architecture assistance, testing labs

Keep 40%+ of
the support fees
through OEM

Increase your revenue

3. Sales assistance via Sales Connections:

Connect instantly with IBM sales specialists to help close your deal

4. No-charge telemarketing campaign customized for you

5. Press relations package: IBM quote for your press release

6. Sales incentives: receive cash for influencing IBM software sales

Unmatched technical enablement from IBM

Eligibility:

1. IBM PartnerWorld members (any level) who participate in the Initiative for Business Partners using open source

Benefits:

1. Personalized assistance: from enablement through marketing
2. Self-paced deep technical skill building
3. Fast answers to technical questions via live chats
4. Consultations from IBM IT Architects
5. Facilities to test the solution (IBM Innovation Centers)

How does it work:

1. Start here → www.ibm.com/partnerworld/vic
Log on to the Virtual Innovation Center (VIC) and select WAS Community Edition and DB2 Express-C in your profile
2. Create a project in the VIC and partner resource manager (PRM) is assigned to guide you through each step – from technical enablement to attaining PartnerWorld Advanced level.
3. PRM is responsible for end-to-end process, including hook-up into the marketing and sales benefits



Instant access to WebSphere / DB2 Sales specialists

IBM Sales Connections links you* to the most appropriate IBM sales people or Business Partners who can leverage their customer relationships to help you close active sales opportunities faster!

- Direct link with a sales specialist – anywhere in the world, no matter where you are
- Wired to the IBM sales management system
- Consultative in nature
- A proven service with 1,000+ usage occasions (across all IBM software)
- ibm.com/isv/marketing/industrynetworks/benefits/sales_connections.html

The screenshot displays the IBM PartnerWorld website interface. The main heading is "PartnerWorld Industry Networks" with sub-sections for "Plan", "Build", "Market and sell", and "Collaborate". A "Registration" sidebar offers options to "Join PartnerWorld" and "Register for the industry network". The central content area features an "IBM Sales Connections opportunity summary" with a "Qualified opportunity" section. Below this is a "Company lead information" form with fields for company name, address, city, state/province, country, and zip/postal code. A checkbox asks if the customer is a subsidiary of another company, with a field for the controlling company's name and address. The bottom of the form is labeled "Opportunity information".

Support closing deals

* Available to PartnerWorld Advanced Business Partners in the PW Industry Networks

No-charge Telemarketing support

Eligibility:

1. PW Advanced / Premier participants in the initiative with a validated lead through Sales Connections for at least one Eligible Offering*

Benefit:

1. No-charge custom telemarketing campaign w/ high quality agency
2. Value to BP is based on # of Eligible Offerings in the solution:
 - One Eligible Offering included – 500 contacts (\$7K value)
 - Two Eligible Offerings included – 750 contacts (\$10k value)

How does it work:

1. BP submits request ('request' button)
2. IBM contacts BP to set up the campaign (using 3rd party agency)
3. BP brings a list of contacts (or IBM can refer BP to list agencies)
4. BP defines a clear call to action (offer, invitation, consultation, etc)
5. IBM connects BP with agency and pays for the campaign
6. BP receives all the leads
7. Regular checkpoint on leads status

NOTE: One campaign per partner, repeat campaigns available for successful partners (e.g. generated \$ for IBM with first campaign)

* Eligible Offerings: WAS CE Support, WAS, WAS Express, WAS ND
DB2 Express, DB2 UDB Workplace Edition, DB2 UDB Enterprise Edition

The screenshot shows the IBM PartnerWorld website. The main heading is 'Solutions' with a sub-heading 'Initiative for Business Partners using open source'. A navigation bar includes 'Discover', 'Learn more', 'Get started', and 'Benefits'. The 'Get started' link is circled in red. Below the navigation, the text reads: 'No-charge telemarketing support' and 'Quality for a no-charge custom telemarketing campaign with a high quality agency worth up to US\$10,000'. A paragraph explains that telemarketing is about engaging prospects and that this benefit offers custom telemarketing at no charge. It also states that the value to the partner is based on the number of eligible offerings included in their solution. A table lists the eligibility criteria, including DB2 Express, DB2 Universal Database Enterprise Edition, DB2 Universal Database Workplace Edition, IBM support for WebSphere Application Server Community Edition, WebSphere Application Server, WebSphere Application Server Express, and WebSphere Application Server Network Deployment. A 'Get started now!' section provides instructions on how to request support and includes a link to 'Request no-charge telemarketing support'.

Market Visibility package

Eligibility:

1. Pre-pay OEM agreement for at least one Eligible Offering*
OR
2. Participants in the initiative with at least one customer win AND the customer has purchased at least one Eligible Offering*

Benefit:

1. IBM quote for a press release issued by partner
2. Partner solution published in the IBM Solutions Showcase

How does it work:

1. BP submits e-mail requesting the benefit ('request' button)
2. E-mail describes win and the Eligible Offerings purchased
3. IBM validates the information in the request (via a third party)
4. IBM Press Relations person contacts BP and provides press release template with a quote from IBM
5. BP submits solution description to Solutions Showcase
6. IBM posts the solution on Solutions Showcase

* Eligible Offerings: WAS CE Support, WAS, WAS Express, WAS ND
DB2 Express, DB2 UDB Workplace Edition, DB2 UDB Enterprise Edition

The screenshot shows the IBM PartnerWorld Solutions page. The navigation bar includes links for Home, Products, Services & industry solutions, Support & downloads, and My IBM. The main content area is titled 'Solutions' and features a sub-header 'Initiative for Business Partners using open source'. Below this, there are tabs for 'Overview', 'Benefits', 'Get started', and 'Benefits'. The 'Press relations package' link is highlighted with a red circle. The 'Eligibility' section lists requirements for participating in the initiative, including having an open source-related solution listed in the IBM Solutions Showcase and having signed a revenue-bearing OEM agreement or demonstrated a customer win. The 'Get started now!' section provides instructions on how to request a press relations package, including a link to the request form and a note that the verification process can take up to 10 business days.

Software Value Incentive (SVI) – Cash rewards

Eligibility:

1. Any BP who meets SVI registration criteria (see URL)

Benefit:

1. Cash incentive (up to 20%) for influencing the sale of for-fee IBM software (see URL for details)

How does it work:

1. BP registers with SVI (see URL or request further info)
2. BP registers opportunities through SVI
3. BP sells the customers on using WAS / DB2 or acquiring other for-fee IBM software as part of the BP solution.
4. BP closes the deal

NOTE: BP does not need to act as the re-seller of software, i.e. BP does not need to be fulfilling the customer order on behalf of IBM. BPs are eligible regardless of who fulfils the order – the BP itself (additional cash incentive), another IBM BP or IBM directly.

5. BP submits request for cash reward (through SVI portal)
6. IBM validates the information in the request
7. IBM pays cash incentive to the BP

**Pending
For WAS CE**

ibm.com/partnerworld/mem/sell/sel_sip_svi_main.html

Partner Case Study: Centric CRM

Challenge

Deliver Centric CRM on an infrastructure foundation that allows a customer to start small then scale up.

Solution

WAS Community Edition was selected for its small footprint, and the ability to scale through WAS ND.

DB2 Express-C was chosen for its ability to scale up with no code modification nor data migration

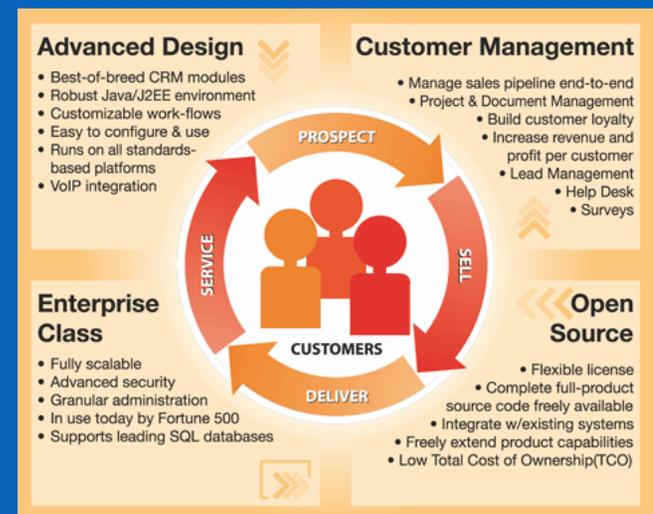
One additional factor was the strength of the IBM Partner program.

Results

- One customer and more leads in the pipeline (in 4 months after the initial decision)



Centric CRM is the world's most advanced open source Customer Relationship Management (CRM) system.



Initiative for Business Partners using open source

Personalized, end-to-end assistance for higher profits from open source

Reduce your open source integration costs

30 days WAS CE
free customer
support

1. Pre-integrated, no license-fee offerings:

W
D



Thank you!

Your next stop:

ibm.com/partnerworld/opensource

2. U
In

0%+ of
port fees
h OEM

3. S
C

r deal

4. No-charge telemarketing campaign customized for you

5. Press relations package: IBM quote for your press release

6. Sales incentives: receive cash for influencing IBM software sales



Leveraging IBM's World of Partnership Opportunities

Jonathan Ryskamp

Director, Program Marketing

Leveraging IBM's Partnership

1. Who is Cluster Resources?
2. Joint Wins with IBM
3. Winning at WestGrid
4. Leveraging IBM's PartnerWorld





Who is Cluster Resources?

Creator of leading management software for HPC industry (clusters, grids & supercomputers):

- Specialize in Supercomputer optimization
- 95% of customer base uses Linux
- Maintain open-source Linux products: TORQUE, Maui and Gold
- 20,000+ downloads per month
- Moab is flagship professional product
- Moab used on 5/6 largest supercomputers in world, including the #1 largest system (131,172 processor IBM Blue Gene)

Joint IBM / Cluster Resources Customers

- Los Alamos National Labs
- Bank of Canada
- Boehringer Ingelheim
- Indiana University
- Lawrence Livermore
- Sandia National Labs
- China Meteorological Association
- NCSA
- Saudi Aramco
- Georgia Tech
- Barcelona Supercomputing Center
- GulfStream
- IHPC
- Universidade de Porto
- Etc.



WestGrid: Joint Win



The Problem:

- IBM was putting together the RFP for WestGrid
- WestGrid needed HPC grid management capabilities that could span heterogeneous supercomputers
- The grid composed of 7 university spread across Western Canada
- Needed strict QoS and SLA enforcement

WestGrid: Joint Win



The Solution:

- IBM brought in Cluster Resources' Moab to supplement IBM's software
- IBM delivered Moab, in conjunction with IBM eServer Blade Centers, Tivoli Storage Manager and GPFS
- Moab provided the necessary grid functionality and QoS/SLA enforcement

WestGrid: Joint Win

Results:

- WestGrid has more than 400 users and 1,000 simultaneous queued jobs
- Cluster Resources and IBM worked with WestGrid to optimize system performance and utilization
- WestGrid reached near perfect levels of system utilization
- Cluster Resources and IBM continue to work with one another on the world's largest grids



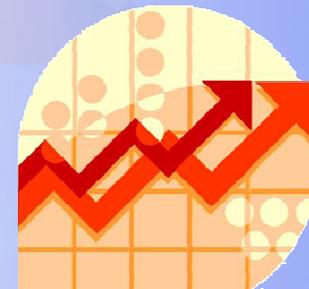
“Moab increased our utilization to a consistent 96%!”

— WestGrid Admin

Leveraging IBM's PartnerWorld

IBM Value Network:

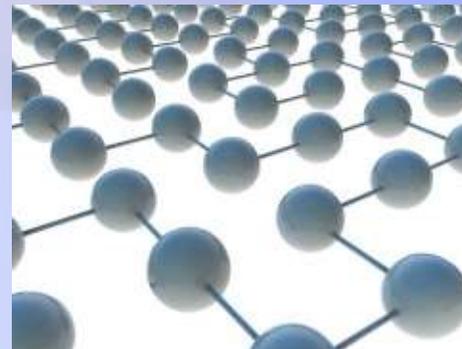
- IBM helps their partners find others within the PartnerWorld network who could help them earn greater revenue
- IBM pays the partners for unique sales that they generate together
- Cluster Resources was introduced to a valuable partner who we are now working with on multiple revenue streams
- IBM helped us put together a business plan with this partner



Leveraging IBM's PartnerWorld

Partner World Industry Network:

- IBM helps companies leverage IBM's sales team and expertise within preferred industries
- Cluster Resources has signed up for the Government Industry Network
- Provides Cluster Resources with government industry specific opportunities



Leveraging IBM's PartnerWorld

IBM Telemarketing & Lead Generation:

- A no charge offering that provides free telemarketing services to IBM customers to introduce your product or service
- Cluster Resources is currently working with IBM to put together this telemarketing campaign
- Can potentially lead to large revenues



Leveraging IBM's PartnerWorld

IBM ISV Success Story Program:

- A no charge offering where IBM writes a success story on a joint win
- Helped Cluster Resources get additional coverage within IBM
- Cluster Resources can reuse the story for its own marketing
- Read the story at:

http://www-304.ibm.com/jct09002c/isv/marketing/industry networks/howto/cluster_success.pdf

Leveraging IBM's PartnerWorld

IBM Industry Conference Calls:

- IBM conducts regular industry-based conference calls with its employees and invites its partners onto the calls
- Cluster Resources has participated on a number of these technical and business calls
- Recently Cluster Resources participated in the Grid CoP Lecture Series where it was able to present its Moab Grid Suite to the IBM sales teams who will be selling it



Leveraging IBM's PartnerWorld

IBM Chiphopper Program:

- A no charge offering that assists ISV's in porting, testing and supporting Linux
- Helped Cluster Resources test on all IBM's Linux platforms
- Helped secure an IBM Power system for on-site testing
- Accessed through our own Moab software at the VLP



Delivering Utility Computing with Moab

IBM Virtual Loaner Program

“The entire Cluster Resources team brought insight and know-how to the project, helping it to come together faster and with more robust capabilities.”

-Dennis D. Nadbornik, PMP, Project / Program Manager, IBM, Systems and Technology Group



Leveraging IBM's PartnerWorld

Other Leveraged Programs:

- Discounted advertising options
- Inclusion in industry catalogs
- Joint trade show campaigns
- Tivoli training
- Sales opportunities
- Software-as-a-Service Program
- Etc.



Questions and Answers



What's next...

- **PLEASE DON'T FORGET to MARK YOUR CALENDAR** for the IBM Ambassadors for Linux and Open Source Calls in March and April

For call details, charts, and replay files:

- **Seminar: SWG and Services 2007 Initiatives; March 28**, 11a.m.-12pm U.S. Eastern time, 15:00 GMT

IBMers: <http://w3-1.ibm.com/sales/systems/portal/s.155/254?navID=f340s260&geolD=All&prodID=Linux&docID=lxeeseries0307>

IBM Business Partners: http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pat_linux_learn_amb_kits_sem3.html

- **Monthly Call: April 12**, 11am-12pm U.S. Eastern time, 15:00 GMT

IBMers: <http://w3-1.ibm.com/sales/systems/portal/s.155/254?navID=f340s260&geolD=All&prodID=Linux&docID=lxeeambassador0407>

IBM Business Partners: http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pat_linux_learn_amb_kits.html

- **Seminar: April 25**, 11a.m.-12pm U.S. Eastern time, 15:00 GMT

IBMers: <http://w3-1.ibm.com/sales/systems/portal/s.155/254?navID=f340s260&geolD=All&prodID=Linux&docID=lxeeseries0407>

IBM Business Partners: http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pat_linux_learn_amb_kits.html

...and don't forget!

- **Submit your Linux questions and get them answered on the next call**

- Send note to linuxamb@us.ibm.com

- Put “Linux/Open Source Question” in subject line

- **If we didn't have time on the call to answer the question you sent us, check out the call web site for Q&A the week after the call...we post written answers to your questions!**

- **Don't miss the latest news on upcoming calls and events – click to**

- IBM business partners, please send note to linuxamb@us.ibm.com



- **Missed a call? Listen to the replay! MP3 recordings (along with call charts and Q&A) of every call are available all year:**

- IBMers: [http://w3-](http://w3-1.ibm.com/sales/systems/portal/_s.155/254?navID=f220s240&geolD=All&prodID=Linux&docID=lxambassadorscalls.skit&docType=SalesKit&skCat=DocumentType)

- [1.ibm.com/sales/systems/portal/_s.155/254?navID=f220s240&geolD=All&prodID=Linux&docID=lxambassadorscalls.skit&docType=SalesKit&skCat=DocumentType](http://w3-1.ibm.com/sales/systems/portal/_s.155/254?navID=f220s240&geolD=All&prodID=Linux&docID=lxambassadorscalls.skit&docType=SalesKit&skCat=DocumentType)

- IBM business partners:

- http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pat_linux_learn_amb_program.html

- **Questions? Input? Feedback? Contact Jai Singh Arun – jai@us.ibm.com**

Sales Resources



Sales Resources

- Linux Portal: w3.ibm.com/linux/sales
- Systems Sales kit – w3.ibm.com/sales/systems/linux
- Extreme Leverage portal (SWG) - <http://w3-103.ibm.com/software/xl/portal/!ut/p/ s.7 0 A/7 0 LT?nb=ms&ni=linux&e=linux>
- Infrastructure Solutions Site: <http://w3.ncs.ibm.com/solution.nsf/TopPage?ReadForm&Enterprise+Solutions=infrastructure>
https://www.developer.ibm.com/partnerworld/mem/strategy/ebod_playbooks.html
- Business Solutions Site: http://w3-03.ibm.com/services/bcs/news_pubs/features/2005/0225_ibm_solutions.html
- SWG Linux Sales Plays: <http://w3 103.ibm.com/software/xl/portal/viewcontent?type=doc&srcID=XT&docID=S358039E05582J75>
- Client - Business Partners - http://www-1.ibm.com/linux/va_12.shtml
- IBM Business Partners and Linux Sheet - [http://w3-03.ibm.com/software/sales/saletool.nsf/salestools/Developer+Relations\\$ISVCentral](http://w3-03.ibm.com/software/sales/saletool.nsf/salestools/Developer+Relations$ISVCentral)
- Linux Speaker's Bureau - http://w3.linux.ibm.com/marketing/speakers_bureau.php
- IBM Ambassadors for Linux and Open Source:
 - <http://w3-1.ibm.com/sales/systems/portal/ s.155/254?navID=f220s240&geoID=AM&prodID=Linux&docID=lxambassadorcallsrk>
 - <http://www-1.ibm.com/partnerworld/sales/systems/myportal/ s.155/307?navID=f220s240&geoID=All&prodID=Linux&docID=lxambassadorcallsrk>
- Competitive Support
 - **Linux at IBM Competitive Advantage Site** - http://www-1.ibm.com/linux/va_4067.shtml
 - **Sun to Linux Business Partner Sales Kit** - http://www-1.ibm.com/linux/va_4072.shtml
 - **Solaris to Linux Business Partner Web Site** - http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pat_linux_learn_why_solaris.html
 - **SMBA Web Site - Linux Spotlight** - https://www.developer.ibm.com/partnerworld/mem/strategy/smb_offerings_sol_linux.htm
- Linux Technology Center (LTC) On Demand - <http://ltc.linux.ibm.com/ltc/ondemand/index.html>
- Linux Centers of Competency -- <http://www-1.ibm.com/linux/ltc/centers.shtml>
- Linux Integration Centers: --<http://lic.austin.ibm.com/>

IBM Ambassadors for Linux and Open Source -- Key Contacts

- IBM Sponsor – IBM Ambassadors for Linux and Open Source:

Scott Handy, VP WW Linux and Open Source

shandy@us.ibm.com

914-766-3610
- Program Manager for IBM Ambassadors for Linux and Open Source:

Jai Singh Arun, WW Linux and Open Source

jai@us.ibm.com

919.543.2975
- Program Manager for Quarterly Linux Sales Updates:

Amy Sammons, STG Communications

amysamm@us.ibm.com

1-877-205-4322
- Linux web contact for IBM business partners:

–<http://www.ibm.com/partnerworld/linux>
- URLs for IBM Ambassadors for Linux and Open Source information:

IBM	IBM Business Partner (IBM ID and password required)
http://w3-1.ibm.com/sales/systems/portal/s.155/254?navID=f220s240&geoID=All&prodID=Linux&docID=lxambassadorcallsrk	http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pat_linux_learn_amb_program.html

STG WW Brand Contacts

WW Sales		
Bob Hoey	VP, WW System z Sales	rjhoey@us.ibm.com
Stephen Leonard	VP, WW System p Sales	sleonard@uk.ibm.com
Wayne Flaggs	VP, WW BladeCenter Sales	wflaggs@us.ibm.com
John Teltsch	VP, WW System x Sales	jtg@us.ibm.com
Bill Donohue	VP, WW System i Sales	wcdonoh@us.ibm.com
Elly Keinan	VP, WW System Storage Sales	ellyk@us.ibm.com
John Gaydac	Business Line Executive, Retail Store Solutions	gaydac@us.ibm.com
WW Marketing/BUE		
Florence Hudson	VP, WW System z	tvirnig@us.ibm.com
Per Larsen	VP, WW System p	larsenp@us.ibm.com
Leo Suarez	VP, WW System x	lsuarez@us.ibm.com
Doug Balog	VP, WW BladeCenter	dbalog@us.ibm.com
Elaine Lennox	VP, WW System i	elennox@us.ibm.com
Kristie Bell	VP, WW Storage System	bell@us.ibm.com
John Gaydac	RSS Marketing	gaydac@us.ibm.com

STG Geo Brand Sales Leads

System i Linux Sales		
Matt Schellenberg	Americas System i Sales	matthews@ca.ibm.com
Francine Wiener	NE/SW IOT System i Sales	francine_wiener@be.ibm.com
Mahesh Ramanayake	AP System i Sales	mahेशr@au1.ibm.com
System p Linux Sales		
Christopher Hicks	Americas System p Sales	chicks@us.ibm.com
Michael Mauchline	NE & SW IOT System p sales	mauchline@uk.ibm.com
Fatima Martin Porta	SW IOT System p Sales	fatimamartin@es.ibm.com
Jeffrey Lee Dunn	AP System p Sales	dunnjl@sg.ibm.com
System z Linux Sales		
Doris Benson	Americas System z Sales	dwbenson@us.ibm.com
Olle Ang	NE IOT System z Sales	olle_ang@se.ibm.com
Derya Ozguven	SW IOT System z Sales	DERYA@tr.ibm.com
Richard Pape	AP System z Sales	paperj@sg.ibm.com

STG Geo Brand Sales Leads (continued)

System x Sales		
Leona Mitchell	Americas System x Sales	lmitche@us.ibm.com
Marcus Alexander Mac Dougall	NE IOT System x sales	macdougall@de.ibm.com
Patrick Gilhard	SW IOT System x sales	GILHARDP@fr.ibm.com
John Boyd and Sanjeev Magotra	AP System x sales	johnboyd@au1.ibm.com SANJEEVM@sg.ibm.com
BladeCenter Sales		
Walter Merrill	Americas BladeCenter Sales	walter_merrill@us.ibm.com
Jacob Lindgreen	NE & SW IOT BladeCenter Sales	jacob_lindgreen@uk.ibm.com
Sanjeev Magotra	AP BladeCenter Sales	SANJEEVM@sg.ibm.com
Blue Gene Sales		
Patrick Carey	WW Blue Gene Sales Leader	pfcarey@us.ibm.com

STG Geo Brand Sales Leads (continued)

Geo System Storage Sales Leads		
John Oldham	Americas System Storage Sales	joldham@us.ibm.com
Andy Cash	NE IOT System Storage sales	cash@uk.ibm.com
Daniel Sazbon	SW IOT System Storage sales	Daniel.Sazbon/France/IBM@IBMFR
Wally Tung	AP System Storage sales	tungw@hk1.ibm.com
RSS Sales leads		
Jill Puleri	Americas RSS sales	jpuleri@us.ibm.com
Neil Holland	NE IOT RSS sales	HOLLANN@uk.ibm.com
Luigi Loda	SW IOT RSS sales	luigi_loda@it.ibm.com
Errol Pereira	AP RSS Sales	pereirae@sg.ibm.com

SWG Linux Sales

WW SWG Linux Sales		
Nallu Reddy	Director, WW Open Source and Linux Sales	nreddy@us.ibm.com
Manny Arino	WW SWG Linux Sales	arinom@us.ibm.com
Ajay Kadakia	WW SWG Linux Technical Enablement	ajayk@us.ibm.com
Geo SWG Linux Sales		
Dave DiCarlo	Americas SWG Linux Sales	dave_dicarlo@us.ibm.com
Gary Troup	Americas SMB - Linux Middleware Sales	gwtroup@us.ibm.com
Andreas Pleschek	Northeast IOT Linux Sales	andreas_pleschek@de.ibm.com
Frank Zaengle	Southwest IOT Linux Sales	ZAE@de.ibm.com
Steve Kang	AP SWG Linux Sales	skang@cn.ibm.com

IGS Linux Sales

WW IGS Linux Sales		
Ralph Nelson	BCS Leader	nelsonre@us.ibm.com
Rajiv Sachdev	ITS Leader	rsachdev@in.ibm.com
Scott LaBombard	SO Leader	labomb@us.ibm.com
Geo IGS Linux Sales		
Nancy Madsen	Americas	nmadsen@us.ibm.com
John Palfreyman	NE & SW IOT	2DSEGMA@uk.ibm.com
Tadamasa Takami	AP	TTAKAMI@jp.ibm.com
Radhika Samant	Linux on Desktop Americas ITS	samant@us.ibm.com
Martin Schmidt	Linux on Desktop & Migration NE & SW IOT ITS	martin_schmidt@de.ibm.com
Rakesh Ahuja	Linux on Desktop & Migration AP	rahuja@cn.ibm.com
Evan Salop	Americas Server Migration ITS	esalop@us.ibm.com
Tom Tobin	Americas Installation ITS	tctobin@us.ibm.com

WW Infrastructure Solutions Sales

WW Infrastructure Solution Sales		
George Khatchadourian	Global VP IS Sales	gkhatcha@us.ibm.com
Steven Schwartz	Global VP, WW Infrastructure Sales (ITS, SWG & SMB)	sgs@us.ibm.com
Mark Zingery	Global Sales Operations	mzingery@us.ibm.com
Barbara Deibero	Distribution sector, Business Continuity	barbde@us.ibm.com
Kathy Grondin	Retail, Electronics, Total Store	kgrondin@us.ibm.com
Rajeev Kamath	SWG, Service Oriented Arch.	rvkamath@us.ibm.com
Barbara Korte	Virtualization, IT Resource Optimization	bkorte@us.ibm.com
Kevin Pleiter	FSS sector, IT Security	kpleiter@us.ibm.com
Ron Watkins	Public sector, Business Intelligence	watkinsr@us.ibm.com
Tony White	Communications sector, Kickoff events Information Lifecycle Management	atwhite@us.ibm.com
Laura Yandow	Industrial sector, User Platform	lkroubal@us.ibm.com

Linux Distribution Partner (LDP) Alliances

	WW and AG	Europe	AP Outside Japan	Japan
Linux Alliance	Deirdre Fricke – VP Linux Alliance dfricke@us.ibm.com	Deirdre Fricke	Takayuki Hamaguchi WYVERN@jp.ibm.com Hideki Osada hiosada@jp.ibm.com	Takayuki Hamaguchi Michinori Nakahara beagle@jp.ibm.com
Red Hat	Joe Rhoden – Global Account Executive rhoden@us.ibm.com Brian Fullington –Global and AG Sales bpf@us.ibm.com	Asif Afridi aafridi@uk.ibm.com	Suat Cheng Lee lscheng@my.ibm.com	Harunori Adachi adachi@jp.ibm.com
Novell	Chad Schittone – Global Account Executive chad@us.ibm.com Tim McEvoy – Global and AG Sales mcevoy@us.ibm.com	Alan Morgan AlanMorgan@uk.ibm.com	Suat Cheng Lee	Mami Saitoh (Ms.)

Trademarks and Presentation Notes/Disclaimers

- The following are trademarks or registered trademarks of the International Business Machines Corporation in the United States and/or other countries. For a complete list of IBM Trademarks, see www.ibm.com/legal/copytrade.shtml: eServer, System p, System z, System x, System p5, System i5, AIX, BladeCenter
- The following are trademarks or registered trademarks of other companies:
- Java and all Java based trademarks and logos are trademarks of Sun Microsystems, Inc., in the United States and other countries or both
- Microsoft, Windows, Windows NT and the Windows logo are registered trademarks of Microsoft Corporation in the United States, other countries, or both.
- Linux is a trademark of Linus Torvalds in the United States, other countries, or both.
- Other company, product, or service names may be trademarks or service marks of others.
- Any statements about support or other commitments may be changed or cancelled at any time without notice. All statements regarding IBM's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only. Information is provided "AS IS" without warranty of any kind.
- This publication was produced in the United States. IBM may not offer the products, services or features discussed in this document in other countries, and the information may be subject to change without notice. Consult your local IBM business contact for information on the product or services available in your area.
- Information about non-IBM products is obtained from the manufacturers of those products or their published announcements. IBM has not tested those products and cannot confirm the performance, compatibility, or any other claims related to non-IBM products. Questions on the capabilities of non-IBM products should be addressed to the suppliers of those products.
- The information could include technical inaccuracies or typographical errors. Changes are periodically made to the information herein; these changes will be incorporated in new editions of the publication. IBM may make improvements and/or changes in the product(s) and/or the program(s) described in this publication at any time without notice.
- Any references in this information to non-IBM Web sites are provided for convenience only and do not in any manner serve as an endorsement of those Web sites. The materials at those Web sites are not part of the materials for this IBM product and use of those Web sites is at your own risk.
- IBM may have patents or pending patent applications covering subject matter in this document. The furnishing of this document does not give you any license to these patents. Send license inquires, in writing, to IBM Director of Licensing, IBM Corporation, New Castle Drive, Armonk, NY 10504-1785 USA.
- IBM makes no representation or warranty regarding third-party products or services including those designated as ServerProven, ClusterProven or BladeCenter Interoperability Program products. Support for these third-party (non-IBM) products is provided by non-IBM Manufacturers.