



IBM Ambassadors for Linux and Open Source

# IBM Ambassadors for Linux and Open Source

Monthly Call : March 15, 2007

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## AGENDA

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

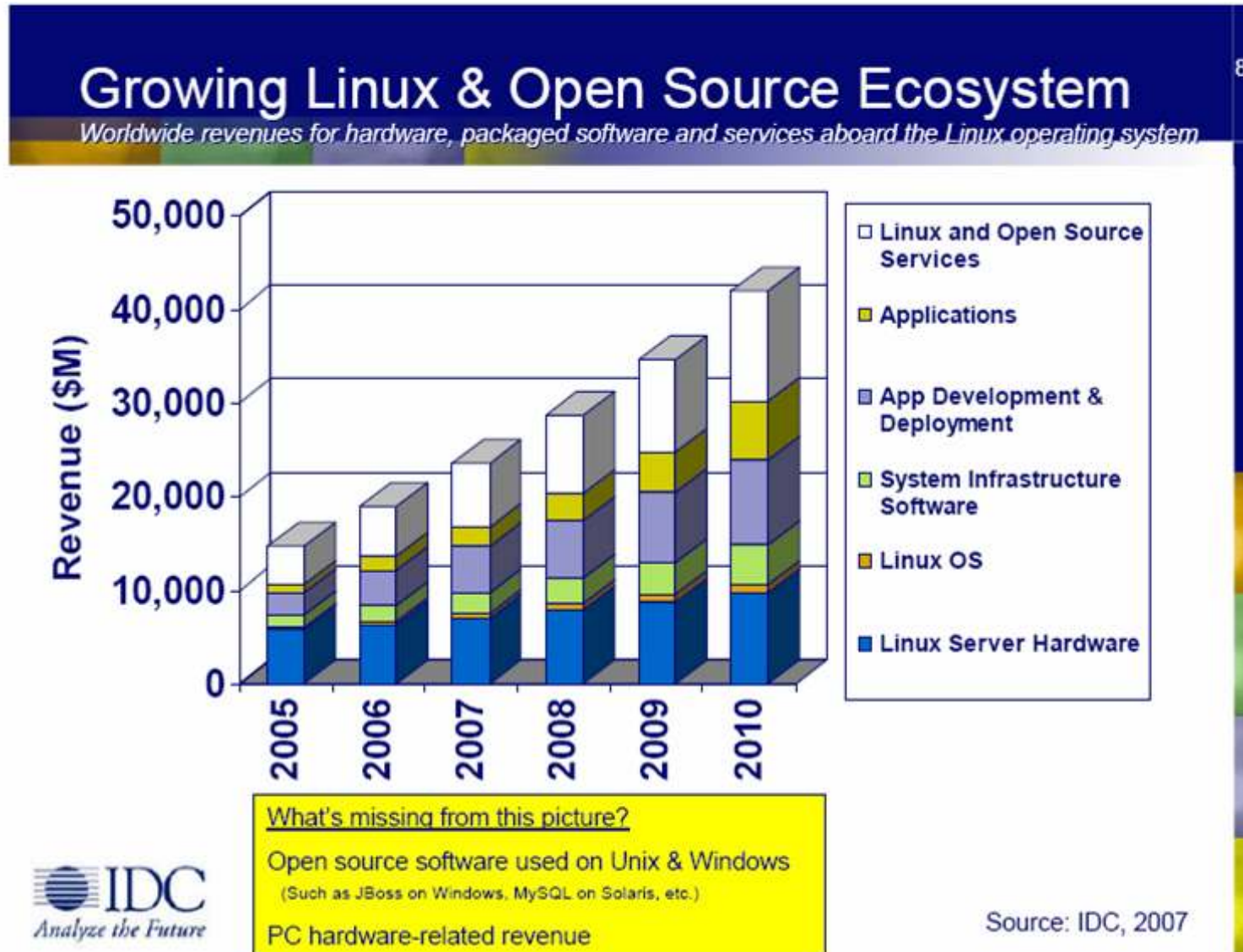


## Worldwide Linux Business and Market Updates

**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 5<sup>th</sup> - 8<sup>th</sup>  
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*

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

<b>Subscriptions</b>	Basic	Standard	Premium
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Clients: Red Hat Enterprise Linux Desktop

<b>Options</b>	Workstation	Multi OS
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<b>Subscriptions</b>	Basic	Help Desk Escalation
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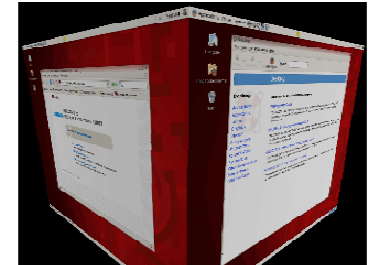
## Red Hat Enterprise Linux Advanced Platform

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



# 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

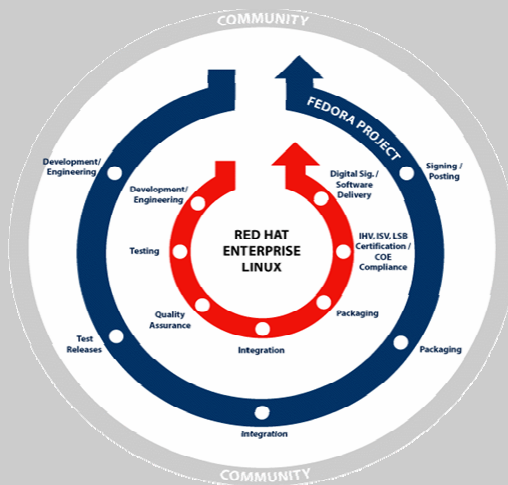
New Audit features provide powerful new search/reporting and realtime monitoring



[redhat.com/virtualization](http://redhat.com/virtualization)

# 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)



[redhat.com/virtualization](http://redhat.com/virtualization)

# 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.”



# 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](https://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](http://www.ibm.com/partnerworld/opensource)

New  
for  
2007



## •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

30 days WAS CE  
free customer  
support

**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

**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](http://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/industry networks/benefits/sales\\_connections.html](http://ibm.com/isv/marketing/industry networks/benefits/sales_connections.html)

**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 3<sup>rd</sup> 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 Solutions page. The left sidebar contains a navigation menu with links like Home, Products, Service & industry solutions, Support & downloads, and My IBM. The main content area is titled 'Solutions' and features a section for 'No-charge telemarketing support'. This section includes a description of the initiative, its benefits, and a list of eligible offerings. The 'No-charge telemarketing support' link is circled in red. Below the description, there is a 'Get started now!' button and a link to 'Request no-charge telemarketing support'.

**IBM PartnerWorld Solutions**

Initiative for Business Partners using open source

**No-charge telemarketing support**

Quality for a no-charge custom telemarketing campaign with a high quality agency worth up to US\$10,000

Telemarketing is not about completing scripts or resolving calls, but engaging prospects in conversations that explore their business needs to develop opportunities. This benefit offers custom telemarketing at no charge from a skilled team to help you drive results.

The value to you is based on the number of eligible offerings included in your solution. Inclusion of one eligible offering qualifies you for 500 contacts at no charge (US\$6,500 value) while inclusion of two eligible offerings included qualifies you for 750 contacts at no charge (US\$10,000 value).

**Eligibility**

Advanced and Premier members of PartnerWorld who are participating in the initiative and who have submitted at least one validated lead through IBM Sales Connections for one or more of these eligible offerings:

- 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
- WebSphere Application Server Network Deployment

**Get started now!**

To request open source telemarketing support at no charge, click on the link below, enter your IBM ID, and complete the request form.

[Request no-charge telemarketing support](#)

Your request form will be sent to an IBM administrator who will confirm approval of your request through e-mail.

# 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 website. The 'Solutions' section is active, displaying the 'Press relations package' which is circled in red. The page includes a navigation menu on the left with links like Home, Products, Services & industry solutions, Support & downloads, and My IBM. The main content area describes the initiative for business partners using open source, highlighting the benefits of the press relations package, such as gaining market visibility through IBM executive quotes. An 'Eligibility' section lists requirements for participating business partners, 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. A 'Get started now!' section provides a link to request a press relations package and explains the verification process.



# 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](http://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

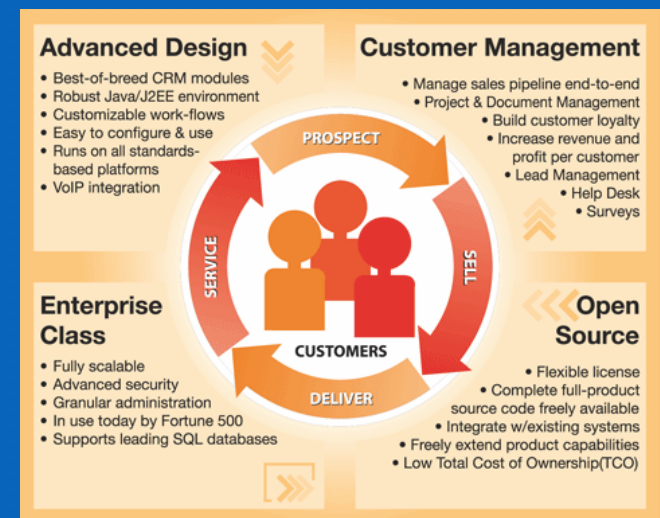
One additional factor was the strength of the IBM Partner program.

### 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:



*Thank you!*

Your next stop:

[ibm.com/partnerworld/opensource](http://ibm.com/partnerworld/opensource)

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#### 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%!"

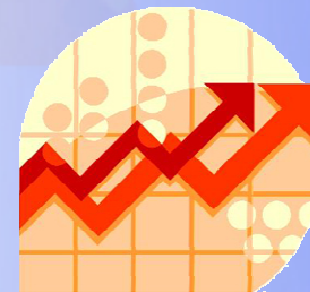
— WestGrid Admin



# Leveraging IBM's PartnerWorld

## IBM Value Network:

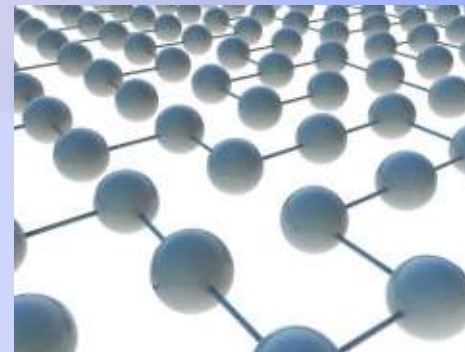
- IBM helps their partners find others within the PartnerWorld network who could help them earn greater revenue
- IBM pays the partners for unique sales that they generate together
- Cluster Resources was introduced to a valuable partner who we are now working with on multiple revenue streams
- IBM helped 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/industrynetworks/howto/cluster\\_success.pdf](http://www-304.ibm.com/jct09002c/isv/marketing/industrynetworks/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](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](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](http://w3-1.ibm.com/sales/systems/portal/_s.155/254?navID=f340s260&geolD=All&prodID=Linux&docID=lxeeambassador0407)

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

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## ...and don't forget!

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

- Send note to [linuxamb@us.ibm.com](mailto: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](mailto: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:**

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- **Questions? Input? Feedback? Contact Jai Singh Arun – [jai@us.ibm.com](mailto:jai@us.ibm.com)**

## Sales Resources



## Sales Resources

- Linux Portal: [w3.ibm.com/linux/sales](http://w3.ibm.com/linux/sales)
- Systems Sales kit – [w3.ibm.com/sales/systems/linux](http://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>
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