



WW Linux and Open Source Business

## May 17, 2007 IBM Ambassadors for Linux and Open Source Conference Call

Jeff Smith, VP Open Source & Linux Middleware

Bob Sutor, VP Open Source & Standards

## Today's Agenda

- \* New Announcements & Q1 Business Update: Jeff Smith (15 mins)
- \* Q1 Linux Wins of the Quarter: Bob Warpinski and Jeffrey Borek (15 mins)
- \* Update on the Battle for Open Standards and Document Formats (20 mins)
- \* Q&A (10 mins)

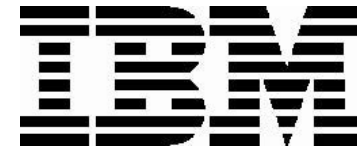
# IBM and Red Hat Announce Worldwide Enterprise Linux-On-Mainframe Program

## Program Brings New Levels of IT Security and Scalability to Organizations Worldwide

*RALEIGH, N.C. & ARMONK, N.Y. - 09 May 2007*

IBM and Red Hat have jointly announced an initiative to :

- ▶ Strengthen pre-sales and post-sales technical support through the addition of dedicated Red Hat technical staff dedicated to System z
- ▶ Designate Red Hat engineers as System z Lead Architects in each of its major geographies
- ▶ Create a System z-dedicated support team within Red Hat Global Support Services comprised of IBM mainframe experts
- ▶ Continue to work together inside the open source community to develop new technologies to advantage the mainframe



“Governments and enterprises worldwide need highly available, highly secure IT resources. Enterprise Linux and System z uniquely meet those requirements,” said **Jim Stallings, IBM VP and GM, System z**. “We are pleased to announce an enhanced relationship with Red Hat to deliver more scalability, security and reliability to Enterprise Linux mainframe solutions.”

“Red Hat Enterprise Linux is the one major operating system which scales from commodity server to mainframe, giving customers the widest range of choices while standardizing and simplifying their IT environments,” said **Alex Pinchev, Executive Vice President and President, International Operations at Red Hat**. “For organizations requiring the highest security, scalability and reliability, System z and Red Hat Enterprise Linux is a compelling choice.”

<http://www-03.ibm.com/press/us/en/pressrelease/21513.wss>

# Announcing DB2 Express-C 12 Months License and Subscription



## Do it Yourself

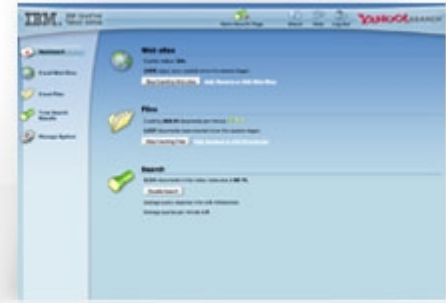
- Community assistance
- Includes pureXML
- Free to build, deploy, distribute

## Let IBM help

- 24\*7 support, FixPacks, upgrade protection
- Includes pureXML  
Includes SQL Replication  
Includes High Availability (HADR)
- ... only \$2,995 per server per year

No excuses not to use DB2  
Learn more at [www.ibm.com/db2/express](http://www.ibm.com/db2/express)

## New Version of Omnifind Yahoo! Edition



- \* New languages supported include Brazilian Portuguese, Simplified Chinese, Traditional Chinese, French, German, Italian, Japanese, Korean, Spanish, Dutch, Hungarian, Polish, Portuguese and Swedish.
- \* Additional features to help users more easily build new custom search applications or add customized content beyond Web pages and office documents.
- \* Usability improvements make it easier to integrate search results into the look and feel of existing applications or include content from a third-party content source.
- \* Other enhancements make it easier to do advanced searches by using metadata to refine search results or create more targeted searches on top of initial search results.
- \* IBM OmniFind Yahoo! Edition uses the open source Lucene indexing library to provide a versatile combination of simplicity, openness, and functionality.

<http://www-306.ibm.com/software/data/enterprise-search/omnifind-yahoo/>

<http://www-03.ibm.com/press/us/en/pressrelease/21384.wss>

## New System p Test Drive Program

- \* Offer your customers Linux (or AIX) on System p (510 and 520 models) for 60 days with no commitments to buy [www.ibm.com/shop/testdrive](http://www.ibm.com/shop/testdrive)



Here's how the Program works:

- Choose a product.
- Fill out the contact information. You will be contacted within 24 hours to clarify and validate the information.
- If approved, an IBM Business Partner or IBM Sales Representative will then contact you to arrange shipment and extend a trial agreement to you. Our program goal is to have the machine arrive at your location no later than 2 weeks after signing the trial agreement.
- Should you decide not to keep the machine at the conclusion of the 60 day trial, please notify the IBM Business Partner or IBM Sales Representative, pack the machine in the original packing material, and return it to the address specified by the IBM Business Partner or IBM Sales Representative.

# System p Application Virtual Environment for x86 Linux\*

Allows software written for x86 Linux to just run on IBM System p servers running Linux complementing nearly 2,800 native applications for Linux on POWER

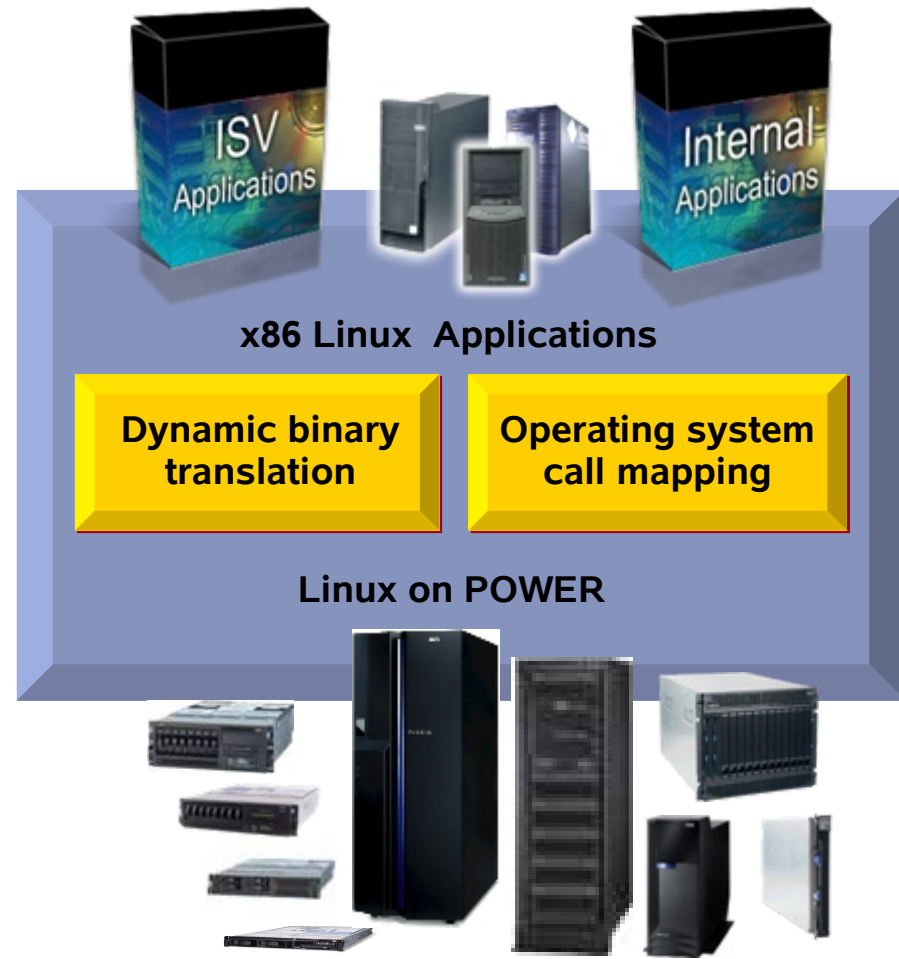


## What is System p Application Virtual Environment for x86 Linux (System p AVE - x86)

- Supports installation and running of existing 32-bit x86 Linux applications<sup>1,2</sup>
- Creates an x86 Linux application environment running on Linux on System p
- Extends value of IBM System p and BladeCenter JS21 to x86 Linux apps

## Where to target?

- Supporting applications, tools, utilities for mainstream native POWER application
- Consolidate x86 apps – run AIX®, Linux on POWER and x86 Linux apps on one server
- Proof-of concept project before native port



(1) No direct hardware access and no kernel access

(2) IA-32 instruction set architecture (x86)

(As defined by the 1997 Intel Architecture Software Developer's Manual consisting of Basic Architecture (Order Number 243190), Instruction Set Reference Manual (Order Number 243191) and the System Programming Guide (Order Number 243192) all dated 1997.)

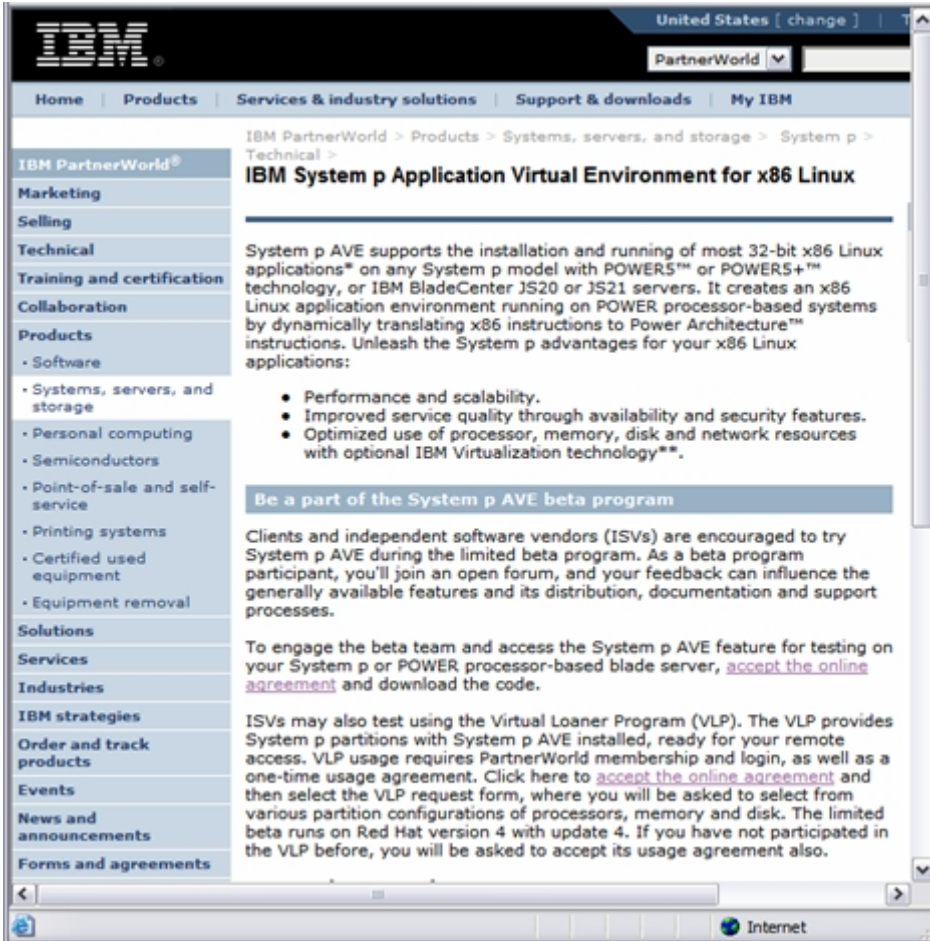
\* All statements regarding IBM future directions and intent are subject to change or withdrawal without notice and represent goals and objectives only. Any reliance on these Statements of General Direction is at the relying party's sole risk and will not create liability or obligation for IBM.

## System p AVE Open Beta Program

*It has never been easier to get the benefits of POWER*

**Define Easy:** Pronunciation [ee-zee]—adjective 1. not hard or difficult; requiring no great labor or effort: “a book that is easy to read”; *“pAVE Open Beta is easy to do.”*

- Read
- Agree
- Download
- Install
- Test



The screenshot shows the IBM PartnerWorld website interface. The main content area is titled "IBM System p Application Virtual Environment for x86 Linux". It describes the product's capabilities, such as supporting 32-bit x86 Linux applications on POWER5 or POWER5+ systems. A list of benefits includes performance, service quality, and optimized resource use. A section titled "Be a part of the System p AVE beta program" encourages ISVs to participate, detailing the process of accepting an online agreement and downloading code. The left sidebar contains a navigation menu with categories like Marketing, Selling, Technical, and Products.



[www.ibm.com/partnerworld/wps/pub/systems/p/technical/pave](http://www.ibm.com/partnerworld/wps/pub/systems/p/technical/pave)





# Competitive Update: Microsoft and Sun

# Open Invention Network Response to Microsoft's Statements

[http://www.openinventionnetwork.com/press\\_release.php](http://www.openinventionnetwork.com/press_release.php)

New York (May 15, 2007) - Jerry Rosenthal, chief executive officer of Open Invention Network, issued the following statement today:

"A recent article in Fortune Magazine raises - or more precisely, re-raises - tired, old allegations about the Linux operating system for the sole purpose of perpetuating unwarranted fear, uncertainty and doubt among current and potential Linux users and distributors.

This is not the first time that unsubstantiated claims of patent infringement have been leveled at Linux. Moreover, just as in the past, these claims are made without disclosing any evidence. It's time to stop the accusations and show the evidence. What's happening with these accusers is the equivalent of declaring four aces while being unwilling to show even a pair of deuces.

It's clear that these accusations are actually an admission of the rapid uptake of Linux in the marketplace, Linux' success in displacing legacy products of competitors and that Linux provides superior software in performance, security and stability.

Here are some facts to provide clarity around Linux and patents:

- \* There never has been a patent lawsuit against Linux. Never.
- \* Linux has excellent intellectual property vetting.
- \* Linux has thousands of high-quality, dedicated programmers.
- \* Linux creates a robust, secure computer operating environment.

In less than a year, OIN has accumulated more than 100 strategic, worldwide patents and patent applications that span Web / Internet, e-commerce, mobile and communications technologies. These patents are available to all as part of the free Linux ecosystem that OIN is creating around, and in support of Linux. We stand ready to leverage our IP portfolio to maintain the open patent environment OIN has helped create."

# New! Linux & Open Source News

## 1Q07 Linux Results

IBM's Linux revenue in 1Q

- STG grew 11% YTY
- SWG grew 52% YTY
- GTS/GBS achieved 108% of plan

Linux revenue grew 20% YTY in BRIC countries (preliminary); customer references in BRIC increased by 16

Linux/Grid Business Partner Value Network program successfully drove measurable SMB-focused repeatable solutions (183% of plan)

IBM Ambassadors for Linux and Open Source program continued momentum with volunteer sales team growing to over 1273 participants and 605 hours of live training in 1Q

Growth of multi-platform Linux solutions continued with ports of applications by ISVs through Chiphopper (197% of plan)

## Q107 Wins of the Quarter

- STG: Insurance Company
  - Bob Warpinski
- SWG: Media Company
  - Jeffrey Borek



# Insurance Company

## IBM System z Linux Win in Q1 2007

*This customer is the largest health plan in Minnesota, providing health coverage to more than 2.7 million members.*

### Customer Need

An architecture to support the modernization and growth of an existing HP Intel-based SAP infrastructure

### Solution

- System z9 Enterprise Class server
- Six (6) Integrated Facilities for Linux (IFLs) displacing HP Intel as application servers
- Leading-edge System z zIIP technology to offload database functions, and System z zAAP technology to introduce Websphere / Java solutions.
- 2Q: **doubling** the investment with six (6) additional IFLs

### Keys to the Win

- IBM Team that reacted quickly to customer needs
- Technical support execution that made it possible for customer to beat project time lines and budgets
- Result: Customer ecstatic with speed of implementation, performance and cost-effectiveness of solution

**NOT APPROVED FOR EXTERNAL USE**

# Media Company

## IBM Software Group Linux Win in Q1 2007

*Customer is one of the largest newspaper companies in the United States operating 57 daily newspapers in 12 states.*

### Customer Need

To support the rapid data growth that resulted from their acquisition strategy

### Solution

- Business Partner: IBM BP Solutions-II
- IBM's DB2 v.9/xkoto Gridscale solution on IBM System p
- DB2 Storage Optimization, DB2 Query Patroller,
- SUSE LINUX v.9 on the Data Servers
- SUSE LINUX v.10 on the xKoto/Gridscale servers

### Keys to the Win

- IBM Teaming with partner, IM Lab Services and IBM Linux Integration Center
- New features and functionality of upgrading to DB2 v.9 with xKoto Gridscale
- Coming up with a cost-effective solution with a restrained budget

**NOT APPROVED FOR EXTERNAL USE**

# The Battle for Open Document Formats

## An Update

Dr. Bob Sutor

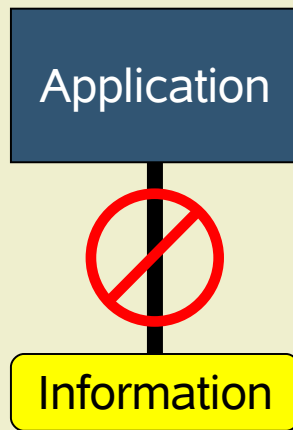
VP, Open Source and Standards, IBM

[sutor.com/blog](http://sutor.com/blog)





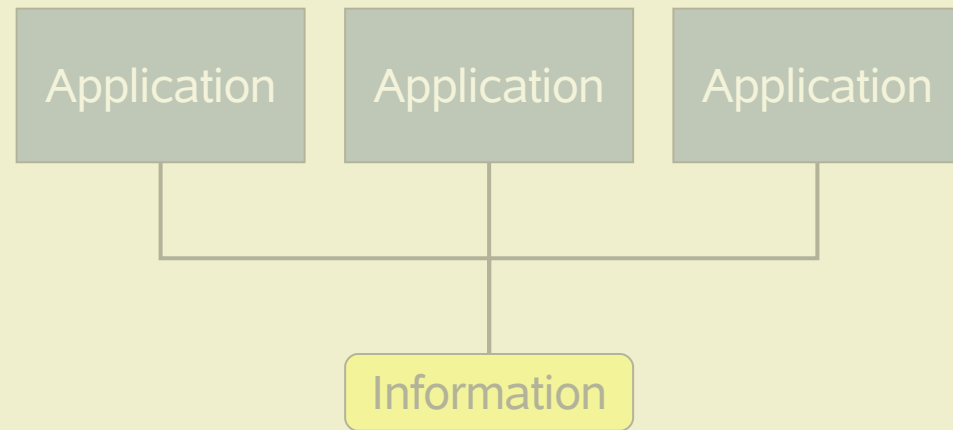
# In the old days, SW providers controlled the data



## Old Style

Information is closely linked to the application that created it.

Control is with the software developer *not* the customer.

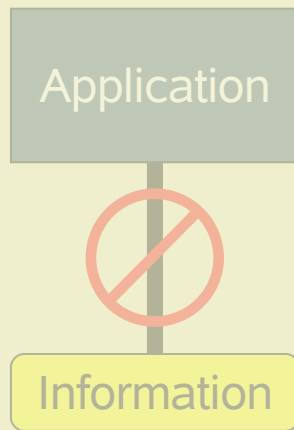


## New Style

Information is represented using open standards not under the control of a single vendor, and multiple applications can create and access it interchangeably.

Control is with the customer *not* the software provider.

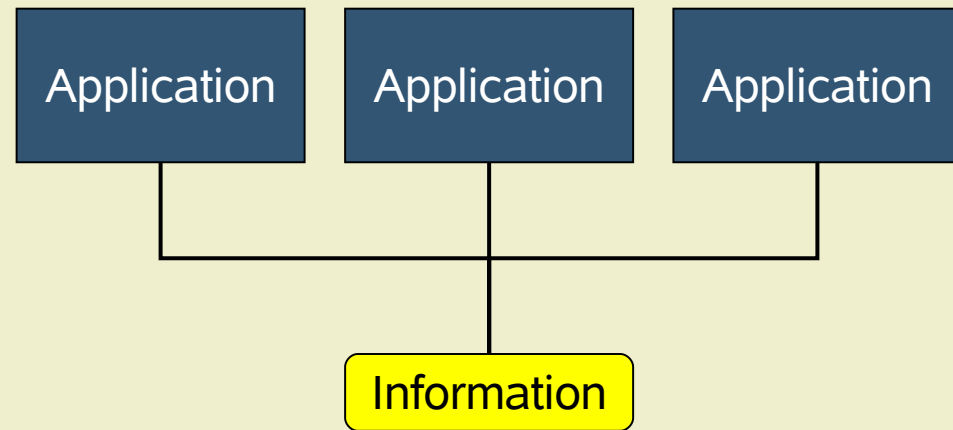
# But customers are demanding something else



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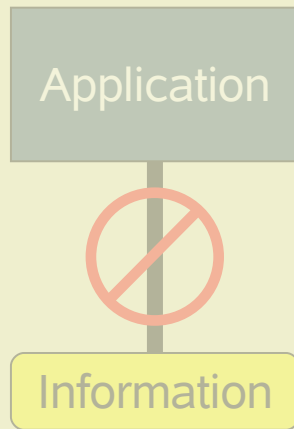


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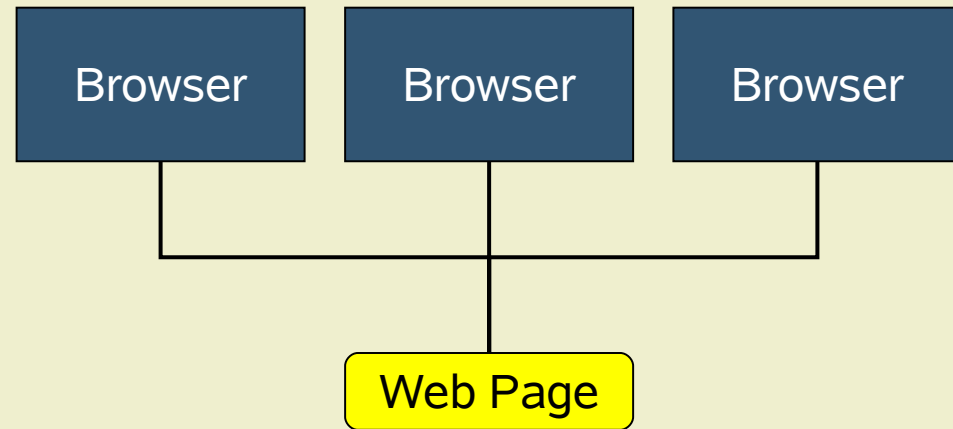
# This is a continuation of an unstoppable trend



## Old Style

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## New Style

Information is represented using open standards not under the control of a single vendor, and multiple applications can create and access it interchangeably.

Control is with the customer *not* the software provider.

# The effect of open standards

- Standardization drives software interoperability and interchangeability.
- This breaks the old-style dependence on proprietary methods, trade secrets, and single providers.
- It builds a strong foundation on which others can quickly build and innovate.
- When the playing field gets levelled in this way, we get increased competition with new people and ideas entering the marketplace.
- Standardization is scary to those who are afraid of losing marketshare, product cash cows, or cannot execute well in such an open world.



# Document Format Players: ODF

## ■ **Open Document Format**

- Standardized in OASIS, became an ISO standard in 2006.
- Intellectual property is free and clear.
- Multiple implementations, some open source.
- 750+ pages.
- Active further development in OASIS in areas such as accessibility.
- Works well with industry tools such as XSLT.
- No one vendor owns it, though Sun started effort.
- Governments around the world are adopting it.
- We're seeing both policy and legislative actions in the US and abroad.
- Are some just using it for price negotiation against Microsoft?
- Microsoft “support” is feeble, awkward, slow, and incomplete.

# Document Format Players: OOXML

## ■ Microsoft Office Open XML

- XML representation of Microsoft Office binary formats.
- 6000+ pages.
- Pushed through ECMA in 12 months with restriction that they could not do anything that would break compatibility with Microsoft's own products.
- Microsoft is almost certainly going to be the only complete implementation, leading to possible single supplier situations.
- Now in ISO/IEC Fast Track process even though “contradictions” were received from 20 countries.
- “Standardizes” various mistakes (1900 a leap year?) and product-specific formatting.
- No one denies Microsoft is allowed to have an XML format, issue is whether it should be an ISO standard.

## Example Law: California original draft

- When deciding how to implement this section, the department in its evaluation of open, XML-based file formats shall consider all of the following features:
  - 1) Interoperable among diverse internal and external platforms and applications.
  - 2) Fully published and available royalty-free.
  - 3) Implemented by multiple vendors.
  - 4) Controlled by an open industry organization with a well-defined inclusive process for evolution of the standard.

# Challenges and predictions

## ■ Challenges

- Will ISO simply allow Microsoft to standardize its own product specifications?
- If OOXML does get through the voting process, will it ever get out of the ballot resolution phase?
- Will grassroots ODF adoption ultimately beat Microsoft market power?

## ■ Predictions

- OOXML will fail in the market but be replaced by something else by Microsoft.
- That “something else” will look a lot like ODF.
- ODF itself will continue to gain traction and be a required format, thereby limiting Microsoft's freedom of action.



## Next Ambassadors Call: May 23 Technical Deep Dive on New Features & Advancements in RHEL5

- \* Featured speaker from Red Hat: Narsi Subramanian, Sr. Manager, Red Hat Sales College
- \* Linux has evolved and matured; get up to date on some of the technical advancements made since RHEL4 and how these advancements can help your clients
- \* Live Q&A to answer any questions or send questions ahead of time to [linuxamb@us.ibm.com](mailto:linuxamb@us.ibm.com)

SIMPLE AND FLEXIBLE IT  
**MEET RED HAT ENTERPRISE LINUX  
ADVANCED PLATFORM.**  
▶ Now available.

## Mark your calendar for the June Ambassadors Calls

### \* 6/07/07 Monthly call

- IBMers: [http://w3-1.ibm.com/sales/systems/portal/\\_s.155/254?navID=f340s260&geoID=All&prodID=Linux&docID=lxeeambassador0607](http://w3-1.ibm.com/sales/systems/portal/_s.155/254?navID=f340s260&geoID=All&prodID=Linux&docID=lxeeambassador0607)
- Business Partners: [http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pat\\_linux\\_learn\\_amb\\_kits\\_call6.html](http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pat_linux_learn_amb_kits_call6.html)


### \* 6/20/07 Technical seminar

- IBMers: [http://w3-1.ibm.com/sales/systems/portal/\\_s.155/254?navID=f340s260&geoID=All&prodID=Linux&docID=lxeeseries0607](http://w3-1.ibm.com/sales/systems/portal/_s.155/254?navID=f340s260&geoID=All&prodID=Linux&docID=lxeeseries0607)
- Business Partners: [http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pat\\_linux\\_learn\\_amb\\_kits\\_sem6.html](http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pat_linux_learn_amb_kits_sem6.html)

# Questions?



## ...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:
  - IBMers: [http://w3-1.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](http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pat_linux_learn_amb_program.html)
- Questions? Input? Feedback? Contact Michael K Dolan – [mdoln@us.ibm.com](mailto:mdoln@us.ibm.com)

## Backup - 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](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](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](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](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](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://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](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](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](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](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](https://www.developer.ibm.com/partnerworld/mem/strategy/smb_offerings_sol_linux.htm)
- Linux Technology Center (LTC) On Demand - <http://lrc.linux.ibm.com/lrc/ondemand/index.html>
- Linux Centers of Competency -- <http://www-1.ibm.com/linux/lrc/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:  
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[amysamm@us.ibm.com](mailto: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)
<a href="http://w3-1.ibm.com/sales/systems/portal/_s.155/254?navID=f220s240&amp;geoID=All&amp;prod">http://w3-1.ibm.com/sales/systems/portal/_s.155/254?navID=f220s240&amp;geoID=All&amp;prod</a>	<a href="http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pat_linux_learn_amb_program.html">http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pat_linux_learn_amb_program.html</a>

## STG WW Brand Contacts

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Wayne Flaggs	VP, WW BladeCenter Sales	<a href="mailto:wflaggs@us.ibm.com">wflaggs@us.ibm.com</a>
John Teltsch	VP, WW System x Sales	<a href="mailto:jtg@us.ibm.com">jtg@us.ibm.com</a>
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Elly Keinan	VP, WW System Storage Sales	<a href="mailto:ellyk@us.ibm.com">ellyk@us.ibm.com</a>
John Gaydac	Business Line Executive, Retail Store Solutions	<a href="mailto:gaydac@us.ibm.com">gaydac@us.ibm.com</a>
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Scott Handy	VP, WW System p	<a href="mailto:shandy@us.ibm.com">shandy@us.ibm.com</a>
Leo Suarez	VP, WW System x	<a href="mailto:lsuarez@us.ibm.com">lsuarez@us.ibm.com</a>
Doug Balog	VP, WW BladeCenter	<a href="mailto:dbalog@us.ibm.com">dbalog@us.ibm.com</a>
Elaine Lennox	VP, WW System i	<a href="mailto:elennox@us.ibm.com">elennox@us.ibm.com</a>
Kristie Bell	VP, WW Storage System	<a href="mailto:bell@us.ibm.com">bell@us.ibm.com</a>
John Gaydac	RSS Marketing	<a href="mailto:gaydac@us.ibm.com">gaydac@us.ibm.com</a>



## STG Geo Brand Sales Leads

System i Linux Sales		
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