IBM Ambassadors for Linux and Open Source

Seminar: *IBM SWG and Services 2007 Initiatives*

March 28, 2007

ibm.com/linux

**IBM Ambassadors
for
Linux and Open Source**

ibm.com/opensource

AGENDA

Agenda Item	Time	Speaker
Welcome / Opening Remarks	11:00 - 11:05	**Jai Arun,** Marketing Manager, WW Linux and Open Source
SWG 2007 Sales Strategy and Initiatives	11:05 - 11:25	**Nallu Reddy,** Director, WW Open Source and Linux Sales
2007 Linux and Open Source Services Initiatives	11:25- 11:40	**Rajiv Sachdev,** Global Linux/Grid Services Manager, GTS
WW Linux Software Support Services	11:40 - 11:55	**Phyllis Georgen,** Linux Global Solution Manager, IGS - ITS
Questions and Answers	11:55 - 12:00	**All**

IBM Ambassadors for Linux and Open Source

Linux and Open Source beyond Linux seem to be critical to IBM!

2007 Strategy

Execution

Linux Strategy

➤IGS, SWG, STG each grow Linux business at rate greater than market

➤Continue strong partnership with Red Hat, Novell, and Asianux in AP

➤Advantage IBM's portfolio of products, solutions and services for Linux

➤Continue Linux and Open Source community leadership via LTC and others

➤Expand business partner success and collaboration with Linux (Value Network, Chiphopper, PWIN, BRIC)

➤Nurture Linux-specific advantages in selected customer segments

Open Source beyond Linux Strategy

➤Leverage industry changes around open source to reach new customers and generate net new revenue

➤Use open source to accelerate the adoption of open standards as appropriate

➤Promote the use of open source within a mixed source model as the preferred option

➤Identify emerging areas and opportunities to advantage IBM and business partners

➤Integrate, align, and operationalize open source initiatives across IBM

Cross-brand initiatives

Brand-specific initiatives

3

IBM Ambassadors for Linux and Open Source

2007 : Driving Linux Growth Through IT Engines

STG

- System x/Clusters
- System i
- System p
- System z

- Storage
- RSS
- TCS Blue Gene
- TCS Cell

SWG

- Data Management
- WebSphere
- Tivoli
- Rational
- Lotus

Linux Sales Engines
Direct Sales plus BPs and ISVs

IBM Services

- Global Technology Services
- Global Business Services

Solutions

- Infrastructure Solutions
- select Business Solutions

Covered Today!

**IBM Ambassadors for Linux and Open Source**

# 2007 SWG Sales Strategy and Initiative

Nallu Reddy

Director, WW Open Source and Linux Sales

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SWG Brands – Linux Revenue and Opportunity Growth
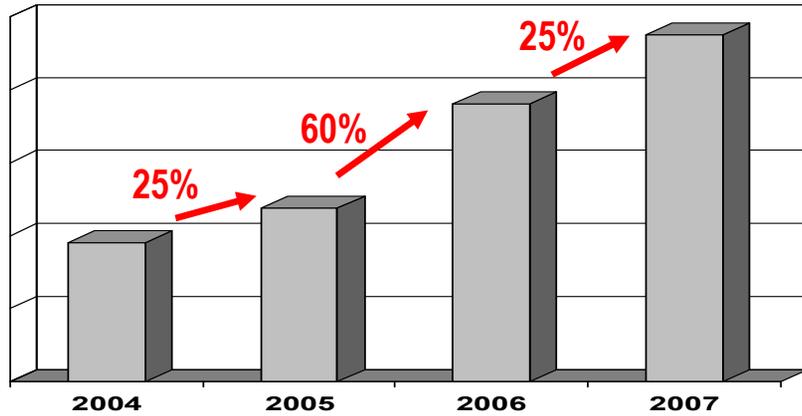
WS Linux Revenue & Opportunity Growth
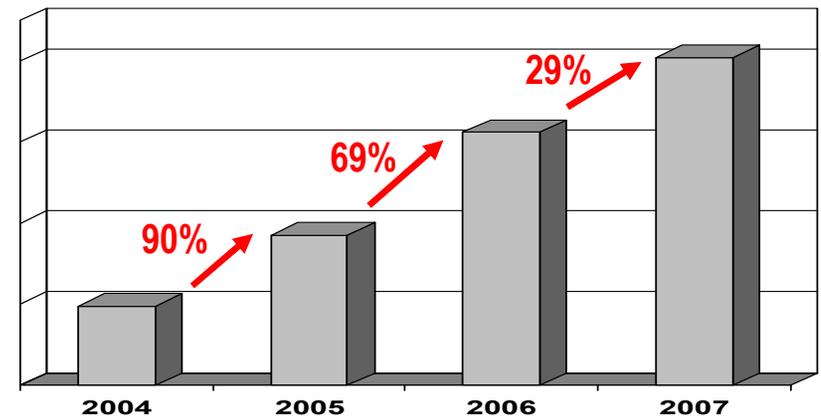

Lotus Linux Revenue & Opportunity Growth
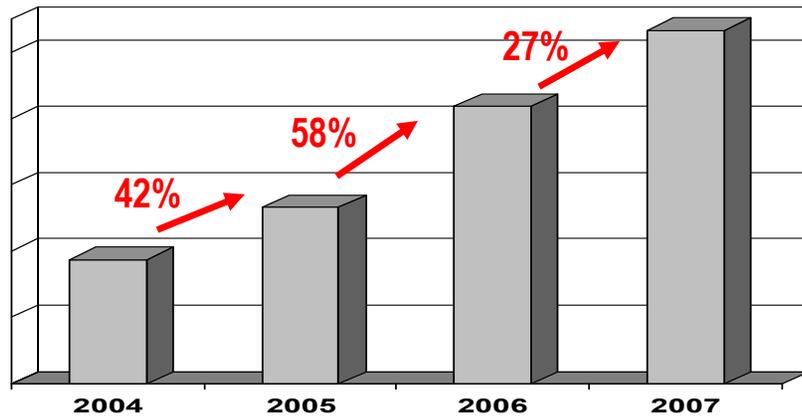
Tivoli Linux Revenue & Opportunity Growth
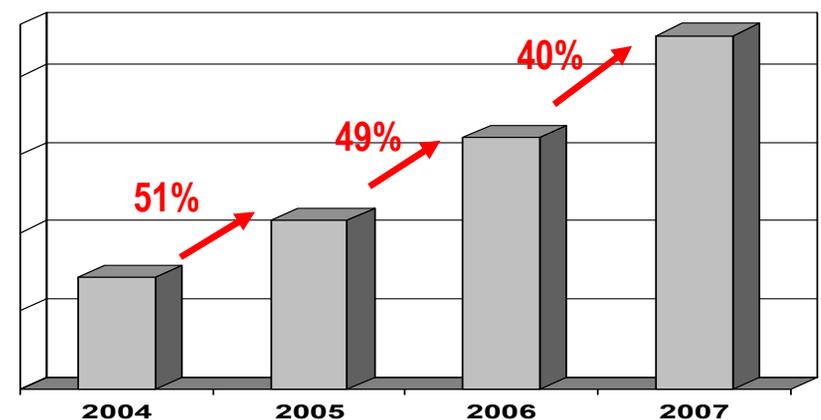
IM Linux Revenue & Opportunity Growth

SWG Open Source & Linux (OSL) Execution Priorities for 2007

What

Attack and grow Drive new revenue & reach new customers	OSL SWG	**Engage and Grow** Help grow IBM MW in traditional customers

Execute Open Client and Migrate to the Penguin to win new business	Consultative Sales Play to open new accounts	New accounts with SMB LAMP(J) Stack+ ISV Partner Play	Integrate Linux Marketing into each Core Brand Plays Each quarter	Facilitate SWG & Brands mainstreaming via a CoE approach	Integrate Linux into cross brand / opportunistic plays - WAS SE Linux, Proj Synch

Why

- Linux is being discussed by your customers, from CxO's to the boardroom….with or without us!
  - MS / Novell alliance 'affirms' Linux as platform
  - MS distributing 000's of SUSE Linux vouchers
- Linux is a game-changing technology
- Mixed-source environments are reality

- IBM remains a strong industry leader in Linux and open technology
  - IBM #1 in CARMA Linux & Open Source MediaIQ
  - IBM strategy ranked '#1' by Gartner, IDC, Forrester
- IBM has the largest MW portfolio supported on Linux
- There are 000's of IBMers whose work supports Linux

IBM's odds of 'winning' MW are higher on Linux than on Windows

How

- SWG OSL Sales Teams
  - continuing transition to brands
  - OSL-specific metrics for new revenue, new customers, and revenue in traditional accounts for IBM MW on Linux
- Technical sales resources such as SWITA's, LIC, LTC, etc.
- SWG OSL Marketing – continued execution across focus areas

- SWG Brands and S&D SW Sales – IBM MW on Linux
  - Dedicated financial incentive packages
  - Challenges based around MW revenue and MW transactions on Linux
- SWG OSL team is CoE resource for traditional customers
- Enablement on targeted, brand-specific plays

SWG Brands – Linux Integrated Strategies, Key Messages & Plays

WebSphere and Linux

- **Penetrate whitespace, mid-market, ISV's and SI's with WAS-CE and Linux**
  - Unlocks market for up-sell opportunities across WS portfolio
- **Gain access to CxO's through consultative selling of 'The Flexibility of WS SW and Linux'**
  - The best platform for SOA solutions

Lotus on Linux

- **Retain and grow install base**
  - Notes/Domino 8 on Linux; server-managed clients; feature collaborat'n
- **Extend Portal leadership**
  - WSP-E for SMB; exploit Expeditor (e.g. cross-platform and off-line rich client): feature WSP as front for SOA
- **Attract new customers & build new mkts**

Tivoli and Linux

- **Businesses are deploying a mix of open source and proprietary software**
- **Tivoli is uniquely qualified to reconcile and manage emerging mixed environment**
- **Key solutions include**
  - Enterprise Single Sign On; Composite App Mgr; TSM; IRES (drags Tivoli products)

IM Brand and Linux

- **DWE solutions for entry to mid-level SMB**
  - DB2 DWE Starter Edition & Intermediate Edition
- **'Complete' solutions**
  - DB2 DWE Advanced Edition & DB2 BCU1
- **MYSAP All-in-One solution bundles for a variety of industries**

Linux

The SOA Reference Architecture & WebSphere's Commitment to Linux ... Virtually the Whole Portfolio Runs on Linux

Linux: an excellent building block on the way to SOA
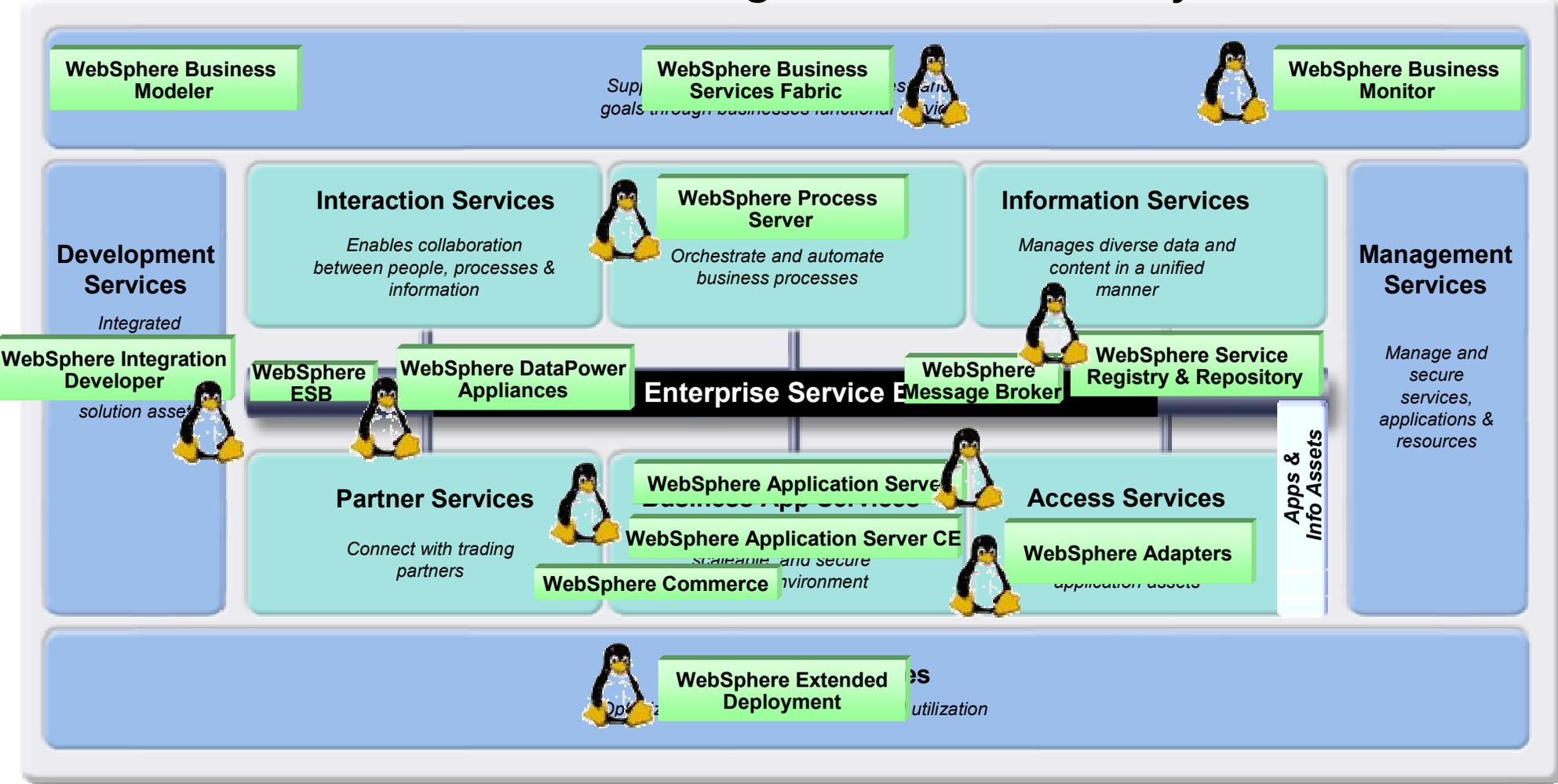
WebSphere's Commitment to Linux ...
## Virtually the Whole Portfolio Runs on Linux

A few easy sales plays …

WebSphere Business Modeler

WebSphere Business Services Fabric

WebSphere Business Monitor

Development Services

Integrated

WebSphere Integration Developer

solution assets

Interaction Services

Enables collaboration between people, processes & information

WebSphere Process Server

Orchestrate and automate business processes

Information Services

Manages diverse data and content in a unified manner

Management Services

Manage and secure services, applications & resources

WebSphere ESB

WebSphere MQ

WebSphere Message Broker

Enterprise Service Bus

WebSphere Service Registry & Repository

Partner Services

Connect with trading partners

WebSphere Application Server

WebSphere Application Server CE

WebSphere Commerce

Access Services

WebSphere Adapters

application assets

Apps & Info Assets

WebSphere Extended Deployment

SELinux – A WebSphere differentiation no one else has

Security

DID YOU KNOW?
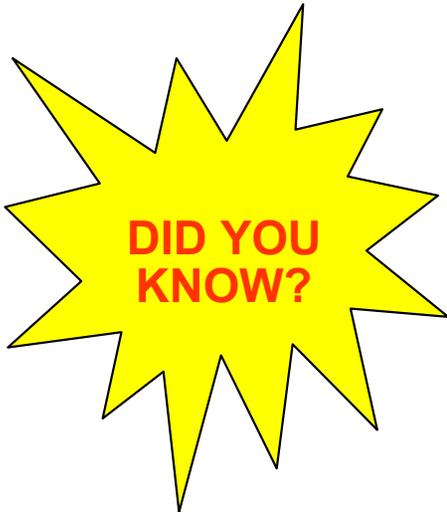
❖ SELinux provides a powerful general purpose operating system that uses principles of **Mandatory Access Control** to (MAC) improve security of traditional, Discretionary Access Control based, general purpose operating systems.

❖ Separation of policy enforcement from policy rules in SELinux provides tremendous flexibility.

❖ Included in RHEL 4+

❖ The coupling of **MAC security and WebSphere Application Server** uniquely combines both the system assurance and web application value necessary to deliver innovative applications across an inter-enterprise network infrastructure

Linux

Lotus and Linux
## --2 ways you can leverage Linux and open standards

1. ## Offer IBM open client solution
   - Lower TCO, enable innovation on desktop, Free up money in IT budget that can be leveraged for mission critical initiatives, ODF value proposition, Web 2.0 value
   - Drive Notes, Domino, Sametime, Portal, Expeditor, Services revenue
   - Offer jumpstart services – basic, basic plus, premium, others

2. ## Drive Infrastructure simplification and Competitive Migration
   - Move Lotus Domino and WebSphere Portal to zSeries on Linux
   - Move Microsoft Exchange to Lotus Domino on Linux

IBM open client solution offers the same programming model that has been successful on the Server with Middleware – write once, run on multiple client platforms

Open alternative

Microsoft progression

App | App | App

Client Middleware

Linux, Windows, *Mac

2006+

App | App | App

MS Office

Win32

App | App | App

App | App | App

Network tool
Network tool
Network tool

Win 3.1

Office 2007 + Windows Vista

App | App | App

DOS

1985-1991

1992-1996

1996-2006

2007+

© 2007 IBM *Notes 8 availability planned in the future
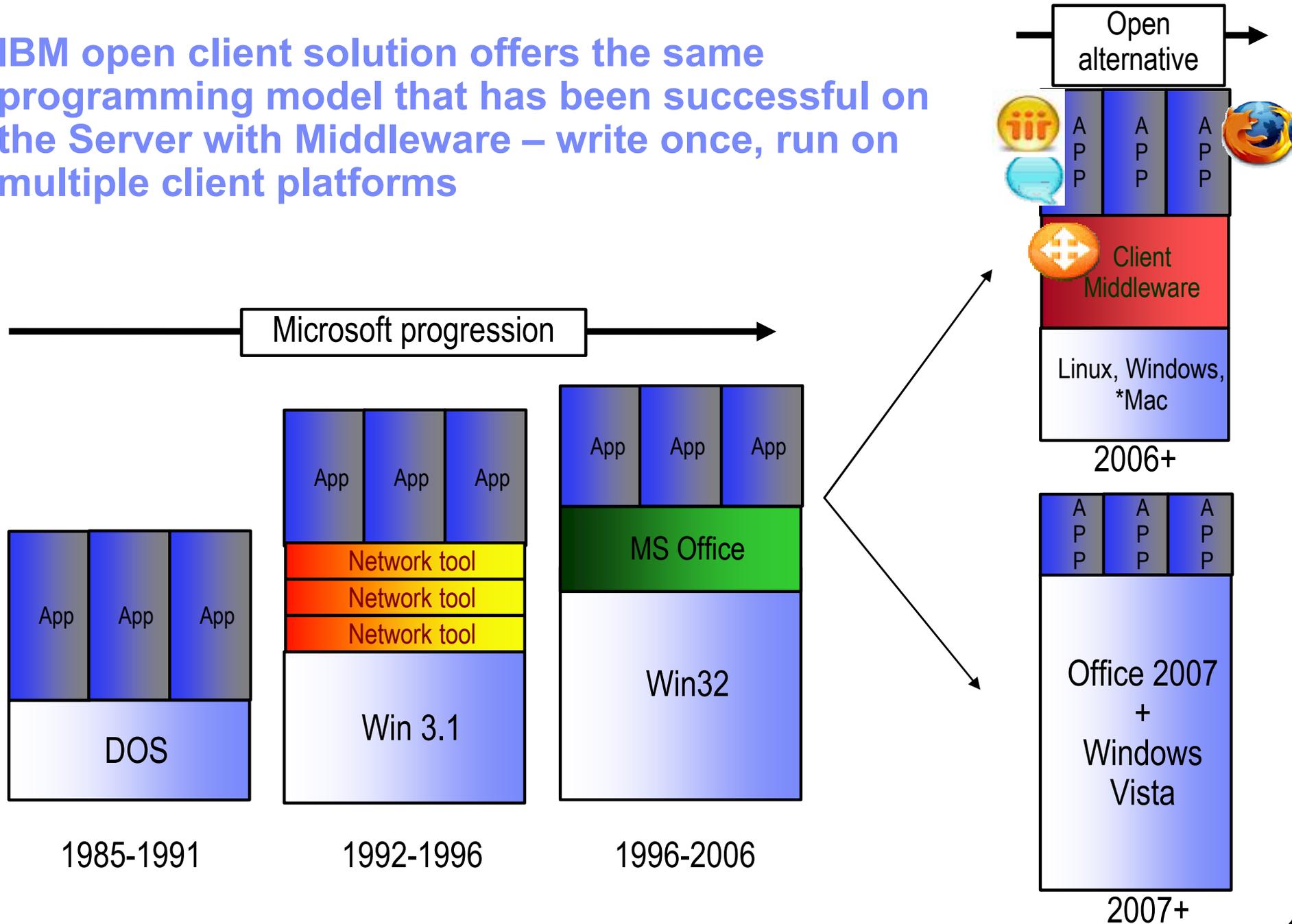
Linux

IM Brand Linux Strategy – Key Plays in 2007

- **DB2 DWE Starter Edition & DB2 Intermediate Edition**

  - Data Warehousing solutions for entry to mid level SMB
  - Linux enables affordable model for vast new customer segment
  - features 'plug and play' optional BI modelling w/ Crystal Reports, Business Objects or Cognos
  - Starter targets DWE environments of up to 350 GB, Intermediate targets up to 1TB
  - generating LVA based White Paper to position relative value vs MS and Oracle (early Q2)
  - focus on developing early beta references (working w/ Focus 360 and Convergence CT)
  - IBM participating in Novell EMEA Roadshow featuring DWE Linux campaigns

- **DB2 DWE Advanced Edition**

  - complete, affordable data suite consisting of DB2, Cube Views, Data Miner on Linux
  - features 'plug and play' BI modelling w/ Crystal Reports, Business Objects or Cognos
  - targeted at Integrated and Aligned segments (direct model)
  - generating LVA based White Paper to position relative value in early Q2 vs Oracle, Netezza and Teradata
  - focus on developing beta references in Q2 based on 'try and buy' IBM direct opportunities

IM Brand Linux Strategy – Key Plays in 2007

- **DB2 BCU1**
  - ▸ Balanced Warehouse bundle w/ hardware, OS and DWE version plus related scripting and management
  - ▸ incorporates DWE Advanced capabilities and plug and play BI reporting w/ leading vendor solutions
  - ▸ generating LVA based White Paper to position merits of BCU vs Netezza and Teradata
  - ▸ focus on developing beta references in early levering 'Try and Buy' campaign (Intel providing hardware)
  - ▸ IBM CPO IM Roadshow focusing on BCU solution
  - ▸ US FedGov focus campaign targeting USDA Data Centres and NIGA

- **MySAPAll-in-One**
  - ▸ pre-configured Linux based DB2 and SAP solution bundles for a variety of industries
  - ▸ levers cost and performance attributes of Linux, faster ROI
  - ▸ SAP interested in strengthening visibility for option based on Oracle competitive threat
  - ▸ considering possible DB2 on Linux vs Oracle White Paper for SAP environment and associated campaign

- **Informix Dynamic Server (IDS) on Linux**
  - ▸ partnering w/ Novell and AMD provides enterprise class data serving for SMB marketplace
  - ▸ exploits Linux kernel to enhance performance
  - ▸ provides solution which is 'blazing fast', easy to manage, secure, scalable, high availability
  - ▸ delivers superior Application development capabilities (broad flexibility)
  - ▸ provide comprehensive tooling allowing customers to create business applications (incl. Web Services) with ease
  - ▸ value messaging included in Novell EMEA Roadshow
  - ▸ campaign being developed to pursue customer opps in US FedGov (USDA, Dept of Navy, Dept. of Interior, Army, IRS & NASA)

Tivoli and Linux in 2007

- Key Messages
  - ▶ Businesses are deploying a mixture of Open and Commercial software
  - ▶ Tivoli is uniquely qualified to reconcile and manage this emerging environment
  - ▶ Ask you customers about their plans to manage their evolving hybrid environments

- Key Solutions
  - ▶ Enterprise Single Sign On (ESSO) manages all passwords from a single password
  - ▶ Composite Application Manager for Apache, J2EE and WebSphere environments
  - ▶ Tivoli Storage Management accelerates the value of server & workload consolidations
  - ▶ Eclipse Sun on Wall Street with Netcool / Precision to improve network reliability, improve ops efficiency
  - ▶ IBM Retail Environment for SUSE Linux simplifies branch office deployments and drags Tivoli products
- Key Websites
  - ▶ ESSO   http://w3-103.ibm.com/software/xl/portal/viewcontent?type=doc&srcID=T9&docID=D736058D79354W58
  - ▶ CAM   http://w3-103.ibm.com/software/xl/portal/viewcontent?type=doc&srcID=T9&docID=Y143157G00867J63
  - ▶ TSM   http://w3-103.ibm.com/software/xl/portal/viewcontent?type=doc&srcID=T9&docID=F661316Y50331Y95
  - ▶ IRES   http://www-03.ibm.com/products/retail/products/software/ires/index.html
- Key Contact
  - ▶ Bruce Bogart/Austin/IBMUS or 512-469-8219

2007 OSL Enablement Strategy

❑ **Aligned with IBM program framework (OSL Mainstreaming) for each brands**

❑ **Sales enablement**

❑ Focus on strategic priorities (ie open client solution)

❑ Integrate enablement into brand schedules and activities

❑ Deliver cross brand enablement as needed

❑ **Technical enablement**

❑ Online as a key component

❑ Integrate and leverage TLE and major Brand Events (Lotusphere)

❑ Leverage CPO and IDR

❑ **Enhancement to W3 and WWW**

❑ Centralized, cross linkage to deliver education, sales aid, self-certification, references and customer ready presentations

Linux Enablement

1Q'07 – Recent Session Replays

Session Title	Link
Selling Middleware with Open Source – Offering and On-Ramps	http://ems3.intellor.com/?c=49&t=3
WebSphere Brand Solutions on Linux	http://ems3.intellor.com/?c=49&t=3
Vista Challenged? Check out Open Client	http://ems3.intellor.com/?c=49&t=3
Tivoli Brand Solutions on Linux	http://w3-103.ibm.com/software/xl/portal/viewcontent?type=doc&srcID=XW&docID=G867872R45565E27
Leveraging Linux Open Client	http://w3-103.ibm.com/software/xl/portal/!ut/p/_s.7_0_A/7_0_IP?type=doc&srcID=Y2&docID=W916379W15900H61

Integrated Stack for SUSE Linux Enterprise
What is it?

A preconfigured database and application server stack on SUSE Linux Enterprise with the following Components:

- IBM System x or BladeCenter servers with IBM TotalStorage
- SUSE Linux Enterprise Server
- IBM WebSphere Application Server CE (no license charge)
- IBM DB2 Express-C (no license charge)
- 1 Year of Centeris Likewise at no charge!

Or

A file and print server running on SUSE Linux Enterprise Server with a unique server management tool, from Centeris, that allows systems administrators to manage their new Linux file/print server as if it were a Windows server:

- IBM System x or BladeCenter servers with IBM TotalStorage
- SUSE Linux Enterprise Server
- 1 Year of Centeris Likewise at no charge!

Client Collaboration: Announcing IBM's Open Client solution with Flexibility and Choice based on end user roles

- **Address market demand for innovation, flexibility and choice**

- **Learning from IBM's internal deployment, several customer pilots**

- **Solution components**
  - **"Best of breed collaboration software"**
    - Lotus Notes, IBM Lotus Domino®, Lotus Sametime
    - Mozilla Firefox/Microsoft Internet Explorer access to IBM WebSphere® Portal, IBM Lotus Connections*, IBM Lotus Quickr™ software*

  - **Application development, composition, and Mashups**
    - Rich managed client: IBM Lotus Expeditor - based on Eclipse
    - WebSphere Portal, Portlet Factory, IBM Workplace Forms™

  - **Customer choice of productivity editor, Operating System, Platform****

  - **Software Services**
    - Best practices learned during IBM's own internal desktop deployment
    - End user usage Segmentation model based on roles and business processes
    - Pilot, Application migration, Management and Deployment services

  - ▶ **Target availably: 1st half 2007 and support Red Hat Desktop, Novell SUSE Linux Enterprise Desktop, Microsoft Windows**
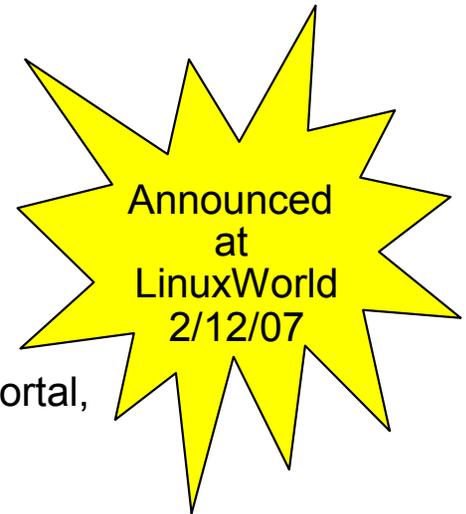
** Lotus Notes 8 plans to support Apple Macintosh (subject to change)
http://w3-103.ibm.com/software/xl/portal/viewcontent?type=doc&srcID=XT&docID=I865348J19994G71

Announced at LinuxWorld 2/12/07

Lotus – SMB Targeted Collaboration

Competitive Analysis vs Microsoft

Lotus Components included:

- Unlimited Domino Server usage
- Sametime Server
- Notes Collaboration or Notes Messaging Client (depending on package chosen)
- Full Sametime client with all 7.5 options
- 12 months support

Priced at $1320 for Messaging Express or $1710 for Collaboration Express … both 10 user bundles

MSFT Components needed (for closest comparison

- Exchange Server ($690.26)
- LCS Server ($781.77)
- Exchange Cal (62.55 each) – provides OWA only
- LCS Cal (28.62 each)

Does not include Outlook, Office, Sharepoint, or 1st year support

10 User Cost

Microsoft - $2383.70

IBM Differentiators

IBM Lotus offer includes:

- Full support
- Any Notes client (web or rich client)
- Connectivity rights to outside IM environments
- Productivity Editors & Quickr PE (when ND 8 ships)
- Collaboration Client provides application development environment, this is only possible with addition of Sharepoint from Microsoft.

IBM Software on Linux Incentives - 2007

Incentives Summary

4 Challenge-based (PCO3) Incentives

- For Sellers (Transactional)
  - IBM Middleware on Linux
    - ➢ A Bonus for Including Success Story / Case Study
  - Novell SLES and IBM Middleware in the same PPA Transaction

"The Road Goes Through Linux"

- For FLMs - A Bonus (Transactional)
  - IBM Middleware on Linux
  - Novell SLES and IBM middleware in the same PPA Transaction

BONUS

http://w3-103.ibm.com/software/xl/portal/viewcontent?type=doc&srcID=XT&docID=O434254T24769F53

2007 Linux and Open Source Services Initiative

Rajiv Sachdev

Global Linux/Grid Brand Manager - GTS

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Components of a successful Linux implementation

Experienced IT workers with deep Linux knowledge

Specialized Linux environment implementation tools

Post-implementation support and training

**All are components of the
IBM Implementation Services for Linux portfolio**

Experienced IT workers with deep Linux knowledge

- The IBM team of consultants that works with the Linux operating environment is one of the largest in the industry:

  – More than 7,000 consultants worldwide are available to help design, build, enhance and maintain Linux solutions

  – IBM consultants have experience implementing Linux operating systems in a variety of environments for clients in a wide range of industries

- Our consultants can help you by:

  – Supplementing your IT staff with people who are experienced in Linux technology

  – Working closely with you to ensure that your new Linux systems are configured to meet your organization's unique needs

# Specialized Linux environment implementation tools

- IBM has developed proprietary Web-based tools designed to speed implementation time:

  - IBM consultants use the tools to quickly install and configure the Linux operating system on your servers

  - By storing information about your servers' specific installation and configuration requirements, IBM can quickly perform any necessary reinstallation work

- These proven tools can help:

  - Reduce implementation risk

  - Minimize disruptions to your IT infrastructure

Post Implementation Support and training

- IBM offers a range of support and training options for your IT staff, including:

  - IBM Operational Support Services – support line for Linux provides around-the-clock access to IBM engineers with deep Linux knowledge who can answer questions and troubleshoot problems

  - A comprehensive portfolio of training services can help your IT workers to quickly become comfortable working with the Linux environment

- These services can help:

  - Reduce the chances of downtime by providing you with immediate access to troubleshooting support

  - Ensure that your IT staff can maintain and manage your new Linux systems
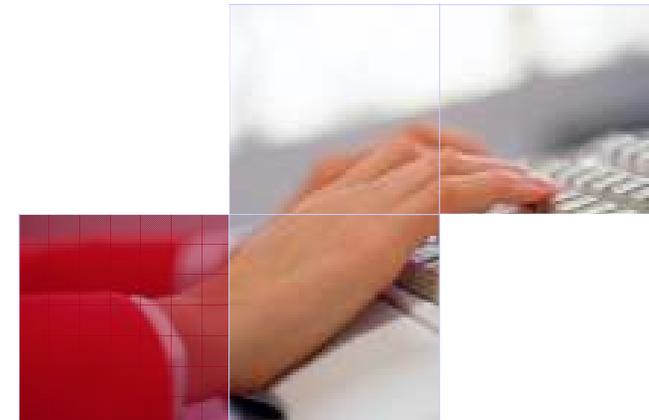
range of business and IT needs

Choose the IBM Implementation Services for Linux offering that's right for you:

1. IBM Implementation Services for Linux distributions

2. IBM Implementation Services for Linux server consolidation

3. IBM Implementation Services for Linux high performance computing clusters

4. IBM Implementation Services for Linux High Availability Cluster Service
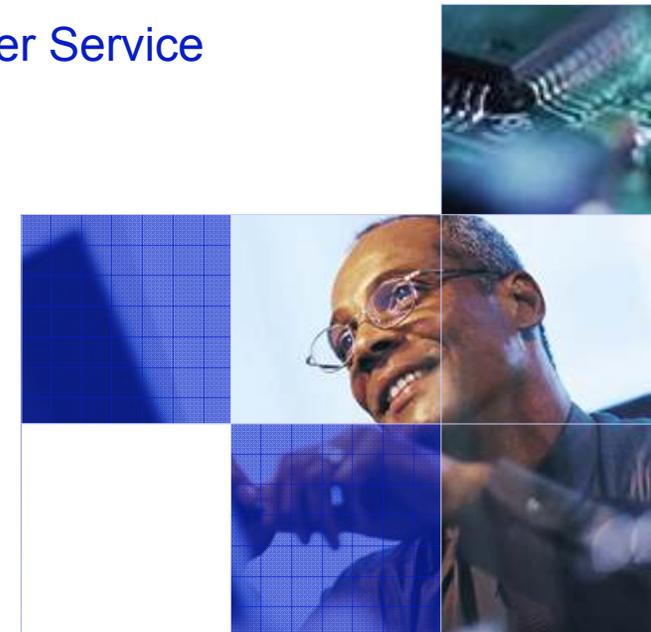
IBM Implementation Services for Linux distributions

Enables quicker implementation of the Linux operating system on your IBM POWER™ and IBM Intel® processor-based servers and IBM System z™ servers

Potential benefits

- Helps ensure that your operating environment is ready to run your business applications

- Helps speed implementation time

for Linux

server consolidation

Effectively consolidates your dispersed applications and data onto fewer, more powerful servers

Potential benefits

- – Helps reduce your IT costs and complexity

- – Increases system management efficiencies

- – Helps improve your security profile
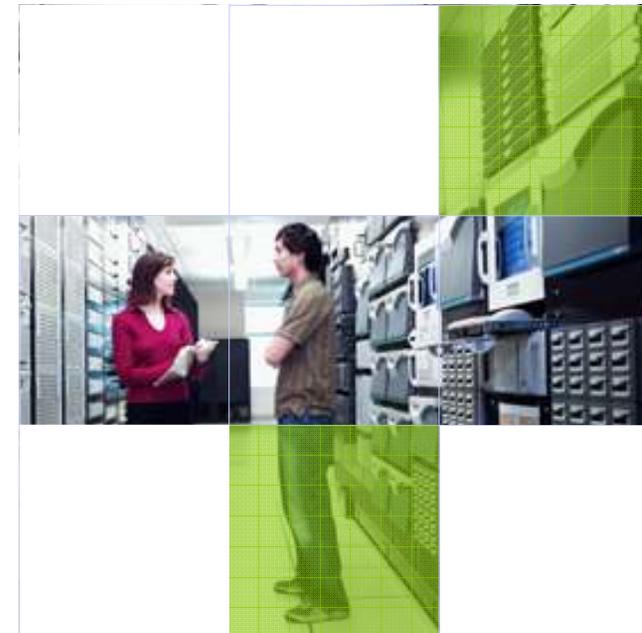
for Linux high performance computing clusters

**Optimize the computing power of your
IBM System x™ server cluster**

Potential benefits

- – Cost-effectively increases computing power

- – Supports high availability requirements

- – Helps ensure that your Linux environment is
  tuned to optimize computing performance
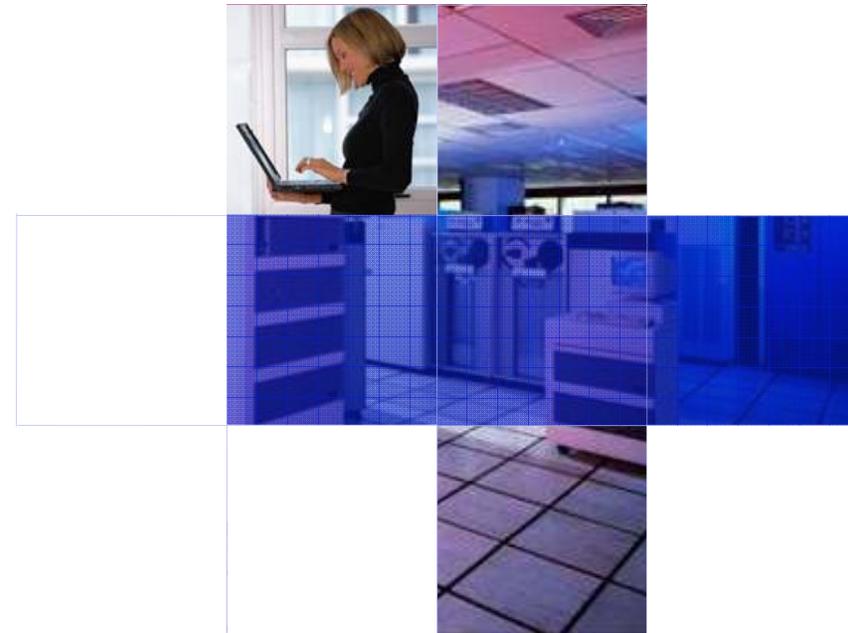
for Linux high availability clusters

Provide continuous availability to critical business applications with your IBM servers.

Potential benefits

- – Highly Affordable, High Availability Solution

- – Supports up to 16 Node clusters

- – Helps ensure that your applications are up and running during planned or unplanned outages
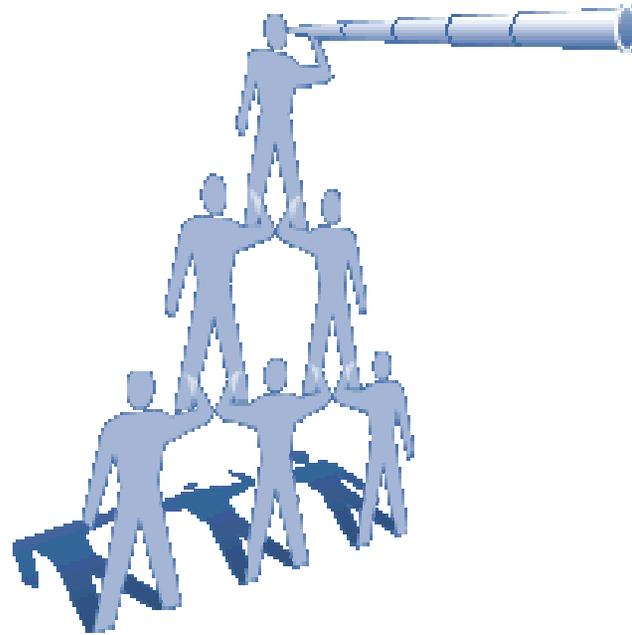
Worldwide Linux SW Support Services

Phyllis Georgen

Linux Global Solution Manager, IGS - ITS

georgenp@s.ibm.com

- Our Linux Support History

- IBM's Linux Support Delivery

- Linux Support Offerings
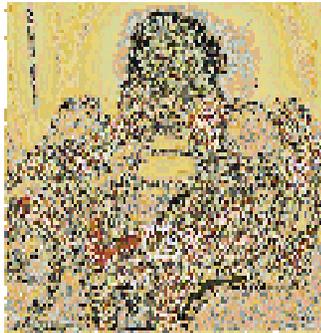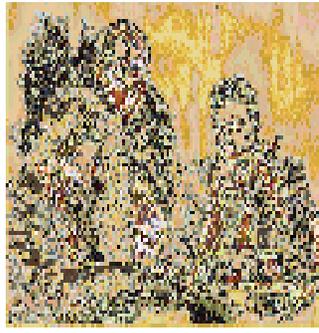
tegy   Design   Pilot   Production   Support

Our Linux Support History

- **1998** – Initial investment in Linux support capability.

- **1999** – Announced first Linux Support offerings and established support partnerships with Red Hat, SuSE, Caldera, and TurboLinux.

- **2000** – Implemented IBM's Linux / Open Source Change team (L3 Support).

7 years of world class Linux support

Linux

IBM's Linux Support Delivery

- Strategic "Follow the Sun" technical support model

- Industry leading Linux and Open Source Change team

- Access to the worlds top Open Source development skills

- Deep skills on all platforms (Intel/AMD, Power and System z)

Linux Technical Support and Defect

- **First Level Support (L1 & L2)**
  - ► Fast access to experienced technical support agents

- **Second Level Support (L2.5)**
  - ► Deep skills in critical Linux and open source technologies

- **Change Team (L3)**
  - ► Source code level skills
  - ► Emergency open source fixes
  - ► Contributes to the Open Source
  - ► Engages developers around the world

Linux

Resolution Flow

Call Flow / Problem Ownership

Debug/Defect Resolution

- Linux Customer
- IBM Level 1/2 Support Geo/VWWT
- IBM Level 2.5 Support VWWT

- Testing and Fix Distribution
- IBM Level 3 Linux Support Team (advanced level troubleshooting & fix creation)
- Linux Technology Center
- LDP Support
  - Joint IBM/LDP Level 3
  - Engineered Distributions
  - Proactive Notification Updates
  - Maintenance Updates 3-5 Yrs.
- IBM Development Resources
- Open Source Community

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Support Line & ServicePac for Linux

Now in Siebel: Offering Identifier Code - BHM14 / Product Category Code – GS/S0303

- IBM **Support Line for Linux** provides:

  - ► Installation, configuration and ongoing operational support for Linux products on x86 (Intel/AMD), power and mainframe systems. Includes IBM and non IBM servers.

    - – ServicePac is for System x only.

  - ► Either 9x5 or 24x7 coverage is available.

  - ► Support for Enterprise distributions from Novell and Red Hat

  - ► Support for IBM Director and VMWare ESX, GSX, VMI

  - ► Defect support for the Linux Operating System open source components

  - ► IBM and multi vendor database searches

  - ► Planning information for software fixes

  - ► Standardized terms, conditions, offering elements and price

  - ► Unlimited calls and callers

Linux

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IBM Linux SW Support Portfolio

Reactive > Managed > Proactive

Advanced Support — Customized solution with proactive support.

ETS — Enhanced Technical Support: Proactive support with fixed terms and conditions

Account Advocate — Assigned technical specialist who tracks, reviews, and escalates problems.

Support Line / ServicePac — How to/usage questions, defect support, 800# and electronic access.
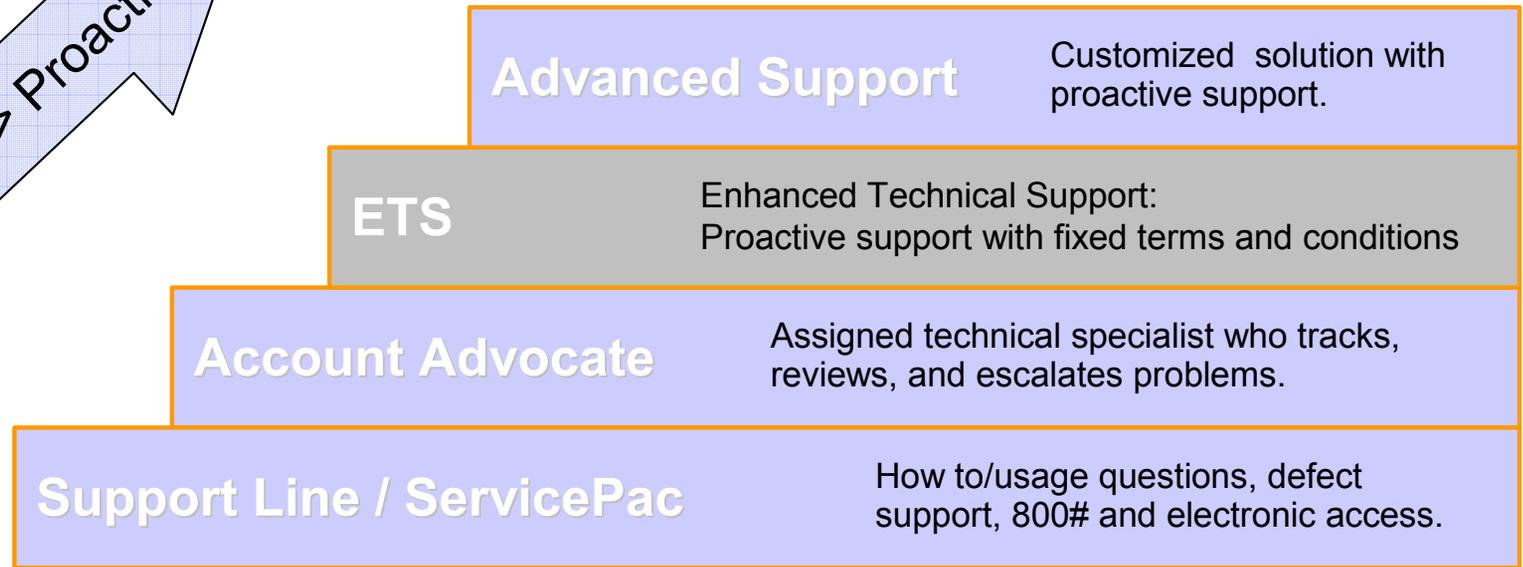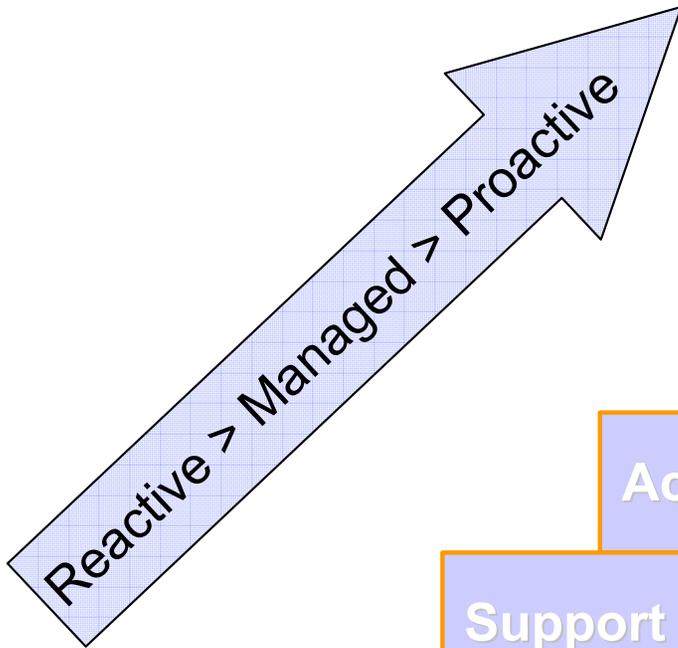
Skilled support agents to answer usage, installation and technical questions, Assistance with product compatibility and interoperability concerns. Isolate and diagnose defects & provide emergency temporary fixes.

*Linux*

IBM Linux SW Support

- Advantage:
  - ▸ Selling Support Line for Linux at the time of the Linux HW/SW sale provides the support needed to help ensure your customer's success with their Linux implementation and disengages you from working customers' technical problems. Support Line for Linux helps:
    - Protect the customer's IBM HW/SW investment
    - Reduce customer Critical Situations
    - Keep competition out
    - Keep IBM engaged
    - Contribute to good customer satisfaction
    - Result in IBM revenue

- IBM Differentiators:
  - ▸ One-stop support giving consistent, high-quality cross-platform technical support
  - ▸ Access to the world's top Open Source development skills
  - ▸ "Follow the Sun" support model
  - ▸ Unlimited calls from unlimited number of callers
  - ▸ Covers all IBM hardware platforms
  - ▸ Appropriate for clients of all sizes and all sectors
  - ▸ Linux support also includes assistance for VMWare products.

Linux

IBM Linux Value – Industry leader in all key areas

Successful Linux Customer

End-to-end Linux-enabled HW, SW & Services

Enterprise Customer Support
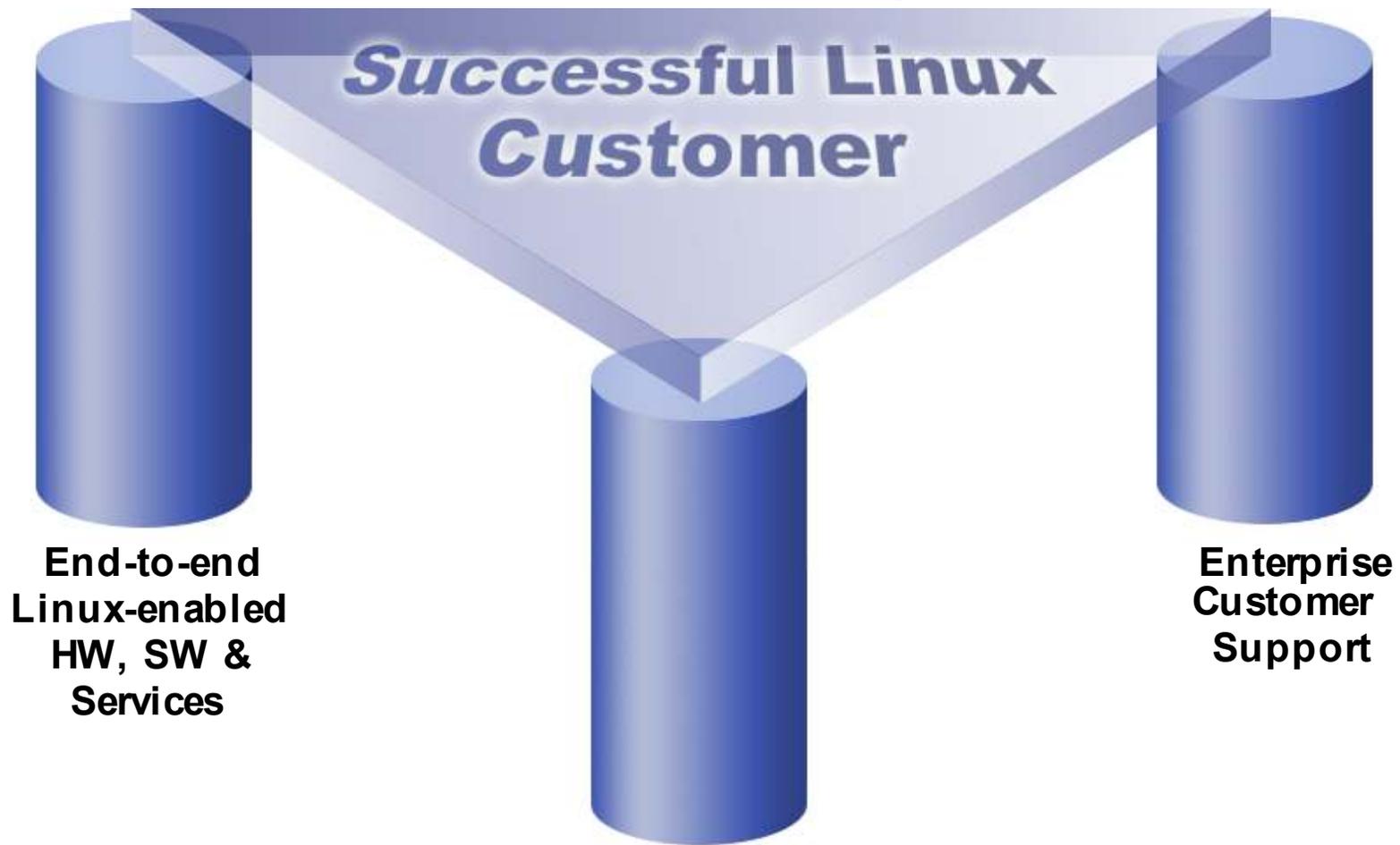
Comprehensive Investments to advance Linux & Open Source

Linux

IBM Linux SW Support

- For more information:
  - ► SalesOne URL: http://w3-3.ibm.com/services/salesone/ShowDoc.wss?docid=S1USflexibleSDxuniLrofeniLppuStsscustmat
    - – Contains Data Sheet (customer level), Client presentation describing SL for Linux and value proposition, SweetSpot (sales deliverable & information on Support Line PIDs in eConfig)
  - ► OSSC Web site of pre-approved Linux offerings: http://ltc.linux.ibm.com/open_source/ossc_approval.html
  - ► PartnerWorld URL: http: //www.ibm.com/partnerworld/services/
  - ► Geo-specific contact names can be found at: http://w3.linux.ibm.com/igs/files/GTSlinux.doc

Linux

Questions and Answers
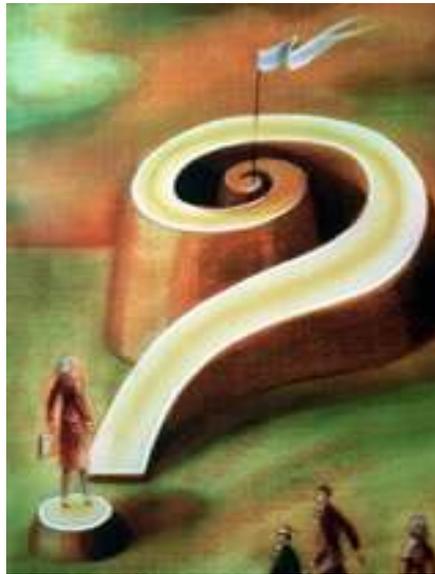
What's next…

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

  For call details, charts, and replay files:

  - **Monthly Call**: <u>April 12</u>, 11am-12pm U.S. Eastern time, 15:00 GMT
    - **IBMers:** http://w3-1.ibm.com/sales/systems/portal/_s.155/254?navID=f220s240&geoID=All&prodID=Linux&docID=lxeeambassador0407
    - **IBM Business Partners:** http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pat_linux_learn_amb_kits_call4.html

  - **Seminar:** <u>April 25</u>, 11a.m.-12pm U.S. Eastern time, 15:00 GMT
    - **IBMers:** http://w3-1.ibm.com/sales/systems/portal/_s.155/254?navID=f220s240&geoID=All&prodID=Linux&docID=lxeeseries0407

    - **IBM Business Partners:** http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pat_linux_learn_amb_kits_sem4.html

IBM Ambassadors for Linux and Open Source

…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** SUBSCRIBE
    - 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://w3-1.ibm.com/sales/systems/portal/_s.155/254?navID=f220s240&geoID=All&prodID=Linux&docID=lxambassadorcallsrk
    - 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

IBM Ambassadors for Linux and Open Source

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

- 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/

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- 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

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SWG and Services 2007 Initiatives Backup

Linux Incentives
Transaction Challenge: IBM Middleware on Linux

Challenge: Identify new opportunities for IBM software on Linux

Identify new IBM software opportunities, during xQ'07, for deployment on the Linux operating system platform. If the Operating System Platform is coded in Siebel as "Linux" and the opportunity progresses in Siebel to Sales Stage 7 by March 31, 2007 (or June 30, Sept 30, etc.):

- Earn 4% of six month TI if SWG recognized revenue for the Linux opportunity in Siebel is $50K+*

- Earn an additional 4% of six month TI by gaining customer's approval for IBM's publication and external use of a qualifying success story / case study (see Background section for additional information)

Maximum payout in quarter is 8% of six month TI.

Applies to all software sales and software technical sales personnel on a leveraged plan.

* = geo's may vary ranges at their discretion, subject to a minimum of $25K+

Qualifying opportunities are based on quarter-ending position, and exclude any platform coding 'corrections' and pre-existing Linux opportunities

Note: Managers will execute using individual challenges element. Use FMS challenge code BUS/INFRASTRUCT SOL for tracking purposes

Linux Incentives – First Line Managers (SWG Brand and S & D SW)

Transaction Challenge: IBM Middleware on Linux – "*The Road Goes Through Linux*" *for FLM's*

Challenge: Identify new opportunities for IBM middleware on Linux

Team-wide contribution to identify new IBM software opportunities, during xQ'07, for deployment on the Linux operating system platform. For opportunities with the Operating System Platform coded in Siebel as "Linux," that progress in Siebel to Sales Stage 7 by March 31, 2007 (or June 30, Sept 30, etc.), earn 5% of six month TI if for your team:

- 100% of team members have at least one Linux opportunity with SWG recognized revenue of $50K+* -or-

- SWG recognized revenue for Linux opportunities is 20%**+ of total SWG recognized revenue for all Siebel opportunities that progress to Sales Stage 7 -or-

- The number of Linux opportunities is 40%**+ of the total number of all Siebel opportunities that progress to Sales Stage 7

Maximum payout in quarter is 5% of six month TI.

* = geo's may vary ranges at their discretion, subject to a minimum of $25K+
** = may vary by brand

Qualifying opportunities are based on quarter-ending position, and exclude any platform coding 'corrections' and pre-existing Linux opportunities. FLM's provide a 'short list' of qualifying opportunities to their second line manager.

Note: Managers will execute using individual challenges element. Use FMS challenge code BUS/INFRASTRUCT SOL for tracking purposes

--Novell SLES & IBM Middleware Passport Advantage Sales Incentive

- **Software Technical Sales Reps and CSSRs**

- **Based on Novell Linux ('Licenses'+ Maintenance) part numbers in PPA and IBM Middleware sales in the same PPA transaction**

  – Both Novell SUSE and IBM Middleware are in the same transaction record

  – Operating System Platform coded in Siebel as "Linux" for the IBM Middleware to be deployed on Linux

  – Novell SUSE order processed thru PPA

  – IBM Middleware must be recognized ledger revenue

    • System z revenue excludes MLC

  – Noted as Sales Stage 7 in Siebel / revenue recognized by close of business at the end of the quarter being claimed.

- **Sliding scale for each group**

  – TSR - 2-6% six month TI, capped at 8%

  – CSSR – 1-4% six month TI, capped at 4%

Note: Managers will execute using individual challenges element. Use FMS challenge code BUS/INFRASTRUCT SOL for tracking purposes

IBM Ambassadors for Linux and Open Source

--Novell SLES & IBM Middleware Passport Advantage Sales Incentive

- **First line managers (FLM's) –** *"The Road Goes Through Linux"*

- **Based on Novell Linux ('Licenses'+ Maintenance) part numbers in PPA and IBM Middleware sales in the same PPA transaction**

  - Both Novell SUSE and IBM Middleware are in the same transaction record

  - Operating System Platform coded in Siebel as "Linux" for the IBM Middleware to be deployed on Linux

  - Novell SUSE order processed thru PPA

  - IBM Middleware must be recognized ledger revenue

    - System z revenue excludes MLC

  - Noted as Sales Stage 7 in Siebel / revenue recognized by close of business at the end of the quarter being claimed.

- **Sliding scale**

  - FLM – 2-8% six month TI, capped at 8%

Note: Managers will execute using individual challenges element. Use FMS challenge code BUS/INFRASTRUCT SOL for tracking purposes

IBM Ambassadors for Linux and Open Source

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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
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Frank Zaengle	Southwest IOT Linux Sales	ZAE@de.ibm.com
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