

## Who will help me succeed?

Contact these IBM resources to help you get access to the resources you need to win new Information On Demand business.

### **Beth Flood**

Information On Demand marketing activities  
beth\_flood@us.ibm.com  
+1.617.693.1466

### **Melissa Mazzacavallo**

Information Management VARs and Systems Integrators  
mmazz@us.ibm.com  
+1.714.438.6074

### **Dennis Menendez**

Database and Business Intelligence opportunities  
dennis.menendez@us.ibm.com  
+1.415.545.2880

### **Steve Shoaf**

Information Management OEMs  
shoafs@us.ibm.com  
+1.925.277.5912

### **Ken Platt**

Content Management & Discovery and Information Integration opportunities  
kenplatt@us.ibm.com  
+1.650.558.4425

### **Alan Zwiren**

Information Management Distributors  
azwiren@us.ibm.com  
+1.714.438.6171

Selling IBM Information On Demand and Information Management solutions helps you stay ahead of your competition by opening new doors to both

## Where are the resources I need?

**Bookmark** this URL for the latest updates:  
<http://www.ibm.com/software/data/partners>

**Review** this information first:  
<http://www.ibm.com/software/data/partners/ondemand>

**Learn** how to sell Information On Demand:  
<http://www.ibm.com/software/data/partners/ondemand/training.html>

**Provide** these materials to your customers:  
<http://www.ibm.com/informationondemand>

**Understand** available incentives and offers:  
<http://www.ibm.com/software/data/offers>

**Earn** Information On Demand co-marketing \$\$:  
<http://www.ibm.com/partnerworld/informationondemand/liveoffers>

**Sell** the Information On Demand sales plays:  
<http://www.ibm.com/partnerworld/informationondemand>

**Bring** your customers to the biggest deal closing event of 2006:  
<http://www.ibm.com/software/data/ondemandbusiness/canf2006>

**Attend** with your customers an Information On Demand Live Event near you:  
<http://www.ibm.com/software/info/data/iodliveevents/index.jsp>

**Deliver** an Information On Demand seminar:  
<http://www.ibm.com/software/data/partners/ondemand/enablement-seminars.html>

**Estimate** your business profitability potential:  
<http://www.ibm.com/partnerworld/swmarketingprograms>

**Find** the programs you need for success:  
<http://www.ibm.com/partnerworld/swmarketingguide>

**Show** these pre-recorded demonstrations:  
<http://demos.dfw.ibm.com/brands/db2/>



## 2006 Quick Sales Guide for Business Partners

What is  
IBM Information On Demand?

IBM Information On Demand is both a business and a technical strategy that delivers a comprehensive approach to supporting top line growth by enabling business innovation.

As a **business strategy**, Information On Demand delivers information:

- In the right form
- At the right time
- To the right person or application

Information On Demand enables an organization to respond with new flexibility and speed to customer demands, marketing opportunities or external threats.

As a **technical strategy**, Information On Demand is an entry point for selling a Service Oriented Architecture, or SOA, enabling an organization to unlock business information from traditional applications and to implement the newly-available information as a new type of service—an On Demand information service for entire organization. Benefits include more technology reuse and increased flexibility and value of technology investments.



## What does Information On Demand mean to my customers?

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Information On Demand helps your customers use information in a more innovative way to address their business challenges. Innovative use of information is now the #1 competitive differentiator in the global economy. IBM Business Partners should be prepared with this message and should begin spreading this message to their customers and prospects.

For most organizations, limited access to poor quality information is no longer merely a chronic irritation. It has grown into an acute problem. More than 60% of CEOs and line of business executives say getting quality information is their top priority for improving business processes, employee productivity, and customer satisfaction.

To jump start your Information On Demand selling conversations, ask these questions:

- Do you have the information you need?
- Does the information you need exist anywhere?
- Can you trust the accuracy of the information you are getting?
- Can you always get the information you need "On Demand?"
- Do you ask your colleagues, "Why is your information different from mine? Where did you get your information?"
- Are you duplicating efforts inputting the same information into multiple systems?

**IBM Information Management**

## Why IBM & IBM Business Partners for Information On Demand?

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In the global economy, information is key for competitive success, however companies struggle to free information from departmental silos and deliver it to the right person, at the right time, and in the required context.

That's why IBM has invested \$3 billion in the past few years and has committed \$1 billion more in the next 3 years to gain the #1 market position in this space and to provide the most complete set of Information On Demand technologies and solutions available from any single vendor.

IBM is investing heavily to gain needed support of its forward-thinking Business Partner community to ensure the best return on investment in this \$151 billion 2006 worldwide market opportunity.

### Remaining Information On Demand "Top Gun" training during 2006:

July 17-21	Vienna, Austria
August 7-11	Beijing, China

#### Information On Demand:

- **Delivers** the business value of information
- **Builds** on current investments
- Can be **implemented in steps** over time

## How do I communicate this strategy to my customers?

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Information On Demand solutions can enable your customers to:

**Lower costs through an optimized infrastructure** that maximizes system availability, improves database performance and minimizes DBA costs. Products include DB2 UDB, DB2 Express, Informix IDS.

**Gain insight through information analysis and discovery** by combining and analyzing information from diverse sources enabling renewed focus on improving top line results in revenue attainment and improved customer service and loyalty. Products include the IBM business intelligence and data warehousing software portfolio.

**Manage risk and streamline compliance** by improving records management, and streamlining e-mail and business document management and archiving to satisfy regulatory and audit requirements using a proven, secure and consistent approach. Products include the IBM content management software portfolio.

**Manage complex information for business transformation** by accessing structured and unstructured information such as voice, images and video from multiple repositories as if the information were all in one location in order to implement information as a valuable new type of service available across all boundaries of the organization. Products include the IBM Information Integration software portfolio.