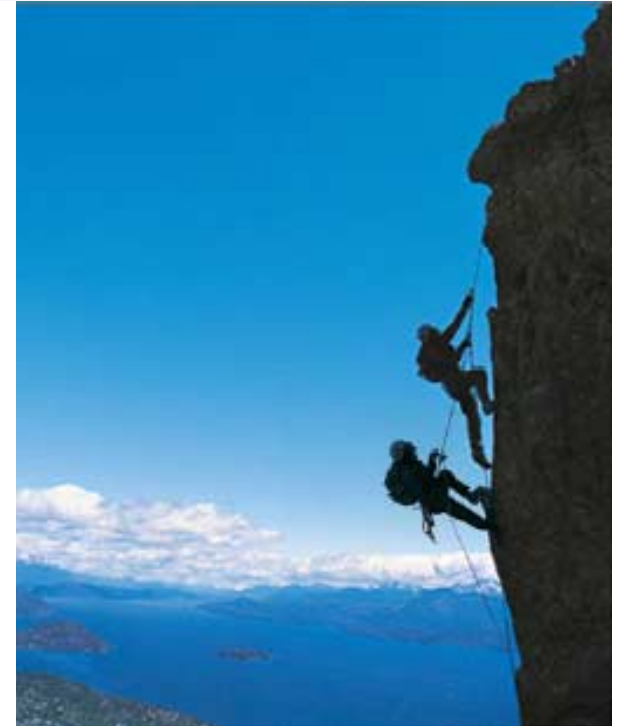




| ISV & Developer Relations

PartnerWorld Industry Networks

Fredric.Wahlsten@se.ibm.com

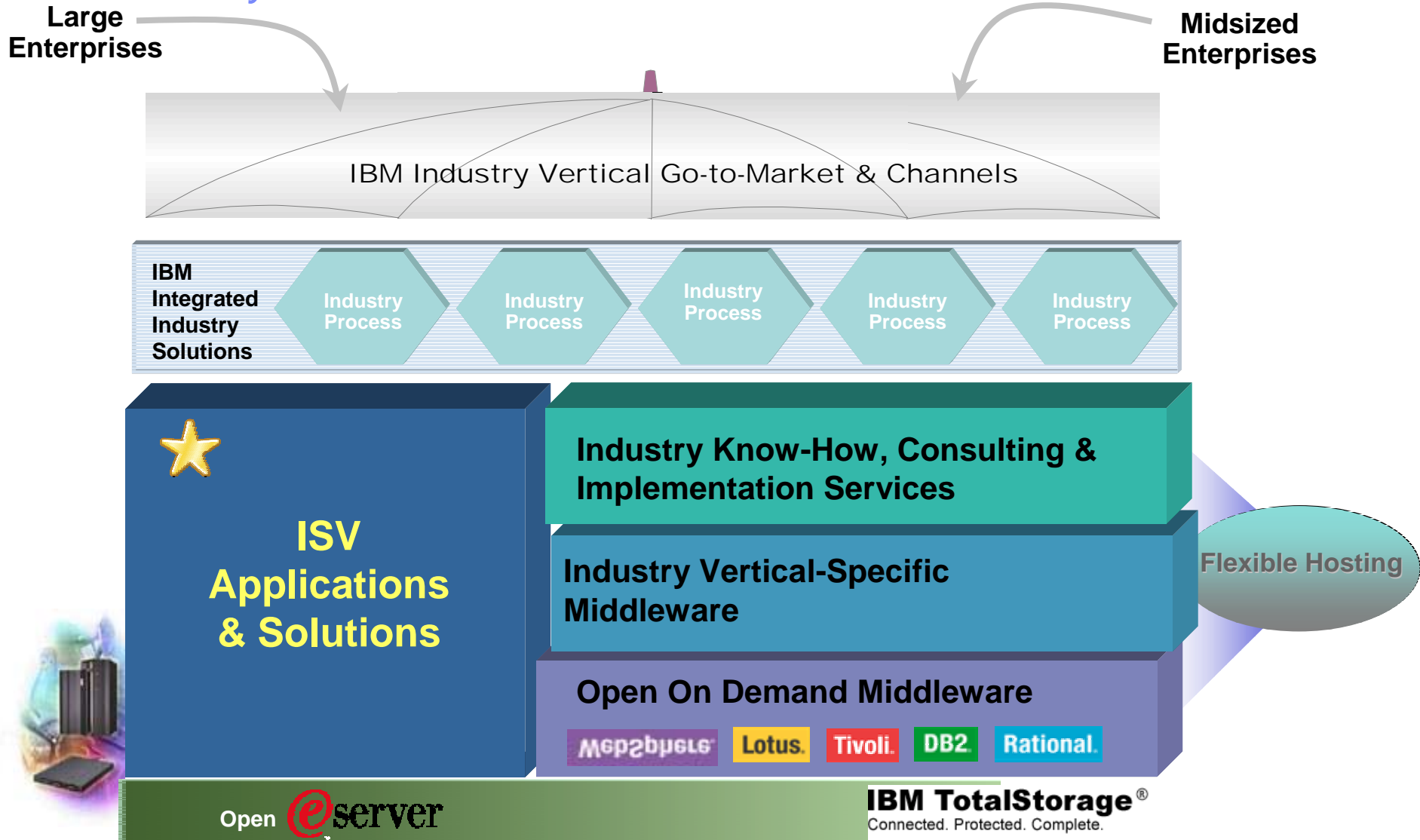


ON DEMAND BUSINESS™

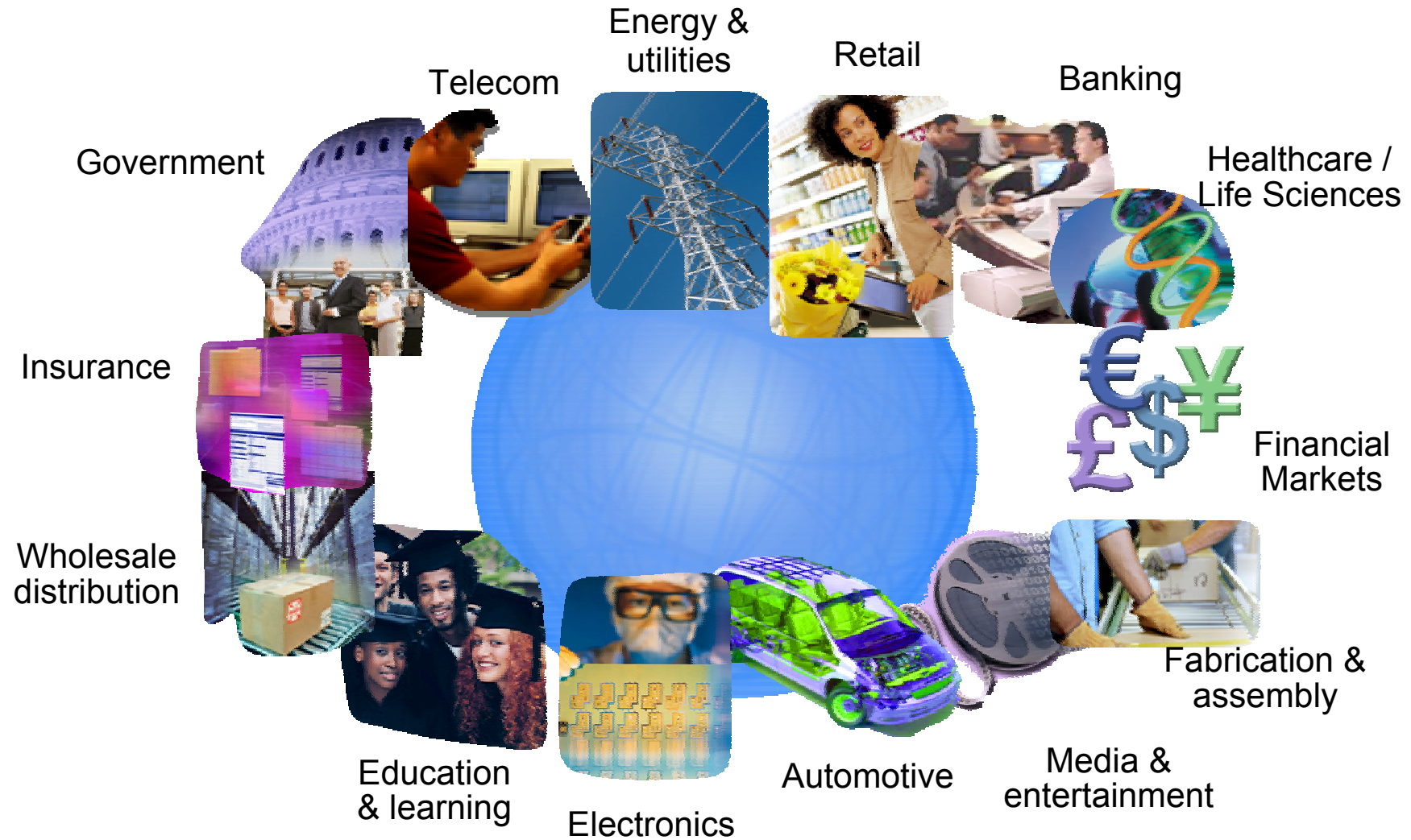
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IBM Industry On Demand Solutions

ISVs Play a Central Role



14 Industry Networks



Why an Industry Vertical Orientation?

- A customer-oriented approach –every customer operates in an industry vertical marketplace!
- Aligns with how IBM markets & sells
- Supports how our partners are going to market
- Delivers a value proposition which is a significant competitive advantage



Those that understand their customers – WIN the most!



It's About Business and Economic Value

Customer Choice

Application Application Application

Open App Platform → Bus. Integration Platform

Windows Linux UNIX OS/400 z/OS

World-class Product Portfolio

DB2 Tivoli Lotus

Rational

@server WebSphere

Leadership in Industry Solutions & Go-To-Market

Your sales success...

...is our success

PartnerWorld Industry Networks: *How Can We Help You?*

***Want to
build more skills?***

***Want to
create awareness?***



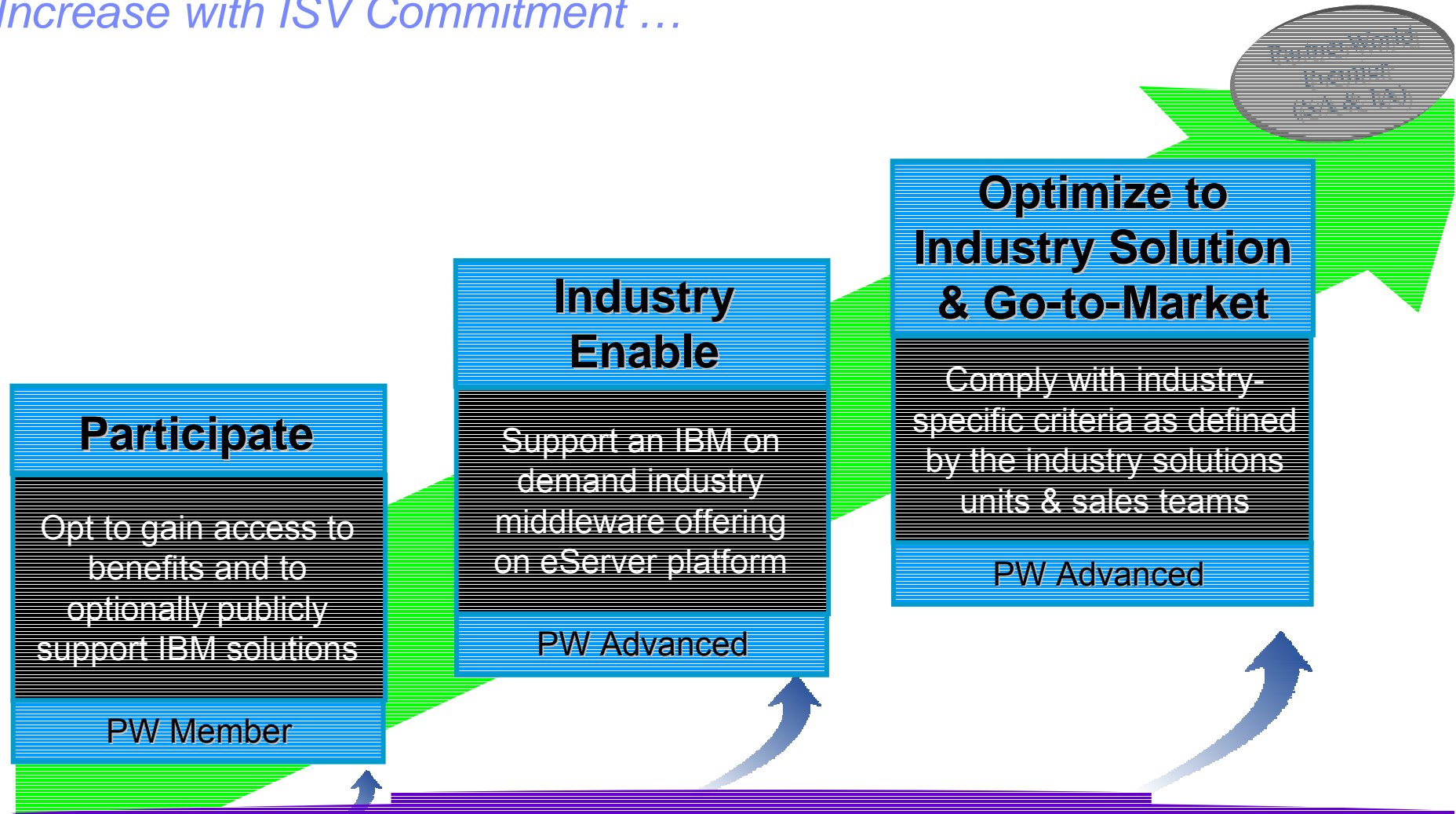
***Want support
closing deals?***

***Create mutual
Business ?***

***Want to run a
direct marketing
campaign?***

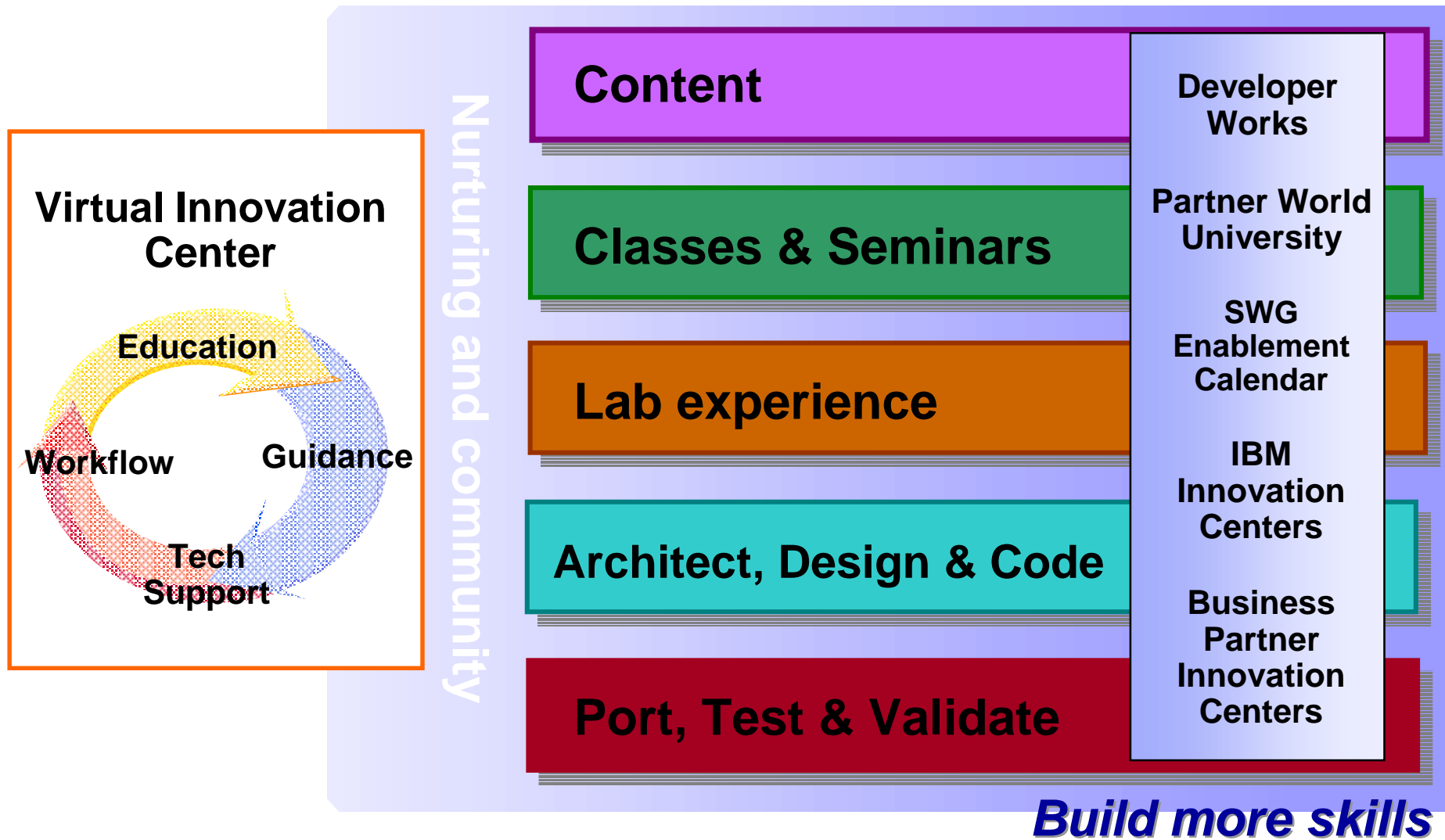
PartnerWorld Industry Networks Benefits

Increase with ISV Commitment ...



PartnerWorld Benefits for ISVs

Build Skills & Applications

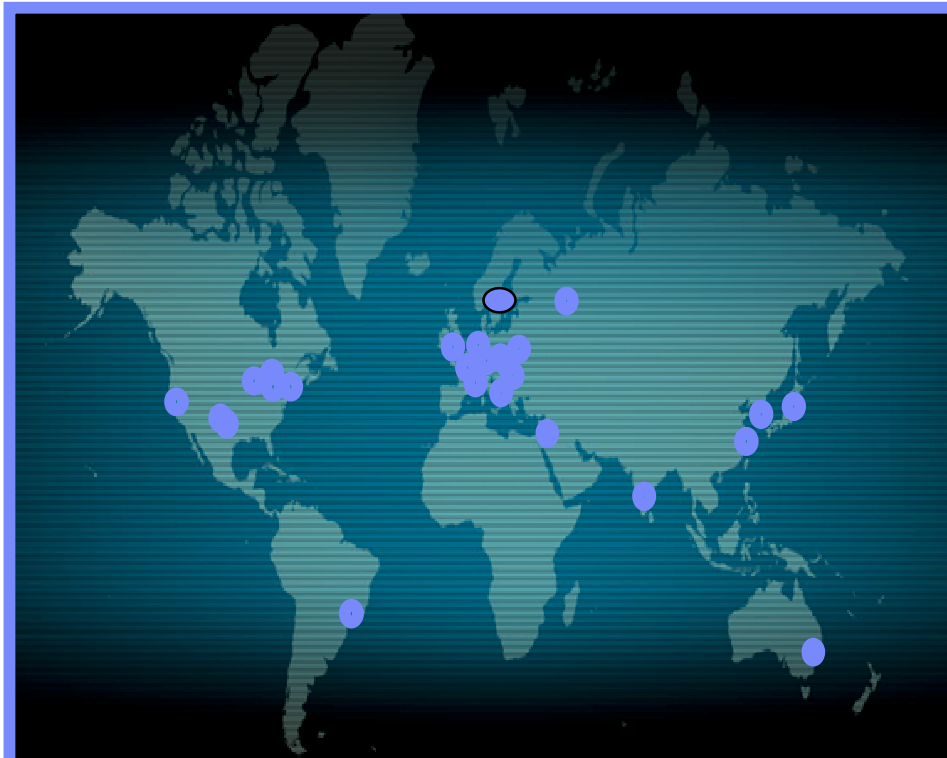


IBM Innovation Centers for Deep Support

31

State-of-the-art facilities dedicated to partners for advanced training & support

- Architectural design and implementation consulting
- Porting, migration and testing services
- Support for application integration, proof of concepts, validations, scalability testing
- Cross-platform test environments
- Expertise in the latest technologies



Build more skills

IBM Business Partner Application Showcase

Results drive visibility and joint leads

Powerful new resource for customers to locate and select IBM Business Partner solutions – by industry, solution and country

- Easy interface makes it simple for customers to quickly find industry applications
- “Contact Me” connects customers with IBM partners; generating leads
- Translated on IBM Web sites around the globe, extending partner reach into new markets

The screenshot shows the IBM Business Partner Application Showcase website. The page has a dark blue header with the IBM logo and navigation links: Home, Products, Services & solutions, Support & downloads, and My account. Below the header is a search bar with a search button. The main content area is titled 'Business Partner Application Showcase' and contains a search results section. The search results are displayed in a list format, with each result including a partner logo, the partner name, and a brief description of the solution. A blue callout box points to a 'Contact me button' on the first search result.

**Contact me
button**

Create awareness

ibm.com/partnerworld/industry/networks/benefits/application_showcase.html

IBM Sales Connections

Connects you* to the most appropriate IBM sales people or Business Partners who can leverage their customer relationships and solution selling skills to help you close active sales opportunities faster!

- Part of the IBM Global sales coverage model
- Wired to the IBM sales management system
- Consultative in nature
- A proven service with 400+ usage occasions



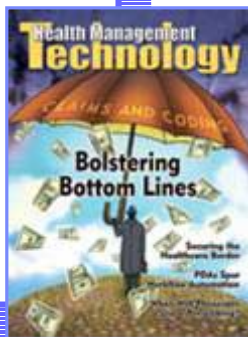
ibm.com/partnerworld/industry networks/salesconnections.html

Discounted Advertising

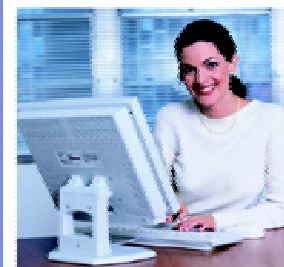
Assistance from IBM in creating and placing advertisements including 60% discounts in over 200 high profile industry & business publications spanning 40 countries.



- A provider of apps & consulting services addressing the challenging demands of managed care
- Healthcare & Life Sciences industry networks
- Leveraged to SOA advertising promotion to place full page ad in Health Management Technology magazine



Payers! – Improve Your Return on Investment with Advanced Software Solutions



accommodate your business culture. Our applications are accessed through a standard Internet browser, are fully HIPAA compliant, and are easy to use. More than that, using the market-leading IBM WebSphere portfolio, we integrate with all your existing systems. We share the IBM vision of a "service oriented" approach for healthcare, allowing all applications to integrate smoothly and easily. HEALTHsuiteSM and eHealthSuiteSM offer you improved customer satisfaction and increased productivity while reducing total cost of ownership.

Learn how these innovative solutions save money while improving service. Visit www.ibm.com/healthcare/soa or call (877) 654-8850 or email relmg@ca.ibm.com.

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With unmatched power and adaptability these solutions provide the ultimate combination of flexibility, security and scalability. IBM Technologies meeting your needs today, positioning your system for the future and efficiently guiding you through the transition.

WebSphere. SOA* on your terms. And our expertise.



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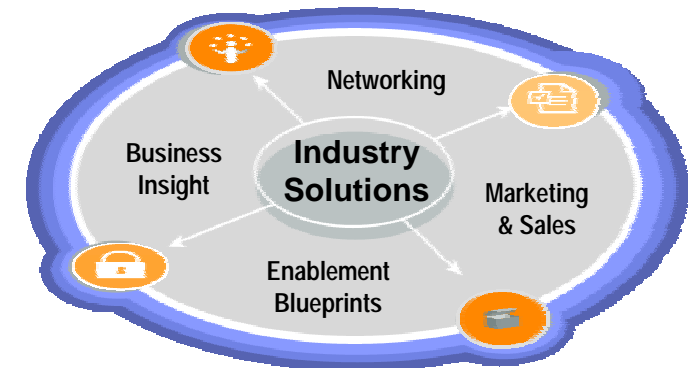
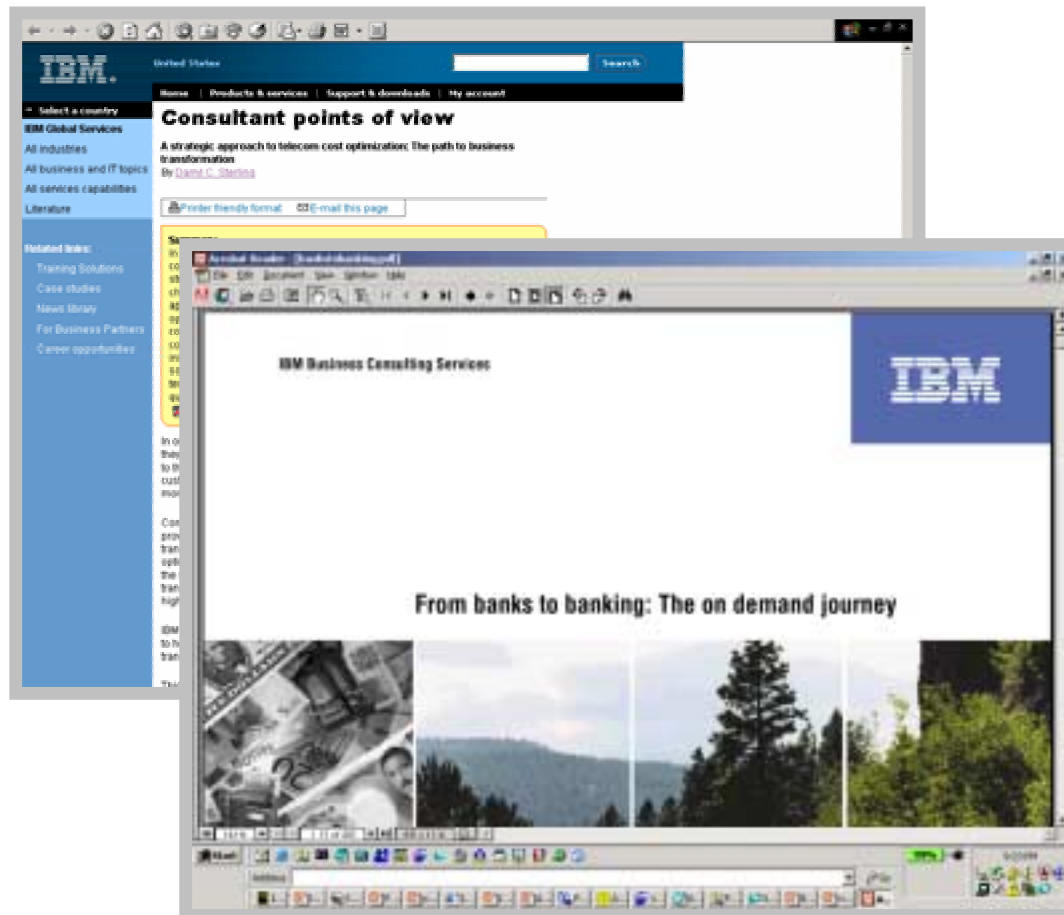
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ibm.com/partnerworld/industry/networks/benefits/discounted_ads

Drive marketing

Industry Business Insight

Stay ahead of the market with leading business insight specific to your industry



- Consultant industry points-of-view
- Success stories
- Webcasts
- Market trends & news
- IBM targeted industry solution areas

PartnerWorld Industry Networks

Go further with a team you trust

ibm.com/partnerworld/industry networks



- WW 5,000+ Nordic 150+ companies participating in more than 60 countries
- 1,200+ new middleware ports and 35,000+ education hours
- 1,600+ business partners eligible for co-marketing & sales coverage
- 20,000+ leads generated by co-marketing & sales initiatives
- 300+ joint customer wins published



IDC View of way IBM # 1 in Programs for ISVs

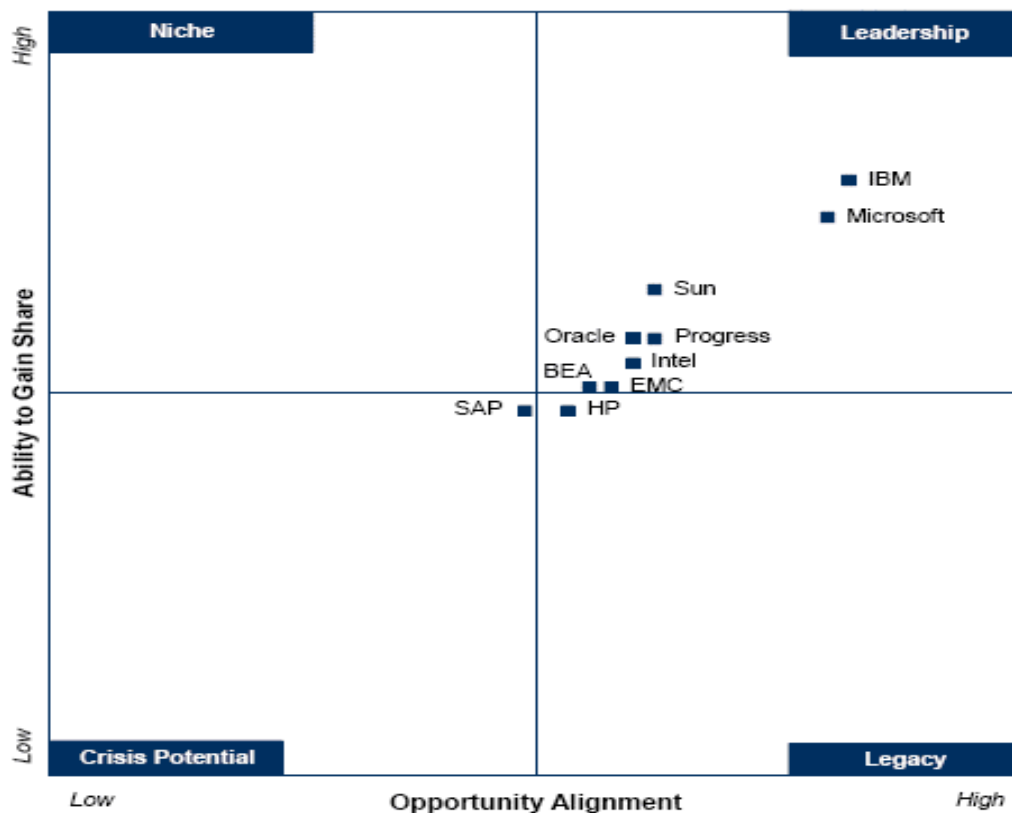
IBMs Value Proposition

- ***Insight Business***
 - industry research
 - third-party subject matter experts
 - Webcasts / Events
- ***Technical enablement***
 - IBM's Virtual Innovation Center a portal that provides partners with interactive courseware
 - IBM Innovation Centers live access
 - technical consulting, education, porting, testing services
- ***Sales and marketing support***
 - discounted print advertising
 - telesales support
 - industry-tailored direct mail tools
 - IBM Sales Connections
 - linking partners with the IBM global sales network.

Way ?

- ***IBM provides leadership in ISV programs based on its ability to do the following:***
 - Effectively recruit ISVs in all geographic markets
 - Maintain a strong infrastructure
 - ***Provide strong industry and product alignment***
 - Focus on business development with ISV partners.
 - Overall, IBM's offering is viewed as a program in the maturation stage that is ***well integrated with its go-to-market strategy*** and that provides significant value to partners

IDC Leadership Grid: Worldwide Independent Software Vendor Programs



Source: IDC, 2006

IDCs View

>IBM's Value Proposition

Insight Business

Technical enablement

Sales and marketing support

> Way

well integrated with its go-to-market strategy and that provides significant value to partners

Provide strong industry and product alignment

Join the Program !

www.ibm.com/isv

