

Q4 DB2 and Business Intelligence Business Partner Conference Call

Glenn Rogers
Americas Data Management Channels Marketing

October 9, 2002

Agenda - October 9, 2002

- **Welcome / Introduction / Key News Bulletins**
 - ▶ Glenn Rogers, Americas Data Management Channels Marketing
- 4Q Sales Contest and Sales Incentives for Data Management Solutions
 - ▶ Wendy Otelsberg, Manager, Data Management Business Partner Sales Enablement
- IBM Global Financing - SMB Offering helps you close Q4 opportunities
 - ▶ Razy Martin - Global Marketing Manager - IBM Software & Services Financing
 - ▶ William "Butch" Snow - Manager, IBM Software Financing
 - ▶ Don Weaver - Manager, IBM Software Financing
- DB2 V8 ROCKS!! Get the lowdown on this new version !
 - ▶ Glenn Rogers, Americas Data Management Channels Marketing
- The Beacon Awards - What's in it for you and how to participate
 - ▶ Ed Walzer, World Wide Distribution Channel Marketing
- Selling Informix through PPA
 - ▶ Wendy Otelsberg, Manager, Data Management Business Partner Sales Enablement

Replay available

- The recorded version will be available for 30 days following the call.
- Replay Number: 1-800-408-3053 or 416 695-5800
- Passcode: 1271951

Your Feedback is Important !!

- We welcome suggestions for topics you want to hear
- Tell us what you like and don't like about this call, our programs
- Forward feedback to Glenn Rogers at grogers@ca.ibm.com
or 905 316-6549

Co-Marketing Program Assistance

- **Funding may still be available to drive Q4 revenues**
- Direct Marketing
 - ▶ Includes Direct Mail, Advertising, e-mail Blasts and Web Banners to generate demand.
- Seminar Solutions
 - ▶ Provides you with the materials to run traditional seminars, e-seminars, and teleseminars.
- Telemarketing
 - ▶ Use telemarketing services to generate leads, capture useful information, and care for customers.
- Custom Marketing Proposal
 - ▶ Propose your own custom campaign if you don't see your activities captured in the list above.
- **TCI Business Partners:** Contact your BPMarketing Manager for assistance
- **Non TCI Business Partners:** Contact Glenn Rogers at 905 316-6549
- For full details, go to: ibm.com/partnerworld/software/zone
 - ▶ Enter user ID and password, >Marketing and Sales support, >Co-Marketing Program
 - ▶ Select Co-marketing Program Opportunities for Business Partners

Test Drive Program

- Proof of concept program
- Great follow on "closing" tactic to initial Data Management marketing program
- Reduces customer risk and Business Partner risk
- Demonstrate solution on customer's system with their data
- Use IBM Not for Resale (NFR) software
- Reimburses Business Partner up to \$2K USD for 4 person days
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 - ▶ Enter user ID and password, >Marketing and Sales support, >Co-Marketing Program
 - ▶ Select Co-marketing Program Opportunities for Business Partners, then at the bottom of the page, select Custom Marketing Proposal
 - ▶ Select the product segment such as DB2 Universal Database, then Test Drives

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DB2 V8 Rocks and Dazzles with WebSphere! Webcast

- Specially designed for Business Partners
- Leveraging Information for Competitive Advantage
 - ▶ Gary Schneider, Director, World Wide Data Management Channel Development
- Unleashing the Power of DB2 V8
 - ▶ George Baklarz, Manager, Worldwide Distributed DB2 Presales Support
- DB2 and WebSphere: A Perfect Match:
 - ▶ Grant Hutchison, DB2/IBM Integration Center
- Q&A Panelist
 - ▶ Brian Staff, Director of Solutions Marketing, Data Management
- **Go to ibm.com/software/data/channels**
- **Select Sept 19: Live Webcast & Conference Call "New DB2 V8 Rocks...and Dazzles with WebSphere!"**

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