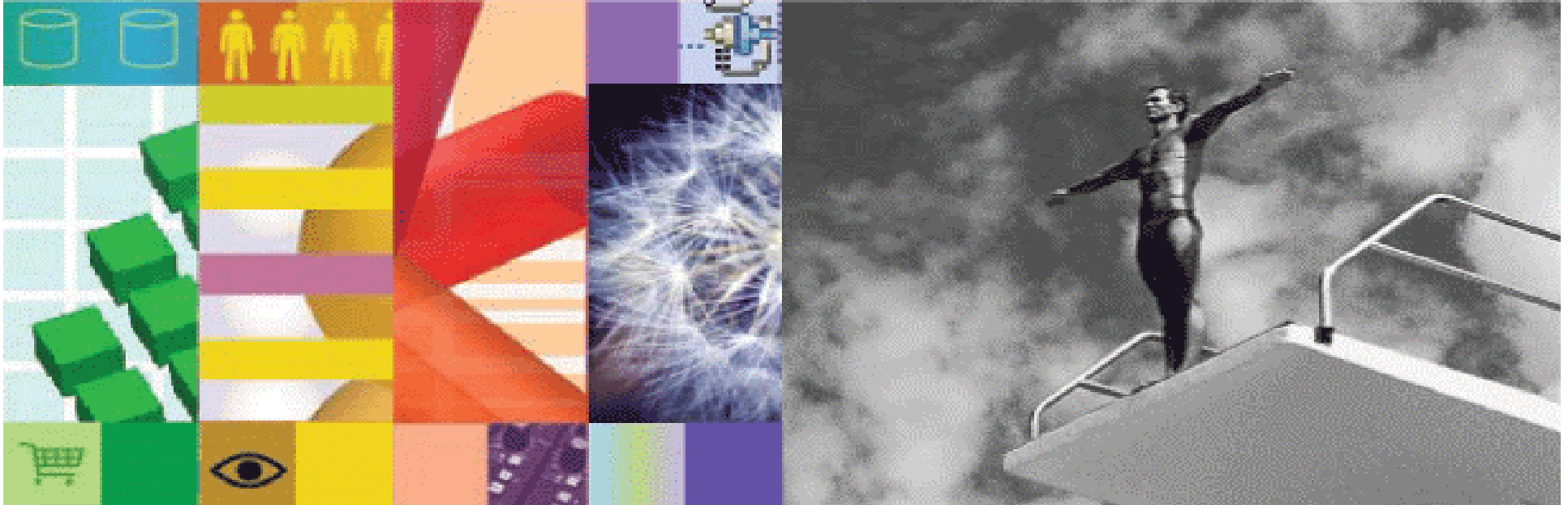


IBM Start Now Solutions Proven

IBM




IBM Start Now Solutions Proven

Introduction

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 **e-business software**



Overview

❑ Start Now Solutions for e-business

- PartnerWorld for Software program
- Family of solutions designed for - and built by - IBM Software partners
- Enablement for **solution** selling and implementation
- Rapid ROI for customers and partners
- Focused on **SMB** market

❑ Start Now Solutions Proven

- PartnerWorld for Developers program
- Start Now structure and methodology opened to ISVs
- Delivered by the IBM Start Now reseller community

***Real line-of-business solutions for SMB based on IBM Software
...Channel-ready, campaign-ready, SMB market-ready!***



SN Solutions Proven in Perspective

❑ Key component of the SMB strategy for IBM Software Group

- Solutions are key to successful selling in SMB
- IBM's Solution Developer community is fundamental to competitive advantage
- Solution Providers participate in 87% of SMB decisions
- Diversity of SMB requires broad portfolio to cover the solution spectrum

❑ Powerful, cost-effective, line-of-business applications for SMB

- Affordable, simple to understand, effective answers to real business problems
- Crossing the business application spectrum – CRM → EAS → SCM

❑ Provided in the Start Now “ease-of-everything” format

- Enablement kit, Sales tools, Marketing collateral – reduced sales cycle
- Designed, tested and built on IBM hardware
- Substantial IBM software drag – with rapid ROI

...the easy way to sell IBM middleware!



IBM Software Partner appeal

- ❑ IBM Software technology – open, scalable, secure
- ❑ Consistent, repeatable methodology
- ❑ Rapid ramp-up and deployment
- ❑ Clearly defined:
 - Hardware, software requirements
 - Project guidelines
 - Revenue expectations



*...ability to address opportunities on demand,
with reduced risk*



Enablement Kit

□ Program Manual

- Extensible solution definitions
- Software and hardware guidelines
- Installation, configuration and integration tips
- Skills needed
- Customer engagement task lists
- Services hours
- Demonstration and deployment guidelines
- Scaling and enhancing suggestions
- Support, services and marketing information

□ Technical CD

- Sample solution code
- Scaling and enhancing summary brochure
- Solution tasks spreadsheet
- Demonstration and script
- Trial software (availability varies by offering)
- Technical education



“Start Now is precisely the type of package we look for, and the ROI is very, very good.”

—EYT



Sales and Marketing Material

- ❑ Family brochure
- ❑ Solutions brochures
- ❑ Solutions folder
- ❑ Signature Sales materials
- ❑ Telemarketing script
- ❑ Sales training
- ❑ Marketing booklet
- ❑ Executive Assessment
- ❑ Co-marketing materials
- ❑ Automated demonstration and script
- ❑ Customer sales presentations
- ❑ Seminar invitation/audience profile
- ❑ Case studies and references
- ❑ Elevator messages
- ❑ Solution descriptions
- ❑ Press releases
- ❑ White papers

“Start Now offers a great way to get introduced to the client, to get things rolling...”

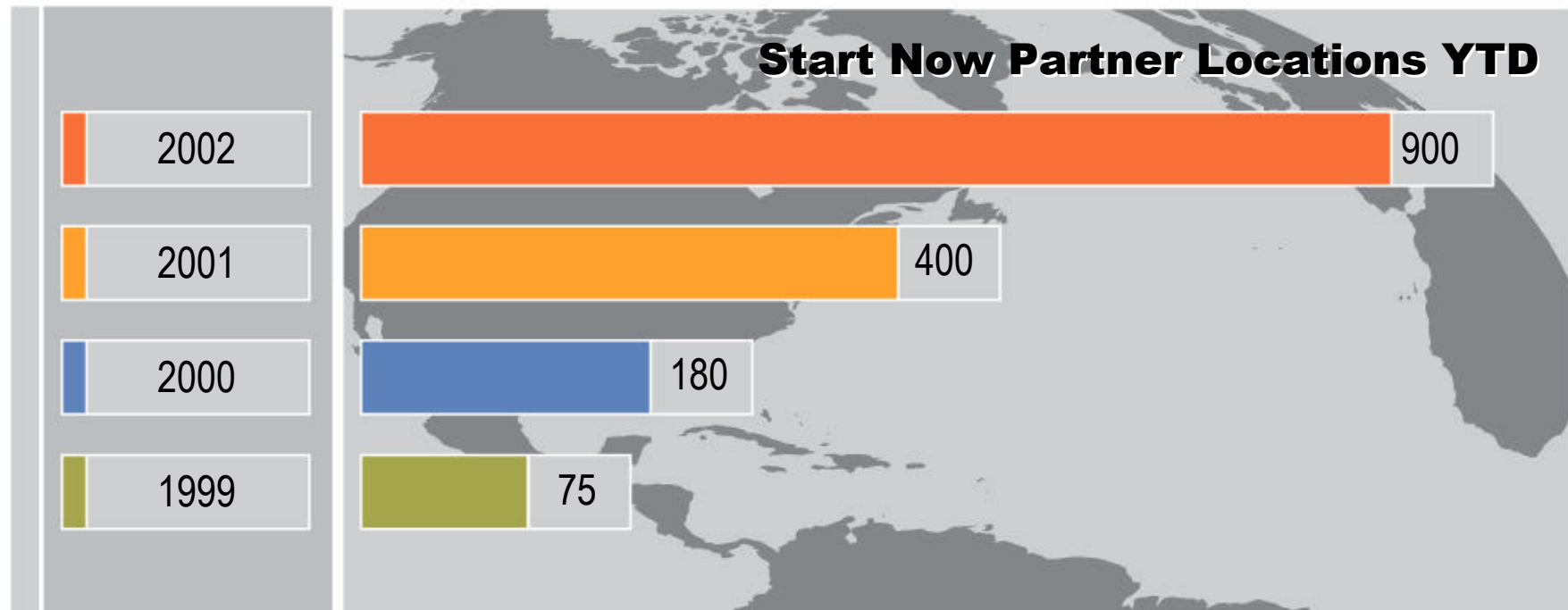
—Perficient





Start Now Reseller Channel

- ❑ 1300 Software Business Partners recognize the opportunity
- ❑ 900 Partner locations worldwide
- ❑ 3,090 Start Now technical specialties





Available Solutions Proven offerings

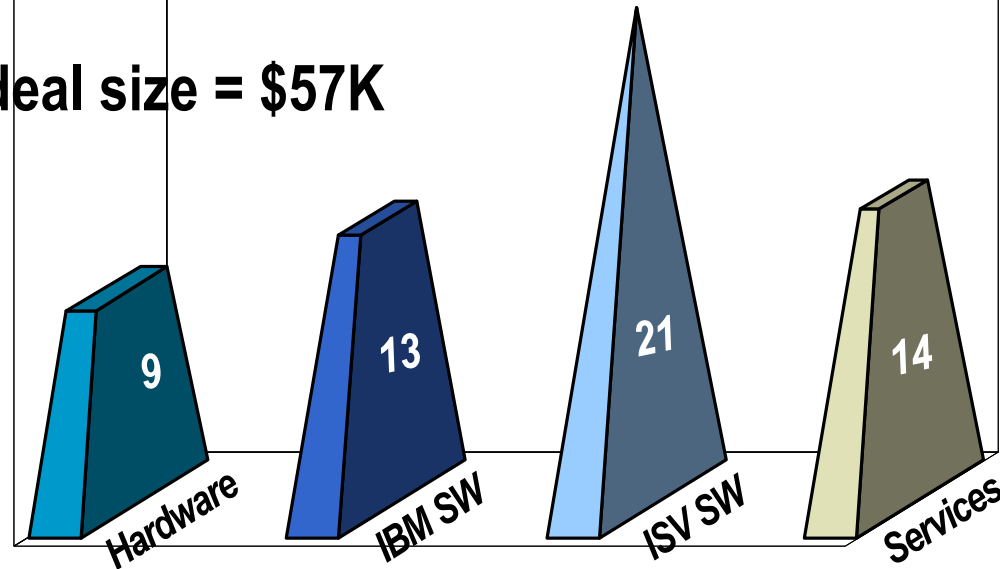
Business Operations				
e-Bridge Technologies	BudgetFlow	Corporate budgeting workflow	Domino/DB2	100,000
Necho Systems Corp. (Accelaron)	Boomerang Expense Management	Corporate expense tracking	Notes/Domino	50,000
PDX BizSystems Sdn Bhd	Tsunami Webstream	eSales, eInventory, eProcurement	Websphere/DB2	80,000
CRM				
Aspect Communications	IP Contact Suite	Customer Service	Websphere/DB2/Domino	150,000
Auxilor	Visual Help Desk	Customer Service	Domino/DB2	35,000
Clear Technologies, Inc.	C2 Customer Centric Solutions	SFA, Customer Service	Notes/Domino	35,000
Cognicase	Maximizer Enterprise for Notes	SFA, Customer Service	Domino/DB2	35,000
Gedys	Helpdesk	Customer Service	Notes/Domino	25,000
ITFactory	ITF CRM Solution	Office automation, CRM, HR,...	Domino	50,000
Relavis Corporation	eBusinessStreams eSales	SFA	Notes/Domino	60,000
Enterprise Applications				
eCom Systems	Internet EDI-in-a-Box	Plug & Go' B2B exchange	Websphere	20,000
ETS	ETS Business-in-a-Box	HR, SFA, Cost & Asset tracking, ...	Notes/Domino	30,000
Gedys	Global Calendar	Enterprise resource calendar	Notes/Domino	5,000
PowerSys	PowerBuy	eProcurement,	Websphere/DB2	85,000
PRONTO	PRONTO Software	Accounting, Distr., Mfg., Services	DB2	125,000
Knowledge Management				
Ai plc	Ai interActive Web Suite	Enterprise Portal	Notes/Domino	30,000
Gedys	Document Manager	Document life cycle mgt.	Notes/Domino	45,000
Web Enablement				
Mediapps	Net.Portal	Corporate portal and publication	Websphere/DB2/Domino	55,000
Reef	Reef Quickstart Solutions	Internet, Extranet enablement	Websphere/DB2	45,000
Wired Business	WE@P	Intranet enablement	Domino	50,000
Security				
Wipro Technologies	Wipro WebSecure	Enterprise identity and permission	Websphere	100,000



Solutions Proven Offerings - \$ Profile \$

- Average **entry-level** deal size = \$57K

\$K



- Average number partners requested = 18
- Average anticipated deals/partner/year = 6
- Average annual IBM Software revenue potential / ISV = \$1.4M



Start Now Solutions Proven Process

1

Partner Recruitment Phase

□ IBM promotes ISV's offering on PartnerWorld for Software

- Start Now website
 - Start Now Family of Solutions segment
- PWSW co-marketing & campaign tools segment
 - Seminar series, outbound telemarketing, e-mail blasts, campaign designer, ...
 - Populated with ISV's Start Now content
- Regular channel communications
 - e-mail, newsletters, broadcast calls, etc...
- IBM flags authorized partners in partner database

	AG	EMEA	AP	Total
Solutions loaded	8	8	6	22
Solutions in development	21	7	5	33



Start Now Solutions Proven Process

2

Co-marketing Phase

□ Promote ISV's offering to SMB customer set

■ Software/SMB customer website

- Solution Finder – by solution category or business need
- Authorized Business Partner Finder
- “Contact us” – e-mail request for more details
- “Callme” supported by IBM teleresources
- Geo-initiated focused campaigns

Eg. Software catalog, Roadshows, Seminar series, OTM...

Support or extend existing marketing plan

- Start Now “air cover” drive-to-web

Newsletters – SMB, Brand, Passport Advantage, ...





What Makes a Good Start Now Solution

- ❑ **Based on (and drags) IBM middleware ***
- ❑ **Focused on SMB market ***
 - 50 – 2000 employees, \$10M - \$250M revenue
- ❑ **Sales cycle less than 90 days**
- ❑ **Implementation completed in less than 60 days**
- ❑ **Packaged for mass-customization and services opportunity**
- ❑ **Entry-level price less than \$100K**
 - Includes hardware, software (IBM + ISV), partner services
- ❑ **Recognizable line-of-business solution**
 - Not a development tool
- ❑ **Partner enablement process less than 4 days**
- ❑ **Technical sophistication required to understand solution is low**
- ❑ **Enabled for one or more of Windows, AIX or Linux platforms ***



Rapid Sales
Rapid Implementation
Rapid ROI



Start Now Solutions Proven Benefits

❑ **Distributor**

- More effective driver of IBM software sales to the SMB customer set
- Broader solution portfolio without extending line-card
- Greater ability to respond to opportunities
- Simpler, faster solution enablement for downstream partners
- Maximize enhanced IBM rebate potential from SMB

❑ **IBM Software Business Partners**

- Broader portfolio of industrial-strength, line-of-business solutions
- Additional revenue stream from ISV software
- Lower cost of enablement and reduced risk
- Faster return on investment

❑ **SMB Customers**

- Real, low-risk solutions to business problems
- Improved, faster return on IT investment
- Delivered by the experts in e-business





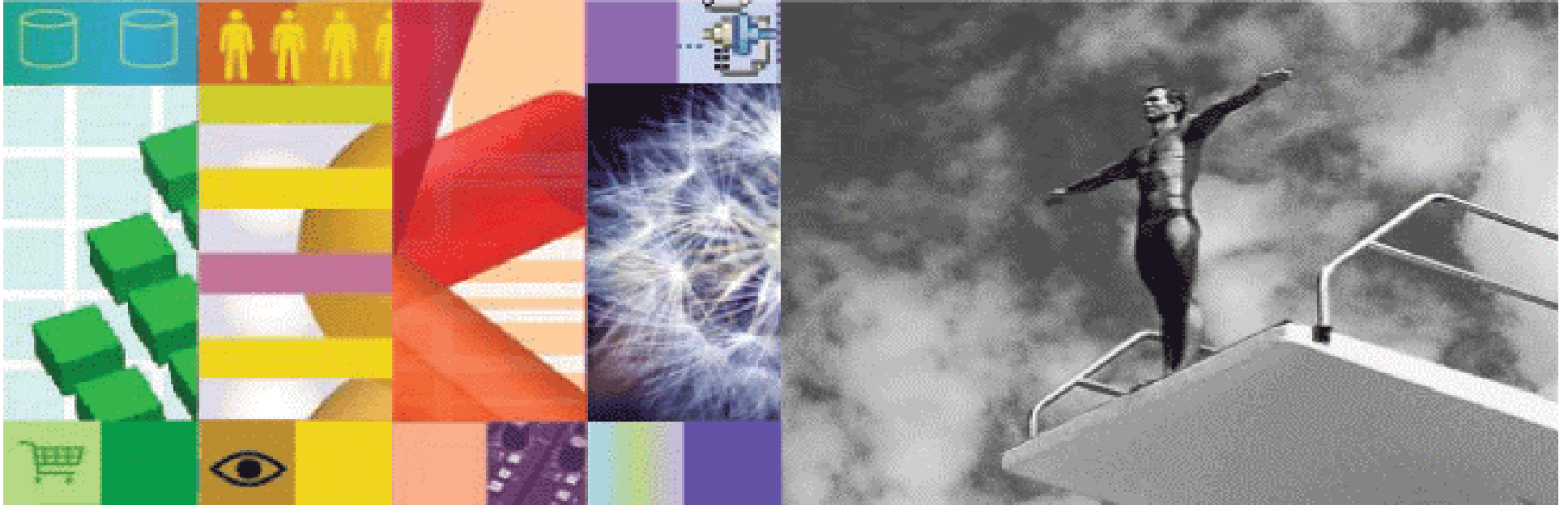
IPASS

❑ IBM Passport Advantage Selling Solutions for ISVs

- ISV's solution may participate in IBM's premier fulfilment process
 - Simplifies software contracts for customer and partner
 - Discount structure, licensing, billing, etc.
 - Software revenue is trackable
- Open distribution provides access to broad channel coverage, worldwide
- IBM pays royalty to ISV
- Start Now Solutions Proven is a prerequisite
- Limited launch October
- GA 2003

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For More Information Check Out Start Now Solutions Proven at :

http://www-1.ibm.com/partnerworld/pwhome.nsf/mktgsale/sn_sol_proven_offerings.html

 **e-business software**