

IBM EMEA Business Partner Forum 2010

16 March, Copenhagen, Denmark

- 13:30 Welcome words
- 13:40 IBM Solution Select Niall O'Donohoe
- 14:15 IBM Software Group Channel Marketing Sandy Campbell
- 14:45 Break
- 15:00 Smarter Systems for a Smarter Planet Steve Perry
- 15:30 Application Specific Licensing Philippe Rycroft
- 16:00 Callatay & Wouters – a Partnership Story Johan Martens
- 16:20 GridManager – a Cleantec solution Morgens Birkelund
- 16:45 Business discussion & summary of the day

- 17:15 Travel back to hotel
- 19:00 Cocktail reception at the hotel
- 20:00 Meet at hotel entrance – travel to dinner

IBM ISV & Developer Relations EMEA Business Partner Forum

IBM Solution Select

Niall O'Donohoe



IBM Solution Select

- IBM's worldwide private offering for ISVs and RSIs
- By invitation only - Available to select ISVs with a focus on mid-market customers, and who support IBM's middleware and hardware technologies
- Provides ISVs with **technical and marketing support, matched market funding and sales linkage** to enable, market, and sell to **Small and Medium Business (SMB) customers**

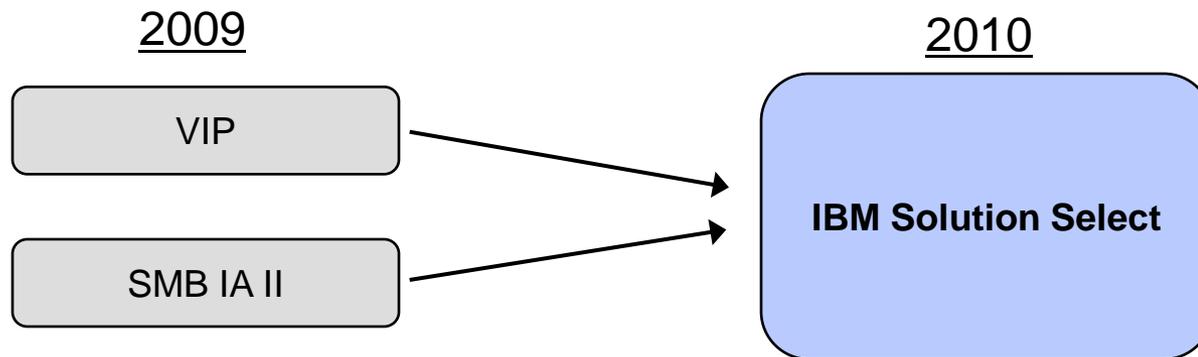
"The midmarket represents a tremendous opportunity for IBM and our partners. You are an essential part of our go-to-market strategy for meeting the needs of our midmarket clients."

Jim Corgel, GM, ISV & Developer Relations, IBM SWG

IBM Solution Select Offering

– Simplification through integration

- Solution Select integrates the existing offerings VIP and SMB IA II to eliminate overlap and simplify the engagement and execution process.
- The new combined offering will make it simpler for our partners to work with IBM through one process and a single source of co-marketing funding
- Integration will also streamline overlapping management systems allowing our geography resources to be more productive and focus on managing and growing ISV relationships and revenue.



For Partners who are currently members of IBM's VIP Offering

What's Changing for Me?

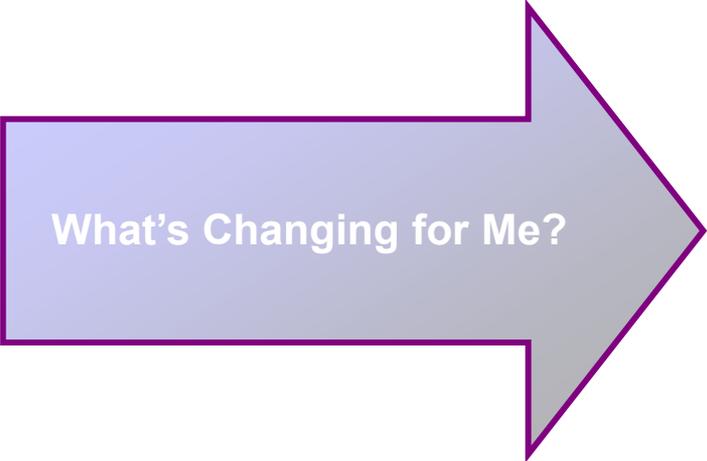
- **Minimal change in co-marketing terms**
- **Ability to now include IBM middleware**
- **New Client rep coverage**

When will it happen?

- **Effective January 1, 2010**

Partners also participating in ISV Advantage for SMB today will enjoy one combined, consistent offering

For Partners who are currently members of IBM's ISV Advantage for SMB Program



What's Changing for Me?

- **Elimination of contract and related admin**
- **Enhanced sales support**
- **Simplified participation requirements**
- **Can be hardware-only, middleware-only, or both**
- **Changes in certain terms and benefits**



When will it happen?

- **Your IBM relationship representative will discuss with you a plan to transition to the new program which will be minimally disruptive to our current joint business plans**
- **Current contracts will be honored until a transition plan is established**
- **Most partners will be transitioned to the new program by the end of 2010**

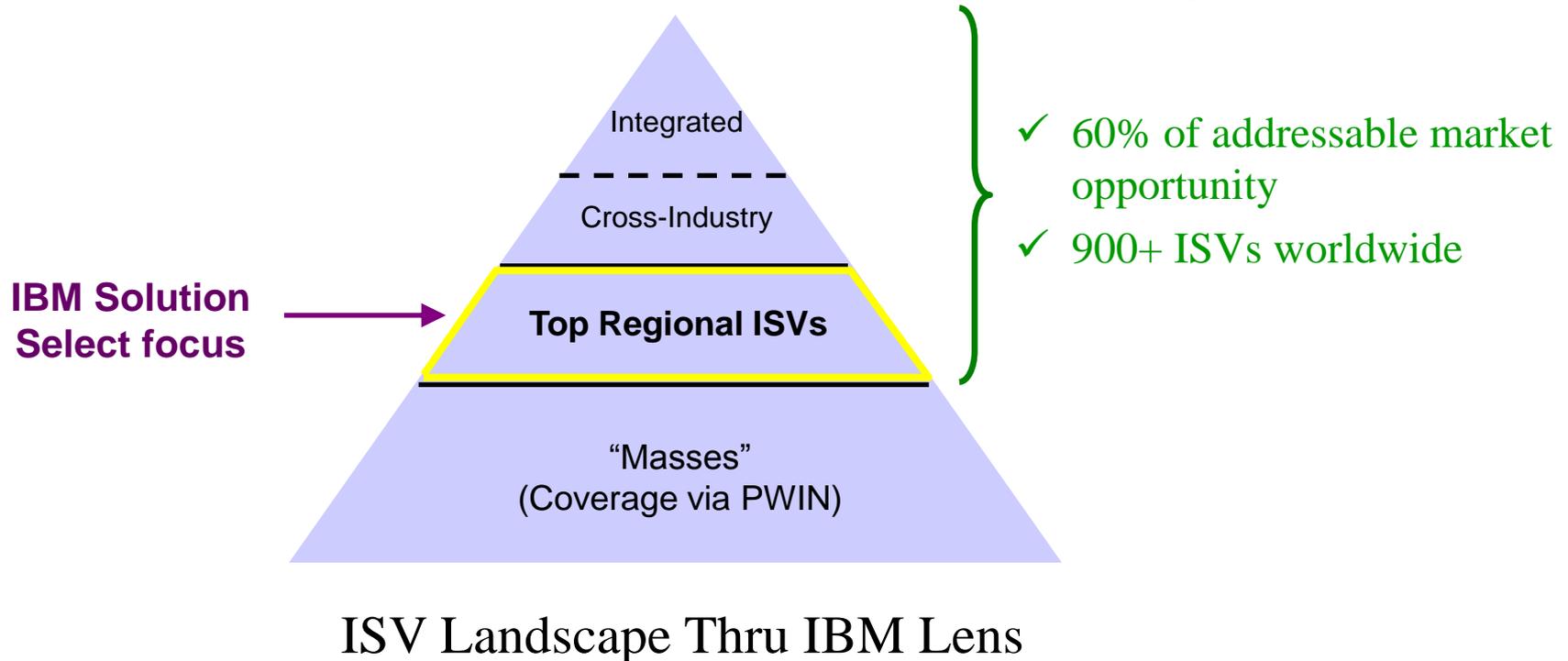
Partners also participating in VIP today will enjoy one combined, consistent offering

Why is IBM Announcing a New Offering?

- **We want to make it easier for you to do business with IBM**
 - Today IBM has multiple private partner co-marketing offerings
 - This creates complexity for you (and for us)
 - Multiple participation criteria
 - Different sets of terms and conditions
 - Inconsistent benefits
- **We are consolidating our key ISV co-marketing and sales programs into one common worldwide offering to provide our partners:**
 - A clear path to fully integrate into IBM's go to market activities in the SMB market segment
 - An end-to-end offering covering enablement, marketing, ecosystem development and sales
 - One consolidated and consistent offering to receive co-marketing funding
 - No more dealing with multiple programs, terms, and processes

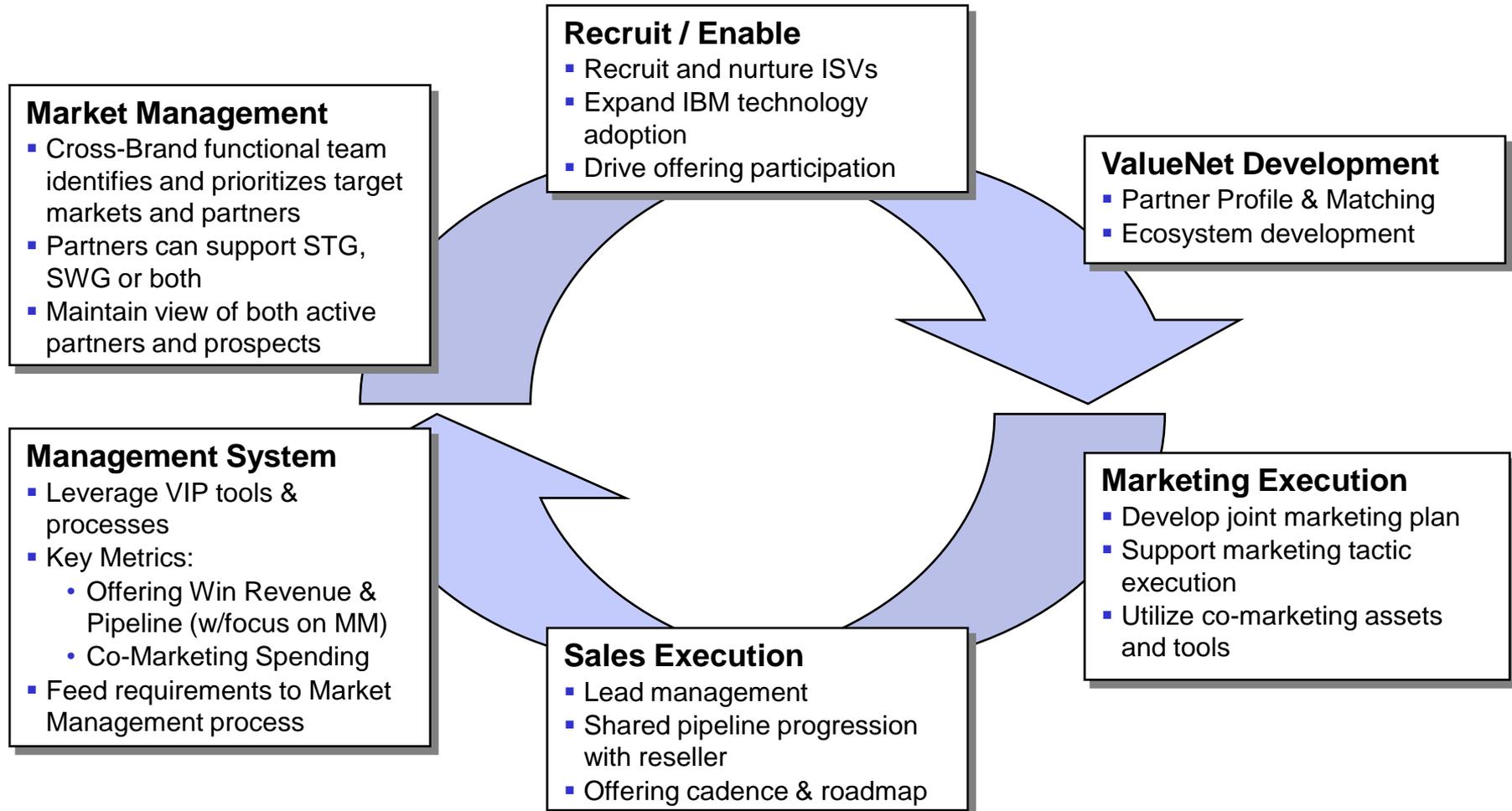
Strategic Intent

- Grow IBM revenue and share of revenue with the top regional ISVs



- * Experience shows that ISVs teaming with IBM resellers close business at a significantly higher rate

IBM Solution Select Execution Model



Key Considerations for ISV Selection

- ✓ Will the ISV application drive revenue in one of the locally-selected priority industries?
- ✓ Will the ISV application help increase IBM's revenue
- ✓ Is the ISV's application appropriate for Mid-market and is Mid-market a target segment for the ISV?
- ✓ Is ISV willing to enable & promote their application on IBM MW & HW technology
- ✓ Is the ISV willing and able to plan, invest in, and execute demand generation tactics around those solutions
- ✓ Is the ISV willing to team with IBM reseller(s) to deliver the joint solution

Partner Value Proposition: Why IBM Solution Select ?

- Grow your business and expand your reach
 - By delivering open-architecture “End to End” solutions for mid-sized customers
 - By leveraging the strength of IBM resources and brand recognition
- Receive a premium level of support and benefits that encompass aspects of the relationship:
 - **Enable:** Technical resources to help enable your application on IBM technology
 - **Market:** Marketing support to help build and execute your go-to-market plan
 - **Sell:** Linkage to sales resources

Overview of Marketing Benefits

- **Co-Market the IBM-enabled Solution**
 - Co-Marketing Funding (1:1 matching IBM:Partner)
 - For eligible demand generation expenses
 - Marketing Planning assistance
 - Define resources and linkages
 - Help identify target markets
 - Assistance in defining marketing tactics
 - Use of IBM Innovation Centers for Business Partners for Marketing Seminars

- **Promote Joint Solution both internally and externally**
 - Examples may include:
 - List of partner solution in IBM Global Solutions Directory
 - Internal marketing & sales education sessions
 - List solutions/references on IBM SMB External Websites

- **Access to IBM Marketing and Sales Tools & Resources**

Overview of Technical Benefits

Technical Enablement, Support, and Education Resources

- **Technical Expertise** to guide implementation on IBM Technologies
 - Evaluation and Enablement Support
 - Load testing and Performance Tuning (IIC)
 - Sizing Guide development assistance

- **Technical Education** and Enablement Resources
 - Priority access to IBM Innovation Centers (IIC)
 - Priority enrollment to briefings, seminars, labs, webcasts
 - Latest technical resources via IIC or Internet Virtual Private Network (VPN)

Overview of Sales Support

- **Your assigned Relationship Sales Manager will:**
 - Develop overall sales strategy, including ValueNet
 - Evaluate Solution sales skill and scalability
 - Develop solution skills within partners and IBM team
 - Represent IBM during Customer facing events when required
 - Ensure sales linkage between ISV and reseller
 - Pipeline progression with ISV
 - Ensure leads and MPID Tatic Codes represented in Siebel

BP Business Process Scenario

1 Eligibility completed prior to interlock
Interlock agreement on marketing plan

2 Applies only to Co-Mrkt Leads
 ▪ ISV/SI submits proposed marketing tactic in CMT
 ▪ CMT sends notification of loading & UCID to ISV/SI
 ▪ IBM Application Approver checks & approves marketing tactic application
 ▪ ISV/SI notified of approval

3 ISV/SI Executes Approved Marketing Tactics

4

A → GPP
B → Data Exchange Template (DET) → IBM Lead Desk

Adds leads to Siebel

▪ BP submits lead through GPP or B2B to GPP
 ▪ **Must include UCID and add ISV/SI as non Primary role on Sales Team. Provide Lead Desk DET update to add ISV/SI as the BPOI**
 OR
 ▪ BP submits lead through IBM Lead Desk
 ▪ **Must include: UCID in opportunity description field and add ISV/SI as the BPOI and Reseller as the OO**
 OR
 ▪ For Non Co-Mrkt leads, BPs submits leads through IBM Lead Desk
 ▪ **Must include: MPID/Tactic**

5 GPP ↔ Siebel

Daily GPP and Siebel exchange data:

- Siebel to GPP only once when lead was created
- Data from GPP transfers to Siebel EXCEPT for leads where the BP marks "Work in GPP"
- **Data from Siebel transfers to GPP EXCEPT where the BP is not registered in GPP.**

6 Reseller updates lead

7 GPP ↔ CMT

Daily the CMT team pulls a report from GPP for all leads with a UCID and uploads it into CMT

8 Weekly Reports from CMT

9 • ISV/SI submits claim in CMT
• Claim is validated with proof of performance

10 ISV/SI is Paid!

11 Non Co-Mrkt Leads progress through GPP bau

IBM Solution Select Key Commitment Summary

IBM

- Co-marketing funding, IBM:ISV 1:1
- Visibility with SMB Sales, Customers & Prospects
 - Education
 - Internal & External Websites
 - Communications/publicity
- Marketing & Sales Support
 - Marketing Planning Assistance
 - Teaming with reseller partners
- Technical Support
 - Evaluation & Enablement guidance
 - Technical Sales Support
 - Priority access to IBM Innovation Centers (IICs), seminars, and education

ISV

- Enable/Optimize on IBM Systems hardware and/or IBM middleware
- Plan, invest in, and execute Marketing Campaigns
- Lead with IBM Hardware & and/or Middleware
- Lead and win reporting to IBM
- Team with IBM reseller(s) *
- Assign marketing and sales focal point(s)

* Experience shows that ISVs teaming with IBM resellers close business at a significantly higher rate

Action Plan

- **Confirm Mid-Market Business Solutions**
 - Applicable ISV software solutions
 - IBM Hardware and Middleware content
- **Develop Joint Marketing Plan with IBM**
- **Leverage IBM Technology, Marketing, and Sales Support**
- **Drive Revenue for You and IBM!**



IBM ISV & Developer Relations EMEA Business Partner Forum

IBM Software Group Channel Marketing

Providing you benefits and tools to drive growth and deliver value

Sandy Campbell
WW SWG Channel Marketing
scc@us.ibm.com

EMEA Partner Forum
IBM Innovation Center, Copenhagen, Denmark
March 16/17 2010



Areas for Discussion

- **Five Strategies for Marketing**
- **Recent Benefits Added**
- **Tools and Processes**



Strategies for Marketing

Understand Your Market

- Market intelligence
- Industry insights
- Prospect listings
- Grow Your Business Tool

Create Awareness for Your Firm

- Internet search engine optimization
- Web content and online magazine syndication
- Web banner templates
- Demonstration tools



Promote Your Success

- Client success stories
- Case studies
- IBM Business Partner Recognition Awards

Drive Demand & Nurture Leads

- Access to marketing specialists
- Campaign Support Funding
- Direct mail, e-mail campaigns
- Telemarketing and teleboosting
- Event and meeting support
- Web conferencing packages
- Discounted Vendor offerings

Leverage Discounts from Vendors and Co-funding to Reduce Expenses



www.ibm.com/isv

Make your website work for you

Strategy #1

- Optimize your website for search
 - 90% of IT decision makers use search engines to locate products and services
 - Choose a title for your website that reflects *what people are looking for*, not what you think you offer
 - Avoid pages that are 100% graphics or images—difficult for search engines to find them



CURRENT REALITY:

Companies need to balance search engine optimization techniques with paid listing to get the widest possible audience to a site.*

* Search Engine Watch: March 2008

Make your website work for you

How we can help

Strategy #1

Search engine optimization

What it is: A consultation with leading experts that can help you position your Web site to get optimal hits from top search engines.

Why you need it: Drives increased traffic to your site and provides ways to identify and capture leads who come to your site. These are prospects are *already* looking for you!



Enhanced

Web content syndication



What it is: Vehicle to refresh your existing Web site with complete, compelling IBM product information customized to your needs.

Why you need it: Way to automatically refresh content and transform your site into a powerful sales tool. Since the updates are automatic, you free up people and resources for other projects!

Stay close to your existing customers

Strategy #2

- Regular contact with existing customers can build loyalty and repeat business
- Don't overlook clients that are in your local area: host a local meeting or event
- Offer existing customers incentives to buy again
- Consider a regular e-mail newsletter to your existing clients
 - Make it targeted
 - Make it informative



CURRENT REALITY:

It costs over five times more to cultivate a new customer than it does to retain an existing one.*

*Marketing in the 21st Century: 2007

Stay close to your existing customers

How we can help

Strategy #2

Client events package

What it is: A way to host joint client briefings with IBM to generate opportunity and close business.

Why you need it: You get a hosted briefing at an IBM Innovation Centre of IBM Forum - we provide the facility, assist with logistics, and can provide an IBM industry expert - all you do is invite your clients and prepare your materials!



IBM Innovation Centres



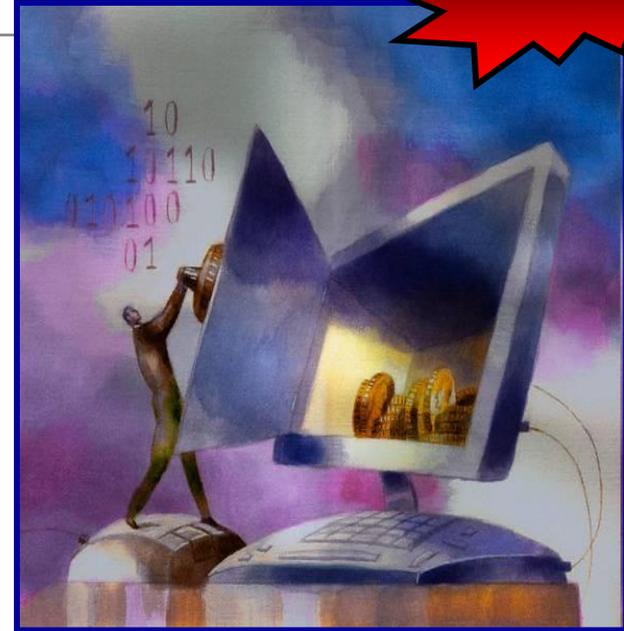
What it is: 40+ IBM centers worldwide available to Business Partners to conduct seminars, training, closing events and other marketing activities.

Why you need it: Innovation Centers are a world-class support infrastructure for Business Partner recruitment, enablement and demand generation around IBM offerings and technologies.

Use the web to drive leads for less

Strategy #3

- Online marketing is more affordable than traditional methods
- You can target your customers more effectively
- Your website can work *for* you: Transition from traditional brochure-ware to a lead generation engine
- Save time and money by delivering seminars over the web
- Write a thought leadership article highlighting your expertise—and publish to a syndicated site



CURRENT REALITY:

Online marketing can be very advantageous, especially for cash-conscious companies, including more-efficient advertising and higher ROI.*

*eMarketer: April 2009

Use the web to drive leads for less

How we can help



Strategy #3

Web Conferencing

What it is: A way for you to conduct a web conference easily and cost effectively.

Why you need it: You get professional event facilitators to help you manage your web conference, from planning and rehearsal, to delivery and follow up.

Internet Lead Generation

What it is: A way to transform your Web site from traditional brochure-ware to a lead generation machine.

Why you need it: Prospects can download compelling content and supply their contact information directly to you, so you can follow up. And we've even created the content and infrastructure for you!

Education on Social Networking

What it is: Internet Marketing Training Resources

Why you need it:: You can leverage communities like LinkedIn, Twitter and blogs; and you receive tips on how to implement social networking - Best Practices

Network, network, network

- Join a networking group where member-to-member selling isn't the primary focus
 - Regional software associations
 - Local product user groups
 - Industry focused groups
- Ride the Social Networking Wave
 - Broaden reach
 - Extend relationships
- Enlist the aid of successful clients
 - Testimonials & case studies
 - Press releases

Strategy #4



CURRENT REALITY:

Members of networking groups can become evangelists for your products and services. Building personal relationships with them quickly can net you a virtual unpaid sales force!

* groundswell: Li, Bernhoff, 2008

Network, network, network

How we can help

Strategy #4

Value Net Connections



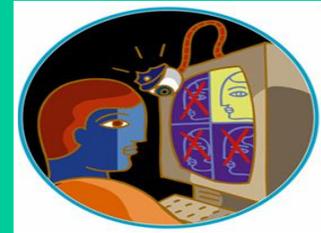
What it is: A way to connect to other Business Partners to offer the complete solutions your clients demand.

Why you need it: You get a defined pathway to create your value net, deliver complete solutions, enter new markets, and close deals quickly.

ibm.com/communities

What it is: A new community created to enhance the Business Partner collaboration experience with IBM and across the channel.

Why you need it: Improve communication with IBM, and grow your business through sharing of ideas with other Business Partners.



Use integrated marketing

- Single-touch marketing tactics are ineffective—especially during tough economic times
- Deploy multi-touch campaigns to get the most out of your marketing budget
 - Use several media simultaneously to make your marketing investments work together to increase your leads
 - Campaigns vs. tactics
 - Know where your prospects get their news and ideas. Then show up!

Strategy #5



CURRENT REALITY:

It takes an average of 7-10 “touches” from multiple sources to cultivate a prospect far enough along to have an effective conversation with your sales teams.

*Marketing Sherpa: August 2008

Use integrated marketing

How we can help

Strategy #5

Campaign Support Funding

What it is: IBM funding support for YOUR campaigns.

Why you need it: With IBM supporting your campaign, your marketing budget goes further and you get more leads for your investment. Fits the way you work.



Hoover's (a Dunn & Bradstreet company)

What it is: A sales and marketing research tool, Hoover's maintains a comprehensive database of information about corporations worldwide.

Why you need it: Research leads, identify decision-makers, and verify prospect financials while enjoying deep discounts off a single-user subscription.



Use integrated marketing

How we can help

Strategy #5



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

Recent Benefits Added

OneSource
..... *express*

OneSource Express

- Comprehensive source for business information
- Get the information you need on customers now
- 14M companies, 20K business profiles

Harte-Hanks

- Marketing lists and telemarketing services
- All geographies



Marketplace for IBM Business Partners

- Over 60 vendors participating, offering discounts on
 - electronics, flowers, automobiles, vacations, books, banking, tax services, computers

Grow Your Business

Expand your customer install base and reach new prospects

Grow Your Business with IBM Software

Driving growth. Delivering value.



Details

- Internal and External IBM tool
- Identifies logical product pairings to expand a portfolio and capabilities
- Supports improved Business Partner productivity and profitability
- Major content update coming October 2009



Value

- Identify and evaluate cross-software sales scenarios that would build upon current capabilities
- Evaluate important and helpful ROI information
- Discover sales and technical source requirements
- Identify links to IBM sales and marketing support materials
- Compliments both the Growth Through Skills and Smarter Planet visions



Action

- Obtain PartnerWorld User ID and Password
- Visit the Grow Your Business Tool and view the possibilities
- Get Trained and **Close Deals**

www.ibm.com/partnerworld/growyourbusiness

B2B Excel Add –in - Global Partner Portal (GPP)

The fast and easy way to manage your IBM opportunities



Details

- User enters/updates leads from a desktop Excel spreadsheet
- Add-in connects user spreadsheet directly with Global Partner Portal (GPP)
- Alternative process to Data Exchange Template and GPP GUI



Value

- User can enter and update leads faster
- User can work with all their leads in a single session
- Eliminates dependency on GPP GUI response time



Action

- **Get enabled** on [Global Partner Portal](#)
- **Contact** your IBM representative to set up an overview session with the Global Partner Portal team
- **Leverage** the Global Partner Portal team for assistance

	A	B	C	D	E	F	G	H	K
1	Navigation Buttons								
2	>>Header	>>Account		>>Revenue	>>SalesTeam				
3									
4		Always sent							
5	Header Color Code	Required							
6		Required for Create						Valid UCID Values	
7	Control Fields							Note Fields [UCID = ABCD1234567]	
8	Error Message	Last Update	BP Number	IBM Number	Description	Add Note?	UCID and/or Notes	Type	
9		7/16/2009 6:54	BH-NABP1-3001	1JF-R36PA2	Bee Honey /NABP1 Test 3001		[UCID = ABCD1234567]	BP Comments	
10		7/16/2009 6:54	BH-NABP1-3002	1JF-R36PB3	Bee Honey /NABP1 Test 3002		[UCID = AMINT4570409]	BP Comments	
11		7/16/2009 6:54	BH-NABP1-3004	1JF-R36OSIV	Bee Honey /NABP1 Test 3004		[UCID = WXYZ1234568]	BP Comments	
12		7/16/2009 6:54	BH-NABP1-3005	1JF-R36PBM	Bee Honey /NABP1 Test 3005		[UCID = AMINT4570409]	BP Comments	
13		7/16/2009 6:54	BH-NABP1-3006	1JF-R36USL	Bee Honey /NABP1 Test 3006		[UCID = LMNO1234567]	BP Comments	
14		7/16/2009 6:54	BH-NABP1-3007	1JF-R331HT	Bee Honey /NABP1 Test 3007		[UCID = LMNO1234567]	BP Comments	
15		7/16/2009 6:42	BH-NABP1-3000	1JF-R36PAF	Bee Honey /NABP1 Test 3000		[UCID = LMNO1234567]	BP Comments	
16		7/16/2009 6:56	BH-NABP1-2000	1JF-R36ORA	Bee Honey /NABP1 Test 2000		[UCID = AMINT4570409]	BP Comments	
17		7/16/2009 6:42	BH-NABP1-3003	1JF-R36OSB	Bee Honey /NABP1 Test 3003		[UCID = AMINT4570409]	BP Comments	
18		7/16/2009 6:42	BH-NABP1-3008	2-1675THT	Bee Honey /NABP1 Test 3008		[UCID = AMINT4570409]	BP Comments	

IBM ValuePackage

Optional benefits package to help you sell in mid-market; purchase required



Details

- Access to IBM Software, including Express products
- Presales/pre-deployment Technical Support
- Education reimbursement for achieving technical certifications



Value

- Assist you in qualifying for Authorization to resell under Growth through Skills
- Skills building
- Offset the costs of achieving certifications



Action

- Purchase now at: www.ibm.com/partnerworld/valuepack



Software Access Option

Access a host of IBM software downloads for development and marketing purposes



Details

- Access to IBM Software, including Express products
- SW may be used for demonstration, evaluation, commercial application development, testing, and education
- Selected software may also be used to Run Your Business
- Usability improvements planned for early 2010



Value

- Access to IBM's portfolio of software products at minimal cost
- Build technical skills through usage of IBM SW



Action

- **Review** a sample list of SW at: ibm.com/isv/welcome/softmall.html
- **Purchase** now at ibm.com/isv/mem/sao.html





www.ibm.com/isv



Thank you!

IBM ISV & Developer Relations EMEA Business Partner Forum

Smarter Systems for a Smarter Planet

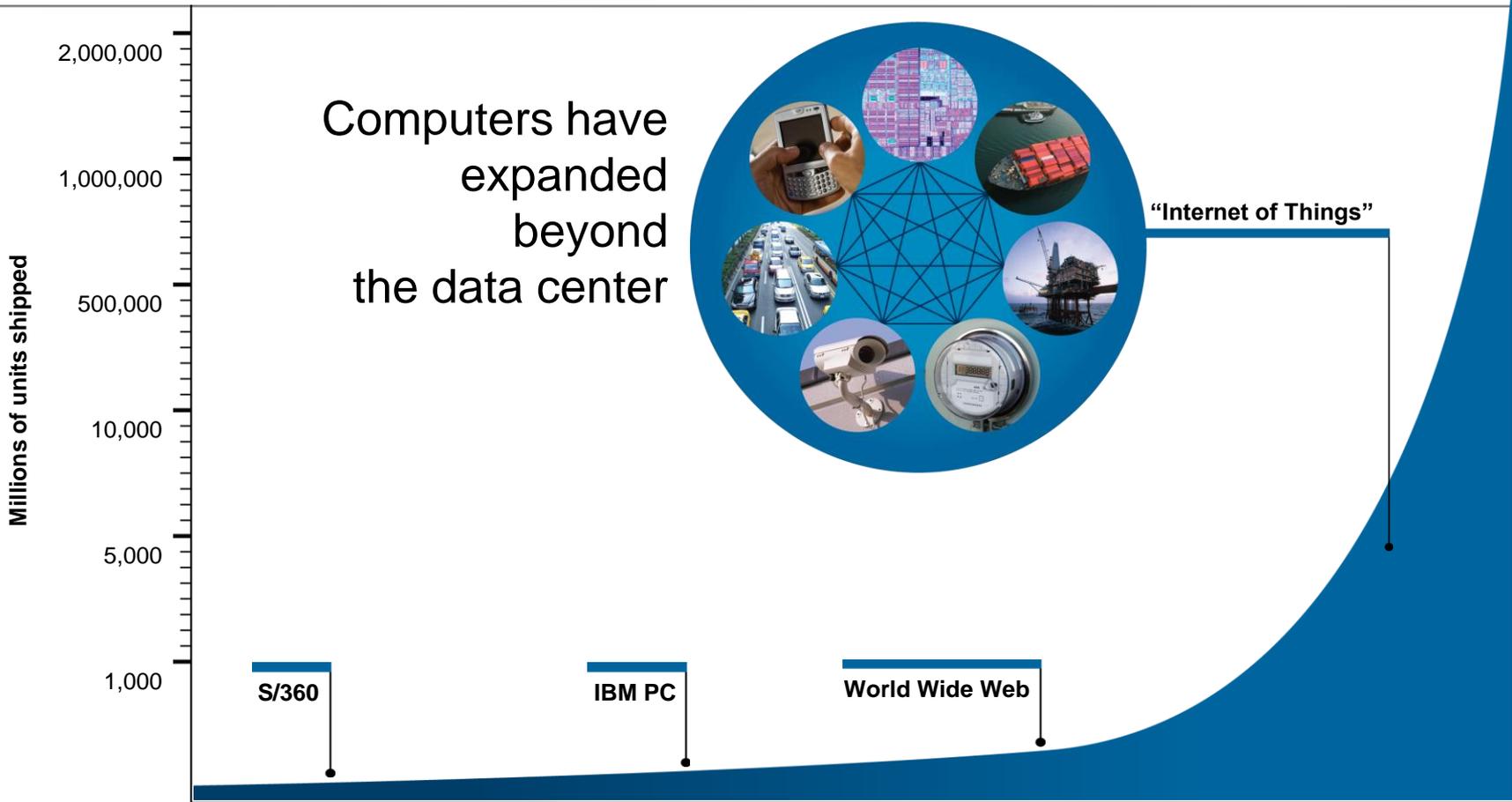
Creating and Delivering ISV Value

Steven Perry

Director of Systems & Technology Group ISV Marketing



Smarter Systems for a Smarter Planet



Overview



Energy



Traffic



Food



Infrastructure



Retail



Intelligence



Government



Banking



Telecom

Infrastructure needs to get smarter.

IT infrastructure is under pressure

70% of companies

In the global 1,000 will have to modify their data centers to meet increased power and cooling requirements.

70¢ per \$1

70% on average is spent maintaining current IT infrastructures vs. adding new capabilities.

78% of CIOs

Want to improve the way they use and manage their data.

It's not built for what's coming

10x growth in data

Digital data is projected to grow tenfold from 2007 to 2011.

1 trillion devices

connected to the Internet by 2011.

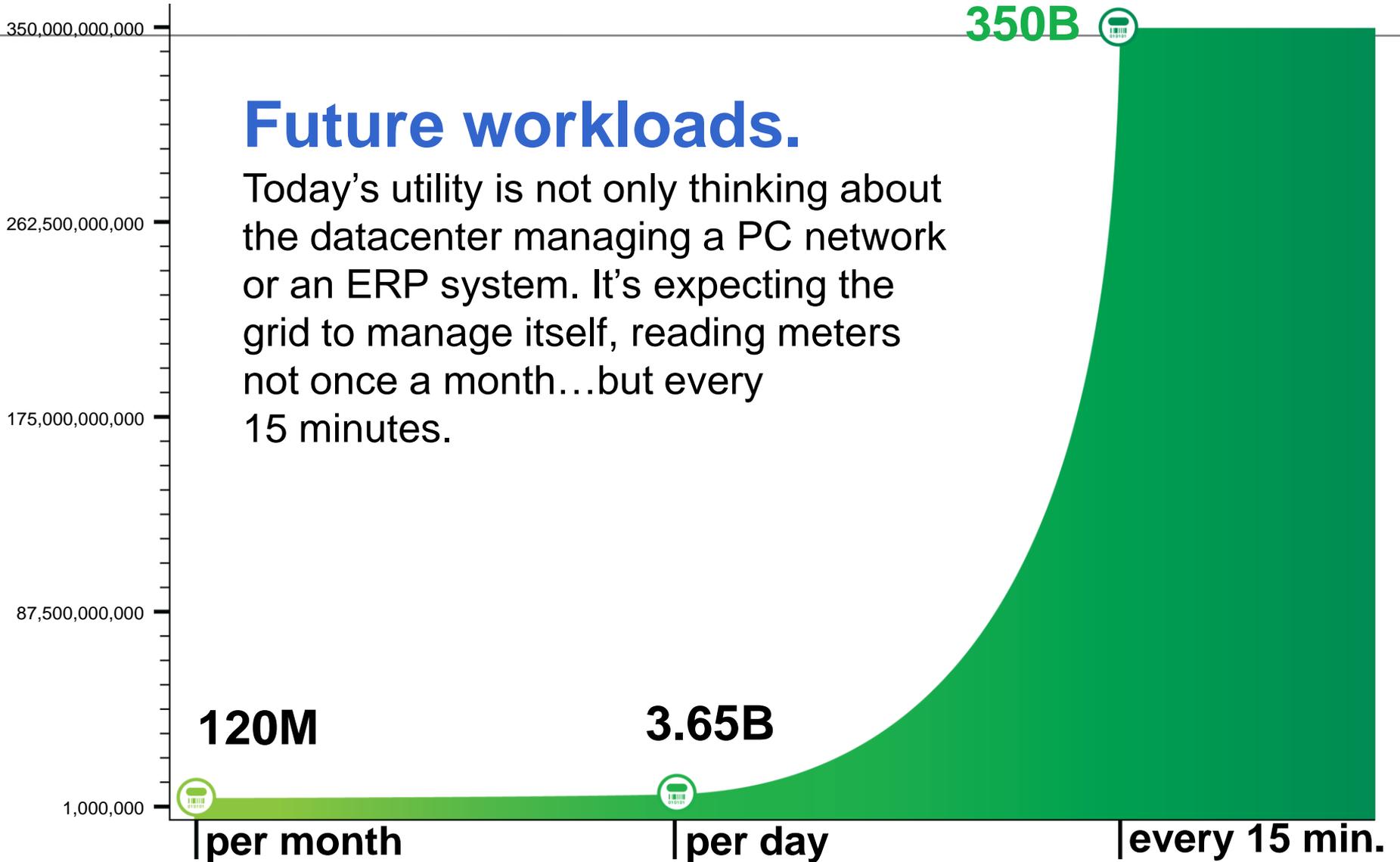
80% data unstructured

by 2011 from all these devices that require effort to understand and analyze.

6 terabytes of information

is exchanged over the internet every second.

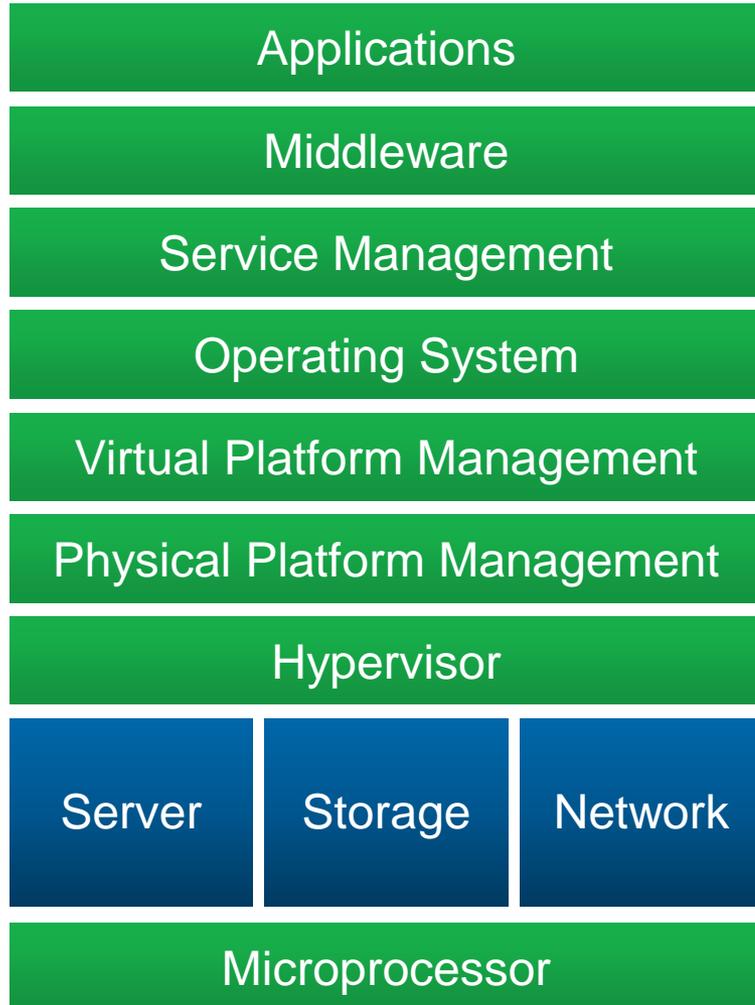
Transactions per year



Future workloads.

Today's utility is not only thinking about the datacenter managing a PC network or an ERP system. It's expecting the grid to manage itself, reading meters not once a month...but every 15 minutes.

Innovation and integration at every level



Focused, collaborative innovation: \$5.8 billion research and development annually on middleware, servers, storage and processor design – and collaborative network of partners to drive more innovation than IBM could deliver alone.

A “complete systems” approach: optimized for all client business and industry workloads--not just a single vendor.

Intelligent performance: deep optimization leveraging open integration standards for better economic value through consolidation, virtualization and automation for today’s and demanding workloads of the future.

Transformations to “smarter” solutions require smarter systems that:

Scale quickly and efficiently

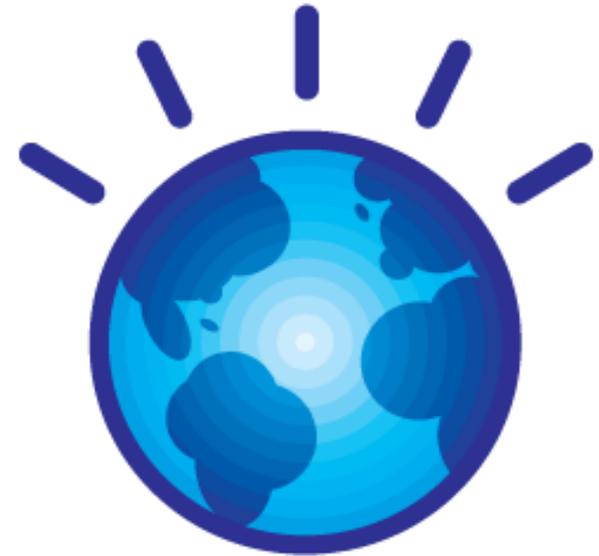
Optimize workload performance

Flexibly flow resources

Avoid downtime

Save energy

Automate management tasks



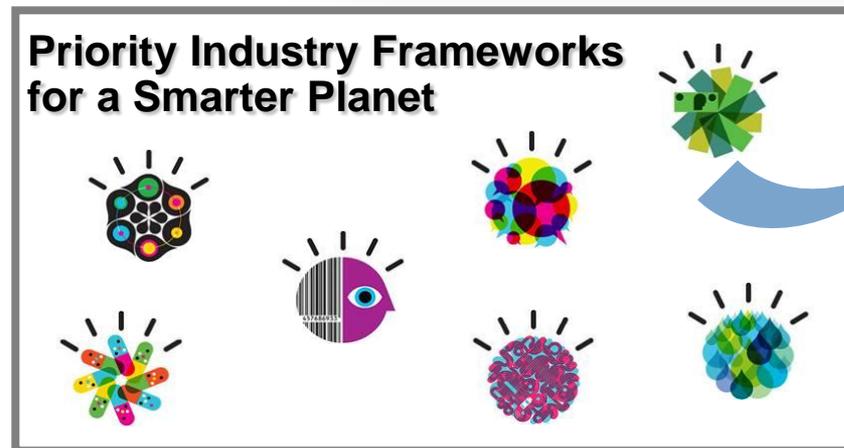
IBM provides industry frameworks

A framework...

- aligns technology with business needs
- accelerates solution deployment and lowers risk
- provides workload driven solutions that address *specific industry domains*
- integrates IBM Software, Hardware and Services



Delivery Speed & Flexibility
Reduced Cost & Risk



System & Technology Group Lays the foundation...

Priority Industry Frameworks

- Telco → Service Provider Delivery Environment
- E&U → Solution Architecture for Energy & Utilities
- Banking → Banking Industry Framework
- Chem & Petro → Integrated Information Framework
- Healthcare → Healthcare Integration Framework
- Transportation → Travel & Transportation Framework
- Government → Government Industry Framework
- Electronics → Product Development Integration FW
- Retail → Retail Integration Framework

...for the
IBM Industry Frameworks

Deep Understanding
of Client Needs



Comprehensive
"fit-for-purpose"
Portfolio



Technology
Leadership

General Purpose
Platforms

System
Optimizers

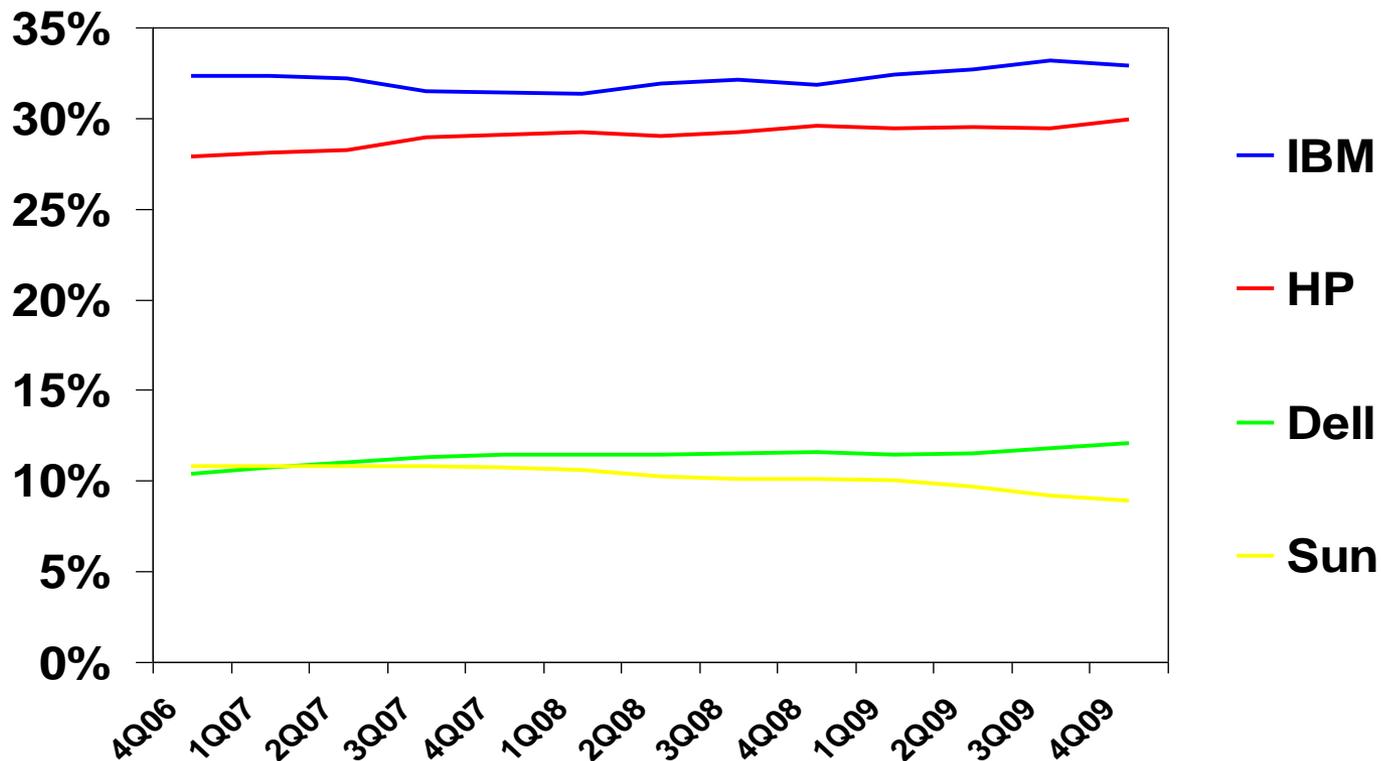
Pre-Integrated
Solutions

Integrated
Heterogeneous
Systems

Systems Leadership Today and into the Future

IBM maintains overall leadership in server market in 2009, with 32.9% share which was up 1.1 pts YTY.

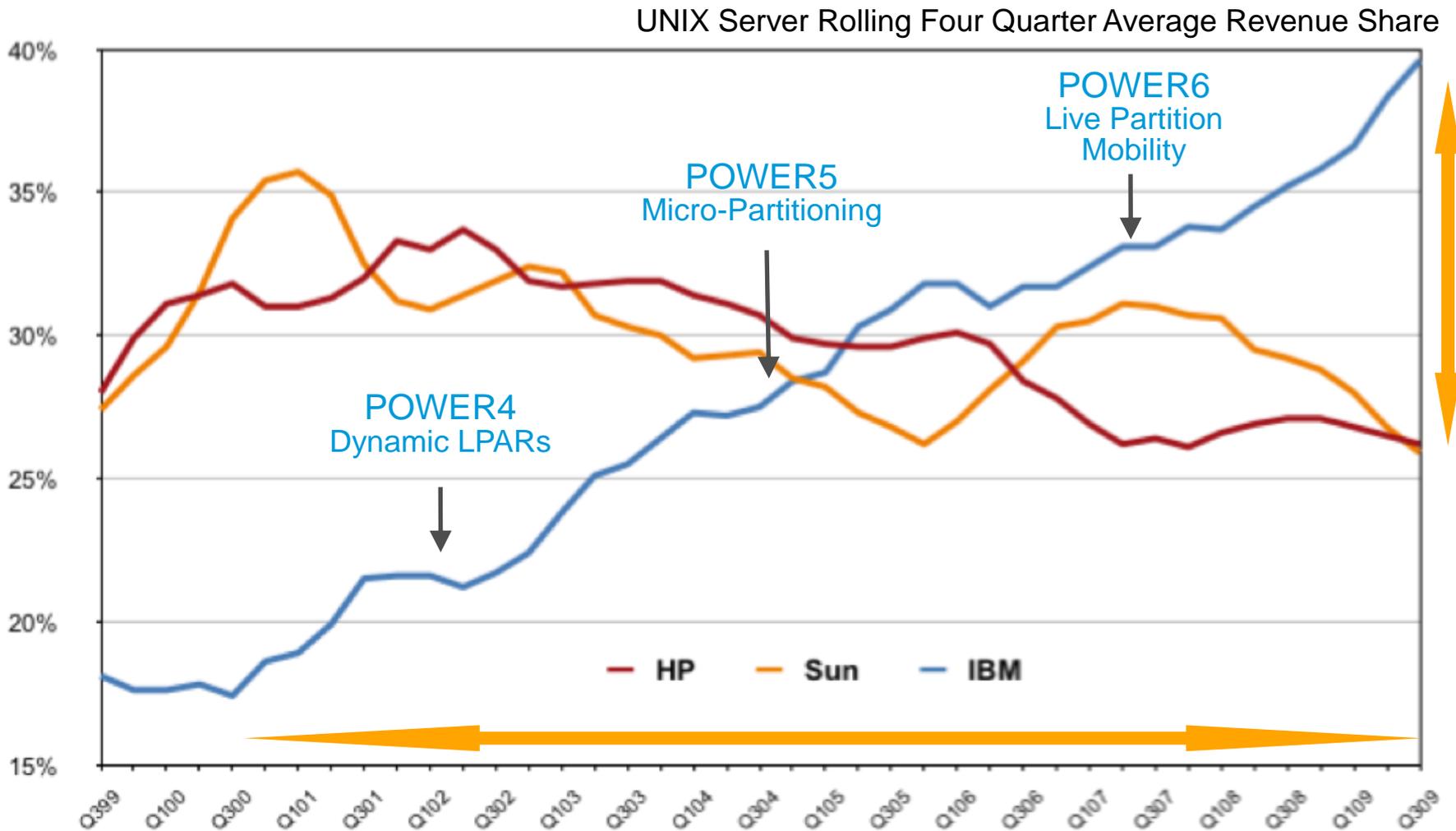
Rolling 4Q Server Share



Source: IDC: 4Q09 Server Tracker

Customers are moving to higher value

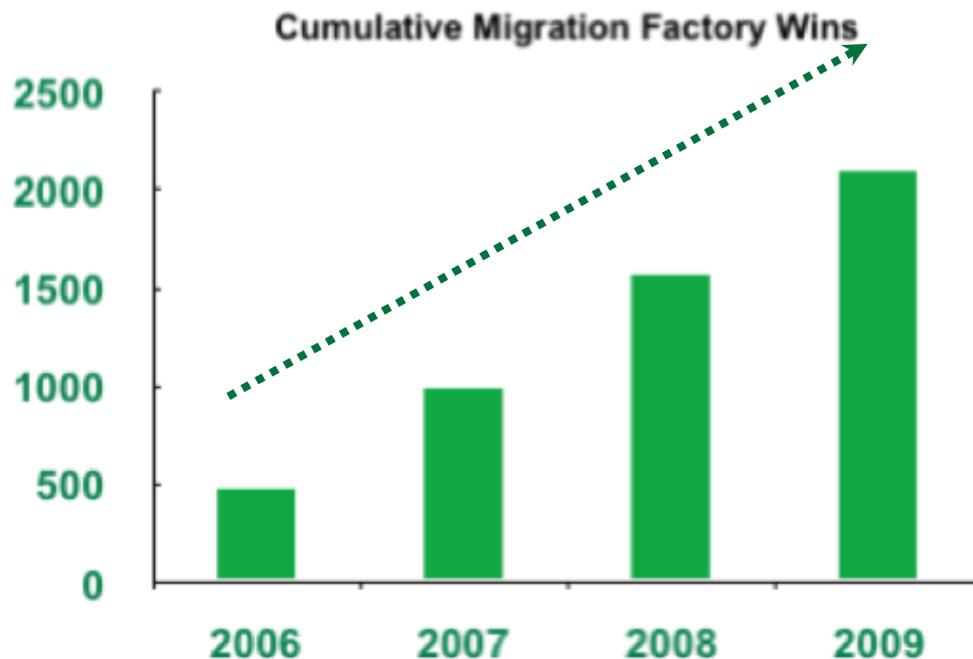
...as shown by the largest shift of customer spending in UNIX History



2,100

successful Power Migration Factory migrations to date.

There were over 500 Power migrations during 2009, with more than 90% from Sun and HP customers (including x86 consolidation). In 4Q09 alone, Power achieved nearly 200 competitive migrations.



POWER7 Announcement

February 8, 2010

Power 750 Express



- ✓ 4 Socket 4U
- ✓ 6 or 8 cores per socket
- ✓ 3.0 to 3.55 GHz
- ✓ Energy-Star Qualified



Power 780

- ✓ New Modular High-End
- ✓ Up to 64 Cores
- ✓ TurboCore
- ✓ 3.86 or 4.14 GHz
- ✓ Capacity on Demand
- ✓ Enterprise RAS
- ✓ 24x7 Warranty
- ✓ PowerCare



Power 770

- ✓ 12 or 16 core 4U Nodes
- ✓ Up to 4 Nodes per system
- ✓ 3.1 and 3.5 GHz
- ✓ Capacity on Demand
- ✓ Enterprise RAS



Power your planet.



Workload-Optimizing Systems



AIX - the future of UNIX

Total integration with i

Scalable Linux ready for x86 consolidation



Virtualization without Limits

- ✓ Drive over 90% utilization
- ✓ Dynamically scale per demand



Dynamic Energy Optimization

- ✓ 70-90% energy cost reduction
- ✓ EnergyScale™ technologies



Resiliency without Downtime

- ✓ Roadmap to continuous availability
- ✓ High availability systems & scaling



Management with Automation

- ✓ VMControl to manage virtualization
- ✓ Automation to reduce task time

Smarter Systems for a Smarter Planet.

Power is Workload Optimization

Power Systems offers balanced systems designs that automatically optimize workload performance and capacity at either a system or VM level

- ✓ **TurboCore™** for max per core performance for databases
- ✓ **MaxCore** for incredible parallelization and high capacity
- ✓ **Intelligent Threads** utilize more threads when workloads benefit
- ✓ **Intelligent Cache** technology optimizes cache utilization flowing it from core to core
- ✓ **Intelligent Energy Optimization** maximizes performance when thermal conditions allow
- ✓ **Active Memory™ Expansion** provides more memory for SAP
- ✓ **Solid State Drives** optimize high I/O access applications



**Workload-Optimizing Features make POWER7
#1 in Transaction and Throughput Computing**



Power is...

Workload-Optimizing Systems

Virtualization without Limits

Resiliency without Downtime

Dynamic Energy Optimization

Management with Automation

Integrated Value

Giving ISVs...

Applications ready for POWER7

Systems that optimize your workload

Virtualization without Limits

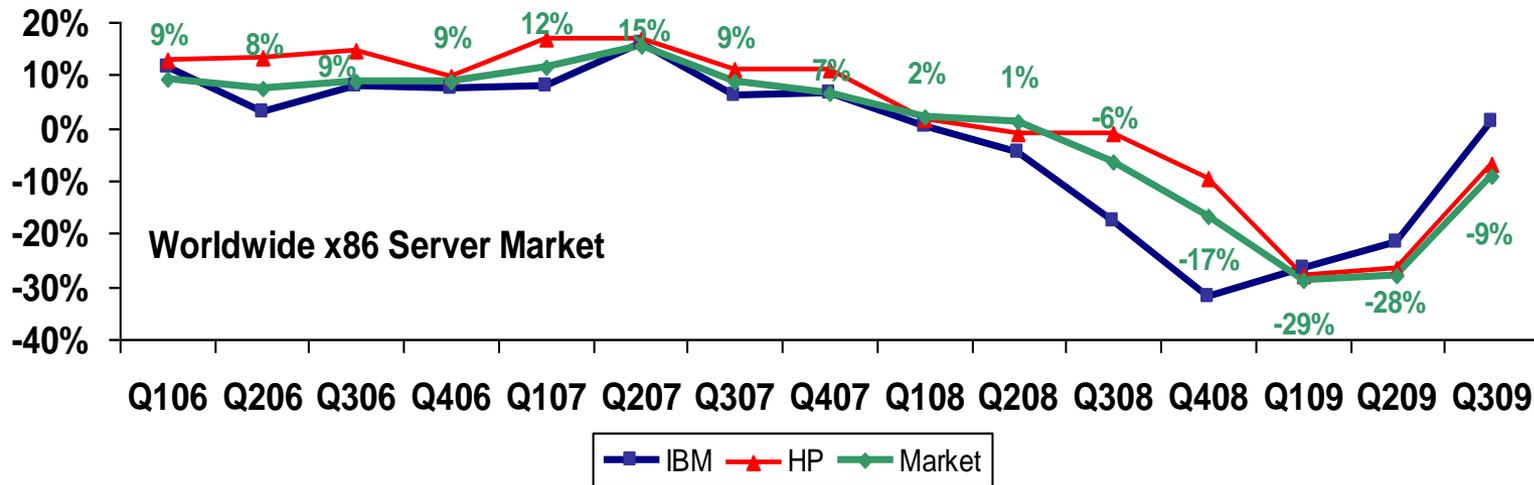
Lower Overall Solution Costs

New smarter planet opportunities

Binary compatibility for applications running on v5.3 & v6 of AIX, v6.1 of i OS



Gaining momentum with System x



“This is the largest sequential improvement in x86 server revenue in nearly 5 years (since 4Q05). Overall, IBM exhibited the strongest x86 performance of the top 3 OEMs, gaining 2.5 points of market share on a 1.2% improvement in year-over-year factory revenue.”

[IDC 3Q09 Server Market Share Tracker, 12/09](#)

IBM System x and BladeCenter

Announcing g eX5



5th generation portfolio of IBM industry-leading technology in enterprise x86 computing



Expansion of **Enterprise X-Architecture** to IBM BladeCenter



2X the memory capability of competitive offerings resulting in up to **2/3** software costs



Lowest costs of acquisition and deployment for enterprise x86 computing in the industry

#1 Market share leader in scalable x86 servers

The new thinking from IBM... Introducing the eX5 Portfolio



System x3850 X5



BladeCenter HX5



System x3690 X5

MAX5

Maximum memory scaling independent of processors



eXFlash

Extreme IOPs SSD storage

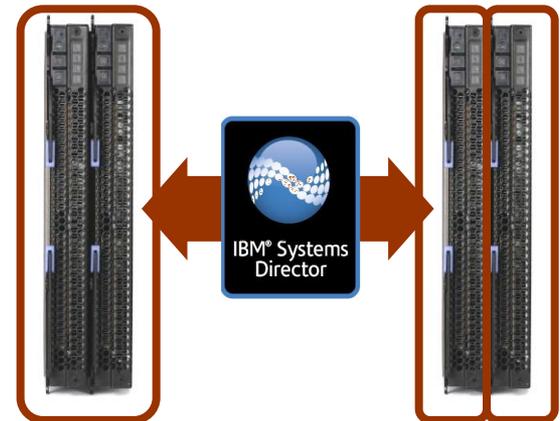


FlexNode

Scheduled provisioning

One 4-Socket System

Two 2-Socket Systems



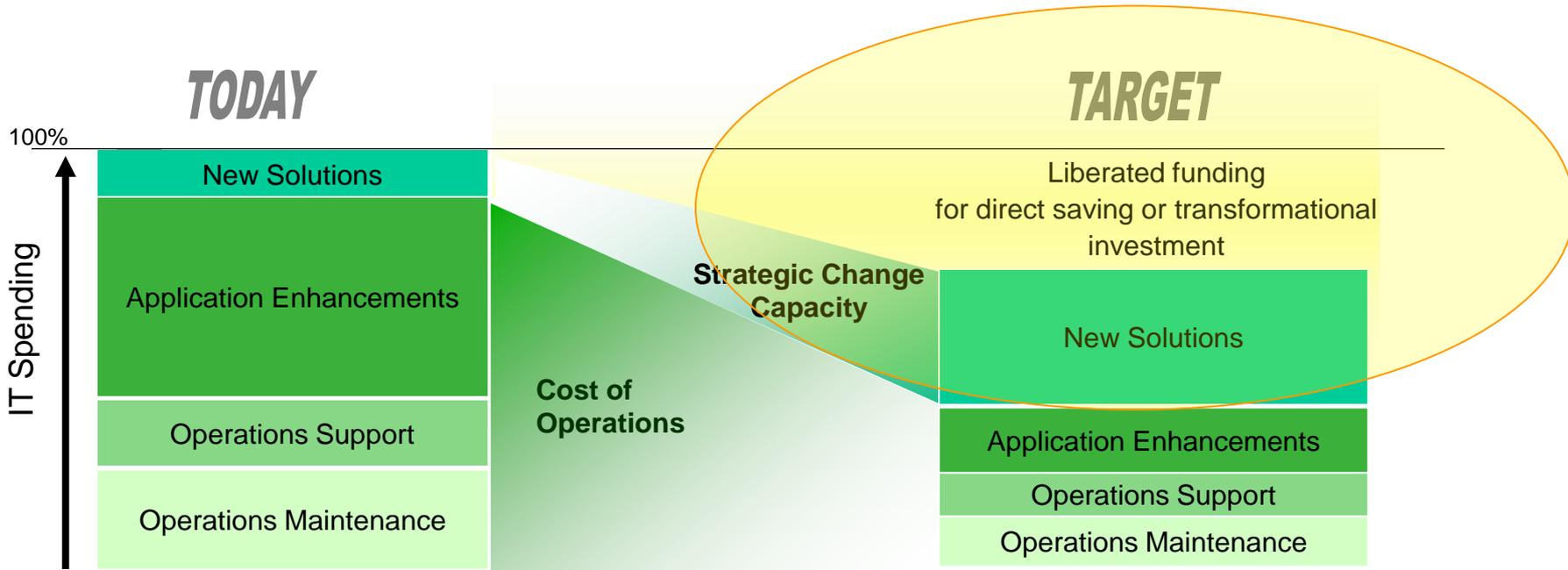
IBM can help your clients gain operational efficiencies and IT capacity -- to save money and increase investments in new solutions.

92 to 1

Number of Sun SPARC Enterprise T2000's that can be consolidated into a single IBM Power 750 4 socket system saving 95% of the cores for software licensing, 97% on floor space, and 95% on energy.

50% less

eX5 memory enhancements reduce the number Microsoft SQL licenses by 50%
 eX5 Virtual Fabric Technology reduces the number of physical adapters by 50%



Why IBM Systems?

- Market Leadership → Application Sales opportunities
- Workload Optimized Systems → Help your clients get the most out of your applications
- Industry Frameworks → Easy way to “plug in” to industry opportunities
- Lowest TCO (e.g. energy) → More customer \$\$ for software
- Partner Tools & Programs → Assistance you need to launch your application



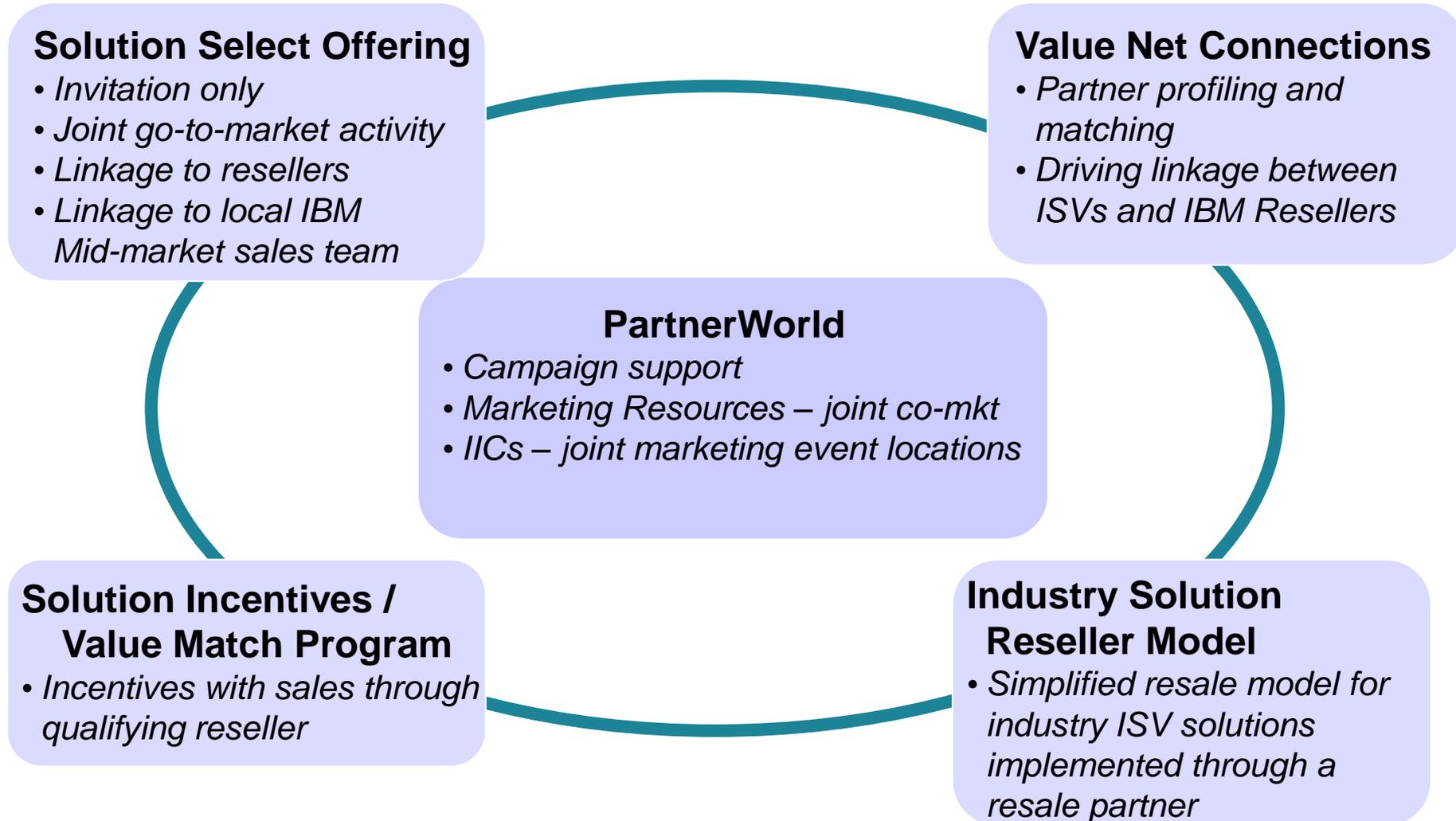
Assistance for Partners: Technical Enablement

With the IBM Systems Independent Software Vendor (ISV) Toolkit, IBM Business Partners can access the programs, information and education resources needed for every phase of the IBM Systems solution selling process.

- These tools allow you to:
 - *Gain easy access to IBM Systems equipment for solution testing and demos.*
 - *Get ISV application tuning or porting assistance.*
 - *Create or find an accurate hardware sizing.*
 - *Develop skills and take advantage of sales collateral, training offerings and solution roadmaps.*
 - *Conduct executive briefings or host your own events at IBM Innovation Centers.*



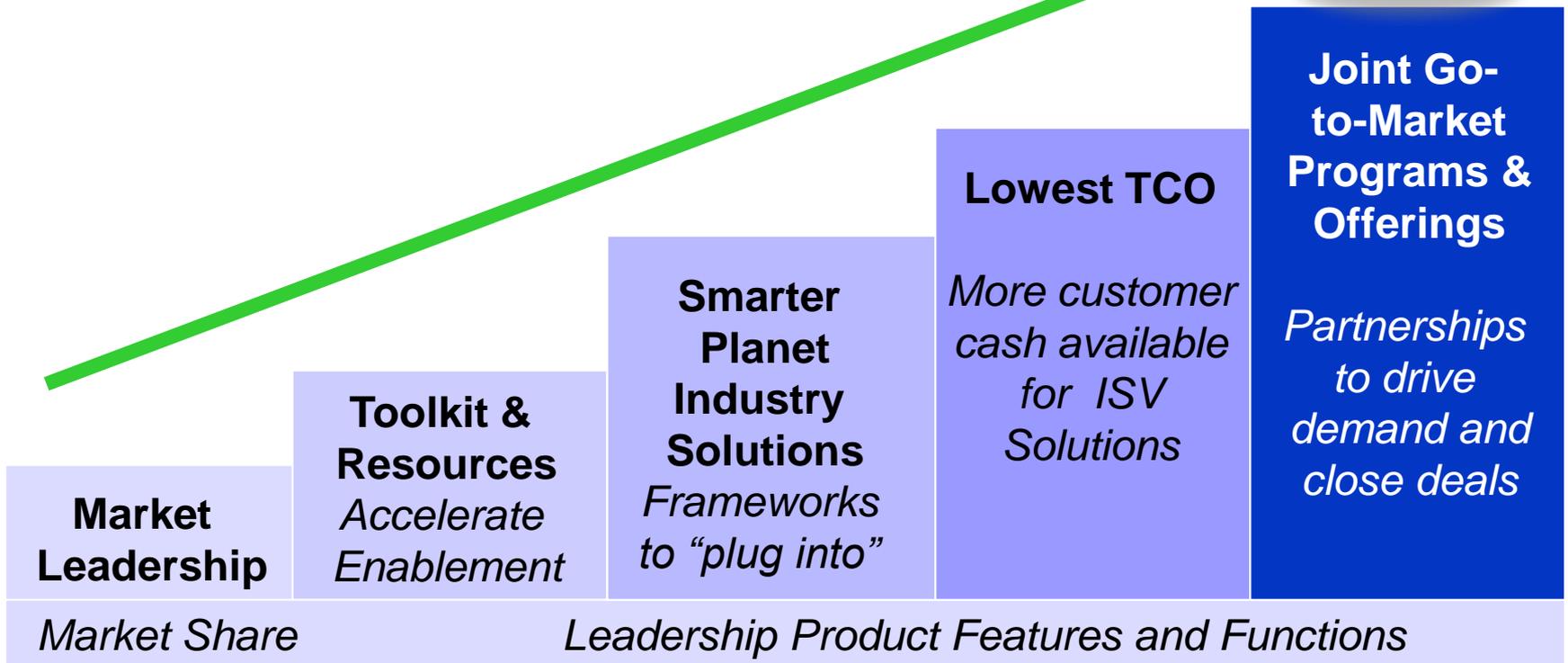
Assistance for Partners: Go-to-Market



Smarter Systems for a Smarter Planet

Creating and Delivering Value to ISVs

- Partnership with IBM can provide a strong foundation to build joint success





Thank You

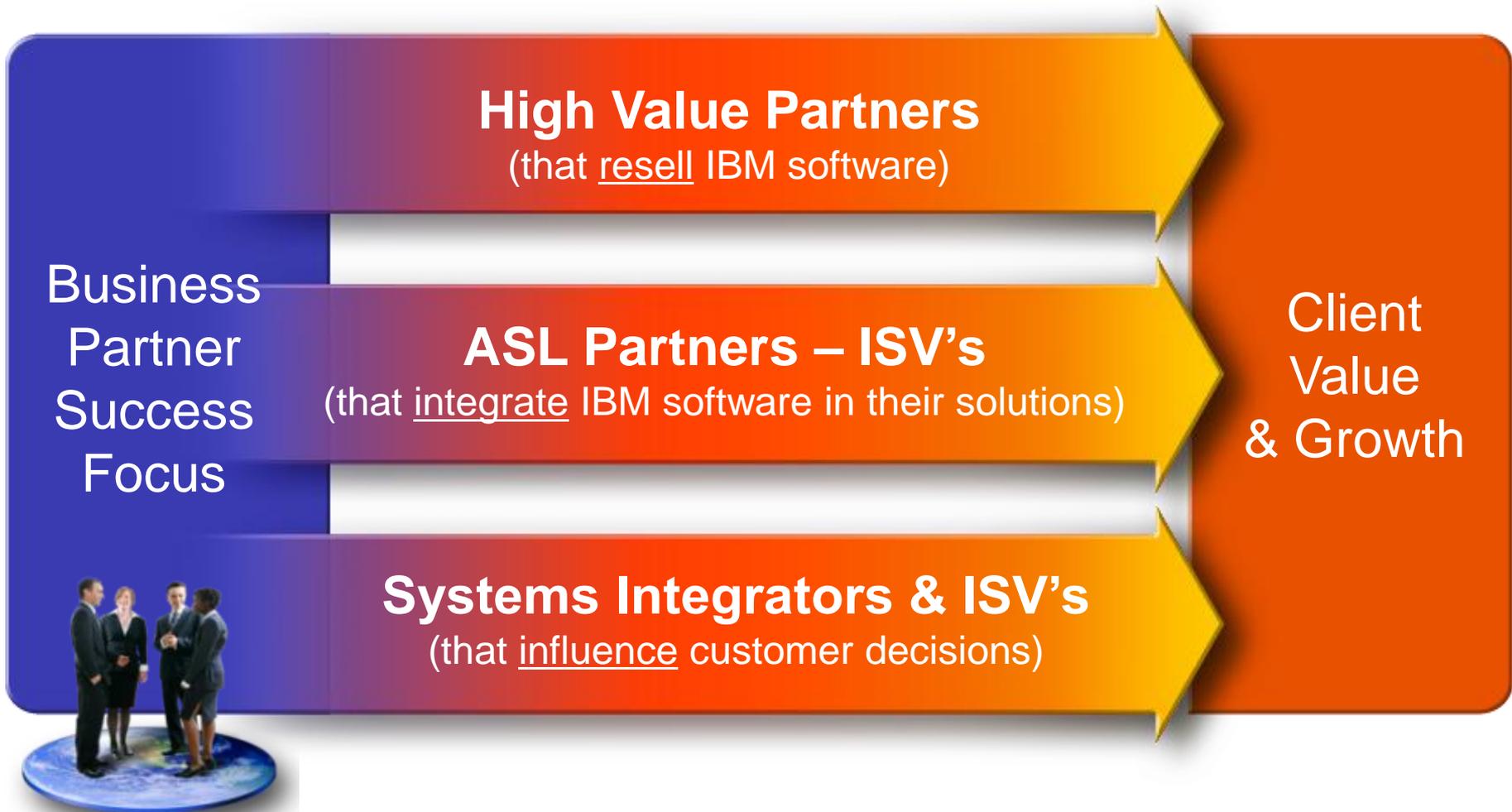


Application Specific Licensing (ASL)

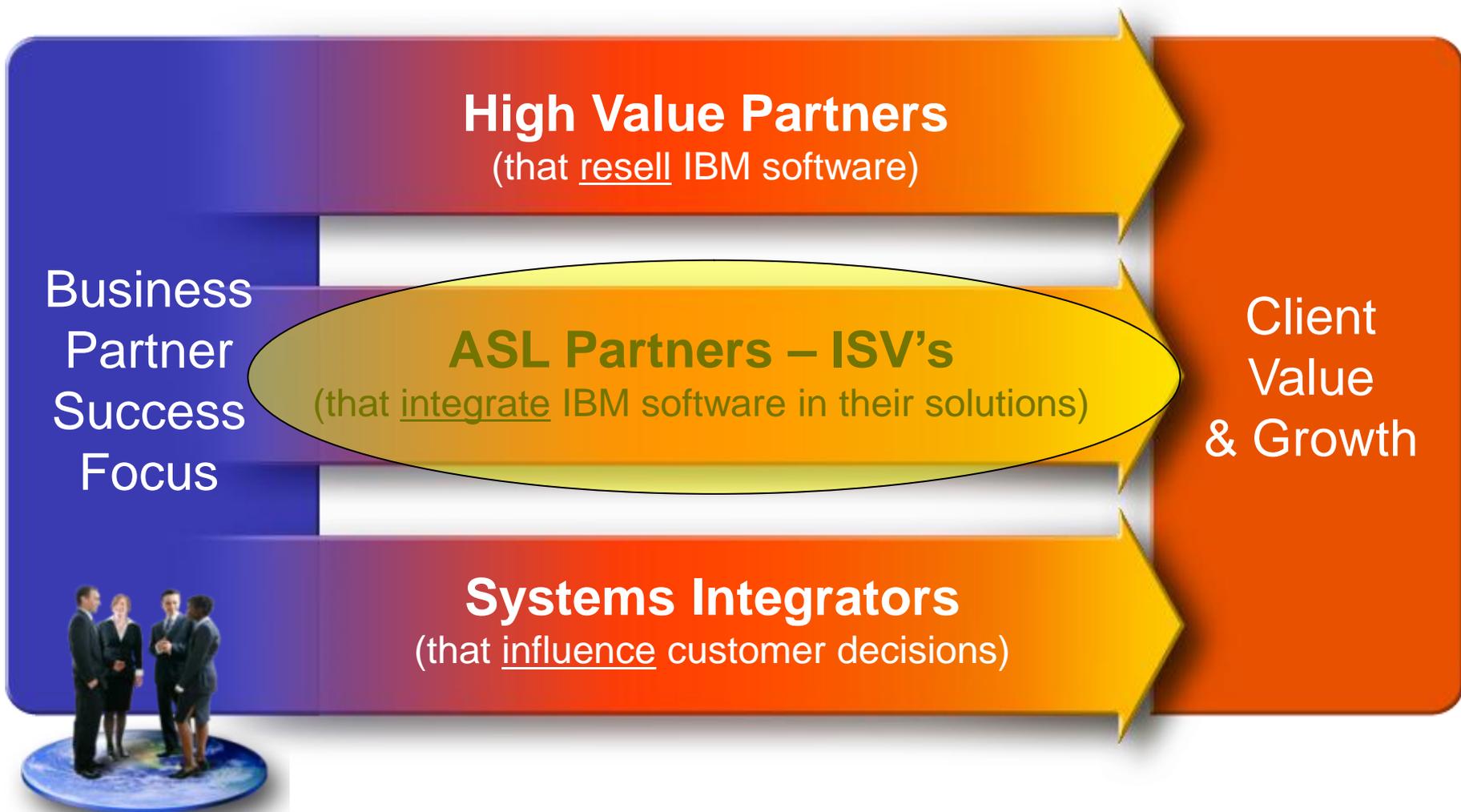
Philippe Rycroft
European ASL Sales Executive
IBM Software Group



2010 Software Sales Drivers



2010 Software Sales Drivers



IBM Software Business Partner Strategy



1 Deliver Greater Client Value

ASL



2 Drive Incremental Growth

ASL



3 Focus on Industry

ASL



4 Embrace New Delivery Models

ASL

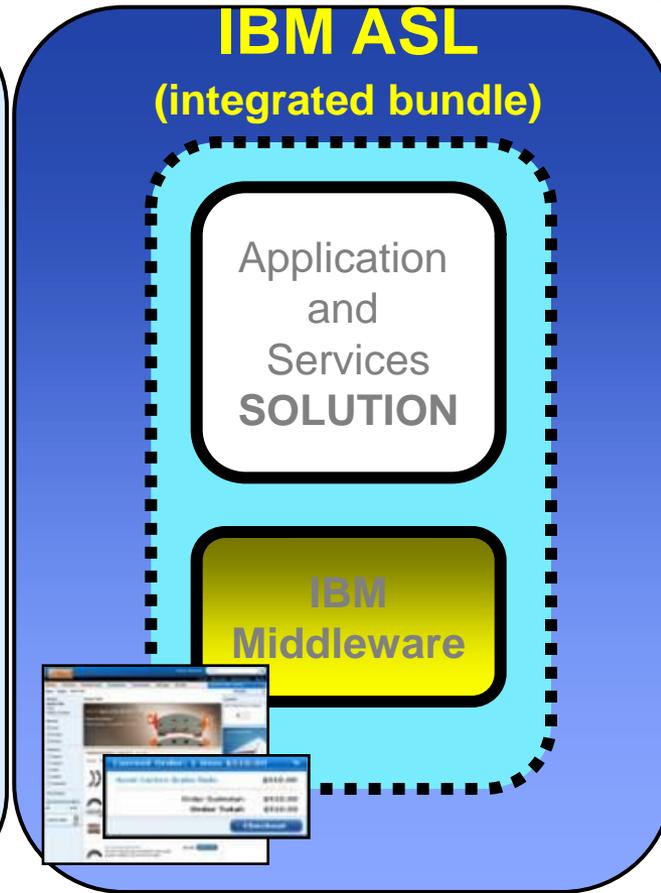
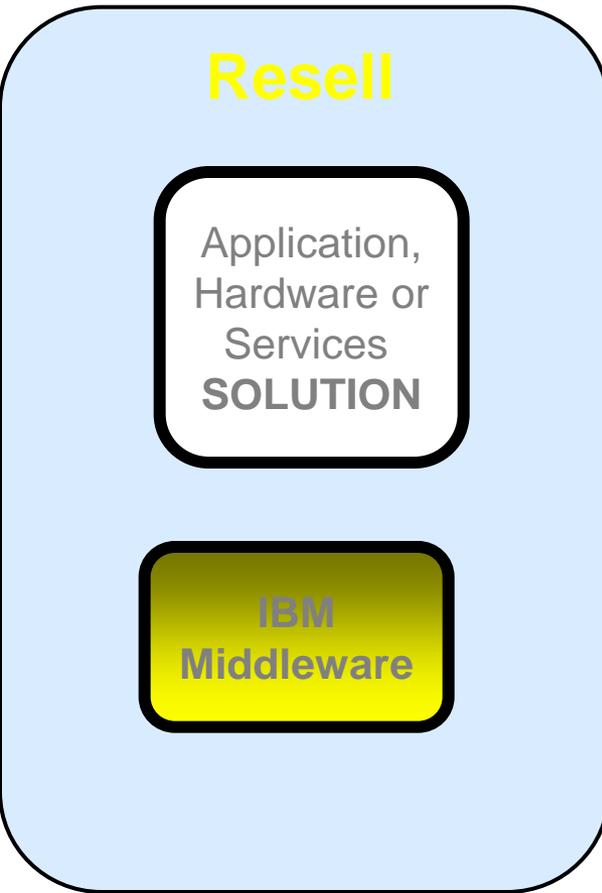


5 Leading Vendor of Choice

ASL



Different Software Group Business Models

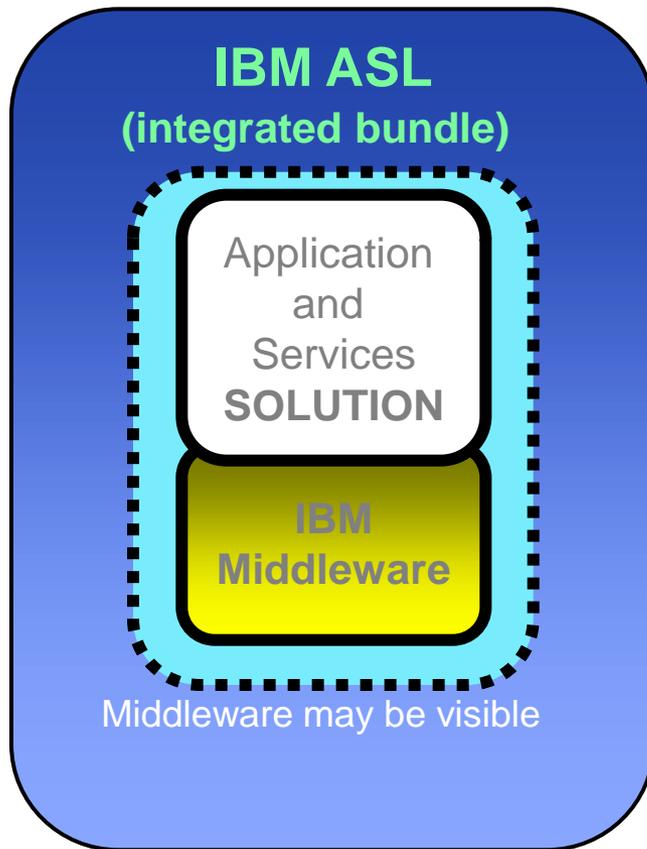


..... to deliver Client Value

Application Specific Licensing

.....What is it?

ASL is a Business Model



Software & Services integrated bundle

One price for complete solution

Partner offering + IBM Middleware

Middleware 'hidden' or 'visible'

Restricted license transferred

ASL Partner owns license

Renewals 'protection'

L1/2 support by ASL partner

Marketing with ASL partners

10 Benefits of Application Specific Licensing

Developing Solution

1. Leverage IBM's significant investment in software
2. Well integrated partner solution & IBM software
3. Shorter time to market

Sales Cycle

4. Sale is focused on Application
5. Shortened sales cycle
6. IBM reps can assist (and be paid) in the client sale
7. Improved margins – upfront license & annual renewal
8. Ongoing account control

Customer Benefits

9. Lower installation & support costs
10. Improved customer satisfaction

11. **According to IBM market research, 50% of ISVs prefer an ASL relationship as the best way to provide lowest TCO to end user.**

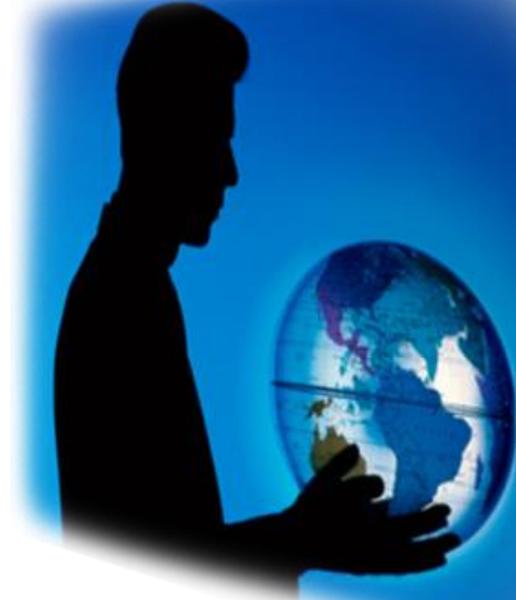
Application Specific Licensing

.....Why Good Business for ISV's

- The Market
 - fastest growing software channel
 - aligned to solutions oriented buying behavior
 - profitable business model

- IBM's drive to solutions sales
 - increased industry focus
 - Integration of middleware with ISV applications

- IBM's drive to capture the ASL market opportunity
 - 10% of overall Middleware market
 - \$10 Billion revenue



Application Specific Licensing

..... What is IBM doing !

- Agreement on new focused ASL strategy
 - supported by SWG senior executives
- Additional investments in sales resources
 - strengthened sales teams around the world
- Increased Marketing and Press focus
 - dedicated resources assigned – **first time**
- Key Sales Plays defined
 - to drive joint growth
- Improve operational support
 - centralize support systems



Application Specific Licensing

... The Sales Plays

Strengthen & Expand Current ASL Partnerships

Revitalize & Up-sell current/old ASL contracts

Recruitment of new ASL Partners

Team with IBM (SWG, IDR, GB)

Leverage ASL Distribution Partners

Deploy New Market Models

SaaS, PaaS, IaaS, Cloud, etc

Selected Brand Plays



Resources for Business Partners

1. IBM ASL website for business partners (requires PartnerWorld login)

1. https://www-304.ibm.com/jct01005c/partnerworld/mem/pat/pat_sw_oem_main.html

2. ASL Business Partners Software Support Handbook

- https://a248.e.akamai.net/f/248/47541/1d/www-200.ibm.com/partnerworld/swg/pdf/oem_bp_sw_tech_support_handbook_V2_5.pdf

3. Midmarket ISV Distributor Program (MIDP) – *

- https://www-304.ibm.com/partnerworld/mem/pat/pat_sw_oem_distributor.html
- * - MIDP not offered in all geographies

2010: The Year of the Business Partner





Thank
YOU

A SmarterPlanet – being deployed



The universal challenge

Utility companies are facing the same changes as the Telecom industry had to endorse 10 year ago.

*Energy will become a commodity,
and service will carry future
markets*

Smart meters – the first step

“Meters are an initial, yet vital step towards the SmartGrid”

- ▶ Nothing more than a part of a billing system
 - ▶ Transparency is needed
 - ▶ User involvement
 - ▶ Consumer services in opposition to regulation
- 

GridManager – Industrial energy administration

- Visibility**
- Saving: 8–12%
 - Current status
 - Simple installation
 - Wide deployment

- Control**
- +5–10%
 - Uphold savings
 - Manage utilities
 - Introduce automation

- DR/Load shifting**
- +5–10%
 - Communicate real time energy price
 - Participate in DR markets
 - Manage consumption
 - Plan consumption to optimal time of day
 - Utilize 'zero' prices

- Grid Balancing**
- Participating in Balancing
 - "Paid to consume"
 - DONG: VPP
 - PG&E: OpenADR

- Management**
- Project management
 - Document savings
 - Reporting
 - Data mining

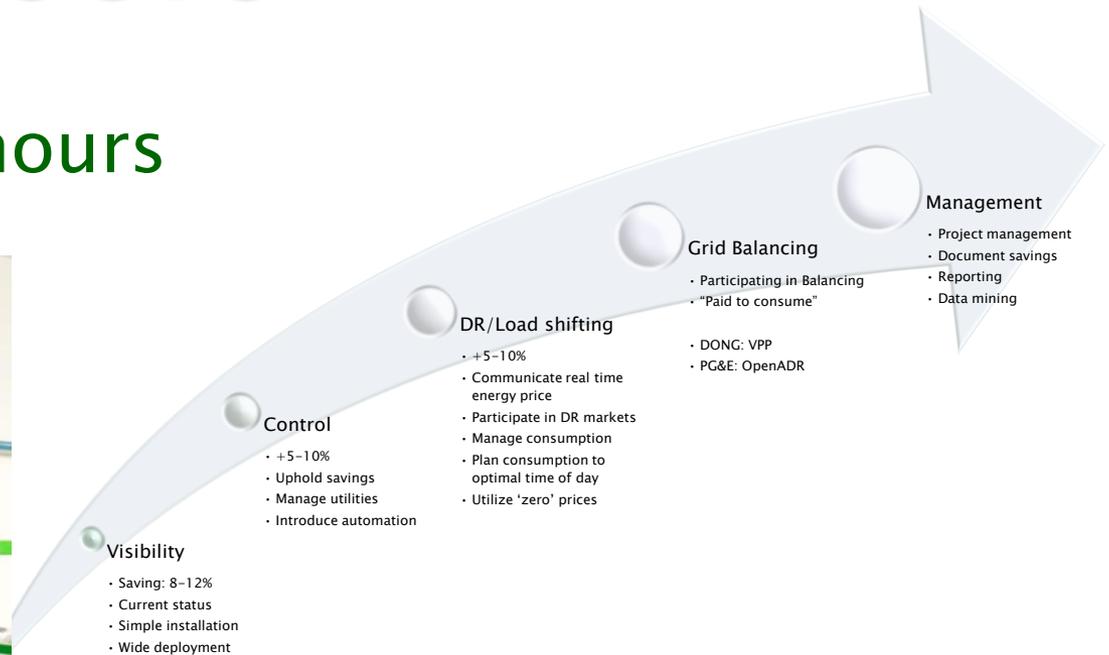
Real life examples – Forklift chargers

1. General EE
2. Load shifting
3. Balancing



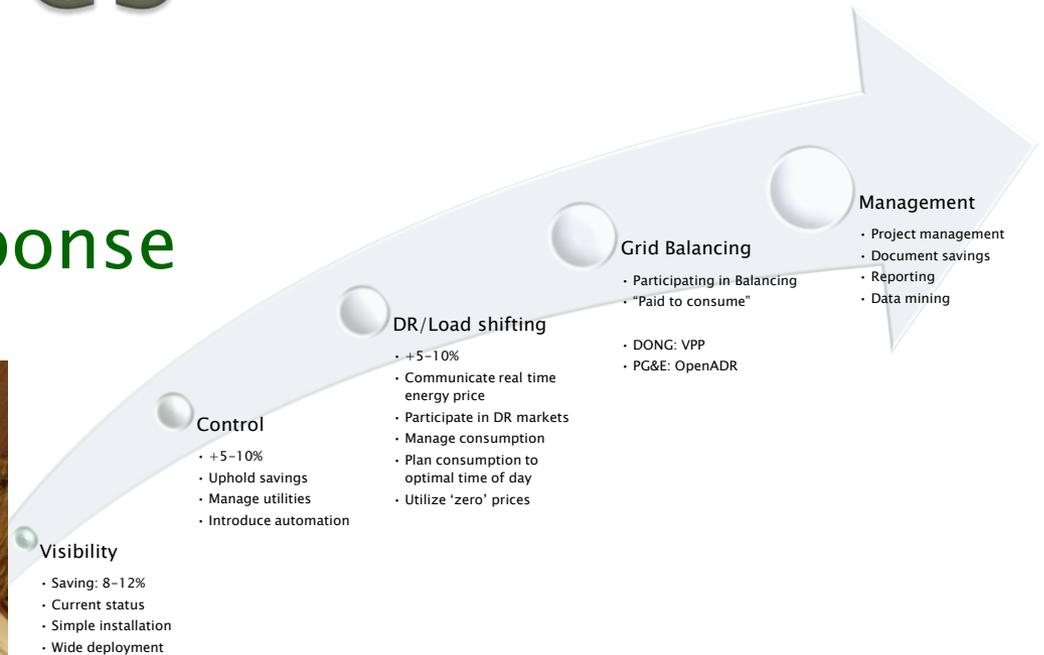
Real life examples – Compressors

1. General EE
2. Operation hours



Real life examples – Cold stores

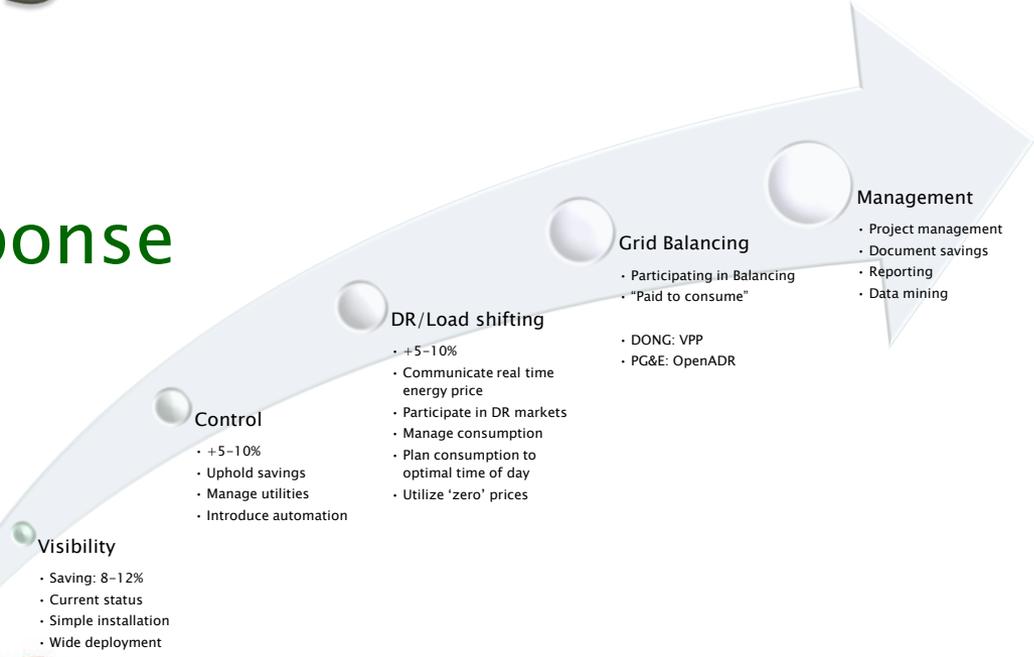
1. General EE
2. Loadshifting
3. Demand Response



Examples – Industrial processes

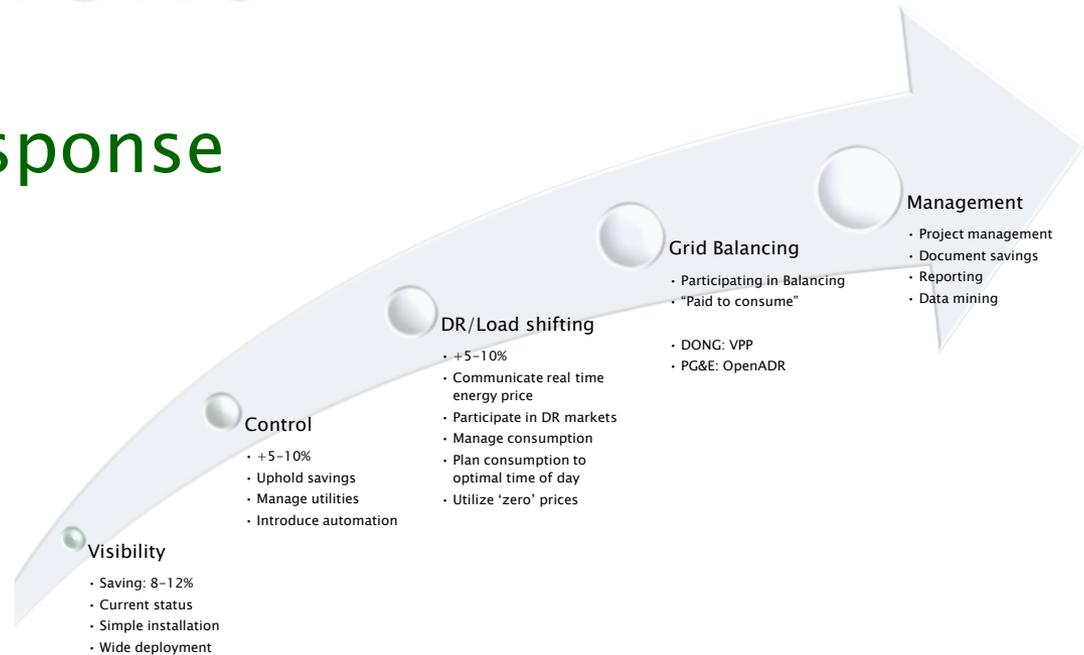
1. General EE
2. Load shifting
3. Demand Response

Welcome to
Damolin



Examples – Rental space management

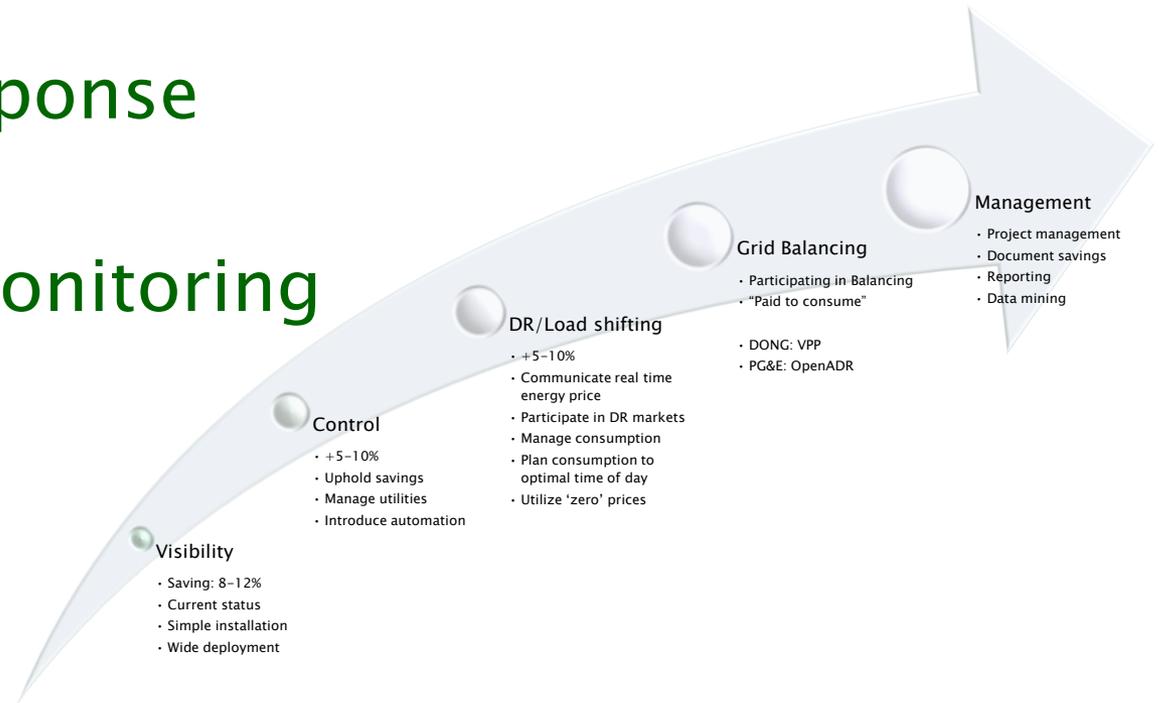
1. General EE
2. Demand Response



Examples – Industrial

farms

1. General EE
2. Demand Response
3. Balancing
4. Power line monitoring



successes

- ▶ Time lines:
 - Mid May – Signature
 - September – Proof of concept
 - November – Initial customer
 - January – Beta installations (Paying clients)
 - February – “Smarter Planet”
- ▶ Support successes
 - Scalability
 - System integration
 - SAFE Compliance (raises the standards)

GridManager status

- ▶ Has 7 beta test customers signed up
- ▶ Working system ready for deployment
- ▶ Are in close dialog with a number of utilities
- ▶ Based on DB2, Websphere and M-queue
- ▶ Want to become SAFE compliant

Awards

- ▶ Jun.09 – IBM and GridManager Cleantech partnership
- ▶ Jan.10 – Nominated best Start-up of the year locally
- ▶ Feb.10 – Best businesscase at VC forum in London

- ▶ **Top Utility Technologies 2010 by UTC Challenge**

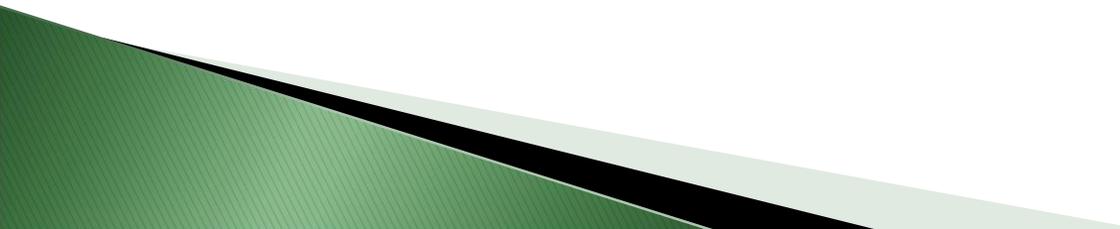
The selection committee, including SDG&E, Austin Energy, National Grid, the Tennessee Valley Authority, Accenture, Lockheed and the City of Anaheim

The IBM and GridManager potential

Quote "Vesa Koivisto/Fortum":

Cleantech is still an emerging greenfield market, and we have come to realise that none of the big players can provide a solution.

A start-up company is needed, and the GridManager/IBM combination is what we are looking for.



Conclusion

- ▶ Its an Greenfield market, that can be turned into a “blue ocean”
- ▶ A start-up in combination with an ‘IBM’ is seen as the solution
- ▶ Consumers have to see ‘new markets’ as opportunities
- ▶ Services is the key for future successes

IBM EMEA Business Partner Forum 2010

16 March, Copenhagen, Denmark

- 13:30 Welcome words
- 13:40 IBM Solution Select Niall O'Donohoe
- 14:15 IBM Software Group Channel Marketing Sandy Campbell
- 14:45 Break
- 15:00 Smarter Systems for a Smarter Planet Steve Perry
- 15:30 Application Specific Licensing Philippe Rycroft
- 16:00 Callatay & Wouters – a Partnership Story Johan Martens
- 16:20 GridManager – a Cleantec solution Morgens Birkelund
- 16:45 Business discussion & summary of the day

- 17:15 Travel back to hotel
- 19:00 Cocktail reception at the hotel
- 20:00 Meet at hotel entrance – travel to dinner