IBM

Expand your e-business practice and profitability

Accelerate your ROI using Start Now Solutions for e-business

e business software

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What is Start Now?

- Family of the most in-demand e-business solutions for the Small and Medium-Size Businesses (SMB)
- Proven pathway to e-business success
- Fast way to acquire e-business skills
- IBM's strategic program to help us succeed in SMB market

"What makes Start Now so attractive to use is that it provides a framework where we really know what we can deliver for a specific price point, and can deliver it precisely."

- Trifecta Technologies

What can Start Now do for me?

- Increase your service revenues
- Provide the e-business skills and solutions that customers are demanding now
- Bring e-business solutions to market quickly
- Reduce your risk because you do it right the first time

"The IBM Start Now program is an excellent way for us to approach the small-business customer with a complete solution that gets them up and running quickly at a price they can afford."

—*Commerce Directions Inc.*

Why Start Now Solutions?

- SMB is a strategic focus for IBM--Start Now helps you succeed along side IBM
- Focus on solutions instead of products
- First-rate Business Partner education and skill development programs
- Experience gained from more than 20,000 deployed e-business engagements around the world
- Increases potential for long-lasting, profitable customer relationship

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

—EYT

Think e-business

- Open, standards-based, scalable, reliable, affordable, best-of-breed, power-brand products and solutions

	Year 1	Year 2	Total
Number of Sales	3	6	9
Sales Revenue US$	210,000	420,000	630,000
Less Expenses US$	190,850	364,700	555,550
Net Profit US$	19,150	55,300	74,450
ROI	113%	325%	219%

Perficient realized 400% ROI

Think SMB

Midmarket businesses believe:

Belief	Percentage
The Internet can strengthen customer relationships	67%
The Internet can improve supply chain management	60%
All businesses will eventually be Internet-enabled	50%
They need the Internet to keep up with customers and suppliers	67%

—AMI Midmarket survey

What is the Start Now Solutions family?

- Nine solutions employing software from multiple IBM brands
- Solutions that member-level Partners can use to sell cross-brand

Make more money--earn more profit per employee--if you cross-sell IBM software brands

		US$3,883 profit per employee
	US$3,114 profit per employee	
US$2,846 profit per employee		
1 brand	2 brands	3 brands

—*Reality Research & Consulting*

Family of Start Now Solutions

Business Integration
Integrate data and applications across and beyond a business

Business Intelligence
Analyze and understand business data for better decisions

Collaboration
Extend and enhance e-business with human interaction

Content Management
Manage and distribute business critical content

eCommerce
Buy and sell over the Internet

Infrastructure
Build and deploy the foundation for e-business

Infrastructure Management
Manage and secure infrastructure assets

Portal
Unified point of access for personalized business information and applications

Wireless
Connect employees to information they need anytime, anywhere

Solution Details

Solution Name	Description	Software		Service Hours
Business Integration	Integrate data and applications across and beyond a business	• Lotus Enterprise Integrator • Lotus Domino App Server • WebSphere MQ	• WebSphere Business Connection Express for E2Open	40 - 550
Business Intelligence	Analyze and understand business data for better decisions	• DB2 UDB Enterprise Server Edition • DB2 Warehouse Manager • QMF for Windows	• Red Brick Warehouse Server • DB2 OLAP Server • DB2 OLAP Analyzer Windows Client	180 - 440
Collaboration	Extend and enhance web sites with human interaction	• DB2 Universal Database Workgroup Server Edition • Lotus Domino Application Server • Lotus SameTime	• Lotus QuickPlace • Lotus Learning Space • Lotus Learning Space - Virtual Classroom • Lotus SameTime Translation	100 - 420
Content Management	Manage and secure business critical content	• Content Management Entry Offering	• Lotus Domino.doc • Lotus Workflow	40 - 670
e-commerce	Buy and sell over the Internet	• WebSphere Commerce Professional Entry Edition	• WebSphere Commerce Professional Edition • WebSphere Commerce Analyzer	70 - 530

Solution Details

Solution Name	Description	Software		Service Hours
Infrastructure	Build and deploy the foundation for e-business	• DB2 Universal Database Workgroup Server Edition • Host Access Client Package for Multiplatforms • Lotus Domino Application Server	• Lotus Sametime • WebSphere Application Server - Express • WebSphere Host Integration Solution for Internet	40 - 280
Infrastructure Management	Manage and secure your infrastructure assets	• Tivoli Intrusion Manager • Tivoli Storage Manager for Mail for Lotus Domino • Tivoli Monitoring for Messaging and Collaboration • Tivoli Monitoring • Lotus Domino Application Server	• Tivoli Storage Manager for Mail for Microsoft Exchange • Content Manager CommonStore for Microsoft Exchange • Content Manager CommonStore for Lotus Domino	100 - 850
Portal	Unified point of access for personalized business information and applications	• WebSphere Portal - Express Intranet for Windows • WebSphere Portal - Express Intranet Plus for Windows	• WebSphere for Multiplatforms - Portal Enable • DB2 Universal Database Enterprise Server Edition • DB2 Universal Database Workgroup Server Edit	460 - 900
Wireless	Provide mobile employees with access to e-mail, corporate data, and vital business information	• IBM Mobile Connect • Domino Application Server • Domino Everyplace Access Server • Domino Everyplace Enterprise Server • Lotus Sametime	• DB2 Everyplace Enterprise Edition • DB2 UDB Workgroup Edition • WebSphere Everyplace Access • Lotus Sametime Everyplace	50 - 1200

What Start Now provides IBM Business Partners

- **Start Now Solutions Guide**
  - Used to evaluate the value of Start Now for your company
  - Contains self-study guide for use in preparing for Start Now technical specialty test
  - Available to all PartnerWorld for software members on the web or hardcopy
- **Start Now Advantage**
  - Everything in Evaluation Kit plus...
  - Provides all the materials to sell and implement e-business solutions for SMB.
  - Available only to those who pass Start Now technically specialty test
  - Provides periodic updates to Member's kit.

Start Now Advantage

- **Single, printed document highlights all nine solutions including**
  - Description
  - Architecture
  - Business value
  - Reference information
- **Deployment assets and tools on CD covering specific solution scenarios in detail**
  - Architecture
  - System and skill requirements
  - Service hour estimates
  - Implementation tips and techniques
  - Sample configuration parameters
  - Guided tour of scenario
- **Sales and marketing tools and materials**
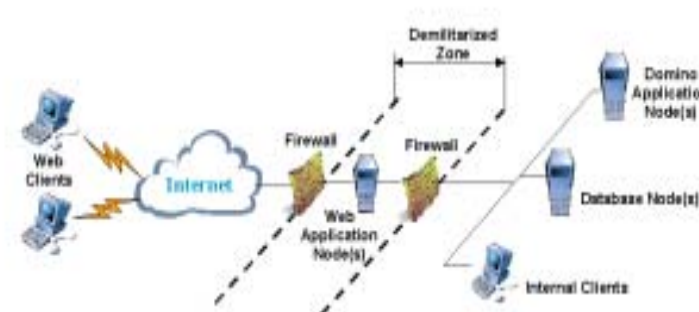
Sales and marketing enablement

- Prepare to sell
  - Start Now 201 Sales Class
  - Signature Sales materials
- Generate leads with co-marketing materials
  - Sample emails and letters
  - Customizable postcards
  - Telemarketing script
- Create interest
  - Family brochure & folder
  - Solutions brochures
  - Industry-specific brochures
  - Automated demonstration and script
  - Seminar materials
  - References and case studies

- Propose a solution
  - Executive Assessment

Customer-facing materials will give you room for customization

How to get Solution Guide

- Send an e-mail to the address for your location. Include your:
  - Name
  - Company
  - PartnerWorld for Software ID
  - Complete Mailing Address (no PO box)
  - Telephone Number
- Canada & United States: pwswna@us.ibm.com
- Latin & South America: pwswmch@br.ibm.com
- EMEA: pwsw_emea@uk.ibm.com
- Asia Pacific: bpstart@lotus.com

Marketing and sales materials

"The ease with which we adopted these solutions is a tribute to the way IBM packages them."

—*EYT*

Benefits for Business Partners

- Gain new technical and sales skills
- Sell service-rich solutions for e-business
- Reduce risk
- Shorten sales cycle
- ***Rapid Return on Your Investment***

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

—Perficient

Business Partners recognize the opportunity

- Start Now is rapidly expanding
- VAP Business Partner focus
- 2,555 Start Now technical specialties as of 7 January, 2003

Start Now Partners YTD

Year	Value
2002	1000
2001	400
2000	180
1999	75
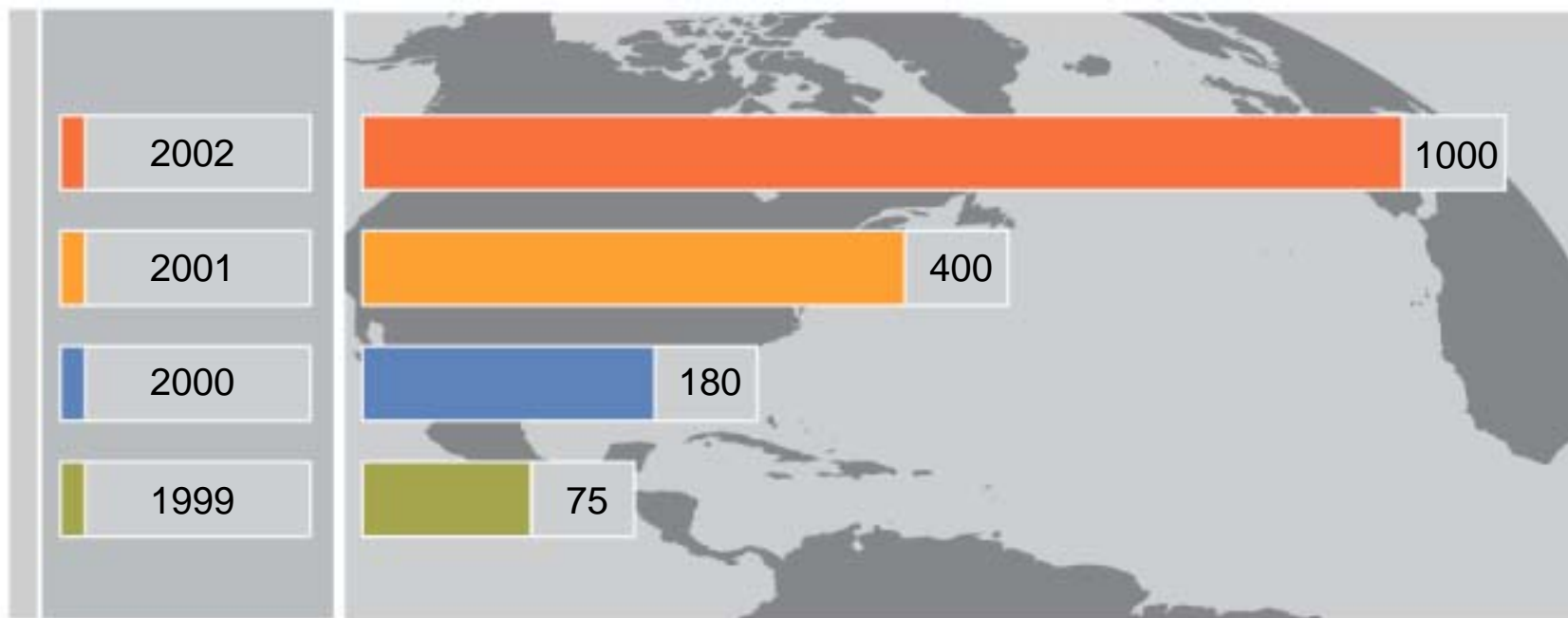
What Start Now provides SMB customers

- Individualized solutions from a local IBM Business Partner who understands their business
- Affordable e-business solutions
- e-business solutions that produce costs savings, revenue increases and improved customer, supplier and partner relationships
- *Quick ROI*

"The benefit to them is that they do have something that's inexpensive and quick and that scales. It enables them to start small but grow rapidly..."

—Perficient

Business Partner investment

- 4 hours of Web-based technical training per Start Now solution
- 8 hours of classroom or Web-based sales education
- Minimal hardware and software investment

Small investment; BIG returns

Succeeding with Start Now

Generate interest in e-business solutions with your customers

Using PartnerWorld for software co-marketing, conduct tactics that generate interest with your customers, such as emails, direct mails or telemarketing campaigns
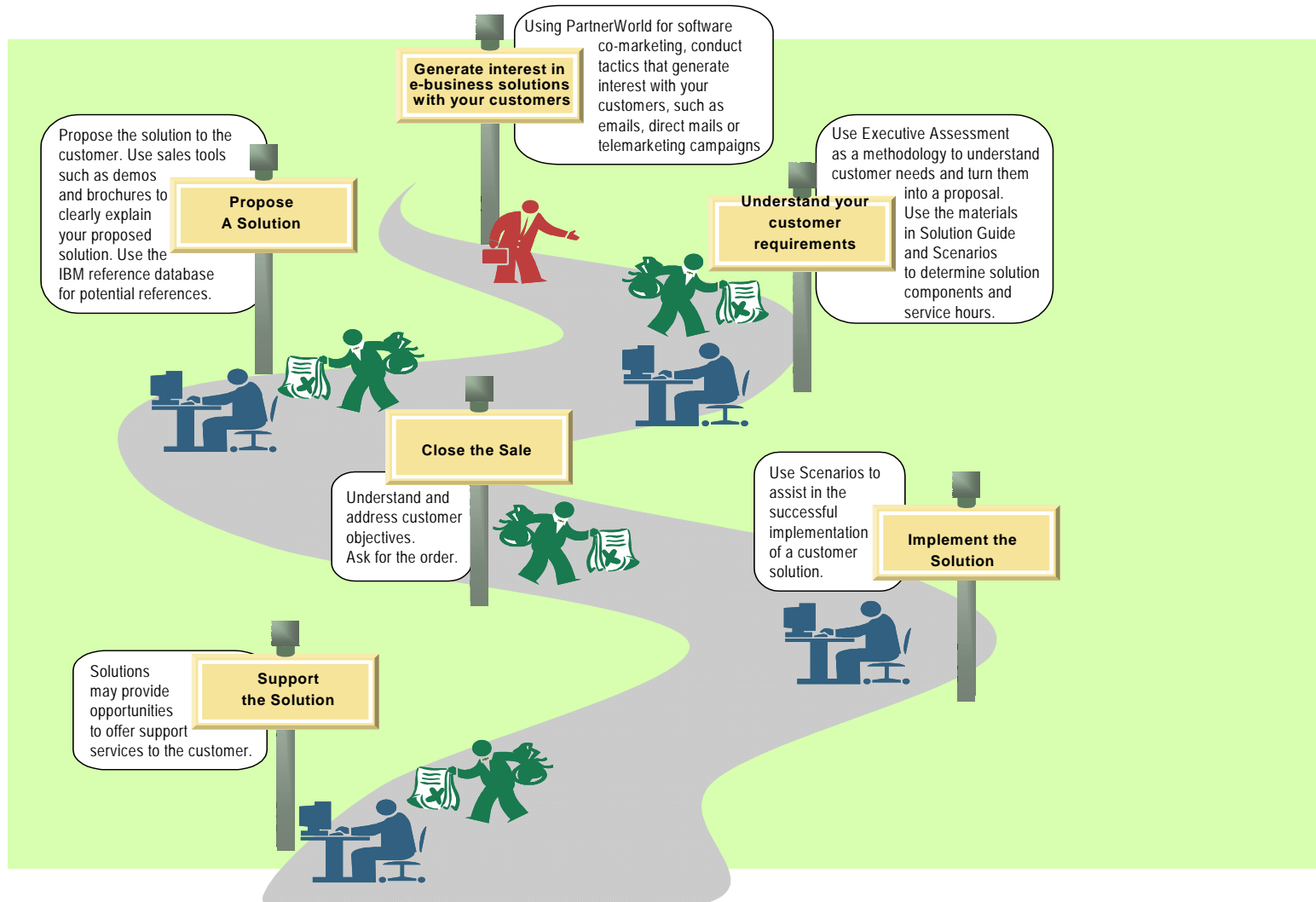
Propose A Solution

Propose the solution to the customer. Use sales tools such as demos and brochures to clearly explain your proposed solution. Use the IBM reference database for potential references.

Understand your customer requirements

Use Executive Assessment as a methodology to understand customer needs and turn them into a proposal. Use the materials in Solution Guide and Scenarios to determine solution components and service hours.

Close the Sale

Understand and address customer objectives. Ask for the order.

Implement the Solution

Use Scenarios to assist in the successful implementation of a customer solution.

Support the Solution

Solutions may provide opportunities to offer support services to the customer.

How to Become Authorized for Start Now

1. Join IBM PartnerWorld for Software, if not already a member
2. Review the Start Now Solutions Self-Study Guide
3. Pass Technical Specialty Test available at Start Now Website
4. Although not required, we highly recommend the Start Now 201 Sales Class

  - 29th April in Warwick

Existing Start Now Business Partner (hold a 2001 or 2002 Start Now Technical Specialty), do not need to take the test.

Campaign Designer

Campaign Designer is a web-based tool which enables creation of demand generation tactics customized with YOUR company & solution information **quickly,** *leveraging IBM's campaign investments.*

Key Features:

- ➤ Customisable marketing material based on key tactics and solutions - produce your own collateral in under an hour
- ➤ Low cost - as little as 60 pence per unit for a mailing tactic
- ➤ On-line PDF proofing - free-to-use electronic collateral
- ➤ Digital print production - delivered in less than 10 days
- ➤ ServiceLine (Help Desk Support)
- ➤ Password protection

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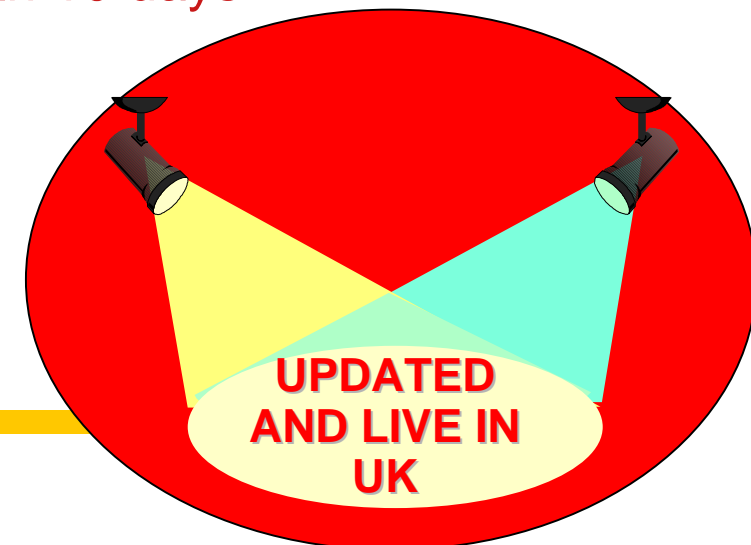
Contents

► Start Now (optional) Postcards
  - 'E-business Solutions Made to Order'
  - 'Get Your Business Online Fast'
  - 'e-business sales'

► Start Now (optional) Self Mailers
  - 'Return on Investment (ROI)'
  - 'e-business implementation'
  - 'Made to Order'

► E-Business Infrastructure Mailers
  - Security & Privacy, Integration, Scalability, Information Knowledge Management, Wireless

► PCD Monthly Selection Mailers (premier/advanced BPs only)

► eServer SMB Mailers

► IBM Retail Stores Solutions (retail store solutions approved BPs only)

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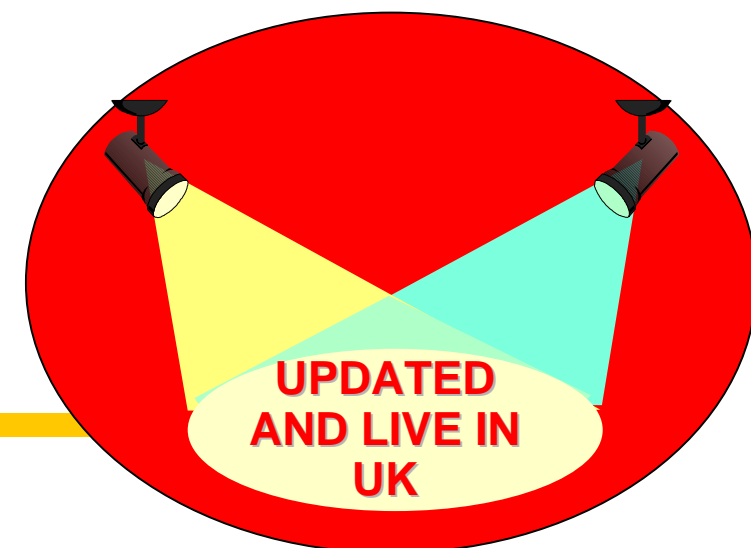
Material

Postcard example - '*e-business solutions made to order*'

Self Mailer example - '*e-business ROI Play*'

For more information

- ► http://www.ibm.com/partnerworld
  - ► Campaign Designer
  - ► Start Now
  - ► Business Partner Connections
  - ► Education

- ► http://www.ibm.com/partnerworld/software
  - ► Executive Assessment (under: Sales tools)
  - ► Style Guide
  - ► Literature/Image Library
  - ► SMB Offerings (under: Tools for Selling our Software)
  - ► Harmony Pairings
  - ► PR Support

- ► PartnerWorld for Software PartnerZone
  - ► Seminar Solutions (click on co-marketing programme)
  - ► 'How to' Guides