PartnerWorld for Software Broadcast I 2001 Series

IBM Content Management
Portfolio V7.1
Announcement and Update

April 18, 2001

IBM

Remote TV Participants Only
Broadcast I - IBM Content Management V7.1 Announcements and Update

Name: _____ **Location:** _____ **Phone:** _____

We value your input!

Please circle your answers to the questions asked on the broadcast and return this form immediately by either Fax or Mail.

FAX

Ann Barnhart, IBM PartnerWorld for Software at 972-280-6394

MAIL

IBM Corporation
Attention: Ann Barnhart
5th Floor
1507 LBJ Freeway
Dallas, TX 75234
Thanks for your cooperation.

Question 1	A	B	C	D	E
Question 2	A	B	C	D	E
Question 3	A	B	C	D	E
Question 4	A	B	C	D	E
Question 5	A	B	C	D	E
Question 6	A	B	C	D	E
Question 7	A	B	C	D	E
Question 8	A	B	C	D	E
Question 9	A	B	C	D	E
Question 10	A	B	C	D	E

Evaluation Question 1	A	B	C	D	E
Evaluation Question 2	A	B	C	D	E
Evaluation Question 3	A	B	C	D	E
Evaluation Question 4	A	B	C	D	E
Evaluation Question 5	A	B	C	D	E

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PartnerWorld

Broadcast I - IBM Content Management V7.1 Announcements and Update

Name: _____

Company: _____

Program #: _____

Voice #: (Must be included) _____

FAX # (Must be included) _____

E-mail: _____

Please limit your questions to the subjects discussed in today's broadcast.

_____

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IBM

Agenda

PartnerWorld

- **Introduction and Welcome**
  - Sheryl Ball, Manager IBM NA Business Partner Software Program
- **Executive Perspective of Content Management**
  - Janet Perna, GM Data Management Solutions
- **Content Management Product Portfolio - Strategy and Overview**
  - Dennis Dorman, CM Market Opportunity Manager - ERP
- **Content Manager - New Features**
  - Joan Davis, Content Management Marketing
- **OnDemand - New Features, Functions**
  - Joan Davis, Content Management Marketing
- **CM/OnDemand for iSeries**
  - Joan Davis, Content Management Marketing
- **CM VideoCharger**
  - Dennis Dorman, CM Market Opportunity Manager - ERP
- **Customer Sparklers**
  - Janet Perna, GM Data Management Solutions
- **CommonStore for SAP & LD**
  - Dennis Dorman, CM Market Opportunity Manager - ERP
- **EIP/eClient**
  - Joan Davis, Content Management Marketing
- **Brand Campaigns and "Air Cover"**
  - Debra Eves, Worldwide Integrated Marketing Campaigns Manager

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Agenda cont.......

- **Partner Opportunities**
  - Ted Lewis, Worldwide CM Channel Campaign Manager
- **NA Plans**
  - Glenn Rogers, Americas Channel Marketing Data Management
- **Top Contributor Incentive**
  - Mike Colleary, VP Americas Software Channels
- **Next Steps**
  - Glenn Rogers, Americas Channel Marketing Data Management
- **Q & A**

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Introduction and Welcome

Sheryl Ball

Manager, IBM Partner World for Software

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New Criteria for Premier Partners

- 3 Technical Certifications
  - One can be from complimentary list

- 1 e-business Sales Certification
  - Solution Advisor

- 3 Customer References
  - Within last 12 months

- Revenue Contribution Target
  - Enforced in 2001

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Premier Enterprise Option

- Example: 4 Premier Locations
    - 4 Solution Advisor Certifications
    - 12 Technical Certifications
    - 10 Current Customer References
    - 4 Value Packages

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We Pay Education Offerings

- ● You Pass/We Pay
  - – Course Tuition Reimbursement

- ● You Test/We Pay
  - – Successful Certification Test

- ● You Attend/We Pay
  - – Advanced Technical Courses Class Tuition Reimbursement

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Content Management
Executive Perspective

Janet Perna

GM Data Management Solutions

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Content Management Product Portfolio - Strategy and Overview

Dennis Dorman
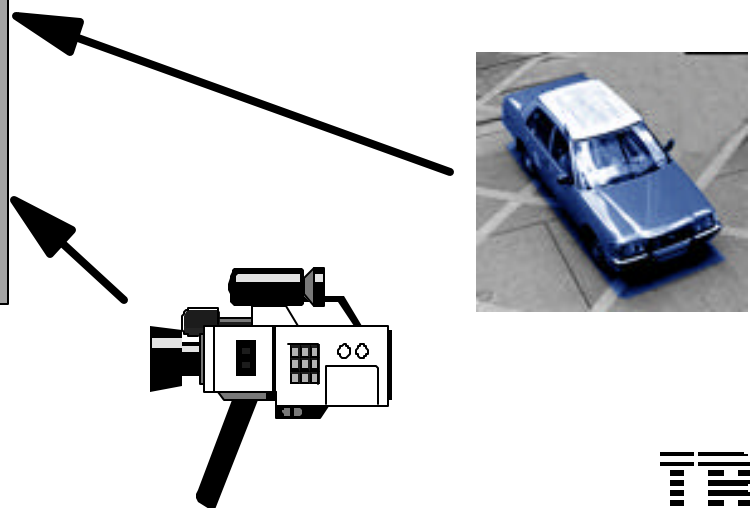CM Market Opportunity Manager - ERP

Joan Davis
Content Management Marketing

IBM
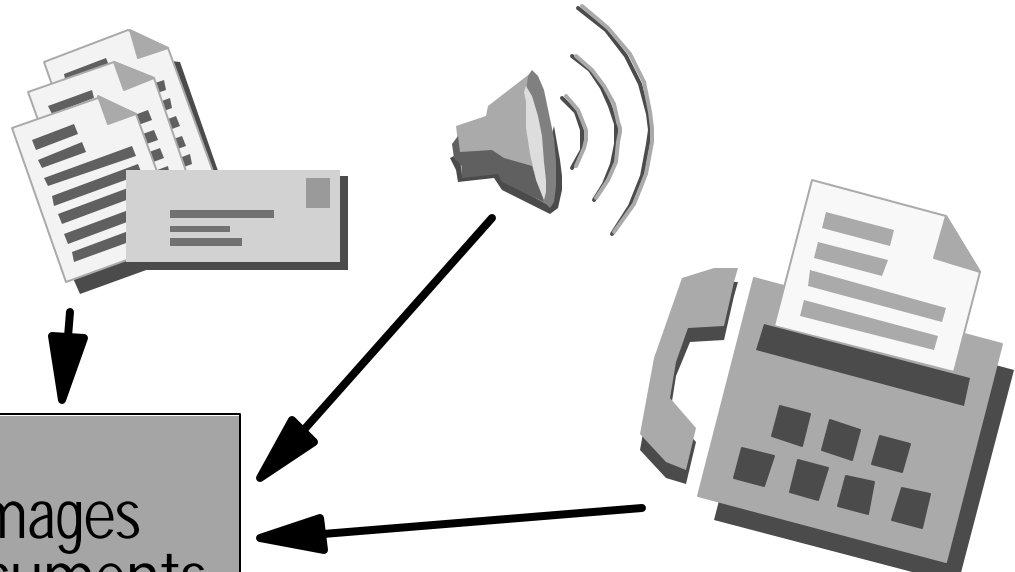
Customer Service

Accesses via the Web

Images
Documents
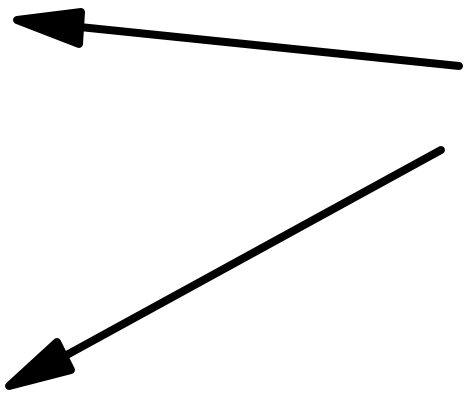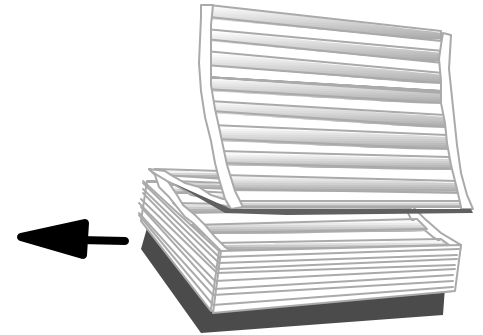Video/Audio

IBM Content Manager
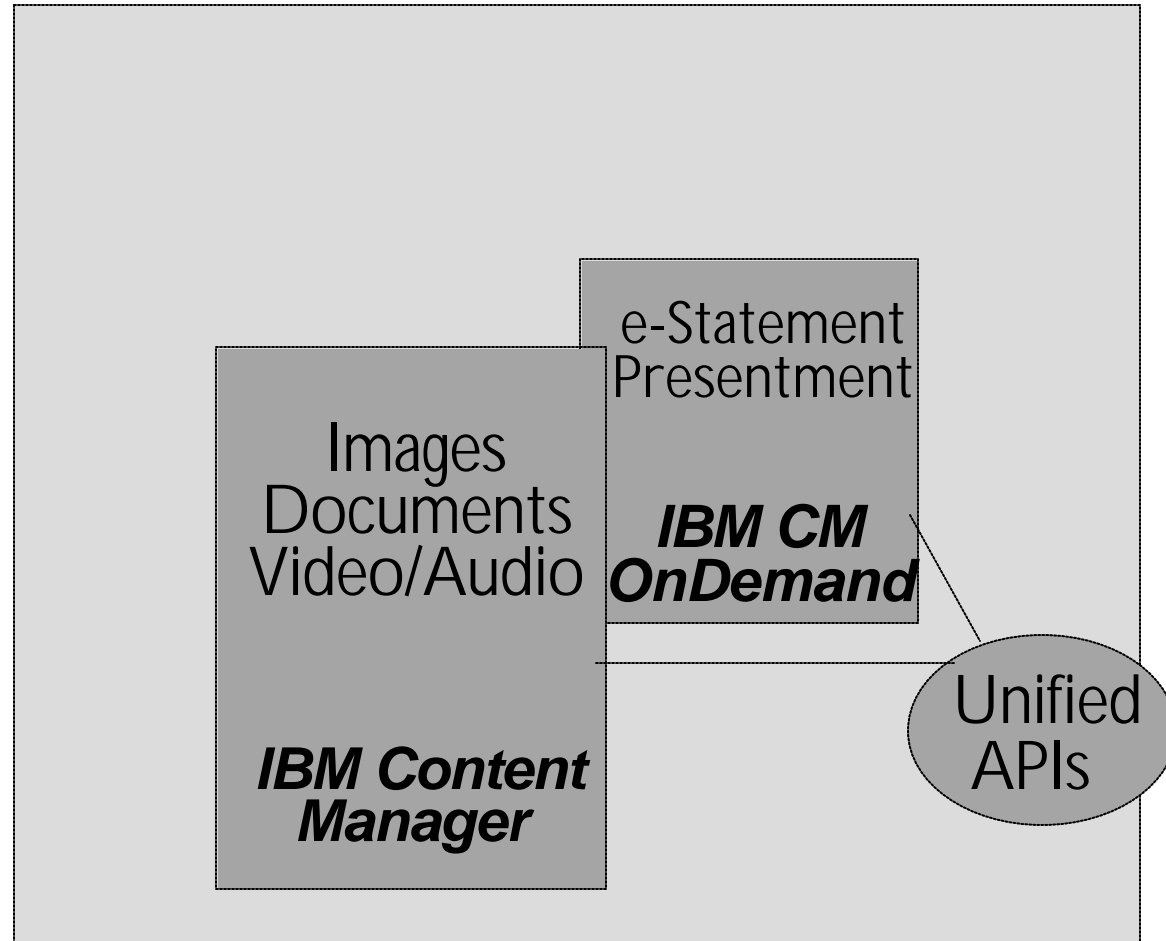
IBM

12
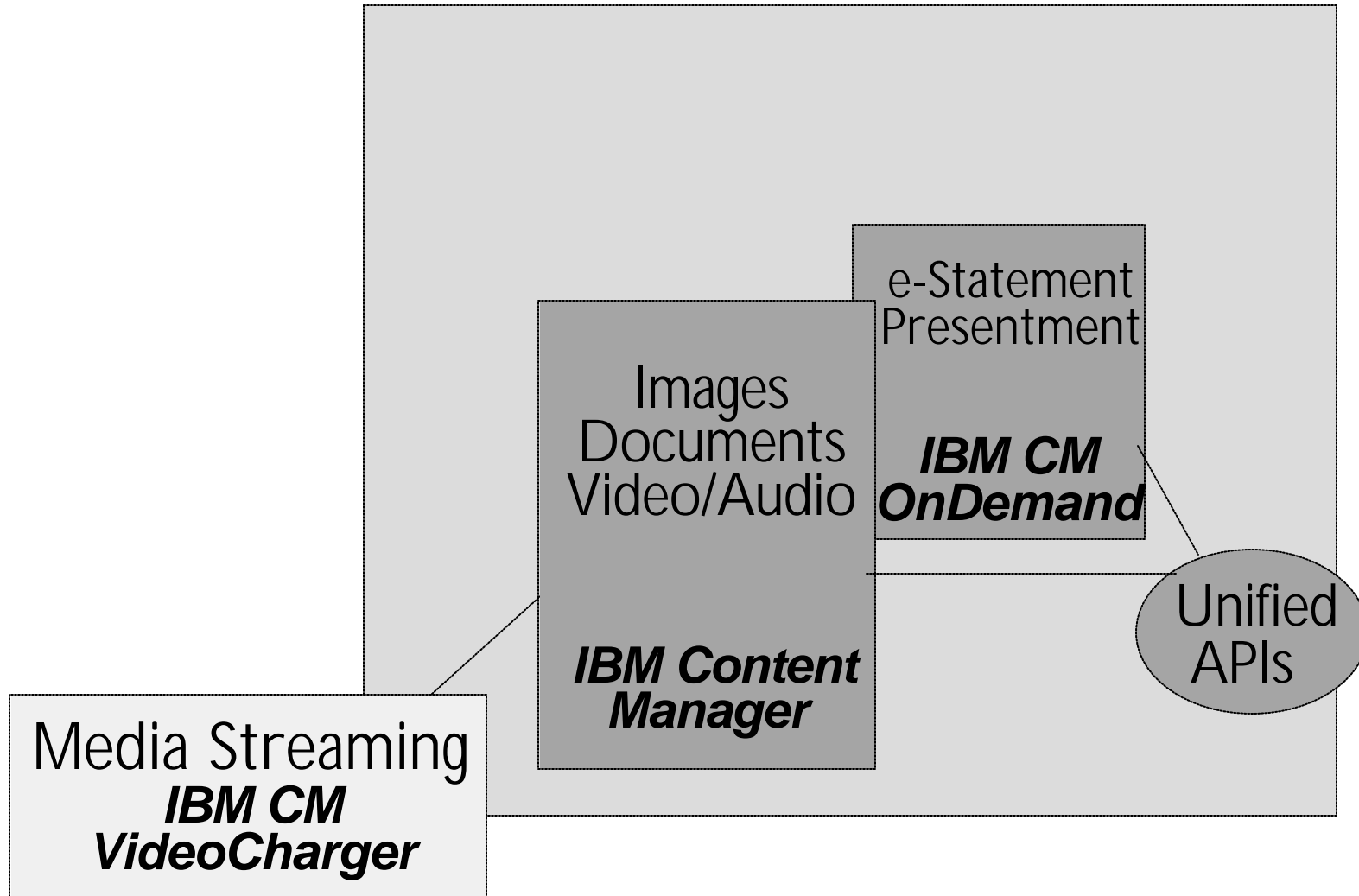
Customer Service
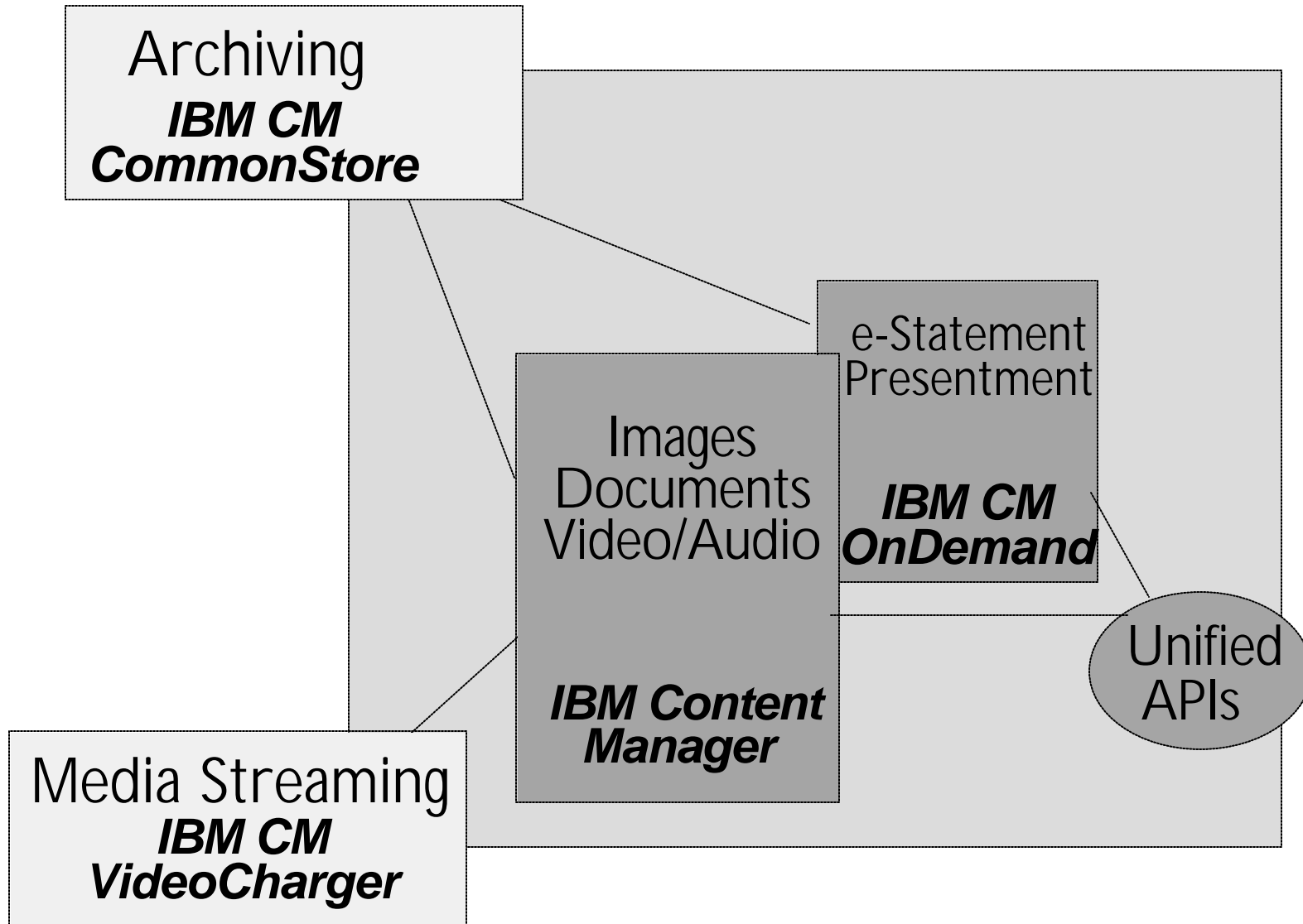
Accesses via the Web

e-Statement Presentment

IBM CM OnDemand

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Content Manager Family
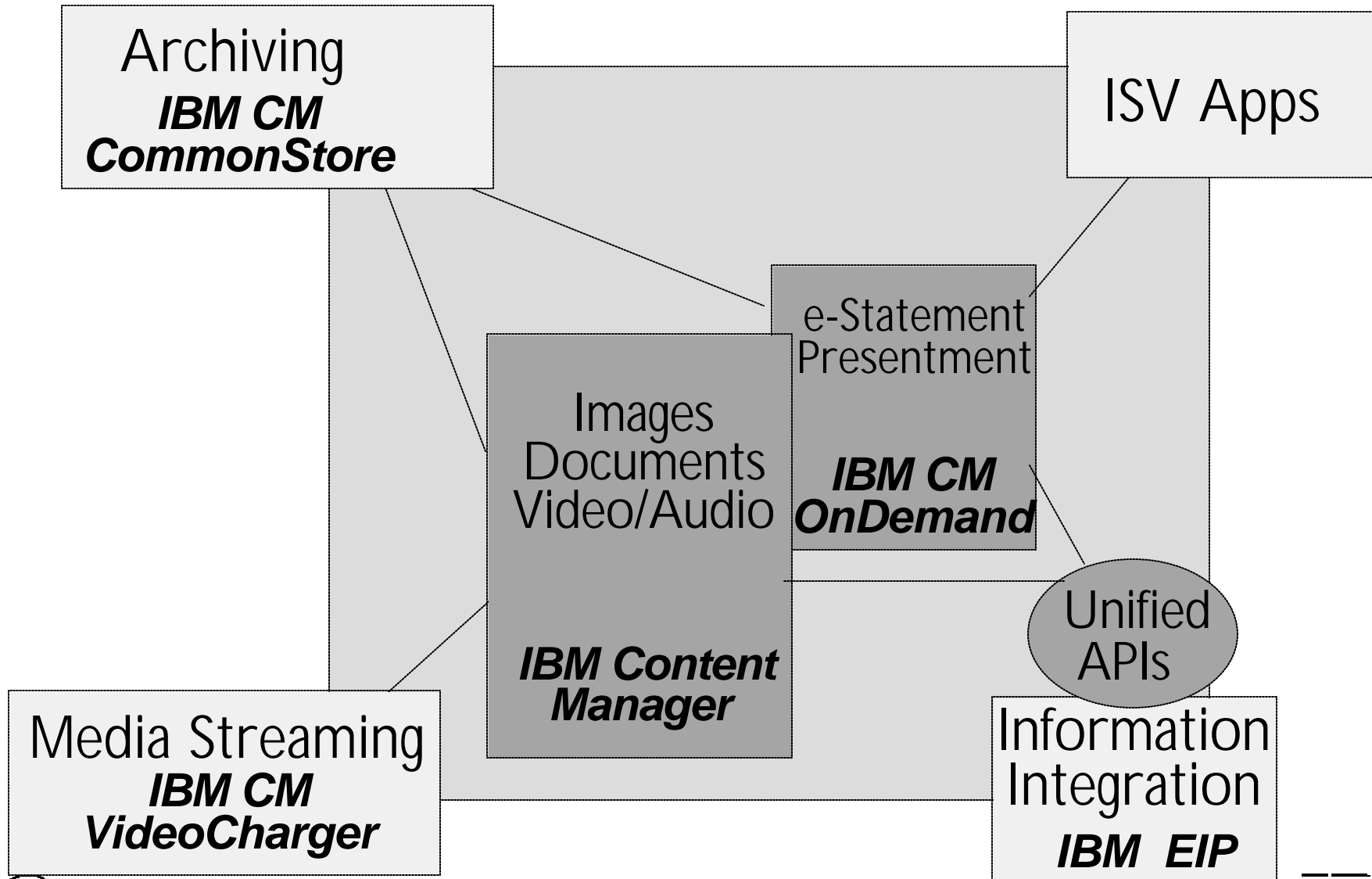
Images
Documents
Video/Audio

*IBM Content
Manager*

e-Statement
Presentment

*IBM CM
OnDemand*

Unified
APIs

IBM

Content Manager Family

e-Statement
Presentment

**IBM CM
OnDemand**

Images
Documents
Video/Audio

**IBM Content
Manager**

Unified
APIs

Media Streaming
**IBM CM
VideoCharger**

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PartnerWorld

Content Manager Family

Archiving
IBM CM CommonStore

e-Statement Presentment

IBM CM OnDemand

Images
Documents
Video/Audio

IBM Content Manager

Unified APIs

Media Streaming
IBM CM VideoCharger

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Content Manager Family

Archiving
IBM CM CommonStore

ISV Apps

e-Statement Presentment

IBM CM OnDemand

Images Documents Video/Audio

IBM Content Manager

Unified APIs

Media Streaming
IBM CM VideoCharger

Information Integration

IBM EIP

IBM

Content Manager Family

Archiving
IBM CM CommonStore

ISV Apps

e-Statement Presentment

IBM CM OnDemand

Images
Documents
Video/Audio

IBM Content Manager

Unified APIs

Media Streaming
IBM CM VideoCharger

Information Integration
IBM EIP

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OnDemand V7.1 - Enhanced

| Functional Enhancements	What it means
Enhanced integration of Xenos Transforms Metacode-to-AFP, Metacode-to-PDF, Metacode-to-Metacode, PCL-to-PDF, and AFP-to-PDF	Ability to better administer, capture/archive and view Xerox Metacode print streams; Supported by Windows & eClients (ODWEK)
Client enhancements - both Windows and OD eClient	Deliver state-of-the-art COLD application out of the box
Support for Oracle 8i	Allows customers to deploy CM OnDemand on RDB of choice
Enhancement in PDF Indexing	Delivering GUI PDF Admin. to enhance PDF capture definitions & batch processing

OnDemand V7.1 - Pricing

	List Prices V7.1	Changes from V2.2
Server	$30K	No Change
Conc User	$1.2K	No Change
Gateway	$20K	No Change
PDF Indexing	$2K	New
OD WEK	$50K	No Change

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OnDemand V7.1 - Packaging

Content Manager OnDemand V7.1
CM OnDemand Windows Client
PDF Indexing / Libraries
DB2 UDB V7.1
TSM V4.1

Content Manager OnDemand V7.1
Web Enablement Kit
Ships separately when optional feature ordered
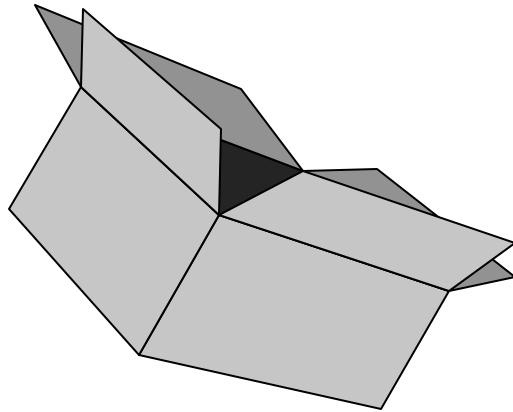
Changes from CM OD V2.2:
Updated DB2 from V6.1
Updated TSM from V3.7
PDF Indexer feature included on the CM OnDemand Server CD
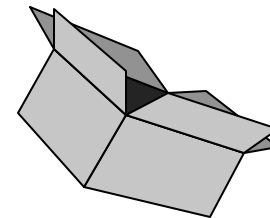
Changes from CM OD V2.2:
ODWEK shipped with the CM OD V2.2 package in October

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IBM Content Manager eClient

Enhancements Delivered	What it means
Enhanced user interface	Improvements from previous 'thin client' with options to make simple changes to meet their needs (ex. Company name)
Both basic and Advanced search (boolean operators)	Provides users flexible method for searching for pertinent business content, with specific search criteria, fuzzy searches, ranges of values, etc.
Direct or Federated search / logon options	Allows user to logon to one server or to multiple. If only searching single server, can use eClient with maximum performance and functionality, as supported by the Direct Connector.

IBM Content Manager eClient

| Enhancements Delivered	What it means
View all document types and associated annotations	Users can view all Content Manager AND CM OnDemand documents, and their respective annotations
Email documents	Users can select to email documents out, while viewing or directly from a search results hit list
Globalization (Group 1 and Group 2) Performance enhancements in EIP/CKit V7.1.2 support multithreading of server-based transforms	Additional translations support broader global deployments of browser-based users

EIP / Client Kit V7.1.2 - Pricing

	EIP List Prices V7.1.2	Client Kit List Prices V7.1.2	Changes from V7.1
Server	$65K/Processor	$25K/Server	No Change
Text & Image Search	N/A	$20K	No Change

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EIP Client Kit for Content Manager V7.1.2 - Packaging

- No formal Ivory Letter / Product Announcement

- Existing inventory will be refreshed at Lotus Manufacturing

- GA ML 03/30/01

EIP V7.1.2

DB2 UDB V7.1

WAS Std Edition V3.5

Content Manager eClient
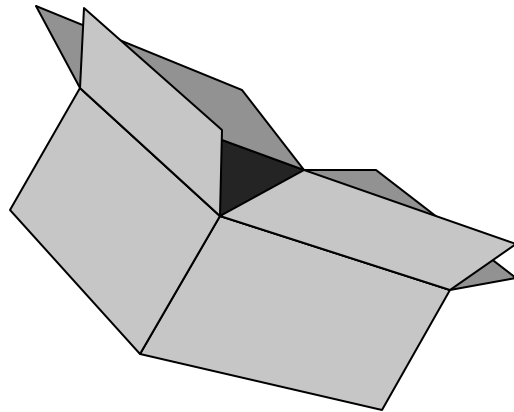
Changes from EIP/CI Kit V7.1:

Base Code refresh

Added Content Manager eClient CD

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IBM CM - Siebel 2000 Integration

- Uses imaging for mail & faxes instead of paper

- Gives complete view of customers' contact history

- Allows CSRs to display reference information such as statements, invoices and receipts

- Attaches correspondence and reference information to the appropriate customer request, automatically

- Unified logon

- Correspondence can be linked to service requests, accounts or contacts

- Point & click access to all documents from Siebel Call Center

SIEBEL 2000 APPROVED

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Current Challenges for Lotus Notes/Domino Communities

- Continuous growth of Notes mail databases results in ...

- New Notes/Domino applications go beyond mailing

- Lots of file attachments

- Additional disk space to manage

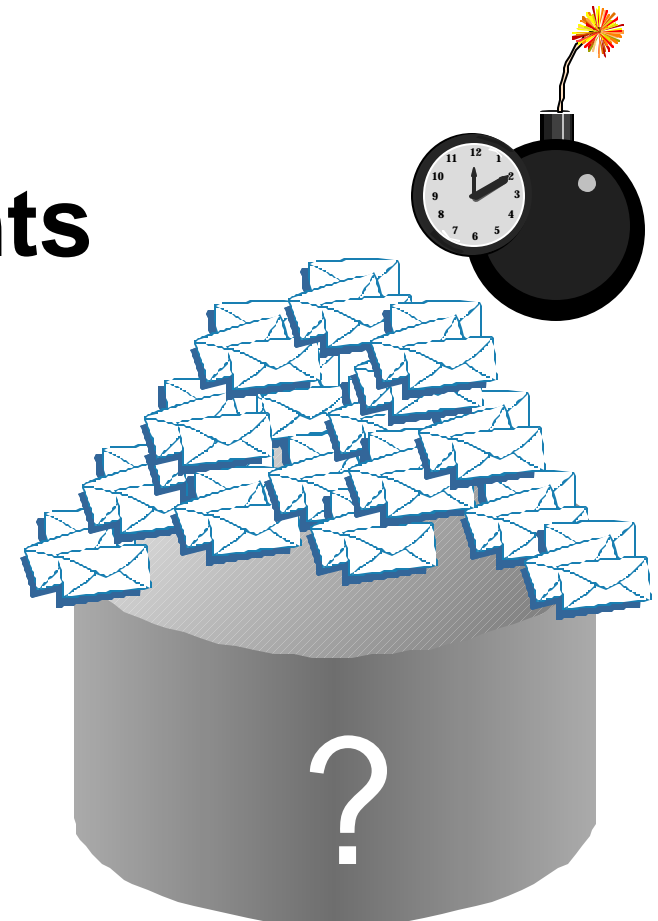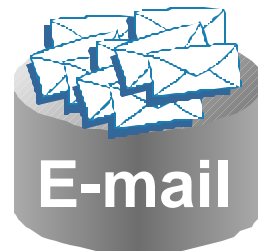- Internal and legal requirements to keep the business documents

DOMINO DATABASES

- ## Masses of E-mail
- ## Loads of Attachments
  Inbound
  Outbound
 Internal

E-mail

E-mail

E-mail

?

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CommonStore for Lotus Domino

- Better performance
  - Smaller databases mean faster access

- Reduced investments in server hardware
  - Less expensive storage media (tape, optical)

- No user training
  - Users access archive directly via Lotus Notes

Lotus.

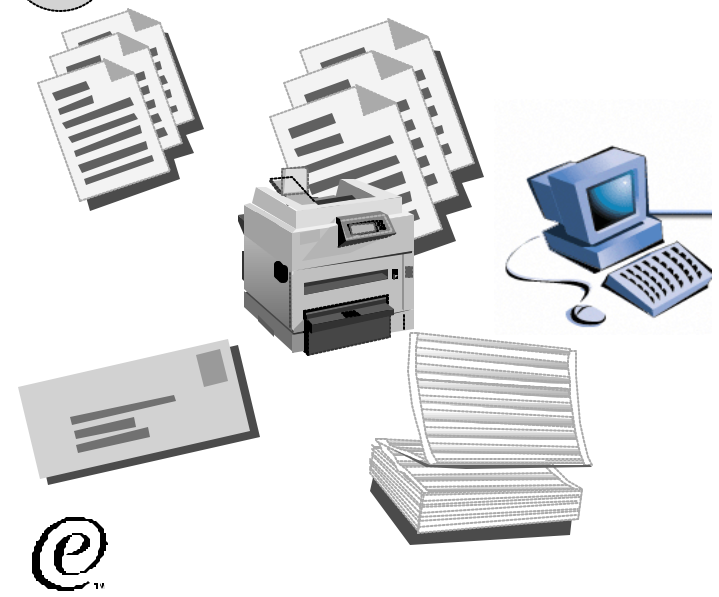**.domino**

CommonStore for Lotus Domino

Archive System

IBM

CommonStore for SAP

(1) SAP application data

SAP *R/3* ⟷ *CommonStore for SAP* ⟷ *Archive*
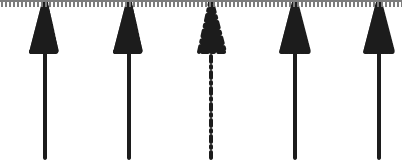
(2) SAP business documents

(3) Non-SAP documents / data

PartnerWorld
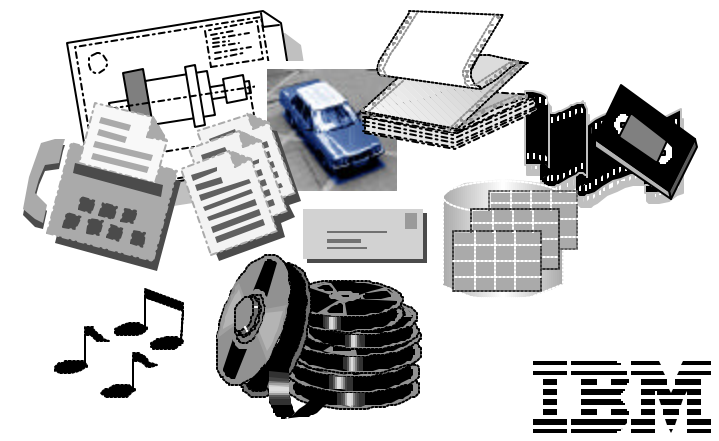
CommonStore for SAP

- Streamlined Business Processes

- Overall higher workforce productivity

- Improved customer service

- Enables automatic recording of process protocols

- Improved SAP Performance

- Easy Access to relevant documents

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Brand Campaigns and "Air Cover"

Debra Eves

Worldwide Integrated Campaigns Manager

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Campaign Focus

- Email Archiving - CommonStore for Lotus Domino
- SAP Archiving - CommonStore for SAP
- CRM - eBilling and Presentment
- CRM - Call Center/Siebel

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Trade Shows

- AIIM April 30 - May 3
  - New York City

- CMTC May 20 - 23
  - Baltimore

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Tele-discovery and Tele-nurturing

- EMEA in full swing
- Americas queued
- AP queued

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Webcasts

- URL: www.software.ibm.com/data/events
- CM CommonStore for Lotus Domino
- CM CommonStore for SAP
- CM and CRM Customer Service
- CM and CRM eBilling and Presentment

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CD-ROM

- Customer - deliverable
- Testimonials
- Links
- Collateral

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PartnerWorld

DB2 Magazine

- Q3 Issue focus on Content

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More Info

- www.ibm.com/software/data/cm

- Debra Eves
  - deves@us.ibm.com
  - 518-487-6391

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Partner Opportunities

Ted Lewis

Worldwide Content Management Channel Campaign Manager

IBM

Agenda

"The enterprise content management market is expected to exceed $10 billion by 2004. As organizations increasingly seek single source strategic solutions, vendors that can support the broadest set of 'content' in an integrated environment will benefit the most. Indeed, we have already seen this over the last 12 months with vendors like IBM growing significantly at the expense of niche solution providers."
Andrew Warzecha, vice president, META Group

- Getting an edge over your competitors
- Comprehensive content management
- IBM Content Manager: empowering the Web
- Putting IBM marketing muscle behind you
- Next steps

IBM

Getting an edge over your competitors

- Staying power
- Commitment
- Perspective

"Ideal content management happens when users can search and access all the information they need to do their jobs — whether they know what and where it is or not. The future of content management will demand both front end search capabilities and the backend integration of resources and processes so organizations can leverage all their content assets. IBM's announcement is not just about Content Manager; it's about leveraging the value of IBM DB2®, EIP and other enterprise applications and tools into the ideal content management environment."   Rebecca Wettemann, senior analyst, IDC

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Comprehensive content management

"Content Manager, Version 7.1 allows us to provide a broader range of solutions . . . [sic.] The new software meets the needs of the SMB (small and medium business) markets as well as the demands placed on enterprises looking for a complete document management solution. IBM's forethought and planning has given us a solid infrastructure base that can be extended and adapted to meet our customers' needs."
Peter Nirenberg, president, Image Architects

- Enterprise content management

- Positioning

- Flexibility

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IBM Content Manager: empowering the Web

- Key relationships
- An IBM software story!
- Part of e-business development

"We really were a Microsoft shop, at one point in time. You can't say that anymore. We work with Content Manager, Content Manager OnDemand, Enterprise Information Portal . . . [sic.] We do a lot of e-business development, a lot of Web development as well. I used to think that there were two distinct sides to the company -- where I had my Web development side and then I had my content management practice. However, that's all been converging over the last couple years, so the lines have blurred. And now just about every content management solution we put in these days has a Web front end to it."
Greg McCormick, president, Silicon Plains Technologies

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Putting IBM marketing muscle behind you

- Brand Marketing: Best of AIIM 2000
- comarketing programs
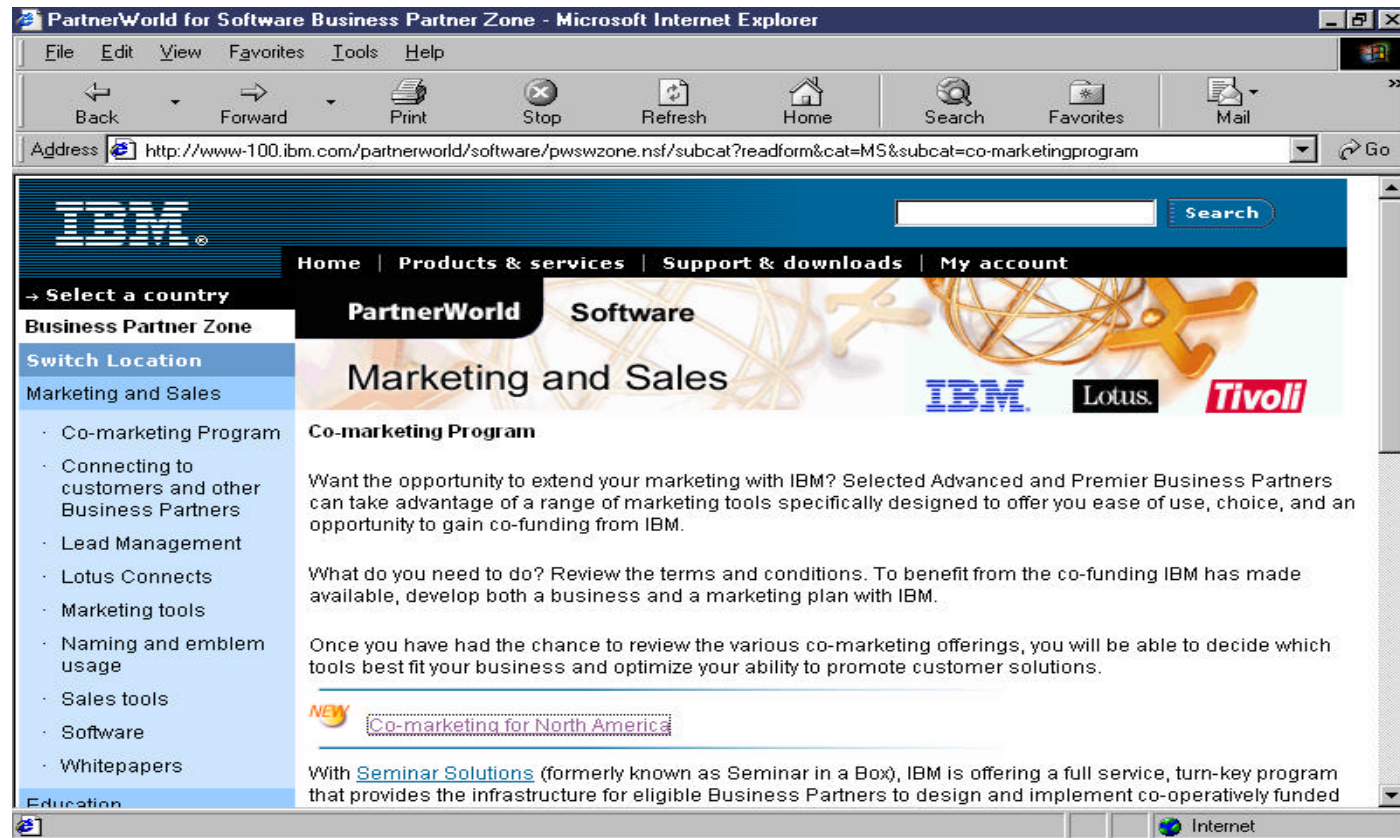
File   Edit   View   Favorites   Tools   Help

Back   Forward   Print   Stop   Refresh   Home   Search   Favorites   Mail

Address http://www-100.ibm.com/partnerworld/software/pwswzone.nsf/subcat?readform&cat=MS&subcat=co-marketingprogram   Go

IBM®

Search

Home | Products & services | Support & downloads | My account

→ Select a country

Business Partner Zone

PartnerWorld   Software

Switch Location

Marketing and Sales

Marketing and Sales

IBM.   Lotus.   Tivoli

· Co-marketing Program

· Connecting to
   customers and other
   Business Partners

· Lead Management

· Lotus Connects

· Marketing tools

· Naming and emblem
   usage

· Sales tools

· Software

· Whitepapers

Education

Co-marketing Program

Want the opportunity to extend your marketing with IBM? Selected Advanced and Premier Business Partners can take advantage of a range of marketing tools specifically designed to offer you ease of use, choice, and an opportunity to gain co-funding from IBM.

What do you need to do? Review the terms and conditions. To benefit from the co-funding IBM has made available, develop both a business and a marketing plan with IBM.

Once you have had the chance to review the various co-marketing offerings, you will be able to decide which tools best fit your business and optimize your ability to promote customer solutions.

NEW Co-marketing for North America

With Seminar Solutions (formerly known as Seminar in a Box), IBM is offering a full service, turn-key program that provides the infrastructure for eligible Business Partners to design and implement co-operatively funded

Internet

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Next steps

- ibm.com/software/data/channels/cm.html and select "I want to join now!"

- If you're already a member of the PartnerWorld for Software program, contact your IBM Business Partner Content Manager enablement team to request a Getting Started in IBM Data and Content Management Kit for a step-by-step guide to success. Or visit ibm.com/software/data/channels.

North America Plans

Glenn Rogers

Americas Channel Marketing Data Management

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PartnerWorld

Agenda

- Benefits of Certification

- Content Management Certification

- Education and Certification example

- Marketing programs to help you

- The next steps

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Benefits of Certification

- Recognition by customers and peers
- Qualify for IBM Comarketing programs
- Qualify to receive leads from IBM
- Receive communications from IBM

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Content Management Certification

- Industry Certification
  - (CDIA) Certified Document Imaging Architect
  - Recognized by IBM PartnerWorld for Software

- Four (4) steps to obtaining certification
  - Select one of four paths available
  - Complete the required course
  - Successfully complete the CDIA Test
  - Submit proof of education and CDIA test results to IBM

- Additional details and information about education is available at
  http://www.ibm.com/software/data/channels/educ_cm.html

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Education and Certification - Example

- Select one of four paths available
  - Content Manager on Windows NT and Unix
  - Content Manager on AS400 Option
  - Content Manager OnDemand on Windows NT and Unix
  - Content Manager OnDemand on AS400 Option

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Education and Certification - Example

- • Select one of four paths available
  - – Content Manager on Windows NT and Unix

- • Complete the required course
  - – Content Manager Implementation and Administration IM340

- • Successfully complete the CDIA Test
  - – Contact Sylvan Prometrics at 1 800 909 3926

- • Submit proof of education and CDIA test results to IBM
  - – Fax or mail your documentation to IBM PartnerWorld for Software

Additional Education

- Technical Specialties
  - Enterprise Information Portal (EIP)
  - Content Manager NT, UNIX, and OS/2
  - Content Manager OnDemand

- OnDemand University for Unix/NT System Administrator

- Details available at
  - www.ibm/com/software/data/channels/educ_cm.html

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Content Management Technical Conference

- May 21 - May 23, 2001
  Baltimore Marriott Waterfront Hotel, Baltimore, Maryland

- Learn how to
  - Implement electronic bill presentment
  - Capture, store, access and distribute digitized information
  - Leverage IBM Content Manager to enter the world of e-commerce and
    e-business.

- Details available at
  http://www.ibm.com/software/data/cm/events.html#cmtc

Programs to help you !

- You Attend, We Pay !
  - Reimbursement of tuition fees for specific classes
  - Purchase the Value Package to be eligible

- Additional details available at
  - www.ibm.com/partnerworld/software
  - Select Business Partner Zone, Education, We Pay Offerings

Programs to help you !

- Content Manager OnDemand V7.1 e-Launch Kit

  - Product descriptions and pricing
  - Brochures, screen captures, white papers
  - Demo and evaluation code
  - Product documentation and manuals
  - Technical support information
  - and more !!

- Available now at
  - http://www.ibm.com/software/data/channels/cm.html

Programs to help you !

- Content Management Enablement Kit
  - Starter Checklist
  - Programs Overview
  - Quick Reference Guide.
  - Available in hardcopy and softcopy

- Available now from
  - http://www.ibm.com/software/data/channels/cm.html

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CoMarketing Programs

- Joint Advertising

- Telemarketing

- Seminar Solutions

- TestDrives

- Technical Mentoring

- Partner's Own Proposal

- Full details are available at www.ibm.com/partnerworld/software
  - Select Business Partner Zone, Marketing and Sales, CoMarketing

Communications

- Monthly Business Partner Conference Call
  - 2nd Wednesday of each month
  - 8AM Pacific, 10AM Central, 11:00 AM Eastern

- Details available at
  - http://www.ibm.com/partnerworld/software
  - Select Business Partner Zone, Events

What do I do next?

- Plan education and certification

- Complete classes and certification test

- Get enabled with enablement kit and e-launch kit !!

- Leverage the marketing programs !!

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Web Sites Referenced

- **IBM PartnerWorld for Software**
  - www.ibm.com/partnerworld/software/zone
  - Enter name and password

- **IBM Learning Services Network**
  - www.ibm.com/services/learning/satellite, or
  - www.etnetworks.com

- **IBM Data Management**
  - ibm.com/software/data/channels/cm.html
  - Select I want to join now

- **IBM Data Management Webcasts**
  - www.software.ibm.com/data/events

- **IBM Content Management Education and Certification**
  - www.ibm.com/software/data/channels/educ_cm.html
  - Select Education, then Content Manager

- **IBM Content Management**
  - www.ibm.com/software/data/channels/cm.html

- **We Pay Offerings**
  - www.ibm.com/partnerworld/software/zone
  - Select Education, We Pay Offerings

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Web Sites Referenced cont.

- **You Attend We Pay Programs**
  - www.ibm.com/partnerworld/software
  - Select Business Partner Zone, Education, We Pay Offerings

- **IBM Content Managment Technical Conference**
  - http://www.ibm.com/software/data/cm/events.html#cmtc

- **IBM Content Management OnDemand V7.1 e-Launch Kit**
  - http://www.ibm.com/software/data/channels/cm.html

- **IBM Content Management Enablement Kit**
  - http://www.ibm.com/software/data/channels/cm.html

- **IBM Co-Marketing Programs**
  - www.ibm.com/partnerworld/software
  - Select Business Partner Zone, Marketing and Sales, CoMarketing

- **IBM Content Management Monthly Business Partner Teleconferences**
  - http://www.ibm.com/partnerworld/software
  - Select Business Partner Zone, Events, Teleconferences

- **IBM PartnerWorld for Software Calendar of Events**
  - www.ibm.com/partnerworld/

PartnerWorld

Remote TV Sites (TEN-TV, PartnerWorld I)

- Input from remote TV sites
  - Fax answer sheets to 972-280-6394

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Thank You

- Thank you for your attendance and support of IBM PartnerWorld for Software

- We appreciated your input today
  - Additional input
    - Membership Centre at 1-800-IBM-1822
    - FAX 1-972-280-6394
    - E-mail
      PWSWNA@US.IBM.COM