

***PartnerWorld for Software
Broadcast II
2001 Series***

Analyzing Commerce Sales
with IBM Business
Intelligence

May 24, 2001



PartnerWorld

Remote TV Participants Only

Broadcast II - Analyzing Commerce Sales with IBM Business Intelligence

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.

The broadcast was of interest to me

- A. Yes
- B. No

The broadcast should have included _____



Agenda

- **Introduction and Welcome**
 - Sheryl Ball, Manager IBM NA Business Partner Software Program
- **Executive Perspective**
 - Harry Kolar, Director Business Intelligence Strategy
- **Strategy and Overview Business Intelligence Perspective**
 - Meow Yee, Program Manager, BI Product Marketing
- **IBM WebSphere Commerce Analyzer - Advanced Edition**
 - Dick Stone, ITS WebSphere Project Manager
- **IBM WebSphere Commerce Analyzer Demo**
 - Paul Winsberg, Brio Technology
- **IBM DB2 7.2 Update**
 - Mike Logan, Worldwide DB2 UDB Brand Manager
- **IBM DB2 Warehouse Manager**
 - Meow Yee, Program Manager, BI Product Marketing
- **IBM DB2 Intelligent Miner Scoring**
 - Claudia Gardner, Intelligent Miner
- **Campaigns, Deliverables**
 - John Dawyot, Worldwide BI Marketing Campaign Manager
- **Business Partner Opportunities**
 - Cliff Kinard, Worldwide Database Management Channel Marketing
- **NA Education and Marketing Support**
 - Glenn Rogers, Americas Channel Marketing, Data Management
- **Q & A**



PartnerWorld

Introduction and Welcome

Sheryl Ball
Manager, IBM Partner World for Software



PartnerWorld for Software Technical Support

Type of Support	Member Level	Advanced Level	Premier Level
Web-based Technical Support	Self Help/Browse Complimentary	Self Help/Browse Complimentary Q&A Forum VP Required	Self Help/Browse Complimentary Q&A Forums/Private e-mail VP Required
Solution-focused Voice Technical Support 800-426-1822 (ext 627)	Not Available	Unlimited VP Required	Unlimited VP Required
Techline (Pre-Sales) 800-426-1822	Unlimited VP Required	Unlimited VP Required	Unlimited VP Required
Software CD-Product Support	Web-based-90 Days VP Required(Must submit request to PWSWNA@us.ibm.com)	Web-based VP Required	Web-based VP Required
Software CD-Installation Support	Techline VP Required	Techline VP Required	Techline VP Required



Strategy and Overview Business Intelligence Perspective

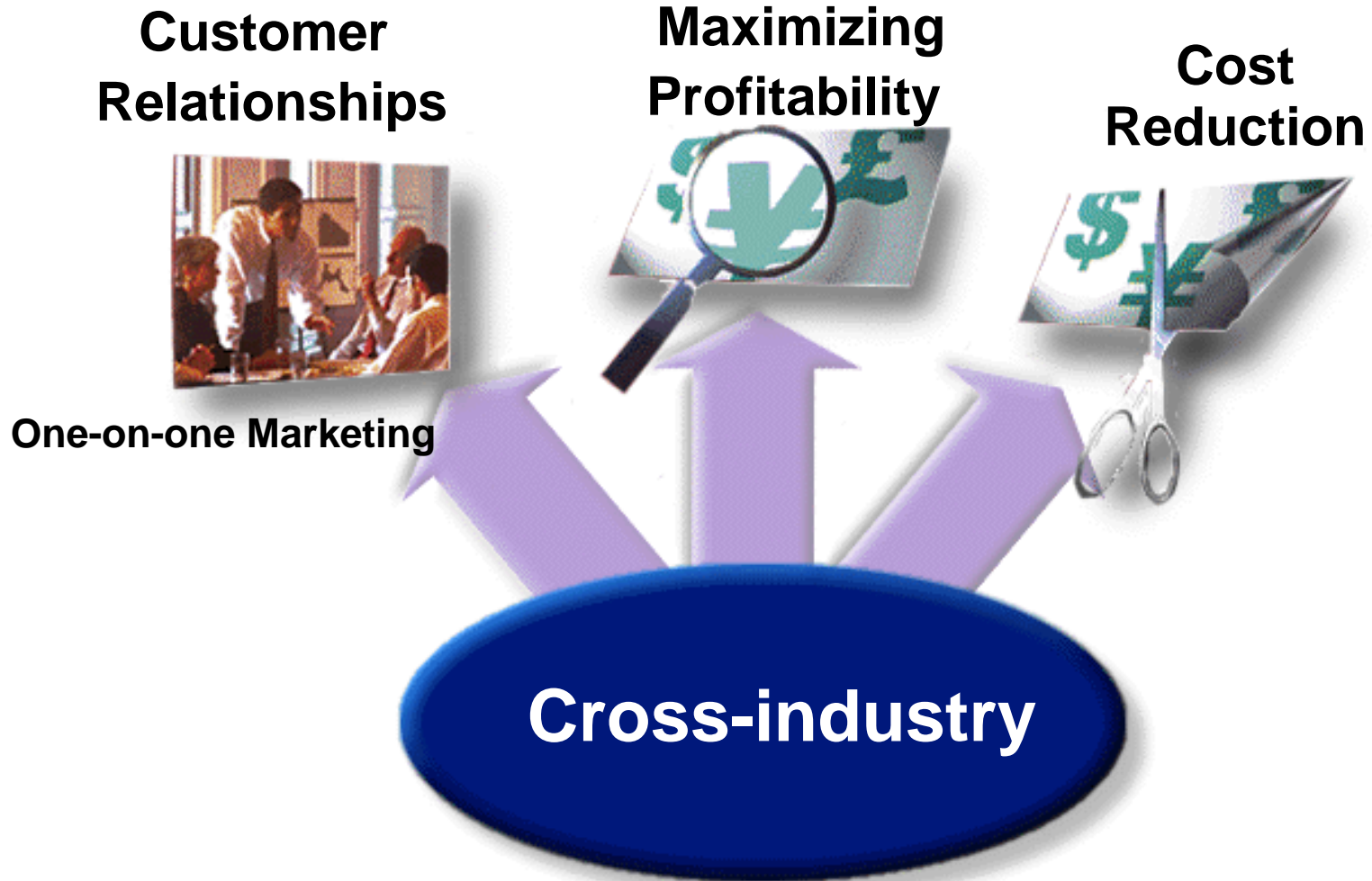
Meow Yee
Program Manager, BI Product Marketing



The Changing Marketplace

- Successful businesses of the new millennium will have the ability to forecast the changes in the marketplace and react to them before their competition is aware they are occurring.

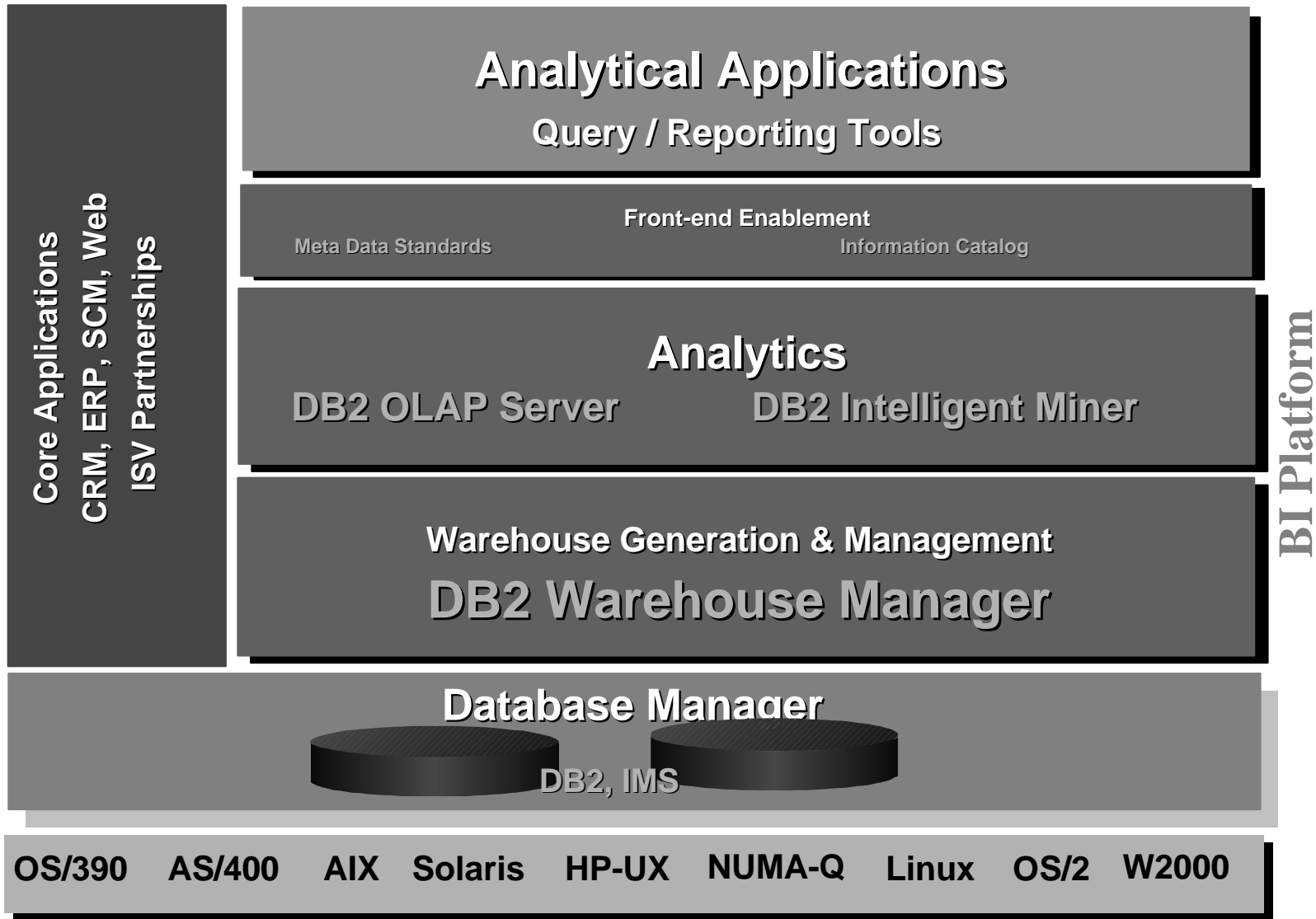
Business Intelligence Value Proposition



Business Intelligence Strategy

- Maintain IBM's leadership in BI
- Deliver an open, robust BI Platform as an Integration Platform of choice for Data warehousing and BI
 - Extends DB2 with powerful analytics
 - Manage DB2 as well as non-DB2 sources and targets
- Be a leader in delivering the BI infrastructure for ***real-time analytics***
- Build industry of partners around IBM's BI Products and Offerings
- Maintain BI technology leadership
- Leadership in Mining and Warehousing standards
- Provide world class customer support

Business Intelligence Platform



from Information to Insight

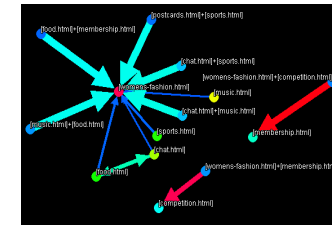
CRM application for attrition analysis



retail product manager assesses cross selling opportunities



marketing manager developing targeted campaign



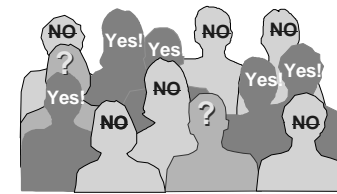
loan advisor application provides guidance based on applicant's characteristics



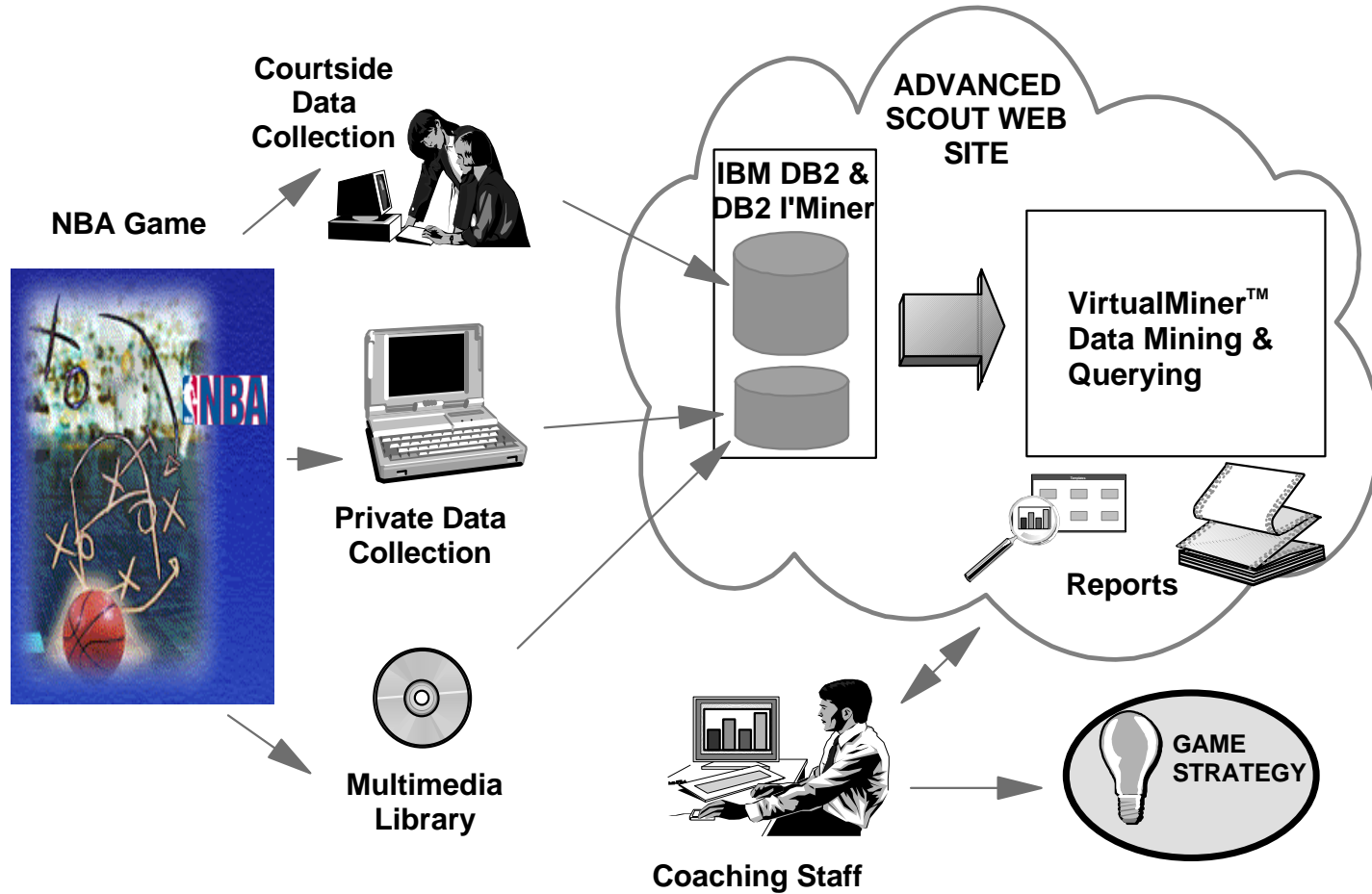
DB2 OLAP Server
DB2 Intelligent Miner



insurance scoring application assesses potential prospects



IBM Business Intelligence at Work



IBM WebSphere Commerce Analyzer - Advanced Edition

Dick Stone

ITS WebSphere Project Manager



Criteria for Reselling Software

- Necessary for the customer
- Easy to sell business user
- Easy to justify
- Easy IT Sell
- Provides a revenue stream

WCA's Under-the-Cover Products

- IBM DB2 UDB
- IBM Intelligent Miner
- IBM OLAP
- IBM Warehouse Manager
- Brio.Inform
- Brio eSales module
- Brio WCA module

PartnerWorld

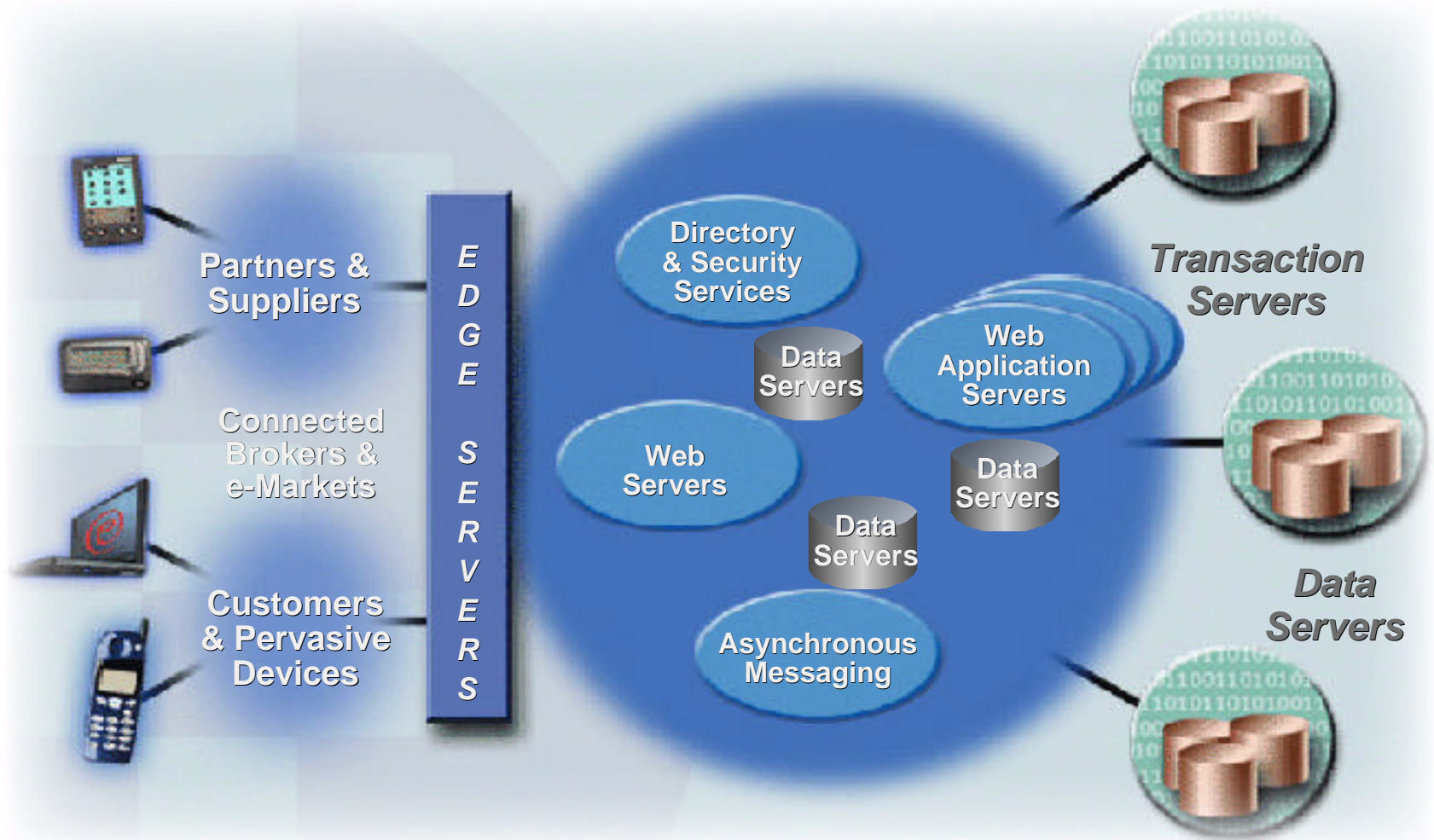
IBM DB2 7.2 Update

Mike Logan

Worldwide DB2 UDB Brand Manager



The e-business infrastructure



Seamless flow of information

- ➔ **Software server integration**
- ➔ **Information integration**
- ➔ **Content management**



**web
enablement**

**new DB2 features enable an easily integrated,
standards-based e-infrastructure supporting
innovative applications.**

**information
integration**

**expanded sources enable transparent,
optimized access to all information.**

foundation

**DB2 enhancements provide a highly available,
scalable, secure foundation for e-business
applications.**

productivity

**DB2 advances speed and ease of migrations,
development and management.**



DB2 V7.2 - at a glance

Web application integration

- ▶ *DB2 Messaging enables appl. integration, automated publication & warehousing*
- ▶ *DB2 Web Services expose DB2 XML Extender & DB2 Stored Procedures as web services*
- ▶ +++

Productivity & migration tools

- ▶ *DB2 Now! program eases migration effort & expands toolkit*
- ▶ *PeopleSoft migration promotion cuts cost in half*
- ▶ *Product enhancements ease migrations*
- ▶ +++



*Available
June 8,
2001*

Information integration

- ▶ *DB2 Relational Connect expands transparent, optimized access to Informix, MS SQL Server & Sybase*
- ▶ *Application specific extractors speed deployment of SAP, i2 & WebSphere Site Analyzer warehouses, Life Sciences*
- ▶ +++

Foundation enhancements

- ▶ *Availability enhancements reduce outage impacts as much as 85%*
- ▶ *Windows 2000 DC & Linux 2.4 kernel exploitation boost scalability*
- ▶ *New benchmarks demonstrate x-platform, x-workload leadership*
- ▶ +++



Integrating the e-business infrastructure

web
application
enablement

new DB2 features enable an easily integrated, standards-based e-business infrastructure supporting innovative applications.

- ▶ **DB2 Messaging supports innovative applications and real-time warehousing.**
 - Seamless messaging and database access with DB2 & MQSeries
 - MQSeries integration supports near real-time warehousing
 - Extends existing WebSphere & MQSeries integration

- ▶ **DB2 Web Services enable dynamic e-business.**
 - SOAP access to DB2 XML Extender and DB2 Stored Procedures
 - IBM UDDI Business Registry implemented on DB2

- ▶ **New features support e-business applications.**
 - Built-in functions automate data encryption improving security
 - UNICODE support automatically converts data for world wide audiences
 - JDBC 2 support extended to Linux & HP
 - ...



Integrating the e-business infrastructure...

information
integration

expanded sources enable transparent,
optimized access to all information.

*Optimized,
Transparent,
Heterogenous,
Access*

- ▶ **DB2 Relational Connect expands transparent and optimized access to e-business information.**
 - Now includes Sybase, Microsoft, & Informix in addition to DB2 & Oracle
 - ▶ Complements DB2 OLE DB consumer/provider support & DB2 DataLinks
 - Federated sources can be included in DB2 Stored Procedures
- ▶ **Pre-built connectors deliver immediate BI value**
 - DB2 Warehouse Manager Connector for the Web
 - DB2 Warehouse Manager Connectors for SAP R/3 & i2 BPI TradeMatrix
 - DB2 Life Sciences Connector
- ▶ **New warehouse management features cut effort in half**
 - ERwin metadata import
 - Standards based metadata interchange - Common Warehouse Metamodel

Customer momentum... switching to DB2

- Bayer (Oracle to DB2)
- Brown Brothers Harriman (IDMS to DB2)
- Cellnet (SQLServer to DB2)
- Dept of Veteran Affairs (Informix to DB2)
- DaimlerChrysler (Oracle to DB2)
- Deutsche Telekom (Informix & Oracle to DB2)
- Hannaford (Informix to DB2)
- Japanese Railway (Oracle to DB2)
- Lansing Linde (VSAM to DB2)
- Merrill Lynch (Sybase, IDMS to DB2)
- SpotOn.com (Oracle to DB2)
- WarrantyNet's (Oracle to DB2)

- ✓ **Experience**
- ✓ **Skills**
- ✓ **Methodology**
- ✓ **Tools**

- Coastal Corporation (Oracle to DB2)
- DST Systems (Datacom to DB2)
- Employment National (Sybase to DB2)
- GeoTask (Informix to DB2)
- iGO.com (Oracle to DB2)
- State of Calif., Health Svcs. (Adabas to DB2)
- San Mateo County (VSAM to DB2)
- Shaw Industries (Sybase to DB2)
- Wisconsin Gas (IDMS to DB2)

**Over 1,000
companies
chose DB2
over Oracle**



and more... www.ibm.com/software/data/db2/migration



Integrating the e-business infrastructure...

foundation **DB2 enhancements provide a highly available, scalable, secure foundation for e-business applications.**

▶ **Availability enhancements help DB2 support round-the-clock e-business, e.g...**

- Incremental backup enhancements, split mirroring, Stored Procedures online update minimizes planned disruptions.
- Log mirroring and parallel forward recovery minimize restart after unplanned outages.

▶ **Scalability enhancements further support e-business spikes and volumes, e.g...**

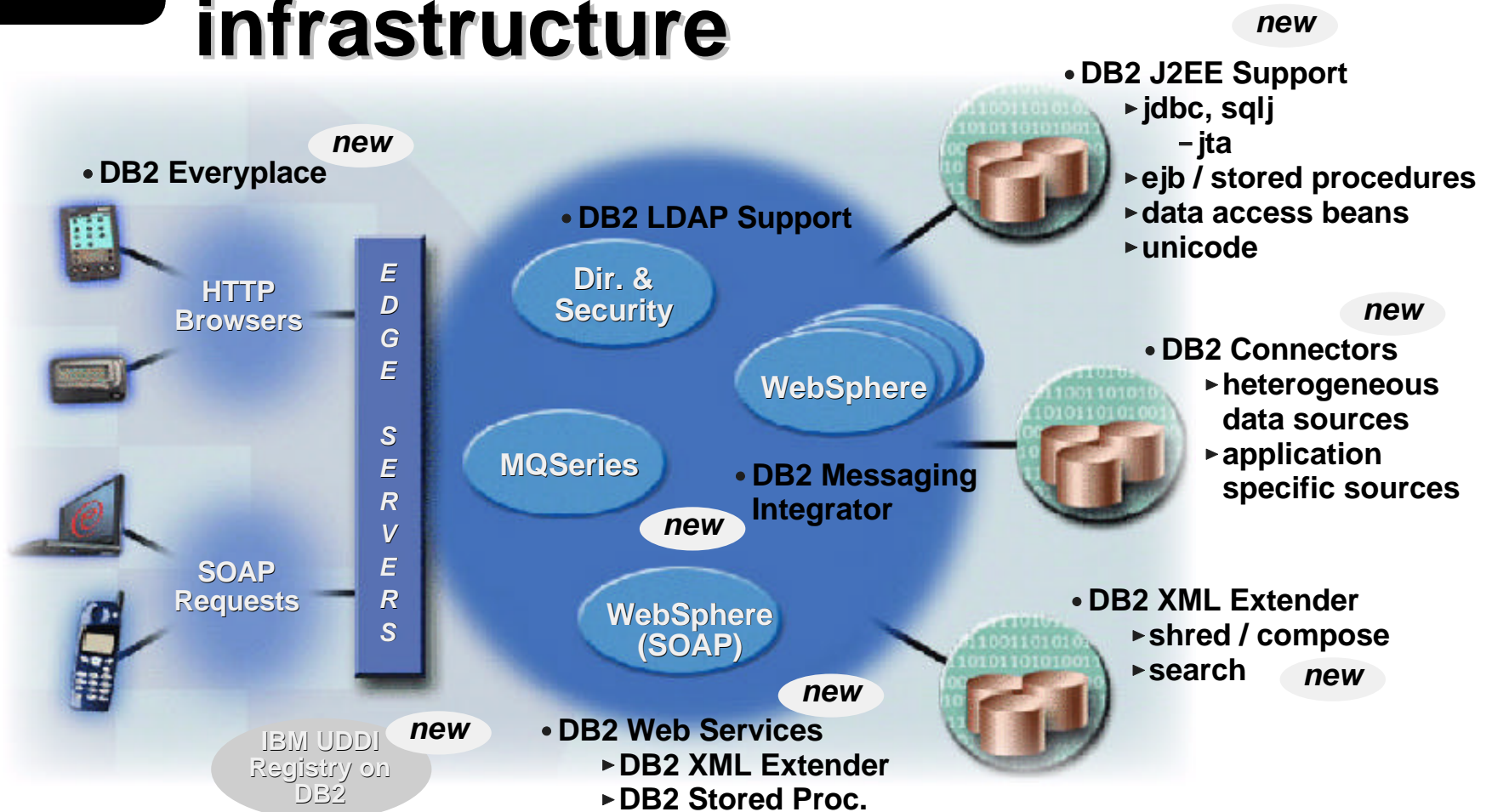
- Windows 2000 Datacenter exploitation - larger SMPs & clustering
- Large memory exploitation for Windows
- 64 bit support extended to AIX, HP-UX & Sun Solaris
- 2.4 Kernel exploitation

"We also like DB2 for its high availability, ease of administration and cost effectiveness. When you're managing a directory of 25,000 international merchants selling more than 30 million products, you need an infrastructure that keeps you up and running all the time."

Jean-Marc Potdevin, Kelkoo.com



DB2 & the e-business infrastructure



- e-business infrastructure integration with WebSphere & MQSeries
- DB2 Web Services for services oriented architectures **new**
- XML & federated data integration **new**
- Scalability and availability - across platforms **new**

*easy, flexible
deployment of
innovative applications.*



Our business is still growing...and so can yours

YTY WW Revenue Growth 1Q 2001

DB2 for Windows	58%
DB2 for UNIX	29%
DB2 for OS/390	14%
DB2 for OS/390 Tools	129%

***DB2 for Windows & UNIX
6X faster than Oracle...***



How do you find out more about DB2?

- Webcast "Unleash the Power of DB2" covers more detail on 7.2 features and partner opportunities
 - www.developer.ibm.com

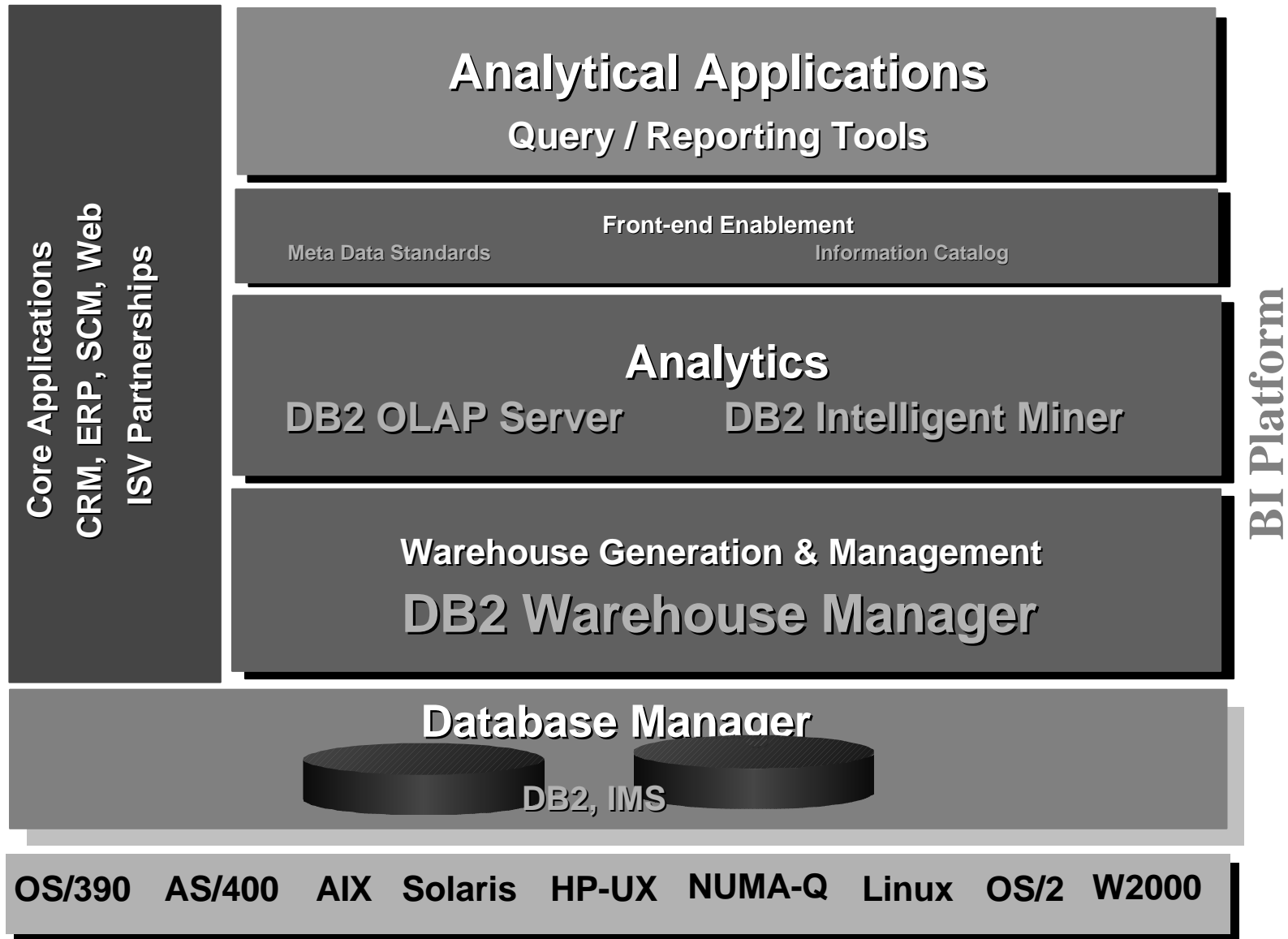
IBM DB2 Warehouse Manager

Meow Yee

Program Manager, BI Product Marketing

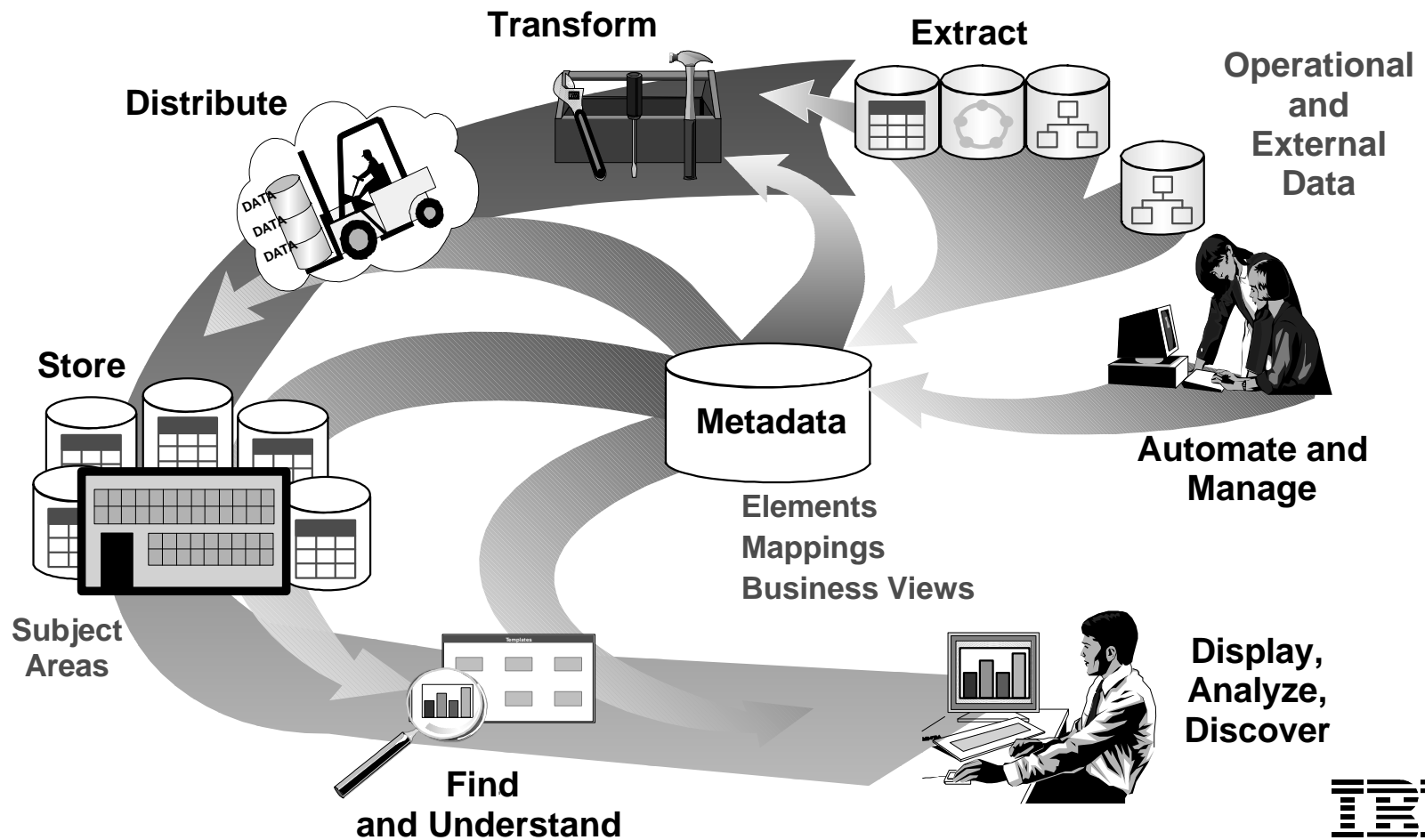


IBM - Integrating the e-Infrastructure

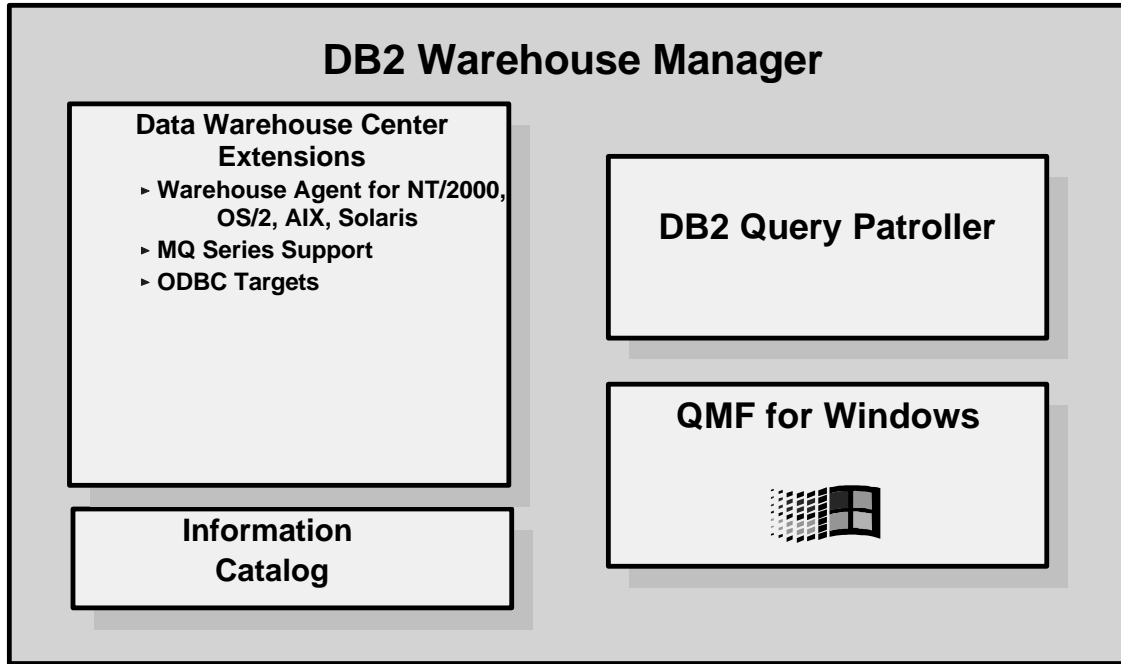


Metadata-driven Data Warehousing

- Facilitate solution integration
- Expand solution choices
- Improve end user understanding



DB2 Warehouse Manager v7.2 for Unix, Windows, NT



Add-on Features (NEW with V7.2)

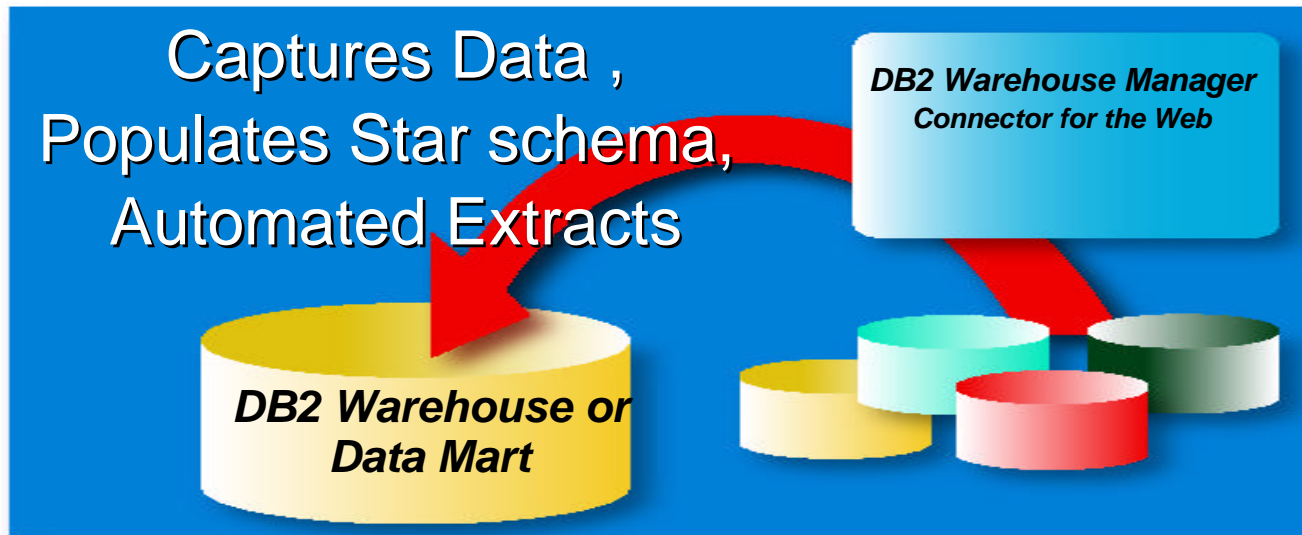
DB2 Warehouse Manager connector for SAP R/3

DB2 Warehouse Manager connector for The Web

DB2 Warehouse Manager connector for i2 Trade Matrix BPI



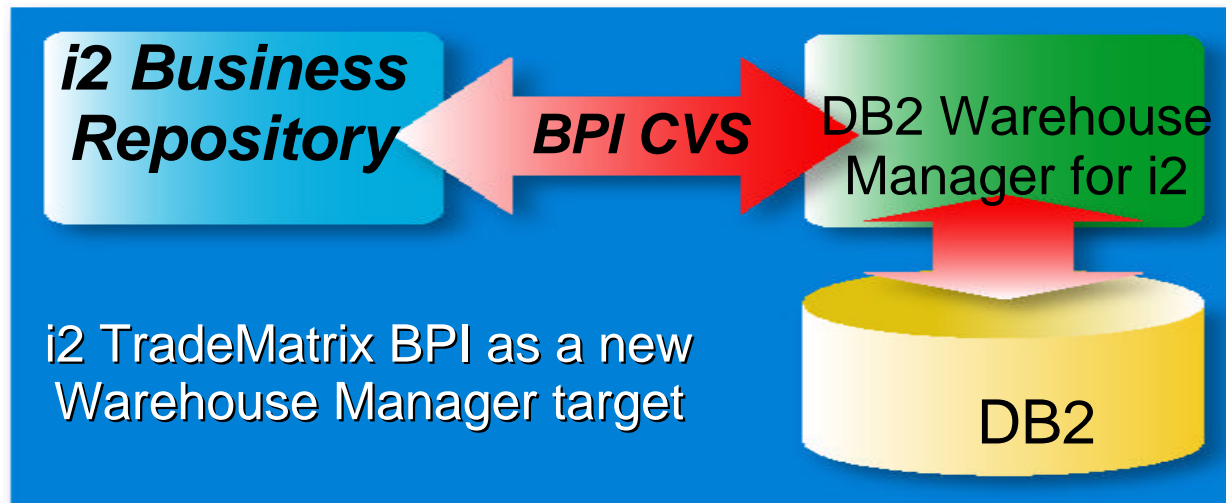
DB2 Warehouse Manager Connector for the Web



- Brings the Clickstream data into the Warehouse
 - Site Health
 - Traffic Measures
 - Visitor Behavior
- Integrates the Web traffic with the Commerce data
 - Marketing, Merchandising & Campaign Effectiveness
- Integrates the web channel data with enterprise data

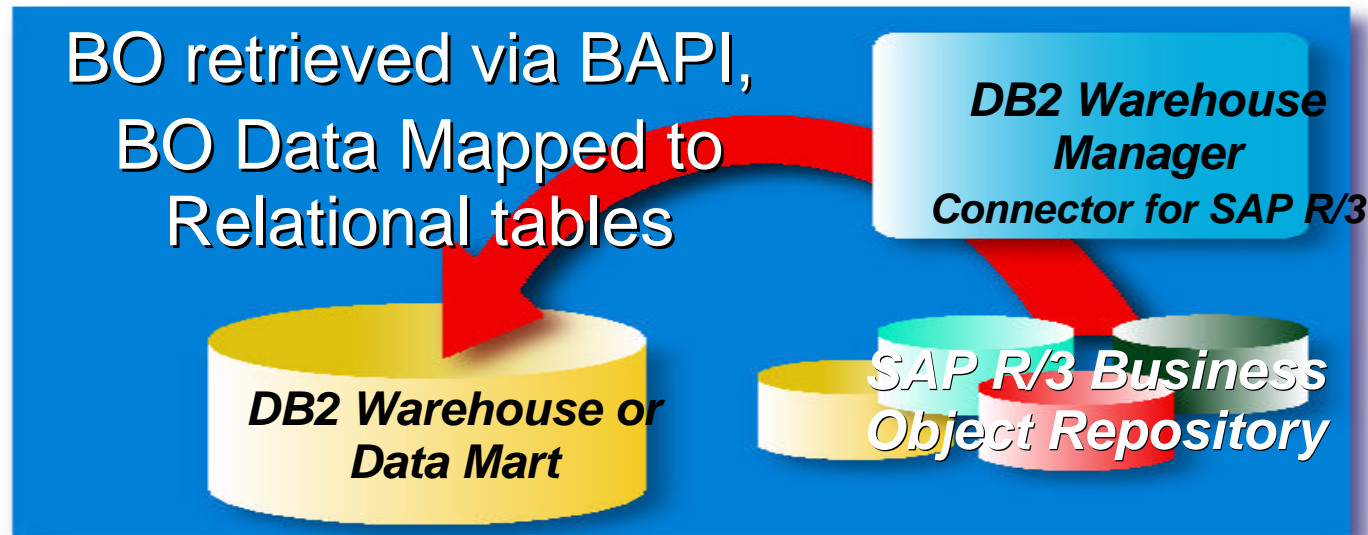


DB2 Warehouse Manager Connector for i2 TradeMatrix BPI



- Facilitates integrating data into i2's Business Process Intelligence (BPI)
 - Automates metadata import of a deployed BPI business model
 - Manages the loading of the i2 dimension and fact tables
 - Updates the loading of the OLAP cube
 - Automates and monitors the process
- Enables easy deployment of custom datamarts, and help to leverage the key features of DB2 UDB V7.2 including high-speed load, federated data access, and sophisticated transformation features.

DB2 Warehouse Manager Connector for SAP R/3



- extends users investment in SAP by facilitating dependent datamart deployment to relational datamarts
 - Business Objects retrieval using BAPI interface
 - Access any SAP R/3 server platforms
- allows further filtering, transforming and augmenting SAP data with additional legacy or demographic content.

Innovative, Dynamically Integrated Approaches to Business



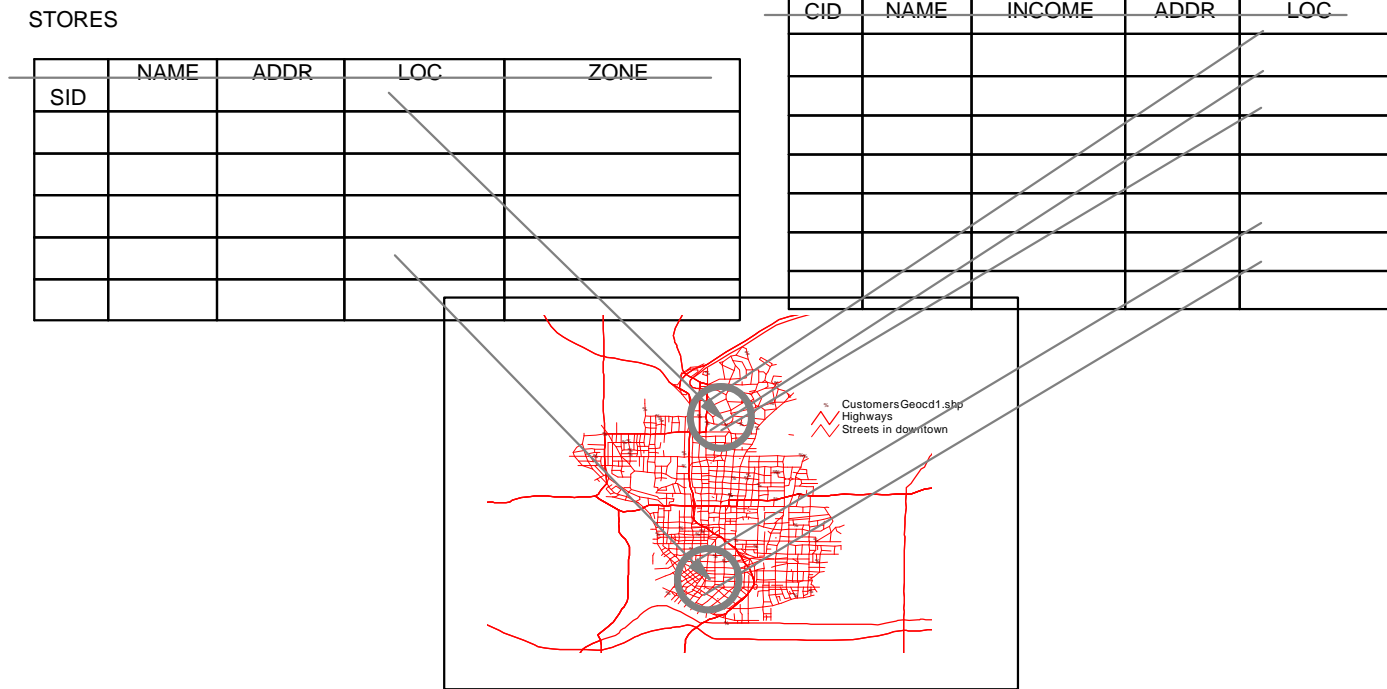
- leverages built-in DB2 MQSeries support to extract data directly from MQSeries queues enabling real-time warehousing
 - marries the cross platform integration strengths of MQSeries with the rich function, programming productivity and skill base of SQL.
 - MQSeries platform coverage
 - Asynchronous delivery
 - SQL Programming

Spatially Enabled SQL Queries

Simple Spatial Query

```
SELECT sid ,count(*), avg(income)
FROM ABC s, customers c
WHERE distance(s.loc, c.loc)<10
GROUP BY sid;
```

"tell me the number, and average income of all customers who live within 10 miles of ABC branch"



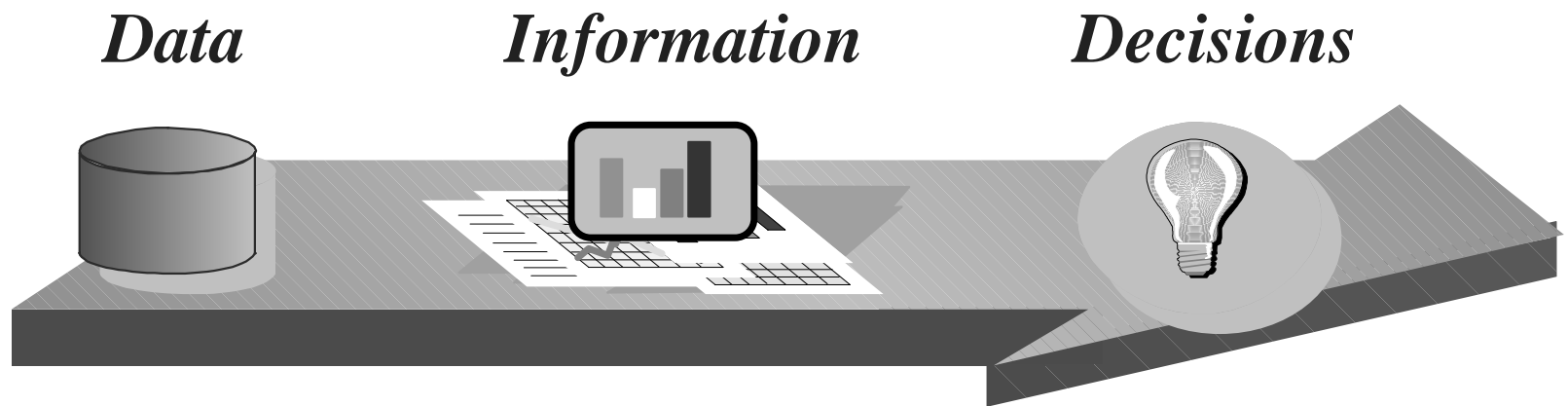
IBM DB2 Intelligent Miner Scoring

Claudia Gardner

DB2 Product Marketing, Intelligent Miner



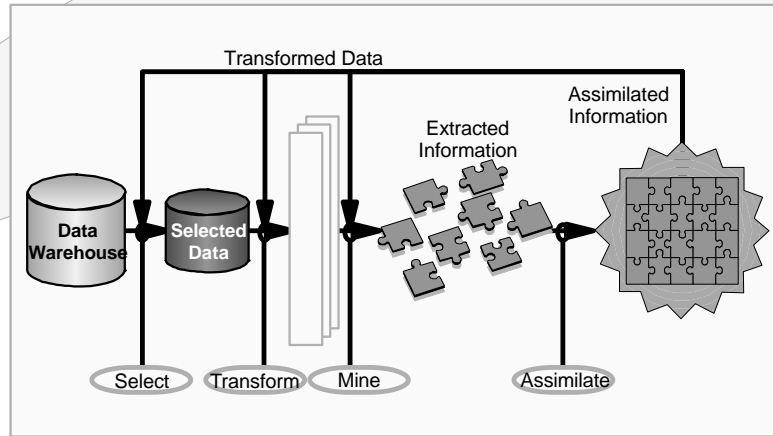
from Data to Insight



- Discover unknown Patterns, Rules
- Predict future behaviour based on past performance

DB2 Intelligent Miner An End-to-End Solution

- Define the Problem
- Scope the Project
- Identify Data Sources
- Form the Team



- Take Action
- Measure Results
- Assess Permanent Adoption

Data Mining

- An exploratory process
- An experienced analyst

→ DB2 Intelligent Miner for Data

Deployment

- A repeatable process
- Real-time prediction

→ DB2 Intelligent Miner Scoring

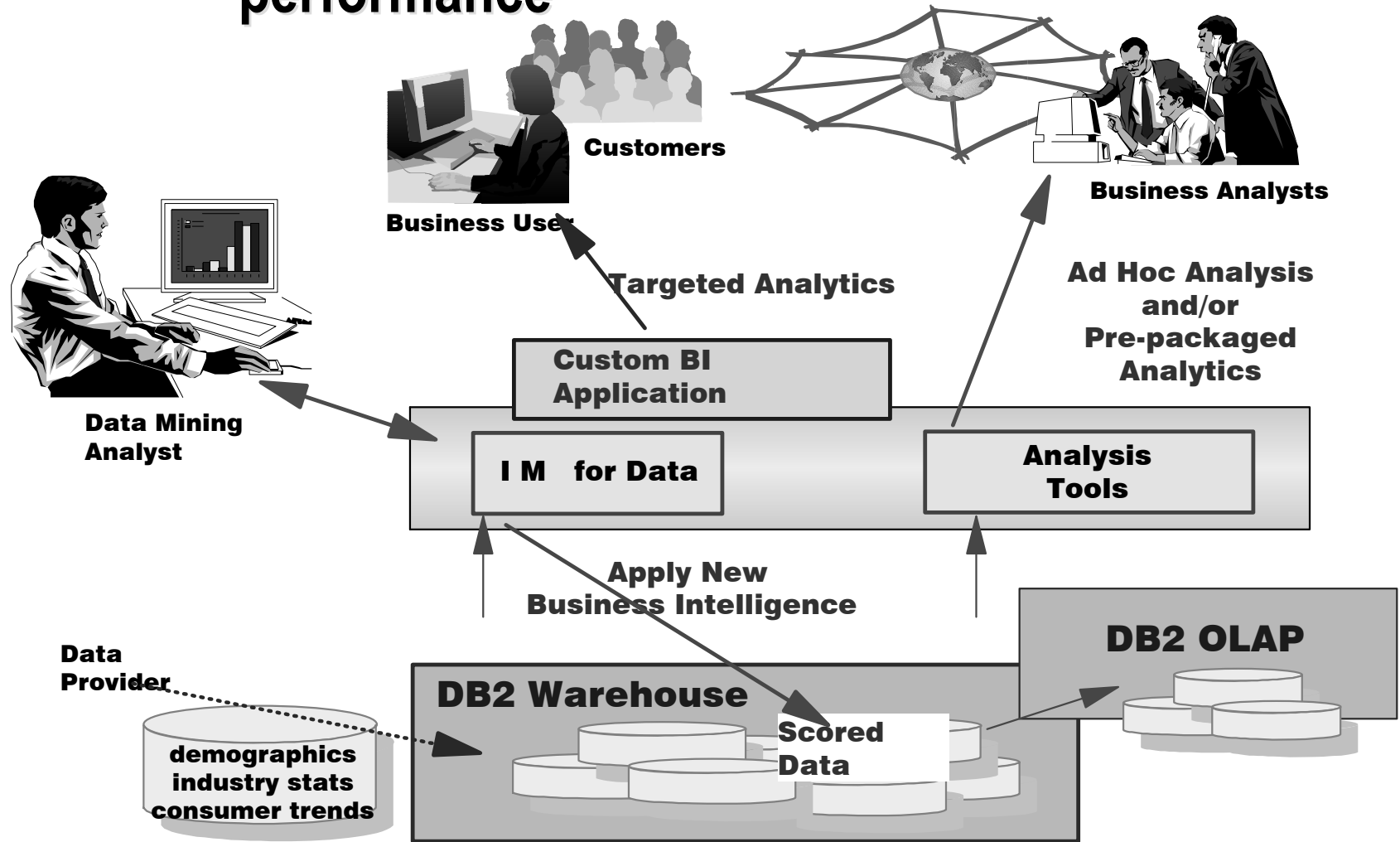
DB2 Intelligent Miner

- Harvest valuable business intelligence from your enterprise data
- Deploy mining in BI, eCommerce and OLTP applications quickly and easily
- Influence real-time processing based on your latest business intelligence
- Personalize customer and supplier treatment at initial point of contact
- Support continuous improvement as trends change or additional information becomes available

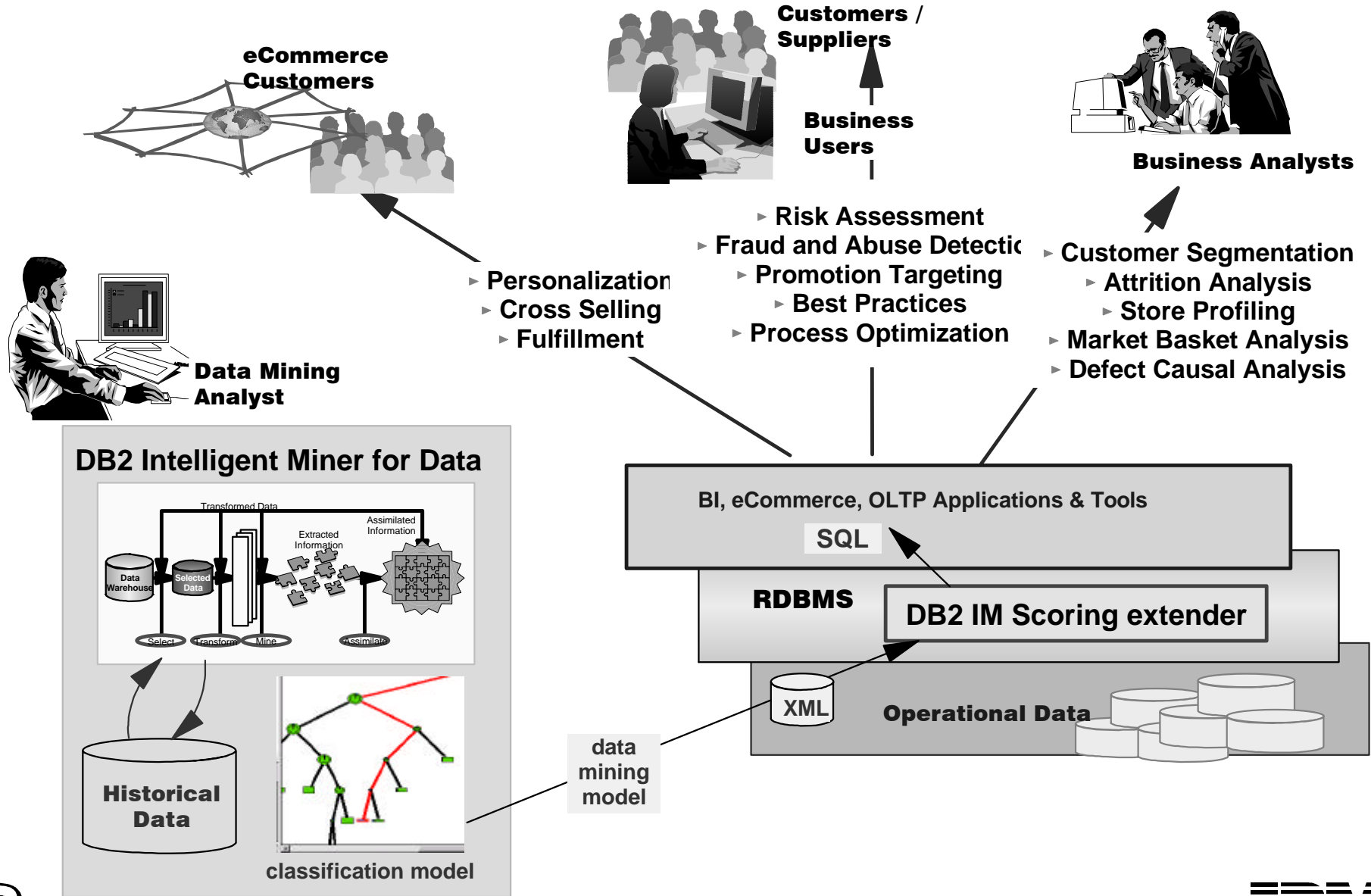
Data Mining to Enhance Business Decisions

Discover unknown Patterns, Rules

Predict future Behaviour based on past performance



Deployment to Operational Systems



DB2 Intelligent Miner Scoring delivers real time analytics

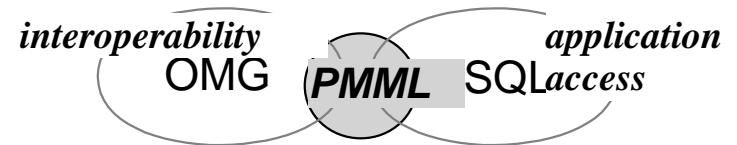
- DB2 Intelligent Miner Scoring is an economical and easy-to-use mining deployment capability.
- It enables users to incorporate mining analytics into BI, e-Commerce and OLTP applications.
- Applications score records (segment, classify or rank the subject of those records) based on a set of predetermined criteria expressed in a data mining model.
 - These applications can better serve business and consumer users alike -- to provide more informed recommendations, to alter a process based on past behavior, to build more efficiencies into the online experience; to, in general, be more responsive to the specific situation at hand.
- All scoring functions offered by the DB2 Intelligent Miner for Data V6 are supported.

DB2 Intelligent Miner Scoring V7

first viable solution for mainstreaming data mining

- Differentiators:
 - Proven, Scalable Technology
 - Open Interfaces
 - Simple, Manageable Deployment
 - Core Technology for Data Mining Solutions

IBM Role - Data Mining Standards



- **DMG, Data Mining Group**

- XML-based standard for data mining models
 - PMML, Predictive Model Markup Language
- <http://www.dmg.org/>
- IBM joined September 1 , 1999
 - submissions, contributions toward PMML 1.1
 - other members inc: Angoss, IBM, Magnify, MS, NCR, Oracle, SPSS, Xchange, SAS,

- **ISO SQL**

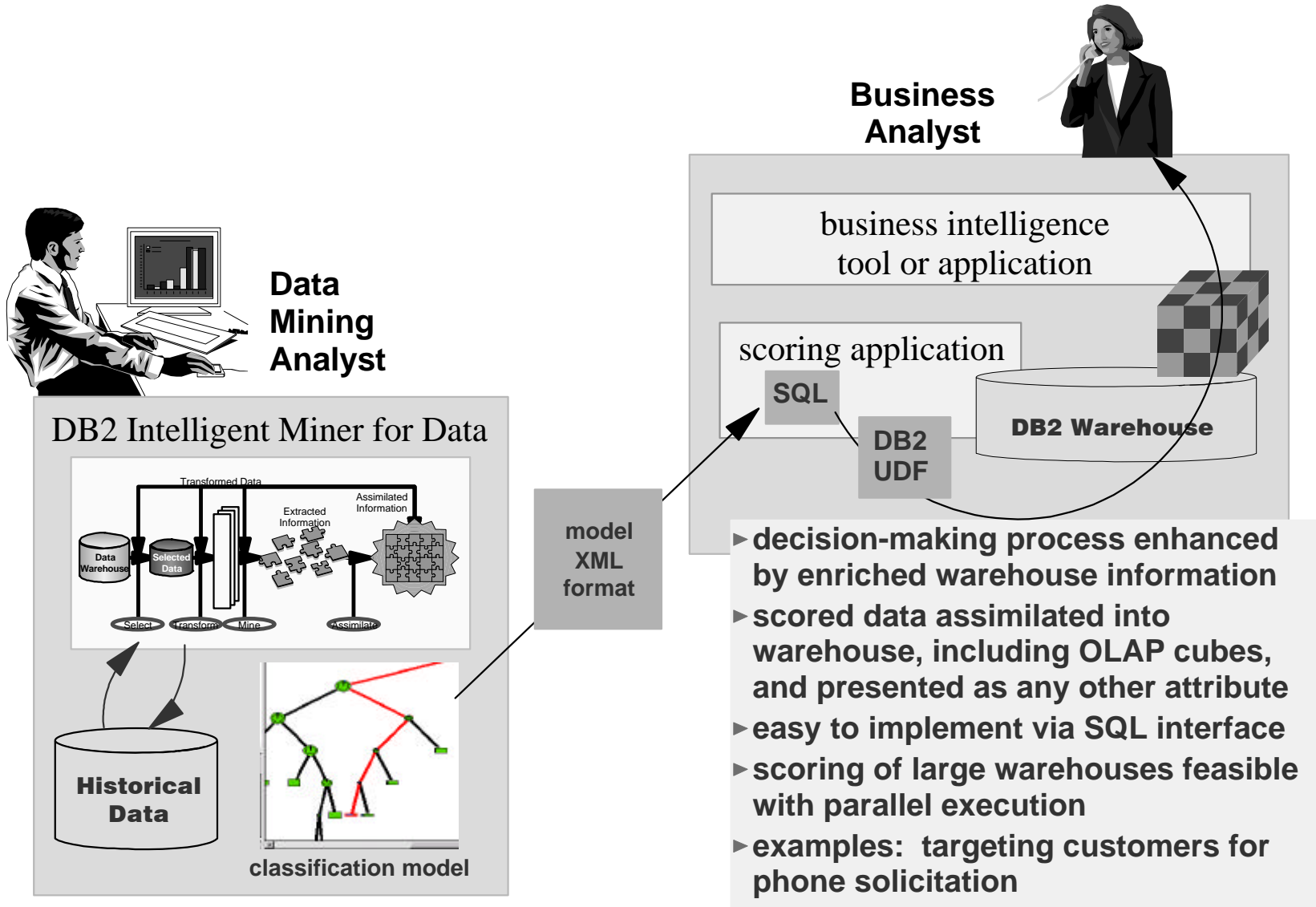
- SQL standard , extensions for data mining
 - PMML to store/transport data mining models
- January 2000 proposal accepted
 - subproject of "SQL Multimedia and Applications formed

- **OMG, Object Management Group**

- MetaData Interchange Standards for data mining
 - Common Warehouse MetaData Interchange (CWMI)

- **Strategy: Conformance with PMML, SQL, CWMI**

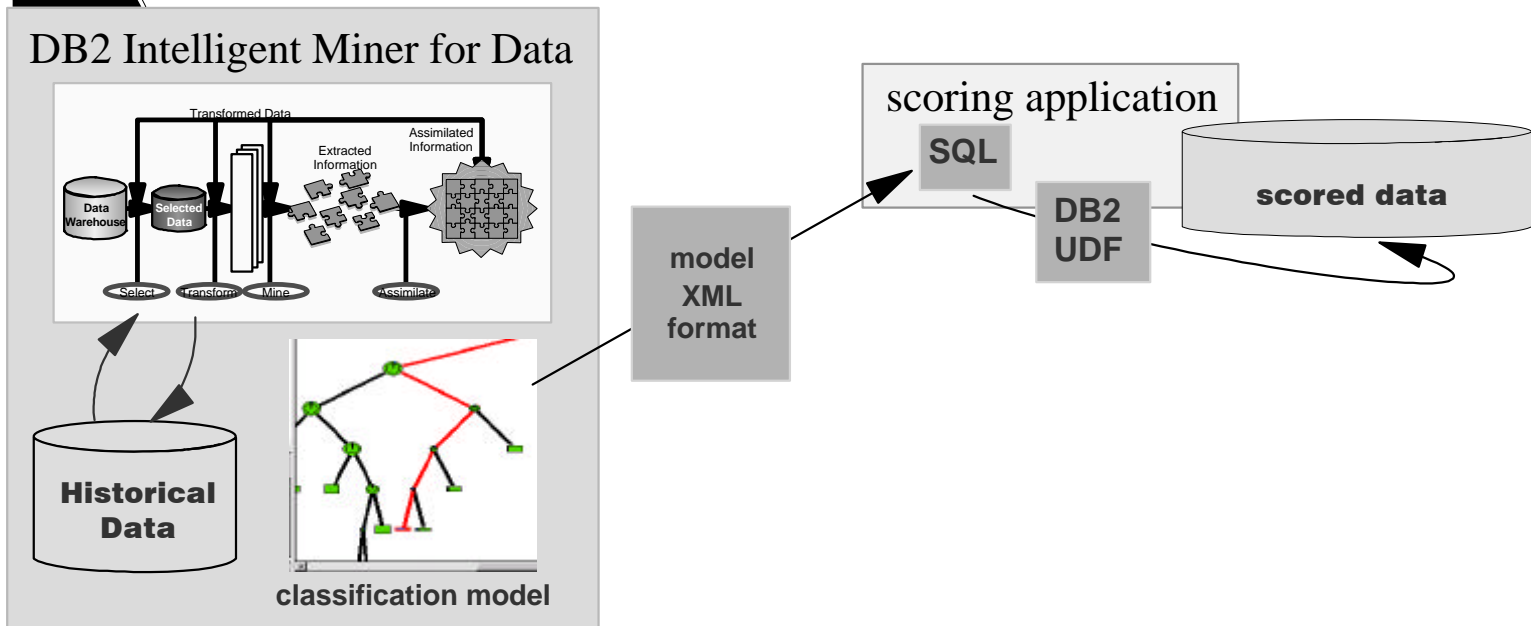
Scoring Warehouse Data



Scoring models / Interoperability



- ▶ models could be supplied by a consultant, solution provider, or central support group within an enterprise
- ▶ models can be exchanged between data mining tools from compliant vendors
- ▶ added value: consultant might merge purchased data, such as demographic or industry-specific data, with data mined

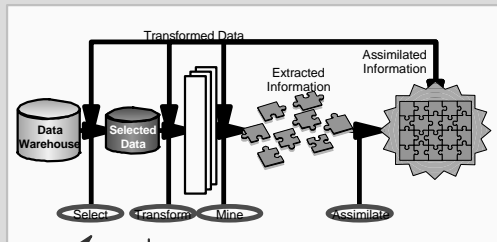


Scoring Operational Data

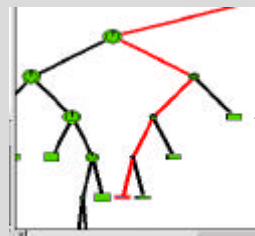


Data Mining Analyst

DB2 Intelligent Miner for Data



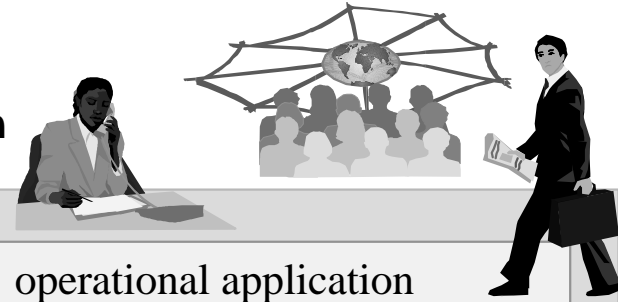
Historical Data



classification model

model
XML
format

Application Users



operational application

SQL

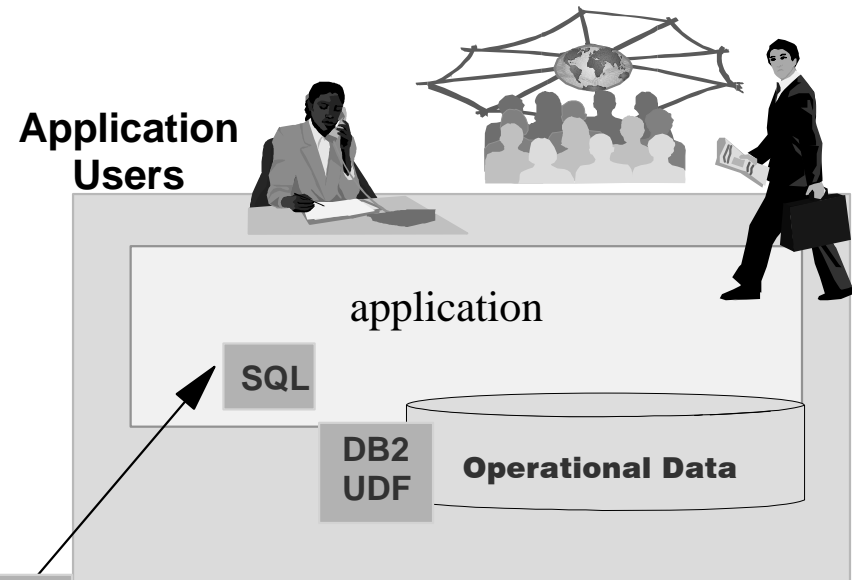
DB2
UDF

Operational Data

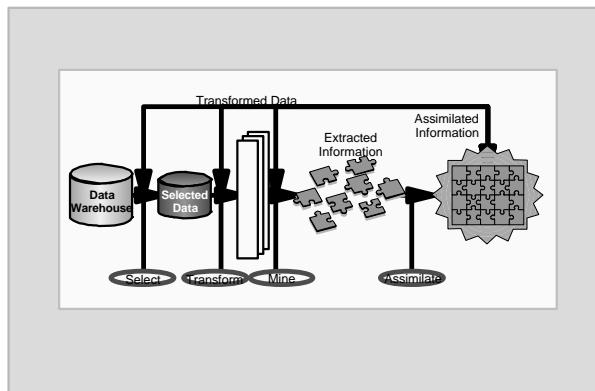
- ▶ operational applications capable of providing more guidance, better recommendations, avoid misuse
- ▶ scoring performed against database in mass or against single record in support of live transaction
- ▶ scored data assimilated into operational database - presented as any other attribute
- ▶ easy to implement via SQL interface
- ▶ scoring of large databases feasible with parallel execution
- ▶ examples: catalog order line/cross-selling, real-time prospect assessment, e-commerce consumer personalization

Scoring Applications / Options

- ▶ vendor applications easily enabled to IM Scoring function
- ▶ both model and application delivered by the vendor



model XML format



DB2 Intelligent Miner Scoring V6

first viable solution for mainstreaming data mining

- **Differentiators**

- **Proven, Scalable Technology**

- Reuse of DB2 Intelligent Miner for Data mining technology delivers proven, industry-leading mining technology to operational applications
 - Use of DB2 ensures scalability, reliability, federated data access

- **Simple, Manageable Deployment**

- DB2 extender implementation isolates the application from model interpretation and scoring logic
 - SQL WHERE clause makes it just as easy to score 1 case in real time, or all rows in mass
 - Managing models in the database ensures integrity, ease of maintenance, timely updates
 - multi-platform, multi-database support
 - ◆ AIX, Windows NT, Windows 2000, Sun Solaris, Linux, Linux/390
 - ◆ Oracle cartridge implementation available to support enhancement to existing Oracle applications

- **Core Technology for Data Mining Solutions**

- open interfaces for customer and 3rd party exploitation
 - ◆ Implementation to PMML standard promotes interoperability
 - ◆ Implementation to proposed SQL extensions simplifies implementation
 - leader in implementing new data mining industry standards
 - powered by DB2

- **Flexible solution options**

- Model development can be performed on another system, even off-site
 - Models can be built using IBM's DB2 IM for Data or other vendor offerings which deliver PMML V1.1 compliant models
 - Solution providers can implement custom or pre-packaged solutions enabled to DB2 IM Scoring



DB2 Intelligent Miner

Requirements . . .

IM for Data V1 - June, 1996

Capability/Usability

- 8 Algorithms
- Associations
- Sequential Patterns
- Clustering (2)
- Classification (2)
- Value Prediction
- Similar Time Sequences
- Processing Library
- Visualization
- API

Platforms

- DB2
- AIX/SP2
- OS/390
- AS/400
- AIX,WIN Clients

Scalability

- SP Parallel

IM for Data V2 - March, 1998

Capability/Usability

- NN Value Prediction
- Improved Model Interpretation
- Statistics
- Algorithm Enhancements
 - Optimization
- State of the Art GUI
 - Task Guides
 - Expert Use Mode
- Repeatable Sequences
- Portable Mining Base

Platforms

- Solaris
- WinNT
- OS/2 Client

Scalability

- Parallel Mining of DB2 EEE
- S/390 Parallel

IM for Data V6 - Sept, 1999

Capability/Usability

- Model Deployment
- Business Productivity
 - Graphical Visualizer Associations
 - Statistics/Exploration /Spreadsheet Interoperability
 - End User Reporting

Platforms

- VLDB - DB2 V6 and V7
- Windows 2000
- Integration - Warehouse & Operational Systems

Scalability

- SMP/Cluster Parallel
 - AIX, Win NT, Win 2000, Solaris
- Parallel Processing for RBF Value Prediction

Applications

- partner enablement
- UDB Miner
- IM Scoring beta

IM Scoring V7 - March, 2001

Capability/Usability

- clustering, classification, regression scoring functions
- SQL API
- db extenders
- XML model mgmt in db
- support for all IM for Data V6 scoring fcns

Platforms

- DB2 Extenders
 - DB2 V7
 - Parallel Scoring
- Federated Data Access
- Oracle Cartridges
- AIX, Win NT, Win 2000, Solaris, Linux, Linux/390

Scalability

- DB2 performance

Applications

- open: ISO/SQL and DMG/PMML standards
- partner enablement

Capability/Usability

- Simplification, Embedded Intelligence
- Mining in OLAP
- Info Dissemination - EIP
- Interoperability - PMML, CWM

Platforms

- Integration - Warehouse, Application Suites
- Additional data mining sources

Scalability

- Warehouse Growth ..Terrabytes .. click stream data
- Administration & Management

Applications

- Separately Priced Components
 - Scoring extenders
 - Modeling extenders
 - Visualizers
- Solutions
 - CRM / SCM
 - e-Commerce
 - e-Business Enablement
 - Partner Offerings

Evolution ... Experience, Research, New Technology . . .



DB2 Intelligent Miner Internet

- information
 - case studies
 - news, press, announcements
 - regular Data Mining column in DB2 Magazine
 - brochures, white papers, analyst reports
- support
 - FAQs
 - HW/SW pre-requisites
 - MS 2000 support
 - DB2 V7 support
 - PTFs
 - documentation
 - publications online
 - redbooks
 - presentations
 - tutorial
- services
 - education, consulting, partners
- new trial CD
- new Webcast replay



Related Internet Sites

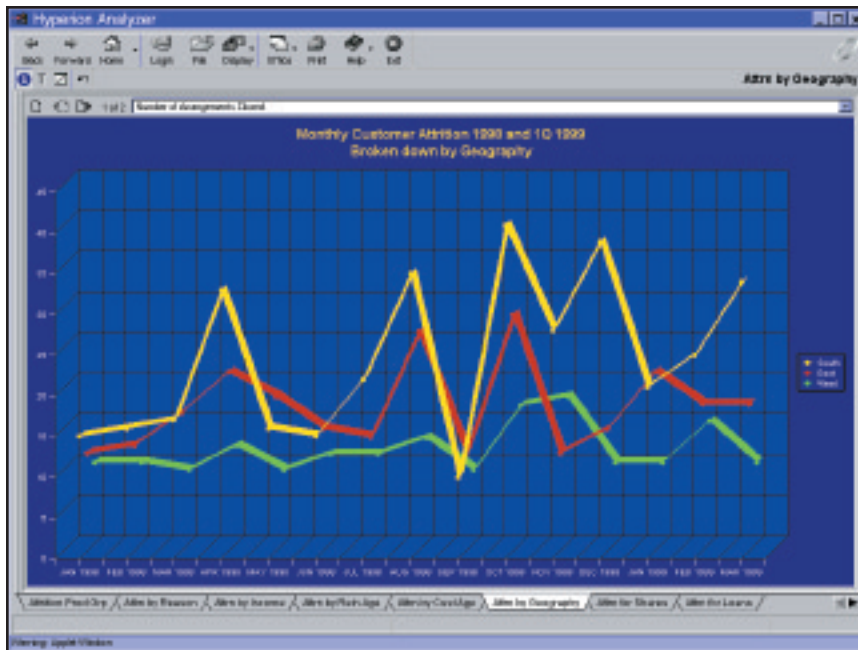
- DB2 Scholar Program
 - www.software.ibm.com/data/highered/
- DB2 Magazine - regular data mining column
 - www.db2mag.com
- Road to Business Intelligence 2000 series
 - www.ibm.com/software/data/busn-intel/road2bi/
- IBM Data Mining Research
 - www.almaden.ibm.com/cs/quest/
- IBM Data Management Offerings
 - www.ibm.com/software/data
- IBM Business Intelligence Offerings
 - www.ibm.com/software/data/busn-intel/

Campaigns, Deliverables

John Dawyot
Worldwide BI Marketing Campaign Manager



IBM DB2 OLAP Server



DB2 OLAP Server adds new dimensions to business analysis.

Highlights

- **Fast, intuitive business analysis**
- **Support for a broad range of platforms**
- **A new Analyzer feature that enables enterprisewide access through the Web**
- **Integration with a wide variety of third-party analytical tools**

DB2 OLAP Server: the analysis engine for your e-business applications.

With the explosive growth in e-business driving industry segments such as e-commerce and customer relationship management (CRM), successful businesses demand powerful tools that will help them make sense of the vast amount of data they acquire as a result of this unprecedented growth and increasing globalization.¹

Whether the data you are collecting is customer purchase behavior, Web site click streams or demographics, IBM DB2[®] OLAP Server[™] has a suite of built-in capabilities to turn the data into business intelligence and distribute it to users as live reports. This enables rapid analysis that leads to timely, informed business decisions.

Powerful analytics.

To keep you ahead of your competitors, DB2 OLAP Server offers tools for business trend analysis, creating ratios and allocations with more than 100 built-in financial, statistical and mathematical functions. DB2 OLAP Server supports a large number of concurrent users, while preserving cell-level security for safe, broad distribution of access throughout your enterprise.

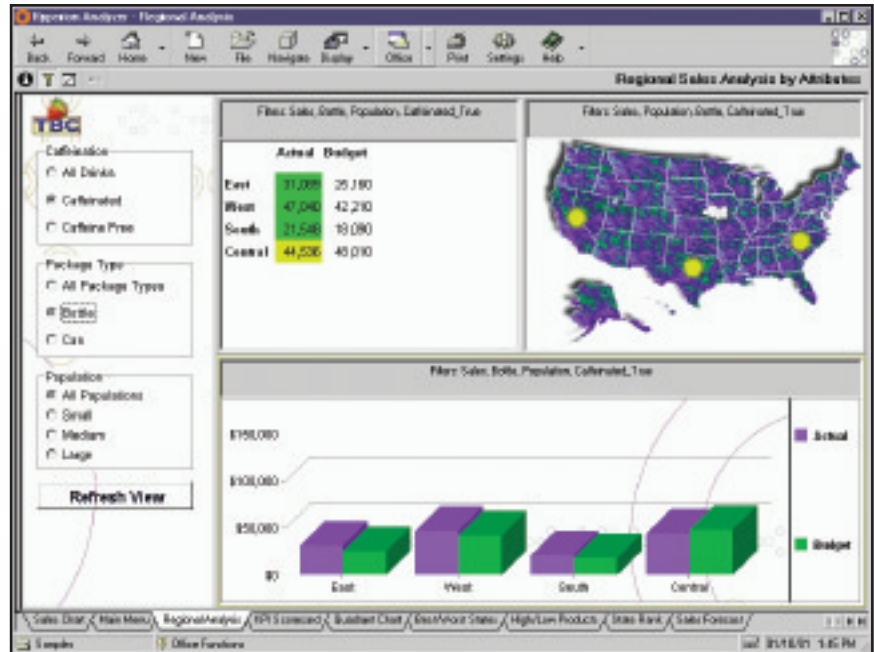
With the powerful analytics in DB2 OLAP Server working with tools such as those from Elytics, you can determine the effectiveness of your Web sites. This enables you to manage your e-commerce venture as effectively as you do any other sales channel.

Building scalable e-business applications.

New Web-based reporting tool.

Analyzer, a front-end application tool for OLAP, is now a feature of DB2 OLAP Server. This tool enables you to deliver intuitive, easy-to-use OLAP reports through Web browsers or Microsoft® Windows® clients. When creating the reports, users can choose to deliver them in one of three ways:

- *In Java™, for highly interactive data navigation and manipulation*
- *In HTML, for thin-client deployment to large numbers of users*
- *As fully customized applications, by taking advantage of the Java application programming interface.*



Analyzer provides intuitive, interactive views of your OLAP data.

Closed-loop system.

By allowing authorized users to write information back to the OLAP application, DB2 OLAP Server enables you to improve your existing business strategies through the implementation of planning, forecasting and other “what-if” applications.

Easy to use and fast to deploy.

With DB2 OLAP Server, end users don't need to understand relational database concepts or query languages, so they can become productive quickly. DB2 OLAP Server also simplifies application design and management with the Application Manager. This intuitive administration and development tool helps you build custom OLAP applications to meet even the most complex analytical needs. The OLAP Integration Server feature further simplifies the OLAP application building process by managing the linkages between relational data sources and the OLAP applications they feed.

“Not only do our clients immediately get answers to questions that used to take days of waiting, but navigating the data mart actually provides increased insights and new ideas for them about how they should think about the data.”

—Joe Scovell, Manager, Marketing Support Services, DST Systems, Inc.

	Year	Q1	Q2	Q3	Q4	Total			
							Q1	Q2	Q3
East	Total	50,000	38,071	5,591	22,448	9,004	22,280	8,198	27,252
	New York	50,000	7,707	4,471	8,885	4,947	9,004	4,167	8,583
	Massachusetts	1,200	3,888	1,891	3,888	1,000	3,790	1,181	3,553
	Florida	1,100	4,144	3,813	4,746	2,044	4,710	1,883	4,270
	Connecticut	1,800	3,473	1,281	3,034	1,138	2,838	1,388	3,208
	New Hampshire	688	1,882	738	1,877	786	2,087	888	1,718
West	Total	14,880	21,874	18,822	20,872	18,780	26,130	18,283	20,888
	California	8,888	11,888	8,888	12,888	8,888	13,888	8,274	11,888
	Oregon	2,188	8,888	2,112	4,888	2,102	4,888	2,288	8,188
	Washington	2,000	4,888	1,888	4,888	1,888	4,888	1,888	4,717
	Idaho	1,201	4,288	1,884	4,288	2,012	4,281	1,888	4,408
	Montana	2,048	8,178	4,827	7,881	4,218	10,288	3,827	7,888
South	Total	8,222	12,113	8,442	12,882	8,882	12,288	8,482	12,778
	Texas	1,288	4,888	1,887	4,888	2,288	4,887	1,888	4,482
	Mississippi	1,288	2,881	1,382	3,288	1,211	2,887	1,482	3,884
	Louisiana	1,200	2,888	1,718	2,888	1,200	2,717	1,382	2,888
	New Mexico	880	1,741	878	2,887	1,281	2,788	888	1,842
North	Total	12,218	11,412	14,411	20,888	14,200	20,754	13,881	18,488
	Illinois	5,804	7,888	3,848	8,288	5,804	9,200	3,888	8,718
	Ohio	1,000	4,271	1,828	4,271	1,300	4,271	1,848	4,255
	Michigan	1,711	4,871	1,717	4,872	1,700	4,200	1,888	3,795
	Minnesota	1,400	3,882	1,408	3,874	1,400	2,881	1,381	2,808
	Iowa	2,200	8,175	3,888	8,888	5,204	1,200	2,828	8,488
	Colorado	2,000	5,941	3,594	5,884	2,201	5,941	3,941	5,884

Popular tools such as BrioQuery work with DB2 OLAP Server to enable analysis of DB2 data.

Designed for diverse environments.

DB2 OLAP Server now supports IBM OS/390® and IBM AS/400® in addition to IBM AIX®, Windows NT®, Windows 2000, HP-UX and Sun's Solaris™ Operating Environment. This makes it even easier for you to leverage your existing skills and architecture and eliminate unnecessary costs. DB2 OLAP Server also provides support for double-byte character sets and is available in 17 languages to empower international businesses.

Fastest response times.

Powered by Hyperion Essbase technologies, DB2 OLAP Server provides industry-leading performance for interactive data analysis and report generation. To tune your application, you can either use pre-calculated data for the fastest query response times or opt for dynamic computation at query time to optimize database size.

Choice of analytical tools and applications.

DB2 OLAP Server fully supports the widely adopted Hyperion Essbase application programming interface (API), making it accessible by a broad range of front-end analysis tools and business applications, as well as standard SQL query tools. A large and growing number of third-party vendors —more than 70 at last count— provide analytical tools and applications that work with the Hyperion Essbase API. These tools include:

- *AlphaBlox*
- *Brio.Insight*
- *BrioQuery*
- *BUSINESSOBJECTS*
- *Elytics Analysis Suite*
- *i2 Business Process Intelligence*
- *Lawson*
- *Lotus® 1-2-3®*
- *LumenSoft Server Manager*
- *Microsoft Excel*
- *Microsoft Internet Explorer*
- *Netscape Communicator*
- *PeopleSoft*
- *ShowCase*
- *Temtec Executive Viewer*
- *Walker Horizon.*

Managed OLAP environment.

The Data Warehouse Center—an integrated component of IBM DB2 Universal Database™—helps you manage your OLAP environment. The Data Warehouse Center eases the tasks of registering and accessing data sources, defining data extraction and transformation steps, populating data warehouses and OLAP applications, managing and interchanging meta data as well as automating and monitoring the process described above. You can also map data from multiple sources into your star schemas or multidimensional cubes, and automate and monitor routine tasks such as loading, pre-calculating and reporting on cubes. Used together, the Data Warehouse Center and DB2 OLAP Server create a reliable and manageable infrastructure for deploying OLAP applications.

Know your business better with DB2 OLAP Server.

DB2 OLAP Server is the high-performance, cross-platform solution that will put your business in high gear. Deploying it in your workplace will deliver fast results, enabling you to show where your business is most profitable, illuminate opportunities for increased cost savings and identify your best customers. This knowledge is key to steering your business toward continued success. Make sense of your data—leverage the advanced functionality of DB2 OLAP Server.

For more information.

Contact your IBM marketing representative or IBM authorized software reseller or visit our Web site at ibm.com/software/data/db2/db2olap



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¹Forrester reports that by 2002, 78 percent of firms expect global customer connections, Global eBusiness requires eT, Forrester, 1999.

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DB2 Warehouse Manager

Highlights

- ***Simplifies and speeds warehouse prototyping, development and deployment***
- ***Empowers the data center to govern queries, analyze costs, manage resources and track usage***
- ***Helps users find, understand and access information***
- ***Satisfies common reporting needs of enterprises of any size***
- ***Accommodates myriad data warehousing tools and techniques***
- ***Supports near realtime updates to allow proactive management of customer relationships and more sophisticated use of information.***

You can start data warehousing today.

Data warehousing is the foundation for business intelligence and customer relationship management—it's important to do it right. That means:

- *Accurately translating your business users' needs into workable data models*
- *Building an easily accessible data warehouse that continually draws on diverse application and data sources*
- *Maintaining a warehouse that is responsive to changing user needs in an ad hoc query environment.*

If you're thinking 'I don't have the time or resources to handle that,' IBM DB2® Universal Database™, Version 7 and IBM DB2 Warehouse Manager can help. They provide a rich graphical environment for creating and managing high-performance, scalable DB2 data warehouses—right from within your DB2 Control Center. And once you've got your data warehouse in place, DB2 Warehouse Manager provides flexible, easy-to-use tools to access the data warehouse and govern and track its usage.

Build and manage from a central point of control.

Within the DB2 Control Center of DB2 Universal Database, you'll find the Data Warehouse Center—the command console for warehouse management. This integration gives you a common environment to manage your database, your data warehouse, and the processes for building and maintaining your environment.

From this common environment, your database administrators (DBAs) can:

- *Access multiple sources of data*
- *Build warehouse extraction and transformation processes*
- *Test processes*
- *Analyze and tune extractions and queries*
- *Automate and monitor processes*
- *Authorize users*
- *Put data warehouses into production.*

Building scalable e-business applications.

A unique graphical environment in the Data Warehouse Center makes it easy for warehouse designers to specify over 150 built-in transformations and visualize the flow of the build process. In addition to SQL warehouse transformations, DB2 Warehouse Manager provides special transformers—written as user-defined functions (UDFs) and stored procedures—to cleanse data and generate keys, pivot tables and more. Users can add their own custom transformations too, using the built-in DB2 Stored Procedure Builder or another development tool of their choice.

Integrate data in diverse, distributed environments.

As users realize the advantages of your data warehouse, they will inevitably use it more and expect it to offer increasingly sophisticated levels of information. With DB2 Warehouse Manager, you can build data warehouses that grow and change with your business and leverage more of your available information resources.

DB2 Warehouse Manager enhances the scalability of your data warehouse with distributed warehouse agents for Microsoft® Windows NT®, Windows® 2000, IBM OS/390®, IBM AS/400®, IBM AIX®, IBM OS/2® and the Sun™ Solaris™ operating environment. These agents execute the transformation and data movement requests, allowing the administrator to select the best platform for transformation processes and enabling point-to-point, distributed and parallel data movement. These agents transform the Data Warehouse Center into the central control point for managing data warehouses and dependent data marts across distributed environments.

The Data Warehouse Center provides access to DB2, Oracle, Sybase, Informix, Microsoft, flat file, ODBC and OLE DB sources. It uses simple movement techniques to help you get started quickly as well as more advanced functions for incremental data movement. DB2 Warehouse Manager extends source access, making IBM IMS™ and VSAM data sources available through IBM Classic Connect.

Find relevant information easily.

DB2 Warehouse Manager also includes the Information Catalog Manager, which helps users find, understand and access the data that is available to them, so they can quickly make informed decisions using accurate data. Here's how it works:

- *Administrators and users can directly register information in the catalog, such as spreadsheets, reports, queries, Web pages or other relevant information they want to share*
- *Then they can populate the catalog by way of meta data interchange with popular OLAP, query and desktop tools*
- *To access shared information, users can employ a familiar search tool from a Windows or Web browser interface.*

Satisfy diverse reporting needs.

DB2 Warehouse Manager enables easy and reliable access to your data warehouse with the IBM QMF™ family of integrated tools. For enterprisewide business reporting, QMF for OS/390 provides:

- *Easy yet robust reporting functionality that supports novice to expert users*
- *Enabling of distributed applications*
- *Ability to share queries, report forms and procedures across the enterprise*
- *Report publishing to the Web.*

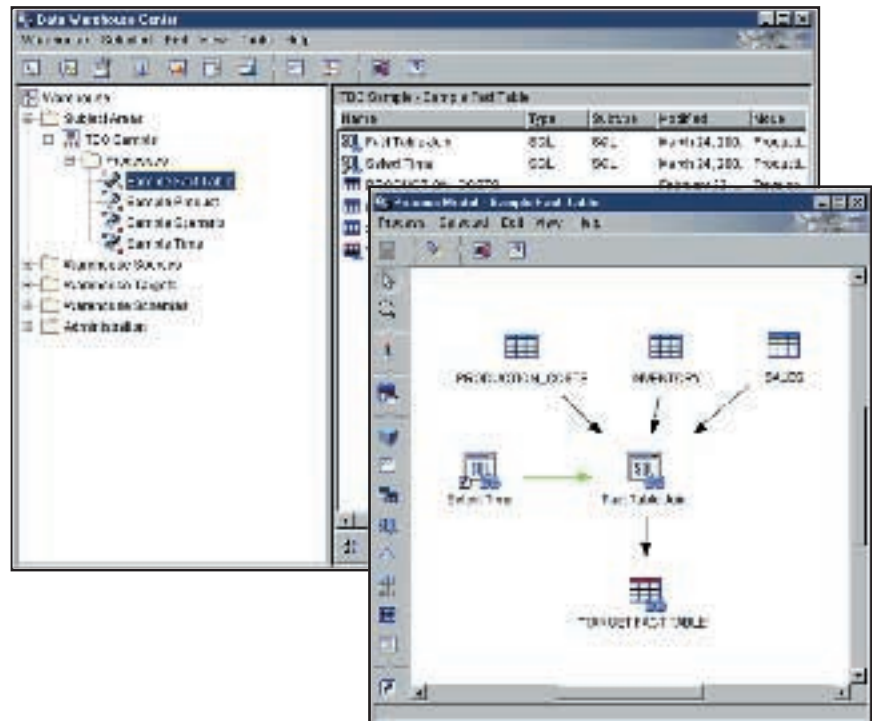
To extend these capabilities to Windows clients or Web browsers, QMF for Windows:

- *Enables you to integrate query results with any OLE 2 desktop tool including spreadsheets, report writers and desktop databases*
- *Launches Java™ queries and publishes reports to the Web*
- *Integrates with other products using command line parameters or its own robust API.*

Enable controlled warehouse growth and use.

In addition to the built-in governing capabilities in DB2 Universal Database, DB2 Warehouse Manager provides complementary tools to govern and track warehouse access. You can take advantage of Query Patroller on UNIX® and Windows platforms, QMF HPO on the OS/390 platform or QMF for Windows as governing gateways for any DB2 data warehouse.

With the growing number of users and varying query requirements, the database administrator has a tough job protecting resources from runaway queries and tuning the database for optimum performance. These tools help data centers:



The Data Warehouse Center shows how your corporate information flows.

- *Govern users and queries to support a growing user base with diverse skills and needs*
- *Manage resources by controlling workloads and setting access limits by user or group*
- *Support charge-back accounting based on usage*
- *Target performance tuning for the most frequently used tables and queries*
- *Identify archival candidates to manage storage expenses.*

Leverage meta data standards to deliver integrated solutions.

A major challenge in data warehouse implementations is the integration of independent products to create a complete solution. One of the obstacles to integration has been

the lack of standards to communicate common information across a vast array of business intelligence tools.

The Object Management Group (OMG) Common Warehouse Metadata Interchange (CWMI), led by IBM, is reviewing and approving meta data standards proposed by industry leaders, including IBM, NCR, Oracle, Hyperion and Unisys. These meta data standards will define a common way to exchange information about relational database schemas, multi-dimensional schemas, warehouse processes and more. The Data Warehouse Center implements CWMI from IBM.

In addition to industry support from business intelligence vendors, CWMI is built upon existing OMG standards for UML and XML in use by a broader vendor community. These standards will help to:

- *Reduce systems integrator workload and expedite deployment*
- *Provide more choice to customers in selecting products for their solution.*

DB2 Warehouse Connectors.

DB2 Warehouse Manager provides optional complementary tools to facilitate e-business analytics. DB2 Warehouse Manager Connectors for i2, SAP® R/3® and the Web facilitate:

- *Integrating data into i2's TradeMatrix Business Process Intelligence (BPI) and enabling easy deployment of custom datamarts by leveraging the key features of DB2 Universal Database, Version 7 including high-speed load, federated data access and sophisticated transformation features.*

- *SAP R/3 data deployed as relational datamarts and OLAP cubes. Customers can further filter and transform SAP R/3 data and augment SAP data with additional legacy or demographic content.*
- *Use of WebSphere® Site Analyzer's Web-mart as a Web traffic source and to sessionize clickstream data (i.e. organize it according to user access), allowing warehouse users to map Web traffic data and enterprise data into relational tables for further analysis and mining.*

Benefit from IBM's industry leadership.

Through its Business Intelligence Partner Initiative, IBM has joined forces with more than 550 partners, offering as many as 800 business intelligence applications and tools. Worldwide, more than 9,500 IBM Business Partners have designed 16,300 applications supporting DB2 Universal Database.

Among all these, you'll find solutions to fit your business needs. But first, get started on the foundation—building your data warehouse with DB2 Universal Database and DB2 Warehouse Manager.

For more information

Please contact your IBM marketing representative or an IBM Business Partner, or call 1-800 IBM CALL within the U.S. Also, visit our website at ibm.com/software/data/db2/dwm.



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IBM DB2 Intelligent Miner



Highlights

- **Harvest valuable business analytics from your enterprise data sources**
- **Deploy data mining in business intelligence, e-commerce and OLTP applications quickly and easily**
- **Influence realtime processing based on the latest business intelligence insights**
- **Personalize customer and supplier service at initial point of contact**
- **Support continuous improvement as business trends change or new information becomes available.**

Open your eyes to your world

Doing business in the New Economy is all about personalization and timing—getting the right messages to the right people at the most opportune time. Business analysis, therefore, takes on a more critical role—and the results must be applicable in real-time. What's more, the closer you can apply business intelligence to the point-of-contact, the more value you can realize from your business intelligence investment—and your business relationships.

IBM DB2 Intelligent Miner™ for Data is widely accepted as one of the key analysis tools for understanding your customers and business operations, and for gaining new business insights. Data mining is now commonly used in financial services and for customer relationship management (CRM), and is making inroads in

a variety of new business areas—from medical best practices to manufacturing line analysis. Now, there is growing recognition that driving data mining into operational systems for realtime decision making will enable you to derive deeper business improvements than ever before.

Traditionally, operational systems feed into business intelligence systems, which generate analytical reports upon which the end user can act. But closing the loop and driving change back into the operational systems remains a costly, manual and time-consuming process. With IBM DB2 Intelligent Miner for Data and IBM DB2 Intelligent Miner Scoring, you can have an end-to-end solution in which the results of data mining are driven back into operational applications. Closing the loop, you can make more informed decisions based on timely intelligence—and impact customer or supplier treatment at key touchpoints.

Mainstreaming data-mining analytics.

Wouldn't you like to know how likely a certain visitor to your e-commerce Web site would be to open his wallet for a particular type of product—and be able to use a pop-up ad to encourage his purchase? Aren't you curious about what type of product he might buy from you next—and don't you want to act immediately on this cross-selling opportunity? Wouldn't you like to know which of your suppliers offers the best price performance for a certain part—at the moment you are making your purchase decisions? Or, predict a supplier's ability to fulfill your supply needs when negotiating a large order from your own customer?

Using DB2 Intelligent Miner, you can take some of the guesswork out of the decision-making process, and enhance your CRM strategies, e-business capabilities and a variety of other critical business processes.

Uncover patterns and trends—and act on them now

Scalable and with support for multiple platforms, DB2 Intelligent Miner for Data provides a single framework for database mining, using proven, parallel mining techniques. Business applications for this technology vary widely, and a variety of mining algorithms is provided. Here are some typical examples of how mining algorithms available in DB2 Intelligent Miner for Data are applied:

- *Clustering can be used for market segmentation, store profiling and to reveal buying behavior*
- *Associations enable you to discover product associations in a market basket analysis, site visit patterns for an e-commerce site, and combinations of financial offerings purchased in different geographical areas*
- *Sequential patterns reveal buying patterns in a series of purchases made or multiple Web site visits over time*
- *Classification algorithms enable you to profile customers based on a desired outcome, such as propensity to buy high-end electronics*
- *Predictive algorithms can be used to score customers by factors such as likelihood of fraud, credit risk or propensity to buy*
- *Similar time sequences can reveal examples of similar stock price fluctuations over a period of time.*

Customized visualizers provided with DB2 Intelligent Miner help you interpret data-mining results, depict model quality, present the results of various statistical functions and convey your findings to management and analysts. Programmable as well as end-user interfaces enable you to further customize the mining experience for various user communities. Where “expert” mining analysts may desire access to the full function of the product, a custom interface to select pre-defined subsets of the function may be preferable to other business analysts.

While the results of a mining operation offer new insights to key business operations, their true value is best realized by modifying the processing of core operational systems. And the simplest and most effective way to accomplish this is through the use of DB2 Intelligent Miner Scoring.

Unleash the power of data mining

To apply data-mining analytics closer to the point of customer, supplier or employee contact, look no further than DB2 Intelligent Miner Scoring (DB2 IM Scoring). DB2 IM Scoring is an economical and easy-to-use mining deployment capability. You can use it to influence the handling of transactions as they occur in business intelligence, e-commerce and OLTP applications. This DB2 Intelligent Miner offering can help your business develop personalized treatment for customers and suppliers, as well as offer guidance to employees for more informed decision making.

DB2 IM Scoring makes it easier for your staff to deploy mining analytics where they can demonstrate the most value. Applications score records—to segment, classify or rank the subject of those records—based on a set of predetermined criteria expressed in a data-mining model.

- *Development is simplified by using SQL as the programming interface, and processing the mining model external to the application program. Developers are left to concentrate on business requirements.*

- *Mining models can be updated dynamically with an SQL call, without disruption to production systems. As new intelligence becomes available, your business applications can remain on top of the latest trends and policies without change.*
- *Built as user-defined extensions to DB2, DB2 IM Scoring functions extend SQL analysis capabilities. The use of DB2 ensures scalability, reliability and federated data access.*

The implementation of DB2 IM Scoring is based on new industry standards for data mining, increasing the opportunity for vendor interoperability and long-term stability of mining applications.

- *The Predictive Modeling Markup Language (PMML) standard provides a vendor-independent method of defining mining models. Users of DB2 IM Scoring are not limited to a single tool or application for the generation of mining models.*
- *Proposed extensions to the ISO SQL standard provide a familiar programming interface, and include the definition for managing mining models in a relational table. Developers need only to be familiar with the SQL interface to perform scoring operations.*

DB2 IM Scoring applications can better serve business and consumer users alike—to provide more informed recommendations, to personalize treatment, to build more efficiencies into the online experience and to be more responsive to the specific situation at hand.

Instant gratification

A leader in database and data-mining technology, IBM is a pioneer in providing data-mining capabilities in its core database, as well as in implementing to both the PMML and ISO SQL standards for data mining. A DB2 Intelligent Miner solution removes the complexities involved in operational deployment of mining analytics. DB2 Intelligent Miner Scoring extends DB2 analysis capabilities and enables users to deploy mining in operational applications with a simple SQL call.

Together, DB2 Intelligent Miner for Data and DB2 Intelligent Miner Scoring pack a powerful punch, providing a highly effective and affordable means to mainstream business intelligence into enterprisewide applications. They can help you transform traditional application systems, encapsulating business intelligence for deployment in realtime—where it can generate maximum return on your business intelligence investment.

For more information

Please contact your IBM marketing representative or an IBM Business Partner, or call 1-800 IBM CALL within the U.S. Also, visit our Web site at **ibm.com/software/data/iminer**



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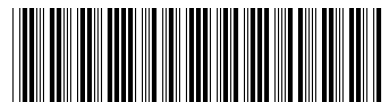
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PartnerWorld

Business Partner Opportunities

**Cliff Kinard
Channel Marketing**



Partner Services Opportunity: Review of WCS Initial/Post Installation Services

Market	Revenue Opportunity	Implementation Time
Initial Installation		
Small Business	\$96k-\$192k average services engagement	60-120 person-days
Mid-Sized Business	\$240k-\$320k average services engagement	150-200 person-days
Large Business	\$368k-\$960k average services engagement	230-600 person-days
Post Installation		
Small Business	\$24k-\$384k average services engagement	15- 240 person-days
Mid-Sized Business	\$60k-\$640k average services engagement	40-400 person-days
Large Business	\$92k-\$1920k average services engagement	60-1200 person-days



Why should a WCS Business Partner be interested in WCA?

- Opportunity to sell additional HW, SW and Services (details in next charts)
- Offer a more complete solution
- Easy to justify based on mission critical data and fast installation
- Solution very easy to understand for customer
- Short sales cycle if part of WCS sale
- Continual source of ongoing services to add more customer-specific reports

The Services Opportunity

- Sell in phase 1; implement in phase 2
- Standard offering is 2 person-weeks (est. \$15,000)
 - Installation
 - Additional reports
 - Report customization
 - Plan for future engagements
- Future engagement potential:

Activity	Estimated Person-days	Est. Services Revenues
Data Extension	30	\$38,000
OLAP	60	\$77,000
Mining Additions	60	\$77,000

A Typical WCA Statement of Work (SOW)

- WCA SOWs include:
 - Goals
 - Results
 - Methodology and supplied services
 - Requirements of customer IT & Bus personnel
 - Project Plan

NA Education and Marketing Support

Glenn Rogers

Americas Channel Marketing, Data Management



Agenda

- Benefits of Certification
- Education and Certification updates
- Education Roadmaps
- Marketing programs to help you
- The next step

Benefits of Certification

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

Websphere Commerce Analyzer - Advanced Edition

- Courses being developed
- Dates and locations - TBA
- Check the "Data/Channels" website for details
 - www.ibm.com/software/data/channels

DB2 Intelligent Miner Scoring

- Webcast replay available through June
 - <http://webevents.broadcast.com/ibm/developer/home.asp>
 - Select OnDemand Events, Unleash the Power of Data Mining
- Web-based Technical Education - TBA
- Check website below for details
 - www.ibm.com/software/data/iminer/fordata/education



DB2 Warehouse Manager

- Technical Specialty
- DW450 - DB2 UDB Warehouse and OLAP Functions Workshop
- DW460 - Warehouse Manager Workshop
- No certification test

- No changes to Education or Certification
- Course content will be updated to 7.2
- Course Advisor available
 - <http://www-3.ibm.com/services/learning/spotlight/db2/advise.html>

DB2 V7.2 JumpStart Program

- DB2 V5 support is ending soon!
- Upgrade to V7 certification in 3 easy steps
- Acquire and study:
 - FastPath to DB2 UDB for Experienced Relational DBAs - 8 hour CBT
 - DB2 Universal Database V7.1 for UNIX, Linux, Windows, and OS/2 Database Administration Certification Guide

 - Both included in DB2 Certification Jumpstart Kit - Available Now !!
 - Register today at URL below - while supplies last !!
 - www.ibm.com/software/data/channels

 - Register for test at Prometric at 1-800-959-3926



DB2 OLAP Technical Specialty

- New Technical Specialty
- DW600 Up and Running
 - or -
- DW610 Advanced
 - or -
- CBT (Computer Based Training)
- Complete web based Test
- Check details at
 - www.ibm.com/software/data/channels

Education Roadmaps

- www.ibm.com/services/learning/roadmaps
- Select Software Category, ie: Business Intelligence
- Graphic flowcharts illustrate available classes
- Shows additional education materials

Certification Roadmaps

- www.ibm.com/certify
- Select a Certification
- Helpful information
 - Test Objectives
 - Sample tests
 - Recommended education and publications

Programs to help you !

- We Pay Offerings
 - Your Attend / Pass / Test, We Pay
 - Reimbursement of fees for specific classes or tests
 - 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 !

- e-Launch Kits
 - Product descriptions and pricing
 - Brochures, screen captures, white papers
 - Demo and evaluation code
 - Product documentation and manuals
 - Technical support information
 - and more !!
- Check for these at
 - <http://www.ibm.com/software/data/channels>

Programs to help you !

- Enablement Kit
 - Starter Checklist
 - Programs Overview
 - Quick Reference Guide.
 - Available in hardcopy and softcopy
- Available now from
 - <http://www.ibm.com/software/data/channels>

Business Intelligence Executive Assessment

- Provides an outline to:
 - Walk the prospect through a structured analysis of their business and competitive environment
 - Quickly gather key info to build a business case
 - Present the proposal
 - Close the business
- Available now from
 - www.ibm.com/software/data/channels/partners.html#exec



Top Contributor Program

- Market Growth Fee
- Co-Marketing
- now you !
- Full details are available at www.ibm.com/partnerworld/software
 - Select Business Partner Zone, Incentives, Sales Incentives

Co-Marketing 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
 - 1 PM Pacific, 2 PM Mountain, 3 PM Central, 4 PM Eastern
- Details available at
 - <http://www.ibm.com/partnerworld/software/zone>
 - Select Events, Teleconferences

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 !!

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 Channels**
 - ▶ www.ibm.com/software/data/channels
- **IBM Data Management Webcasts**
 - www.software.ibm.com/data/events
- **We Pay Offerings**
 - www.ibm.com/partnerworld/software/zone
 - Select Education, We Pay Offerings

Web Sites Referenced cont.

- **You Attend We Pay Programs**
 - www.ibm.com/partnerworld/software/zone
 - Select Education, We Pay Offerings
- **Education Roadmap**
 - ▶ <http://www-3.ibm.com/services/learning/spotlight/db2/advise.html>
- **Certification Roadmap**
 - ▶ www.ibm.com/certify
- **IBM Co-Marketing Programs**
 - ▶ www.ibm.com/partnerworld/software/zone
 - ▶ Select Marketing and Sales, CoMarketing
- **IBM PartnerWorld for Software Calendar of Events**
 - ▶ www.ibm.com/partnerworld/
- **IBM DB2 Intelligent Miner Webcast**
 - ▶ <http://webevents.broadcast.com/ibm/developer/home.asp>
- **IBM DB2 Education**
 - ▶ <http://www-3.ibm.com/services/learning/spotlight/db2/advise.html>

Web Sites Referenced cont.

- **e-Launch Kits**

- ▶ <http://www.ibm.com/software/data/channels>

- **Enablement Kit**

- ▶ <http://www.ibm.com/software/data/channels>

- **IBM Business Intelligence Executive Assessment**

- ▶ www.ibm.com/software/data/channels/partners.html#exec

- **Top Contributor Program**

- ▶ www.ibm.com/partnerworld/software

- ▶ Select Business Partner Zone, Incentives, Sales Incentives

- **Co-marketing Programs**

- ▶ www.ibm.com/partnerworld/software

- ▶ Select Business Partner Zone, Marketing and Sales, CoMarketing

- **Communications/Conference Calls**

- ▶ <http://www.ibm.com/partnerworld/software/zone>

- ▶ Select Events, Teleconference

Remote TV Sites (TEN-TV, PartnerWorld I)

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

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

