

PartnerWorld

***PartnerWorld for Software
Broadcast III
2001 Series***

IBM's Linux Software Strategy

September 25, 2001



PartnerWorld

Remote TV Participants Only

Broadcast III - IBM's Linux Software Strategy

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



Agenda

- What makes Linux Different
- The Explosive Linux Growth Opportunity
- IBM's Linux Strategy
- IBM Software Portfolio for Linux
- Business Partner Success Stories in Linux
- PartnerWorld Linux Initiatives
- Start Now Solutions for Linux
- PartnerWorld for Software Initiatives
- What to Do if You're Serious About Linux



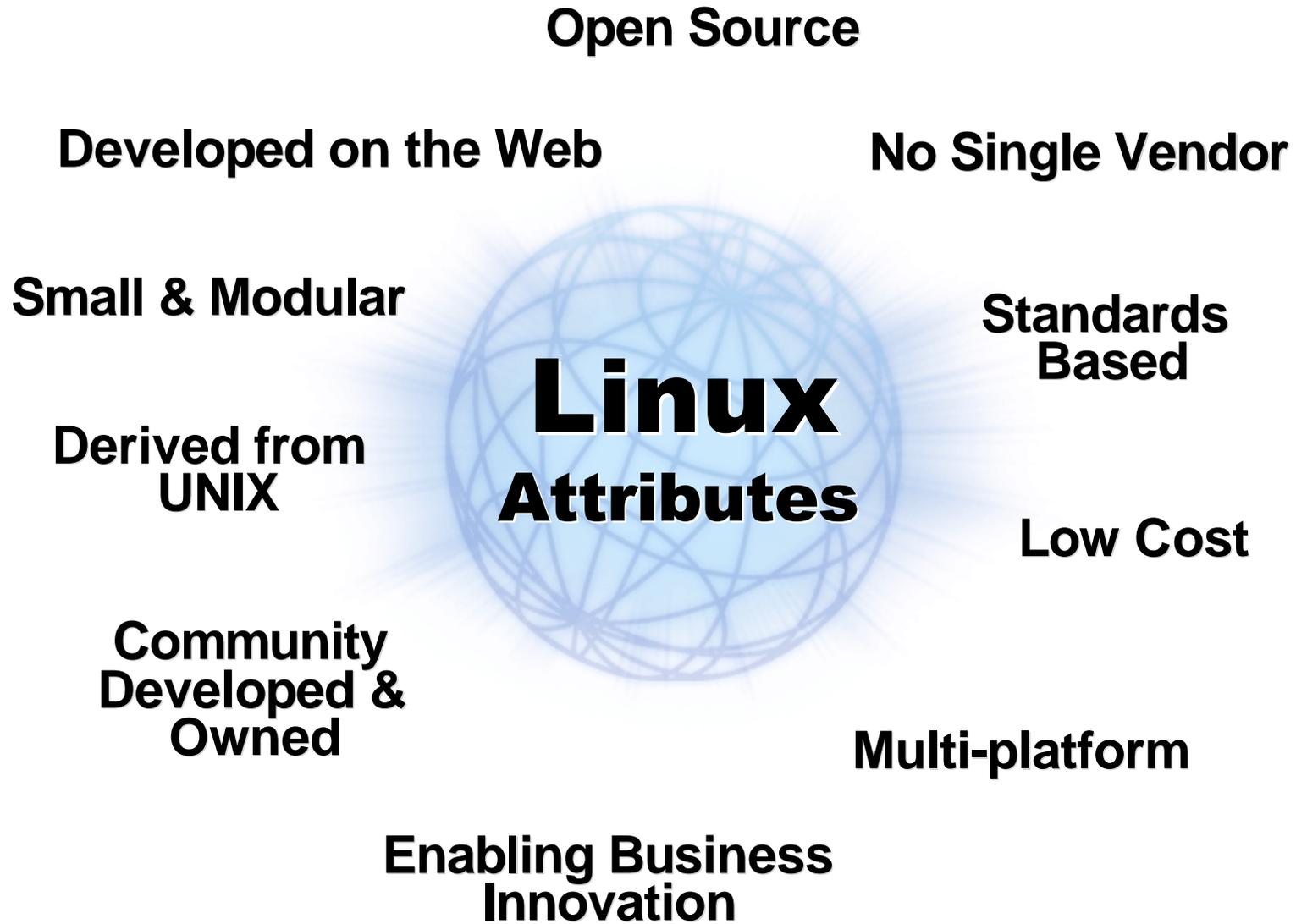
PartnerWorld

IBM's Linux Software Strategy. Linux is ready for Business

Scott Handy,
Director of WW Linux Solutions Marketing



What Makes Linux Different...

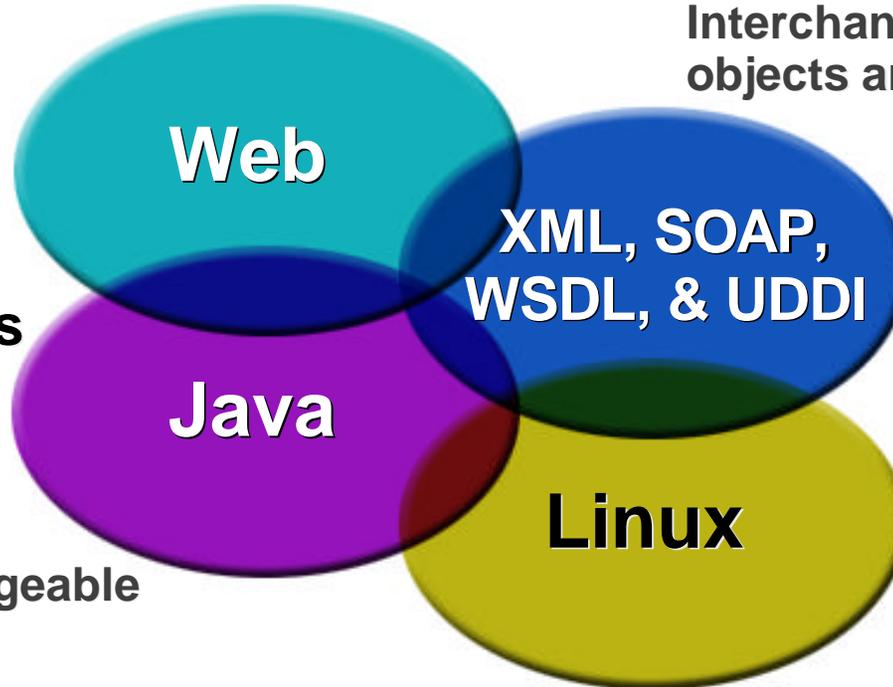


Open e-business platform: An Integrated Standards and Open Source Model

Presentation/Access
Portable & Interchangeable

Web Services
Portable &
Interchangeable data,
objects and/or services

Business Logic
Portable
&
Interchangeable



Development & Operating Environment
Open & Portable

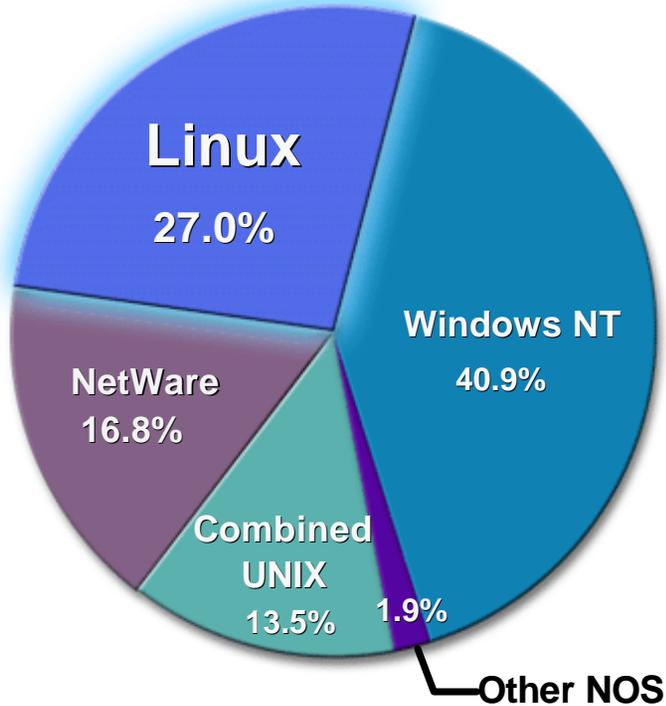
1991. Helsinki.

IBM Wall Street Journal Ad

"Ultimately, Linux will do for applications what the Internet did for networks."

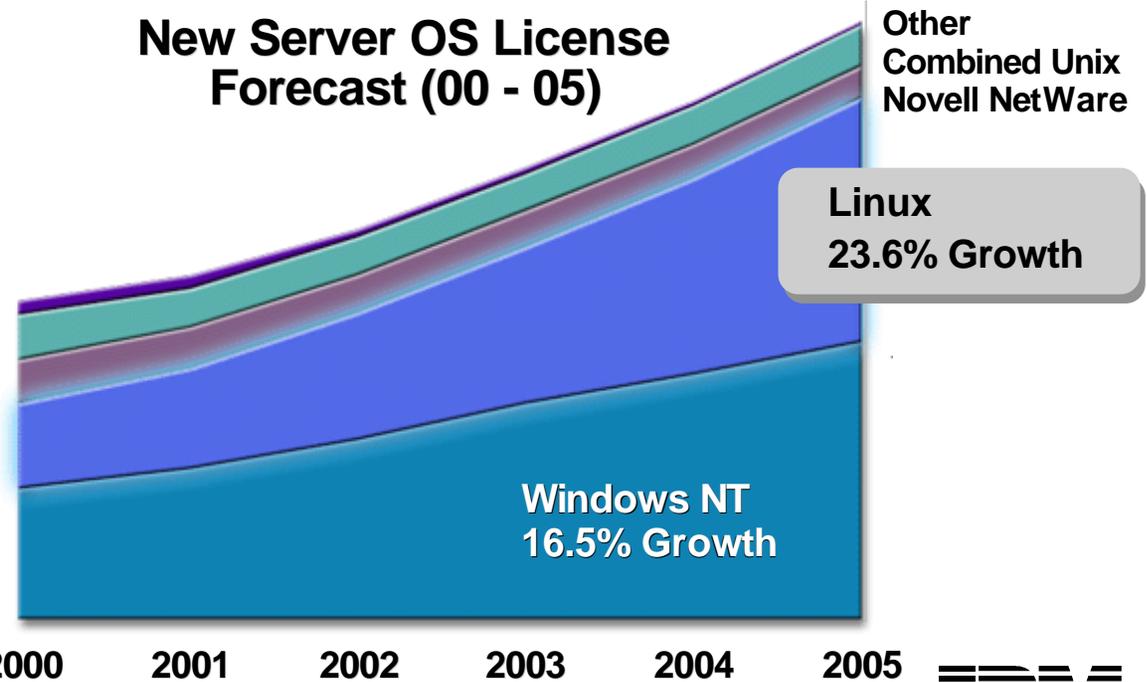
Linux Opportunity is Exploding! Customer demand is very high and growing fastest

2000 New Server OS Shipments



- 1999 - 2000 Linux shipments grew 24% YTY
- 2000: #2 volume OS
- Linux shipments projected to have highest growth (00 - 05)

New Server OS License Forecast (00 - 05)

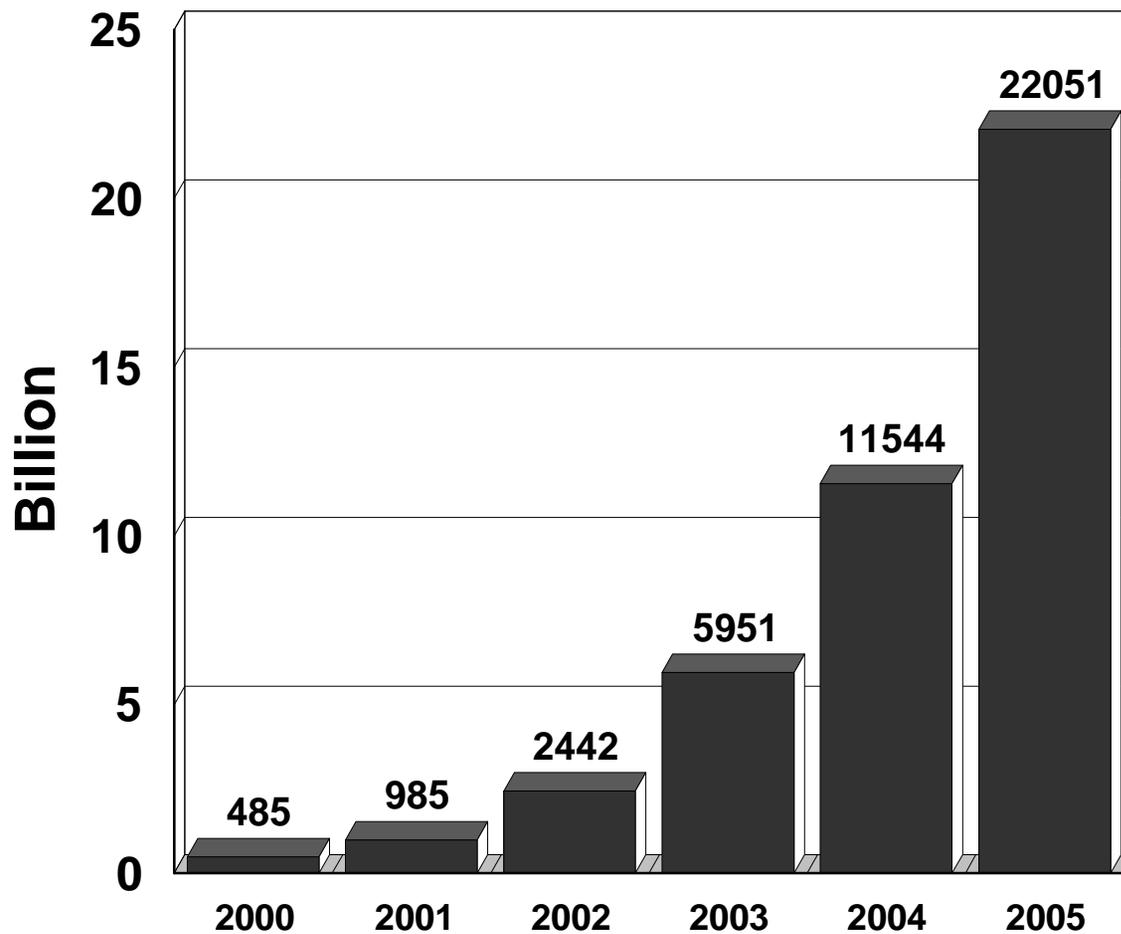


IDC "WW Client Operating Environments Market Forecast and Analysis" July 2001



Linux Software Opportunity is Exploding!

WW Revenue Opportunity for Middleware on Linux



■ Linux Middleware (\$M)

Revenue from Software on Linux growing at more than 6 times Linux shipment growth!! (IDC)



* IDC, 2001 Worldwide Software Market Forecaster™, June 5, 2001



IBM's Billion Dollar Commitment to Linux



Linux Deployment

Yesterday

- Firewall
- Print/File
- Web Server
- e-mail

Today

- Firewall
- Print/File
- Web Server
- e-mail

Tomorrow

- Firewall
- Print/File
- Web Server
- e-mail



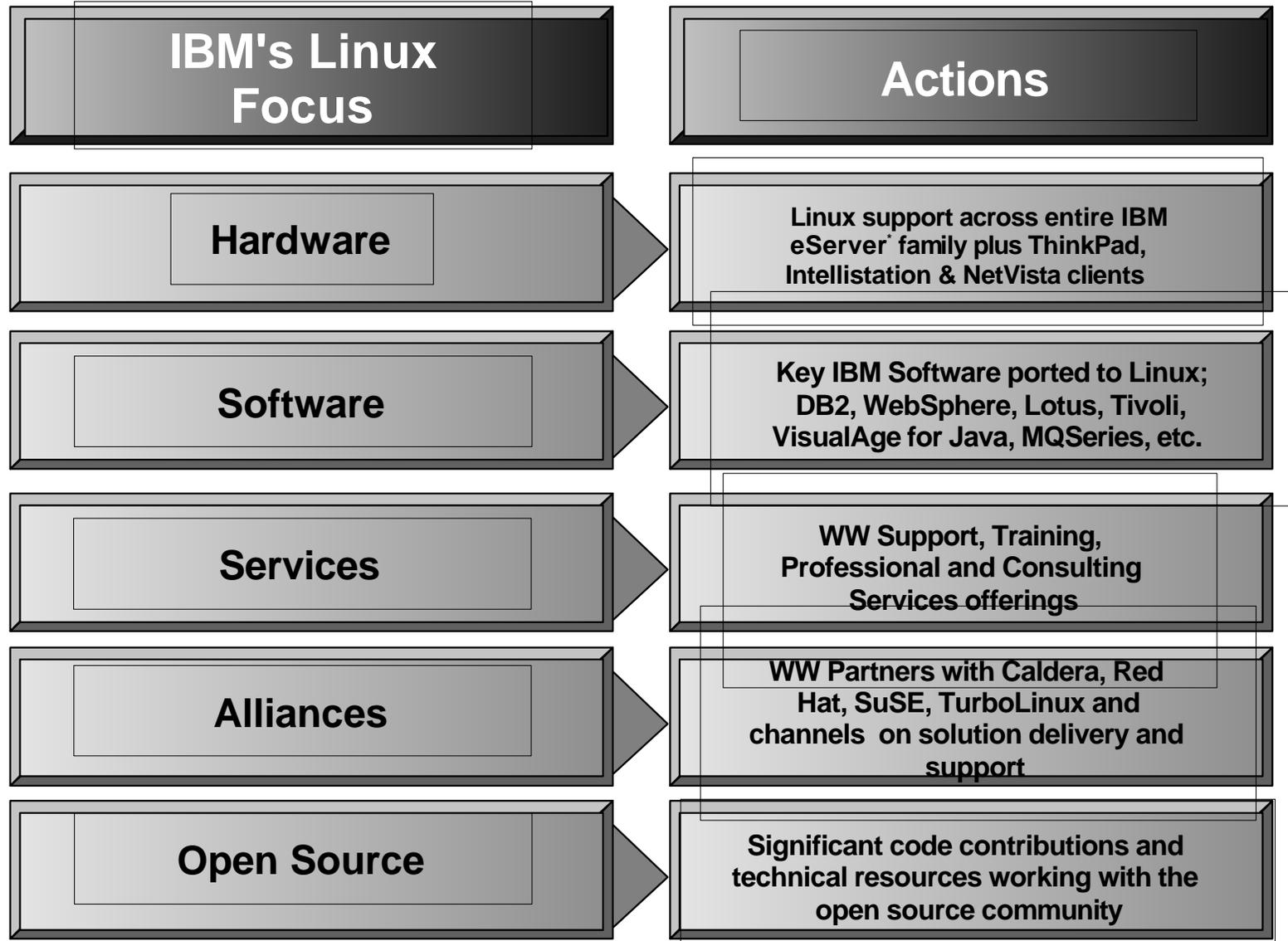
- Super Computing Clusters
- SW Development
- Database server
- Embedded devices
- Web Hosting
- Branch Automation

- Super Computing Clusters
- SW Development
- Database server
- Embedded devices
- Web Hosting
- Branch Automation



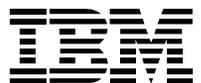
- eCommerce
- ERP, CRM, SCM
- Vertical Industry Applications

What is IBM's Linux Strategy?



*The IBM eServer brand consists of the established IBM e-business logo with the following descriptive term "server" following it.

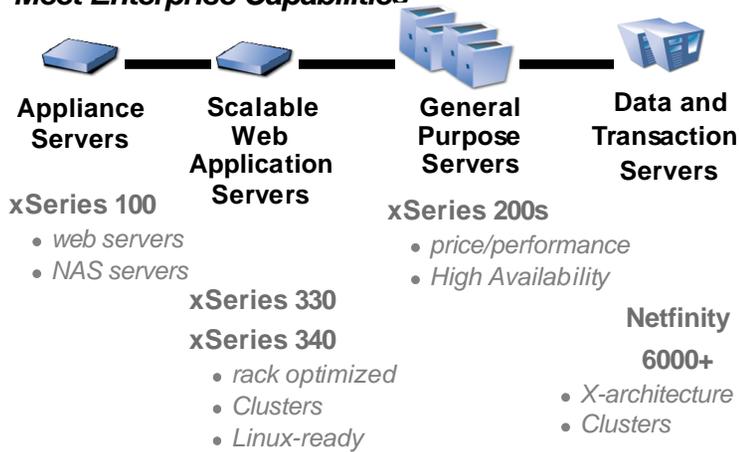
**The IBM e-business logo, xSeries, iSeries, pSeries and zSeries are all trademarks of IBM Corporation. All others are trademarks or registered trademarks of their respective companies.



Industry's Broadest Linux Server Line

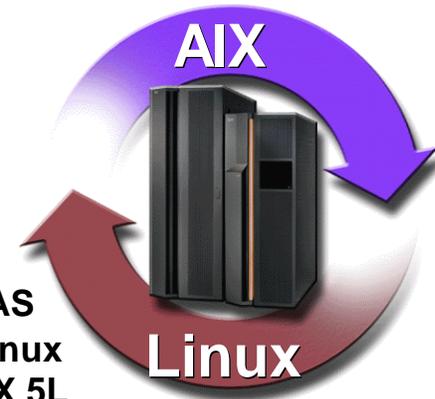
IBM

Linux for xSeries and Netfinity
The Point of Entry - Where Industry Standards Meet Enterprise Capabilities

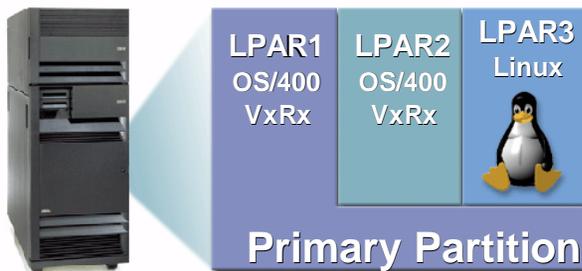


Linux for pSeries & RS/6000
The Point of Integration - Where Linux Meets UNIX

- Native Linux for RS/6000 (32-bit)
- Native Linux for pSeries (64-bit)
- Exploit Power3 / Power4 Floating Point, 64-Bit Performance, I/O Bandwidth and RAS
- AIX Toolbox for Linux Applications in AIX 5L



Linux for iSeries
The Point of Coexistence - Where Linux Complements Integrated e-business Solutions



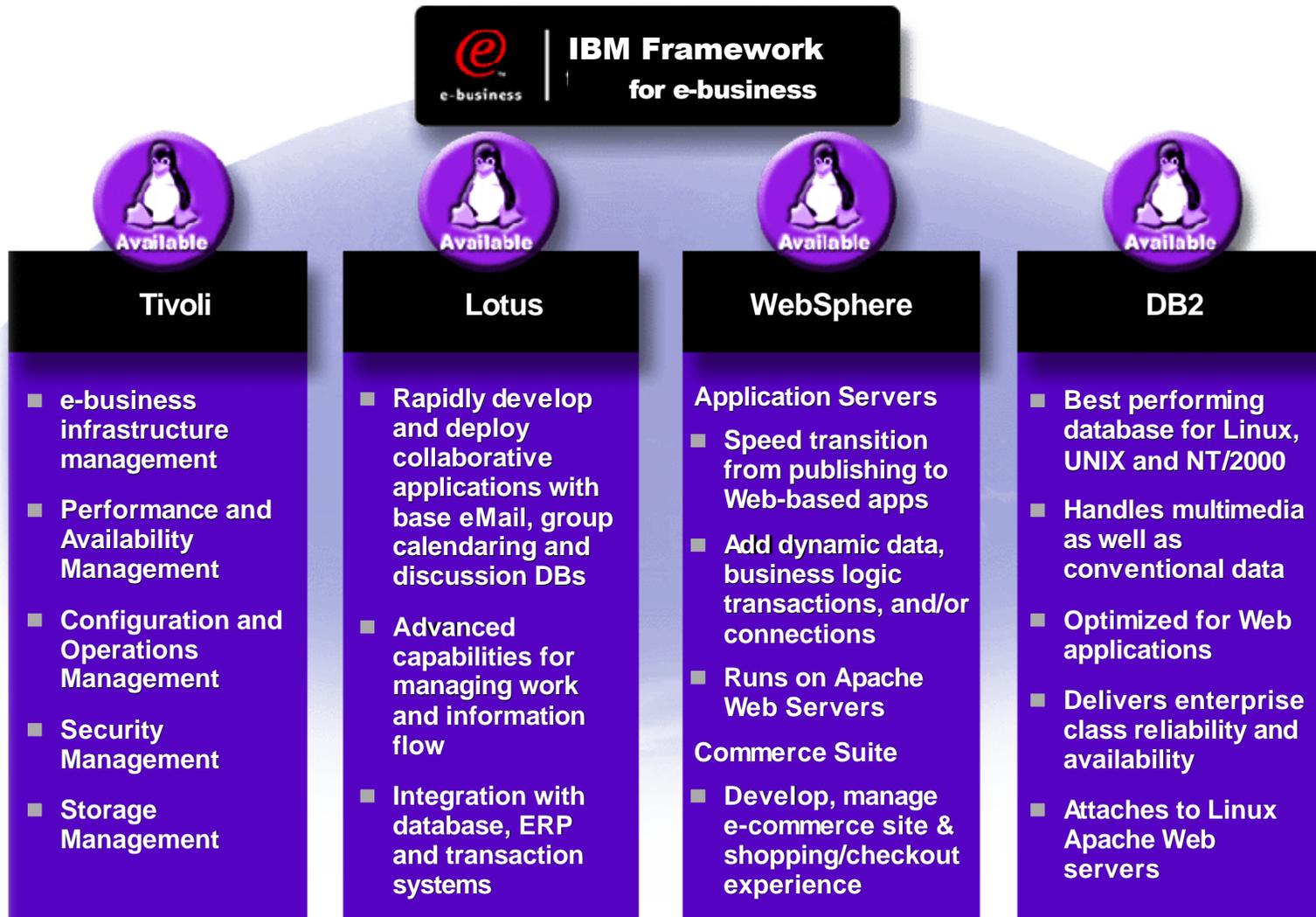
- Linux in a partition
- Integrates new e-business applications

Linux for zSeries and S/390
The point of consolidation - Linux Ascends to the Mainframe

- Pure Linux OS
- Exploits zSeries hardware
- Scalable, protected partitions
- Shared infrastructure
- Reduced cost of ownership



IBM Framework for e-business - Enabling e-business on Linux



Lotus Domino & Lotus Workflow for Linux

lotus.com/dominolinux & lotus.com / workflow

- Small - Medium Businesses / Business Units
 - Branch / Remote Offices
 - 1 - 400 Employees
 - "Feet Wet" in Groupware
 - Low cost reliable solution
 - Alternative to Microsoft
 - Powerful remote solution
 - Business Partners with Domino applications

- Domino for Linux provides robust support for Lotus Notes Windows PCs or Mac Desktops
- Browser based access for collaborative applications and messaging
 - POP3, HTTP, IMAP and LDAP access are all available.



Lotus Domino for Linux

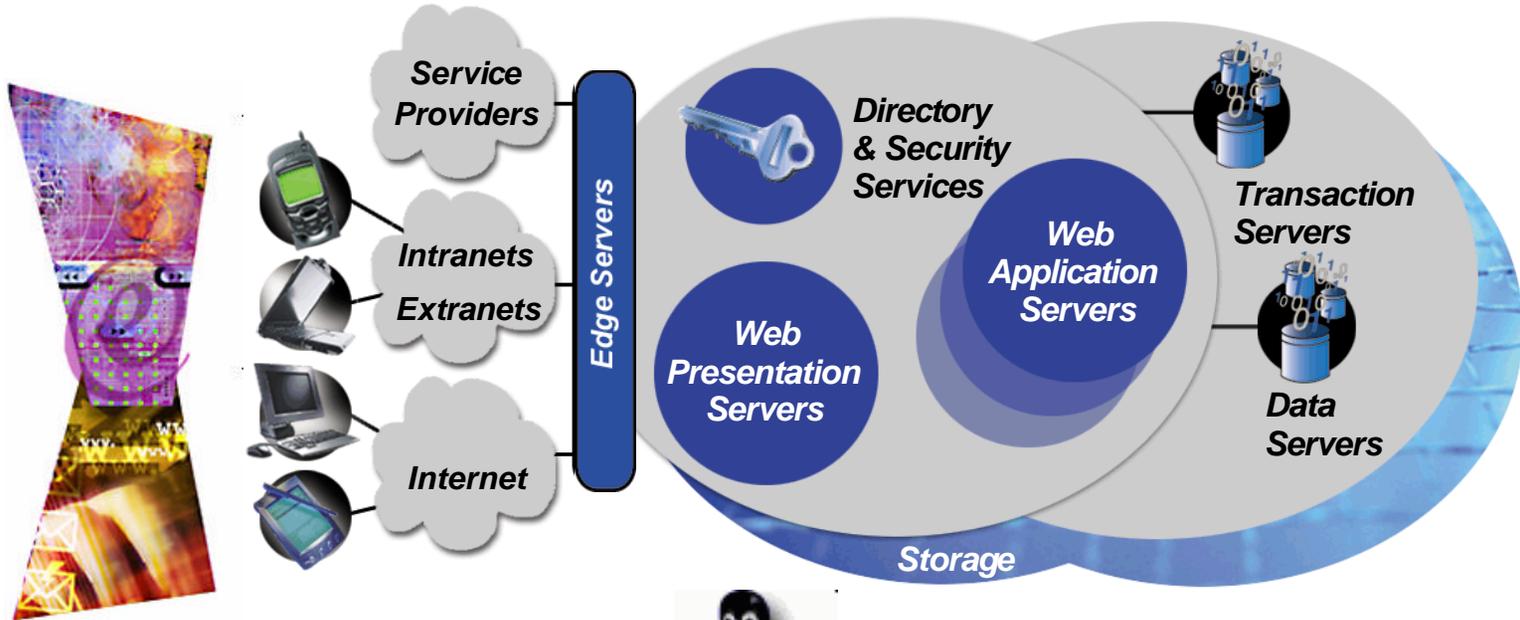
- Fully functional Domino Solutions available now on Linux !
 - ✓ Sales Force Automation
 - ✓ Project Management
 - ✓ Customer Relationship Management
 - ✓ Interactive Web based forms
 - ✓ Resource Management

Web Servers (HTTP Servers)

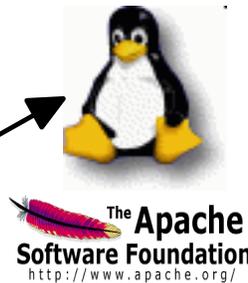
Responsive

Dynamic & Flexible

Scaleable & Secure



Linux + Apache



Environment

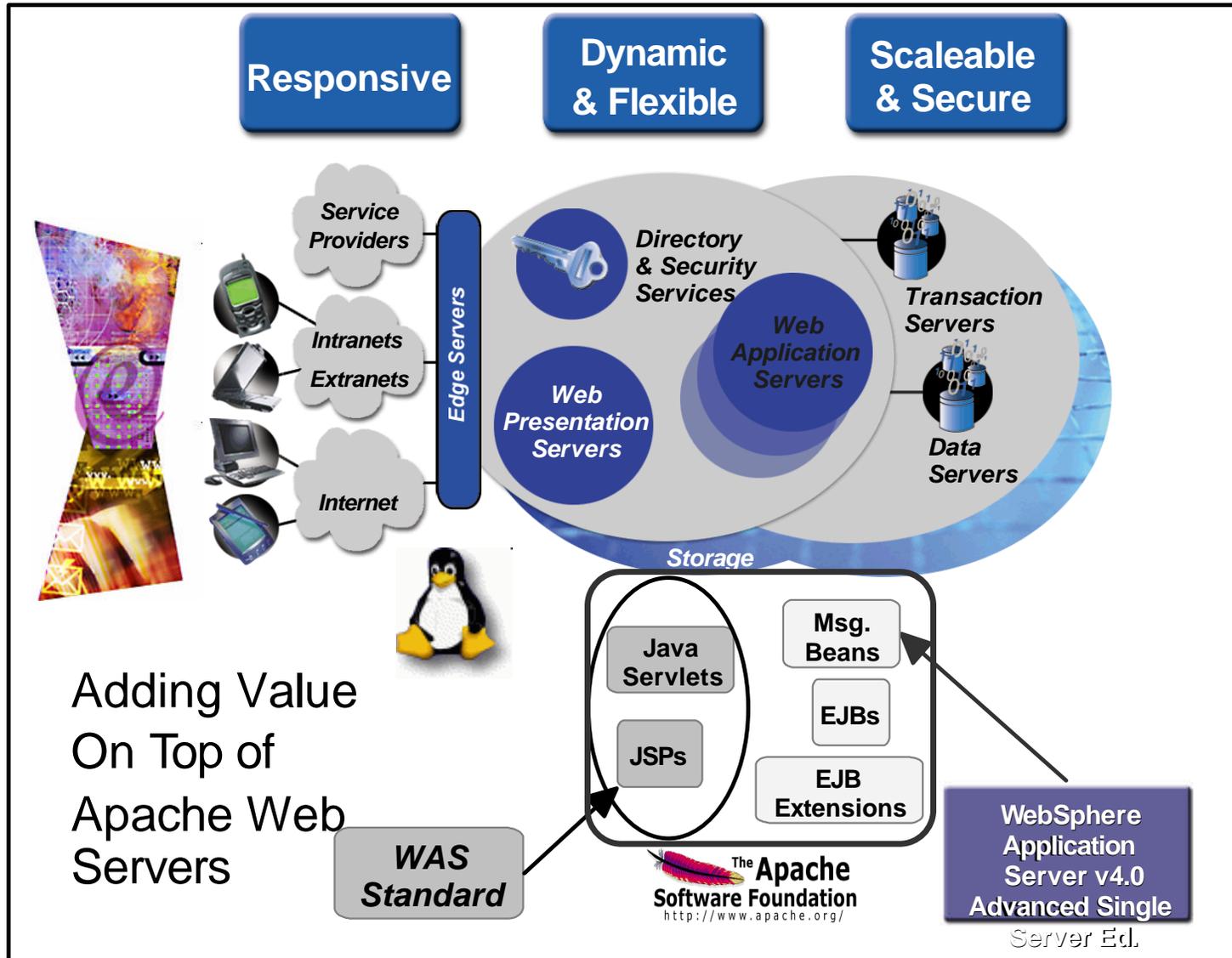
Today.....

Adding scalable e-business infrastructure software from IBM adds significant value

WebSphere Application Server

First WEB SERVICES Available For LINUX...

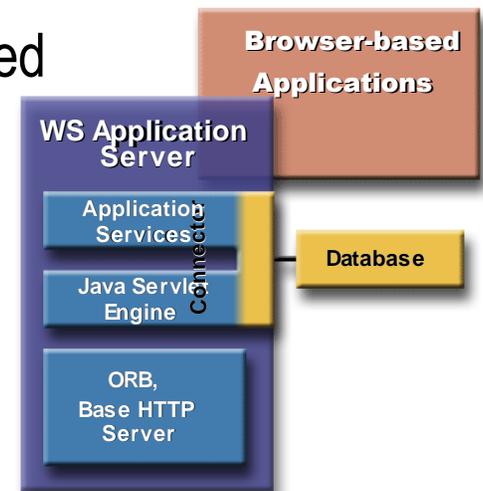
- **J2EE**
- **XML**
- **UDDI**
- **SOAP**
- **WSDL**



WebSphere Application Server

ibm.com/software/webservers/appserv/

- Development & runtime environment for dynamic Websites
 - Database connection manager
 - Java servlet run-time and services
 - Java Server Page support
 - XML document structure services
- Turns ordinary Linux Apache HTTP Web servers into Java-based Web application servers
 - Standard Edition adds:
 - JSP & XML parser support
 - Database connection manager
 - Advanced Edition adds:
 - Enterprise Java Bean (EJB) support
 - V4.0 now provides:
 - Unparalleled connectivity including:
 - ◆ J2EE Connector Architecture, CORBA, ActiveX and expanded Database Support
 - Full Web services support:
 - UDDI, SOAP, WSDL, EJB 2.0 Msg. Beans, & XML in a J2EE 1.2- certified environment
 - Message Beans and JMS Listener functions
 - EJB Extensions - Globalization, Business Rules and process flow

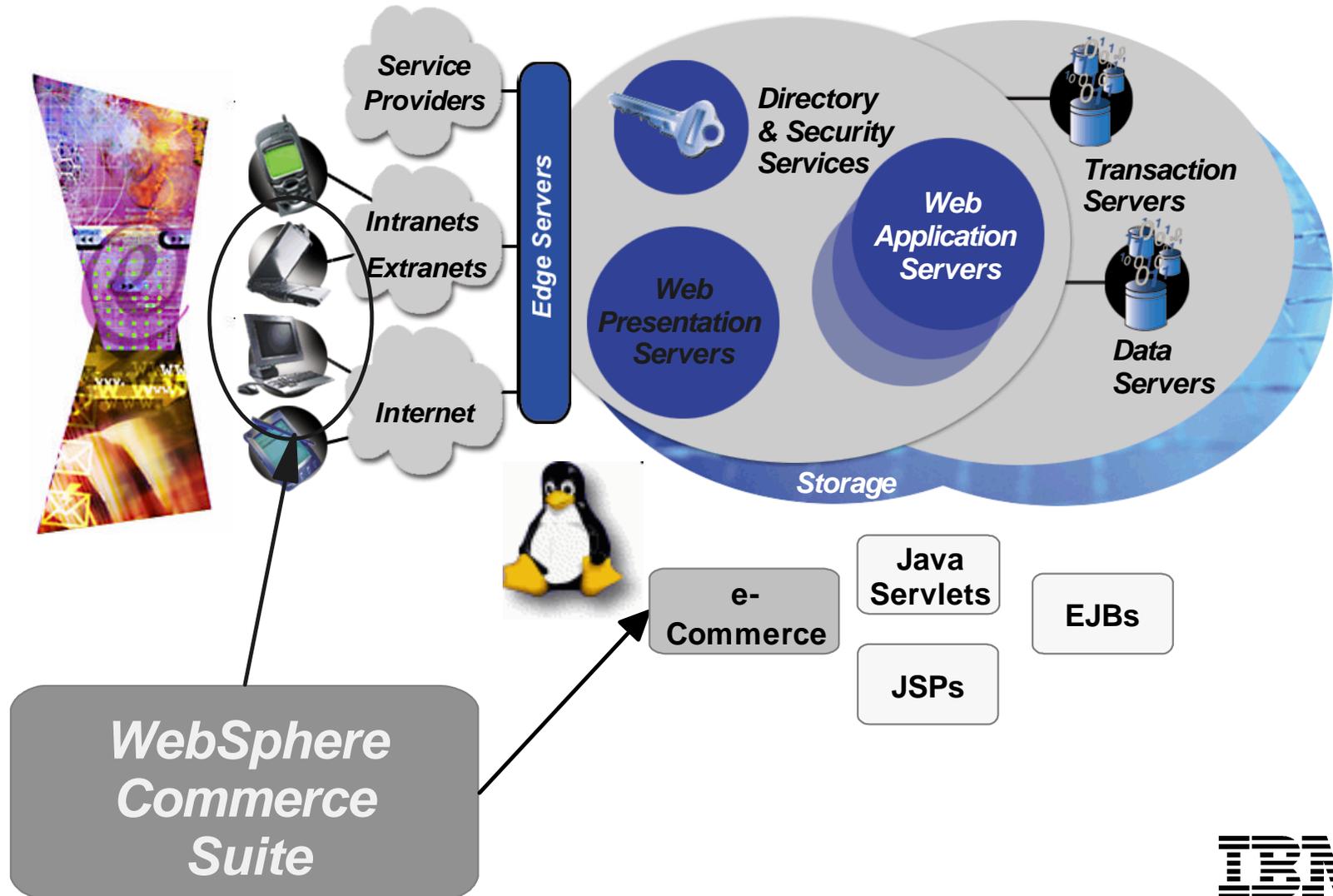


WebSphere Commerce Suite

Responsive

Dynamic & Flexible

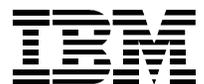
Scaleable & Secure





- WebSphere Commerce Suite Start V4.1 for Linux
 - Develop compelling e-commerce sites that allow their customers to shop just the way they want to:
 - set preferences, navigate catalogs, drop items in shopping carts, check out, select payment and shipping methods and pay for purchases by credit card
 - Easily manage site, stores or malls through an administrative interface that controls security with user IDs & password protection
 - Build and customize site with easy-to-use, Web browser-based tools - Build on Windows, deploy on Linux
 - Create interactive catalogs that can help sell anything (including hard goods, soft goods and services) and guide customers through efficient shopping flows
 - Accept and process credit card payments with IBM WebSphere Payment Manager
 - Extend to wireless users through e-commerce capabilities
 - Leverage a solution based on open, industry-accepted standards like Java™ technology, JavaServer Pages™, Enterprise JavaBeans™ (EJB™) and XML.
 - Configure in clusters with WebSphere Edge Server front end
 - Built on WebSphere Application Server, Advanced Edition for Linux

ibm.com/software/webservers/commerce/linux_press.html

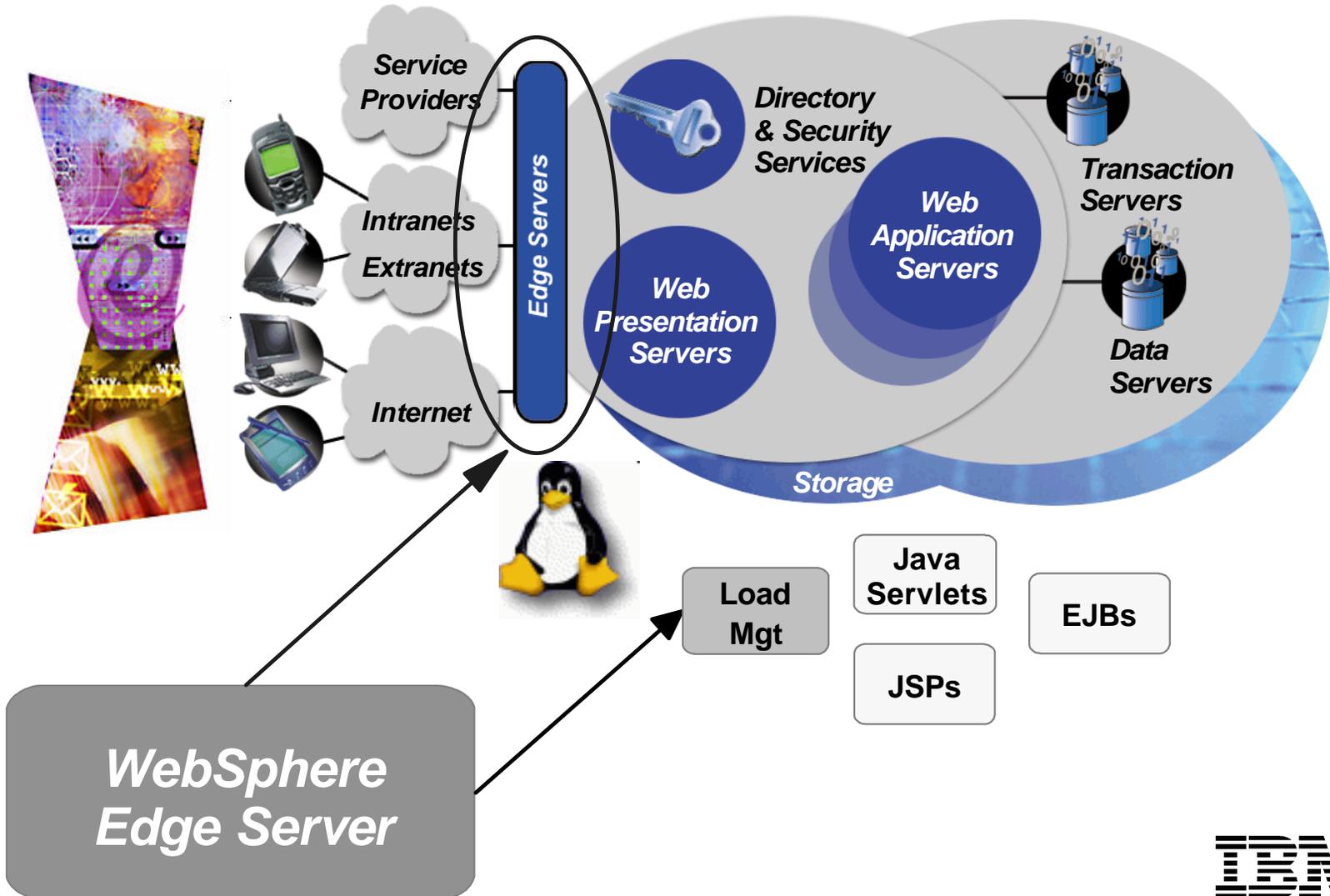


WebSphere Edge Server

Responsive

Dynamic & Flexible

Scaleable & Secure



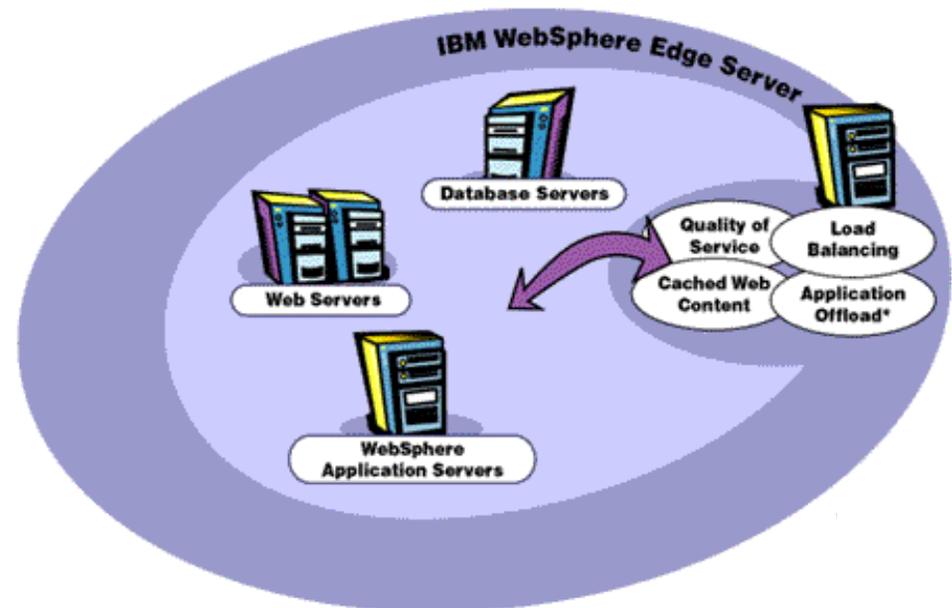
WebSphere Edge Server



www.ibm.com/software/webservers/edgeserver/about.html

- **WebSphere Edge Server V1.0 for Linux includes:**

- Intelligent load balancing that directs user requests to the best server
- Reverse proxy caching, which improves Web server response time
- Forward proxy caching, to reduce network bandwidth requirements
- Streaming media redirection for RealNetworks proxies
- Ability to monitor applications for better load balancing decisions
- Powerful rules engine and content-based routing for differentiated quality of service
- Support for Web content filtering and blocking
- A streamlined installation and configuration process
- Tivoli Ready for system management with Tivoli management software
- NLV for English, German, French and Japanese

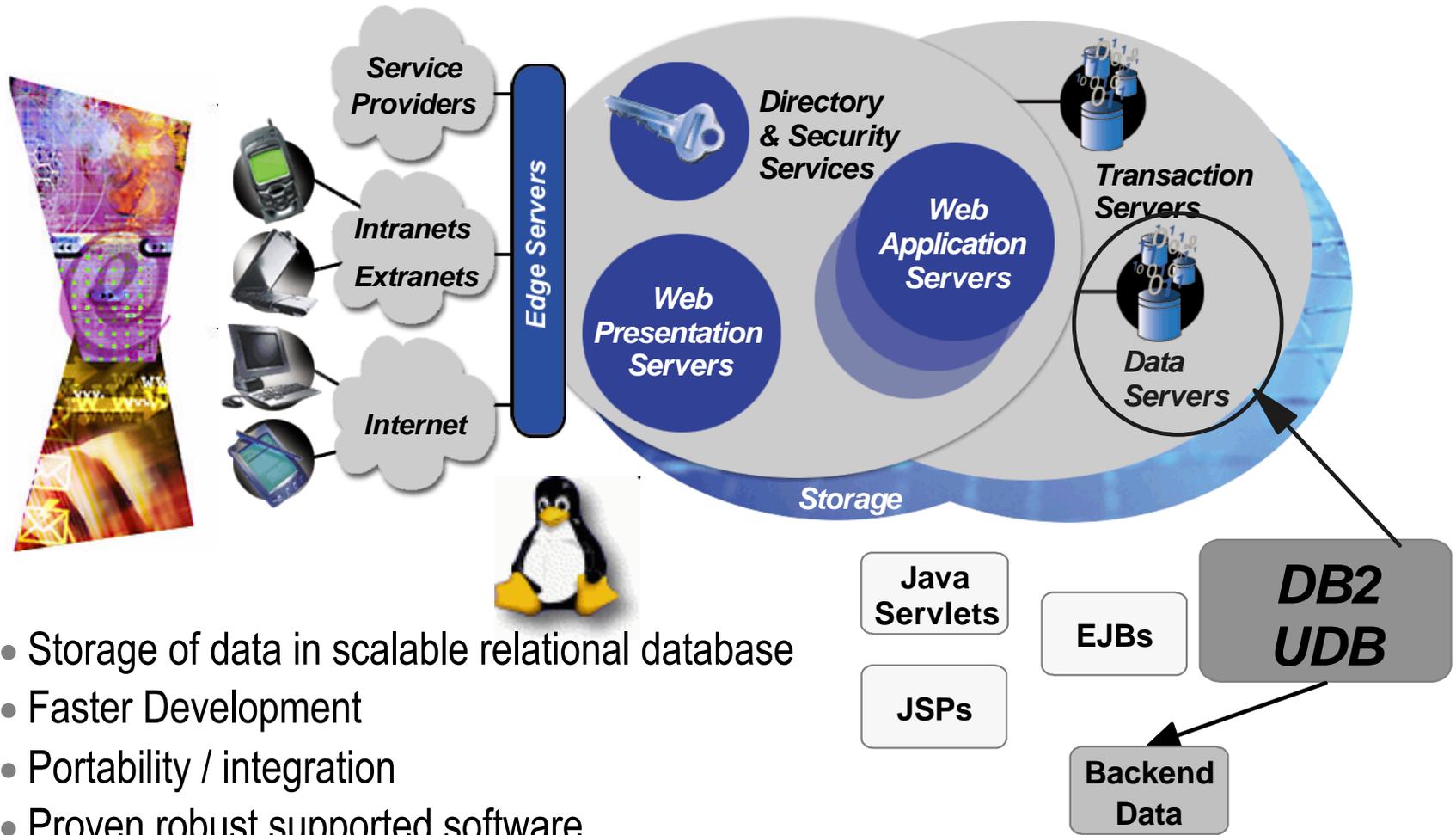


DB2 Universal Database

Responsive

Dynamic & Flexible

Scaleable & Secure



- Storage of data in scalable relational database
- Faster Development
- Portability / integration
- Proven robust supported software

DB2 Universal Database For Linux

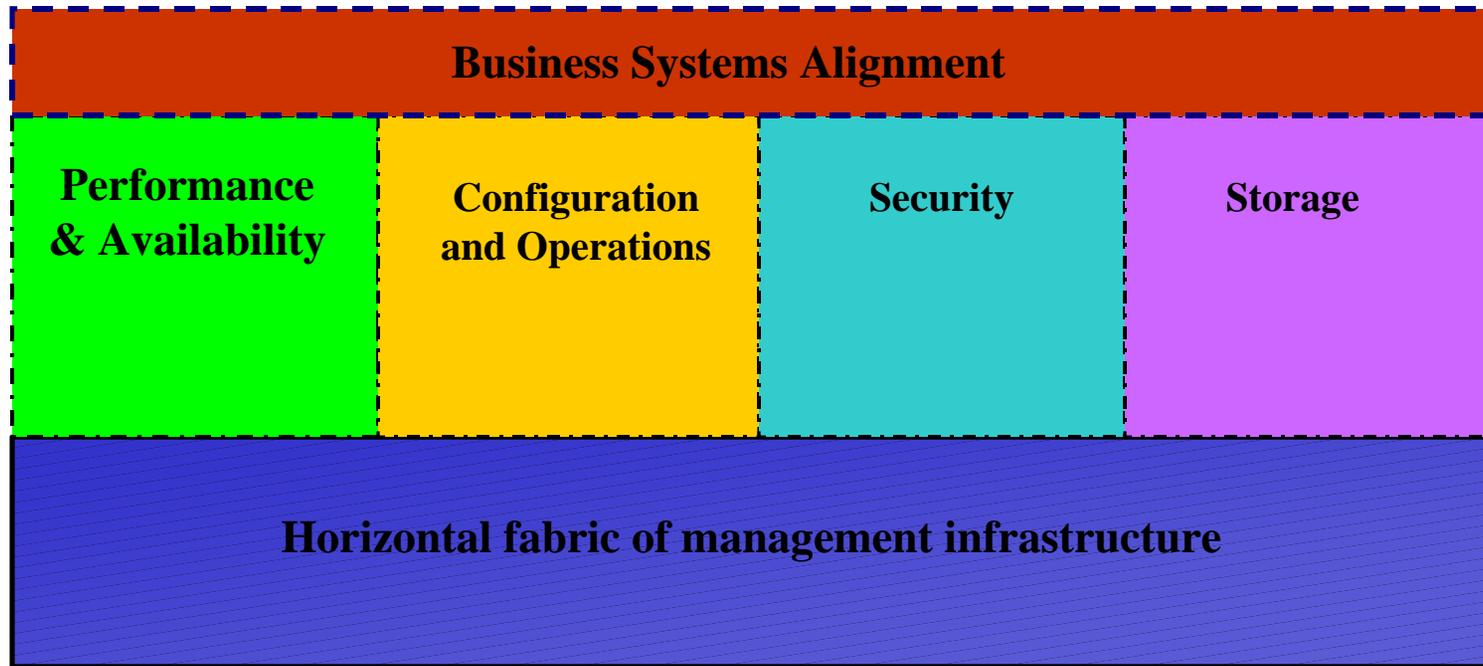
ibm.com/software/data

- DB2 Universal Database is the industry's first multimedia, Web-ready relational database management system.
 - Strong enough to meet the demands of large corporations
 - Flexible enough to serve medium-sized and small e-businesses
 - Combines integrated power for business intelligence, content management, enterprise information portals and e-business with industry-leading performance and reliability to drive the most demanding industry solutions.
 - More than 40 million DB2 users from over 300,000 companies worldwide relying on IBM data management solutions.
- Robust Enterprise Database Server for Linux
 - Support for Personal, Workgroup and Enterprise Editions
 - New EEE includes support for DB2 clusters on Linux
 - Version 7.2 takes advantage of the performance improvements available with the 2.4 Kernel
 - Includes DB2 and IMS Connect for Linux for host connectivity
 - Relational Connect for easy access to data on other DBMS's
 - Full technical support available
- Includes full DB2 UDB Web Support
 - JDBC, SQLJ, Java Stored Procedures & User Defined Functions
 - DB2 PERL module & Web Control Center
- Free DB2 UDB Personal Developer's Edition and DB2 UDB Developer's Kit for the Itanium Processor Family for Linux



Tivoli Management Overview

Tivoli's Value Proposition – end-to-end, integrated approach to business and systems management



Tivoli Support of Linux

<http://www.tivoli.com/products/linux/>

Tivoli Product	Management Problem Solved	Architecture Supported	Tivoli Functionality Supported (Server/Client)	Vendor Releases Supported
Tivoli Management Framework 3.7B*	The Framework serves as a layer of infrastructure services. Many of Tivoli's core applications are built on top of the Framework to offer an integrated management solution	Intel and zSeries	Server and Client are supported for both Linux Intel and Linux zSeries	Intel: Red Hat 6.1, 6.2, 7.0, SuSE 6.4, 7.0, Turbo 6.0, 6.1 zSeries: SuSE
Tivoli Enterprise Console 3.6.1	Performance and Availability product; offers a centralized control point for entire IT infrastructure	Intel	Linux Intel clients are monitored	Red Hat 6.2, 6.1
Distributed Monitoring 3.6.1	Performance and Availability product; allows Customers to monitor critical business applications	Intel	Linux Intel clients can be monitored	Red Hat 6.2, 6.1
Software Distribution 4.0*	Change and Config product; enables efficient distribution of software and filepacks	Intel and zSeries	Server and Clients are supported for both Linux Intel and Linux zSeries	Intel: Red Hat 6.1, 6.2, 7.0, SuSE 6.4, 7.0, Turbo 6.0, 6.1 zSeries: SuSE
Inventory (enabling patch to 4.0)	Change and Config product; identifies and profiles hardware and software resources on the network	Intel	Linux Intel Clients can be inventoried	Red Hat 6.1, 6.2, 7.0, SuSE 6.4, 7.0, Turbo 6.0, 6.1



Tivoli Support of Linux

<http://www.tivoli.com/products/linux/>

Tivoli Product	Management Problem Solved	Architecture Supported	Tivoli Functionality Supported (Server/Client)	Vendor Releases Supported
User Administration 3.6.1	Security Management product; secures and controls user attributes, services, and privileges on managed systems	Intel	Linux Intel Clients can be secured	Red Hat 6.1, 6.2
SANergy 2.2	Storage management product; simplifies SAN storage administration through sharing of files and reduction of total storage space necessary in a SAN	Intel	Linux Intel Clients can be managed in a SAN	Red Hat 6.2, 7.0
Storage Manager 4.2*	Storage management product; offers data back-up and recovery of IT systems and resources	Intel and zSeries	Linux Intel and Linux zSeries Clients can be data protected	Intel: Red Hat 7.0, SuSE 7.0, Turbo 6.0 zSeries: SuSE
Web Services Manager 1.6	Performance and Availability product; monitors health of web resources	Intel	Linux Intel clients can be monitored	Red Hat 6.2

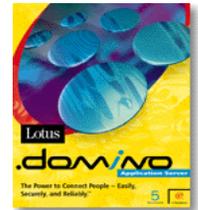
* = an earlier release of this product also supports Linux



IBM Small Business Suite for Linux

ibm.com/software/linux/sbs

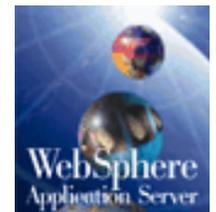
- Winner!
 - Best of Show - LinuxWorld
 - January 2001
- Strong interest from Partners
- Contains:
 - Lotus Domino App Server V5.0.3 for Linux
 - WebSphere Application Server 3.02 for Linux
 - DB2 Universal Database Workgroup V7.1
 - IBM Suites Installer - Integrate your own apps
 - Tools: WebSphere Studio and Domino Designer for Windows & WebSphere HomePage Builder for Linux
- For Small Businesses with up to 100 users per server
- Enterprise capability at Small Business Price!!
 - US\$499 SRP - list price of any one product exceeds total SBS price. Without 100 user limit per server, separate products combined SRP is over a \$4,500 value! (User/client licenses sold separately)



Domino



DB2



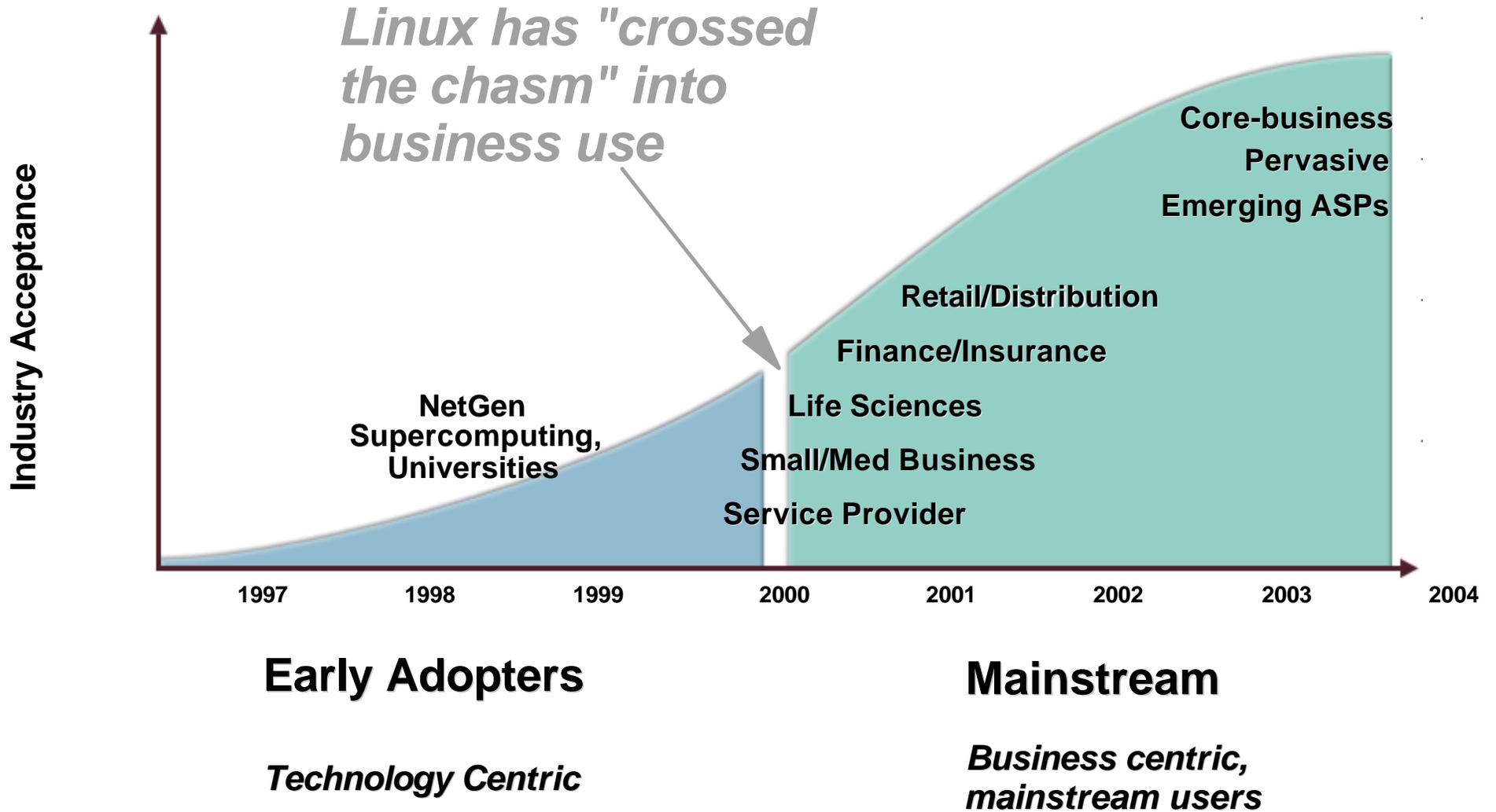
WebSphere

IBM Software for Linux

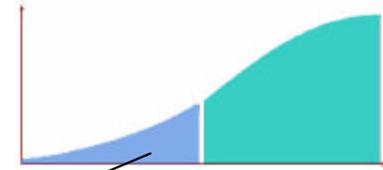
- Intel-based and zSeries
- WebSphere Application Server, Advanced Edition (EJB support)
- DB2 Universal Database, Enterprise Edition
- WebSphere Commerce Suite
- DB2 Connect
- IMS Connect
- MQSeries for Linux
- CICS Transaction Gateway
- Tivoli Storage Manager Client
- Tivoli Management Framework
- Tivoli Software Distribution
- Intel-based
- BookManager BookServer
- DB2 UDB Workgroup & EEE
- DB2 DataPropagator
- DB2 Everyplace
- DB2 XML Extender
- Lotus Domino
- Network Dispatcher
- Net.Data
- Object REXX
- On Demand Server
- Small Business Suite for Linux
- Tivoli Enterprise Console
- Tivoli Distributed Monitoring
- Tivoli Inventory
- Tivoli User Administration
- Tivoli Web Services Manager
- Tivoli Policy Director
- Tivoli Risk Manager
- Tivoli Security Manger
- Tivoli Storage Network Manager
- Tivoli SANergy
- techexplorer Hypermedia Browser
- ViaVoice for Linux
- VisualAge for Java
- WebSphere Application Server, Standard Edition
- WebSphere Edge Server
- WebSphere HomePage Builder
- WebSphere Host On-Demand
- WebSphere Performance Pack Cache Manager for Multi-platform
- WebSphere Site Analyzer
- WebSphere Transcoding Publisher



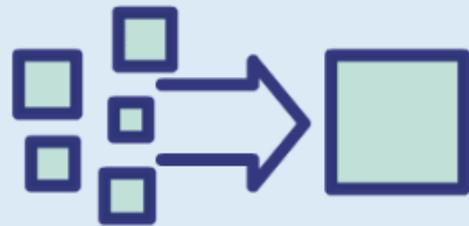
Market Evolution



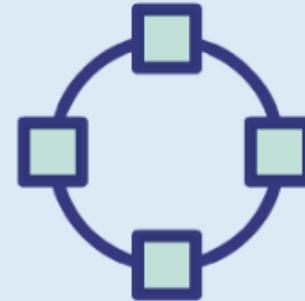
Technology Centric Plays



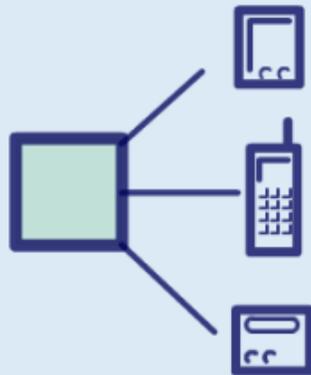
Workload Consolidation



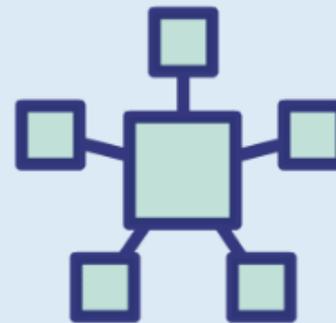
Linux Clusters



Appliance Server



Distributed Enterprise



And succeeding with Early Adoptersreal customers getting real with Linux



Workload Consolidation

Winnebago Industries
Grede Foundries
Banco Mercantil
Telia.net
Korean - Dreamball
Korean Air

Linux Clusters

National Center for
Supercomputing Applications
Maui
Western Geco
University of New Mexico
iHPC - Singapore

Appliance Server

Turning Stone Casino
Warner Bros.
Akamai

Distributed Enterprise

National Hockey League
Lawson
Hill House Hammond
Thrifty Car

Now Linux is Moving into the Mainstream for many Mission-critical Business Applications

Internet Banking

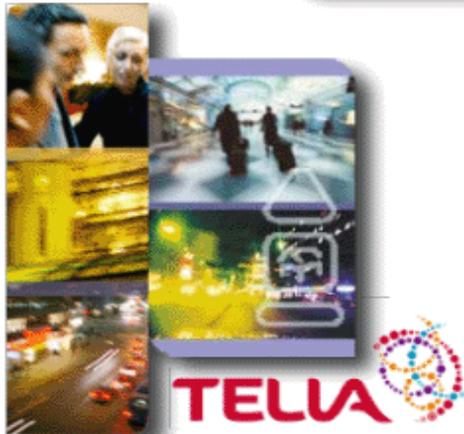


Retail / POS



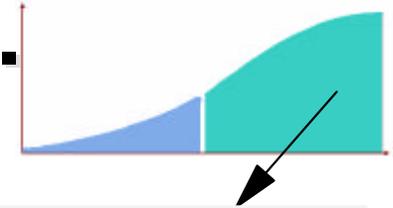
Agency Automation

Hill House Hammond



Internet Service Applications

Business Use of Linux: IBM investing in 4 areas that have traction....



Finance



Retail



Commerce



Accounting



Linux is ready for business

- Customers usage of Linux is moving beyond basic web infrastructure and file/print serving to business and e-business applications....as a result, there are revenue opportunities around Linux in the marketplace...
- Business Partners are providing solutions
 - BP's are making revenue on services around Linux Solutions
 - More than 3600 IBM Software Business Partners now support Linux - an increase of over 600% in 6 months.
- ISV's are porting:
 - Over 2500 ISV applications already listed in the IBM Global Solutions Directory - ibm.com/software/solutions/isv - a 40% increase in 6 months.
 - Averaging over 100 new apps every month
 - Over half support IBM middleware brands (DB2, WebSphere, Tivoli, Lotus)
 - Key ISVs such as ACCPAC, Axiom, SAP, MarCole, PeopleSoft, QAD, Relavis, SAS, SteeleEye and Linux specific ISVs like MissionCriticalLinux
- IBM is the leading software provider with over 50 products shipping that support Linux
- Customers are buying
 - IBM Software reference list is growing and includes:
 - Cendio INVID, Expert, coreFusion, DEODEO, ERP Central, Grede Foundries, Essential Systems, Future Cellular, Instituto Federal Electoral, Kvick.com, Korean Air, Lynx Systems, Manchester Metropolitan University, Nitsuko America, PWL/Linvision, weather.com, Worklab Technologies, Wimbledon Championship, VasNet Communications, US Wildfire Service



Linux SW Solutions Guide / Website

- Communicate the message "Linux is ready for business - with SW solutions from IBM and its partners" to Linux evaluators / active users
- Multipurpose Linux SW Solutions Guide
 - Provides business reasons to use IBM Software on Linux
 - covers all four pillars - DB2, WebSphere, Lotus, Tivoli
 - with proof points of customer references and ISV applications
 - US English printed brochure available 8/28 at LinuxWorld
 - Translated and printed worldwide, Codernauts and OneVoice styles
 - Advertorial placement in targeted Linux and IT magazines
 - Sales Support tool for IBM and BP Sales with customers
- Linked Linux SW Solutions Website
 - Includes more customer references and ISV solutions,
 - updated monthly, hyperlinked to related websites
 - ibm.com/linux/software
- More to be highlighted on web over 18 month campaign - customer reference needed to be highlighted - submit yours!!!



IBM Solutions Guide for Linux

- **Highlighted ISV Applications**
 - ✓ **SAP e-business using**
 - DB2 for Linux
 - IBM eServer xSeries
 - IBM eServer zSeries
 - ✓ **ACCPAC accounting using**
 - DB2 for Linux
 - WebSphere Commerce Suite
 - IBM eServer xSeries
 - ✓ **Axiom financial using**
 - DB2 for Linux
 - IBM eServer xSeries Linux Cluster
 - ✓ **Marcole retail commerce using**
 - WebSphere App Server
 - WebSphere Commerce Suite
 - DB2 for Linux
 - ✓ **Relavis eSales CRM using**
 - Lotus Domino for Linux
- **MORE TO BE HIGHLIGHTED ON WEBSITE - SUBMIT YOURS**



IBM Solutions Guide for Linux

• Highlighted Customer References

- ✓ **Korean Air** using
 - DB2 for Linux for zSeries
 - WebSphere App Server, Linux for zSeries
 - IBM eServer zSeries
- ✓ **GREDE Foundries**
 - DB2 for Linux for S/390
 - DB2 Connect to VSE/ESA
 - IBM S/390 (zSeries)
- ✓ **Nitsuko America**
 - Lotus Domino for Linux
 - IBM eServer xSeries
- ✓ **Kvick.com**
 - DB2 for Linux
 - IBM Netfinity (xSeries)
 - IBM Business Partner Netmill
- ✓ **Future Cellular**
 - ACCPAC with DB2 for Linux
 - IBM Point of Sale Terminals
 - IBM eServer xSeries

Matching Website
/ *ready for business* /

The screenshot shows the IBM website's Linux section. The main banner reads "IBM Software on LINUX | ready for business |" with a penguin icon and a "TRUST" graphic. Below the banner, there is a navigation menu with options like "Home", "Products & services", "Support & downloads", and "My account". The main content area features a "GET IN TOUCH" button, a "DB2 - UDB" button, a "WEBSHERE" button, a "TIVOLI" button, and a "LOTUS" button. There is also a "Breaking News" section with a link to "Select an industry sector" and a list of sectors: Manufacturing, Retail, Public offices, Travel, Media, Health. The "THE ESSENTIALS" section includes three sub-sections: "Flexible", "Reliable", and "Cost Effective", each with a brief description of how IBM and Linux work together.

Linux Enablement - IBM Global Services

- Service & Support

- One-stop prime shift or full shift (24 X 7) enterprise level support
- Support for major Linux distributions
- Toll-free Phone & electronic access
- How-to & defect-level support
- xSeries and zSeries servers
- Account Advocate, Advanced Support and Consult Line service options

- Education & Training

- Full portfolio of courses:
 - Via classroom - 13,
 - Via web - 13
- Available in 20 countries
- Available in 5 languages
- Linux server operators and end-users, including Linux basics, awareness for managers, system administration, and e-business
- How-to (Redbooks) for Linux
- Linux Professional Institute (LPI) sponsor for certification

- Professional Services

- Comprehensive enterprise services for Linux
 - Infrastructure consulting and planning
 - Installation
 - Configuration
 - Application enablement



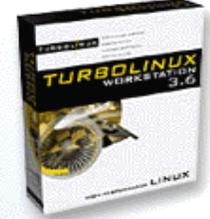
IBM Linux Alliances



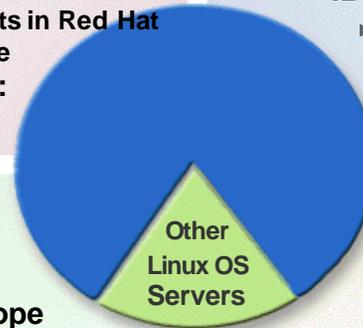
Red Hat

- Strength - Mindshare & Marketshare Leader
- Relationship- Worldwide & IBMwide
 - ▶ IBM Software bundles agreement
 - ▶ IBM @server agreement
 - ▶ IBM products in Red Hat MarketPlace
- IBM Platforms:
 - ▶ Complete

TurboLinux



- Strength - Japan, China
- Relationship - Worldwide & IBMwide
 - ▶ IBM Software bundles agreement
 - ▶ IBM @server agreement
- IBM Platforms:
 - ▶ Complete



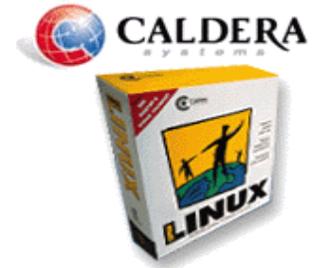
SuSE



- Strength - Europe
- Relationship - Worldwide & IBMwide
 - ▶ IBM Software bundles agreement
 - ▶ IBM @server agreement
- IBM Platforms:
 - ▶ Complete

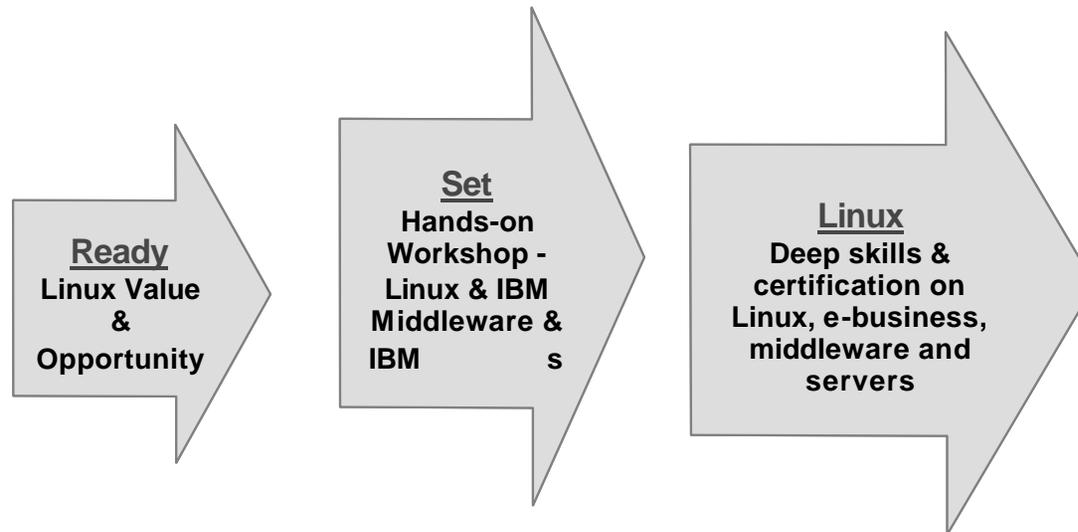
Caldera

- Strength - WW Channel Partner infrastructure
- Relationship - Worldwide
- IBM Platforms:
 - ▶ xSeries



PartnerWorld Enhanced for Linux

- New "Linux Lens" on PartnerWorld Web Site
 - www.ibm.com/PartnerWorld/linux
- Ready, Set, Linux!
- Offset Your Investment
 - "You Pass, We Pay": pass LPI Test 101 or Red Hat RHCE Test and get reimbursed up to ~ US \$3,000
 - Value Pack Price reduced to US \$650 until Jan 1, 2002!
 - PartnerRewards: achieve LPI or Red Hat certification and claim up to ~ US \$3,000



The New "Linux Lens" on PartnerWorld

www.ibm.com/partnerworld/linux

IBM PartnerWorld - Linux - Netscape

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Back Forward Reload Home Search Netscape Print Security Shop Stop

Location: http://www-1.ibm.com/partnerworld/marketing/pmktng.nsf/weblook/linux.html

Instant Message Internet Lookup New&Cool Netcaster RealPlayer

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PartnerWorld® Marketing and sales

Linux

Linux is ready for business. It's today's fastest growing operating system, and it can help you and your customers change the game in information technology. Find out how IBM can get you ready for Linux.

Opportunity

Growth in the Linux market is exploding. According to IDC, Linux operating system shipments are projected to show the highest growth of any operating system in the next three years. Finance, retail and distribution companies, telcos and service providers are embracing the reliability, performance and low cost of Linux-based solutions. ([more](#))

Expand your skills

As an IBM Business Partner, you can add Linux to your skill set and portfolio without huge additional expense because PartnerWorld and IBM open-platform technology are designed to let you capitalize on your existing skills. Get up to speed with IBM's new Ready, Set, Linux! program, and take advantage of reimbursements and incentives. ([more](#))

Sales and marketing tools

No matter what type of IBM Business Partner you are, PartnerWorld provides the tools

Software and servers

IBM offers the most comprehensive portfolio of Linux-based e-business products in the industry, helping

Membership center

Find a Business Partner

Member success stories

Questions

Help Site map

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Related links

- [Linux at IBM](#)
- [developerWorks Linux zone](#)
- [Linux at IBM news](#)
- [Linux at IBM industry news](#)
- [Linux events](#)

Document: Done



Linux Enablement through PartnerWorld

Ready...

Set...

Linux !

Linux Overview
Market Environment
How does IBM Play
What Next ?

**Getting Started with Linux
and IBM e-business Software
and Servers (QLS01)**

2 Day hands-on Workshop

**Linux fundamentals
IBM Linux middleware on
IBM s**

Certifications

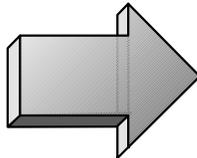
LPI
Redhat

IBM Middleware

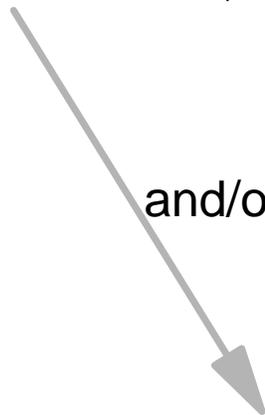
IBM

e-business

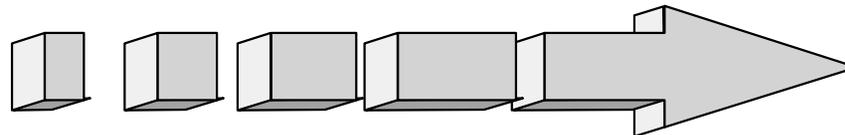
Executive
Overview



and/or



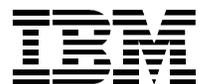
Technical Workshop



You Pass

We Pay!!!

up to
\$3000
**Deep Skills &
Certifications**



Linux You Pass, We Pay Offerings!

- Pass LPI Test 101 or Redhat RHCE Test
Get reimbursed up to ~\$US 3000
- To Qualify:
 - Be a PartnerWorld for SW member
 - Have an eligible ValuePack (\$650 for rest of 2001)
 - Already have or also obtain an eligible IBM Middleware Certification
 - Business Partners with a Linux certification can also take advantage of our We Pay offerings for eligible IBM middleware certifications

*Note: If you are a PartnerWorld for Systems & Services member and eligible for PartnerRewards you can alternatively claim up to ~US 3000 for tuition expenses for LPI or RHCE courses.



Business Partner Directory

IBM Business Partners Report - Netscape

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IBM

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

→ Select a country

PartnerWorld Software

Business Partner Directory

PartnerWorld Software

Search criteria: Geography: United States, Category: Lotus Domino, Operating System: Linux

There are **202 companies** matching your criteria.

Partnerworld for Software Premier Business Partners

Premier Level			
Company	Location	Phone	Email
3X Corporation PartnerWorld for Software	760 Lakeview Plaza Blvd Worthington, Ohio 43085-4734 United States	614 433-9400	keith.justus@3x.com
411 Computers, Inc. PartnerWorld for Software	6432 Joliet Rd Suite A Countryside, Illinois 60525-4686 United States	708 482-4117	imorgan@411computers.com
apisci consulting, inc. PartnerWorld for Software	201 W Chatham St Suite 110-5 Cary, North Carolina 27511 United States	919-466-8050	info@apisci.com
AAC Associates, Inc.	8470 Tyco Road Vienna, Virginia 22182 United	703 918-6300	info@aac.com

Thousands of Business Partners with solutions which run on Linux



IBM Start Now Business Partner Offerings

- Flexible, modular family of solutions targeted at Small & Mid-market Business
 - Core solutions
 - Solution extensions
 - Management solutions
- Sales and implementation tools to drive faster ROI
- Methodology for rapid deployment
- Designed for and by IBM Business Partners



Start Now Family

Core Solutions

- Start Now Infrastructure Solutions
 - Build and deploy the foundation for e-business
- Start Now e-commerce Solutions
 - Buy and sell over the internet
- Start Now CRM Solutions
 - Develop and nurture customer relationships

Extensions

- Start Now BI Solutions
 - Analyze and understand business data for better decisions
- Start Now Collaboration Solutions
 - Extend and enhance web sites with human interaction
- Start Now Host Integration Solutions
 - Extend legacy applications to the Web

Management

- Start Now Content Management Solutions
 - Manage and secure business critical content
- Start Now Website Management Solutions
 - Manage and secure internet presence
- Start Now Infrastructure ISV Kit
 - Adapt and facilitate ISV applications for SMB and Start Now



Linux-based Start Now Solutions

Offering	OS Support	Software Platform	Service Hours	Starting Price*	Scenarios
Infrastructure	- Linux - Windows 2000	- WebSphere AS Std. Edition - DB2 UDB Workgroup - Lotus Domino AS	30-154	\$20,000	- Internet/intranet access - Web site + login/registration -E-mail + collaboration
CRM	- Linux - Windows 2000	- Lotus Domino AS - Lotus Notes - Relavis eSales	100	\$45,000	- Opportunity Mgt. -Content Mgt. -Knowledge Mgt.
Host Integration	- Linux - Windows 2000, NT - AIX	- IBM Host Access Client Pkg. - IBM WebSphere Host Publisher	No Enablement Kit	\$15,000 (Software only)	- Extend existing host applications to the web.

* All prices are US Dollars and subject to Business Partner adjustment



Customer Value

- Complete, tailored, quickly deployed e-business solutions
 - Competitively priced for the Small and Mid-market customer
 - Predefined, tested implementation methodology
- Rapid ROI
 - Broader market coverage and extended operations at reduced cost
 - Competitive advantage through enhanced customer service and support
 - Improved sales, customer acquisition and retention
 - More informed and effective marketing decisions
- Highly dependable, secure and scalable
 - Key IBM e-business software allows uninterrupted operations and growth in-line with business needs
 - Open standards based for long term compatibility
- Delivered by qualified IBM Business Partners
...experts in e-business, concerned about your business



Start Now Infrastructure

x-Series

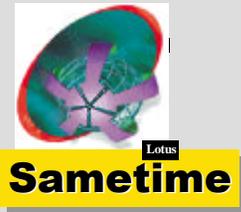
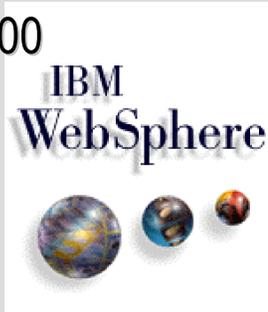
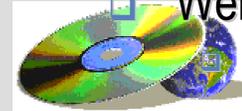


- Windows 2000
- Linux



- Services Hours = 30-154 hours

- E-Mail
 - Instant Messaging
 - Data Sharing
 - Website
- Internet/Intranet



**Enablement Kit
& Marketing Tools**



*...providing a foundation for e-business, from \$25,000**

*All prices are US Dollars and subject to Business Partner adjustment



Start Now CRM

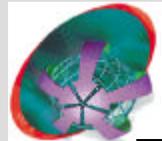
x-Series



- Windows 2000
- Linux



- Services Hours = 100 hours

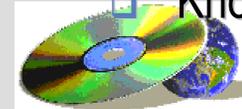


Lotus
Sametime



.domino

- Contact Mgt.
- Opportunity Mgt.
- Knowledge Mgt.



**Enablement Kit
& Marketing Tools**

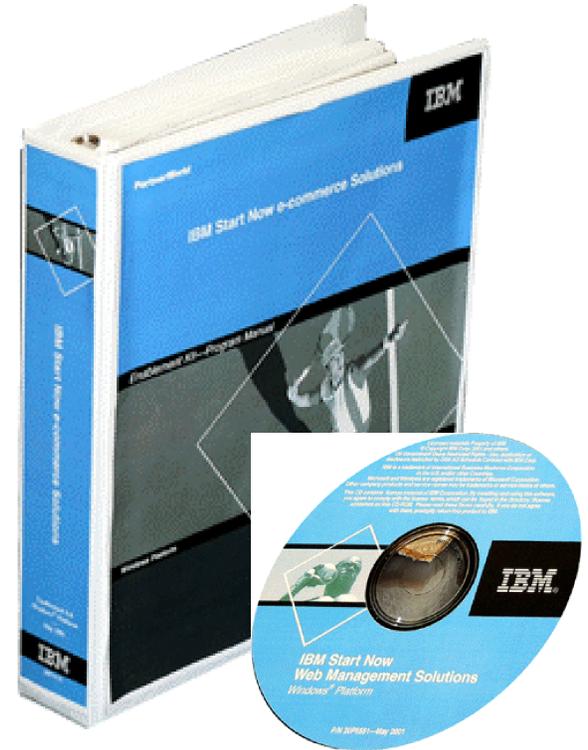
*...powerful sales and customer relationship management, from \$45,000**

*All prices are US Dollars and subject to Business Partner adjustment (based on 10 Sales personnel)



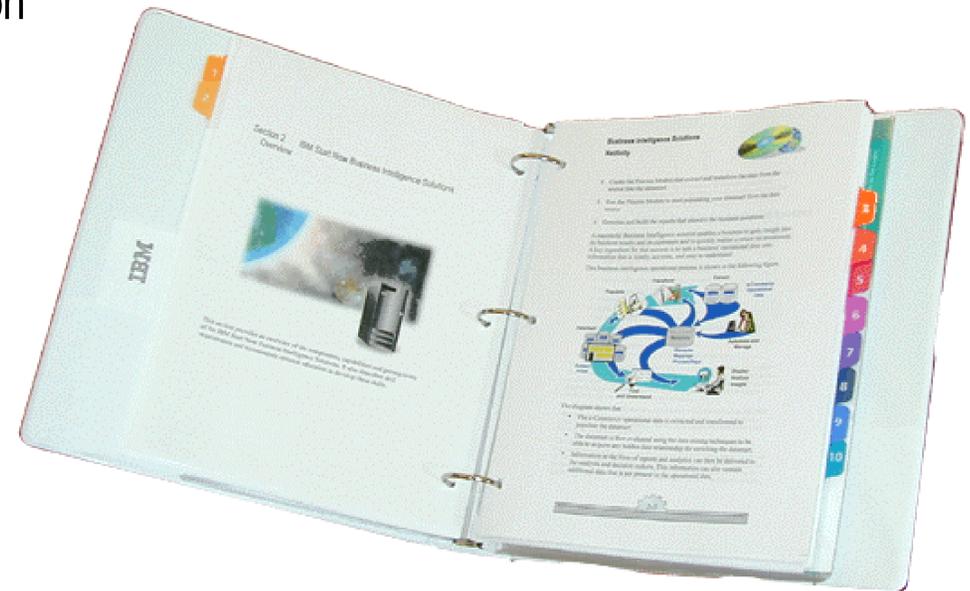
Enablement Kit Components

- Enablement Kit
 - Program Manual (indexed)
 - Enablement Kit CD...
 - Solution scenarios & samples
 - Disclosure presentation
 - Technical Education
 - Program Manual
 - Toolset
 - Demos
 - License, Copyright, Proof of Entitlement
 - OEM adaptation guidelines
 - Special Inserts (articles, etc.)



Program Manual

- Step-by-step sales and implementation instructions
 - Solution overview and Getting started
 - Planning and implementation tasks
 - Sample statement-of-work
 - Installation and configuration procedures
 - Demonstration and deployment guidelines
 - Scaling and extending the solution
 - Support, services and marketing information
 - Frequently asked questions



Start Now Marketing & Sales Tools

- Business Partner Website
 - www.ibm.com/partnerworld/startnow
- Sales & technical training
- Support
 - Pre & Post sales support
 - Electronic application development support
- Distributor Recruitment Kit
- Tools & materials...
 - Tools & Materials
 - Customer Solution Brochures
 - Family brochure & folder
 - Offerings spec sheet
 - Customer Presentations
 - Demonstrations
 - White Papers
 - Executive assessment
 - Signature Selling Method content
 - Customer pain sheets
 - Key player lists
 - Value statements
 - Success stories
 - Elevator messages

Business Partner Benefits

- Enablement Kit
- Web-based technical and sales education
- Value Package for first Start Now specialty¹
 - Pre- & post-sale technical support
 - E-mail application development support
 - Demonstration & evaluation software
- Co-marketing funding²
- Qualified leads²



1. Reimbursement for first Start Now specialty for partners without 2001 Value Package (effective 5/22)
2. Available to Top Contributor Partners

What to do next for Start Now

- Join IBM PartnerWorld for Software program*
- Download training materials from PartnerWorld Website
 - Program Manual and/or web-based technical & sales training
 - Schedule for classroom-based technical & sales training if preferred
- Pass the specialty test
- Execute Start Now co-marketing campaigns

www.ibm.com/partnerworld/startnow

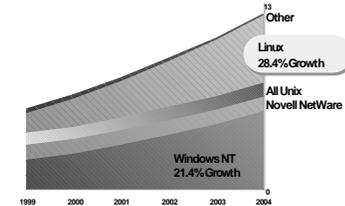
* Tivoli and ISV requirements may differ



Putting it all Together for Success!

New Markets ...

The Linux Opportunity is Exploding !



New Skills ...

PartnerWorld gets you Linux "e" nabled NOW !

- Ready... Set... Linux!
- You Pass We Pay
- PartnerRewards
- Linux Technical Support



New Business ...

IBM Advertising & co-marketing

uncover expanded opportunities for You !

- e-infrastructure campaign
- Peace, Love, Linux campaign
- Codernauts SWG campaign
- Start Now program



Top Contributor Initiative

- Target Audience:
 - Software Tier 2 resellers
- What is the Top Contributor Initiative?
 - 3 WORLDWIDE INCENTIVE OFFERINGS
 - Market Growth Fee - bottom line impact
 - ◆ 6-18% for eligible revenue up to target to 150% above
 - Co-Marketing - link your marketing to ours
 - Up to 3% of your revenue target as co-marketing funding
 - Web-based system to register and claim, choose from a range of tactics
 - Now You! - energize your sales force
 - Earn Points, claim prizes, be on target to win trip of a lifetime!
 - ATTENTION: Linux quiz will be available for you to take. This quiz will allow you to earn points towards the Grand Travel prize trip, a place on the African Photo Safari to Zambia.

<http://www.ibm.com/partnerworld/software> go to the Zone, click on Incentives, click on Top Contributor Initiative for more information



IBM and the Open Source Community

- IBM committed to being a respected, contributing Linux and open source community member
 - Build on open source successes contributing code and technical resources to key open source projects:
 - JFS, Jikes compiler, SecureMailer, XML parser, S/390 and PowerPC kernel updates, work with Apache Group, Open LDAP, PThread
- IBM will help Linux grow & extend to enterprise customers
- Support Linux Standards Base >Free Standards Group (FSG)
- Linux Internationalization Initiative - www.li18nux.org (FSG)
- IBM Public Source License - IBM Classes for Unicode
- Strong IBM participation in community events & shows



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IBM releases JFS to GPL
Posted by [Hemos](#) on Thursday February 03, @10:39AM
from the letting-it-be-free dept.
[PinAngel](#) writes "IBM has released its JFS source code"

JFS for Linux

IBM

Software Evaluation Kit for Linux



Includes

- WebSphere Application Server 4.0 for Linux
- DB2 Universal Database 7.2 for Linux
- Lotus Domino 5.0.7 for Linux
- MQ Series V5.2 for Linux
- Visual Age for Java Professional Edition V4.0

Visit ibm.com/linux for a no-charge copy!

Want to get access to our IBM Software for Linux?

Here's how:

- PartnerWorld for Developers
 - DeveloperToolbox for Linux (<http://www.developer.ibm.com/devcon/linuxtools.htm>)
 - Available by subscription: Guest, Professional & Enterprise or
 - Software and Services Value Option or Value Package - Enterprise level
 - Download from Web or CD (except Guest)
 - Software Mall - Software and Services Value Option or Value Package
- PartnerWorld for Software
 - Value Package Option:
 - Demo/Eval NFR code
 - Run your business software
- NEW: IBM Software Evaluation Kit for Linux
 - Available free-of-charge for development use
 - Includes key IBM software and development tools (DB2, WebSphere, Lotus)
 - Register at: <http://www.ibm.com/linux>



What are your next Linux steps?

- Update BP Profile
 - Do you support Linux OS in your offering(s) and/or solution(s)?
 - Have any of your personnel achieved a Linux certification on Red Hat or LPI?
- Leverage Linux training
 - <http://www.ibm.com/services/learning/spotlight/linux/>
- Enroll in our Linux-based Start Now Solutions
- Leverage our software campaigns
- Submit customer references
- Qualify for the TCI program

IBM is Ready to Help



How to get more Information...

- ibm.com/linux
 - Links to IBM Linux products & open source sites
 - IBM Software, Hardware and Services for Linux
 - ◆ Including Customer references and case studies
 - IBM Alliances / Linux distribution partner's sites
 - IBM Open source contributions
- ibm.com/partnerworld/linux
 - New Linux Lens quicklink on the IBM PartnerWorld Web site that provides Business Partners with a single location linking to all IBM resources for Linux including how to join PartnerWorld for Software
- ibm.com/developerWorks
 - Comprehensive free technical resource for the developer community
 - Linux and open source zones
 - plus technology zones for Collaboration, Components Java™ technology and XML
- ibm.com/partnerworld/developer
 - IBM portal for guests (free), professional, and enterprise members of IBM's developer program
- ibm.com/linux/software
- Linux SW Solutions Guide (GC27-1498-00)
- Resource Guide for IBM Software on Linux (GC27-1385-00)



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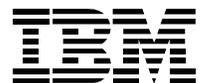
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Web Sites Referenced

- **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 Lotus Domino & Lotus Workflow**
 - lotus.com/dominolinux & lotus.com/workflow
- **Linux Lens**
 - ▶ www.ibm.com/partnerworld/linux
- **Start Now**
 - www.ibm.com/partnerworld/startnow
- **Now You**
 - www.nowyou.com
- **Linux Software Evaluation Kit**
 - www.ibm.com/linux



Web Sites Referenced cont.

- **Developer Toolbox for Linux**
 - www.ibm.com/developerworks
- **IBM Top Contributor Initiative**
 - www.ibm.com/partnerworld/software/zone
 - Enter UserID and Password
 - Select Incentives -> Top Contributor Initiative
- **We Pay Offerings**
 - www.ibm.com/partnerworld/software/zone
 - Select Education, We Pay Offerings
- **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



Web Sites Referenced cont.

- **IBM PartnerWorld for Software Calendar of Events**

- www.ibm.com/partnerworld/

- **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

