IBM Business Partner-Software Program Broadcast I
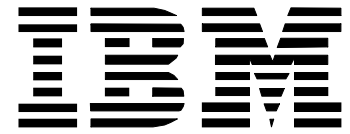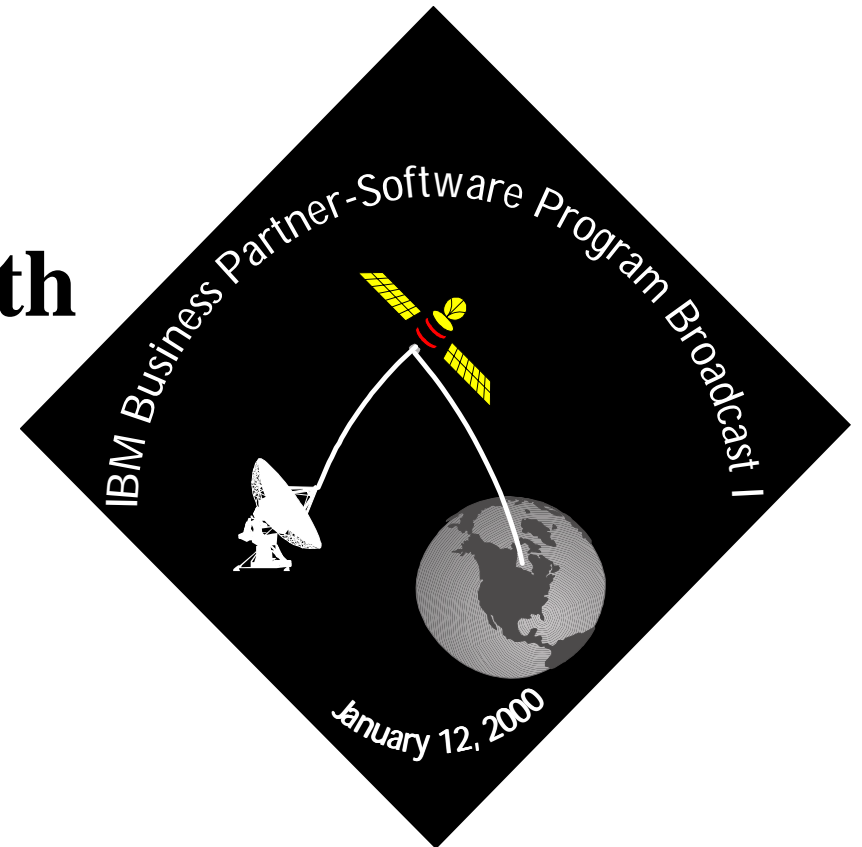
2000 Series

Leveraging Information with Content Management Solutions

January 12, 2000

e-business

IBMTV (FTN) and TEN Participants Only
Broadcast I - Content Management Solutions

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 Business Partner S

MAIL

   IBM Corporation
   Attention: Ann Barnhart
   5th Floor
   1507 LBJ Freeway
   Dallas, TX 75234

Thanks for your cooperation.

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

Broadcast I - Content Management Solutions

Name: _____

Company: _____

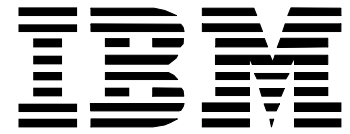**Program #:** _____

Voice #: (Must be included) _____

FAX # (Must be included) _____

E-mail: _____

Please limit your questions to Content Management Solutions discussed in today's broadcast.

_____

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e-business

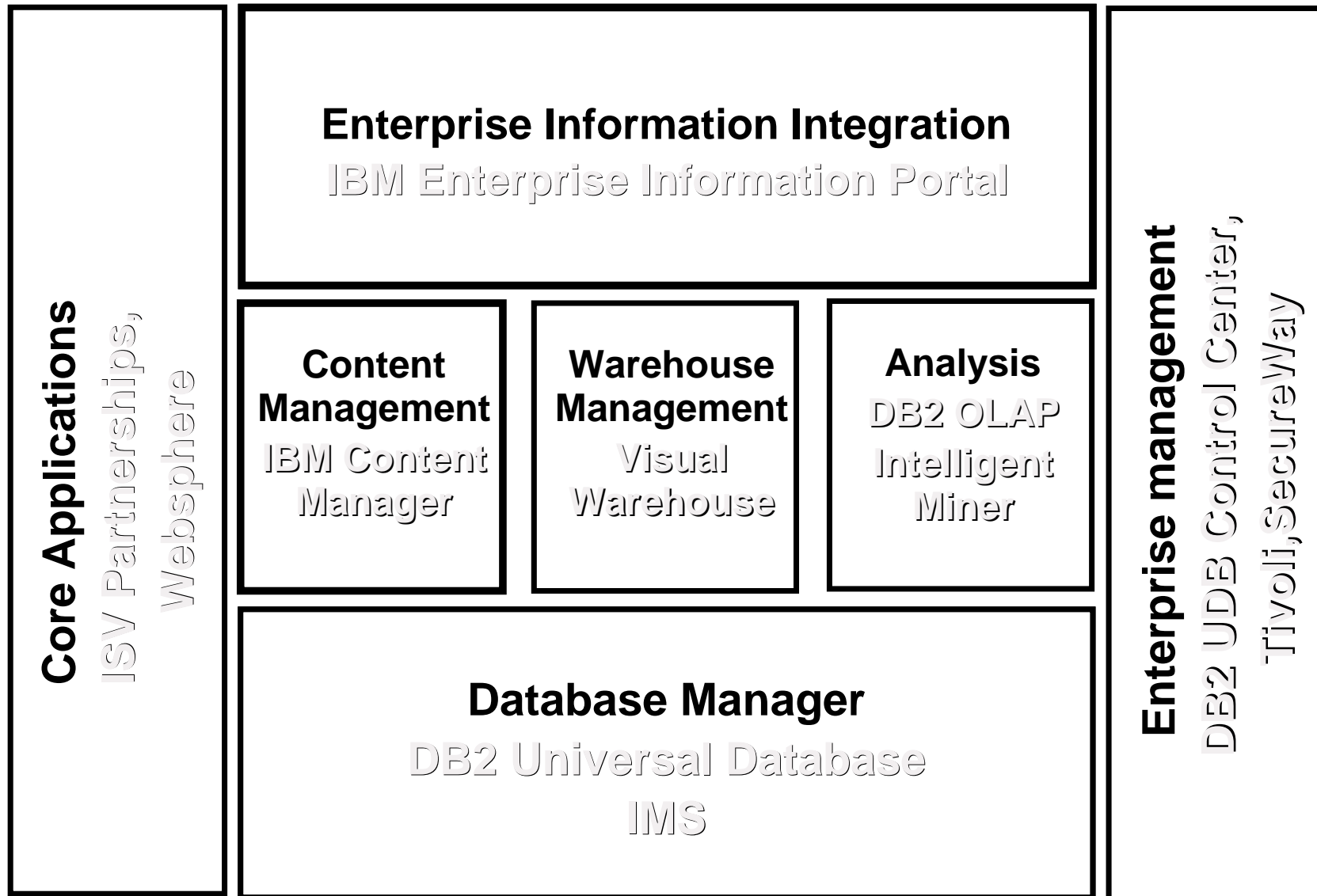**IBM Business Partner-Software Program**

Agenda

2:00 ▣ **Welcome to 2000**

   ● **Sheryl Ball, Manager IBM Business PartnerSoftware Program NA**

▣ **Executive Perspective**

   ● **Janet Perna, General Manager, Data Management Solutions**

   ● **Dr. Armando Garcia, Vice President Content Management Solutions**

▣ **New Products/Strategy**

   ● **Teresa Whittle, Worldwide Content Product Marketing Manager**

▣ **New Technical Features/Demo**

   ● **Mary DeSisto, Content Management Technical Enablement - Channels**

▣ **Business Partner Testimonial**

   ▣ **Greg McCormick, President Silicon Plains Technologies**

   ▣ **Mike Cozakas, CEO VIP, Ltd.**

▣ **Marketing Campaigns**

   ● **Dennis Dorman, Worldwide Channel Marketing - Content Management**

▣ **Partner Opportunities and Programs**

   ● **Phil Ewing, Program Manager, Application Development - NA Software**

▣ **Business Partner Testimonials**

   ● **Lulu Jasso, e-business Software Specialist - Savoir Technology Group**

   ● **Janice Winter, Director of Solutions Marketing - Keylink Dickens**

▣ **Call to Action**

   ● **Phil Ewing, Program Manager, Application Development - NA Software**
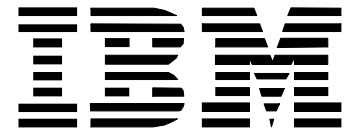
4:00 ▣ **Close**

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e-business

IBM Business Partner-Software Program

Executive Perspective

Janet Perna, General Manager Data Management Solutions
Dr. Armando Garcia, Vice President Content Management Solutions
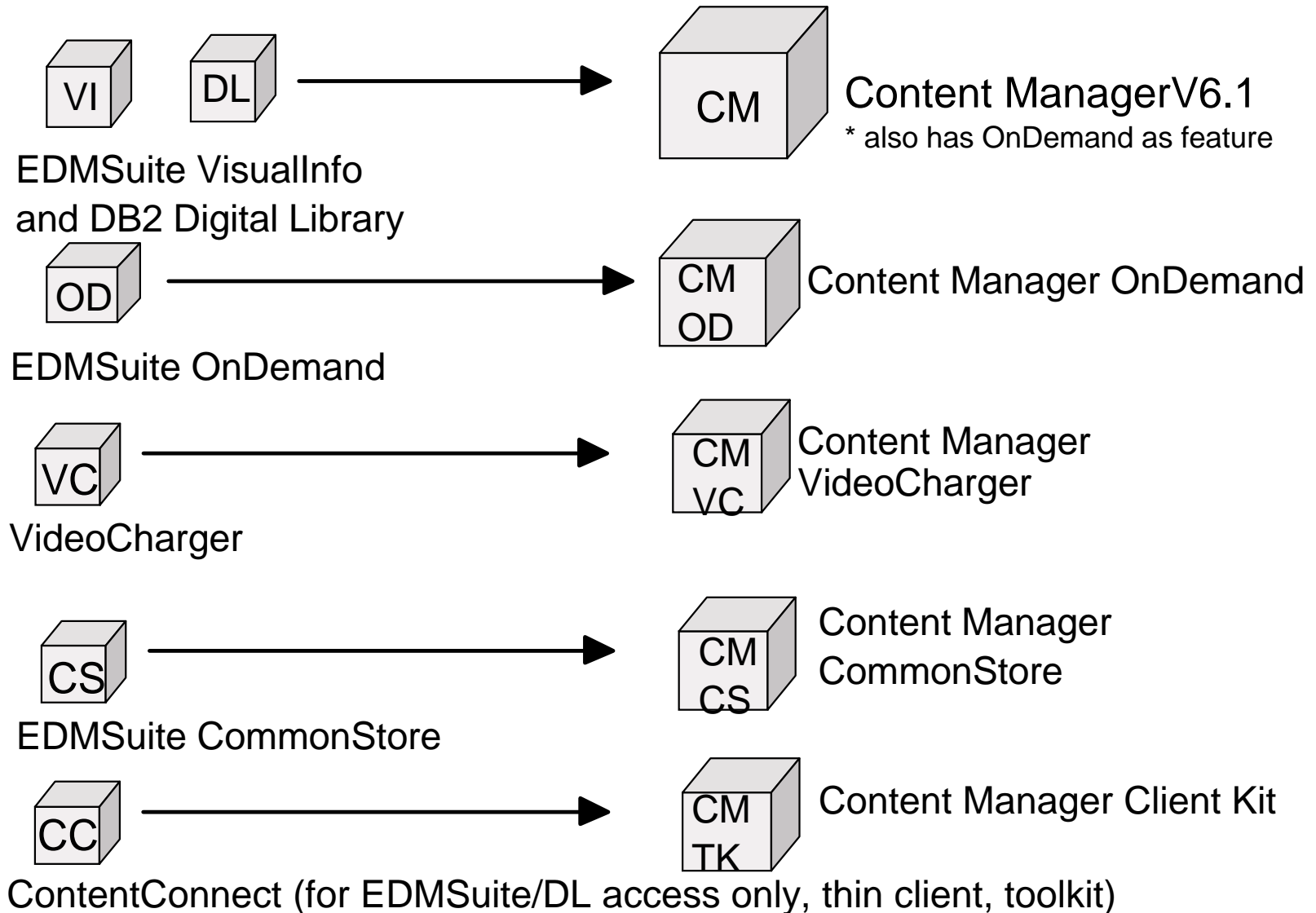
Leveraging Information

Core Applications
ISV Partnerships, Websphere

Enterprise Information Integration
IBM Enterprise Information Portal

Content Management
IBM Content Manager

Warehouse Management
Visual Warehouse

Analysis
DB2 OLAP
Intelligent Miner

Database Manager
DB2 Universal Database
IMS

Enterprise management
DB2 UDB Control Center, Tivoli, SecureWay

IBM

New Products/Strategy

Teresa Whittle
Worldwide Content Product Marketing Manager

Content Manager Product Line

EDMSuite VisualInfo
and DB2 Digital Library

CM Content ManagerV6.1
* also has OnDemand as feature

EDMSuite OnDemand

CM OD Content Manager OnDemand

VideoCharger

CM VC Content Manager VideoCharger

EDMSuite CommonStore

CM CS Content Manager CommonStore

ContentConnect (for EDMSuite/DL access only, thin client, toolkit)

CM TK Content Manager Client Kit

Content Manager Product Line

VI DL

EDMSuite VisualInfo for
AS/400 and OS/390

CM
AS/400

CM
OS/390

Content Manager
for AS/400 and OS/390

OD

EDMSuite OnDemand for
AS/400 and OS/390

CM OD
AS/400

CM OD
OS/390

Content Manager OnDemand
for AS/400 and OS/390

New Technical Features/Demo

Mary DeSisto
Content Management Technical Enablement - Channels

Content Manager Products Enhanced

- ## CM V6.1
  - ### Was VisualInfo & Digital Library
- ## CM Client Kit
  - ### Was DL's object oriented API toolkit
- ## CM Text & Image Search
  - ### Was component of DL

CM client Kit Enhancements

- **Data Definition classes**
  - **object oriented class libraries in java, C++,activeX**
  - **add,update,delete, and search methods**
  - **allows multi-search (ie text, parametric,qbic)**
- **New Datastores**
- **Federated Search across datastores**
- **System Administration, Federated SysAdmin classes**
- **Java-Beans, servlet/Java-Server-Page**
- **Miscellaneous functions added to DL base :**
  - *Multi-stream file support*
  - *Access control*
  - *Form Overlay*
  - *Moving items to another index class*
  - *Parts and associated SMS collection*
  - *Combined query optimization*

Text Server Enhancements

- **In addition to the linguistic, precise and N-gram searches**
- **Structured Document Support added**
  - **Document Model**
    - **Describes a text document (ie html file,XML) that has tags.**
  - **Create a Text Search Index that uses the document model**
  - **Set indexing rules to use the document model**
  - **Add the text parts to the object server indexing by Text Search Index created above.**

Query by Image Content

- **Allows indexing & query on digitized images**
  - average color query
  - positional color query
  - histogram color query
  - texture query

Library Server Enhancements

- ◼ **AIX Native Threads**
  - ● results in greater performance
- ◼ **Direct SQL Access**
  - ● option to create indexclass view in native language
- ◼ **Unicode Enablement**

  - ● phase 1 for true international language support
- ◼ **DB2 EEE Toleration**

  - ● allows certain large tables to be on different nodes
- ◼ **RDBMS Error Message Text Retrieval**

  - ● better, easier to understand messages
- ◼ **Expanded Database support:**
  - ● DB2 UDB: 5.2, 6.1, EEE
  - ● Oracle 8.0: Local & Remote

Object Server Enhancements

- **RAS & Performance:**
  - **Mounter Redesigned & Streamlined**
  - **Startup time reduced to _minutes_:**
    - **Dedicated Staging Volume Support:** Optionally allows optimized staging volume calculations.
    - Auto Recovery: New algorighm reduces minimal recovery time.
  - **System Manager Server (SMS) enabled for batch control:**
    - **Runs as a background process**
    - **Shutdown and Status managed by Command Utility**
  - **Batch Startup/Shutdown/Restart now easily Achieved for B/R**
- **Expanded Database support:**
  - **DB2 UDB: 5.2, 6.1, EEE**
  - **Oracle 8.0: Local & Remote**
- **Async. client Retrieve support:**
  - **Implemented AIX Thread support for more robust client support**
  - **Backword compatible with older clients**

Content Manager Name Change Only

- ■ **CM for AS/400**
  - ▲ **Was VisualInfo/400**
  - ● **CM for OS/390**
    - ▲ **Was VisualInfo/390**
  - ● **CM VideoCharger**
    - ▲ **Was IBM DB2 Videocharger**
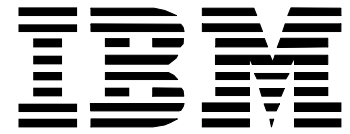
CM OnDemandName Change Only

- **CM OnDemand**
  - **Was OnDemand workstation**
- **CM OnDemand for AS/400**
  - **Was OnDemand/400**
- **CM On Demand for OS/390**
  - **Was OnDemand/390**

Other Products Name change only

- **CM Commonstore for SAP**
  - **Was Commonstore for SAP**
- **CM VideoCharger**
  - **Was IBM DB2 VideoCharger**

New Products

- **CM Commonstore for Domino**
  - **Announce 2/1/2000, Available 2/4/2000**
- **Enterprise Information Portal**
  - **Announced/Available Nov 30, 1999**
  - **Incorporates ContentConnect, CM client toolkit and domino extended search**
  - **Contains more connectors**
  - **Includes Text Search & QBIC engines**

Marketing Campaigns

Dennis Dorman
Worldwide Channel Marketing - Content Management

Value in the Marketplace

Infrastructure

eCommerce

CRM

eCommerce

EDP/EBPP

CRM

Infrastructure

Industry Vert

ERP

eCommerce

Infrastructure

Industry Vert

CRM

- The Manager for Content is more...
  - ► Stores & manages text, image, multimedia, etc.
  - ► VideoCharger integration supports streaming video
  - ► Multisearch options
- Easy Access
  - ► Thin client for search and view
  - ► Easy roll-out, maintenance and support
  - ► Intuitive user interface
- Easy Application Development tools
  - ► New set of enhanced components, including Java beans, ActiveX controls and C++ APIs

Content Manager Launch

- ■ **Build "Content Manager" Brand in Marketplace**
  - ● **Updated Collateral**
  - ● **Player in Corporate Campaigns**
  - ● **Advertising**
- ■ **Worldwide launch**
  - ● **Press**
  - ● **Analyst**
  - ● **Web**
  - ● **Tradeshows**
  - ● **Sales Education**
  - ● **Channel Prep**

Updated Collateral

- **For Announce**
  - **Updated**
    - **EDMSuite Folder -> CM Family Folder**
    - **ImagePlus G325-3657 -> CM Workstation**
  - **New**
    - **CM CommonStore for SAP & Domino**
    - **CM for AS/400**
    - **CM for OS/390**
    - **CM for CRM**

Updated Collateral

- ▣ **Available 2Q**
  - ● **Updated**
    - ▲ **GC26-9664 CM for Insurance**
    - ▲ **GC26-9665 CM for Financial Inst.**
    - ▲ **GC26-9558 CM family Overview**
    - ▲ **GC26-9666 CM OnDemand Brochure**
  - ● **New Fact sheets**
    - ▲ **CM CommonStore (SAP & Domino)**
    - ▲ **CM for AS/400**
    - ▲ **CM for OS/390**
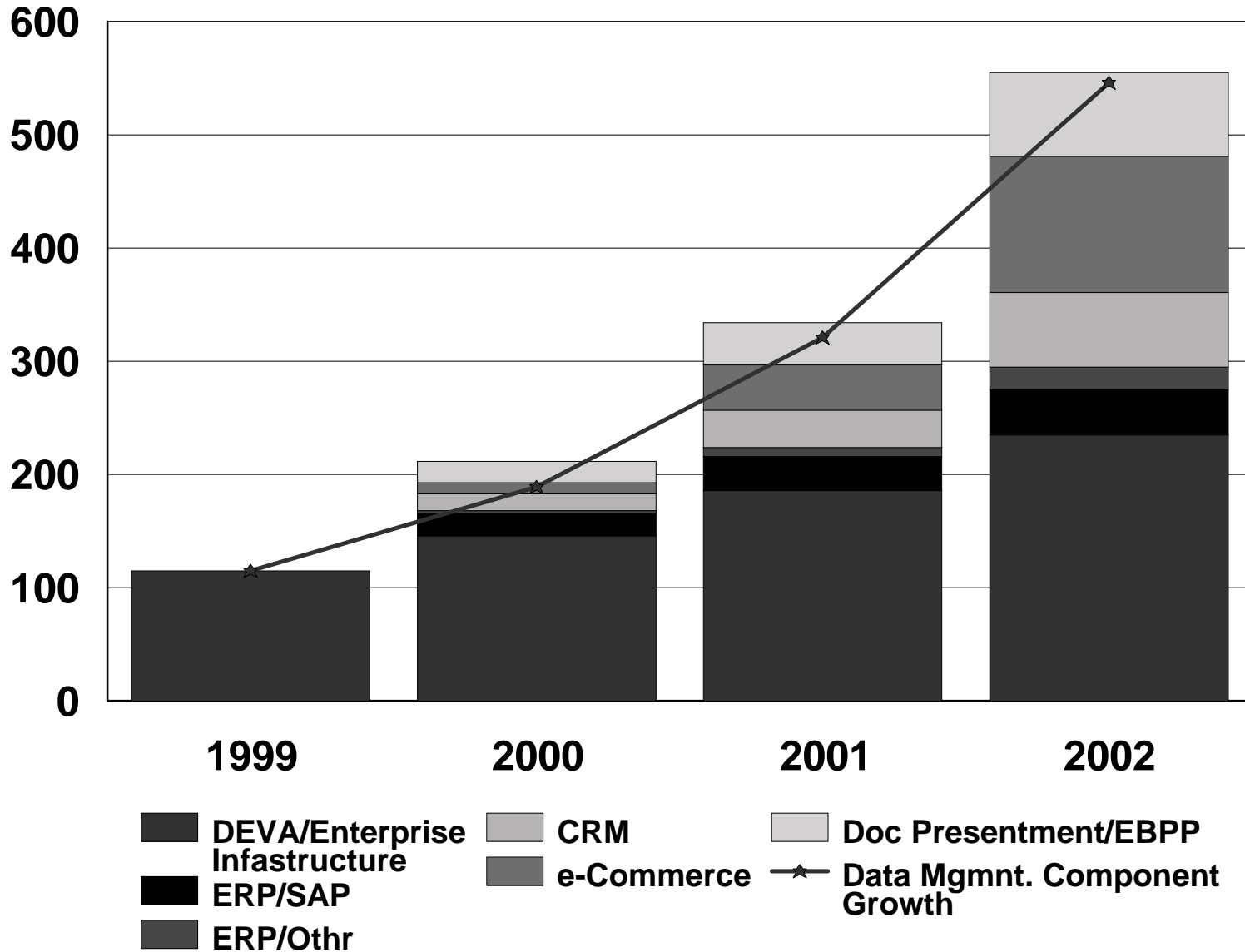   - ▲ **CM for NT, AIX**
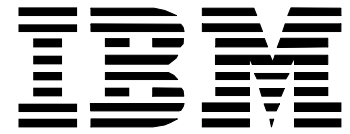
Integrated Marketing

- **Major events**
  - **Key Tradeshows**
  - **SAP events**
  - **S/390 Roadshow**
- **Technical User Group Seminar**
- **Study Tours**
- **Executive Events**
- **Webcasts**
- **Sport Event Marketing**

Opportunities

- **ERP**
  - **SAP Archive**
- **Customer Relationship Management**
  - **Document Presentment**
- **Electronic Bill Presentment**
- **Document Enabled Vertical Applications (DEVA)**
  - **Banking, Finance, Insurance, Government**
- **e-Commerce**
  - **Transaction Logging**
  - **Catolog Archive**
- **ASP/Enterprise Infastructure**

Opportunities

Chart legend:
- DEVA/Enterprise Infastructure
- ERP/SAP
- ERP/Othr
- CRM
- e-Commerce
- Doc Presentment/EBPP
- Data Mgmnt. Component Growth

Partner Opportunities and Programs

Phil Ewing
Program Manager, Application Development - NA Software

Agenda

- **2000 CM / Business Partner Programs**

- **Support and Education**

- **The Value Add Distributor Program**

- **Next Steps**

Business Partner Programs for 2000...

- ## Soul of e-business Campaign
  - **Seminar in a Box**
  - **Solutions Guides**
  - **Sales Resource Center**

- ## General marketing and sales support
  - **ILSAP**
  - **Tradeshows**
  - **CM Testdrives**
  - **Mentoring Program**
  - **Advertising and Press coverage**
  - **Technical Support (PartnerLine/TechLine)**

Education and Training .... You Attend We Pay Education Classes

Product	Class	Class Length	Class Code
EIP	Overview Java Programming	1 4	K2735 K2736
Content Manager	Content Manager ADV Content Manager	3 2	TBD TBD
CM Archive & Presentment (On Demand)	Administrative Guide System Workshop Applications Workshop OD 400 Administration OD 390 Administration Using AFP	5 2 2.5 3.5 4.5 4.5	OD1001 OD1002 OD1003 N1918 ? K2502
CM Commonstore for SAP	Sales Training Implementation	2 4	TBD TBD
ImagePlus	S/390 Implementation Implementation Planning VI/400	5 4	K2727 K2729

Call 1-800-IBM-TEAC to enroll....

Qualification Requirements

- **Proof of competency in each product areas for which BPs apply for rewards, in the form of:**
  - **Approved certifications (for all products with certification, typically IBM workstation (Intel & UNIX) and Lotus software) OR**
  - **Approved education plus three customer references (for all products without certification, typically IBM S/390 and AS/400 software)**

- **Membership in the IBM Business Partner - Software Program and/or the Lotus Business Partner Program**

Content Management Value Added Distributors:

- **Savoir Technology Group www.svtg.com**

- **Keylink Dickens www.xxx.xxxxx**

- **MAGIRUS www.magirus.com**

Next Step...going for the $$Gold$$...

- **Access you CM opportunities ...**
- **Get equipped with the skills you'll need...**
- **Update BPOPs with new capabilities and interests**
- **Take advantage of IBM's Technical and Marketing support programs**
- **Leverage BP Connections Program**
- **Sell, sell, sell.........**
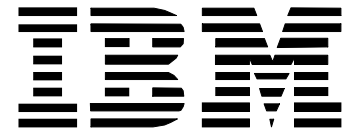
Backup Charts

IBM's Technical and Marketing Support designed to help you Win:

- **Technical Support:**
  - **PartnerLine (TechLine & SupportLine)**
  - **Mentoring Program**
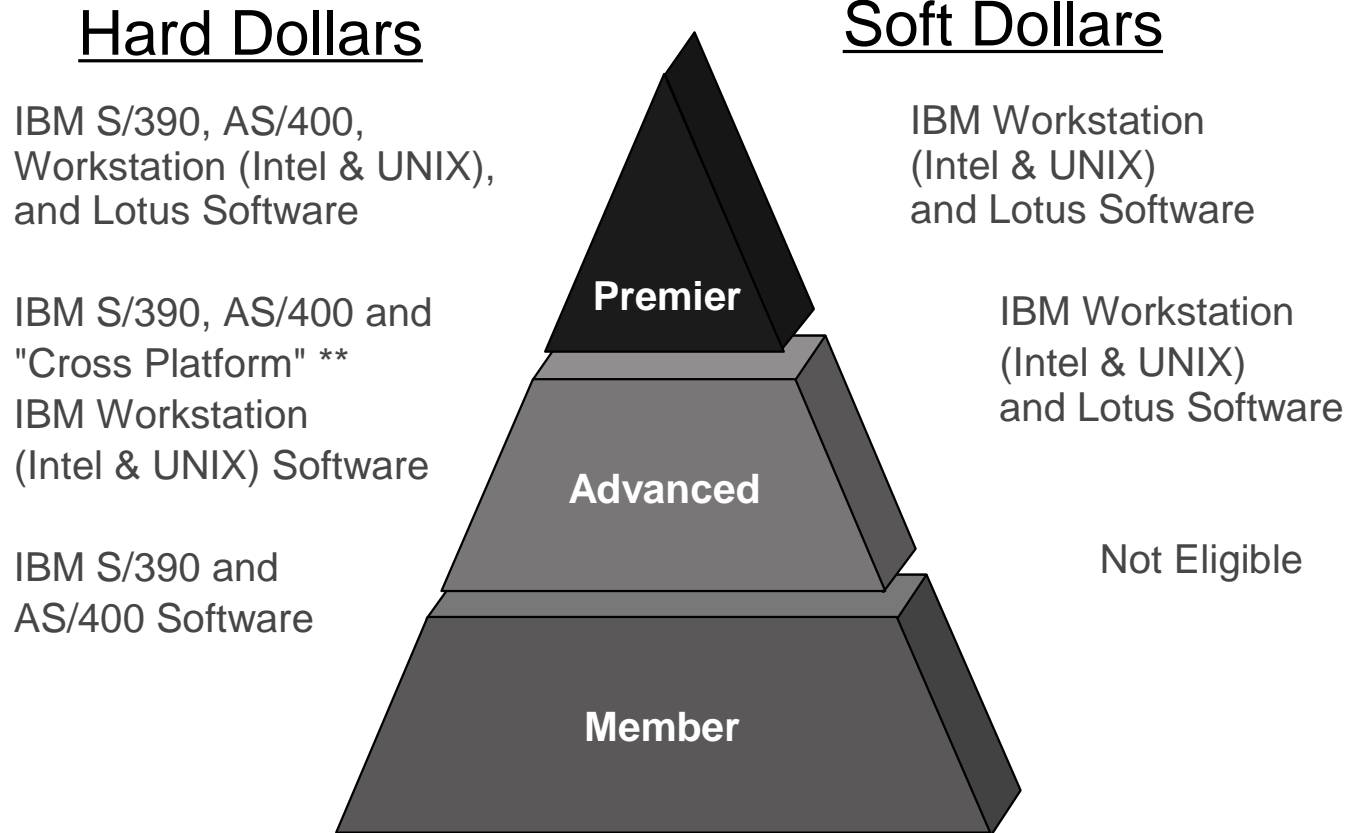 - **access to not-for-resale code**
- **Marketing Support:**
  - **Advertising - Placard Campaign**
  - **ILSAP (sales incentives), MDF**
  - **Tradeshows**
  - **Joint IBM/Partner marketing activities**

IBM/Lotus Sales Assistance Program (continued)

- ## FUNDING LEVEL:
  - ### IBM Workstation & Eligible Lotus Software: 5% or 15% (15% in SMB only)
    - For shrink-wrap, paid on 80% of list price
    - For contract, paid on Passport Advantage level C price
  - ### AS/400 Software: 11%
    - paid on OTC
  - ### S/390 Software: 1.5% - 15%
    - paid on OTC or 24 months of MLC

*IBM and Lotus Sales Assistance Program North American Rewards Eligibility By Level**

Hard Dollars

IBM S/390, AS/400, Workstation (Intel & UNIX), and Lotus Software

IBM S/390, AS/400 and "Cross Platform" **
IBM Workstation (Intel & UNIX) Software

IBM S/390 and AS/400 Software

Soft Dollars

IBM Workstation (Intel & UNIX) and Lotus Software

IBM Workstation (Intel & UNIX) and Lotus Software

Not Eligible

Premier

Advanced

Member

* Rewards eligibility is based on being approved for product categories.

** "Cross Platform" = certified in IBM workstation and approved for corresponding S/390 or AS/400 software product categories.

- **DESCRIPTION:**
  Provides hard dollar or soft dollar rewards to Business Partners for the role they play in "closing the business"

- **PARTICIPATING BUSINESS PARTNERS:**
  - **IBM Business Partner - Software Program**
  - **Lotus Business Partner Program**

- **BUSINESS PARTNER VALUE:**
  - **Rewards firms for closing IBM and Lotus software sales with either fees or expense reimbursement (controlled spending)**
  - **Strong business proposition**

Soul of e-business

- ◻ **Objective:**

  - ⬤ **Provide Business Partners with an understanding of the market segments and how to leverage the revenue opportunities   within a segment through Web-based and hardcopy sales tools**

Soul of e-business

- Sales Pocket Guide
  - Categorized by the four Market Segments
  - Overview of Market Segment
    - Market Characteristics
    - Strategy for this Marketplace
  - Value Proposition
    - Revenue Opportunities
  - Sales Strategy
    - Key Products
    - Key Competitive Solutions
    - Positioning
    - Top 3 Reasons to Buy
    - Sample Customer Pains
  - SMB Customer Success Stories
  - ** Will include indusrty verticals if possible
    - Frequently Asked Questions
    - Web Site References
    - Provide supporting details on the Web or CD-ROM
    - Links to Sales Resource Center, as well as brand sites

- **Sales Resource Center**
  - **Web site containing detailed information on selling solutions   within the market segments**
    - **Examples of content include:**
      - **Identifying Opportunities**
      - **Customer Pain Sheets**
      - **Negotiating**
      - **Vision Re-engineering**
      - **Closing the Sale**
    - **SMB focused, both in content/message and case studies**
      - **Offer regional examples when available**
    - **Planned delivery on CD as well**

Seminar in a Box

- ## What is it?
  - Co-op funded, co-branded seminars with the assistance designed to assist partners in generating pilots and sales of IBM/Lotus e-business solutions
  - Must be qualified at the Premier or Advanced level in the IBM Software Program to participate

- ## Top Reasons why Customers Attend Seminars:
  - Information gathering for purchase decisions
  - Network w/customers with similar needs
  - Find businesses/consultants to implement solutions
  - Stop losing money, or make more money*

Seminar in a Box *(http://partnerinfo.software.ibm.com/sibcentral)*

- **2000 Enhancements:**
  - Shift to fewer physical seminars and more e-seminars
  - Extend to:
    - Distributors to reach their resellers
    - IBM groups to reach customers or partners
  - NA proposed execution changes :
    - Distributors (vs. BPSMs) nominate their Tier 2s
    - Distributors become responsible for ensuring their BPs follow up on leads and help with closes
    - Partners pay half up front; request reimbursement post sales reporting
  - Change North America results tracking to match other geographies

- ◻ **CM Sales Training:**
  - ● **Primary source - VADs**
  - ● **CD and web based training planned**
  - ● **Sales updates via teleconference**
- ◻ **For more information on training:**
  http://www.software.ibm.com/partnerweb/na
  - ● **Then click, education**
  - ● **Skills roadmaps for current products**
  - ● **Course descriptions and perquisites**

Value-Add Services provides by Savoir Technology Group:

- **Free Savoir Technology EDMSuite Technology Service Pack**
- **Quarterly demand generation campaigns and marketing support**
- **Free EDMSuite business development support**
- **Dedicated Savoir & Appsmall resources**
- **Competitive pricing**
- **To reach LuLu Jasso:**
  - **Call: 1-800-275-6922, x1822 or**
  - **e-mail lulu.jasso@svtg.com**
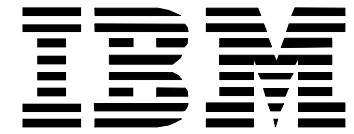
Content Management Certifications

- **EDMSuite Certifications are being revised for EIP/CM**

- **Likely outcome:**
  - new or modified CDIA test
  - new certifications for:
    - Digital Library
    - CM Visual Info
    - CM Archive & Presentment (On Demand) &
    - Enterprise Information Portal

- **Once Certifications are finalized:**
  - e-mail notification to business partners
  - certification details on website: http://www.software.ibm.com/partnerweb/na

Sources of information for CM/EIP:

- **The IBM Business Partner website: http://www.software.ibm.com/partnerweb/na**

- **The IBM EIP Website: http://www.ibm.com/software/eip**
  - **Product overview**
  - **News articles**
  - **Product case studies**
  - **EIP Feedback**
- **The IBM Homepage: http://www.software.ibm.com**

Business Partner Testimonials

Lulu Jaso
e-business Software Specialist - Savoir Technology Group

Value-Add Services - Savoir Technology Group

- **Free Savoir Technology EDMSuite Technology Service Pack**
- **Free participation in quarterly end user demand generation campaigns and marketing support**
- **Free EDMSuite business development support**
- **Dedicated Savoir & Appsmall.com resources**
- **Competitive pricing**

Web Sites Referenced

- IBM Business Partner Software Program Information
  - http://www.ibm.com/software/partnerweb/na
    - Select Program Information
- Content Management Value-Added Distributors
  - Savoir Technology Group
    - http://www.svtg.com
  - Magirus
    - http://www.magirus.com
- Silicon Plains Technology
  - http://www.sptech.com
- Appsmall
  - http://www.appsma
- Keylink Dickens
  - http://www.key

IBMTV and TEN

- ▣ **Input from IBMTV and TEN sites**
  - ⬤ **Fax answer sheets to 972-280-6394**

Thank You

- **Thank you for your attendance and support of IBM Business Partner Software Program**

- **We appreciated your input today**
  - **Additional input**
    - **Partner Services at 1-800-IBM-1822**
    - **FAX 1-972-280-6394**
    - **E-mail IBMSWNA@US.IBM.COM**