IBM Business Partner-Software Program Broadcast VI

1999 Series

IBM
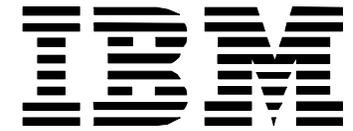
Announcing IBM's Newest Host Integration Offerings and FirstSecure Rel 2.0

October 27, 1999

IBM Business Partner-Software Program Broadcast VI

October 27, 1999

IBMTV (FTN) and TEN Participants Only
Broadcast VI - Host Integration and FirstSecure Rel 2.0

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 Software Program at 972-280-6394

MAIL

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

Thanks for your cooperation.

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

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

Broadcast VI - Host Integration and FirstSecure Rel 2.0

Name: _____

Company: _____

Program #: _____

Voice #: (Must be included) _____

FAX # (Must be included) _____

E-mail: _____

Please limit your questions to Host Integration and FirstStecure Rel 2.0 discussed in today's broadcast.

_____

_____

_____

_____

_____

_____

_____

Coming Events

▣ November 17   Webcast - IBM's Latest Software for
                          Issuing Certificates in a Public Key
                 Infrastructure (PKI), IBM Trust Authority

▣ December 8   2000 Business Partner Program

e ™ e-business

Agenda

2:00 ◾ **Welcome**
- ● **Sheryl Ball, Manager IBM Business PartnerSoftware Program NA**

◾ **A Secure Network Platform for e-business**
- ● **Derek Bildfell, SecureWay Brand Program Director**

◾ **Host Integration Update**
- ● **Jamie Thomas, Director Host Integration Solutions and Mobility**

◾ **FirstSecure Rel 2 Product and Technical Overview**
- ● **Mike Campbell, SecureWay Solution Concept/Design**

◾ **Business Partner Testimonial**
- ◾ **Joe Ouellette, Specialized Software**

◾ **SecureWay Demand Generation Activities**
- ● **Rick Thomas, WW SecureWay Marketing Programs**

◾ **NA Channel Marketing/Call to Action**
- ● **Kim Lockwood, NCSD Channel Marketing Manager - Americas**

4:00 ◾ **Close**

IBM
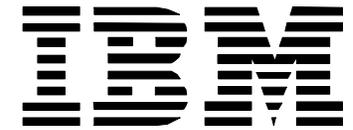
A Secure Platform for e-business

Derek Bildfell
SecureWay Brand Program Director

1M Businesses, 1B People, 1T devices

Use Web experience to change business

Enable Web-based transactions

Provide access to data via the Web

Publish information on the Web

Evolving I/T Infrastructure

Each Progression Stresses the Infrastructure
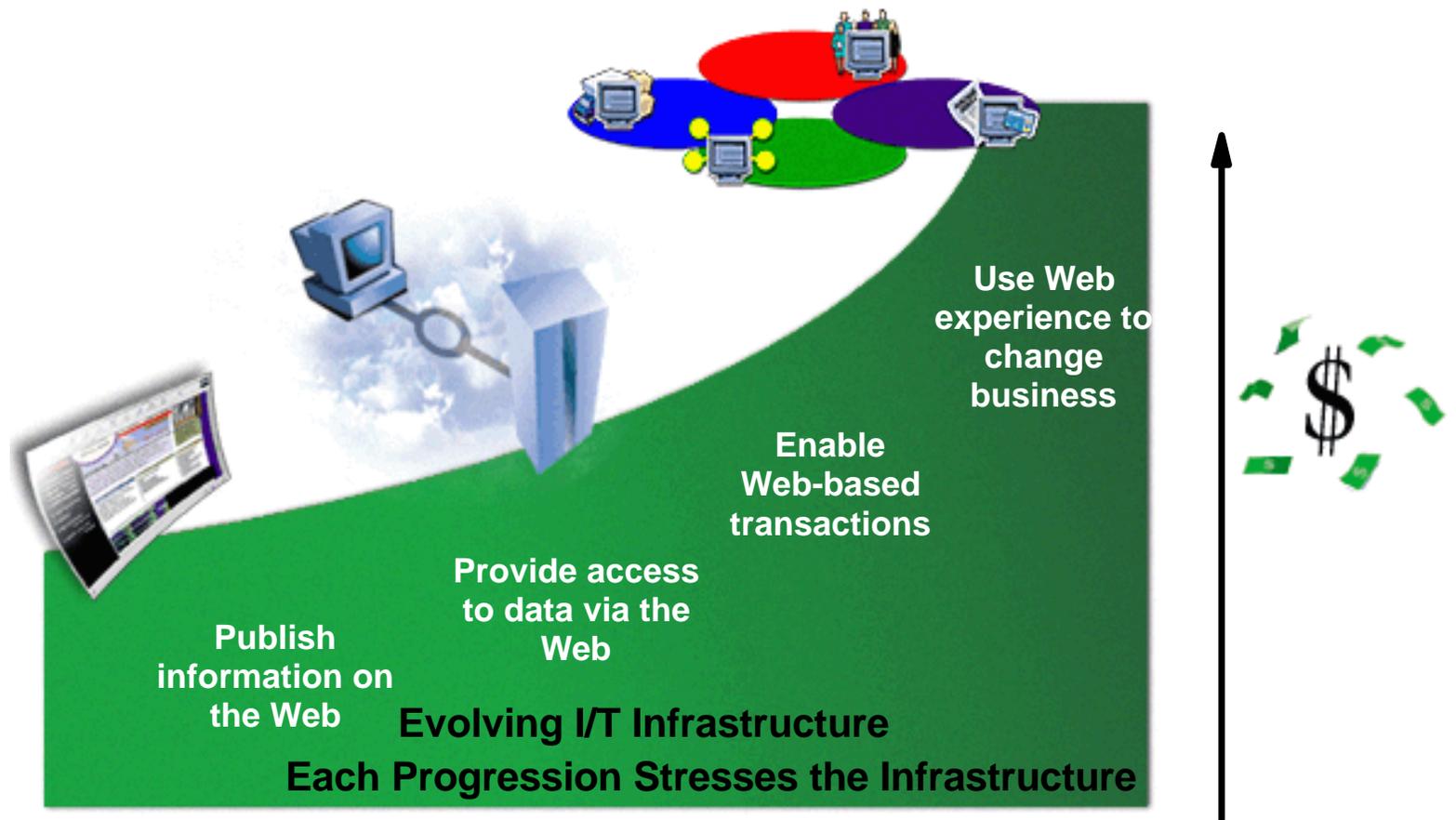
$7.4b spent by 2002 to upgrade networks around Internet standards (IDC survey)

Market Focus

2001 WorldWide Opportunity $6.9b

NetGen   Established

NetGen   Traditional

$4b

Born on the web

Born in the boardroom

New Frontiers

Efficiency Conscious

Banking	Gov't	Telco	HealthCare	Manufacturing	Distribution
$879m	$657m	$585m	$373m	$791m	$1.5b
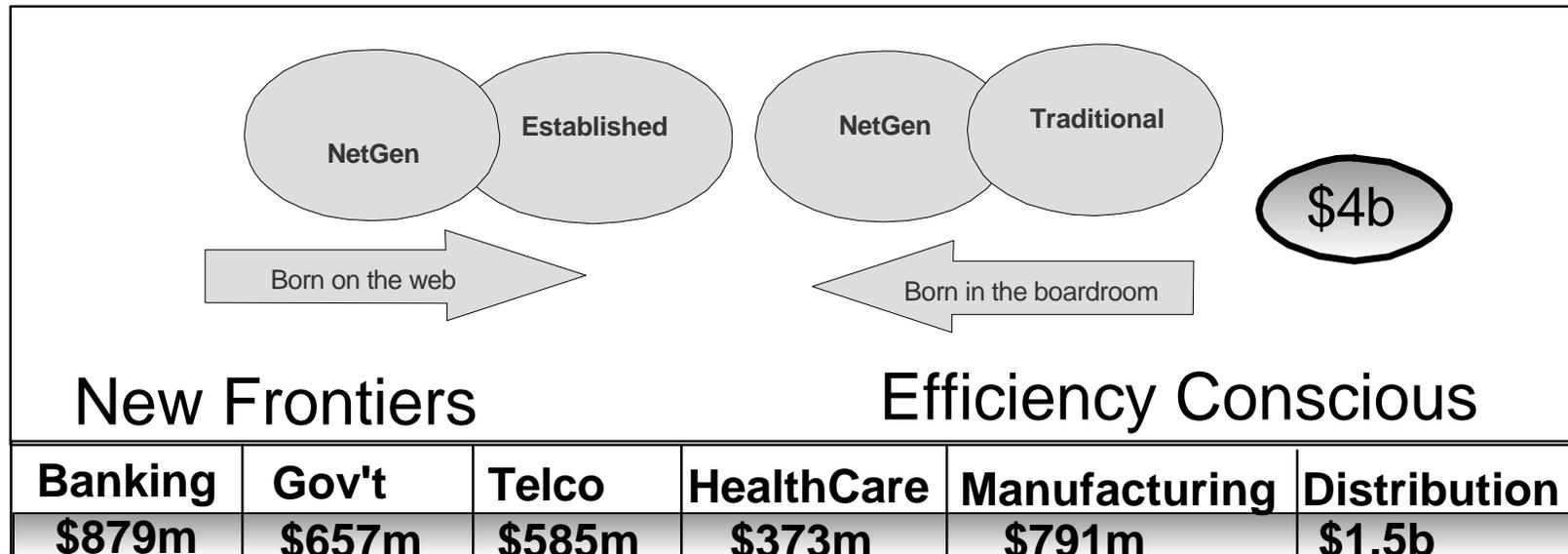
1. Develop competitive web-based business models that minimize processes
2. Improve customer service and retention through web-channels
3. Establish feeling of "security and comfort" for customers transacting business via web channels

aka Business Transformation / Competitive Advantage

1. Open supply chain processes to a wider range of business partners
2. Gain supply chain efficiencies through Internet processing
3. Migrate away from expensive proprietary linkages
4. Maintain confidentiality in the open Internet environment

aka Managing IT

SecureWay Software Enables e-business

Application Framework for e-business

| Development Tools and Components | Application Servers and Integration Software | Secure Network and Management Software |

NT OS/2 AIX HP-UX NetWare Linux Solaris OS/400 OS/390

Partner enablement

SecureWay Software Offerings

Integration based on open standards and policy

SecureWay Business Partners

SecureWay Software

Locate   **Connect**   **Secure**

LDAP Directory | Host Integration | FirstSecure

Meta Directory | Web to Host | Trust Authority

LDAP Directory   PKIX/CDSA   IP Services   Policy Based

The critical foundation for e-business applications

e-business

IDC Magic Quadrant - Web to Host Solutions

Niche | Leadership

IBM   B

OpenConnect   B

B   CNT   B   Attachmate
Computer Network Technology

SIMWARE
B   CST   B   WALL

B   Esker

Ability to Gain Share

Crisis Potential | Legacy

Opportunity Alignment
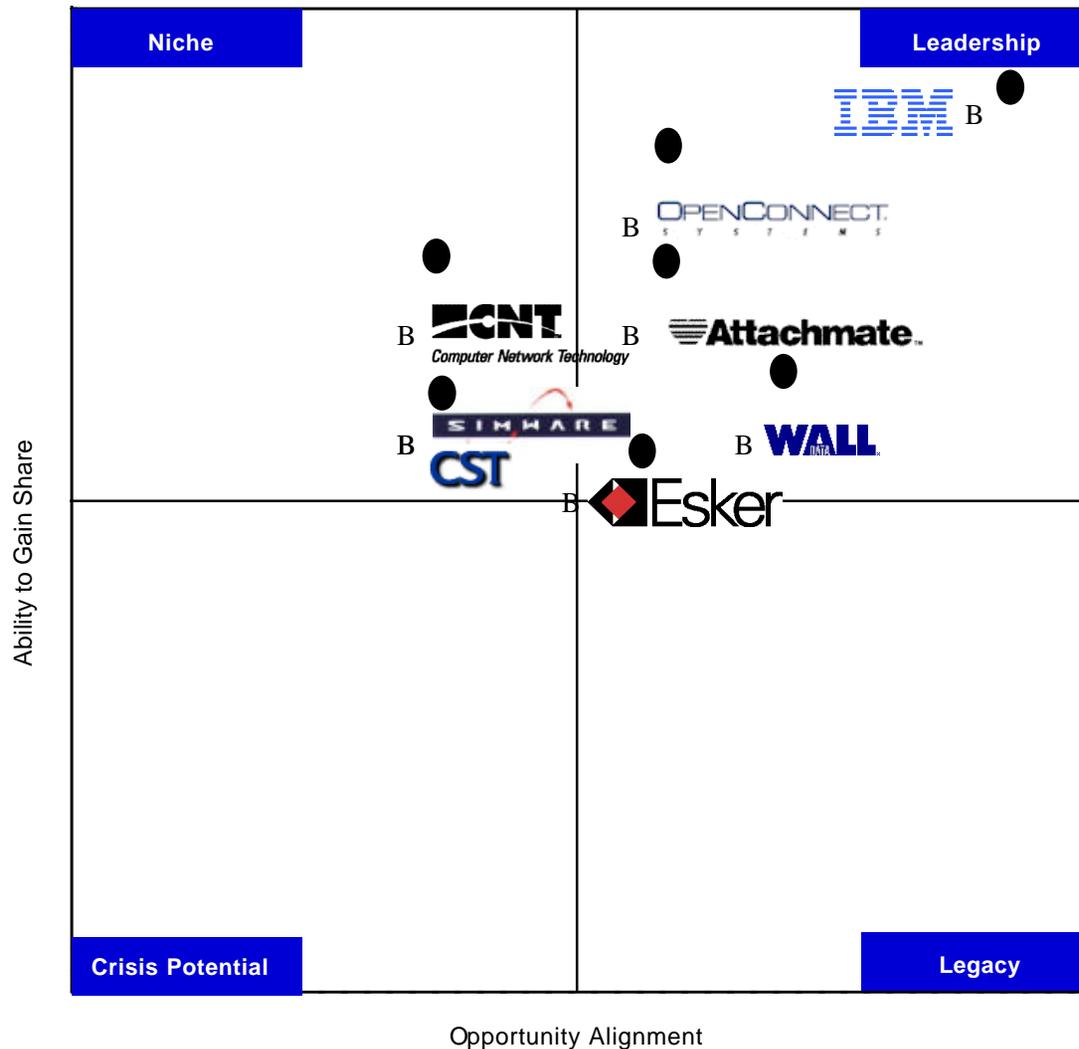
Leverage IBM's Best of Breed Status in Connectivity to Drive Security Sales

SecureWay Specialty for Business Partners

IBM PartnerWorld

**Solution Developers
(ISVs)**
IBM PartnerWorld
for Developers

**Software Providers
(BPs / Resellers)**
IBM PartnerWorld
for Software

**Systems and
Services
Providers
(BPs / Resellers)**

**Personal Systems
Providers
(BPs / Resellers)**

SecureWay Specialty for Business Partners

IBM PartnerWorld
for Developers -
**SecureWay
(ISVs)**

IBM PartnerWorld
for Developers -
**Global Software
Solutions Guide
- SecureWay
(ISVs)**

IBM PartnerWorld
for Software -
**SecureWay
(BPs / Resellers)**

NEW!
**"SecureWay Ready"
Product Verification and Mark (ISVs)**

**IBM Professional Certification -
SecureWay (Resellers, etc)
- First Secure
- Host Integration
- Etc**

NEW! **SecureWay Business Partner Services Registry (All)**

NEW! **SecureWay Business Partner Advisory Council (All)**

IBM Business Partner-Software Program

ⓔ e-business

Value of SecureWay Business Partner Speciality

eBiz/SecureWay ISVs

Skills Certification

SecureWay Launch

IBM eBiz Campaign

Value

Time

Life Cycle Policy Director
Intelligent Connectivity

Common Schema

Policy Director

HACL, LDAP

Value

Time

4.Brand Equity

1. Leverage Technology

3.Community Value

2. Future Integration

Higher Margins
Larger Solution Scope

Participation in "eBiz" mktg

Leads/Opportunity

Enablement, Services Capability

SecureWay Web and Marcom
Presence for PID Enabled ISVs

Value

Time

Integrated Infrastructure
Community Integration

AppFramework Integration
ICS

Policy Director R3

SecureNetwork
Platform

Value

Time

IBM Business Partner-Software Program

e-business

SecureWay Software.....

...A Powerful Integration

Locate   Locating people, information and applications in a network

The strategic element which makes the solutions work and provides a key control point in the Secure Network Platform
- ► Directory, Meta Directory

Connect

The revenue and profit engine of SecureWay and NCSD with accelerating growth potential
- ► Host Integration, Pervasive Computing, Network Dispatcher

Secure   First Secure e-business, then enable e-business

The strategic authentication and authorization framework for e-business, focusing on the integration with other e-business infrastructure elements
- ► Authentication & Authorization Framework - Policy Director and Trust Authority
- ► FirstSecure integrated security solution
- ► Boundary Server, Firewall, Antivirus & Trust Authority security products
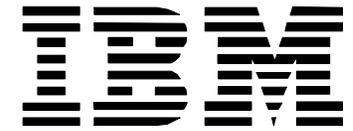
Host Integration Update

IBM

Jamie Thomas
Director, Host Integration Solutions and Mobility

Challenges in the e-business world

- **Reach new customers**

- **Improve customer satisfaction**

- **Collaborate with partners**

- **Enhance employee productivity**

- **Maximize return on IT investment**

Host Integration: The fastest path to e-business
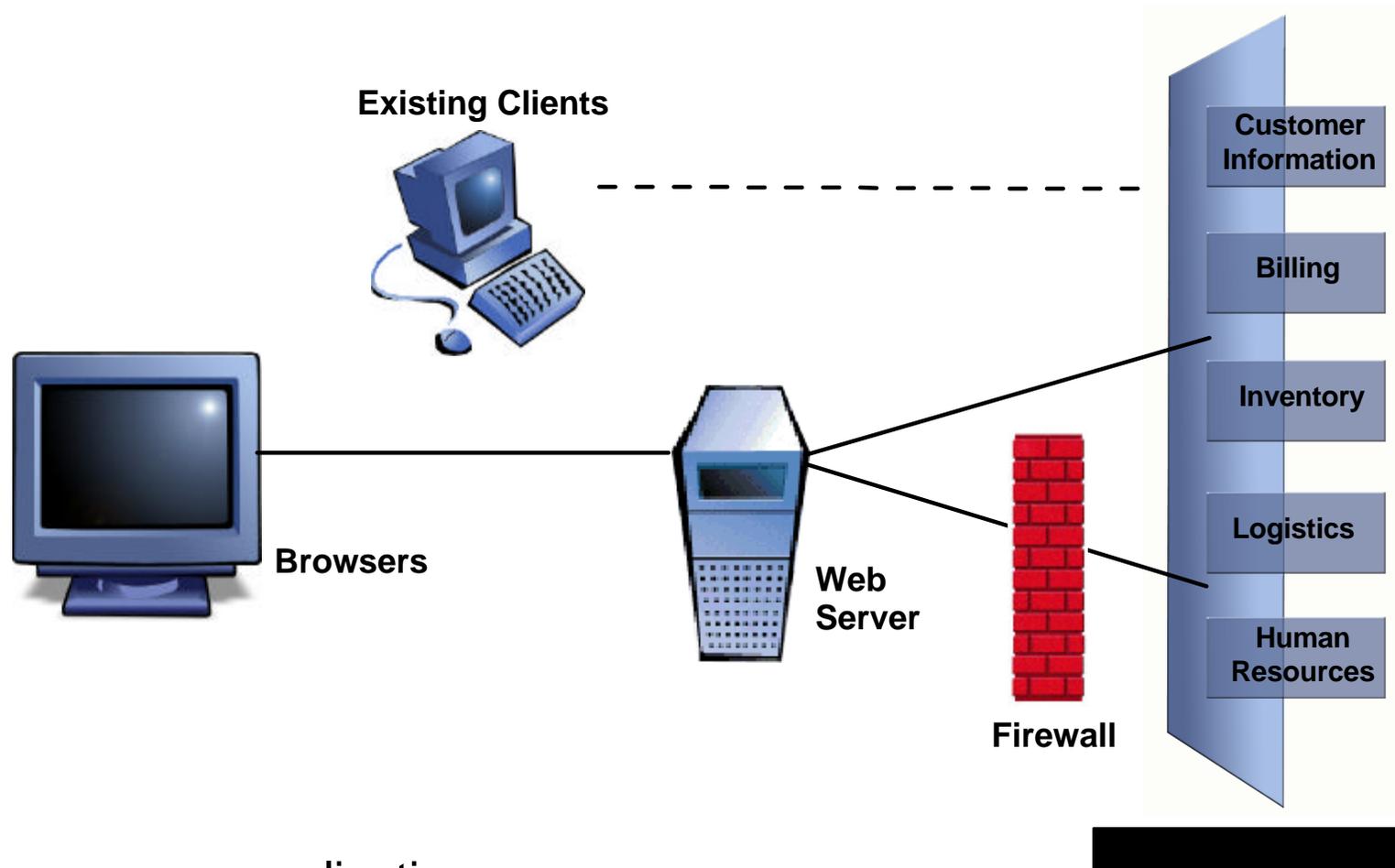

- Leverage core applications

- Integrate existing applications for new functions

- Support new classes of users securely

Host Integration: Connects

Employees

Business Partners

Customers

SNA

Internal

Intranet

Extranet

External

Internet

S/390

DEC/UNIX

AS/400

ODBC

activex

JAVA
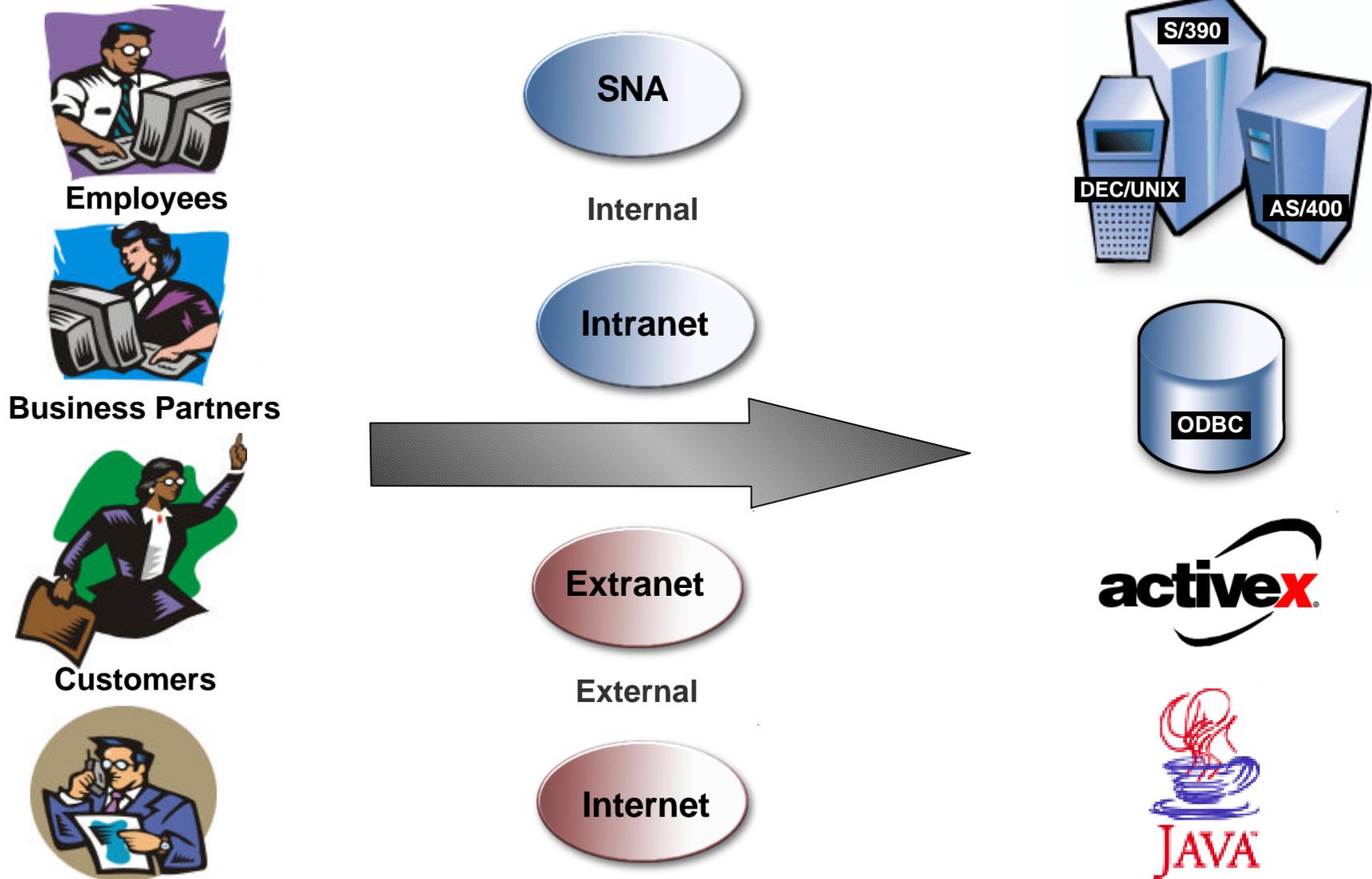
Professional Emulation

3270, 5250, VT

S/390

AS/400

DEC/UNIX
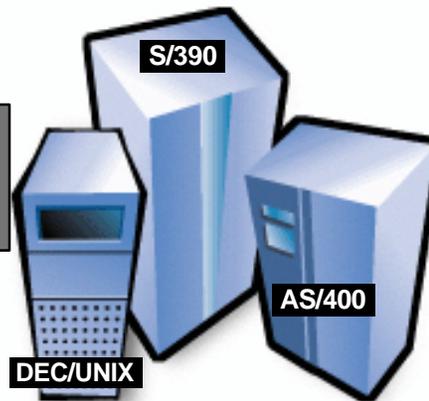
Personal Communications

- Reduce risk

- Improve user productivity

- Protect investment

Professional Emulation - On Demand

Host On-Demand

S/390

AS/400

DEC/UNIX
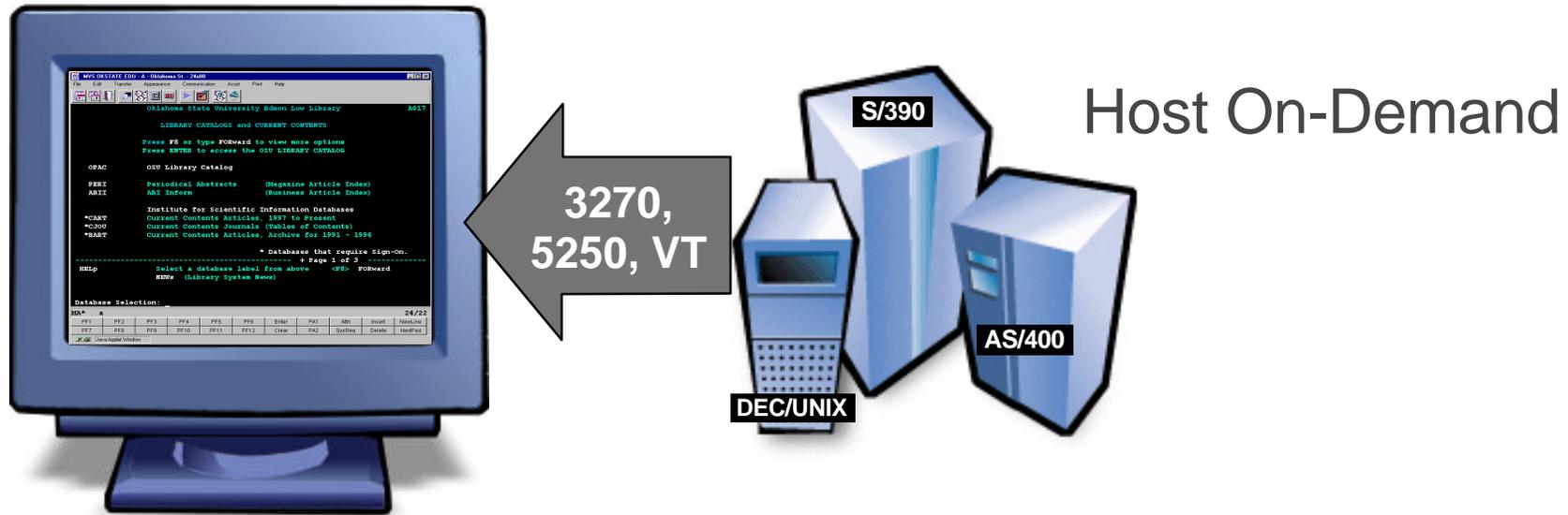
3270, 5250, VT

- Extend application reach

- Provide fastest access to applications

- Reduce IT expense

Application Rejuvenation

3270, 5250, VT

S/390

DEC/UNIX

AS/400
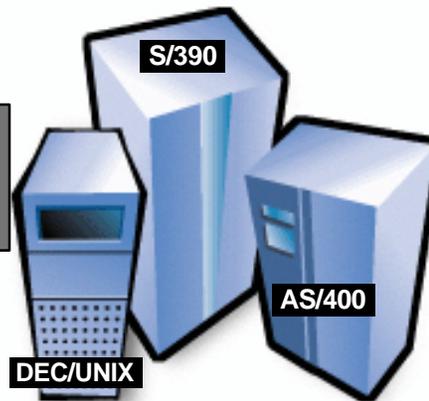
Screen Customizer

Host On-Demand **OR**

Personal Communications

- Simplify application use

- Extend application life

- Reduce training expense

e-business

Application Integration

S/390

AS/400

DEC/UNIX
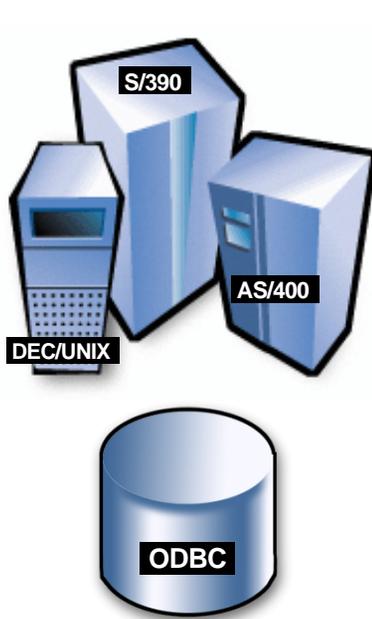
ODBC

3270, 5250, VT, Java, JDBC

Host Publisher

activex

JAVA

- Leverage existing assets

- Reduce application development expense

- Minimize deployment time

e-business

Customized Applications
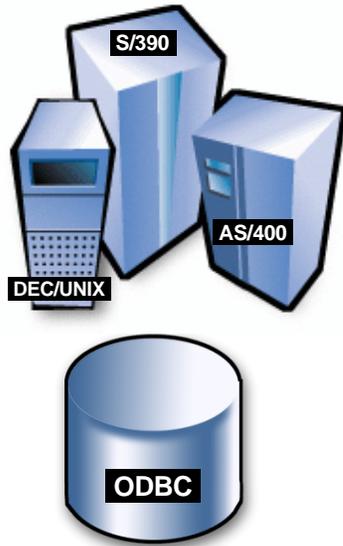
3270, 5250, VT, Java, ActiveX, ODBC, & More

S/390

AS/400

DEC/UNIX

ODBC

activex

JAVA

Host Access Class Libraries

Host Access Java Beans

Host Access ActiveX Controls

Host Integration Objects

- Leverage existing assets

- Offer the greatest flexibility

- Improve user productivity

e-business

Host Integration: Leveraging your investment

Renaissance Cruises
Great Places, Great Times.

North Carolina Department of State Treasurer

customized
application

Deltanet, Inc.

application
integration

RITE AID

application
rejuvenation

ippa

emulation
On-Demand

professional
emulation

e-business
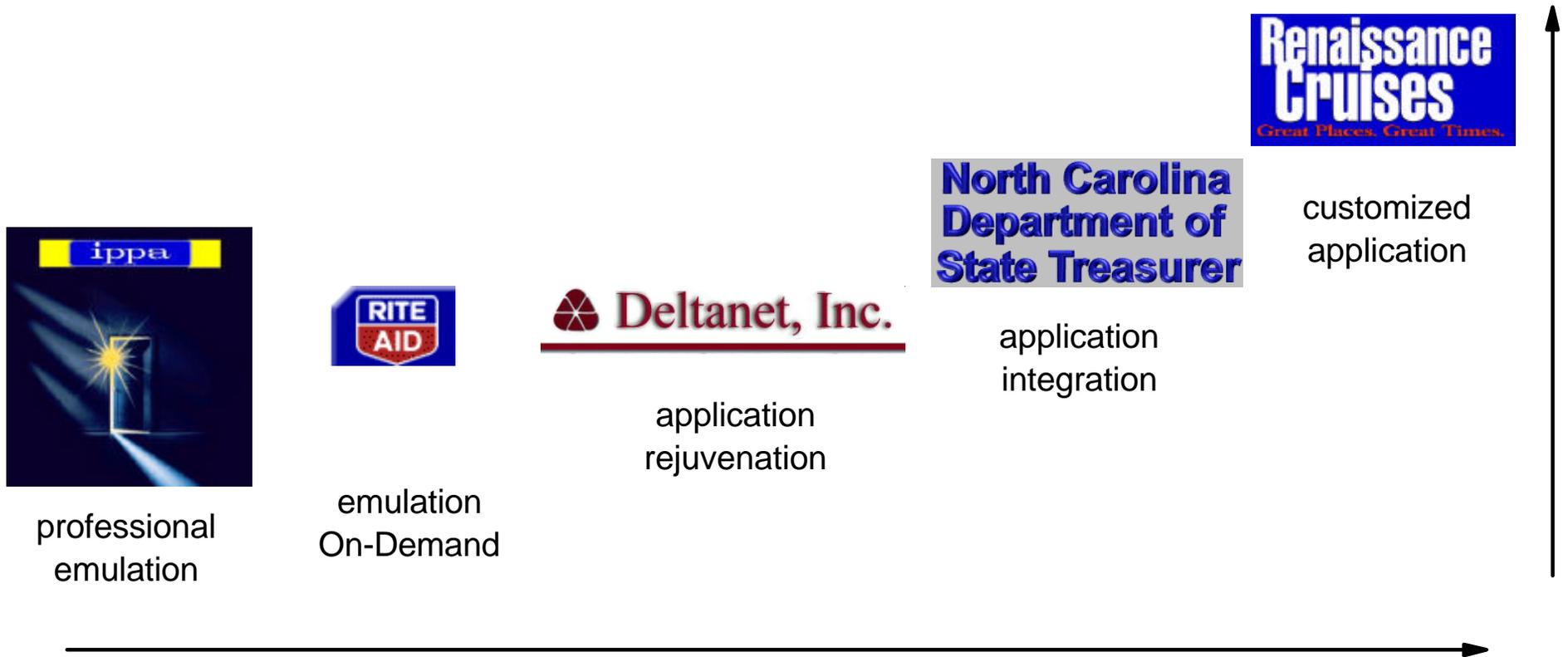
Host Integration: Solution Offering

- Personal Communications

- Host On-Demand

- Screen Customizer

- Communications Server

- Host Publisher

- Firewall

- Services available

- One Solution
  - One Vendor
    - One Price
      - One Contact
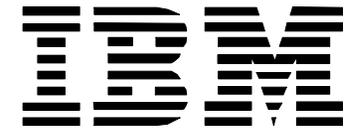
IBM

FirstSecure Rel 2 Product and Technical Overview

Mike Campbell

SecureWay Solution Concept/Design

Security is the leading inhibitor to e-business

- Must be fixed, to enable e-business opportunity
- Who is going to address?

Security Chasm

**Business Value Chasm**

Awareness/ Presence → **Integration/ Collaboration** → **Transaction**

85%

35%

<5%

e-mail & web publishing

e-business
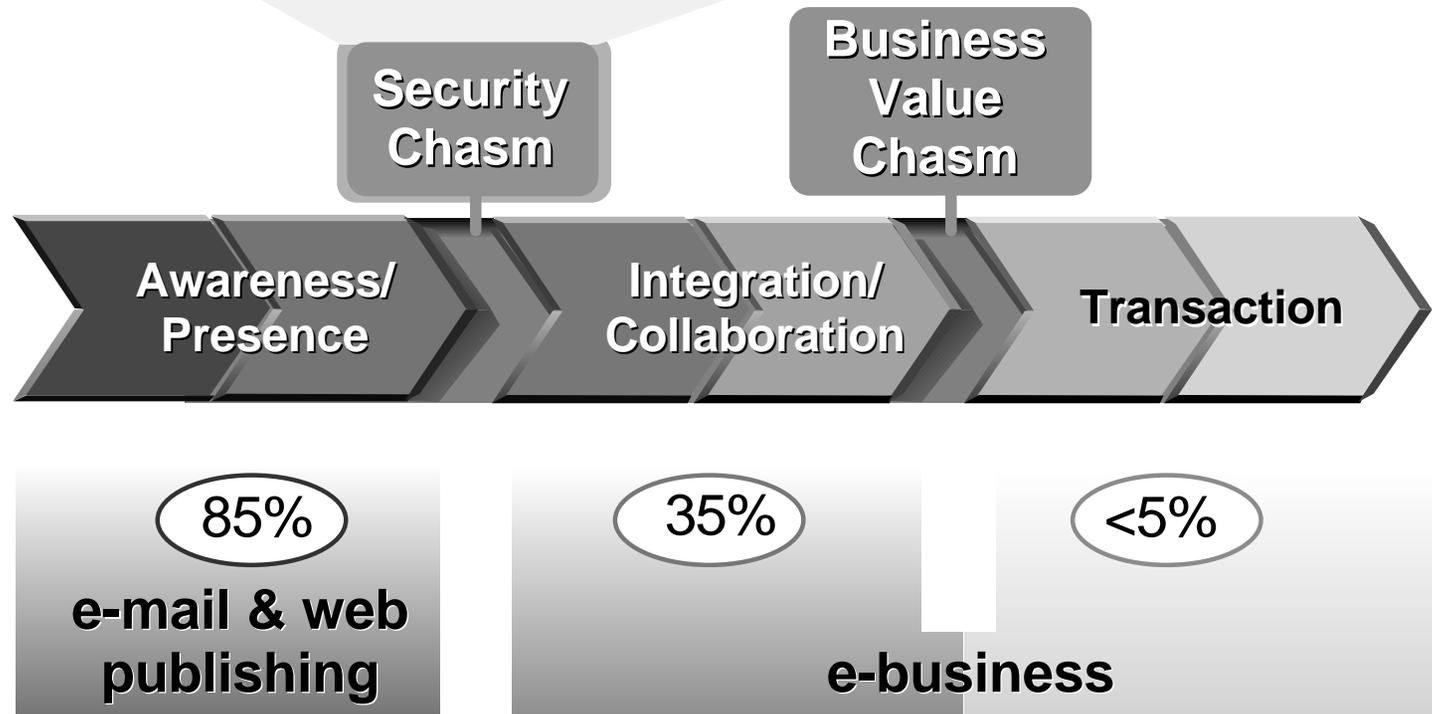
Source: 1998 McKenna Study

The 4 Major Security Issues

1 **Security is too *complex***

➤ This stuff *is* rocket science

2 ***Policy* is impossible to implement**

➤ "Without policy, there is no security"

- Aberdeen Group

3 **The total *cost* of security is escalating**

➤ Driven by complexity, lack of centralized policy and overall lack of integration/interoperability

─────── *THE BOTTOM LINE* ───────

4 **Security issues are *inhibiting e-business initiatives***

➤ "80% of companies say security is one of the biggest barriers that is preventing electronic links with customers and partners."

- Forrester Research

Core Network

Perimeter Network

Access Network
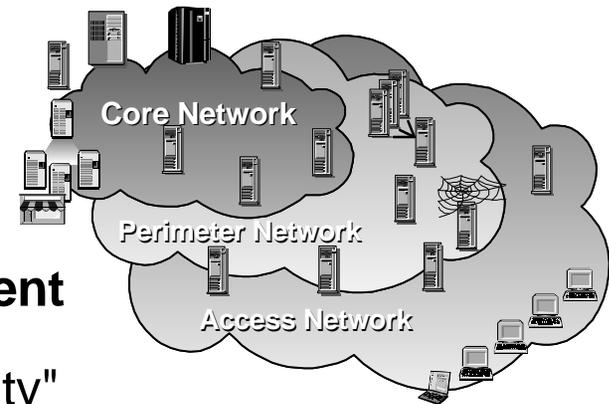
IBM SecureWay FirstSecure:
Policy-Driven Security

Intrusion Immunity

Detects and responds to virus attacks and intrusions.

Boundary Server

Protects exchanges at network boundaries.

Policy Director

Trust Authority

Issues and manages digital identities (certificates).

Centrally defines and administers permissions policy.

SecureWay Toolbox

Enables development of secure e-business applications.
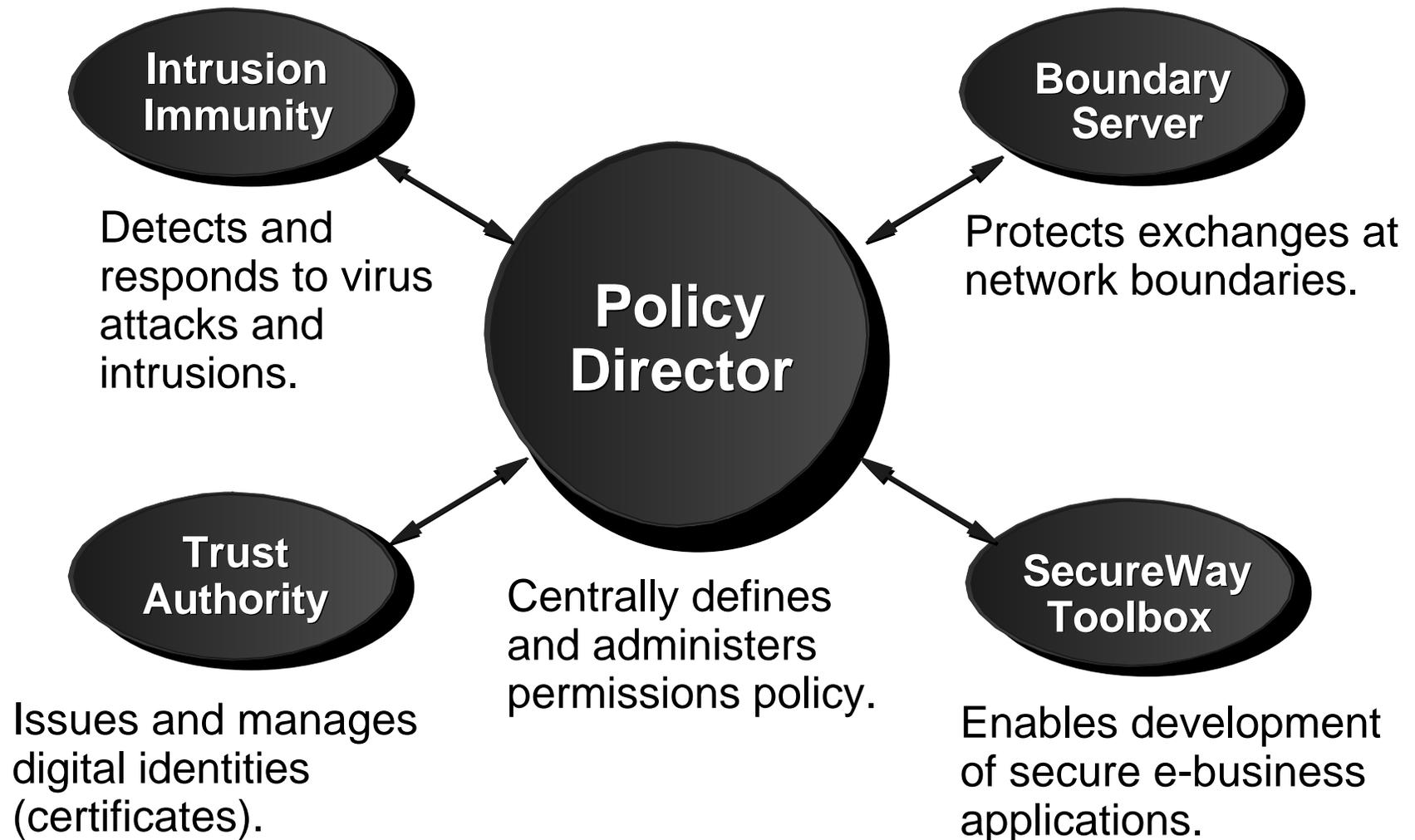
Addressing Permissions enables e-business

What Enterprises Need for e-business

Finance

- Control **permissions** that various member banks have to access data on credit-card company extranets.

Manufacturing

- **Distinguish** prices that 8,500 business partners pay for items in a manufacturer's online catalog.

Transportation

- Control **entitlement** that transportation partners have to applications, incl. customized views.

IBM Delivers the required Permissions-Based Framework

Trusted Identities

Rules

YES

NO
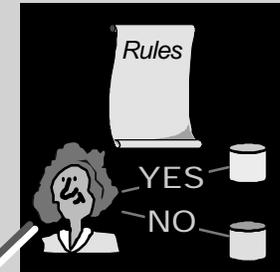
Centralized Permissions

Policy Director

Trust Authority

SecureWay Toolbox
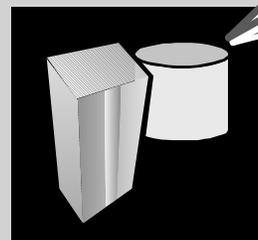
Directory Integration (LDAP)

SecureWay Policy Director

KeyWorks

PKIX
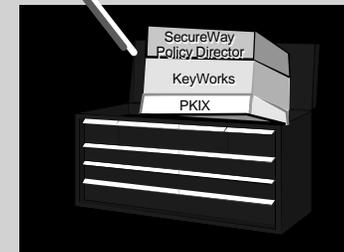
Development Tools

e-business

# *FirstSecure V2—What's New? (1 of 2)*

- Enhances e-business through delivery of **permissions-based policy framework** — identifying customers, partners, suppliers and employees and controlling their access to critical corporate data
  - ► Centralized definition and administration of permissions policy via The Open Group's authorization API, aznAPI
  - ► Comprehensive detection and protection at network boundaries
  - ► Implementation, operational and consulting services, to jump start trusted e-business deployment

- Delivers **flexible authentication**, ranging from standards-based digitial identities (certificates) to popular legacy authentication mechanisms
  - ► Covers certificates (Trust Authority,Vault Registry and Entrust), user ID and password, and Client/Server authentication (RADIUS, SecurID, ...)

SecureWay Policy Director

KeyWorks

PKIX

- Enables **development of secure e-business applications** integrated with the permissions-based policy framework
  - ▶ Offers investment protection through standards based toolkits - - PKIX, aznAPI, LDAP, CDSA, and SSL

- Addresses a key requirement for comprehensive e-business security—**intrusion detection**
  - ▶ Delivers the necessary levels of assurance that systems and networks have not been compromised

- **Increases the return on security investments** through integration
  - ▶ Simplifies administration, using LDAP to share user and group information
  - ▶ Simplifies registration of users and checking for revoked users
  - ▶ Enables interoperability with other security products through pervasive support of industry standards

Competitive Summary

IBM has the leading vision, strategy, and actual delivery of a policy-based secure e-business applications framework

Competitor's Approaches

- ►"Point products"
- ►Suites, bundles
- ►Systems management vendors
- ►Hardware vendors
- ►NOS vendors

Key IBM differentiators:

- ► Investment: Development, integration testing, marketing, . . .
- ► Standards focus
- ► Fast-growing value net
- ► Partnerships for
- – Coverage of applications, platforms and infrastructure
- – To deliver true integration

How to Sell FirstSecure

✓ **Understand customer's issues:**
- **Cost?**
- **Complexity?**
- **Policy/control?**
- **Integrate Web/legacy?**

✓ **Customers just beginning an e-business security focus**
- **Complete solution**
- **Addresses security and directory needs**

✓ **Customers with strong security investments**
- **Policy Director value add**
- **Link to other solutions parts as appropriate**

✓ **Top Opportunities**
- **Portals**
- **Supply Chain**
- **E-Commerce**

IBM Business Partner-Software Program

A Question We Can Help Our Customers Answer
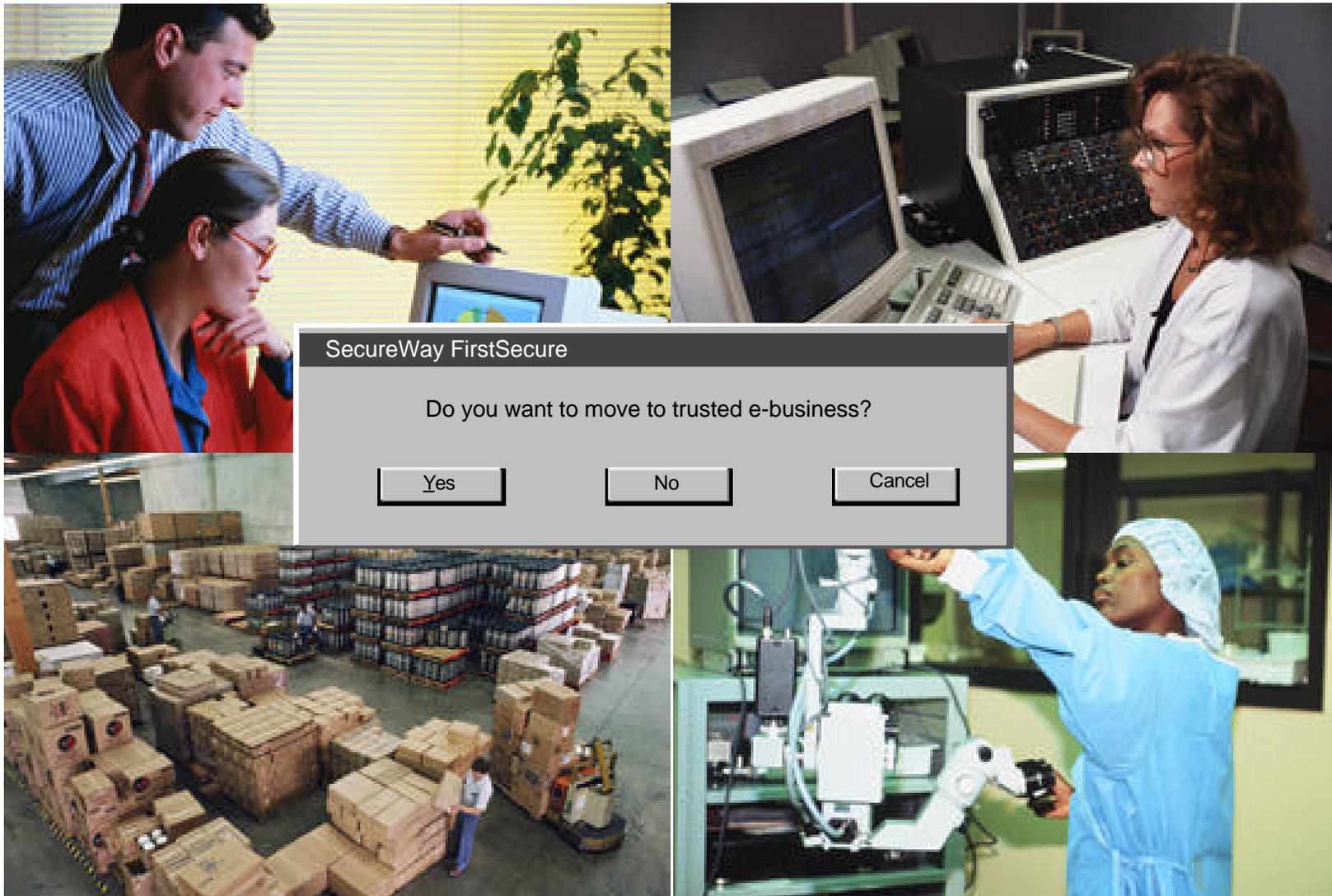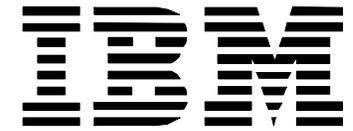
SecureWay FirstSecure

Do you want to move to trusted e-business?

| Yes | No | Cancel |

NA Channel Marketing/Call to Action

Kim Lockwood

NCSD Channel Marketing Manager - Americas

SecureWay Channel Marketing

- e-business Now

- TeamPlayers

- Seminar in a Box - Host Integration

- Channel Marketing in 2000

End User - Business Partner Marketing Linkage

Host Integration
Direct Mail
90K - June

TeamPlayers,
Webcast
Invitations

Telenurturing
Solution Kit
Evaluation Kit

HI Webcasts
Manuf,Gov't,SMB
October

BPs Host EU
Webcasts

Qualified Leads

Qualified Leads

BP CLOSES THE
BUSINESS
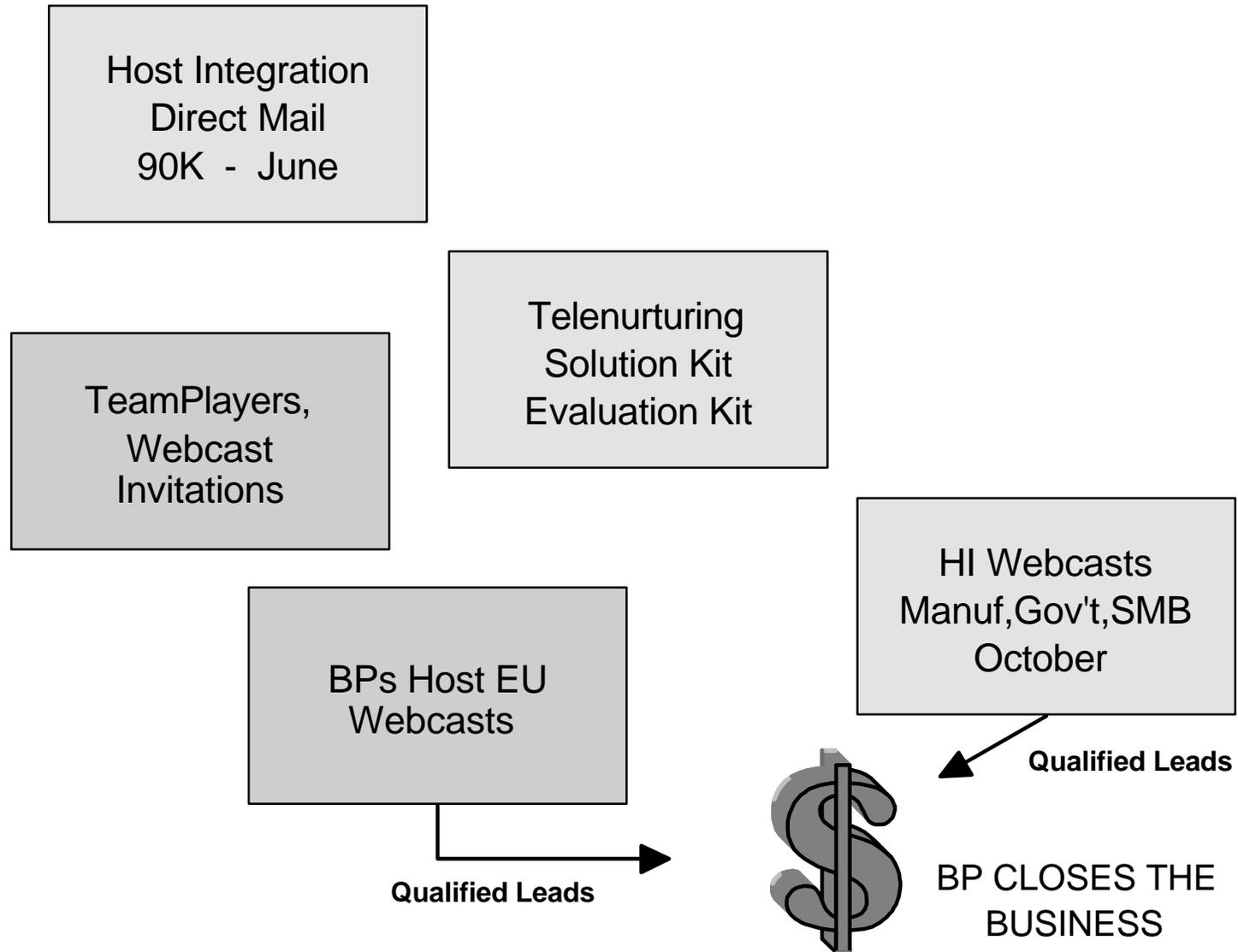
SecureWay Education and Certification

- Host Integration
  - Course Code E4480 - Hands on Technical Workshop
  - 2000:
    - HOD/Screen Customizer Class
    - Host Publisher Class
    - Distance Learning Modules
    - Mentoring Workshops
  - HI Certification
    - To be announced
  - Communication Server Certification
    - AIX or NT

e-business

SecureWay Education and Certification

- ◼ **Security**
  - ● **Policy Director Planning and Implementation**
  - ● **Trust Authority**
  - ● **Firewall**
  - ● **Advanced Boundary Server Planning and Implementation**
  - ● **FirstSecure**

SecureWay Technical Support

- **PreSale Marketing and Technical Support**

- **PostSale Technical Support**

- **Electronic Technical Support**

SecureWay Sales Resources

◼ **Sales Training Events**

◼ **Sales Collateral**

What Now...

Go after YOUR share of this market
Analysts advocate IBM's Host Integration and
FirstSecure solutions are TOP ranked
WE have what you need to be Sucessful

e™ **e-business**

IBM Business Partner-Software Program

Web Sites Referenced

- **IBM Business Partner Software Program Information**
  - **http://www.ibm.com/software/partnerweb/na**
    - **Select Program Information**
- **Beacon Award Nomination Form**
  - **http://www.ibm.com/software/partnerweb**
- **Lotus Authorized Education Center (LAEC)**
  - **http://www.lotus.com/education**
- **SecureWay**
  - **http://www.ibm.com/secureway**
- **e-business Now**
  - **partnerinfo.software.ibm.com/ebusinessnow**
- **TeamPlayers**
  - **http://www.ibm-teamplayers.com/**

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