2002 IBM Content Management Partner Call

1-800-946-0713   Passcode: Content Management

Shawn K. James & Glenn Rogers, Channel Marketing Managers, Data
January 16, 2002

IBM Content Management
Business Partner Strategy Introduction
for 2002

Ted Lewis, WW Channel Marketing

January 16, 2002

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Agenda

- Market Trends
- Market Opportunity
- Channel Directions
- 2002 Highlights

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Market Trends

Market Trends Statements

- Web

  Web content management becomes critical as customers and business partners directly touch enterprise assets through the Internet.

- Portals

  Portals emerge for e-commerce, CRM, ERM, BI, Investments, Insurance to enhance and personalize customer, partners, employee experience with easy access to information and collaboration.

- Business Continuity

  Companies seek to digitize and manage all types of corporate information to insure the continuation of business after a catastrophic event.

Market Trends Statements *(continued)*

- Back to the Basics ... ROI

"With the US economy clearly in recession after the September 11th terrorist attacks, and other economies in Europe, Asia and Latin America also in or headed toward a slowdown, companies are primarily focused on cutting costs. Financial returns, not strategic positioning, are the top priority for companies." (GIGA)

- Customer Care

The CRM market continues to grow at 50 percent to 100 percent annually, the leading eCRM suite vendors have grown 400 percent to 800 percent during the last year. (GIGA)

- e-Billing

Online statement presentation (OSP) is an emerging high-growth Web application ... The modest demand for OSP today masks the coming avalanche of user demand. (Gartner)

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Market Trends Statements *(continued)*

- e-mail Management / Archival

The explosive growth in the use of e-mail as the new way to do business will cause daily e-mail volume in the U.S. to snowball from 3.2 billion e-mails to over 9 billion by the year 2003. Effectively managing this e-mail growth is a critical business function. (OTG White Paper)

- e-Learning

A 35 percent to 50 percent compounded annual growth rate is still expected in this market during the next four to five years. (GIGA)

- Rich Media / DRM ...

This market will exhibit tremendous growth over the next five years, as a broad range of corporations across multiple vertical markets invest in digital technologies to streamline operations and realize the untapped value of content. (IDC) By 2004/05, 35% of the Web's content will be downloadable digital media (video, audio, images, e-books, animation, etc.) (Meta)

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Market Trends Statements *(continued)*

- Digital Rights Management

Meta Group predicts that by 2004, $300B of content will be distributed electronically, without DRM up to 40% of publishers' revenue could be lost due to piracy and illegal use/distribution of content. (Meta) The Internet is driving digital asset management and web content management markets to converge by 2003. By 2004, $300 billion of content will be distributed electronically. Nearly $100 billion of that content will be digitally downloadable.

- XML Adoption

The importance of XML functionality will be realized by those customers implementing enterprise information portal or full content management application solutions.   Analysts agree that the maturation of the XML market is at least 3 years away. Source: Meta Group

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Market Opportunity

"Enterprise Content Management (ECM) provides companies with the unified framework for managing, web-enabling and delivering digital content that is critical to their success in e-business. To deliver real business results as part of an overall e-business infrastructure, that ECM framework must be integrated, robust and open."

– Janet Perna, General Manager, Data Management,IBM Software Group

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Strong Industry Opportunity Growth Rates

- Content Manager & Content Manager OnDemand

The business opportunity in Document Management, Image Management and COLD (Computer Output to Laser Disk) continues to grow at a healthy CGR. IBM software solutions are well positioned to benefit from this growth.

Worldwide

	2002	2003	2004	2005	CGR
Document Mgmt	$925m	1250	1675	2100	28.3%
Image Mgmt	300	375	450	525	17.5%
COLD	325	425	550	675	25.2%

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Key Brand Marketing Messages: Winter 2001

- e-business transformation drives the need for an ECM infrastructure
- ECM infrastructure is essential to deploy a diverse array of content-enabled business applications
- Customer service
- Operational productivity
- Rich Media experiences
- IBM delivers a rich portfolio of CM products & services today
- IBM is investing for the future

Opportunity 2002 = Enterprise Content Management

Top Software Revenue Opportunity (VARs)--

- # 1 - Content Management for Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) and Vertical Applications

- # 2 - e-mail Archiving with IBM Content Manager CommonStore

- # 3 - e-statement Presentment

- Other opportunities: CM for SAP, CM for eRecords Management and CM for Digital Media

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Channel Directions

Channel Resources

- North American Channel Sales and Marketing
- Brand Marketing
- Brand Channel Development
- Worldwide & North American Distribution Channel Management
- WW Channel Sales and Marketing
- PartnerWorld for Software
- PartnerWorld for Developers
- Value Added Distributors

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Technical Direction Statement

- Direction for integrating applications and solutions with IBM Content Manager
  - http://www.developer.ibm.com/data/eipapi.html

- With the delivery of Content Manager 7.1 and Enterprise Information Portal 7.1, <u>we would like to encourage all Business Partners, integrators, or customers building integrated content management solutions to use the strategic Enterprise Information Portal API toolkits</u>.

- Currently many applications are written to the Content Manager Folder Manager C API. Building new content management solutions on the Enterprise Information Portal Client Toolkit for Content Manager allows solutions to be built using the C++ or Java Class Libraries. Enterprise Information Portal provides support for building dedicated content management solutions using the connectors for Content Manager, Content Manager Onetime, databases, and other content servers. In addition, solutions can be written to the Enterprise Information Portal Federated Layer allowing a content management solution to access multiple backend content servers and deliver correlated data to the user.

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Direction Statement (continued)

- The Enterprise Information Portal toolkits offer the advantages of object-oriented technology such as increased productivity, higher quality, easier maintenance, better extensibility and adaptability, maximized reusability, and facilitated team development for large-scale projects. We anticipate that future enhancements to address new user requirements will emphasize the object model even more, and that some new features will not be effectively usable without an object-oriented application development environment. That is why we consider these class libraries the strategic interfaces to Content Manager and suggest that you develop your applications with them. By building new content management solutions on Enterprise Information Portal, and porting existing solutions to the Enterprise Information Portal Client Toolkit for Content Manager now, your investment will be protected as IBM enhances its content management solutions.

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Business Partner Incentive and Program Direction

- Investment in a more exclusive group of **Top Contributing Partners**, committed to IBM, delivering business results
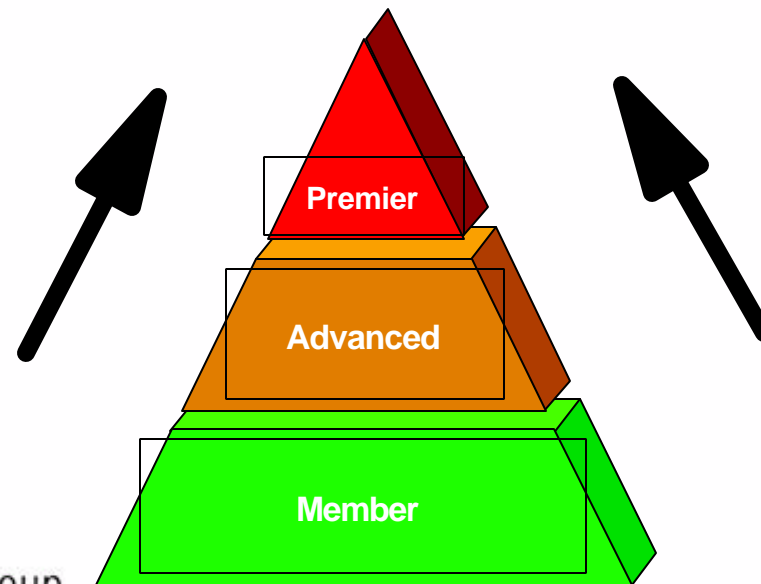
★ **TCI Partners will get:**
  ▶ face to face contact
  ▶ excellent sales, marketing and technical support
  ▶ requirement to commit more

★ **Intensive Education Roadshow underway**

★ **Appoint additional Education Partners in 2002**
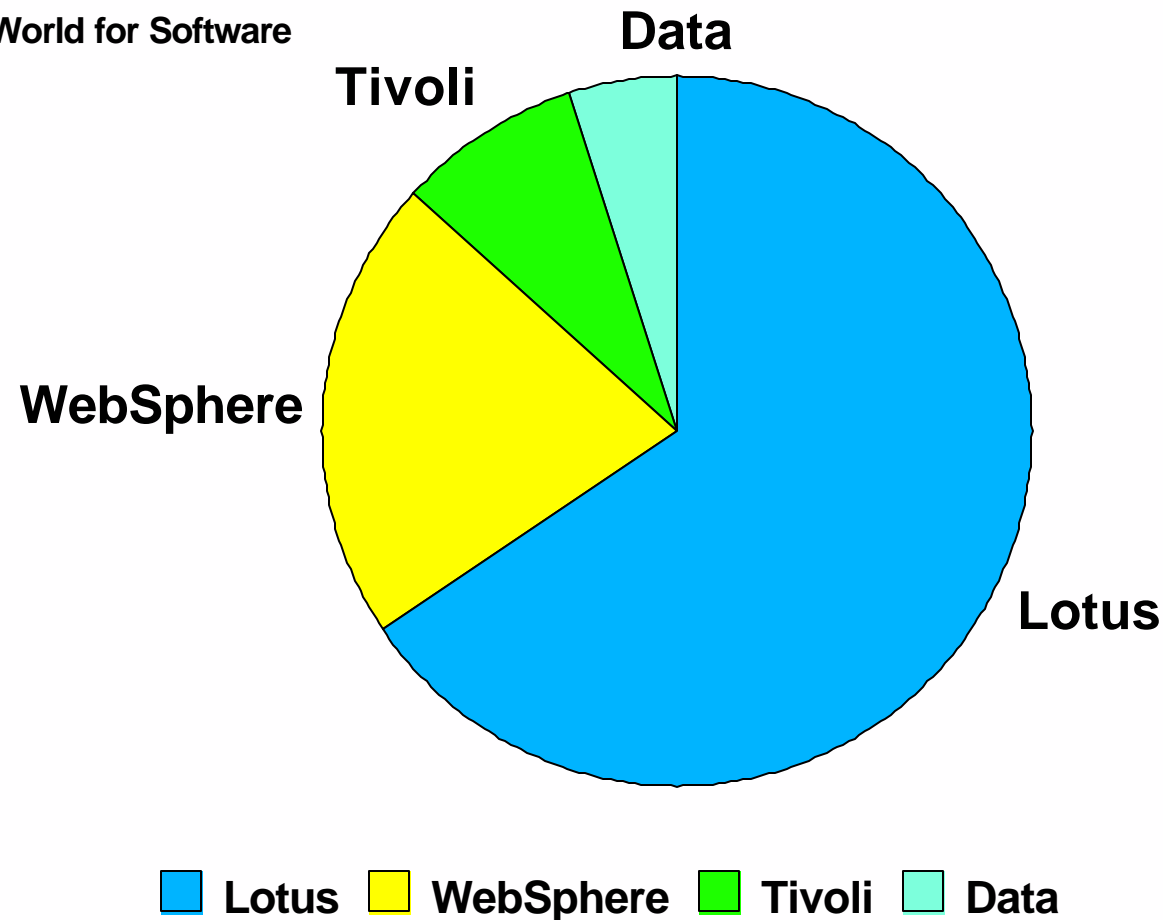
Increased Revenue & Skills Commitment

Increased Value and Benefits

Premier

Advanced

Member

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Emphasis on Becoming Skilled Business Partners

Certifications within PartnerWorld for Software

Pie chart legend: Lotus, WebSphere, Tivoli, Data

1. **Data Business Partners can increase revenue and profit by being appropriately skilled.**

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2002 Highlights

What to Expect in 1H 2002!

- E-mail Archive Executive Assessment w/ ROI tools - Now
- Sales classes (CM 101s, 201s) - Q1
- Start Now Enablement Kit for CM - Late Q2
- CM OnDemand IBM Certification - Mid - Q1
- DM - CM / pSeries Offerings
- CMTC - Certification Testing / Technical Education - June
- Product Updates
- New program announcements
- Much more . . .

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e business software

Executive Assessment Tool

Nicole Katrana, Software Channels Marketing Manager
January 16, 2002

Executive Assessment (EA)

- ► What is ?
    - ► Consultative selling tool to help you create a business case
    - ► Tips on questions to ask customer, how to create proposal, prototype demo and competitive customer information
- ► What are the components?
    - ► **Standard Executive Assessment**
        - ► Foundation for all modules
    - ► **Application and solution based modules**
        - ► Modules created for Linux, WebSphere, Lotus, DB2.Data Management, Tivoli and Start Now mid-market solutions
- ■ Demand Generation tools to help you sell!!
    - ■ telemarketing script, email blast, seminar presentations, collateral

What is the value?

- **Value to Business Partner**
  - Helps to identify a prospects e-business needs, build a business case, present a proposal and close the business
  - Provides a streamlined development process
  - Earn additional service fees
  - Free to Parterworld for Software Partners
- **Value to Customer**
  - Report of Findings - recommended software and hardware
  - e-business assessment and e-business strategic and tactical proposal
  - Competitive website analysis, prototype, ROI analysis (where appropriate)

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How do I use Executive Assessment? How much can I charge?

- Include in all marketing materials and collateral, mailing lists
- Cold Calling or any time you are calling on a customer
- Use as an offer or call to action in the Seminar Solutions
- Use as a prize in a Tradeshow Drawing
- We suggest a minimum fee equivalent to at least 10 billable hours (you may charge a higher fee based on complexity)

Executive Assessment is free to PartnerWorld for Software Partners

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Who is using the Executive Assessment?

Launched the Executive Assessment Website May 31, 2001*
- ► Over 2,600 downloads of modules worldwide
- ► Over 910 marketing tools downloaded worldwide
- ► Over 500 companies have downloaded modules worldwide

Success
- ► Charging from $3,000-30,000 (US)
- ► Bidding on and winning deals from $50-75,000 (US) to $5 million!
- ► Some are personalizing and translating!

Executive Assessment is free to PartnerWorld for Software Partners

*results through December 2001

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How do I get trained?

- ► Complete the Standard Executive Assessment - it's the foundation for all modules
    - ► approximately 90 minutes to complete.
- ► Chose the module(s) that interest you
    - ► approximately 20-45 minutes to complete.
- ► A complete description and all associated files are available on demand via the PartnerWorld for Software Website.

To access all materials and get trained go to:
www.ibm.com/partnerworld/software/zone
(enter your PartnerWorld for Software ID and Password)
Go to Marketing and Sales > Tools for Selling our Software

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Software

e business software

PartnerWorld for Software Enablement
North America, 2002

Bonnie Endicott, PWSW Education Program Manager, North America
January 16,2002

Agenda

- Value Package 2002

- We Pay Offerings 2002

- Sales 101, 201, BI Bootcamp training

- Top Contributor Reseller Initiative Education Program

- e-business Sales Roadshows

- 2002 Level Criteria

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Value Package 2002

Software

"We Pay" Education Reimbursements
"Demo & Evaluation" and "Run Your Business" Software
Voice Technical Support
Technical Mentoring for Significant Sales Opportunities
Critical Implementation Support
Web-based Q&A Solution Support

$2,000
USD

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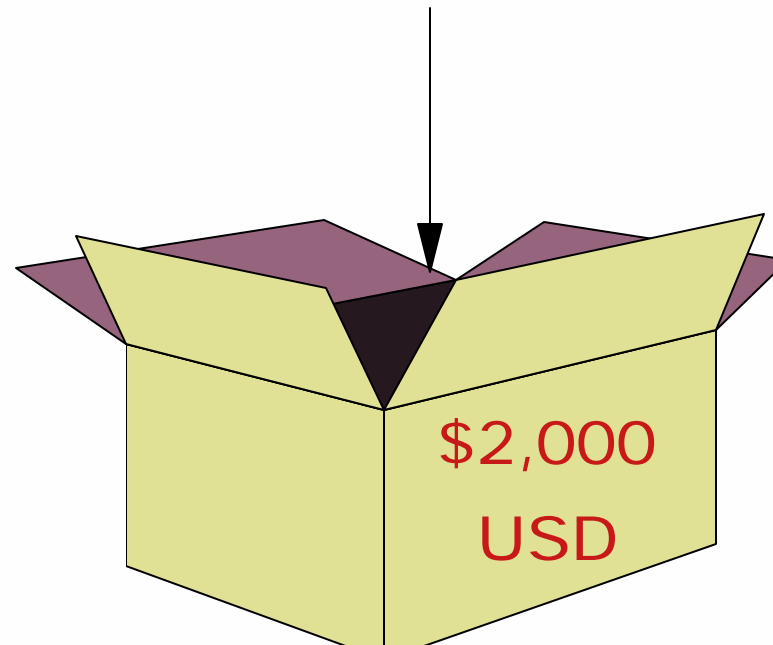
We Pay Offerings

- ### YPWP, YTWP, YAWP

  Tuition / test fee reimbursement

- ### Publications / CBTs

  Media reimbursement

- ### IBM Learning Services Network

  License reimbursement

- ### Private Classes

www.ibm.com/partnerworld/software
Business Partner Zone > Education > We Pay Offerings

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Education Reimbursement
(We Pay) Coverage

Level	Coverage
Premier	$50,000 USD
Advanced	$9,000 USD
Member	$3,000 USD

- Max of $6,000 per person at the Advanced and Premier levels
- Actual tuition reimbursed (retail cost minus any discounts)

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We Pay Offering Highlights

Software

■

- ■ Administration for UNIX, Windows and OS/2, V7.1

- ■ DB2 UDB V7.1 Family Application Development

- ■ Informix Red Brick Decision Server, V6

- ■ Informix Dynamic Server, V9

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We Pay Details

- ■ Runs January 1 - December 31, 2002

- ■ Deadlines:
  - ‣ Certify 60 days after the last day of class
  - ‣ Claim 60 days after certification, for YPWP and YTWP
  - ‣ Claim 60 days after the last day of class, for YAWP

- ■ Requires the 2002 Value Package

- ■ Requires submission of a hardcopy claim form w/ the proper signature and supporting paperwork

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Top Contributor Reseller Initiative Education Program

■

- Free education and certification vouchers

- Approved or Pending Executive Approval in TCI Resellers

- Requires the 2002 Value Package

www.ibm.com/partnerworld/software
Business Partner Zone > Education > TCI Education Program

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e-business Sales Roadshows

-
  - **7 cities across NA:**
    San Francisco, Boston, Dallas, Chicago, Toronto, Milwaukee, Los Angeles

  - **e-business - Solution Advisor certification (test #810) curriculum:**
    - ▸ SSM Workshop (SSMBPUS1 / SSM4SC)
    - ▸ e-business - Selling Workshop (B3005 / B3005E)

  - **Eligible for You Pass, We Pay or TCI Education Coupons**

www.ibm.com/partnerworld/software
Business Partner Zone > Education > e-business Sales Roadshows

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2002 Criteria
Resellers and Influencers

Criteria Category	Advanced	Premier
Business Relationship	• Approved Business and Marketing Plan • Monthly Forecasts & Quarterly Business Reviews	
Sponsorship	• Sponsorship by IBM Sales Management	
Demo Capability	• Capability to demonstrate at least one Power Brand	
Annual Revenue Attainment	• $300K (USD) of Enterprise plus Midmarket Revenue **OR** • $100K (USD) of Midmarket Revenue	• $450K (USD) of Enterprise plus Midmarket Revenue **OR** • $150K (USD) of Midmarket Revenue
Skilled Individuals	• **2 Technical Certifications** • **1 Sales Skill / Certification**	**Resellers** • **5 Technical Certifications** *(at least 2 Power Brands)* • **3 Sales Skills / Certifications** **Influencers** • **6 Technical Certifications** *(at least 2 Power Brands)* • **2 Sales Skills / Certifications**
Customer References	• **3 Customer References**	• **5 Customer References**

How Can I Meet the 2002 Level Criteria

■

Make a plan!

- Take advantage of the e-business Sales Roadshows

- Build your certified skills at no cost via the We Pay Offerings or TCI Education Program

- Update your Candidate ID in your Business Partner profile

Helpful Resources

■

- PartnerWorld for Software 2002 Track Guide

- PartnerWorld for Software Accepted Certifications

> **www.ibm.com/partnerworld/software**

- IBM Learning Services:
  - ► US   www.ibm.com/services/learning/us
  - ► Canada   www.ca.ibm.com/services/learning

- IBM Professional Certification Roadmaps
  www.ibm.com/certify

- Prometric
  www.2test.com   or   1-800-909-3926

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Key Information

- Questions?
  - ▸ contact Shawn K James
    - – email: skjames@us.ibm.com
    - – phone: 415-545-4251
- Replay:
  - ▸ Call 1-888-203-1112 Passcode: 670296
  - ▸ Available up until January 31, 2002

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