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IBM Content Management Business Partners Monthly Update

April 11, 2001



IBM

Conference Call Agenda



Dean Larsen

Americas Content Management Channel Sales

Updates

Upcoming Events

Mike Zimmer

Worldwide Content Management Marketing

AIIM 2001, New York, New York

IBM CMTC, Baltimore, Maryland

Glenn Rogers

Data Management Channels Marketing

IBM North America

IBM Co Marketing Review





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Content Management Updates

- Planned Announce date for IBM Content Manger for iSeries is April 30
- Preannounce conference call April 20 10:30 EDT
- IBM Content Management CD-ROM w/ customer testimonials, Janet Perna from marketing this month
- CM Executive Briefing 1st day of CMTC
- new ibm.com/software/data/ondemand
ibm.com/software/data/eip web updates
- Web Partner news updates send to Brenda Brown bbrown@us.ibm.com
cc:Karen Ross kross@us.ibm.com

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Content Management Updates

- Content Management Marketing has created new material for 3 product sheets
 - ▶ Content Manager for Multiplatforms V7.1
 - ▶ Content Manager - OnDemand for Multitplatforms V7.1
 - ▶ Content Manager Video Charger V7.1
- may be requested in PDF format from Joan Davis at jdavis6@us.ibm.com

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Content Management Updates

- Do you think this is a good idea?
- WW Sales Marketing is considering Creating Solutions book - where CM BPs may submit single page solution for IBM CM Sales Specialists (will request on standard)
 - ▶ commercial lending application
 - ▶ insurance claims processing application
 - ▶ conversion utilities
 - ▶ web browser
- like mid 90s, new for some reps
- if you think this is a good idea send a note to Doug Heller at dheller@us.ibm.com



Content Management

Upcoming events

- AIIM in New York, May 1-3
- COMMON in New Orleans, May 13-15
- Content Management Technical Conference May 21-23

ibm.com/software/data/cm

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IBM at AIIM and Content Management Technical Conference 2001

Integrated Channels Marketing
Programs - Mike Zimmer



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AIIM 2001 - 12 Peds in the IBM Booth

Solution	Product
1. Managing the E-mail Archive	IBM CM CommonStore for Lotus Domino
2. Document Integration with SAP	IBM CM CommonStore for SAP
3. Solving the Information Integration Challenge	IBM EIP with workflow
4. Customer Care and CRM for Insurance	Seibel with IBM CM and IBM CM for Seibel
5. Replace with Videocharger or 2nd CRM	
6. CM Portfolio	CM Robust Product Integration
7. CM for the Broadcast/Advertising Industry	VideoCharger with Adware
8. Capturing Content	CM and Kofax (need scanner)
9. The Media Catalog e-commerce	WebSphere E-commerce Suite and IBM CM
10. Web Content Management for the Enterprise	CM and Interwoven (Websphere?)
11. XML Forms with Content Manager	IBM CM with Dialog Server from ActionPoint
12. Data Transformation for e-business	OnDemand and Xenos





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Adobe Acrobat - [IBM AIM Booth.pdf]

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Entrance

GEORGE F JOHNSON COMPANY		Show/Event	AIM	Project #	CF 4220	Plan	FLOORPLAN
Apprentice	Date:	Show Date	May 1-3, 2001	Size	40x50'	Designer	JJB
Approved with changes	Date:	Show End	Jacob Javits Convention Center - NY	File Name	AIM 2001-F1.ai	Date	April 2, 2001
		Booth #	9223	Scale	NA	Status	Final

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Entrance

GEORGE R JOHNSON COMPANY		Shots/Views	AIM	Project #	CF 4220	View	PERSPECTIVE
Approved	Date	Shot Date	May 1-3, 2001	Rev	40x80'	Designer	JB
Approved with changes	Date	Shot File#	Jacob Javita Convention Center - NY	Rev / Name	AIM 2001-F1.ai	Date	April 2, 2001
		Shot #	2223	Scale	NA	Status	Final

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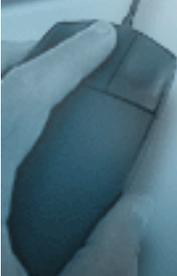




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GEORGE F. JOHNSON COMPANY		<i>Sheet/Sheet</i>	AIIM	<i>Project #</i>	CF 4220	<i>View</i>	PERSPECTIVE
<i>Approach</i>	<i>Date</i>	<i>Sheet Date</i>	May 1-3, 2001	<i>Size</i>	40'x60'	<i>Designer</i>	JS
<i>Approved with changes</i>	<i>Date</i>	<i>Sheet Title</i>	Jacob Javits Convention Center - NY	<i>File Name</i>	AIIM 2001-F1.dwg	<i>Date</i>	April 2, 2001
		<i>Sheet #</i>	2229	<i>Scale</i>	NA	<i>Status</i>	Final

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Content Management Technical Conference

May 21-23 - Baltimore, MD

- e-content for e-business Solutions
 - ▶ Customer Service Solutions
 - ▶ Electronic Bill Presentment
 - ▶ Web Enabled Business Applications
 - ▶ Knowledge Management
 - ▶ And More
- The Products
 - ▶ IBM Content Manager
 - ▶ IBM Enterprise Information Portal (EIP)
 - ▶ IBM Content Manager OnDemand
 - ▶ IBM Content Manager CommonStore for Lotus Domino
 - ▶ IBM Content Manager CommonStore for SAP
 - ▶ IBM Content Manager VideoCharger
 - ▶ FaxPlus/Open





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Technical Sessions

- Learn how to exploit the IBM portfolio of Content Manager products to help manage the full spectrum data in an e-business environment
- Explore the latest IBM Enterprise Information Portal (EIP) enhancements to better leverage, integrate, and manage e-business applications
- Harness the potential of IBM Content Manager OnDemand across various platforms for instant access of computer-generated output with leading document management and Internet technologies





Business Sessions

- View solutions that make the most of the new world of e-business opportunities
- Learn from key industry insiders, top technical experts who are working at the forefront of the e-business revolution
- Put process re-engineering, work management, and effective communications to work in your organization

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Thank you

Thanks Mike



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Extend Your Customer Reach and Make More Money in 2001

2001 IBM Partnership Co-Marketing Program - Glenn Rogers



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What's New in 2001 ?

- Tie Software Marketing Support to Partner Contribution
- Co-funded activities based on partner business & marketing plan and revenue commitments - Resellers and Influencers
- CoMarketing Programs aid the Business Partner in marketing and closing sales to end user customers and must target partnership (GMB) customers
- Business Partners who have IBM contractual relationships that provide marketing funds as a component of the agreement are not eligible to receive funds under this co-marketing program. (Examples may include ISV's, IBM Alliance partners, Corporate Resellers, Distribution, etc).
- Opportunity Lead Management System

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Opportunity Lead Management

- *NEW 2001* - Participation required to receive Co - Funds
- WHY
 - ▶ Provides an infrastructure to measure the success of the offerings and tactics
 - ▶ Justifies co-funding continued investment from IBM brands
- Partner Benefit
 - ▶ Provides partners a lead management system and process at no charge
 - ▶ Assists in CRM process for partner
 - ▶ Lead reports allow partners to analyze effectiveness of marketing activities
- Lead Process
 - ▶ Managed by Harte Hanks
 - ▶ Web based system
 - ID's and passwords by Business Partner
 - Business Partners enters data per tactic
 - customer responses from tactics - attendees, opportunities etc..
 - BP routinely updates opportunities in system
 - close on no sales with reason
 - track opportunities thru to revenue closed

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2001 CoMarketing Programs

- Seminar Solutions
- Test Drives
- Joint Advertising
- Telemarketing
- Partner's Own Proposal
- Technical Mentoring





Opportunity Lead Management (continued)

- Lead Management Reporting
 - ▶ Business Partners receive scorecards on lead management and opportunities
 - Number of leads by tactic
 - Leads closed, revenue reported
 - ▶ IBM receives overall summary reports
 - Number of Business Partners engaged
 - Number of opportunities per tactic
 - Number of closes per tactics
 - Revenue
- Target Rollout Timeline
 - ▶ Phase 1 - DOU & Website - Early May

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Review the Detailed Information

- Toll Free 800-289-0579 or 719-457-2550
- Passcode: 704661
- Replay available until May 4, 2001
- Charts for the call are available at:
<http://pull.xmr3.com/p/55-A7EA/6192091/co>

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Extend Your Customer Reach and Make More Money in 2001



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Thank you

Thank you Glenn



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Questions and Answers

