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IBM Content Management - Content Manager V7.1 March 2001 Announcements-



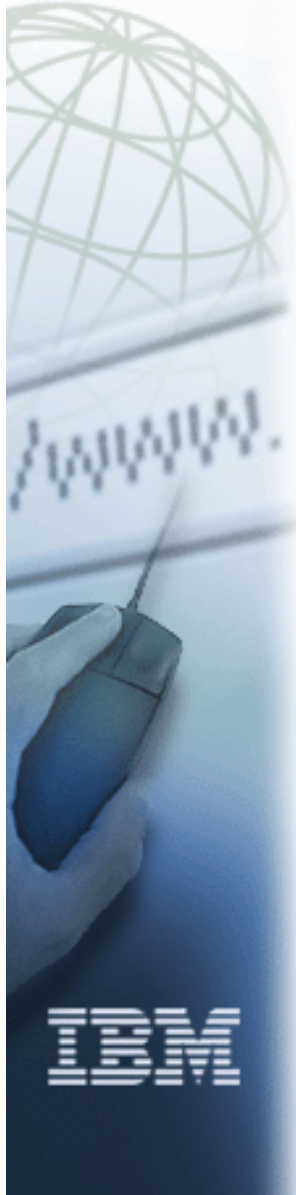
IBM Business Partner Conference Call
March 14, 2001

IBM Confidential until Announcement

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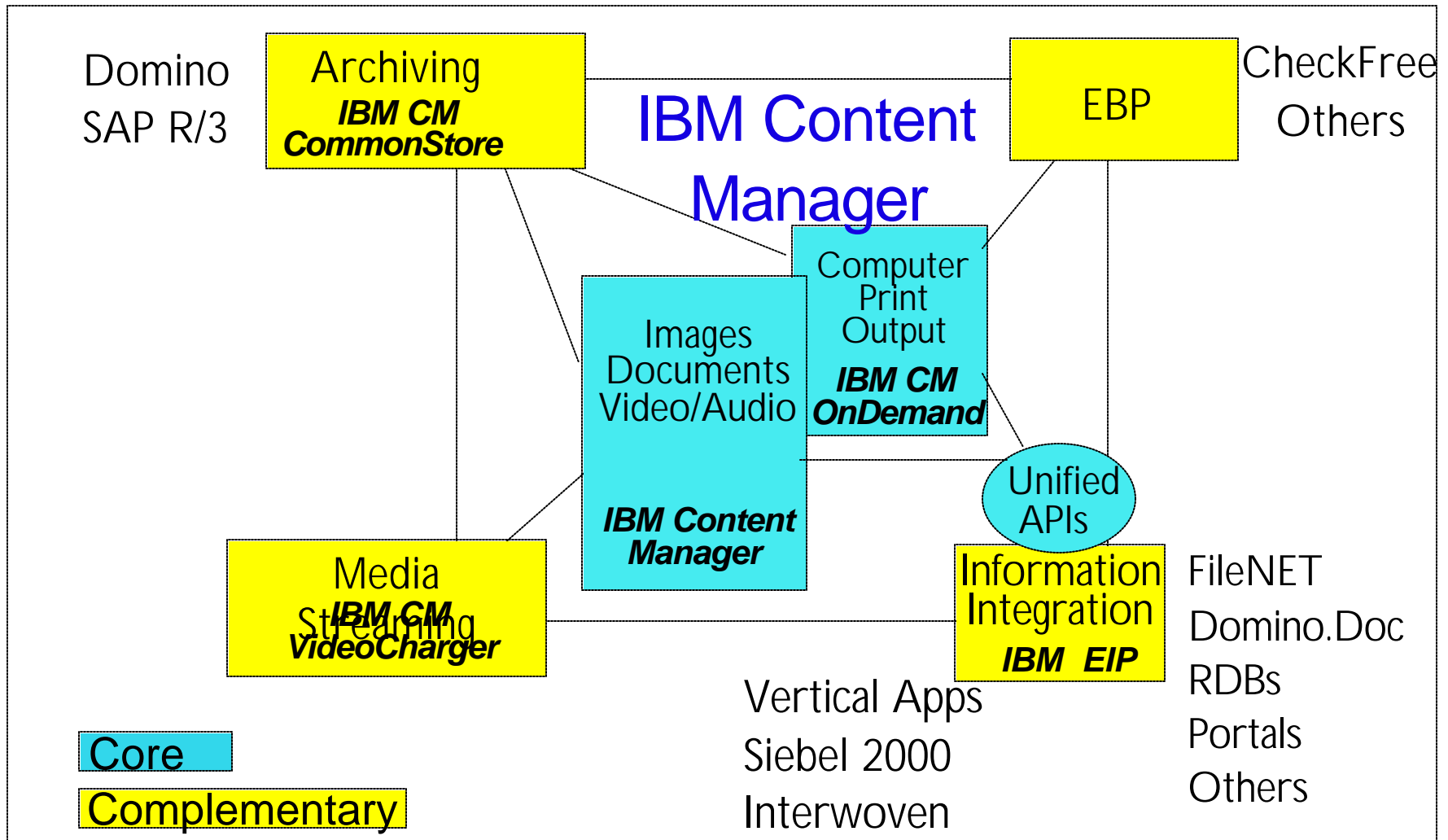
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Agenda

- IBM Content Management Mission & Portfolio Overview
- Product Announcements 4Q00 - 1H01
- Key Messages
- Product Announcement Details
 - Content Manager OnDemand V7.1
 - Content Manager eClient
- Overview of Siebel 2000 Certified / Integrated Content Manager solution
- Announcements Summary
- 2001 Marketing Programs
- Summary

IBM Content Manager includes the core repositories and a set of expanded capabilities, fulfilled by IBM Content Manager products, to meet specific customer needs



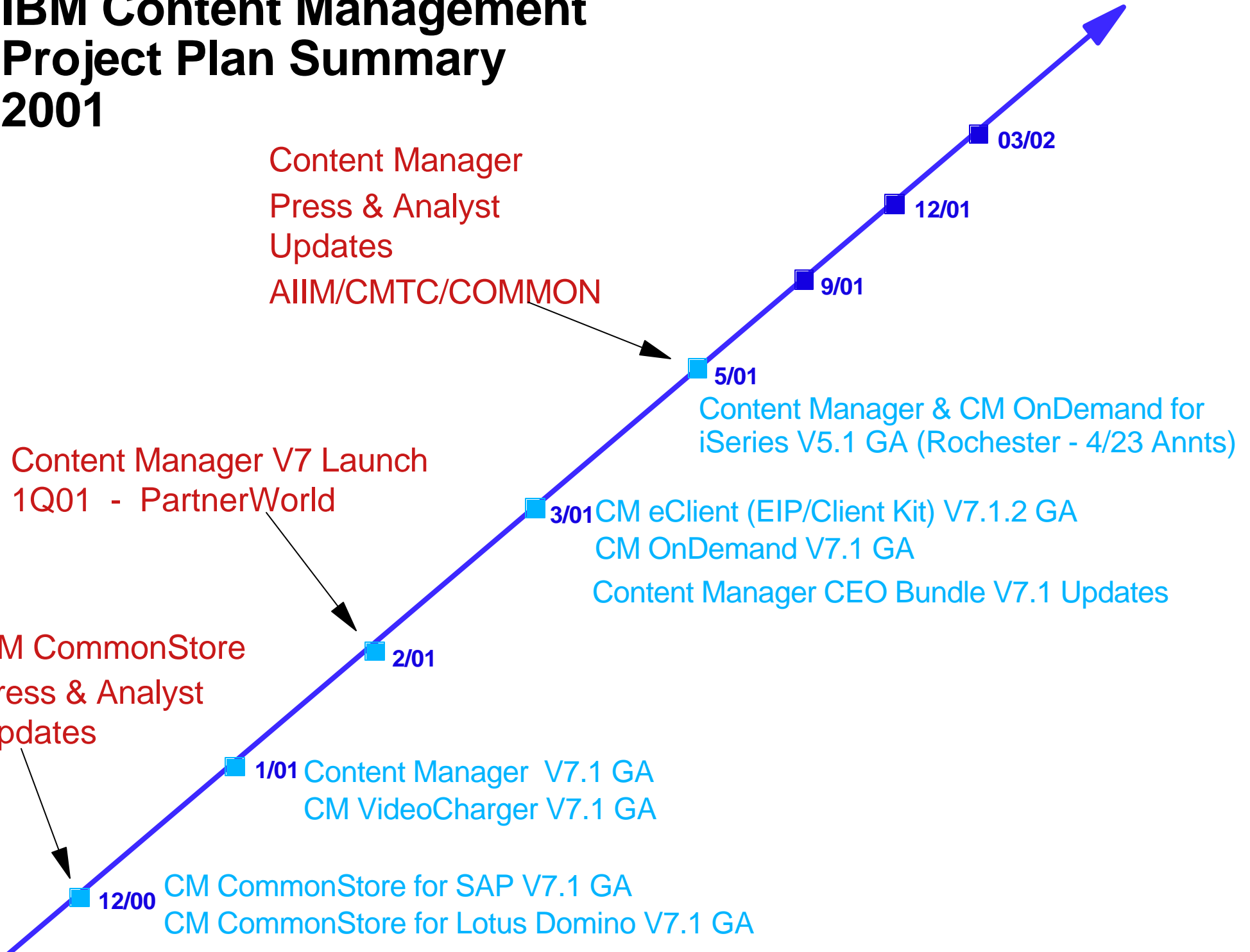
- e-business transformation demands e-content
- IBM provides the e-content infrastructure to enable e-business solutions across the enterprise

IBM Content Management Project Plan Summary 2001

Content Manager
Press & Analyst
Updates
AIIM/CMTC/COMMON

Content Manager V7 Launch
1Q01 - PartnerWorld

CM CommonStore
Press & Analyst
Updates



IBM Content Manager Key Messages

- The e-business needs of the enterprise include comprehensive content management capabilities
- **IBM Content Manager delivers integrated out-of-the-box document management, imaging, COLD and workflow**
- Management of rich media assets is a rapidly emerging cross-industry requirement
- **IBM Content Manager provides industry leading storage and media streaming capabilities**
- 'Real' web content management requires linkages to enterprise content assets
- **IBM Content Manager is the enterprise content management offering that supports solutions from the industry leading providers of web creation and publishing solutions**



IBM Content Manager OnDemand - V7.1

Key features:

Functional Enhancements Delivered	What it means to our customers
Enhanced integration of Xenos Transforms - Metacode-to-AFP, Metacode-to-PDF, Metacode-to-Metacode, PCL-to-PDF, and AFP-to-PDF	Provides the ability to better administer, capture/archive and view Xerox Metacode print streams; Supported by Windows & eClients (ODWEK)
Client enhancements - both Windows and OD eClient	User requested enhancements; Continue to deliver state-of-the-art COLD application out of the box
Support for Oracle 8i	Allows customers to deploy CM OnDemand on RDB of choice; significant in Sun install base
Enhancement in PDF Indexing	Delivering GUI PDF admin. to enhance PDF capture definitions & batch processing

Platforms Supported: NT, Win2000, AIX, Sun Solaris, HP-UX
* Linux optionally available w/ services support

Ivory Letter Date: March 27, 2001
GA Date: March 30, 2001





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Pricing - CM OnDemand V7.1

■ Pricing

	List Prices V7.1	Changes from V2.2
Server	\$30K	No Change
Conc User	\$1.2K	No Change
Gateway	\$20K	No Change
PDF Indexing	\$2K	New
OD WEK	\$50K	No Change

■ Notes:

- ▶ Introducing PDF Indexing as chargeable feature of Server.
- ▶ Adobe V4 Business Tools for PDF Viewing will be pre-req'd (\$80 est.).
- ▶ Existing Adobe V3 PDF Viewer still works in conjunction w/ CM OD V7.1

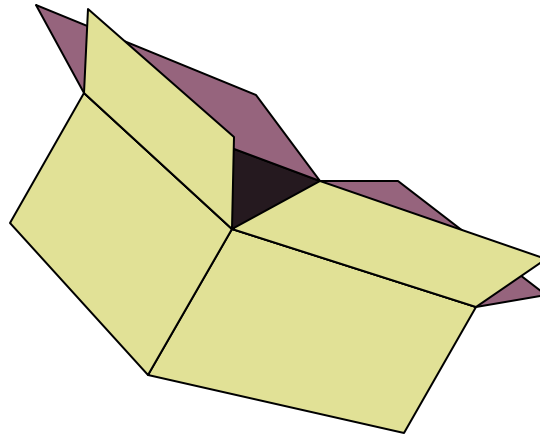




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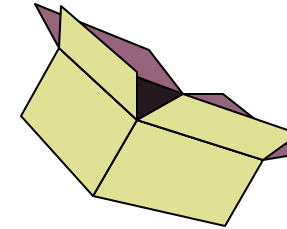
Packaging - CM OnDemand V7.1

Content Manager OnDemand V7.1
CM OnDemand Windows Client
PDF Indexing / Libraries
DB2 UDB V7.1
TSM V4.1



Changes from CM OD V2.2:
Updated DB2 from V6.1
Updated TSM from V3.7
PDF Indexer feature included on
the CM OnDemand Server CD

Content Manager OnDemand V7.1
Web Enablement Kit
Ships separately when optional
feature ordered



Changes from CM OD V2.2:
ODWEK shipped with the CM
OD V2.2 package in October

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IBM Content Manager eClient

Key features:

Functional Enhancements Delivered	What it means to our customers
Enhanced user interface	Provides GUI appeal improvements from previous 'thin client' with options for customer to make simple changes to meet their needs (ex. Company name)
Both basic and Advanced search (boolean operators)	Provides users flexible method for searching for pertinent business content, with specific search criteria, fuzzy searches, ranges of values, etc.
Direct or Federated search / logon options	Allows user to logon to one server or to multiple. If only searching single server, can use eClient with maximum performance and functionality, as supported by the Direct Connector.
View all document types and associated annotations	Users can view all Content Manager AND CM OnDemand documents, and their respective annotations
Email documents	Users can select to email documents out, while viewing or directly from a search results hit list
Globalization (Group 1 and Group 2) Performance enhancements in EIP/CKit V7.1.2 support multithreading of server-based transforms	Additional translations support broader global deployments of browser-based users

EIP/Client Kit Server Platforms Supported:

NT, Win2000

Ivory Letter Date:

N/A

GA Date:

March 30, 2001



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Pricing - EIP / Client Kit V7.1.2

■ Pricing

	EIP List Prices V7.1.2	Client Kit List Prices V7.1.2	Changes from V7.1
Server	\$65K/Processor	\$25K/Server	No Change
Text & Image Search	N/A	\$20K	No Change

■ Notes:

- ▶ If a customer wants the Content Manager eClient, they should order either Enterprise Information Portal, or the EIP Client Kit for Content Manager, depending on their search/access requirements.
- ▶ No additional per user or per seat pricing is required for the eClient
- ▶ Standard Concurrent User pricing is required for Content Manager and Content Manager OnDemand when using the eClient instead of standard Windows clients
- ▶ No change from V7.1 pricing

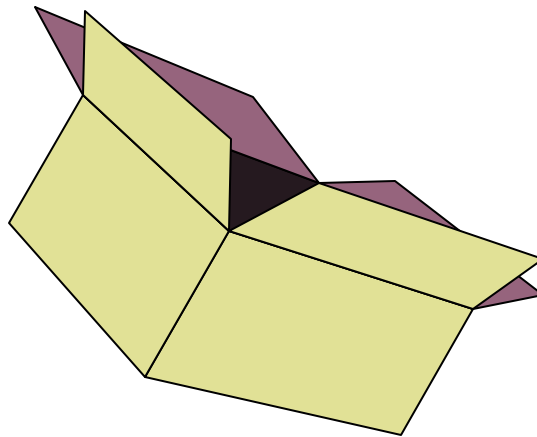


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Packaging - EIP / EIP Client Kit for Content Manager V7.1.2

- No formal Ivory Letter / Product Announcement
- Existing inventory will be refreshed at Lotus Manufacturing
- GA ML 03/30/01

EIP V7.1.2
DB2 UDB V7.1
WAS Std Edition V3.5
Content Manager eClient



Changes from EIP/CI Kit V7.1:
Base Code refresh
Added Content Manager eClient CD

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IBM CM - Siebel 2000 Integration

The IBM CRM content management services offering complements Siebel Systems, Inc.'s Call Center applications by adding electronic content management (such as correspondence, images, or online statements) to Siebel 2000. A Siebel Call Center installation can easily accommodate both structured and unstructured content, using IBM Content Manager

- Saves time by using imaging for mail & faxes instead of paper
- Provides a complete view of customers' contact history including telephone calls, in and outbound correspondence, and COLD documents
- Allows CSRs to display reference information such as statements, invoices and receipts
- Attaches correspondence and reference information to the appropriate customer request, automatically
- Unified logon for Siebel Call Center and IBM Content Manager
- Correspondence can be linked to service requests, accounts or contacts
- Point & click access to all documents from Siebel Call Center

IBM is the first document management vendor to receive validation from Siebel for Siebel 2000.



IBM Content Manager 2001 V7 Drum Beat

- Dec 2000 ■ **IBM Content Manager CommonStore for SAP & Lotus Domino**
- Jan 2001 ■ **IBM Content Manager & CM VideoCharger**
■ **IBM Content Manager Entry Bundle**
■ **Siebel validates IBM CM V7 integration**
- **Analyst briefings**
- **IDC, META, Gartner, GIGA, IMERGE, Strategy Partners, Ovum**
 - **META: IBM CM OnDemand recommended as the leading COLD solution in the market - the most reliable enterprise offering available today...**
 - **Overall - Validated approach of elevating Content Manager-centric view**
 - **Gartner: With Doc Mgt IBM CM will now be recognized as IDM player**
- **White Papers**
- **IBM Takes Aim at Content Management, Bruce Silver**
 - **Content Management in the Real World, IMERGE**
- Feb 2001 ■ **PartnerWorld**
- **Press Kit**
 - **Press Release**
 - **Key Reference Stories - Customers**
 - **Key Partnerships - Business Partners**
- Mar 2001 ■ **IBM Content Manager OnDemand V7.1**
■ **IBM Content Manager eClient (EIP/Client Kit V7.1.2)**

Content Manager V7.1 GTM - Marketing Programs 2001

■ Marketing Programs

- Corporate e-Infrastructure campaign
- Cross-DM loyalty campaign
 - Subscription
 - Additional users & servers
 - Cross sell
- Content Management campaigns
 - Archive (SAP & e-mail) - Q1
 - CRM (Siebel & eBP) - Q2
- Sales Lead Development via Meta/MarketingOne

■ Events / Tradeshows

- Lotusphere
- Fast Track
- Lotus/IBM Technical Forum
- Common
- AIIM
- CMTC
- XPLOR, SAPPhire, User Groups/
Customer Councils

■ Tactics

- Advertising
 - DB2 Magazine - Content Manager articles
 - e-Nurturing
 - Webcast registrants
 - Telesales - CM OnDemand/400
 - Webcasts
 - CRM
 - eStatement Presentment
 - CommonStore for Lotus Domino & SAP
 - Launches
 - Websites
 - Press Releases
 - Collateral
 - Brochures & Spec Sheets
 - White papers
 - Customer consumable CD
 - Video Testimonials
 - Collateral
 - IBM credibility
 - Demos & Screencams
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Summary

IBM Content Manager enables customers to:

- Focus on what they do best - servicing their customers, processing new applications, or adjudicating claims, ...
- Ensure that their employees, agents, suppliers and customers have the relevant content they need for their mutual success
- Expand their business opportunities by exploiting the information resident in all content sources
- Leverage current investments through seamless integration of existing applications to content
- Increase productivity while lowering operating costs and creating a more efficient, competitive workforce

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