



IBM Start Now Solutions for e-business

Personalized Solutions with Rapid ROI from Partners who Get It



**IT'S A DIFFERENT KIND OF WORLD.
YOU NEED A DIFFERENT KIND OF SOFTWARE.**

- ❑ Introduce IBM Start Now for e-business
- ❑ e-Business Adoption Cycle and Opportunity
- ❑ Value of IBM Start Now
- ❑ Partner Deliverables & Tools
- ❑ How You Can Get Started



- ❑ Provide solutions, not bundles
- ❑ Shorten solution sales cycle
- ❑ Provide partner service revenue opportunities
- ❑ Help build skills
- ❑ Help improve on Return on Investment
- ❑ Provide "ease of everything" (configure, install, upgrade)
- ❑ Be easy to do business with



- ❑ **A program that gives Business Partners a guide to configure and sell e-business solution building blocks**
 - ▶ Suggested hardware, software, implementation services, and support from IBM Helps partners select all the right components to create a solution that meets a customers e-business needs

- ❑ **Program that provides the elements for the complete sales cycle**
 - ▶ Tools to help partners market IBM eBusiness solutions
 - ▶ Reduce implementation costs, time and complexity (ease of everything)

- ❑ **Opportunity for high margin services and up-sell/cross-sell features**

Start Now Solutions Components



...entry-level solutions for small and mid-market customers (SMB)

* Not available for Host integration and Content Management



Core Solutions

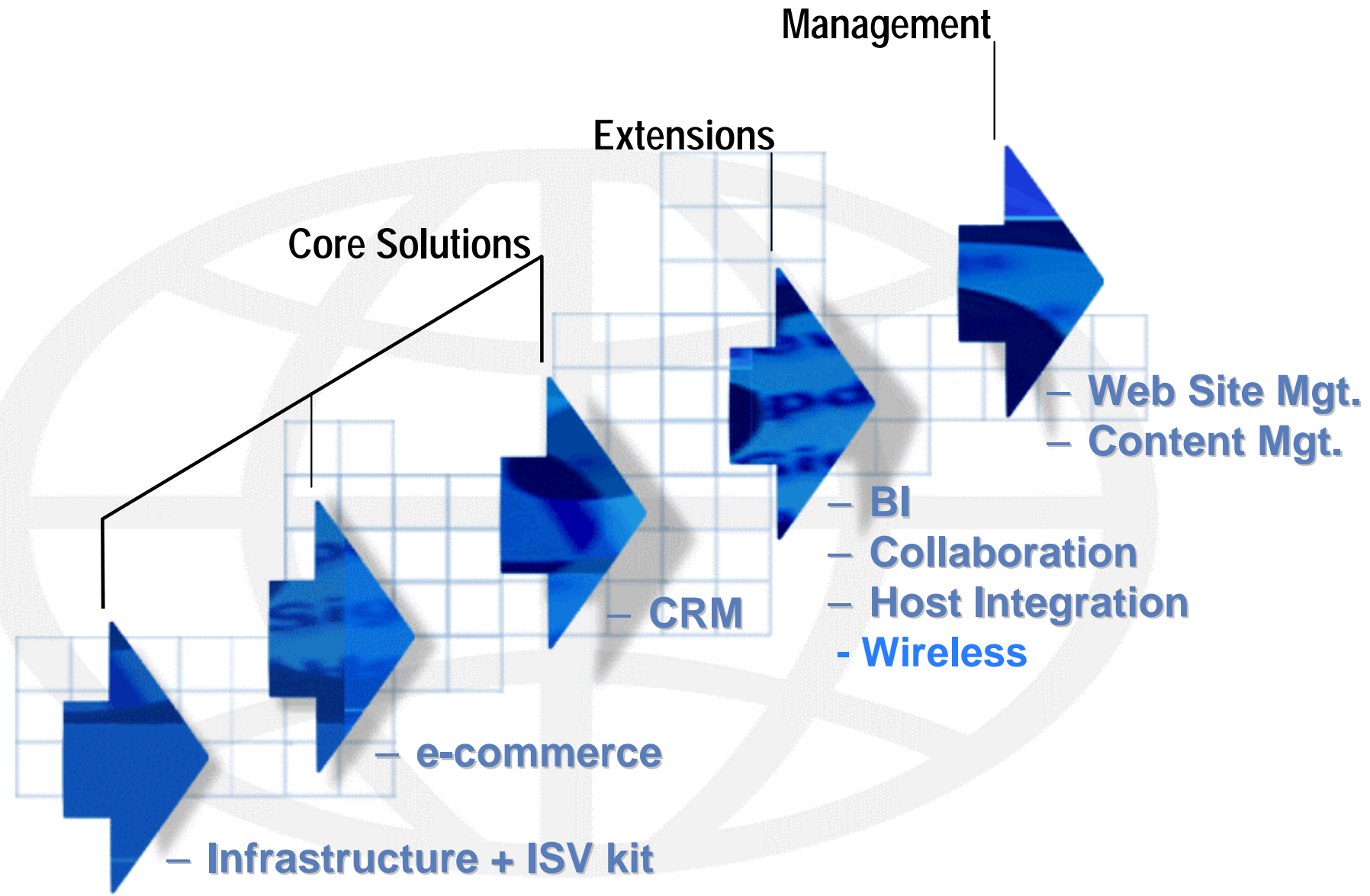
- ❑ **Start Now Infrastructure Solutions & ISV Adaptation Kit**
 - ▶ Build and deploy the foundation for e-business
- ❑ **Start Now e-commerce Solutions**
 - ▶ Buy and sell over the internet
- ❑ **Start Now CRM Solutions**
 - ▶ Develop and nurture customer relationships

Extensions

- ❑ **Start Now BI Solutions**
 - ▶ Analyze and understand business data for better decisions
- ❑ **Start Now Collaboration Solutions**
 - ▶ Extend and enhance web sites with human interaction
- ❑ **Start Now Host Integration Solutions**
 - ▶ Extend legacy applications to the Web
- ❑ **Start Now Wireless Solutions**
 - ▶ Extend applications through the wireless-Internet devices

Management

- ❑ **Start Now Content Management Solutions**
 - ▶ Manage and secure business critical content
- ❑ **Start Now Website Management Solutions**
 - ▶ Manage and secure internet presence



...Covering the spectrum of solution for e-business₇

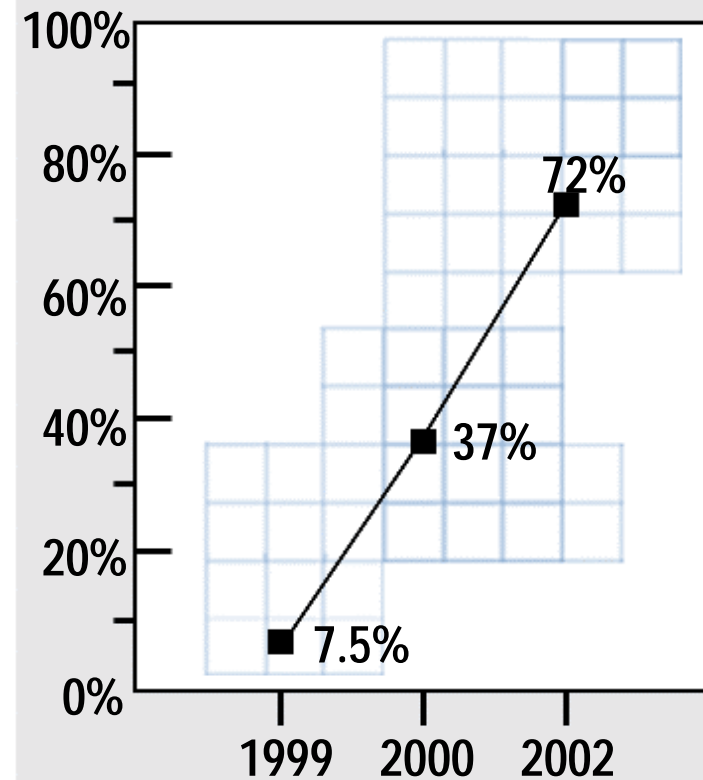
- ❑ Start Now is NOT a hardware/software bundle
- ❑ Order Software through Passport Advantage Program
- ❑ Positioned as entry-level solutions that run on software platforms
- ❑ Program designed for deployment through IBM Business Partners, built with the help of IBM Business Partners

Mid-Market Solutions

Solution	Size \$B	Growth (YTY)
E-Commerce	6.3	48%
CRM	9.3	35%
BI	6.0	15%
SCM	4.9	29%

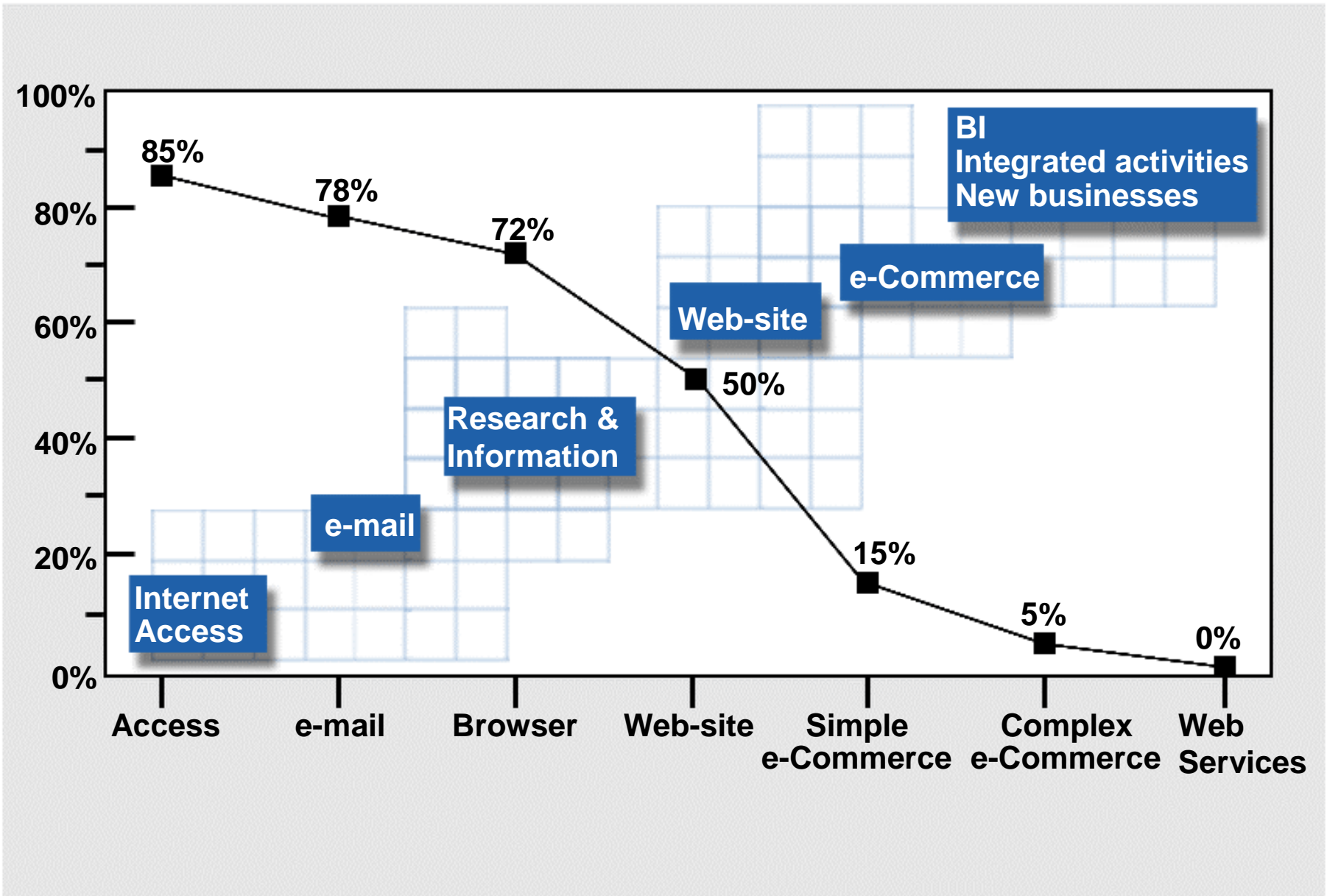
- IBM Research Snapshot

Planned e-Commerce Adoption



— eMarketer 2000

e-Business Adoption in SMB



— Gartner Group & Arthur Anderson



- ❑ **Complete, tailored, quickly deployed e-business solutions**
 - ▶ Predefined, tested implementation
 - ▶ Competitively priced for Small & Mid-market customers
- ❑ **Dependable, secure and scalable solutions**
 - ▶ IBM e-business software allows for key operation and growth
 - ▶ Open standards for long-term compatibility
- ❑ **Rapid ROI**
 - ▶ Broader market coverage and extended operations at reduced cost
 - ▶ Enhanced customer service/support leads to competitive advantage
 - ▶ Improved customer acquisition and retention leads to improved sales
 - ▶ Access to information leads to effective marketing/sales decisions
- ❑ **Delivered by qualified IBM Business Partners**
 - ▶ . . .experts in e-business, and concerned for customers business

- ❑ **Services Revenue - 65% of the solution selling price**
- ❑ **Generate new hardware sales and upgrades**
- ❑ **Entry-Level solution to attract new SMB customers**
 - ▶ Helps drive upsell and cross-sell opportunities
- ❑ **Easily expand your e-business portfolio**
 - ▶ Start Now covers the spectrum of e-business
 - ▶ Doesn't require a full certification to get started
 - ▶ Standardized, simplified and consistent solutions



- ❑ **Partner Sales & Technical Training**
 - ▶ Web-based
- ❑ **Enablement Kit & Program Manual**
- ❑ **Sales & Marketing Tools**
- ❑ **Value Package for first Start Now specialty¹**
 - ▶ Pre- & post-sale technical support
 - ▶ E-mail application development support
 - ▶ Demonstration & evaluation software
- ❑ **Customizable Co-Marketing (and Funding)²**



1. *Reimbursement for first Start Now specialty for partners without 2001 Value Package (effective 5/22)*
2. *Available to Top Contributor Partners*

□ Enablement Kit

- ▶ Program Manual (indexed)
- ▶ Enablement Kit CD...
 - Solution scenarios & samples
 - Disclosure Presentation
 - Technical Education
 - Program Manual
 - Toolset
 - Demos
- ▶ License, Copyright, Proof of Entitlement
- ▶ OEM adaptation guidelines
- ▶ Special Inserts (articles, etc.)

□ Program Manual

- ▶ Step-by-step sales and implementation instructions
- ▶ Solution overview and Getting started
- ▶ Planning and implementation tasks
- ▶ Sample statement-of-work
- ▶ Installation and configuration procedures
- ▶ Demonstration and deployment guidelines
- ▶ Scaling and extending the solution
- ▶ Support, services and marketing information
- ▶ Frequently asked questions



❑ Business Partner Website

- ▶ www.ibm.com/partnerworld/startnow

❑ Sales & technical training

❑ Support

- ▶ Pre & Post sales support
- ▶ Electronic application development support

❑ D&E Software

❑ Tools & Materials

- ▶ Customer Solution Brochures
 - Family brochure & folder
 - Offerings spec sheet
- ▶ Customer Presentations
- ▶ Demonstrations
- ▶ White Papers
- ▶ Signature Selling Method content
 - Customer pain sheets
 - Key player lists
 - Value statements
 - Success stories
- ▶ Elevator messages
- ▶ Executive Assessment Modules

❑ Templates available (via web or CD)

- ▶ Print Ads
- ▶ Direct Mail Postcards
- ▶ Telemarketing Scripts
- ▶ eMail
- ▶ Solution Seminars

❑ Campaign Designer

- ▶ available to partners who want help implementing marketing campaign
- ▶ direct mail, print ads, and email execution

❑ \$3000 Marketing Incentive

- ▶ up to \$3000 per Top Contributor location available in 2001
- ▶ to be applied to the cost of customizing and implementing any of the IBM marketing template offerings (no co-funding required)

www.ibm.com/partnerworld/software/zone > Marketing and Sales > Co-marketing program

❑ Customer launch

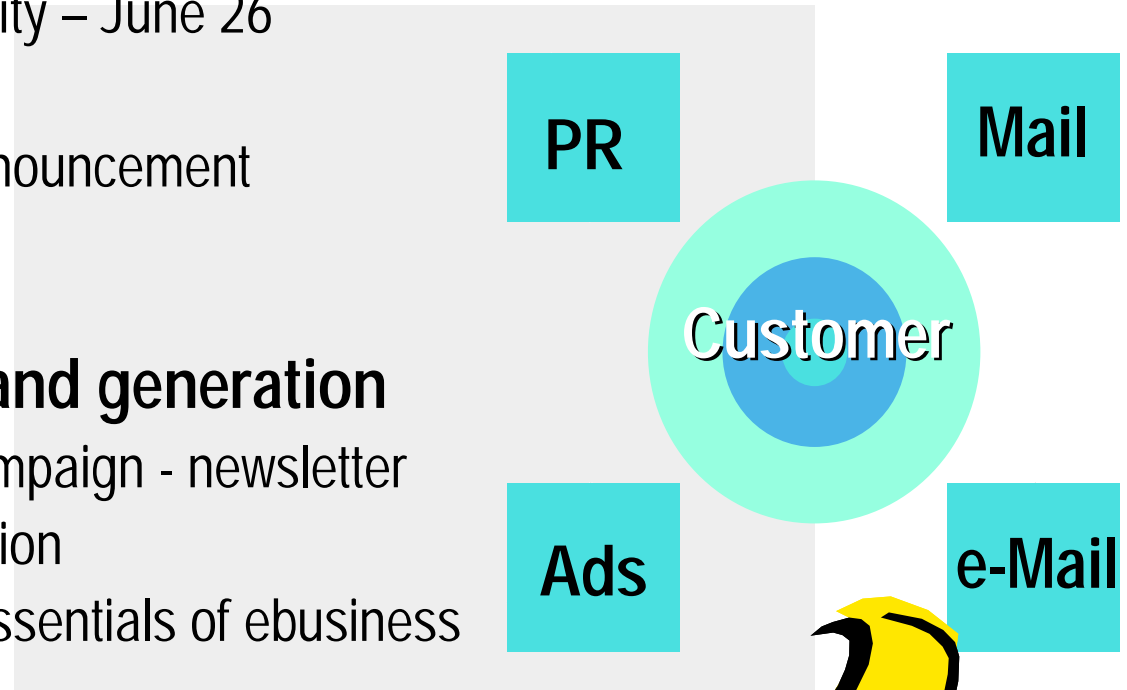
- ▶ Tech-Ex in New York City – June 26
- ▶ Webcast on June 27
- ▶ Wireless ebusiness announcement

❑ Awareness and demand generation

- ▶ Focused direct mail campaign - newsletter
- ▶ Webcast replay promotion
- ▶ Inclusion in catalog - Essentials of ebusiness

❑ Drive to web (www.ibm.com/software/smb)

- ▶ Coordinated activities for consistent customer message



- ❑ **Listen to Disclosure Call Replay**

888-203-1112, Passcode 788585 (replay thru December 31, 2001)

- ★ **Join IBM PartnerWorld for Software Program**

- ★ **Participate in Start Now Training**

Program manual and/or web-based technical and sales training

- ★ **Pass any Start Now Speciality Test**

- ❑ **Include Start Now in Your Business Plan**

- ❑ **Investigate and Execute Start Now Co-marketing Campaigns**

www.ibm.com/partnerworld/startnow

