



Tivoli & Mid Market Customers

Bill Hepper

Tivoli Business Partner Manager

Western Canada

hepper@ca.ibm.com

604-297-2218

Tuula Kahkonen

Tivoli Business Partner Manager

Eastern Canada

905-316-6236

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Tivoli Mid-Market Myths

Tivoli & Midmarket, give me a break!

- ▶ It's too complex
- ▶ Mid Market Customers won't buy it
- ▶ It's a three year project at least
- ▶ It is too expensive, and I mean **WAY** too expensive



Midmarket is defined as companies with less than 5000 employees



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Tivoli Mid-Market Facts - Canada

- ▶ 63% of the transactions Tivoli has processed this year have been sold into midmarket accounts
- ▶ Revenue in midmarket has grown at 57% YTD
- ▶ Average midmarket transaction size is:
 - ✓ \$21,000 Canadian
- ▶ We can't be successful in this marketplace without our partners, there is too much opportunity for us to cover.
- ▶ Reality is, Midmarket customers have systems management requirements, just like large customers

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Tivoli and Passport Advantage

- ▶ Tivoli was added to the Passport advantage program on September 1, 2001
 - ✓ Great news for our customers & partners
 - ✓ Easy to enroll
 - ✓ Single pricing/ordering process for all IBM software

- ▶ Tivoli became part of Partnerworld for Software (PWSW) on Oct 5, 2001
 - ✓ It is very easy for you to join PWSW

- ▶ Tivoli is now included in the Top Contributor Initiative (TCI)
 - ✓ IT IS VERY IMPORTANT THAT YOU REGISTER FOR TCI
 - ✓ It means money in your pocket

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Product Focus Areas

▶ Security Management

- ✓ Flagship product is Policy Director - RACF for Inter/Intranet applications
- ✓ Risk Manager/Intrusion Manager - helps identify attacks
- ✓ Additional products for Security policy & user administration

▶ Storage Management - EVERYBODY needs backup /recovery

- ✓ Tivoli Storage Manager (Previously ADSM)
- ✓ Industry leading solution
- ✓ Storage management solution versus backup solution
- ✓ Architected for efficient restores
- ✓ Data protection modules
- ✓ Disaster recovery

▶ Performance, Availability & Configuration

- ✓ "Core Tivoli" products
 - Enterprise Console, Distributed Monitoring, "Manager For"
 - Software Distribution & Inventory
- ✓ Web Services Products
 - analyzer, manager, component manager

▶ Intelligent Business Systems Management

- ✓ Tivoli Business Systems Manager - Allows organizations to know the impact of an outage from a BUSINESS perspective
- ✓ Works with Tivoli & third party monitors to monitor BUSINESS applications

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Cross Selling Tivoli in IBM Opportunities

▶ Lotus Domino

- ✓ Tivoli Manager for Lotus Domino - prereqs Tivoli Distributed Monitoring and Tivoli Enterprise Console (TEC)
- ✓ Tivoli Data Protection for Lotus Domino, Tivoli Data Protection for Lotus Notes - prereqs Tivoli Storage Manager

▶ IBM MQSeries, MQSeries Integrator

- ✓ Tivoli Manager for MQSeries - prereqs Tivoli Distributed Monitoring and Tivoli Enterprise Console (TEC)
- ✓ Tivoli Manager for MQSeries Integrator - prereqs Tivoli Distributed Monitoring, Tivoli Enterprise Console (TEC) and Tivoli Manager for MQSeries
- ✓ Tivoli Policy Director for MQSeries - does **NOT** prereq Tivoli Policy Director; integrates with it

▶ IBM Websphere Application Server

- ✓ Tivoli Web Component Manager - centralized monitoring of systems, web servers and Websphere; rapid deployment
- ✓ Tivoli Policy Director - manage authorization policies for web resources, Java / custom applications and other enterprise IT resources

▶ IBM DB2

- ✓ Tivoli Manager for DB2 - prereqs Tivoli Distributed Monitoring and Tivoli Enterprise Console (TEC)
- ✓ Tivoli Storage Manager - DB2 has option to backup databases with Tivoli Storage Manager

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Cross Selling Tivoli in IBM Opportunities

- ▶ IBM Enterprise Storage Server (ESS) hardware
 - ✓ Tivoli Storage Network Manager
 - ✓ Tivoli Data Protection for IBM ESS for SAP R/3 and Tivoli Data Protection for IBM ESS for Oracle; integrates IBM ESS with Tivoli Storage Manager, supports IBM FlashCopy volumes

- ▶ IBM xSeries Servers (formerly IBM NetFinity)
 - ✓ IBM UM Services and IBM Director integrate with Tivoli Enterprise

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Tivoli and Mid Market Customers

**THANK YOU
and good \$elling !!!**

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