



e-business

WebSphere Everyplace Server Enable Offering V1.1

Sales Education 7/10/01

David Richter

Wherever,
Whenever,
However...



The IBM logo, consisting of the letters 'IBM' in a bold, white, sans-serif font, set against a dark blue background.



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Agenda

- Introduction (market and strategy)
- Customer requirements
- Product offering
- Customer benefits
- Offering positioning
- Sales approach
- Competition
- Pricing
- Sales tools
- Key contacts/Sales support
- Closing

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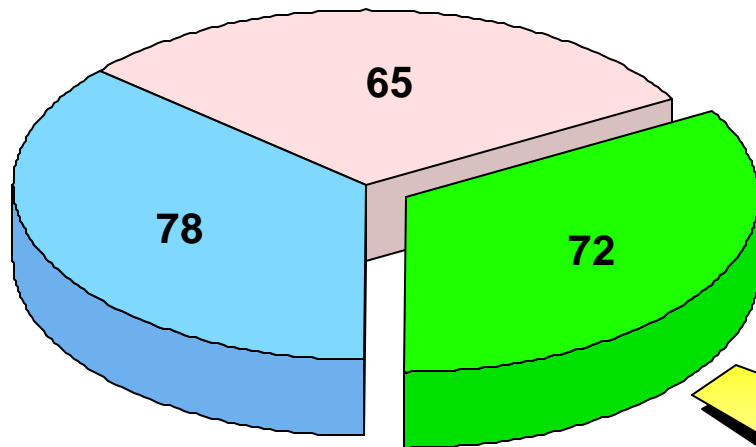
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PvC Market Opportunity

\$215B in 2003

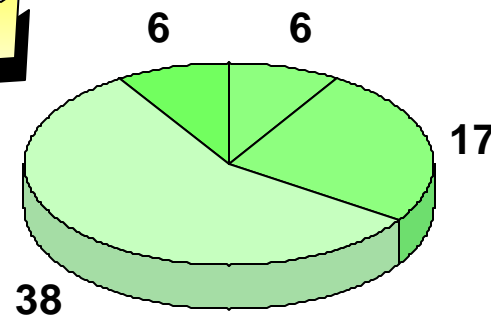


- IBM Addressable
- Devices (partly addressed by PSG)
- IBM Non Addressable (content, applications, connection services)

2000-2003 CGR

- ▶ 57% : PvC
- ▶ 23% : e-business
- ▶ 11% : I/T Industry

\$72B in 2003



- Server
- Embedded HW
- Services
- Middleware

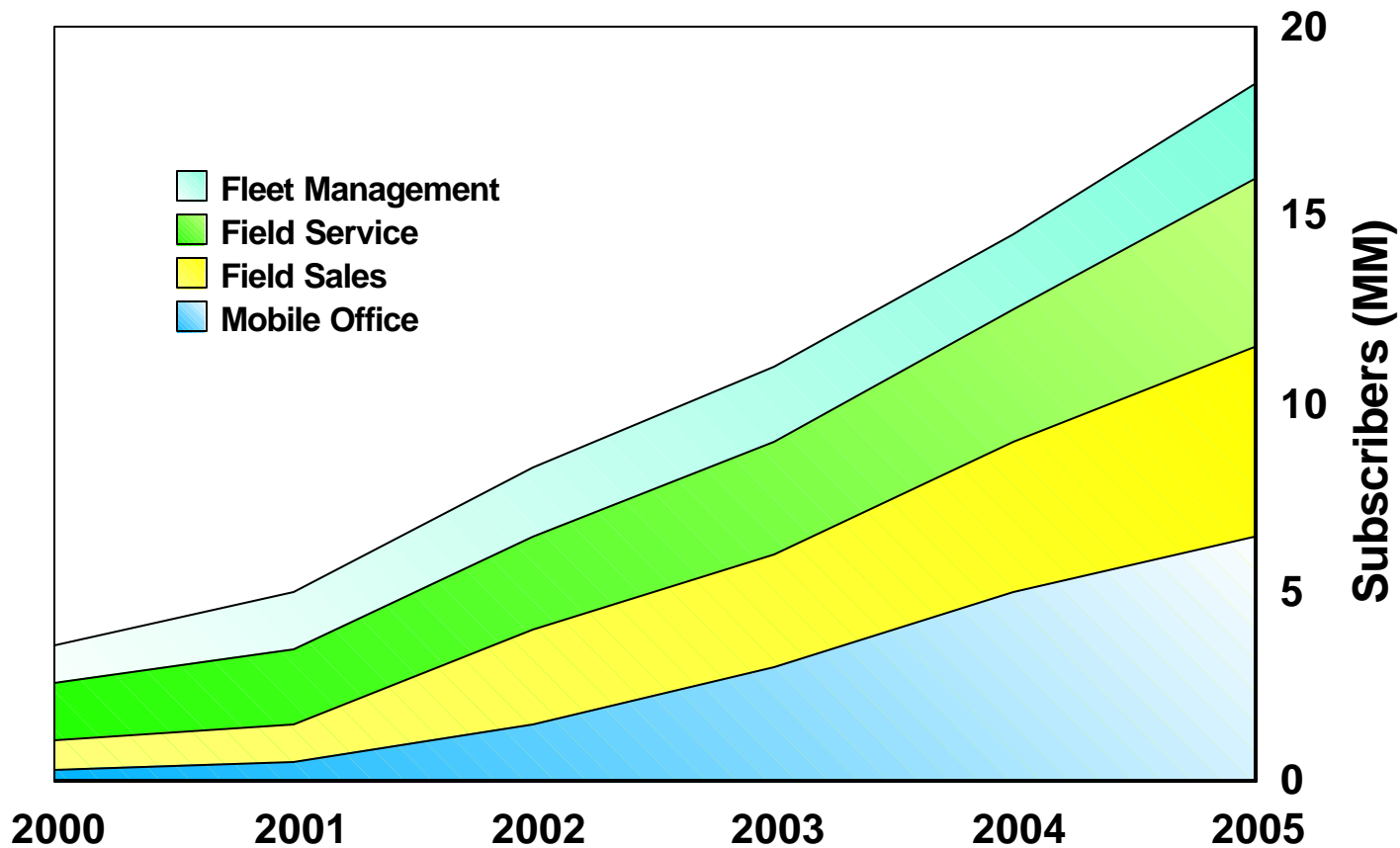
Source: McKenna, IDC, Forrester, Gartner, IBM SWG-MI (3/00)





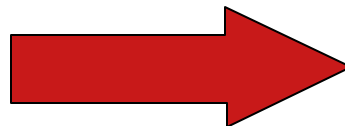
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Enterprise Data Use by Application



Top two applications:

- Fleet Management
- Field Service



Top two applications:

- Mobile Office
- Field Sales

Source: Booz Allen & Hamilton

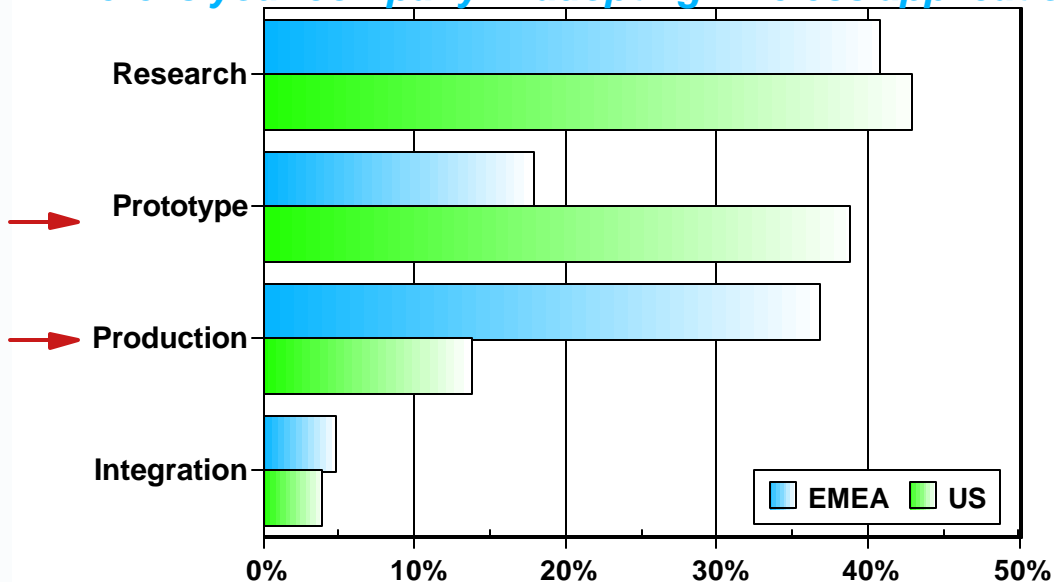
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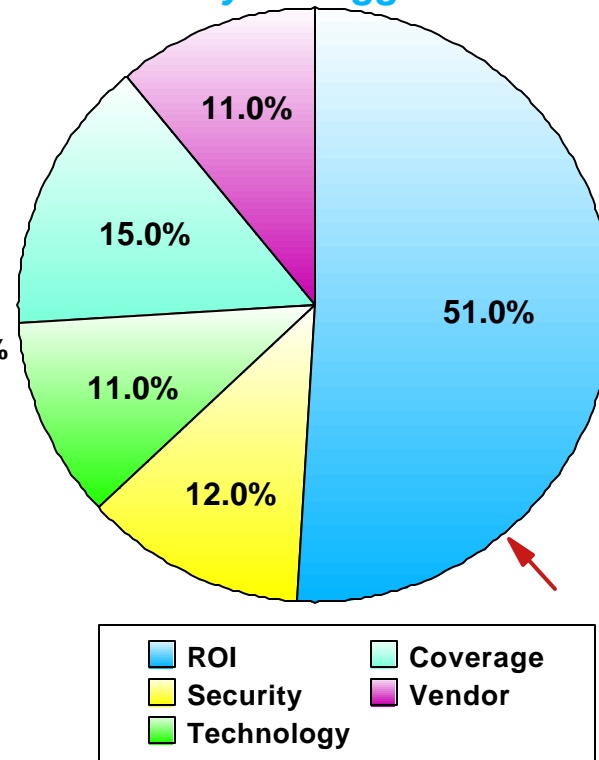
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Enterprise Market Maturity

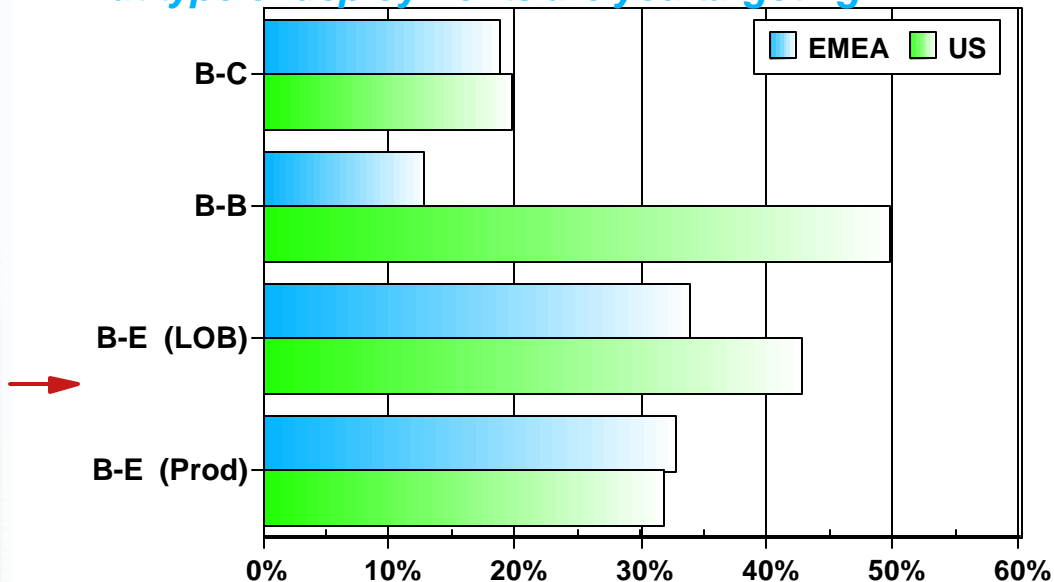
Where is your company in adopting wireless applications?



What are your biggest concerns?



What type of deployments are you targeting?



Source: Giga Information Group 2/23/2001 Survey Summary

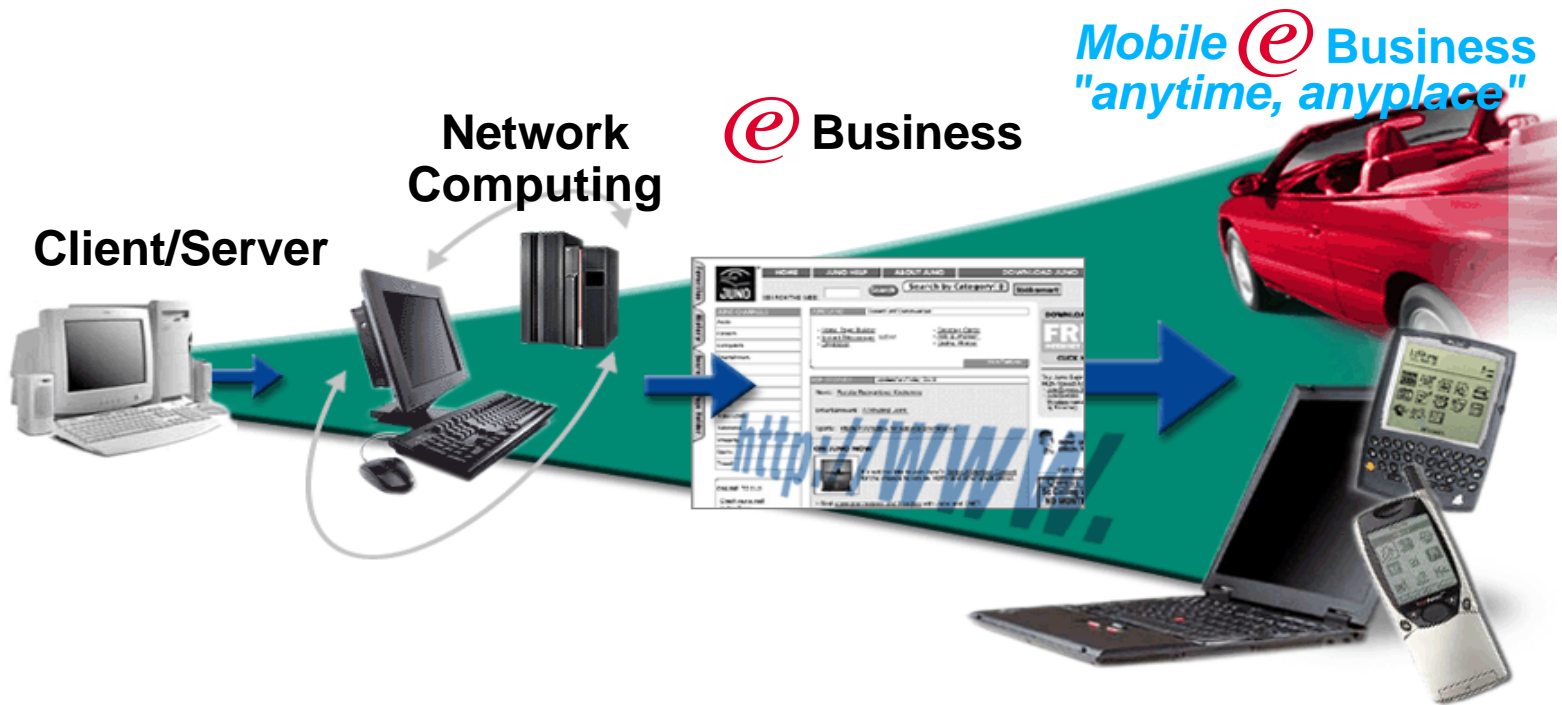




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What is Pervasive Computing

Pervasive Computing is a natural progression



*Mobile @ Business
"anytime, anyplace"*

**Wherever,
Whenever,
However...**

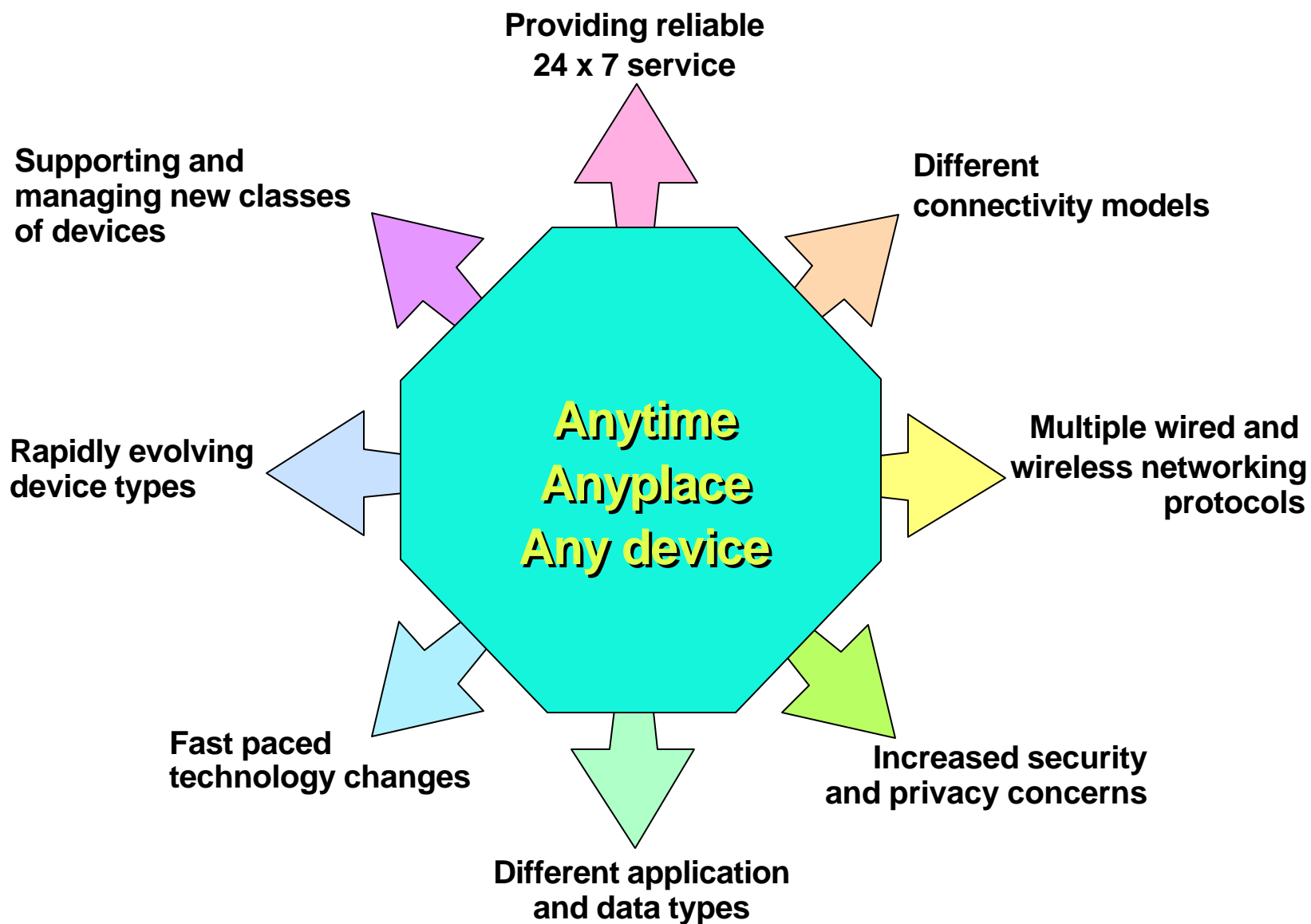


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Challenges



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IBM Strategy for Pervasive Computing

- Continue e-business market leadership
 - ▶ Software
 - ▶ Hardware
 - ▶ Services

- Build on what we've learned
 - ▶ Open standards
 - ▶ Industry wide consortiums
 - ▶ Partnerships as a requirement of success
 - ▶ Reliability, Scalability and Security "architected in"

- Protect our customers' legacy investments

- Ease our customers' pain

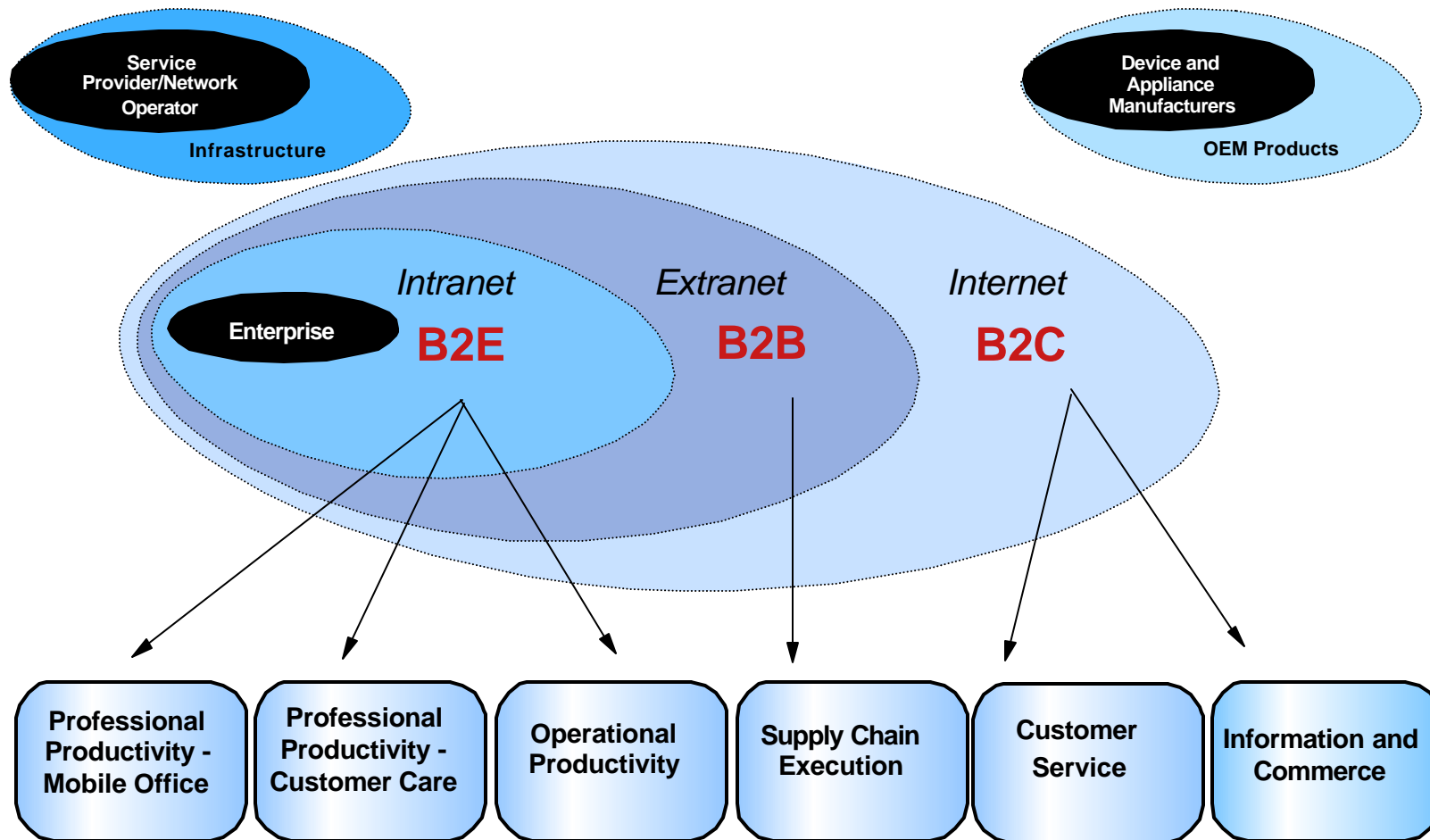
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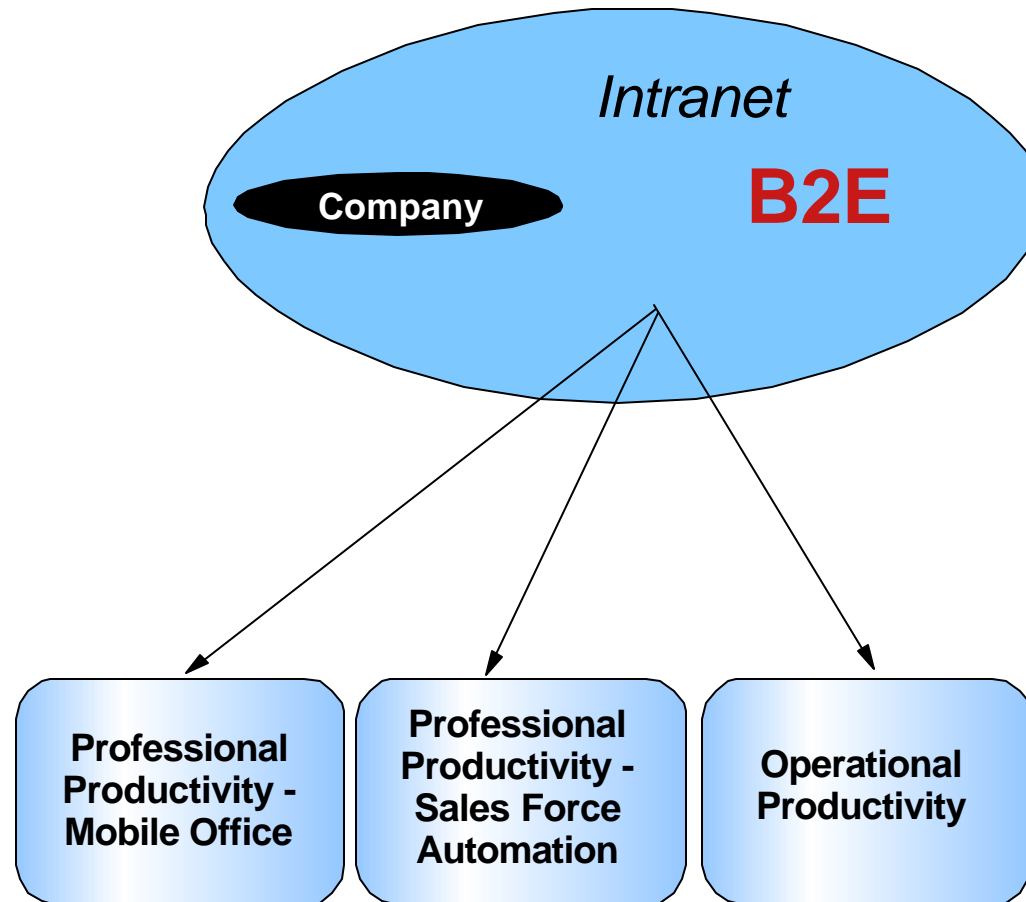
Where wireless e-business can make a difference...





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Where the Enable Offering is focused, and why



✓ 50 million digital devices in employee hands by 2003 (IDC)

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The prospective customer wants to

Increase productivity and reduce cost by getting the right information to the right employee at the right time and in the right place.

- ▶ Who All vertical industries.
Early adopters include: insurance, health, manufacturing, transportation & distribution, travel & tourism.
- ▶ How By extending current client/server or internet /intranet applications to the mobile workforce.
- ▶ What Typical applications involve Sales Force Automation, Field Operations and the Mobile Professional.

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Interested parties

- CEO/LOB Executive

- CIO/IT Executive

- Application Developers
 - ▶ Enterprise in-house development teams
 - ▶ Solutions developers, ISV's

- Service Partners
 - ▶ IGS, PvC Solution Centers, AIM Services Team
 - ▶ Web Integrators
 - ▶ System Integrators



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Business Challenges / IBM Solutions

Business Challenges

Enable provides

CEO or LOB

To expand revenue and reduce costs while preserving and building on current e-business investments.

The ability to rapidly deploy secure & reliable mobile e-business solutions, increasing employee productivity, opening up new opportunities while preserving and extending the current e-business infrastructure

CIO or IT Executive

To have a flexible, e-business infrastructure which can extend the reach of enterprise applications to the mobile wireless workforce under increasing budget pressures

An 'off the shelf', flexible foundation to support the extension of enterprise applications to current and future wireless devices while protecting existing investments.

In-house Application Developer and ISVs

To have an open and flexible foundation upon which to extend new or existing applications to the wireless space, opening up new opportunities and markets

A component of IBM's integrated 'off the shelf' software, tools, services and partnership programs to rapidly develop new or extend existing application to the wireless space.

System Integrators

To expand revenue streams and reduce the cycle time of integrating products into solutions for multiple environments.

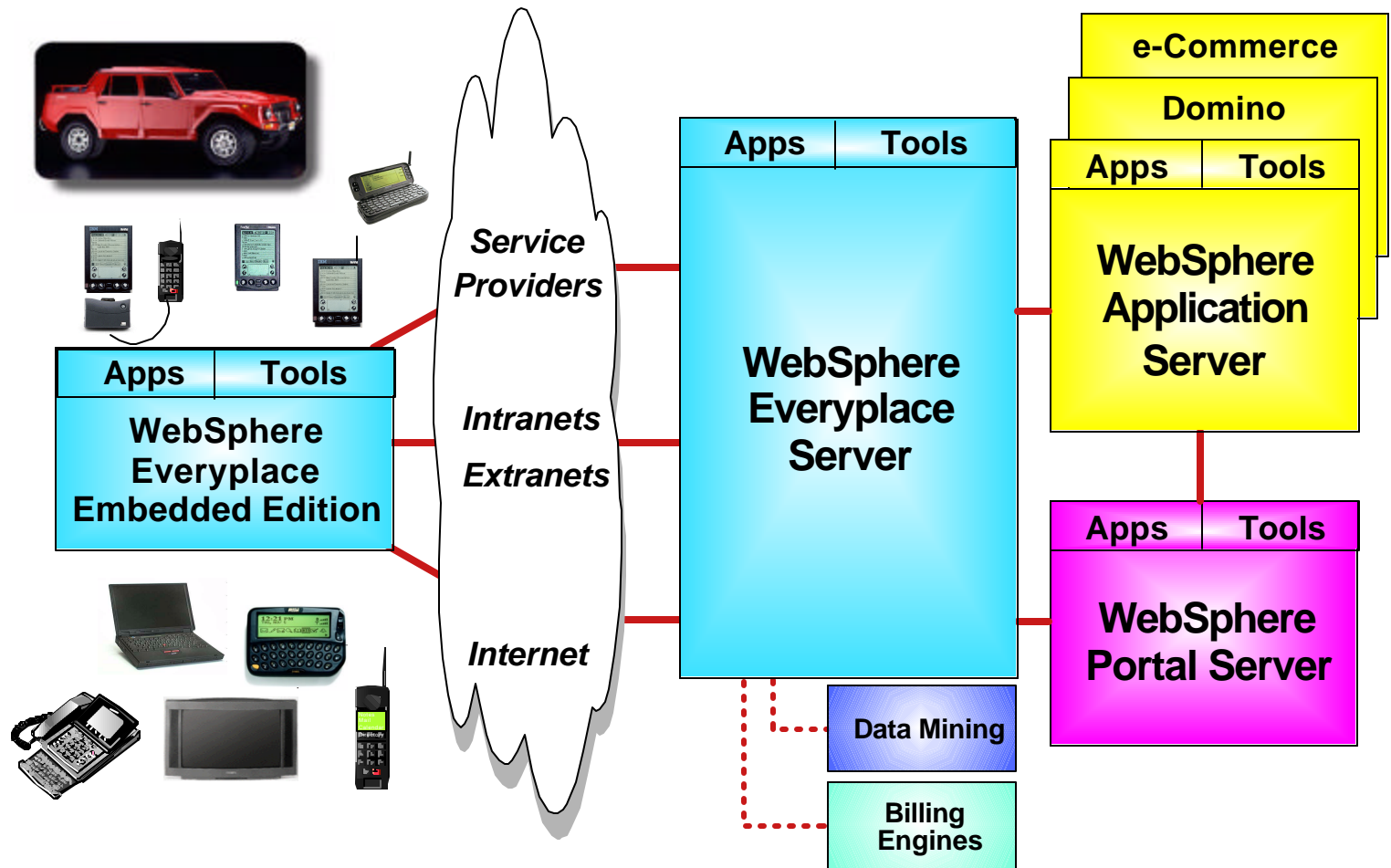
An integrated software infrastructure for taking e-business mobile giving the SI additional opportunities with both new and existing customer sets.





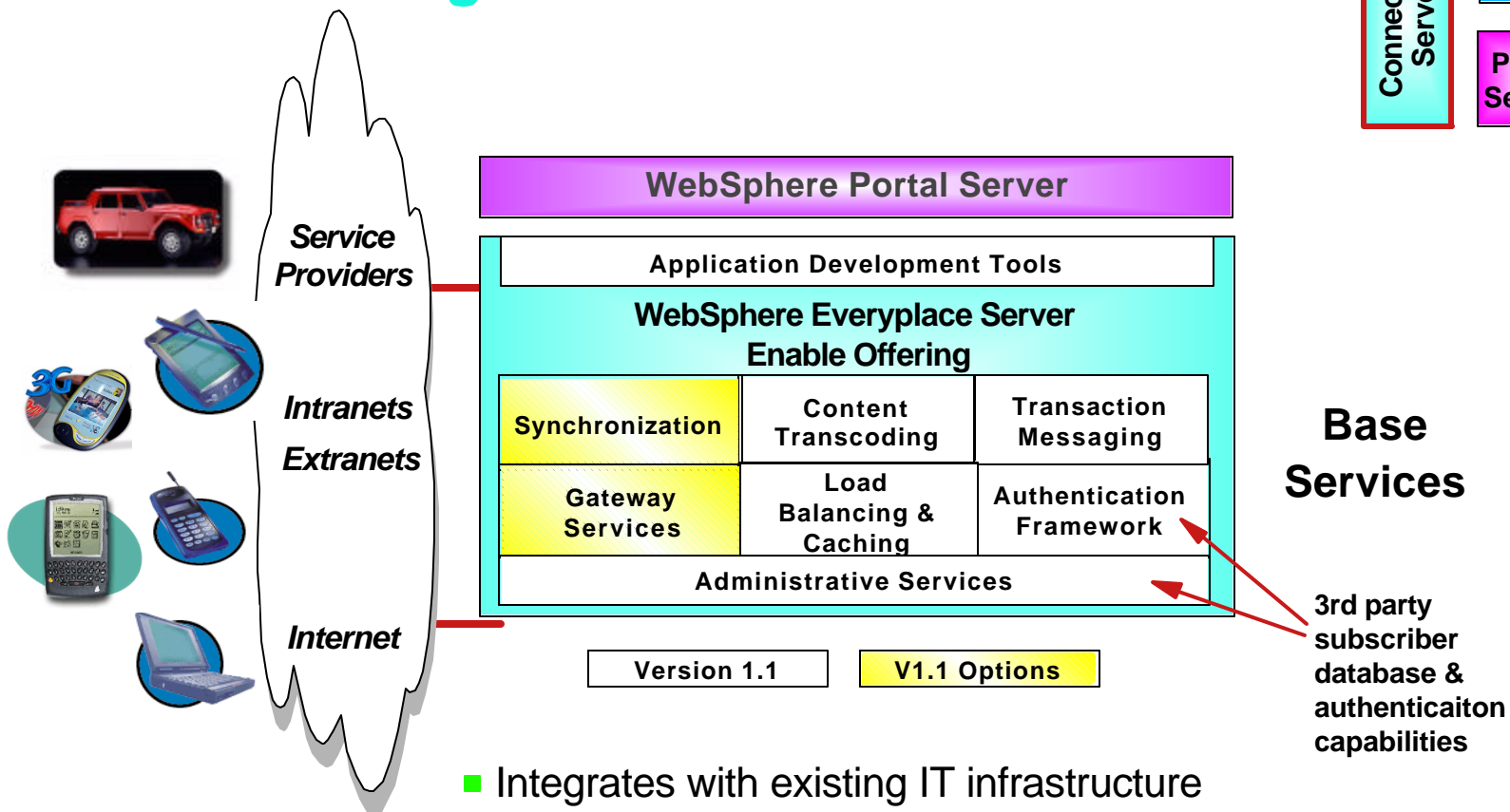
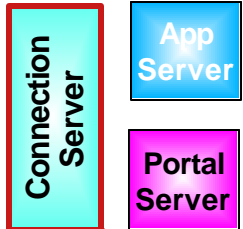
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The Pervasive Computing End-to-End View





Enable Offering V1.1



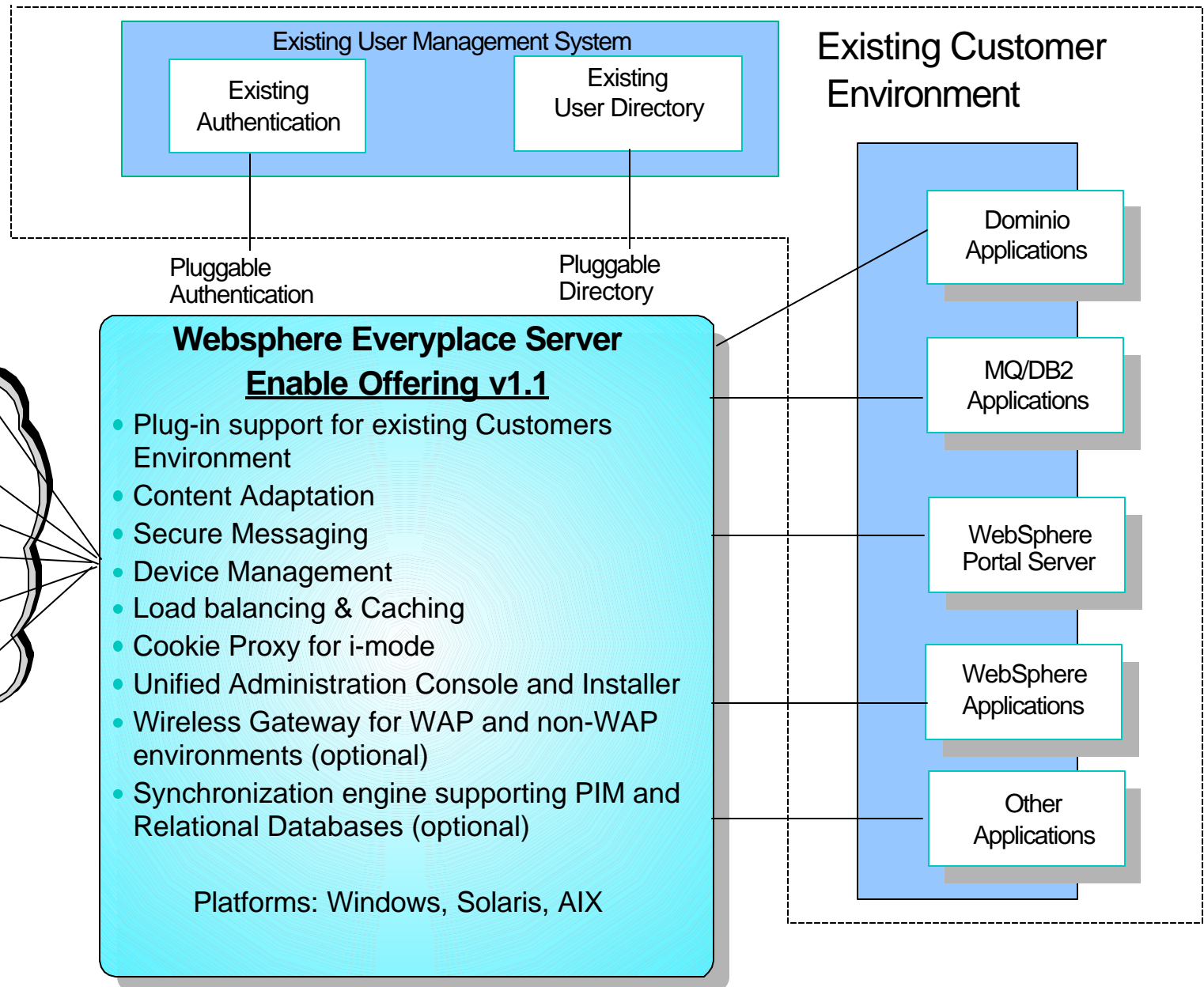
- Integrates with existing IT infrastructure
- Utilizes existing IBM or non-IBM
 - ▶ Application Servers
 - ▶ Subscription/User management services
 - ▶ Authentication Services
 - ▶ Wireless Gateways
- Expands platform options to 2000, AIX & Solaris
- Builds on IBM's MQ, DB2 and Websphere success





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Enable Offering V1.1





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Key features and their benefits

Feature	Function	Benefits
Pluggable User Subscriber Mgmt	Adds support for Netscape Directory Server	Eliminates the need for a separate User Subscriber Mgmt & Directory
Pluggable Authentication Services	Support for Netegrity's Siteminder Authentication Server and Tivoli's SecureWay Policy Directory	Eliminates the need for a separate Authentication service
Content Adaptation	Transcodes content from one format to another	Reduces effort to deliver information to pervasive devices
Secure Messaging	Asynchronous messages with guaranteed secure message delivery	Guarantees message delivery regardless of connectivity
Device Management	Software management for pervasive devices	Simplifies management of enterprise devices
Load Balancing	Load balancing, rules engine, with content-based routing	Optimizes performance
Cache Server	Forward and reverse proxy for improved performance and reduced network load	Improves response time for delivering content
Cookie Proxy for i-mode	Support for i-mode devices	Extends support for i-mode devices in Japan Streamlines transactions
Administration Console and Installer	Unified Administration and Install console	Simplifies the task to install and administer the product
Multi-platform: Intel and RISC processors	Runs on Windows 2000, AIX and Solaris Operating Systems	Offers freedom of choice

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The WebSphere Everyplace Server family



Base
Options

WebSphere Portal

Content
Personalization
WAS (pre req)

WebSphere Portal

Content
Personalization
WAS (pre req)

Service Provider

Sub. Mgmt.
Int. Directory
DB2 (private)
Scalability

Enable V1.1

7/20
MQe
Device Mgmt
WAS (private)
Transcoding
Plugable Directory
Plugable Authentication

MQe
Device Mgmt
Notification/IM
LBS Support
Authentication
Policy Director
Domino Integration
WAS (private)
Transcoding

Access

WAS
Transcoding
Voice XML Server

Domino Everyplace
Access

Domino Everyplace
Enterprise

Sync
Gateway

Sync
Gateway
Voice XML Server



What do you sell, when? !

	Everyplace Access	Everyplace Server - Enable Offering	Everyplace Server - Service Provider Offering
Target Customers	Enterprises, ISPs, ASPs, NetGens, LOBs	Enterprises, ISVs, GSIs, LOBs	Telcos, ISPs, ASPs, Large Enterprises
Business Need	Extend e-business content and applications for wireless and voice interaction	Extend business processes to the mobile work force, while preserving any existing e-business infrastructure	Generate new sources of revenue by building and deploying new value-added services to the mobile marketplace
Price	Processor-based \$49,500	Processor-based \$75,000	Subscriber-based pricing
Challenge	How to allow voice interaction and reach wireless devices?	How to extend e-business to wireless while taking advantage of existing IT services?	How to rapidly create new revenue-generating services leveraging existing and new data sources (contextual notification)
Key Strengths	<ul style="list-style-type: none"> • Extends existing content • Speeds time to market • Includes and integrates with WebSphere Application Server for security and scalability 	<ul style="list-style-type: none"> • Preserves and expands existing infrastructure by taking advantage of existing user management and authentication. • Future-proof (adapts to rapidly changing networks, devices and application requirements) 	<ul style="list-style-type: none"> • Supports any application, any device and any network • Future-proof, adapts to rapidly changing networks, devices and application requirements • Fully integrated
Platforms	<ul style="list-style-type: none"> • AIX, Solaris, Linux, NT and Windows 2000* <p>*Voice technology supported on NT and AIX</p>	<ul style="list-style-type: none"> • Windows 2000, AIX, Solaris 	<ul style="list-style-type: none"> • AIX, Solaris
Optional and Complementary Products	<ul style="list-style-type: none"> • Everyplace Wireless Gateway • WebSphere Edge Server • WebSphere Translation Server 	<ul style="list-style-type: none"> • Everyplace Wireless Gateway • IBM Mobile Connect • Lotus Domino Everyplace 	<ul style="list-style-type: none"> • WebSphere Voice Server • Lotus Sametime



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Your customer already has component products?

Enable is an upsell for customers with point products such as:

- ▶ IBM Mobile Connect, Everyplace Wireless Gateway, WebSphere Transcoding Publisher, MQSeries, WebSphere Application Server, DB/2, etc.
- ▶ Where there are overlaps for common components, there will be credits.
- ▶ Each engagement is unique, and should be executed through the special bid process.

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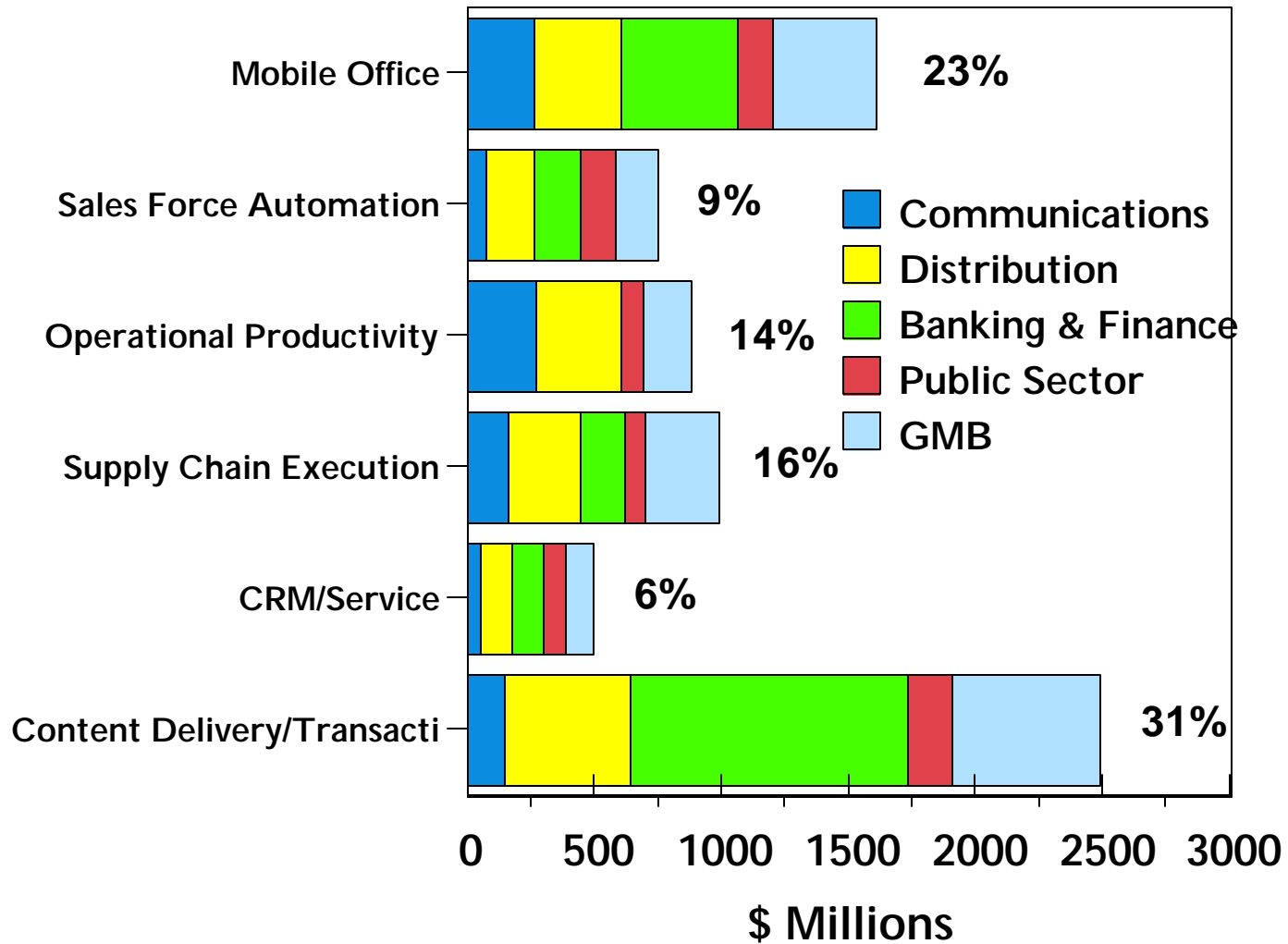
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Sales approach

Total Enterprise Opportunity in 2001 by Sector





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Sales approach (Cont'd)

Enable Offering Sales Opportunities

	Description	Detail Definition	Sales Example	Typical User	Typical Industry
Professional Productivity- Mobile Office	Tools to enable productivity of mobile workers	Communications Organisation Remote access to company information	DEQS sales, PIM, AvantGo, WAP phone access	Corporate mobile employee	Horizontal cross-industry application
Professional Productivity - Sales Force Automation	Tools to enable customer service via face to face representative	Contact Management Real-time authorisation Customer inquiries Customer data entry	STEQS sales IFA	Customer facing employees	Industries with customer care staff , i.e.: Insurance Retail Pharmaceutical,
Operational Productivity	Tools to enable mobile field workers	Asset management, inventory tracking, workflow, ordering Workforce Management Fleet Management	Service mgmnt apps on PDA Stock replenishment	Field Operations	Chemical & Petroleum Healthcare Utilities & Telecom Transportation





Competition

Company / Product	Strengths	Weaknesses
Aether Systems Product: Aether Fusion	<ul style="list-style-type: none"> • Engineering skills (technical consulting, systems design, customized solutions, integration services) • Value chain positions (mobile middleware , vertical applications, hosting services, wireless ASP) • Image in mobile financial services segment 	<ul style="list-style-type: none"> • Limited geographical coverage (U.S.-centric operations) • Late to market with standards-based mobile middleware (Aether Fusion) • Operates in the red
BEA Product: Weblogic M-Commerce Solution	<ul style="list-style-type: none"> • Installed base in Web application server market • Growing image as an e-commerce transaction company (e-business integration software) 	<ul style="list-style-type: none"> • Entry level wireless gateway functionality; lacks synchronization; limited transcoding, messaging and security compared to IBM • Not a major vendor in mobile wireless space • Integration functionality with legacy systems and databases inferior to IBM
Brience Product: Brience 3.0 Mobile Processing Server	<ul style="list-style-type: none"> • Experienced senior management with established corporate relationships (former KPMG executives) • Best financial backing of any startup in this space (\$200M) • Standards-based and performance-oriented technology 	<ul style="list-style-type: none"> • Lacks native APIs or plug-ins for legacy databases and applications (i.e. non- XML) • Limited transcoding flexibility compared to IBM Transcoding Publisher • Lacks global coverage, U.S.-centric, very small company
Microsoft Product: Mobile Information Server	<ul style="list-style-type: none"> • Corporate installed base of backend servers which can be leveraged with mobile extensions • Developer community support • Investment (in-house and external) in strategic positions of mobile wireless value chain 	<ul style="list-style-type: none"> • Late to market with mobile middleware (Mobile Information Server) • Mobile Information Server is not general purpose mobile middleware (Exchange extension only) • Tarnished image in mobile Internet space due to early initiatives (WinCE, Wireless Knowledge Revolve) and reputation for heavy-handed tactics (antitrust suit)

continued...



Competition (continued)

Company / Product	Strengths	Weaknesses
Openwave Systems Product: Services OS	<ul style="list-style-type: none">• Value chain positions (mobile middleware, portal, end-user and carrier applications, microbrowsers, hosting)• Cachet and incumbency with mobile and wireline network operators (Phone.com, Software.com)• Well positioned for emerging unified communications market (mobile middleware, messaging technology, service provider)	<ul style="list-style-type: none">• Portfolio includes nonstandard, proprietary technology• Limited enterprise experience• gaps in enterprise-enabling middleware
Oracle Product: Oracle9i Application Server Wireless Edition	<ul style="list-style-type: none">• Transcoding engine• Value chain positions (mobile middleware and portal, Web server, application server, back end)• Installed base of Web-enabled products	<ul style="list-style-type: none">• Limited deployments of mobile middleware• Limited customization and integration services• Oracle-centric solution
Sun Microsystems Product: iPlanet Intelligent Communications Platform	<ul style="list-style-type: none">• Installed base of Sun hardware servers, incumbent in the service provider and net-gen space• Ability to leverage extensive partnerships (value nets) and acquisitions• Strong R&D investment	<ul style="list-style-type: none">• No Sun-labeled mobile middleware• iPlanet product provides entry level services: messaging services including SMS, limited transcoding, calendar and directory access• Limited client platform and device support compared to IBM



Pricing

Value Units - What are they ?

- Value units are like a Tivoli point or MQ capacity unit
- Value units provide a common licensing vehicle for products with multiple chargeable elements
 - ▶ i.e.. volume-tiered subscribers for the WES family products
 - ▶ Value units are product specific and not transferable to other products
- Licensing vehicle to reduce complex ordering structures to a single orderable.
 - ▶ Provide increased customer flexibility and reduces IBM ordering systems complexity
 - ▶ Recognize the customers' previous investments
- Customers purchase a pool of value units to cover the current environment plus anticipated growth (if desired)

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Example: Enable Offering Pricing with Value Units

■ NT

	WE Enable
Number of NT Processors	1
Value units per Enable NT Procesor	3000
New Value Units to be Purchased	3000
Value Unit Passport Price	25
Total Purchase Price	75,000

■ Unix

	WE Enable
Number of Unix Processors	1
Value units per Enable Unix Procesor	6000
New Value Units to be Purchased	6000
Value Unit Passport Price	25
Total Purchase Price	150,000

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Sales tools

Where can you get more information?

- w3.ibm.com/pvc

What can you find there?

- Collateral
- White Papers
- Press announcements
- Demos
- Configurator
- More in-depth product information
- Application Briefs / Reference Information
- Links to other IBM wireless / mobile related sites





Key contacts / Sales support

Offering manager

- David Richter

David Richter/Raleigh/IBM@IBMUS

919 543-6681 (tie 441-6681)

Sales Support

Technical Sales Support

NA

Bruce Mante
Bruce Mante/Armonk/IBM@IBMUS
781 895-2289 (tie 362-2289)

Jeff Mirman
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704 594-8475 (tie 794-8475)

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Yasunori Akenaga
Yasunori Akenaga /Japan/IBM@IBMJP
81-46-215-6140 (tie 18086140)





At a glance...

WebSphere Everyplace Server Enable Offering

■ **Description:**

- ▶ Enables businesses to extend their e-business applications to Pervasive devices, improving productivity, expanding revenue opportunities for mobile professionals and field dispatch workforces.

■ **Target Market:**

- ▶ Enterprises, Companies, LOB's
- ▶ WebSphere, DB2 and MQSeries ISV's

■ **Availability:**

- ▶ GA ; July 2001

■ **Pricing:**

- ▶ Value Points, Passport Advantage with volume tier discounts
- ▶ Subscription & support bundled

■ **Audiences:**

- ▶ LOB VP, CIO, CTO, Application Developers, ISVs, System Integrators

■ **Key Differentiators:**

- Extends e-business to mobile devices while protecting existing IT investments
- Broad set of platform options (WIN2000, AIX, and Solaris)
- Provides the flexibility and expandability to adapt to the rapidly evolving networks, devices and application requirements of the future.
- Common infrastructure environment for management and delivery of applications, content and services to multiple devices over multiple networks for all mobile e-business requirements.
- Leverages MQ, DB2 and WebSphere success

■ **IBM Content:**

- WebSphere Transcoding Publisher
- WebSphere Edge Server
- MQSeries Everyplace
- Device Management
- Administration Services
- WebSphere Application Server (private)
- IBM Mobile Connect (optional)
- Everyplace Wireless Gateway (optional)

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In Summary

- Extends Web and enterprise applications to virtually any device including mobile phones, PDAs and other Internet appliances.
- Integrates with existing application content and infrastructure to protect the IT investment of today.
- Provides device management capabilities to support both diverse and large scale deployments.
- Supports asynchronous and guaranteed messaging to pervasive devices.
- Tailors content based on user characteristics such as device type.
- Optimizes the system and configuration to provide efficient scalability and high availability.
- Builds on proven solutions that reduce risk, time-to-market and integration challenges
- Provides the flexibility and expandability to adapt to the rapidly evolving networks, devices and application requirements of the future.
- Follows Industry and Web Standards for interoperability and investment protection.



IBM