



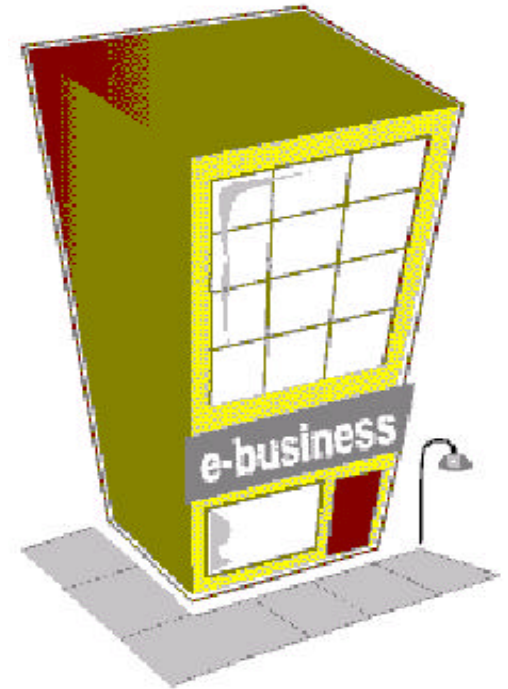
WebSphere Site Analyzer V3.5

Measuring Web Success

Ken Perry

Product Mkt Mgr, WS Site Analyzer

Offering Mgr, WebSphere User Experience



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e-business

Objectives

- ▶ Describe to customers why e-business web sites need web analytics, how Site Analyzer solves their customer pains, and how this point product supports the sell of the upcoming WebSphere User Experience Offering
- ▶ Describe the target audience and market opportunity for web analytic growth in the future
- ▶ Describe Site Analyzer's key features
- ▶ Identify WebSphere Site Analyzer sales opportunities
- ▶ Identify competition and differentiate the WebSphere Site Analyzer
- ▶ Frequently asked questions
- ▶ Contacts
- ▶ Learn how services can enhance the customers usage experience and contacts to receives services





WebSphere User Experience Offering

● Customer Pain

- ✓ *Users won't return if they suffer a poor experience or if other sites are better*
- ✓ *Need to achieve "stickiness" by differentiating their web site*
- ✓ *The standards for a first-class web site are constantly rising*
- ✓ *Don't have the resources to deal with the onslaught of new technology*

● Vision

- ✓ *Differentiated web presence that attracts, engages and retains users by providing a first-class web experience*
 - ▶ *Easy, customized to navigate*
 - ▶ *Personalized content based on user's needs, interests, history*
 - ▶ *Delivers timely, high quality content directly to the right user*
- ✓ *Improved customer and employee productivity and satisfaction*
- ✓ *A scalable and reliable solution to easily meet future needs*



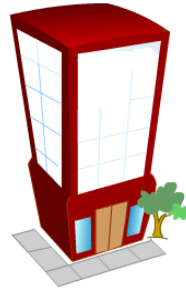


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WebSphere User Experience Offering

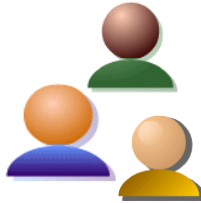
Offering

- ✓ *WS Personalization*
- ✓ *WS Site Analyzer*
- ✓ *WS Application Server, Advanced*
- ✓ *WS Tools*
- ✓ *IBM Content Manager*
- ✓ *Web Content Management*
- ✓ *WS Portal Server*
- ✓ *1 Year Optional Techline Support*



Target Segments

Retail/Travel
 BF&S
 Manufacturing
 Wholesale/Dist.

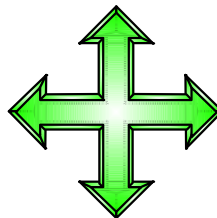


Audience

LOB Manager
 CTO/CIO
 Web Master

Cross-Sell

Mobile Internet offering
 Edge Services offering
 Translation Server



Upsell

Supply Chain Management
 e-Care
 BPM





Understanding the Need for Web Analytics in Today's Web World

- One major pain of today's e-businesses is how do they easily understand their web site customers and visitors
- **WebSphere Site Analyzer V3.5** can help answer:
 - ▶ Where are customers coming from into my web site, and where do they go when they get here?
 - ▶ What content on my site is 'hot', maximizing 'stickiness', and what is 'not'?
 - ▶ Who are my most loyal customers and what content is causing them to return to my site
 - ▶ How can I prove Return on Investment of my web initiatives and campaigns to the marketing and sales executives
 - ▶ How can I link my web metrics analysis to proven Personalization, Portal, e-Commerce, and Content Management solutions to make my customers' web experience better than my competition





WebSphere Site Analyzer is an integral part of e-business web deployments

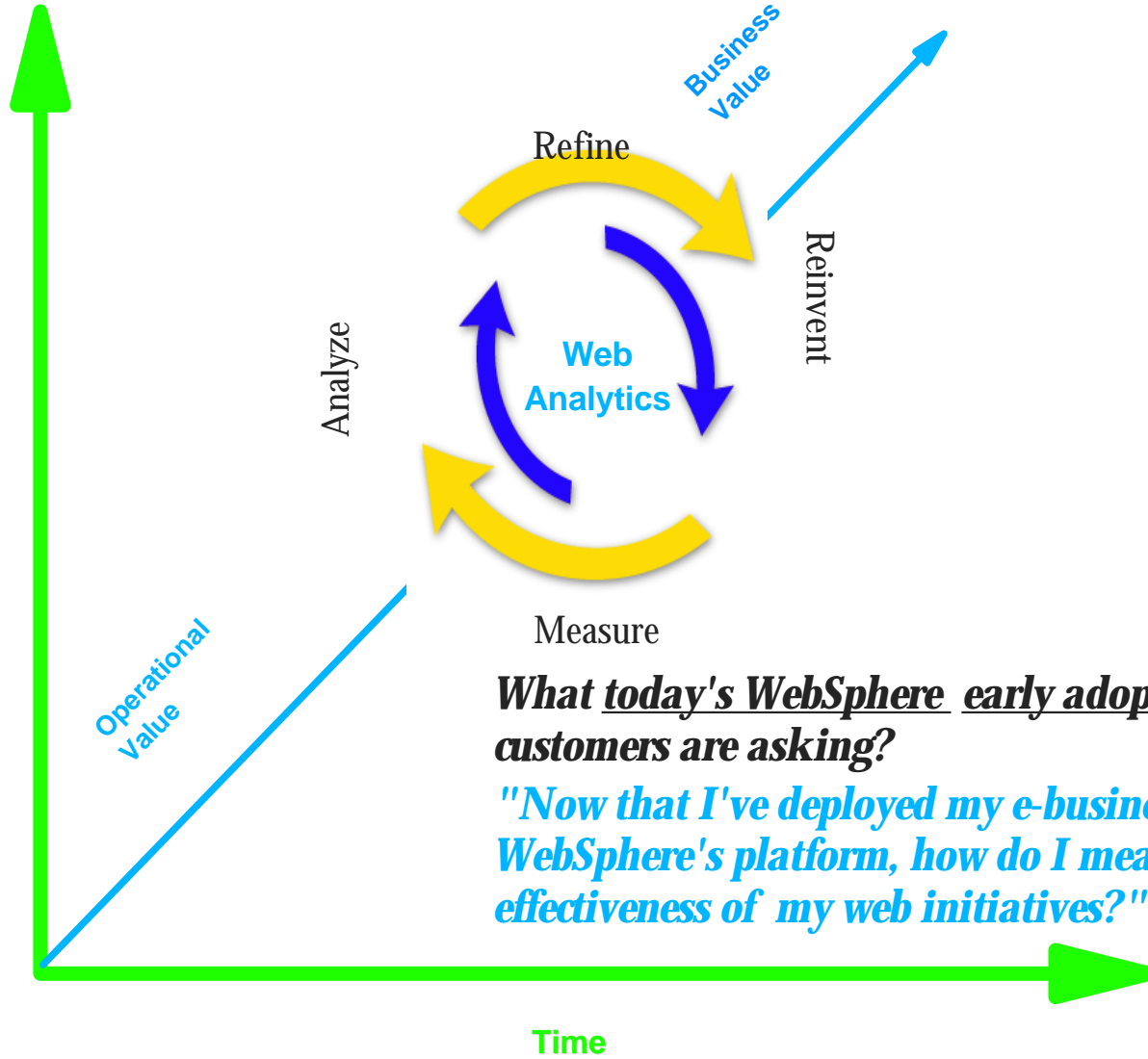
Deploy
Portals,
e-Commerce,
e-Marketing,
Solutions
...etc...

Analyze,
Personalize,
Manage
Content

Analyze Visitor
Traffic to
Optimize Web Site

Deploy on WebSphere
Platform

Proven e-business deployment cycle



What today's WebSphere early adopter customers are asking?

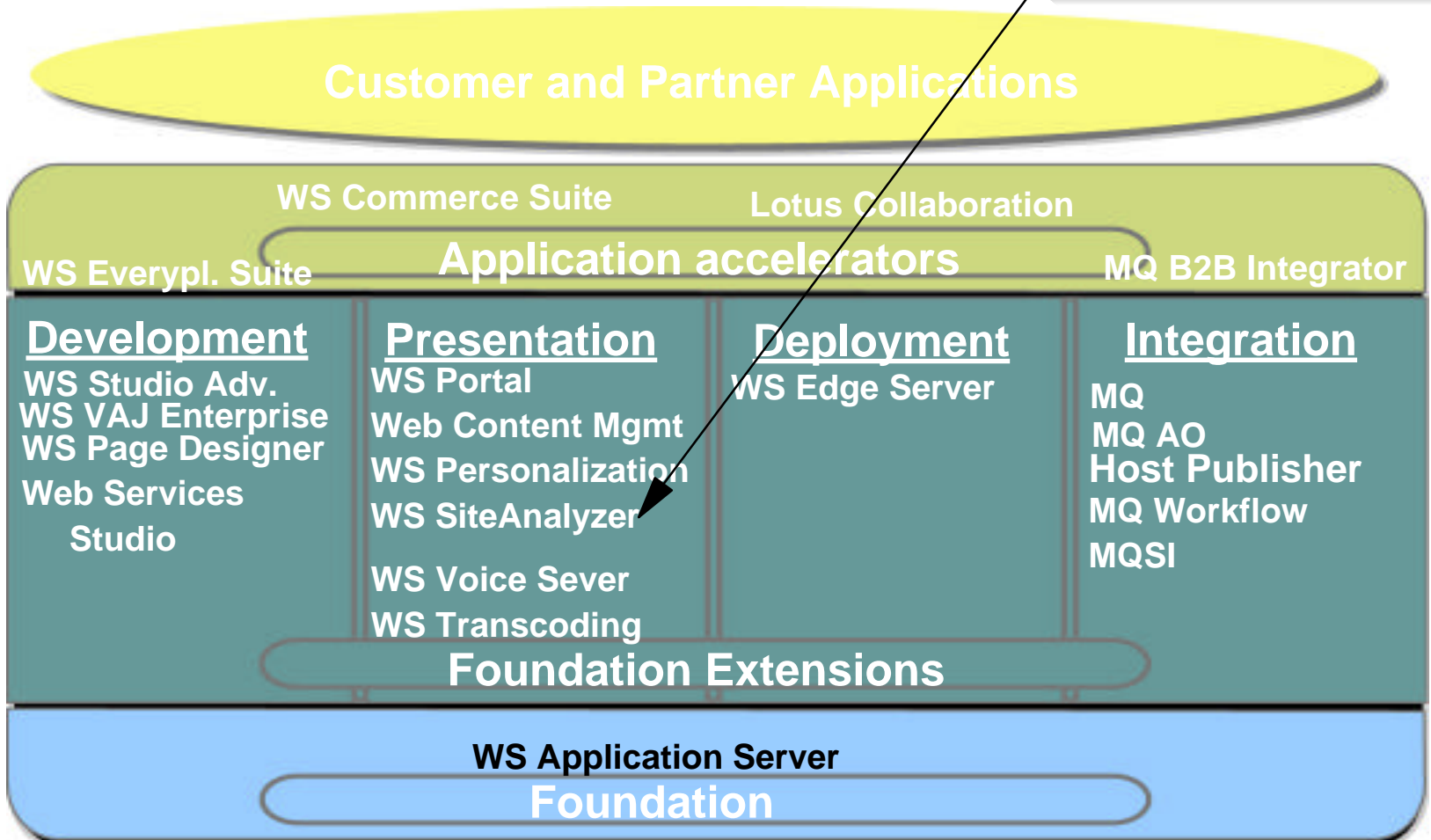
"Now that I've deployed my e-business on WebSphere's platform, how do I measure the effectiveness of my web initiatives?"





Strategic Fit - WebSphere Platform

WebSphere Site Analyzer V3.5



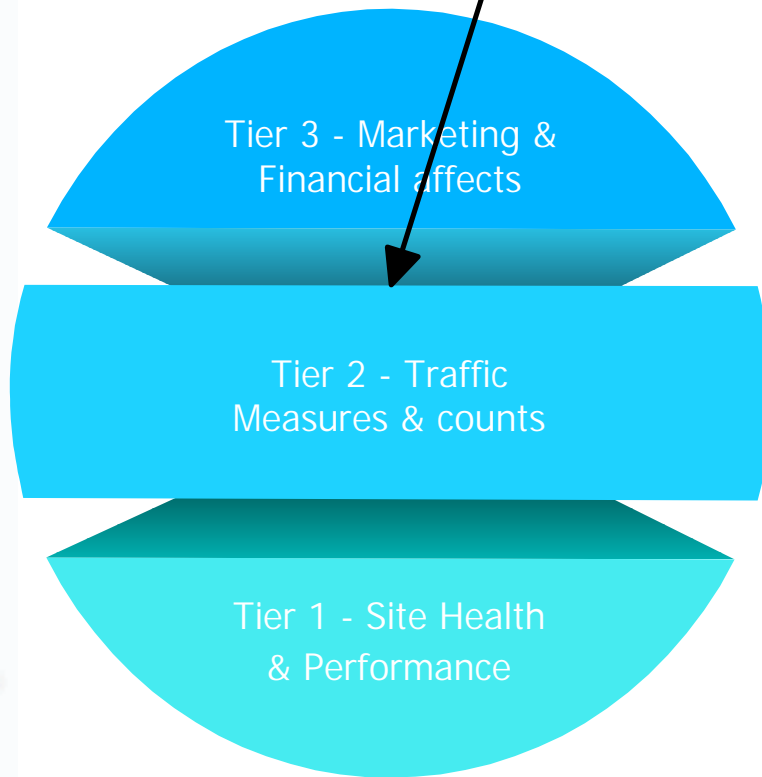
The ONLY Web Analytic product on the market designed for the WebSphere platform!



WebSphere Site Analyzer Answers Questions for Marketing, Sales, and IT Leaders



e-business



Business & Marketing Professionals

- ▶ What is the impact of my investment and who is my customer?
- ▶ Which promotions attracted the greatest number of leads -- and orders?
- ▶ Which content elements in a campaign added the most value?
- ▶ How many times did visitors review a campaign before turning into leads or making a purchase?
- ▶ What are the top-ten most requested search words?
- ▶ Which site entry points most often bring in visitors who turn into customers?
- ▶ Are there any commonalties among visitors who abandon their loaded shopping carts?
- ▶ Which pages did "Cart Abandoners" visit last?

- ▶ How many visitors came to the site last week?
- ▶ Are there any visitation trends over time?
- ▶ What paths do visitors commonly follow through the site?
- ▶ Which pages & download files are most popular?
- ▶ Which external sites bring in the most visitors?

Webmasters & I/T Specialists

- ▶ What is the content and structural integrity of the site (policy conformance of pages, broken links, page sizes)
- ▶ When was the server down?
- ▶ What's the typical response time to a page request?
- ▶ How well is the environment running?



WebSphere Site Analyzer usage across an enterprise

Page Designers, Web Artist, and Writers

- Use Site Analyzer to understand effectiveness of certain link icons, and overall personalized content



Sales/e-Commerce

- Use Site Analyzer to track effectiveness of web sales and e-commerce initiatives



Marketing

- Use Site Analyzer to track effectiveness of web initiatives such as banner advertisements and download or registration activity

1) Develop your Web site



Webmaster

- Use Site Analyzer to measure and optimize usage rate and report back to CIO and Marketing/Sales leaders

2) Deploy your site

Audience
LOB Manager
CTO/CIO
Web Master



Analyst

- Uses Site Analyzer to track Usage Profiling and behavior analysis to ensure effective customized, personalized, content delivery

3) Manage your site



CIO Officer/Team

- Use Site Analyzer to improve site flow after initial deployment
- Uses Site Analyzer to find structural problems



What is the market opportunity?

Market Forecast and Segmentation

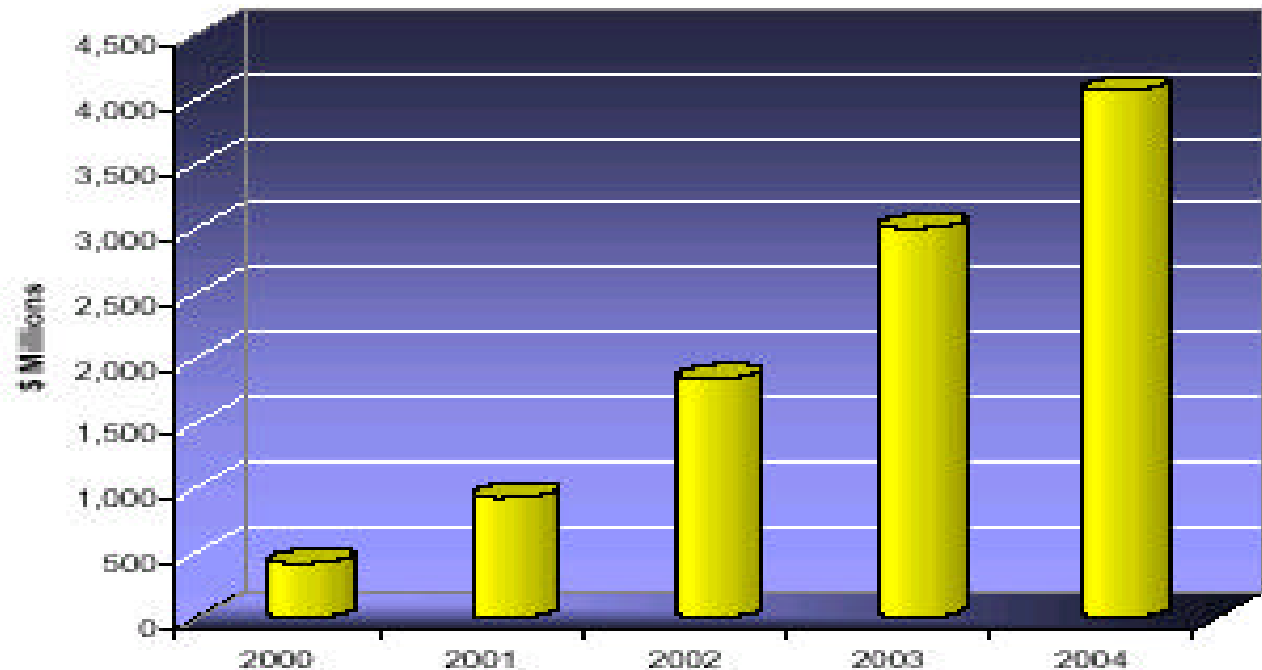
Aberdeen has analyzed the market for the three sectors of the Web analytics market: software suppliers, ASPs, and benchmarking services.

Total Web Analytics Market

In 1999, the total Web analytics market was \$141 million, and it is anticipated to grow to more than \$425 million in 2000. This investment in Web analytics represents a growth of more than \$284 million and a growth rate of more than 200%. Aberdeen projects that the market as a whole will grow to over \$4 billion in 2004 (Figure 4).

Figure 4: Projected Web Analytics Market Expenditures — 2000 to 2004

200% CAGR
2000 (\$425M) →
-2004 (\$4B)



Source: Aberdeen Group, December 2000





What Site Analyzer Delivers

- Content Analysis
- Usage Analysis
- Business Analysis
- Reporting with Wizards to Ease Admin
- Industry Leading Selection of Platforms and Group1 Language Support
- Includes DB/2 for scalable database capabilities





What Site Analyzer Delivers

■ Site Health Oriented Measurements

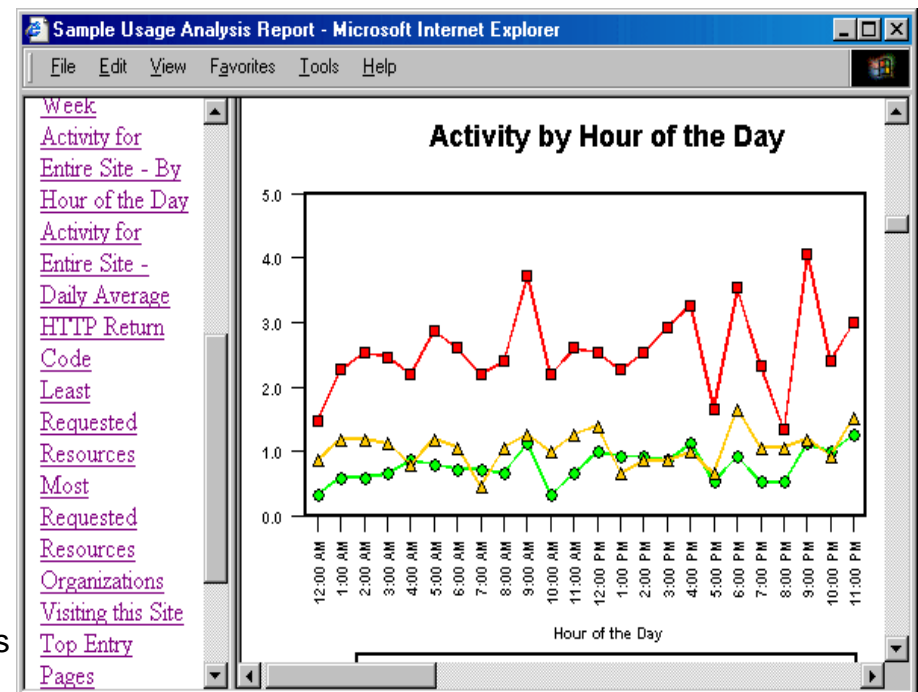
- ▶ Content analysis: Checks the policy conformance (e.g. meta tags) of the pages. Certain site-wide defined attributes should be present in the page for consistency and manageability.
- ▶ Structure analysis: Ensures that links are valid, pages are not too large or contain too many objects that may cause slow load time.

■ Traffic Oriented Measurements

- ▶ Traffic analysis: Formulates the patterns of traffic arrival in hits, page views, and visits. The information may be used to gauge the success of the business in terms of traffic volume generated.

■ Visitor and Business Oriented Measurements

- ▶ Efficacy analysis: This feature measures the effectiveness of advertisements, merchandising, and personalization. The conversion rate of each method of promotions is calculated.
- ▶ Visitor analysis: This feature characterizes visitors based on their behavior (digital gestures) while interacting with the Web site.
- ▶ Customer analysis: This feature characterizes established customers for their value and loyalty.





What is IBM WebSphere Site Analyzer 3.5?

- A Web analytic product that provides a detailed view of what is occurring on a web site
 - ▶ Information about site usage and visitor behavior
 - ▶ Information about the content and structure of the site
 - ▶ Comprehensive analysis and reporting, including charting
 - ▶ Uses a built-in DB2 database
- WebSphere Site Analyzer server supports Windows NT/2000, AIX, Solaris and Linux (Red Hat, Caldera) with client workbench support for Windows 95/98/NT/2000 and Linux.
 - ▶ Processes any platform's HTTP server logs (including OS/390, AS/400, HP-UX) via one of the supported mid-tier SA servers (NT, AIX, Solaris, Linux).
 - ▶ Translated for 10 Group 1 languages on Windows, AIX, and Solaris.
- WebSphere Site Analyzer v3.5 is now separately orderable & priced at \$10K per processor (WAS v3.x licensees as of 8/2000 may qualify for free Site Analyzer upgrade)
 - 4 CDs (Windows single-byte, Windows double-byte, AIX&Solaris, Linux)
 - ▶ WebSphere Site Analyzer was previously a no-charge feature packaged in all editions of WebSphere Application Server 3.0 (WebSphere 3.0 was made available 9/99; 3.0.2 was made available 12/99)



WebSphere Site Analyzer v3.5 Features



- **Content Analysis, to understand the site structure and integrity**
 - Performed via a Crawler which traverses URLs (handles SSL sites, 56-bit encryption)
 - ▶ Identifies missing meta tags, images, or alternate tags for completeness or policy conformance
 - ▶ Categorizes content into user-defined categories for analysis
 - ▶ Identifies pages of excessive size, identify broken links, visualize site structure
 - Handles analysis of speech enabled (VXML) pages
- **Usage Analysis, to understand what visitors do on your site**
 - ▶ Processes NCSA & IIS v4.x HTTP server web logs, WebSphere Edge Server logs, and WebSphere Commerce Suite 4.1 user traffic logs
 - ▶ Measures individual pages, including time spent and impressions
 - ▶ Counts number of visitors to site with Fast-DNS resolution, including duration of visit
 - ▶ Introduces commerce analysis, including most/least popular products viewed & added to shopping cart
 - ▶ Identifies visitor origins - search engines, advertisements, domains
 - ▶ Tracks what sections are of most interest, where people enter, where people leave; providing configurable front-end analysis filters
 - ▶ Trend reporting can help gauge site growth and plan capacity accordingly
- **Comprehensive analysis and reporting, including charting**
 - ▶ Automated scheduling capability for data transfer, analysis, reporting, and publishing of results
 - ▶ Produces static HTML and dynamic XML reports utilizing a modular reporting structure
 - ▶ Provides Lotus 1-2-3 like charting capabilities (via Lotus eSuites)
 - ▶ Built-in sample report elements, plus a facility to customize the report queries without any need for SQL
- **Uses a built-in DB2 database**
 - ▶ Produces trend reports for site activity and visitor behavior
 - ▶ Enhances scalability and creation of additional aggregates for reporting

UNDERLINED items updated in v3.5



WebSphere Site Analyzer v3.5 Architecture

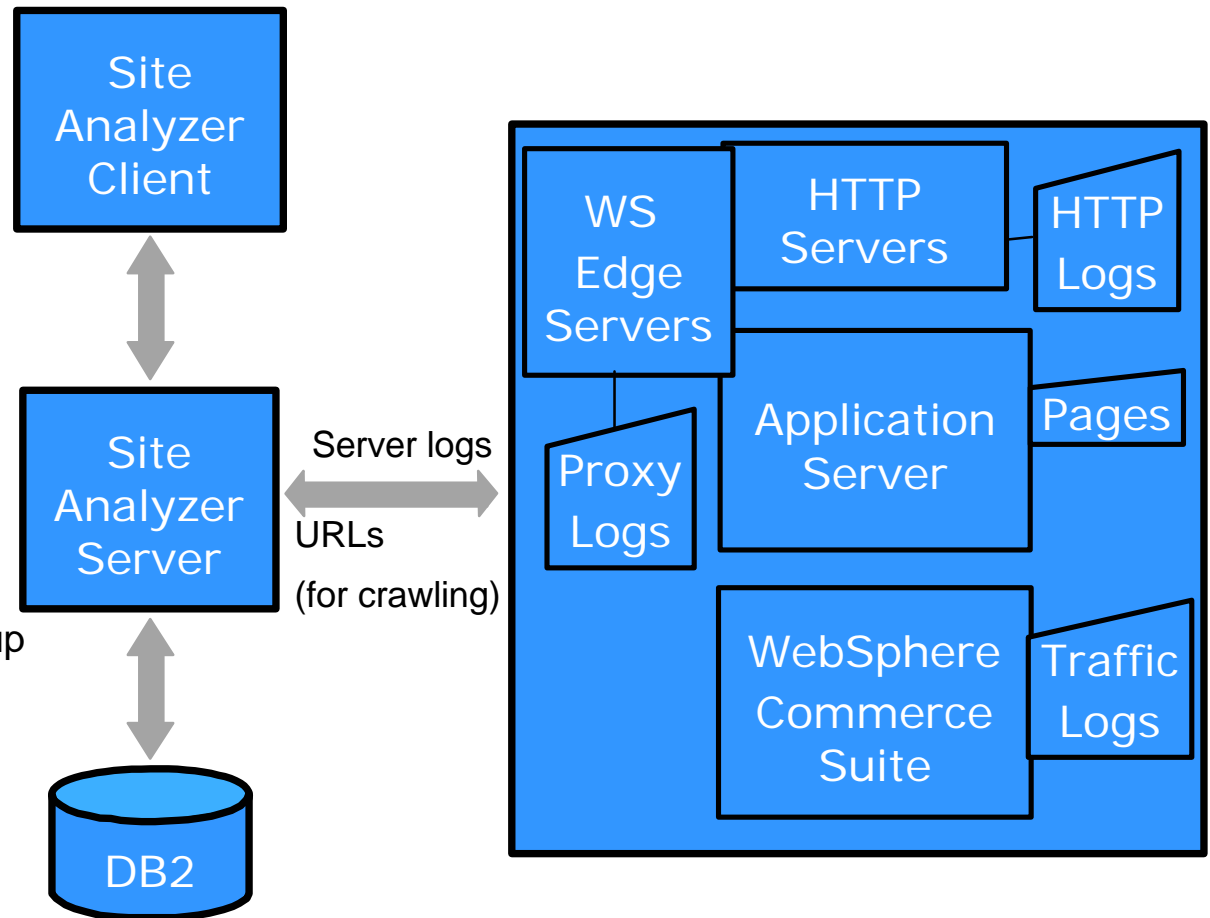
Site Analyzer uses a client/server configuration. The server portion performs content and usage analysis, and the client portion manages and displays results of these analyses.

- Client (runs on Windows, Linux):

- Analysis Setup
- Scheduling
- Reports

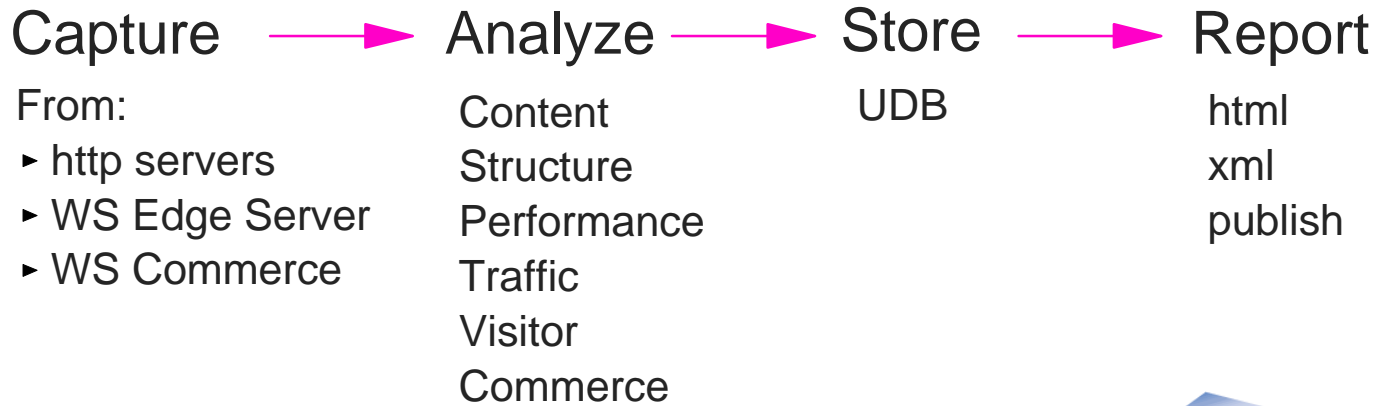
- Server (runs on AIX, Solaris,

- NT, Linux):
- Site Crawler
- Log Importer
- Sessionizer
- Reverse DNS lookup

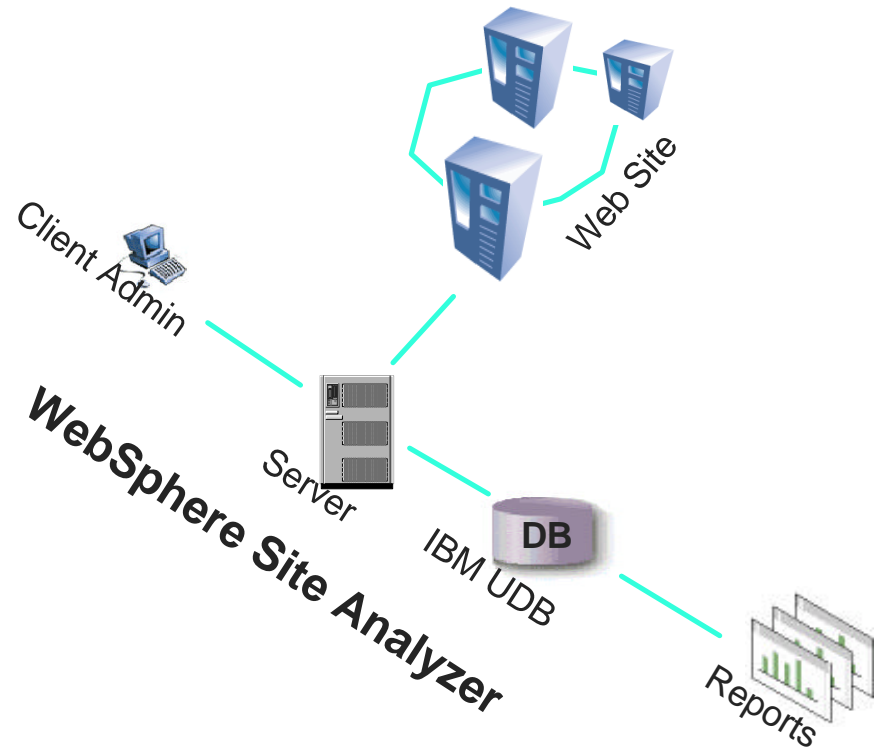




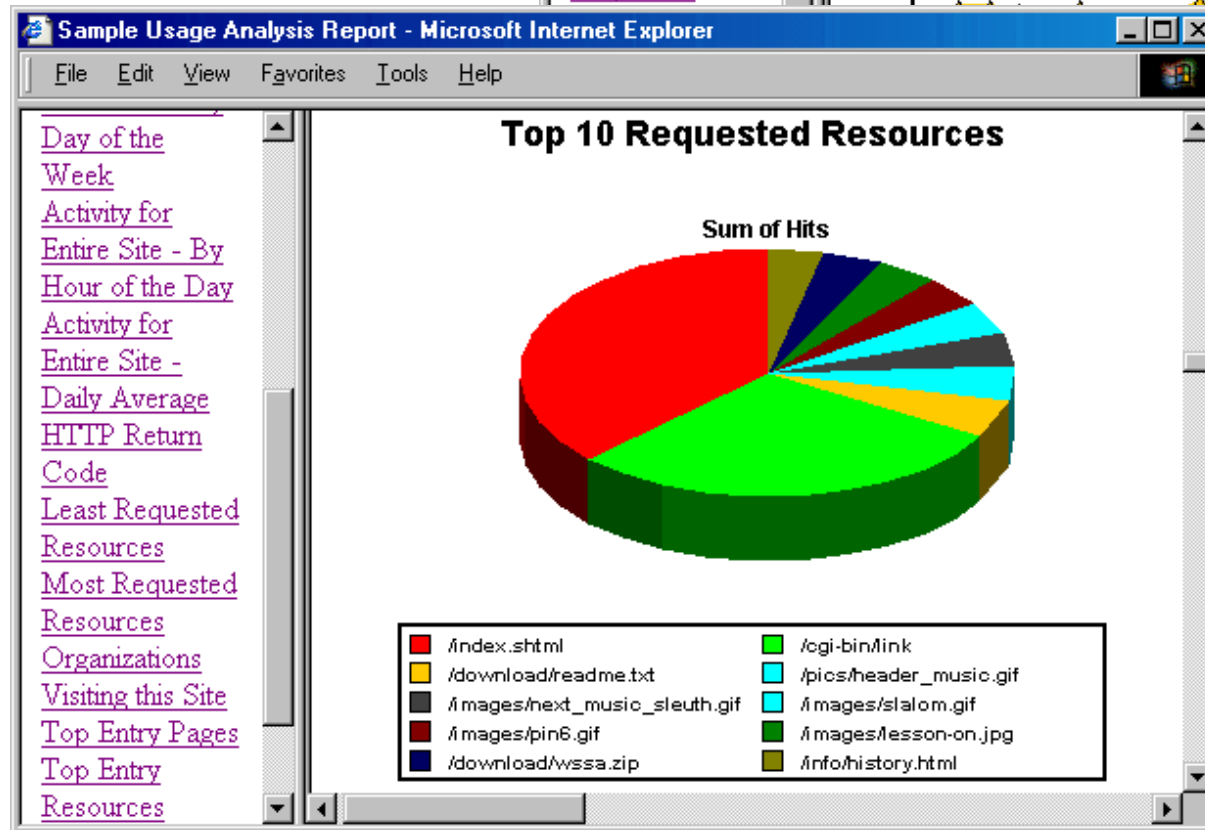
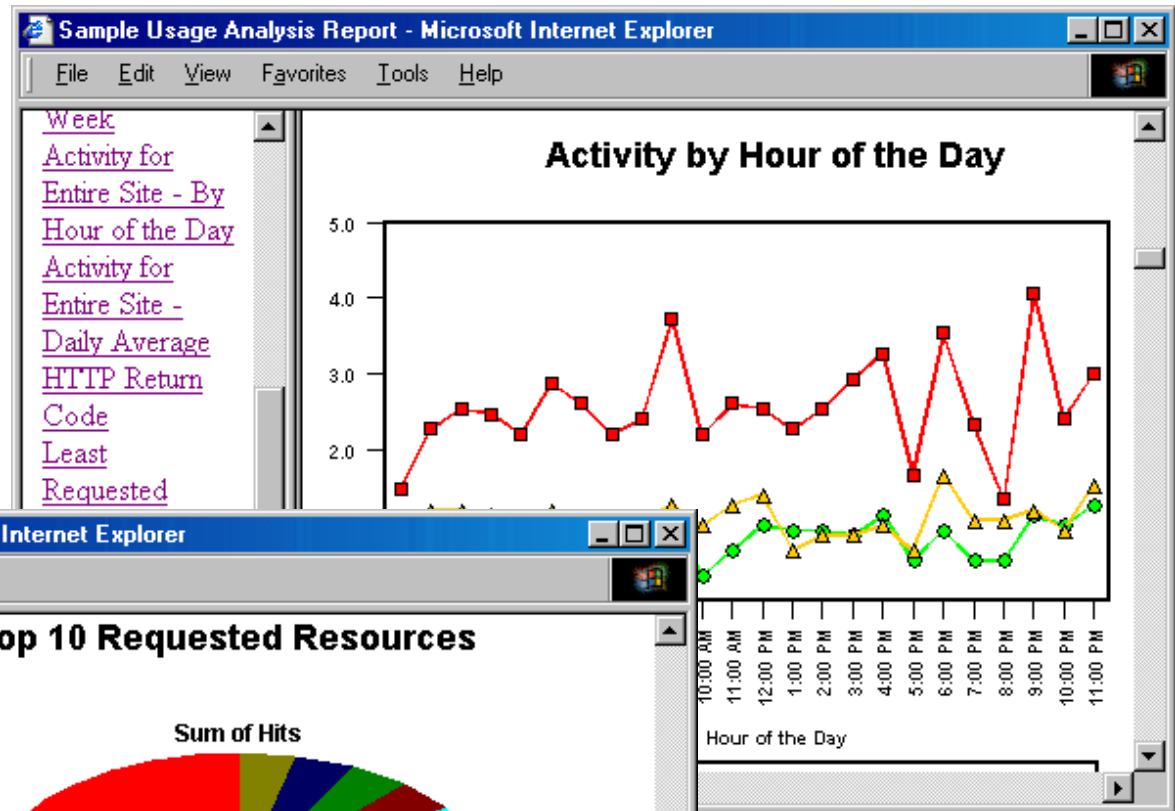
WebSphere Site Analyzer v3.5 Scope



Methods:
▶ server logs

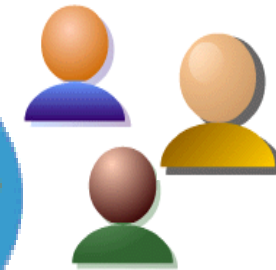
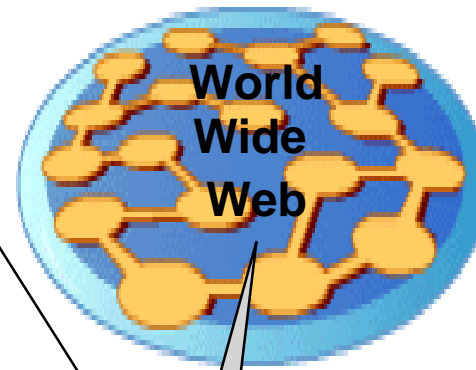


IBM WebSphere Site Analyzer Report Examples

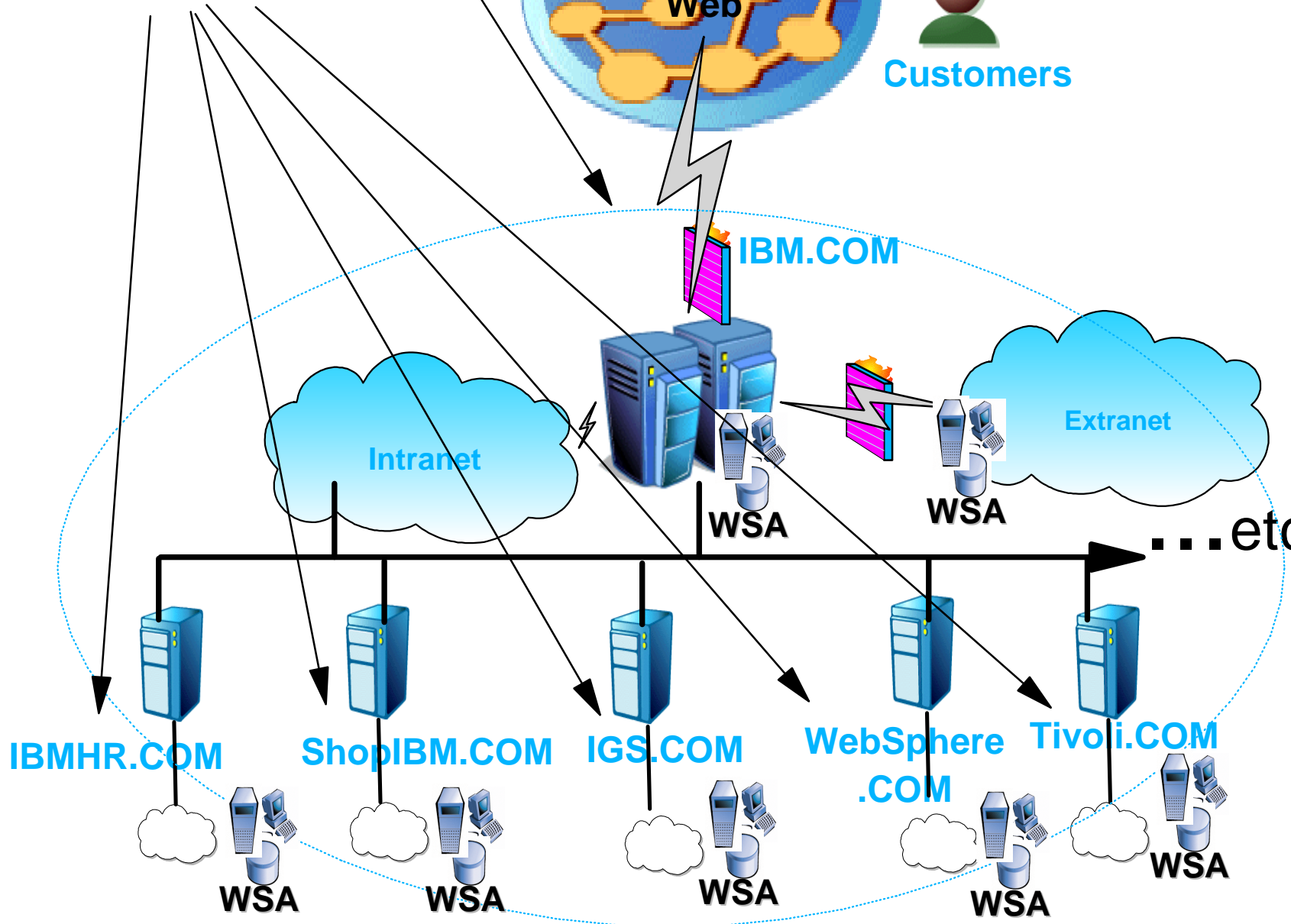


How many Site Analyzer Licenses do you need?

Sell at main domain
AND at LOB\$



Customers





How many Site Analyzer Licenses do you need?

WS Site Analyzer price: \$10,000 per processor

****We recommend customers install V3.5 on uni-processor, non-production systems****

WS Site Analyzer V3.5 is a logical extension of any WebSphere production deployment.

It should ALWAYS be sold when WebSphere Personalization, WebSphere Edge Server, or WebSphere Commerce Suite is sold.

- ▶ 2 - 3 licenses for smaller enterprise (1 for primary analytic server, 1 for back-up needs)
- ▶ 6 - 8 licenses for medium enterprise (\$60 -80K)
- ▶ 8 -12 licenses for large enterprise (\$80 - \$120K)
- ▶ 12+ licenses for very large enterprise (\$120K+)
- ▶ Recommend services offering to help get the customer up and running in medium to very large deals





Some Competitive Comparisons

IBM Confidential; Not to be shown externally	Site Analyzer V3.5	Site Analyzer V4.0	Accrue Hitlist	NetGenesis' NetAnalysis	WebTrends NetIQ Commerce Trends
Product Price	\$10,000/ processor (Includes DB/2)	(targeted for 2Q01) Price: 10K/processor -or- TBD (UDB and Oracle supt..)	Starts @ \$15,000 per server + \$15K per http server managed (No DB)	\$75K-100K avg configuration-pricing varies and requires NetGenesis to size each account (No DB)	Starts @ \$30,000 and scales up per servers managed (\$5000 per addtn srvs) (No DB)
Company Size and Founded Date			62 - 1996	160 - 1994	163 - 1993
FEATURES & Functions					
Platforms (DBs)	NT, Solaris, AIX, Linux (DB2 UDB) NLS Grp 1	NT, AIX, Solaris, Linux (DB2 UDB,Oracle) NLS Grp 1	NT , Solaris (DB2 UDB, Oracle, MSSQL Srv)	NT, Solaris,AIX (MS SQL srv, Oracle)	NT/98/2000 (MS SQL srv, Oracle)
Product Popularity/Shopping Cart WS Commerce Support	✓ for WCS	✓ for WCS	✗	✗	✓ for WCS
Conversion rates, browsers to buyers	✗	✓ for WCS	✗	✗	✓ for WCS
Campaign effectiveness	✓	✓	✓	✓	✓
Customer Segmentation (loyalty)	✗	✓ for WCS	✗	✓	✓
Analyze WS Edge Server logs	✓	✓	✗	✗	✗
Top Ten Visitors & # of Visitors	✓	✓	✓	✓	✓
Analyze WS voice enabled sites	✓	✓	✗	✗	✗
Site Health (broken links, perf, etc)	✓	✓	✗	✓	✗
Reports	✓ 100+ combos	✓ 100+ combos	✓ 80+	✓ 150+	✓ 170+
Analyze dynamic pages (app srvs)	✗	✓ for WAS	✗ for WAS	✗ for WAS	✗ for WAS
WebBased User Interface w/ secur	✗	✓	✗	✗	✗
Integrates w/ WS Personalization	✗	✓	✗	✗	✗
Open, common Webmart Schema for ISVs to develop vertical analytic solutions specific to their pains	✗	✓	✗	✗	✗



Key WebSphere Site Analyzer resources

For externally available information check out:

<http://www.ibm.com/software/webservers/siteanalyzer/>

For internal sales kit WebSphere Site Analyzer information, check out:

<http://w3.software.ibm.com/sales/aim/prod/websa/>

For internal business partner information (SMI database), check out:

<http://swpi.boulder.ibm.com/smi.nsf/docs-us/ibmwebspheresiteanalyzerversion3.5productoverview>

For further questions feel free to contact our team below.

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Jim Roberson	599-3930	1-954-938-3930	Jim Roberson/Fort Lauderdale/IBM@IBMUS	WW Focal Pt., AP Sales
Pete Miller	543-3365	1-516-349-3365	Pete Miller/Jericho/IBM@IBMUS	Americas Sales
Jay Zeltzer	243-2658	1-212-745-2658	Jay A Zeltzer/New York/IBM@IBMUS	EMEA
Ken Perry	444-0998	1-919-254-0998	Kenneth Perry/Raleigh/IBM@IBMUS	Product Mktng Manager
Tom Hartrick	444-7027	1-919-254-7027	Tom Hartrick/Raleigh/IBM@IBMUS	Dev. Release Manager
Mark Hunsinger	441-1249	1-919-543-1249	Mark Hunsinger/Raleigh/IBM@IBMUS	Dev. Mgr, Bus. Partners
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WebSphere Site Analyzer system reqs (part 1)

- Site Analyzer uses a client/server configuration. The server portion performs content and usage analysis and the client portion displays results of these analyses. The client, server, and database portions can be installed on one machine (Personal Configuration) or on multiple machines (Workgroup Configuration). In the Workgroup Configuration, one machine is the server, and one or more other machines are the clients.
- Note: If you plan to perform usage analysis, you need access to your HTTP server's log files. In addition, you might need to reconfigure the HTTP server logs in order for Site Analyzer to process them correctly (see product doc, speaker notes).

■ Site Analyzer Server requirements

- For Windows:
 - CPU: Intel Pentium 233 MHz or equivalent
 - Support for a communications adapter
 - CD-ROM drive
 - SVGA or better display resolution
 - Mouse or pointing device and keyboard
 - Memory requirements: 128 MB Minimum, 256 MB Recommended
 - Disk space requirements: 75 MB

- For Sun Solaris:
 - Support for TCP/IP and a adapter
 - Disk space requirements: 75 MB
 - CD-ROM drive
 - Memory requirements: 128 MB Minimum, 256 MB Recommended

For AIX:

- RS/6000 or RS/6000 SP
- Support for appropriate network interface
- Disk space requirements: 75 MB
- CD-ROM drive
- Memory requirements: 128 MB Minimum, 256 MB Recommended

For Linux:

- Support for appropriate network interface
- Disk space requirements: 90 MB
- CD-ROM drive
- Memory requirements: Minimum 128 MB physical and swap, 256 MB Recommended

- Note: When running a usage analysis, additional system memory and hard disk space may be required depending on the size of the log files being analyzed. Also, the Getting Started and Setup info provided with v3.5 has complete req descriptions.





WebSphere Site Analyzer system reqs (part 2)

■ Server Operating system requirements:

- Windows NT Workstation/Server V4.0 with Service Pack 3
- or
- later
- Windows 2000 Professional, Server, or Advanced Server
- Sun Solaris Version 2.6 or later with fixpack 10 (see <http://www.sun.com>) and with a Motif windowing system
- AIX Version 4.3.3 or later with a Motif windowing system
- Linux Red Hat Version 6.1 and 6.2 with X windows
- pdksh
- libstdc++ Version 2.8
- libstdc++ Version 2.9
- Linux Caldera Version 2.3 with X windows
- pdksh
- libstdc++ Version 2.8
- libstdc++ Version 2.9
-

■ Web browser (One of the following Web browsers):

- NetScape Navigator Version 4.07 or later
- NetScape Communicator Version 4.51 or later
- Microsoft Internet Explorer Version 4.01, Service Pack 1 or later
-

■ Database requirements:

- IBM DB2 Universal Database Version 6.1 with fixpack 4 or a later version. If you do not have a copy of DB2, you can install the limited-function version provided with Site Analyzer.
- Disk space requirements: 50 MB for storage of future databases; or a total of 120 MB for the limited-function version of DB2 and storage of future databases .

■ Client Requirements:

- For Windows:
 - CPU: Intel Pentium 233 MHz or equivalent
 - Support for a communications adapter
 - CD-ROM drive
 - SVGA or better display resolution
 - Mouse or pointing device and keyboard
 - Memory requirements: 128 MB Minimum, 256 MB Rec'd
 - Disk space requirements: 75 MB
- For Linux:
 - Support for appropriate network interface
 - Disk space requirements: 75 MB
 - CD-ROM drive
 - Memory requirements: 128 MB Minimum, 256 MB Rec'd
-

■ Client Operating system requirements:

- Windows NT Workstation or Server Version 4.0 with Service Pack 3 or later
- Windows 95
- Windows 98
- Windows 2000 Professional, Server, or Advanced Server
- Linux Red Hat Version 6.1 and 6.2 with X windows
- Linux Caldera Version 2.3 with X windows





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Common Site Analyzer Questions

- Is DB2 required? For V3.5, yes, however a limited licence of DB2 is shipped with SA product?
- Can I get to the data in DB2? What is the data format? schema not published. It will be in V4.0, due out in mid 2001
- When will you have Oracle DB support? Oracle support will be provided in our next release, V4.0.
- How does Site Analyzer complement WS Personalization? It provides metrics of visitor experience before and after deployment of a personalization solution. This allows business leaders to measure the effects of whether web initiatives are driving traffic and stickiness to their site.
- Will there be a price increase between V3.5 and V4.0? Most likely.
- How does WebSphere Site Analyzer compare to Tivoli Web Services Analyzer? They have similar functionality, but WS Site Analyzer is integrated with the WebSphere platform, so it supports WebSphere production environments better. TWSA does not, nor will it integrate with the WebSphere platform. Future positioning will have TWSA replaced by WebSphere Site Analyzer.
- What Services are available to help customers learn, deploy, and customize reports if they need help getting up and running? Services will be discussed by our AIM and IGS leaders following this discussion.





IBM Services for WebSphere Site Analyzer

Nigel Linfield
Mike Petrovic
Ken Polleck

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Agenda

- ★ *Why Selling WebSphere Services Makes Sense?*
- ★ *Services for WebSphere Site Analyzer*
- ★ *US WebSphere Practice*
- ★ *US AIM Services Practice*
- ★ *How To Engage IBM Global Services*





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Why Selling WebSphere Services Makes Sense?

- *Below are some facts that were extracted from the:*
- **IT SMA, 1998 Benchmarking Study on Services Marketing Practices.**
- *They help to reinforce the requirement for selling SW services. The study found that some of the major reasons for selling services were:*
 - ▶ **Support the sale of product**
 - ▶ **Ensure customer satisfaction, loyalty and a positive image**
 - ▶ **Provide product differentiation**
- **94% of companies surveyed stated that Professional Services, "Pull-Through" additional product revenue.**

IBM



Services for WebSphere Site Analyzer

- WebSphere Services Specialist at Customers site:
 - ▶ Planning, Installation and Architecture Review
 - ▶ Installation and Implementation
 - ▶ Analysis assistance of Site Analyzer output
- Customizable
- Platforms:
 - ▶ Sun Solaris
 - ▶ AIX
 - ▶ HP-UX
 - ▶ Windows NT
 - ▶ Windows 2000





Services for WebSphere Site Analyzer (*continued*)

- Transfer knowledge by training customers staff
 - ▶ Basic skills instruction for:
 - ▶ Persons responsible for:
 - supporting
 - maintaining
 - administering
 - ▶ Installed WebSphere Site Analyzer environment
- Proof of Concept



US IGS/ITS WebSphere National Practice



e-business



■ National Practice

▶ Infrastructure Consultants

- focusing on the underlying infrastructure and components to support a WebSphere implementation
- not responsible for developing WebSphere applications

▶ Broad range of skills

- networking, performance, scalability, availability, security,

▶ Broad range of Products

- Operating Systems, Databases, HTTP, Java, WebSphere

▶ Geographically located

- minimize traveling, maximize coverage

■ Increasing Capabilities

▶ Now

- WebSphere Application Server Advanced Edition
- WebSphere Commerce Suite
- WebSphere Edge Server
- WebSphere Payment Manager
- WebSphere Site Analyzer

▶ Soon

- WebSphere Personalization
- WebSphere Transcoding Publisher

▶ Future

- More WebSphere services

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes through them.



AIM Services

Lab-Based AIM Services is missioned to complement IGS, Partners', and Customers' e-business Development / Deployment Teams using WebSphere technologies...

- Focus is to provide in-depth skills to mentor client teams
- As stated by Mark Elliott, GM, IGS and Dan Lautenbach, VP, Worldwide Software Sales...
 - ▶ "Increasingly, clients are demanding responsive, integrated solutions to help them address their business challenges. This requires integrated responses from IBM, but in particular from SWG and IGS. Experience has shown that when we work together as a team, there is no one in the industry who can beat us."
- AIM Services' consultants have...
 - ▶ Broad architectural knowledge
 - ▶ Deep technical skills
 - ▶ Access to and direct relationships with lab development teams
- ...to ensure clients' success in using IBM Application & Integration Middleware products.

AIM Services Lead

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