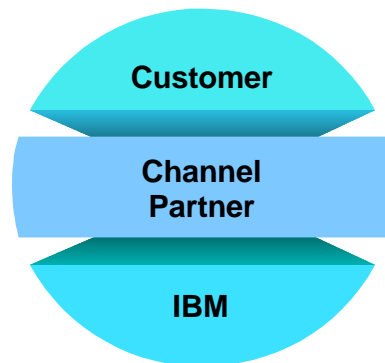


The Websphere Solution Portfolio:

Overview for Business Partners



John P Smith

Websphere Channels Marketing

March 2001

Overview

- IBM has a comprehensive and successful Application & Integration Middleware (AIM) portfolio participating in a very attractive market
- The Websphere e-business platform (announced 6/00) positions the portfolio as a complete e-business application infrastructure
 - Major Differentiator
- Our product packaging and marketing strategy continues to evolve in response to market trends

2001 = Transition **FROM:** Point Products

TO : Groups of synergistic products

--> **Technical Offerings & Business Solutions**

Immediate Benefits:

- Simplified portfolio focusing on key customer requirements
- Attractive pricing
- Focused value propositions, communications, support etc
- Foundations for repeatable partner engagements
- Further differentiation
- Facilitate entry into new market spaces

Direction: - Higher levels of Point Product integration
- New technology delivery & integration

Agenda

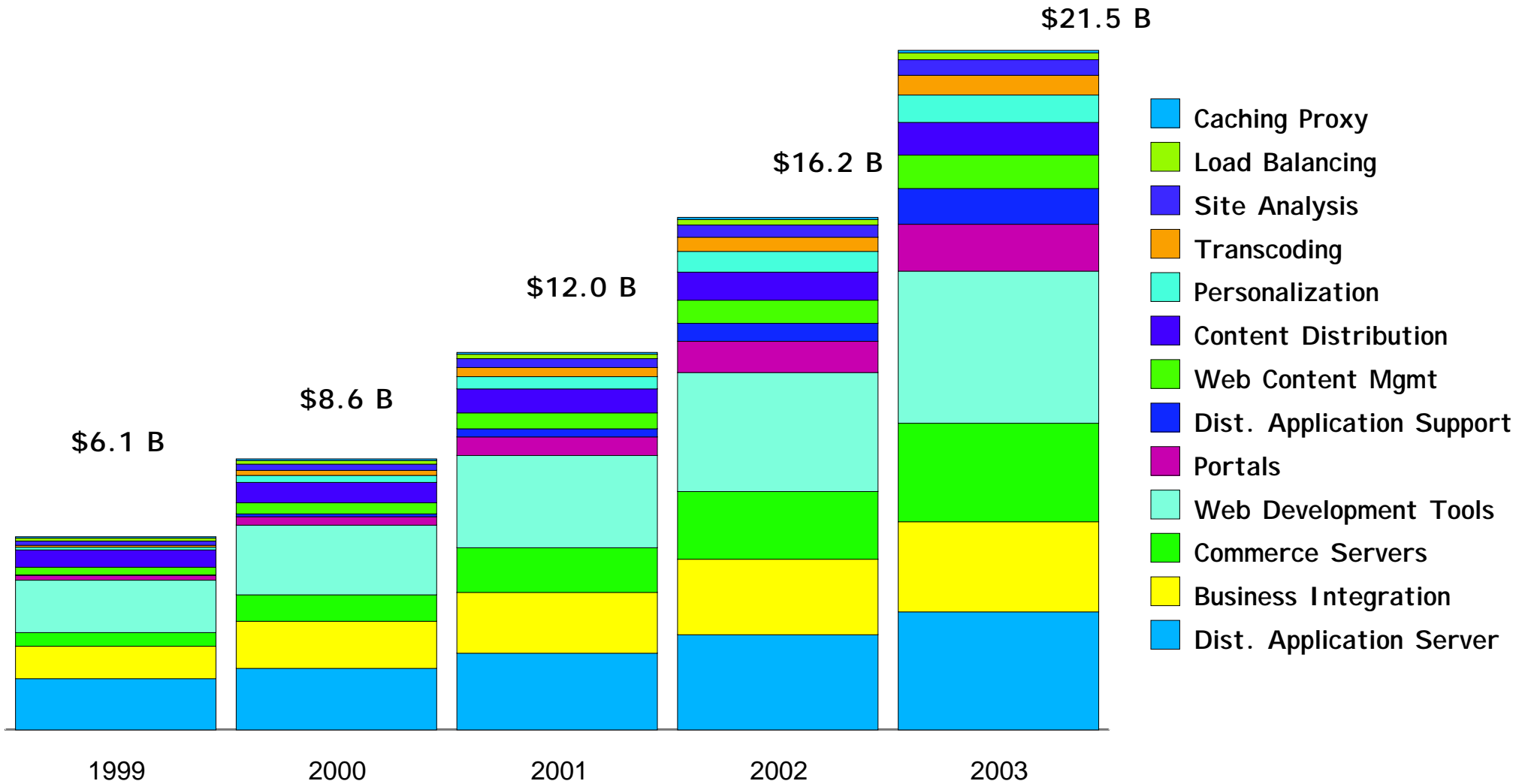
*1. The Application & Integration Middleware
(AIM) Opportunity*

2. The Changing IT Landscape

3. IBM's Response

- Websphere e-business platform*
- Technical Offerings & Business Solutions*

1. e-Business Software Opportunity by AIM product category



2. The Changing IT Landscape.....

Increased competition, skill shortages and the emergence of e-business are driving important IT changes for traditional companies.

- **Speed** has become a fundamental requirement for all IT projects - especially e-business - as companies seek first mover advantage and defend potential competitive preemption..
- **Integration** is a large ongoing issue for companies with heteroegenous legacy systems compounded by the integration requirements of new e-business initiatives.
- **Solution selection increasingly influenced by:**
 - Access to skills & solution sustainability
 - ▶ increased dependency on alternative sources (partner community; outsourcing)
 - ▶ packaged applications
 - ▶ recognized defacto standards
 - Ease of use, service requirements (Vs technology feature benefits)
- **Third party channels** are increasingly important in influencing traditional customer technology selection and supporting its deployment in all segments.

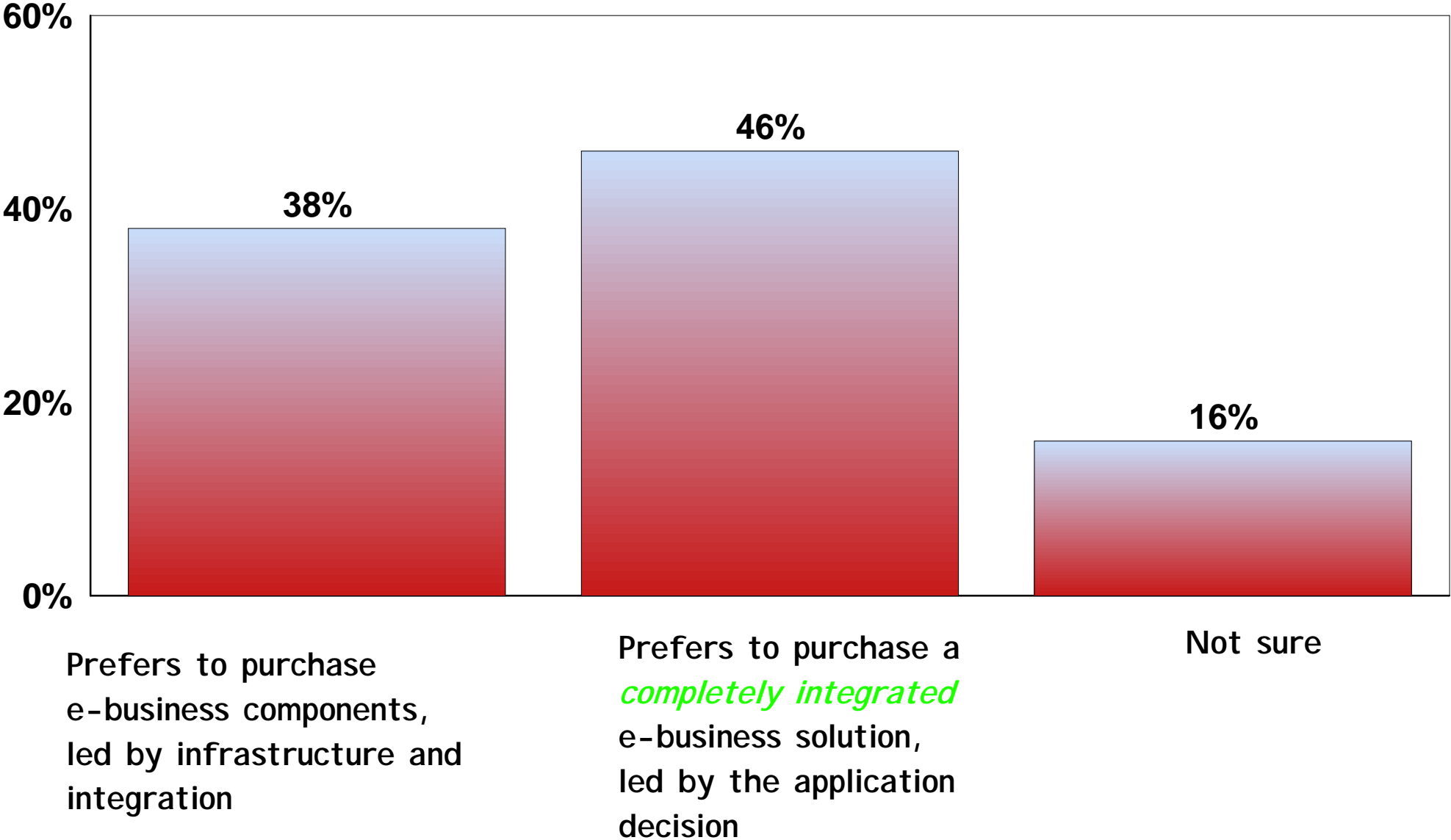
*End User Customer Buying Characteristics**

-----Enterprise Size -----

	Large	Medium	Small
Application "Format"	Shift to (adapted) Packaged Apps (Vs RYO)	Packaged applications predominate Many use industry specialized apps	Packaged applications predominate Many use industry specialized applications
Key Criteria	Integration with legacy systems, including ERP Leverage of existing IT skills On-going serviceability	Compatibility with existing systems: 1.NT; 2 Oracle Ease of use; Cost; Infrastructure entry pt	Compatibility with existing systems: 1. NT; 2 Oracle. Ease of use; Cost
Channels Used	Direct & indirect E-business & functional apps frequently from indirect	Indirect channels dominate	Indirect channels dominate
Decision Maker	IT department along with LOB LOB mostly involved in functional apps not MW	IT leader with LOB	LOB - small companies generally don't have large IT department. Frequently defer to Solution providers.

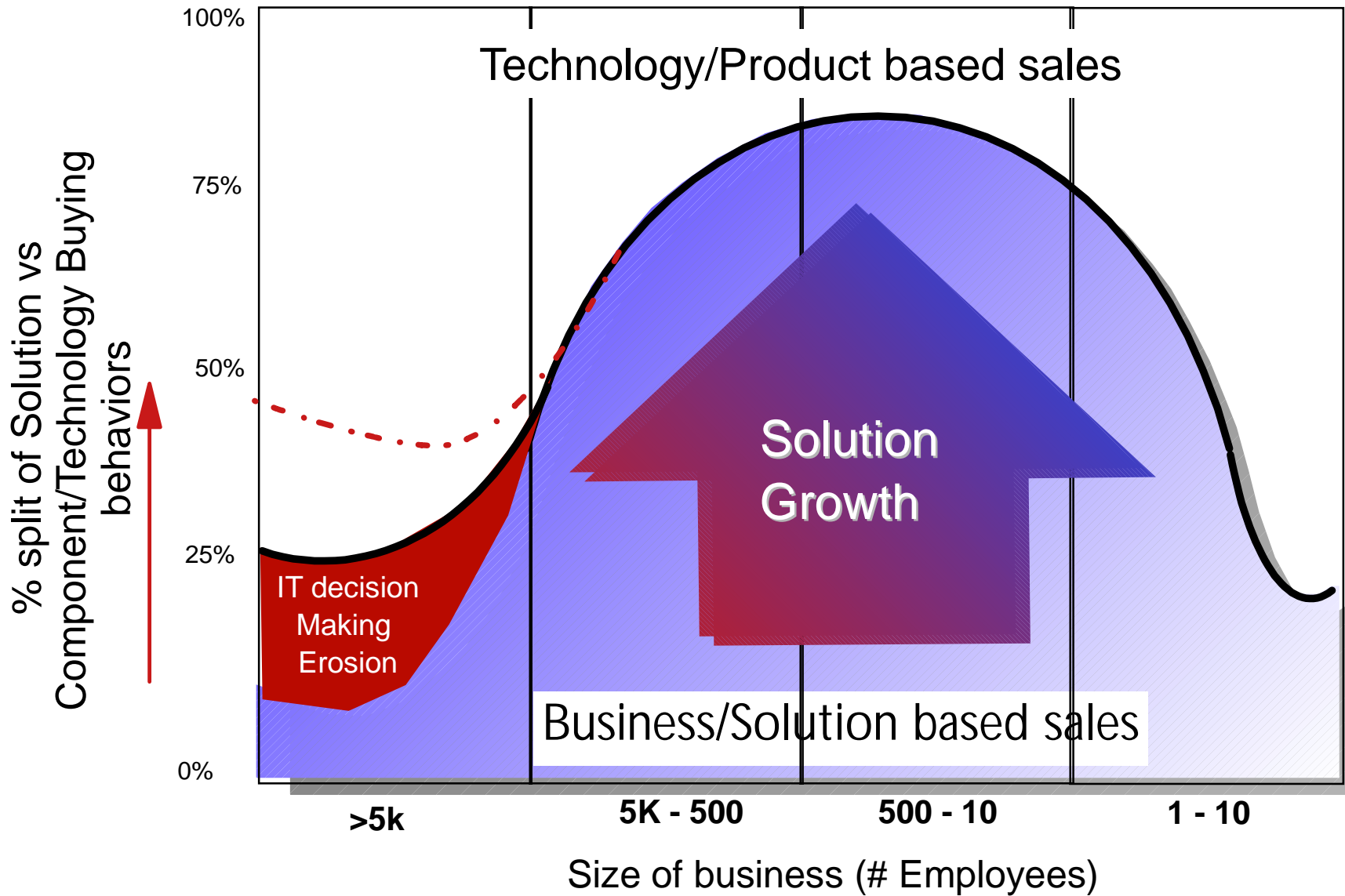
****IBM survey of companies with business models based primarily on "bricks & mortar". (includes companies that have added web-based units as an adjunct)***

e-Business Solutions Approach



Survey of 400+ infrastructure software purchase influencers in mid - large enterprises in US & EMEA

Growth in solution influenced sales



IBM's Response

1. Position our (AI M) portfolio as a coherent e-business infrastructure

Websphere e-business software platform announced 6/00

- Major Differentiator

2. Simplify & Focus the Portfolio

Transition:

FROM: point products

e.g. Websphere Applcn Server; MQSeries; Visual Age for Java; etc

TO: synergistic groupings of products that address key
technical & business needs

➤ Technical offerings

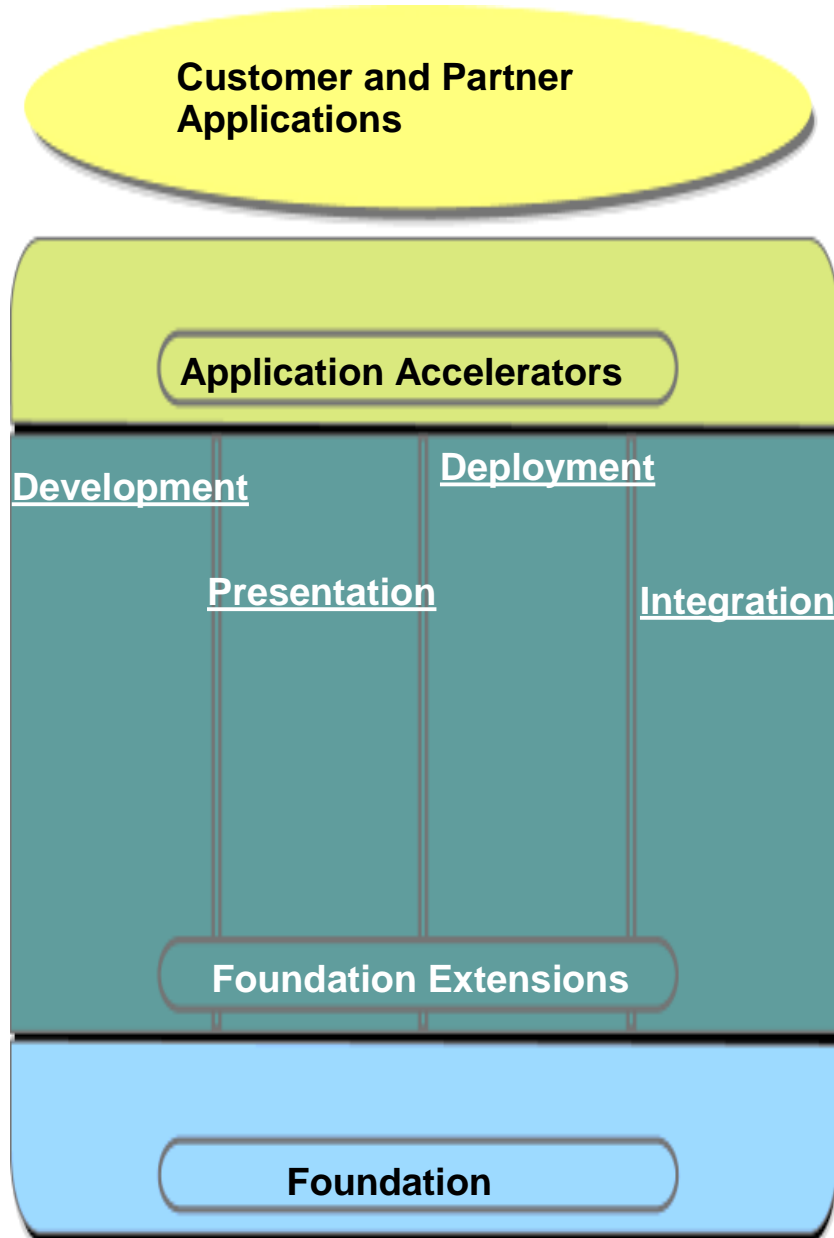
e.g. mobile user support; performance ; personalization; etc.

➤ Business Solutions

e.g. customer relationship mgmt; supply chain mgmt; etc

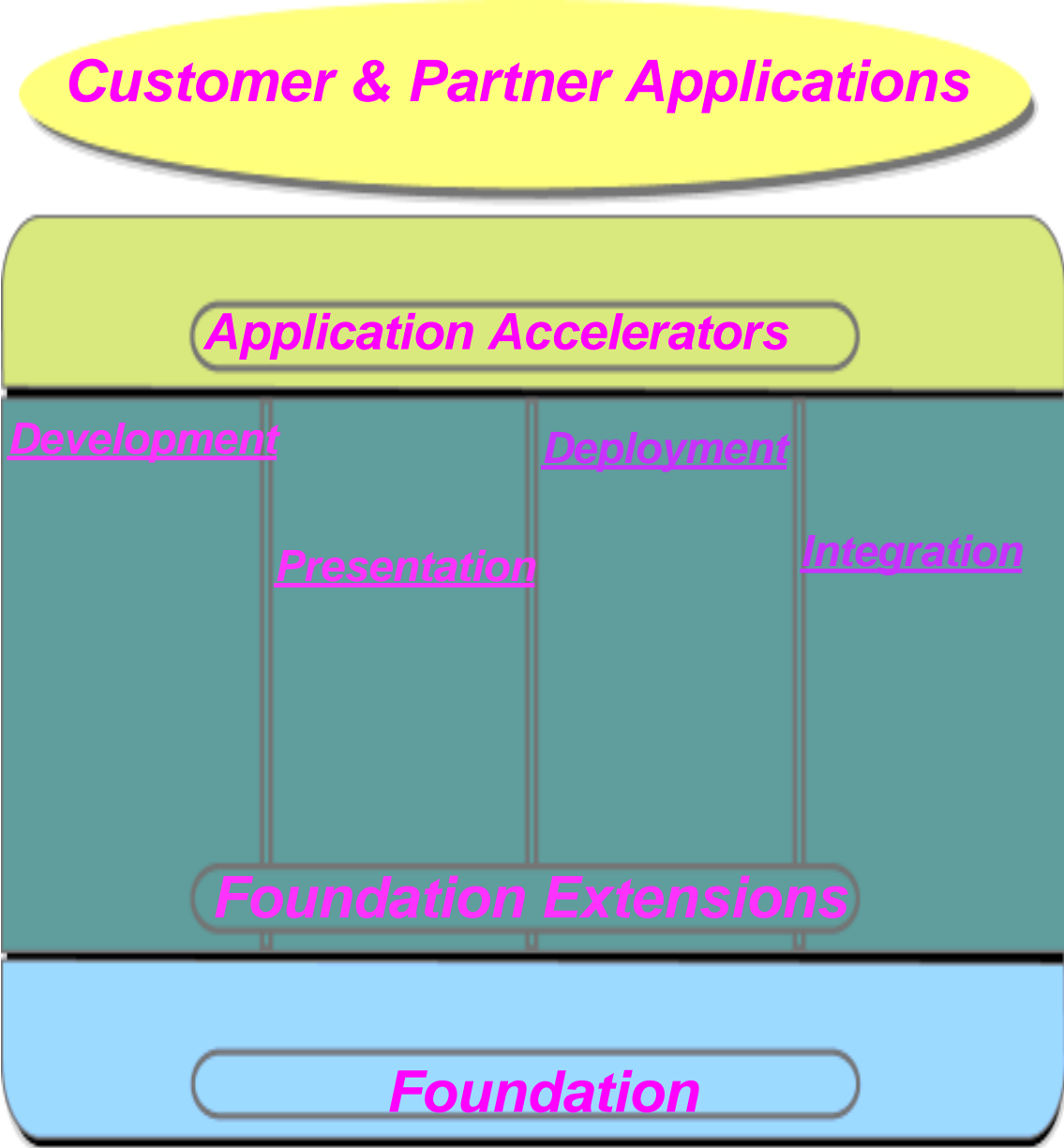
3.1 AIM Portfolio Positioning

*Websphere e-business platform: 6/00 announcement
Recap.....*



- Robust, integrated platform supporting development & deployment of full spectrum of e-business application requirements as well as existing applications.
- Flexible, highly scalable, standards based environment that leverages current information assets & skills
- Ability to add functionality & leading technologies as business needs change
- Target audience: New and existing businesses
- Single supplier:
 - proven, integrated products
 - IBM pedigree in OLTP

Websphere Platform Functional Overview: 4 x distinct layers...



**Customer build / re-use
and/or
Partner Apps (inc 9,000 ISVs)**

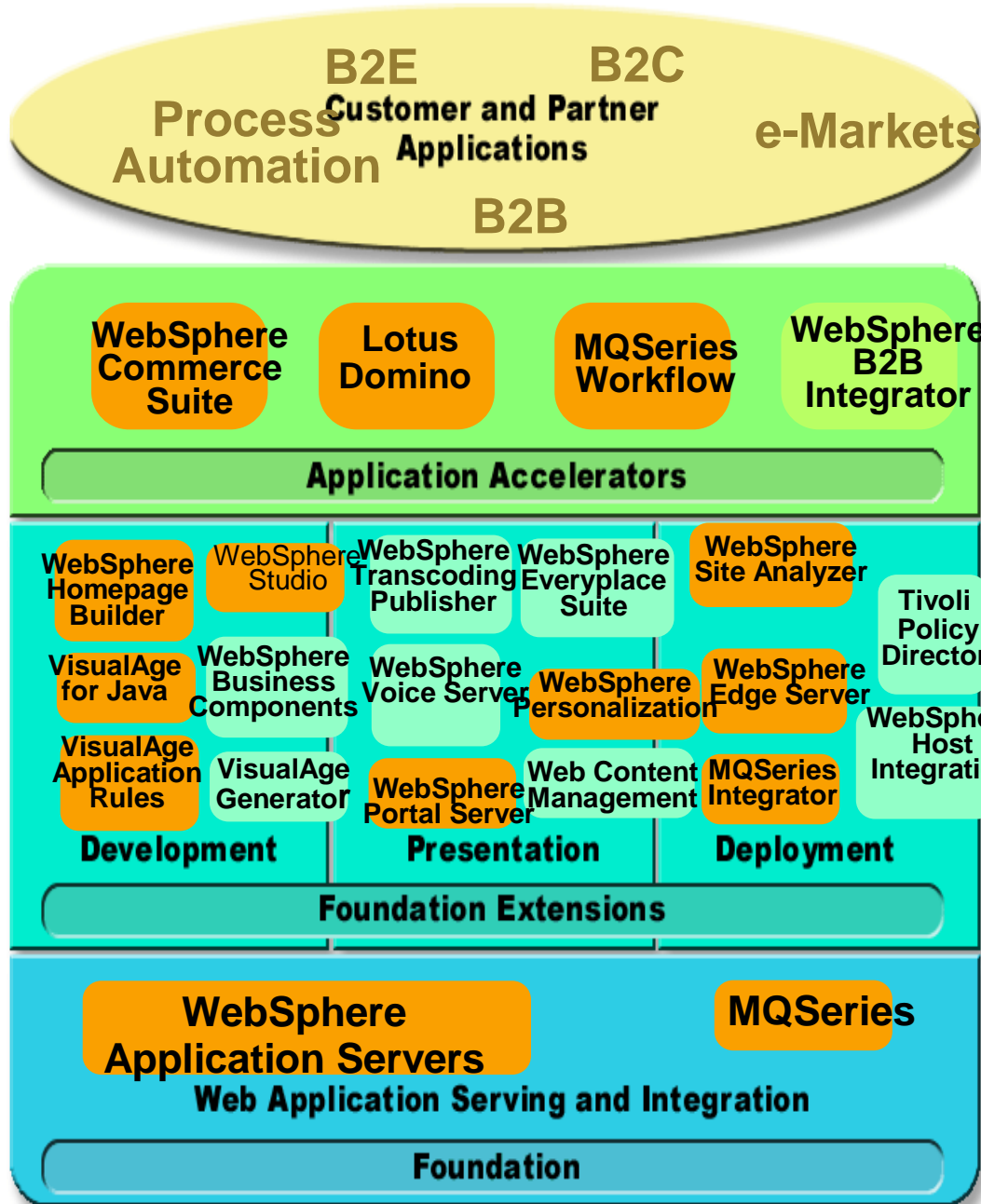
**Support emerging applicn types &
business models e.g. collaboration;
B2B; process mgmt; ecommerce**

**Functional Support for 4 x distinct
technical audiences:**

- Developers
- Webmasters
- Infrastructure mgrs
- Technology mgrs

The essential e-bus functions

Typical Usage Scenario.....



Customer Service applicn



products used to support applicn development & deployment

Channel / User:

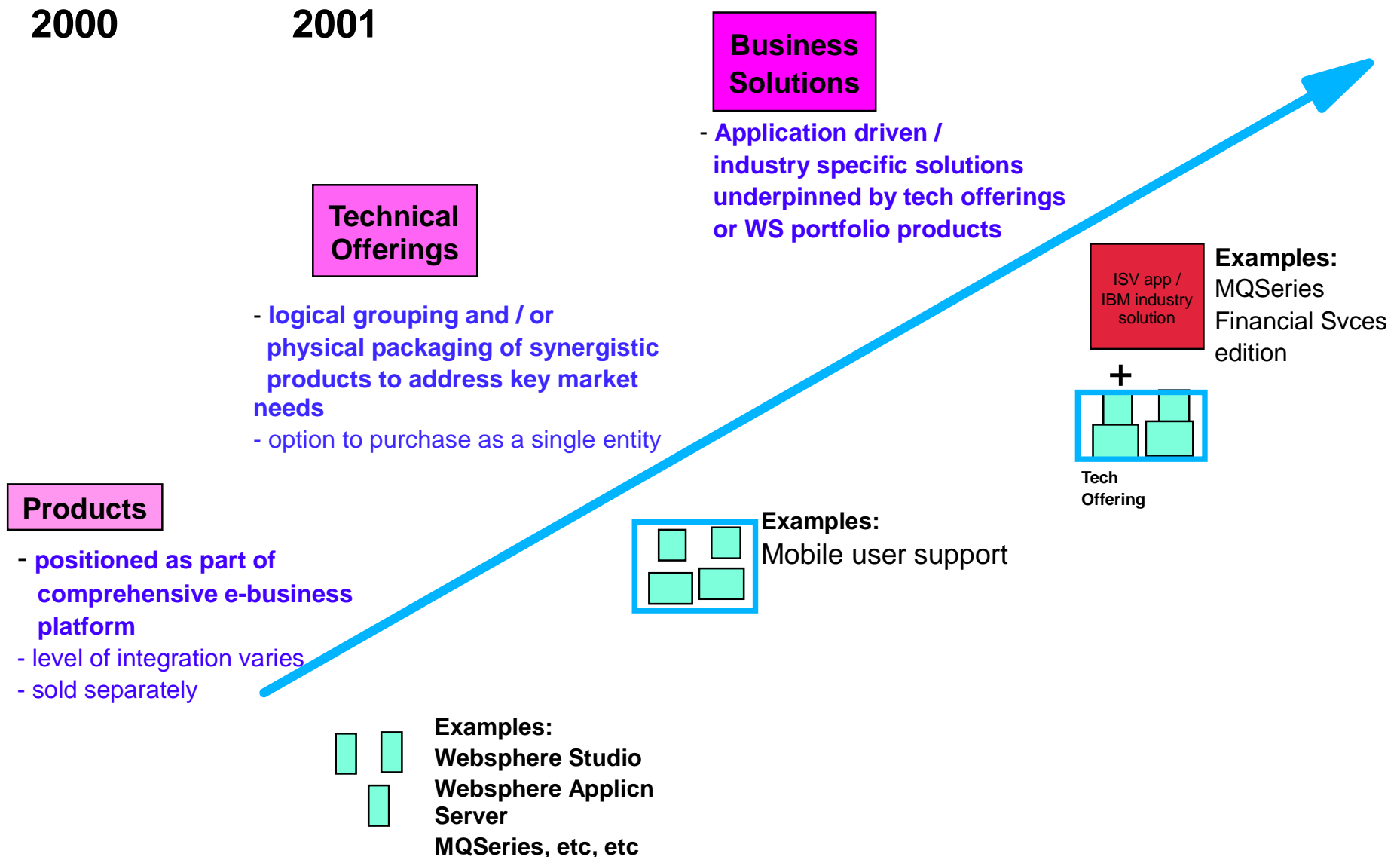
1. translates application functional requirements

---> product selection

2. provides "point product integration"

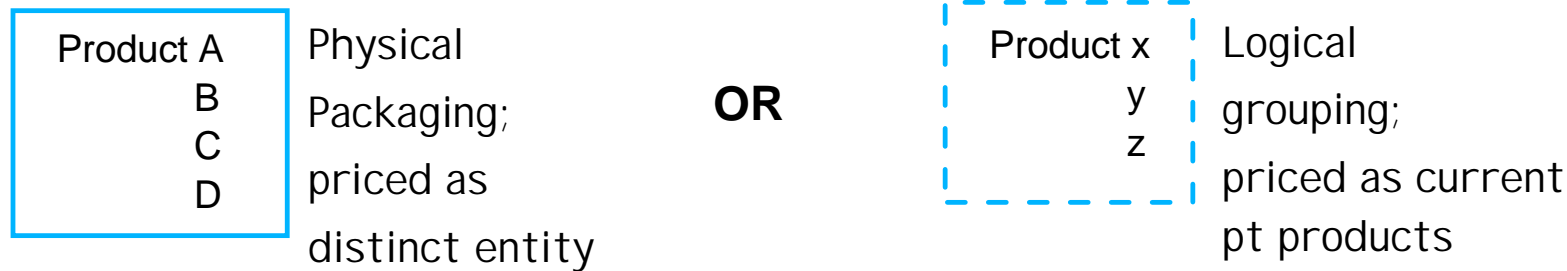
3.2 The Next Stage: Simplifying & Focusing the Portfolio

Provide customers and partners with increasing levels of product integration to make e-business solution selection, development & deployment easier and faster.



What is a Technical Offering / Business Solution?

A: Synergistic middleware products packaged together to address key market needs



- **Technical Offerings** will address common technical requirements found in a broad range of application areas or industries

i.e. **"horizontally" focused**

e.g. mobile user support; end user experience (personalization); performance

- **Business solutions** will address key application areas or industry specific requirements *usually in conjunction with application ISVs or IBM industry solutions*.

i.e. **"vertically" focused**

e.g. customer relationship mgmt; supply chain mgmt

ISV App/
IBM Industry
solution

+

Tech
Offering/
Pt Product

Technical Offerings / Business Solutions: Value Proposition to Partners

- A simplified software portfolio addressing key market requirements
 - based on customer & partner feedback
- Foundation for building repeatable engagements based on complementary products & services:
 - leverage your existing competencies
 - for (related) diversification around the platform
- Focused value propositions, campaigns, sales training, usage/deployment scenarios, education and development guides (where appropriate)
 - opportunities for partners to link their distinct competencies / products with specific technical offerings
- Attractive pricing & packaging when complete offerings sold to end users
 - normal reseller Ts & Cs will apply

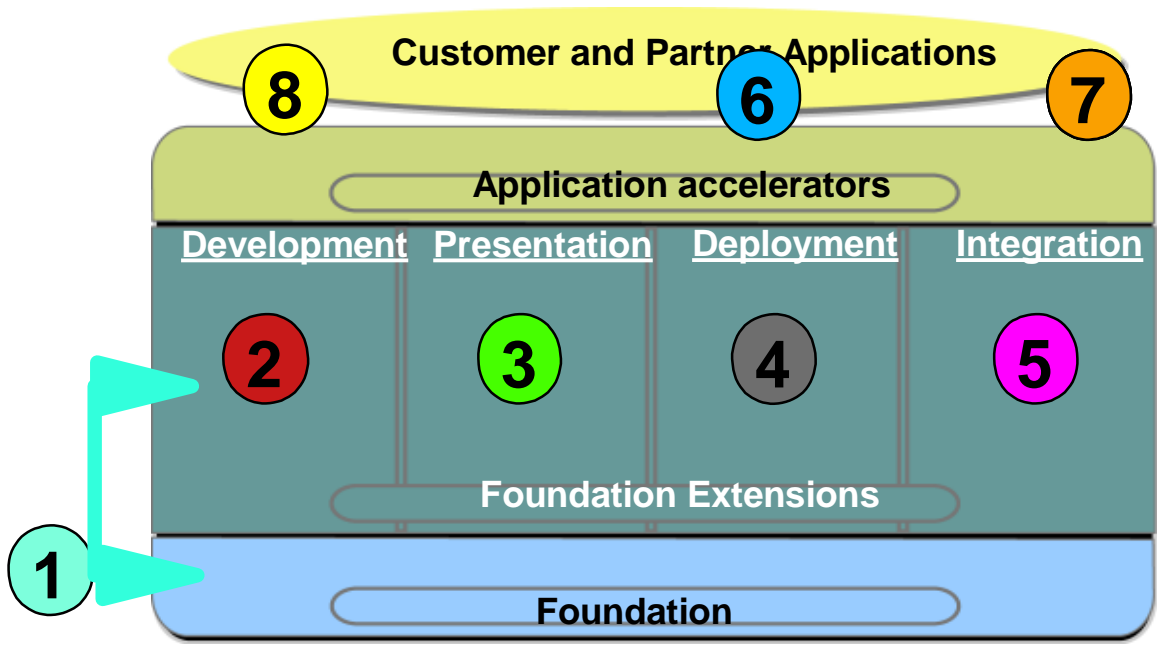
Websphere Portfolio Overview

SAMPLE
for illustration purposes only

-----Technology Offerings -----
/ Solutions

-----Business-----
Solutions

Customer Theme	1 Software platform for e-business	1 2 Rapid App Devt & Deployment (RADD)	3 Managing the e-bus customer experience	4 Maximize performance of your business	5 Integrating your e-bus inside & out	6 CRM	7 SCM	8 e-Commerce (B2C, eMP)
Target Customer Audience	IT Mgrs LOB execs Developer Netgen	App Developers IT mgrs	Web heads IT mgr LOB exec Netgen	IT/ntwk admin Sys admin Ops mgrs	IT mgrs/ architects LOB execs	LOB exec CIO	LOB exec CIO	LOB exec Netgen, ASP CIO WIs



IBM WebSphere Technical Offerings Direction

SAMPLE
for illustration purposes only

3 Presentation
- User Experiences
- Everyplace Access

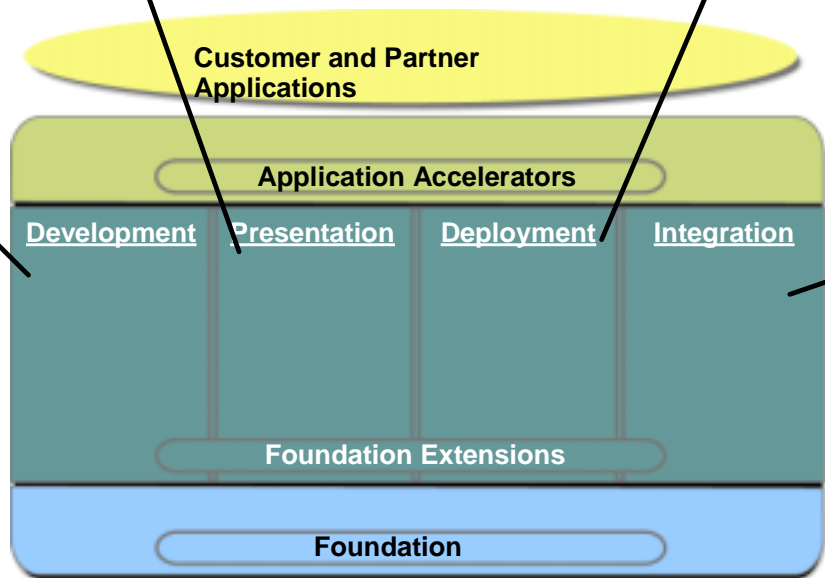
Provides the ability to manage the user experience at an individual, personalized manner + extending that experience beyond the web utilizing voice media and pervasive devices

4 Deployment
- Edge Services

Provides e-business scalability to fit any size or complexity of e-business solution, including performance management, site management.

2 Development:
- WebSphere Studio
+ Advanced Edition
+ Enterprise Edition

Provides the full range of tools needed for e-business, bridging Java Programmers, Graphic Designers, and Web Designers



5 Integration:-

Provide business process automation and workflow management, as well as the ability to integrate with backend legacy systems.

3

Presentation Offerings: 1 Websphere (User) Experience

Customer Needs

- Website differentiation - superior customer (& employee) experience:
 - Attract users with intuitive, relevant content
 - Retain users through personalized content & differentiated service
 - Understand & predict web user requests
- Lower costs for developing & maintaining high quality content
- Speed of deployment

Target Industries

- ✓ Retail
- ✓ Manufacturing
- ✓ Travel
- ✓ Banking
- ✓ Wholesales/Distribution

Partner Services Opportunities

- ✓ Install and Customization
- ✓ Creating One-to-One e-Marketing Sites
- ✓ Unique User/Industry Portals
- ✓ Consolidating Site Analysis and Management
- ✓ Author time Content Management Repositories

SAMPLE
for illustration purposes only

Proposed Components
Personalization
Content Management
Portals
WAS Advanced
WS Studio Advanced
WS Site Analyzer, Adv

Benefits

Differentiate Web presence with personalized content & services

Improve productivity

Predict needs with rules and web site analytics

3 Presentation Offerings: 2 WebSphere Everyplace Access

Customer Needs

- Differentiation:
 - Enhanced level of service for customers & partners thru mobile device & voice interaction with web applications
- Employee productivity e.g. mobile personnel
- Reduced development costs & speed of deployment (device / voice complexity masked)

Target Industries

- ✓ Financial Svces
- ✓ Utilities
- ✓ Travel
- ✓ Wholesale / distribution
- ✓ Retail

Partner Services Opportunities

- ✓ Install and Customization
- ✓ Rollout of pervasive devices & associated software installation.
- ✓ Extension of existing applications e.g. Sales Force support, inventory mgmt,
- ✓ Development of new applications to leverage voice & pervasive devices.
- ✓ Transcoding HTML to WML & VoiceML

Proposed Components

WS Transcoding Publisher
WS Voice Server
WS Applcn server - advanced
VAJ Pro
WS Studio Pro

Benefits

Extended service & flexibility for customers, suppliers and employees

Protects & extends existing web investments.

SAMPLE
for illustration purposes only

6

CRM Business Solutions:

MQ Industry Editions - Business Process Mgmt in action

Developed, integrated & sold by IBM Software.
Strong support from IBM industry units

Customer Needs

Simpler & faster process integration / automation between CRM investment & legacy systems

e.g binding quotes between front end & N back end systems

Target Industries

- ✓ Insurance industry - already available
- ✓ Retail Banking. {WIP}
- ✓ Other industries - under evaluation

Partner Services Opportunities

- ✓ Pre-installation consultancy.
- ✓ Installation, customization
- ✓ Differentiated product
 - "Spin-off" templates ([partner specific versions])

Components

MQ Insurance Industry Edition *

Industry (Insurance) specific process integration templates (17) based on IAA (IBM industry data model).
Integration model & sample infrastructure

+

- MQSeries Workflow
- MQSI
- MQSeries
- MQAO

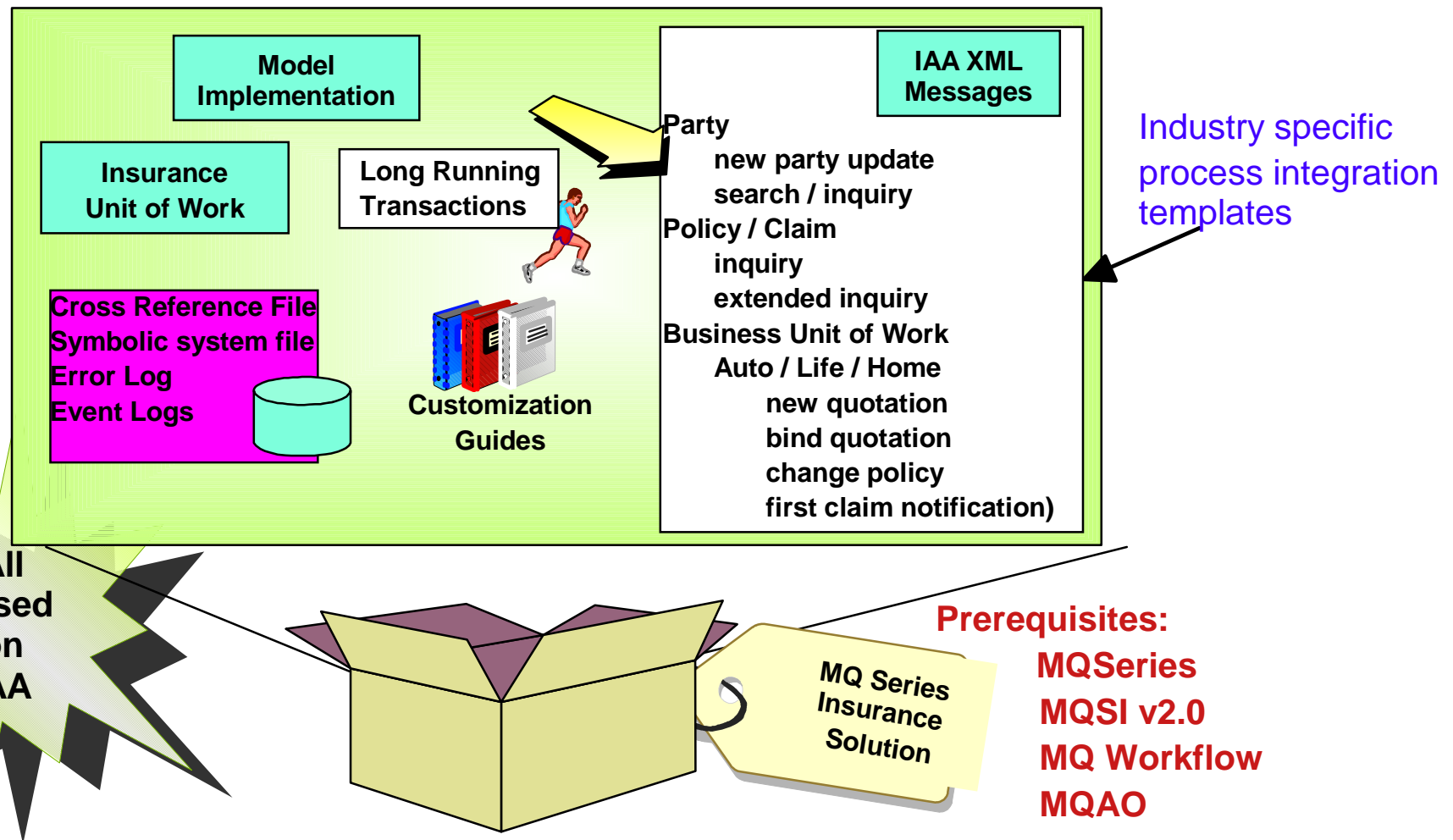
*Siebel ship an adapter to this product, based on Siebel2000

Benefits

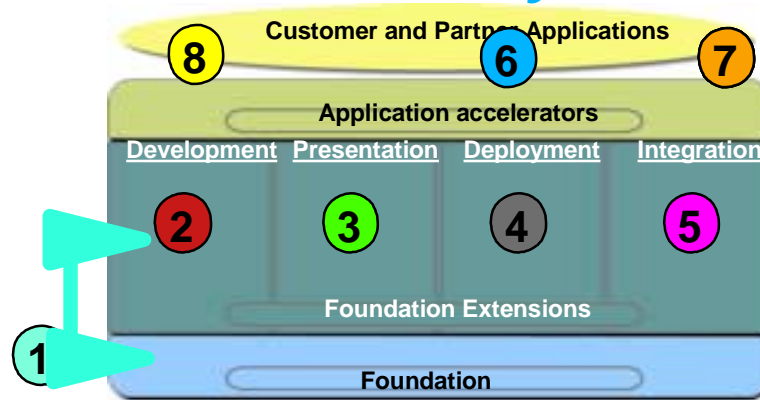
Accelerated RoI from CRM system deployment
Insulation & extension of life of back end applications
"Standards based" integration.

The MQSeries Insurance Solution

Releases business value from customer facing & legacy applications



Summary



- Shift towards Technical Offerings/ Business Solutions:
 - simplifies IBM's portfolio
 - will provide focused value propositions, training, tech support etc.
 - facilitates entry into new market spaces
- Not a radical shift
 - many partners already there with their own "repeatable solutions" underpinned by groups of products
- But...
 - not all situations & opportunities will be addressed by Offerings
 - fulfillment is (initially) likely to remain skewed to point products
 - 2001 = transition year

Recommendations

- Participate in Offerings Webcasts - April/May 2001
- Technology Offerings
 - ▶ Understand where your existing products / services can complement Technology offerings
 - > evaluate specific offerings as the foundation for building your own repeatable solutions
 - ▶ Evaluate additional opportunities / diversification based on specific Technology offerings.
- For Partners with Application / Domain expertise
 - i.e. application package / industry expertise
 - ▶ Evaluate your role / position Vs Business Solutions
 - Note: many partners will be able to support the technology offering(s) underpinning a business solution.
- Participate in AIM go to market programs around Offerings/Solutions
 - e.g. Practise Accelerator, Solution Accelerator.



e-business

A large, light blue globe with a network of thin, light blue lines connecting various points across its surface, symbolizing global connectivity and technology.

WebSphere Innovation Connection

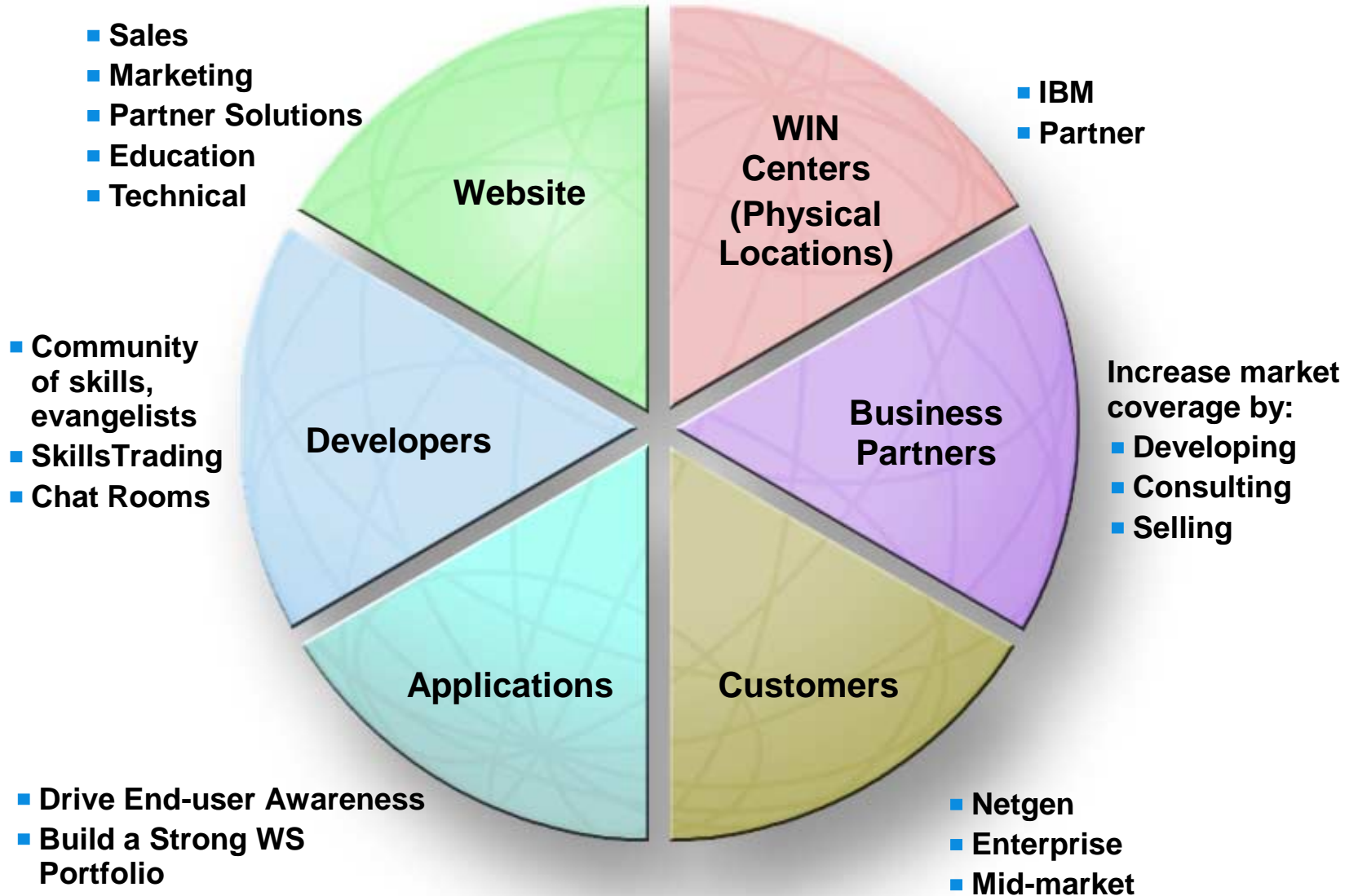
IBM



e-business

WebSphere Innovation Connection

A Consortium of Resources that Drive AIM Sales



WebSphere Innovation Connection

Why do we need it?

To Build
Momentum

To Focus our
Investments

To Create a
Community of
Partners

To Become an
Integral Part of our
Partners' Solutions

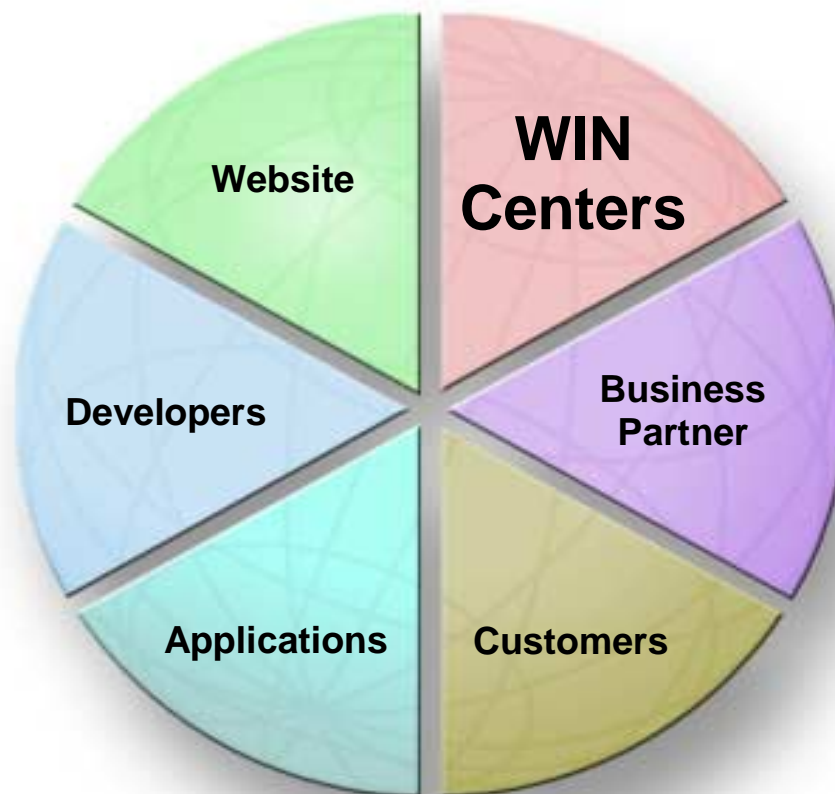
To Project a Single
Worldwide Image

To Move the Focus
Away from
Competition

To Enable the Sales
Force on our
Offerings

WebSphere Innovation Centers

Provides the "WebSphere Experience" to customers or partners to build awareness, commitment and loyalty to the WebSphere platform



IBM WIN Center Sites

- Washington D.C.
- Chicago
- San Mateo
- London
- Boeblingen
- Singapore
- Sidney

Other IBM Customer-Facing Sites

Business Partner Sites



WebSphere Innovation Centers

IBM Innovation Centers

- Showcase for entire AIM portfolio; IBM and participating ISV and SI offerings
- WebSphere Innovation Connection partner enablement (physical centers & through the network)
- Dedicated network supports affiliated partners

Extending The Innovation Center Network

- Introduce centers at Value Added Distributors

Business Partner Innovation Centers

- Extend the network to partner centers that are customer facing
- Proof of Concept environment for customers
- Personnel training/mentoring
- Teaming with ISV's for solution delivery
- Develop Existing centers or grow green field sites



WebSphere Innovations on the Web

WebSphere Innovation Connection *Online*

Website: <http://www.ibm.com/websphere/partners>

Business Partners

- Single entry into WebSphere partner resources
- Portals by focus area: sales, marketing, partner, education, technical
- Links to WIN partners' websites
- Showcases IBM's offerings

WebSphere Website: Customers/Other External Audiences

- presence on current WebSphere website



WIN Partner Sites

- Highly visible WebSphere promotion on partner websites with tight linkages



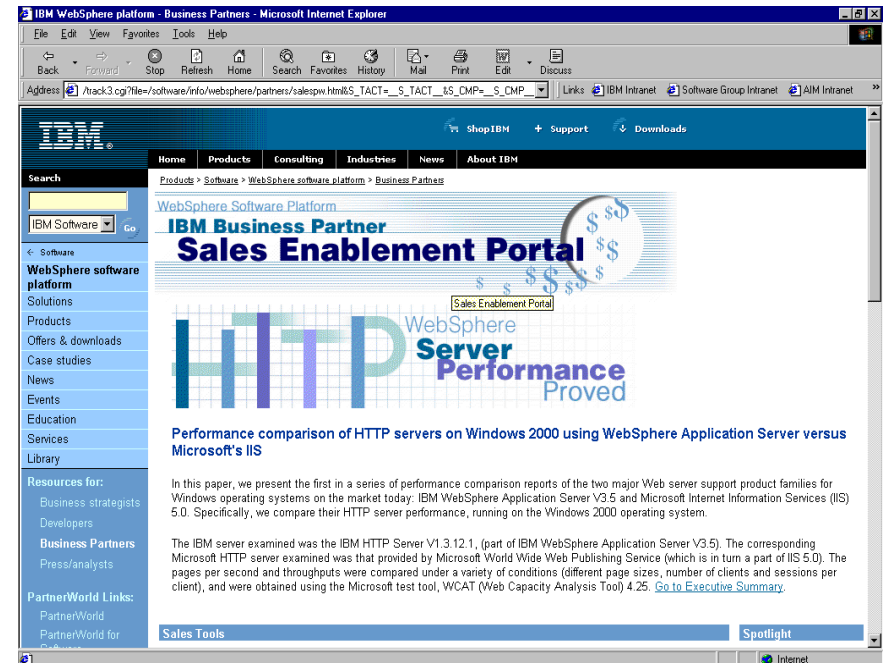
WebSphere Innovation Connection *Online* Business Partner Platform Page

- Partner homepage for WebSphere business partners
- Consistent across all WebSphere brand sites and WebSphere Platform page
 - ▶ Reinforces branding of WS products as a platform
 - ▶ Platform page has a section for brand specific news/links that changes according to the brand site the user is on
- Presents important WebSphere platform features and news
- Links to platform site portals
- Future page enhancements for new WebSphere Partners
 - ▶ "Ten Steps To Partnering with the Platform" web guide
 - ▶ Introduction to the WebSphere Solution Offerings



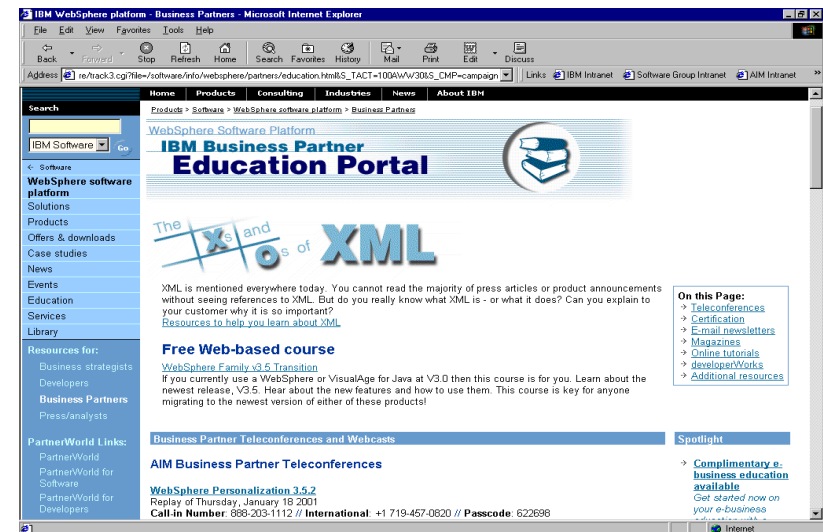
Sales Enablement Portal

- Sales Enablement Portal
 - ▶ Password protected via the partners' existing PartnerWorld for Developers or Software password.
- Includes content, such as:
 - ▶ Competitive Guides
 - ▶ SSR Content
 - ▶ E-Business Advisor Content
 - ▶ Launch Kits
 - ▶ Analyst Reports (from consultants corner)
 - ▶ Test Drive/Demo Info
 - ▶ Value Propositions
 - ▶ Partner Designated AIM Flashes



Partner Education Portal

- Consolidated view of WebSphere education offerings and news for business partners
- The Education Portal provides links and information for all the products within the WebSphere Software Platform.
- Content includes:
 - ▶ Bi-weekly education feature, such as WebSphere/Domino positioning
 - ▶ On-line tutorials
 - ▶ Highlight the bi-weekly AIM partner teleconferences
 - ▶ Webcast highlights
 - ▶ Weekly summary/links to content in DeveloperWorks, WebSphere and VisualAge Developer Domains
 - ▶ Links to view online or subscribe to all WS relevant email newsletters (Education In Your Inbox section).
 - ▶ Certification Central
 - Links to all WebSphere Platform and e-business certifications
 - Links to pages to help partners decide which certification they need



Partner Promotion Portal

- Page dedicated to the *proactive promotion* of WebSphere Platform partner solutions and services.
- A section on each **product homepage** will feature a rotating partner story or announcements (partnership agreements, new product releases, partner events, etc.) that will link to the larger promotion portal.
- Partner Promotion Portal will include:
 - ▶ Partner announcement section
 - ▶ Links to Partner case studies
 - ▶ Partner Solution/Service Finder
 - Interface tied to solution offering needs
 - Allows location of a partner solution/service based on a business need.





e-business

Additional Planned Portals

- Technical Support Portal
 - ▶ Provides a consolidated view of partner technical support, including:
 - Redbooks
 - “Easy Links” to PartnerWorld support and product FAQs
 - WSDD and VADD features/link
- Marketing Portal
 - ▶ Provides a consolidated view of marketing support, including:
 - How to participate in IBM events
 - Campaign Information

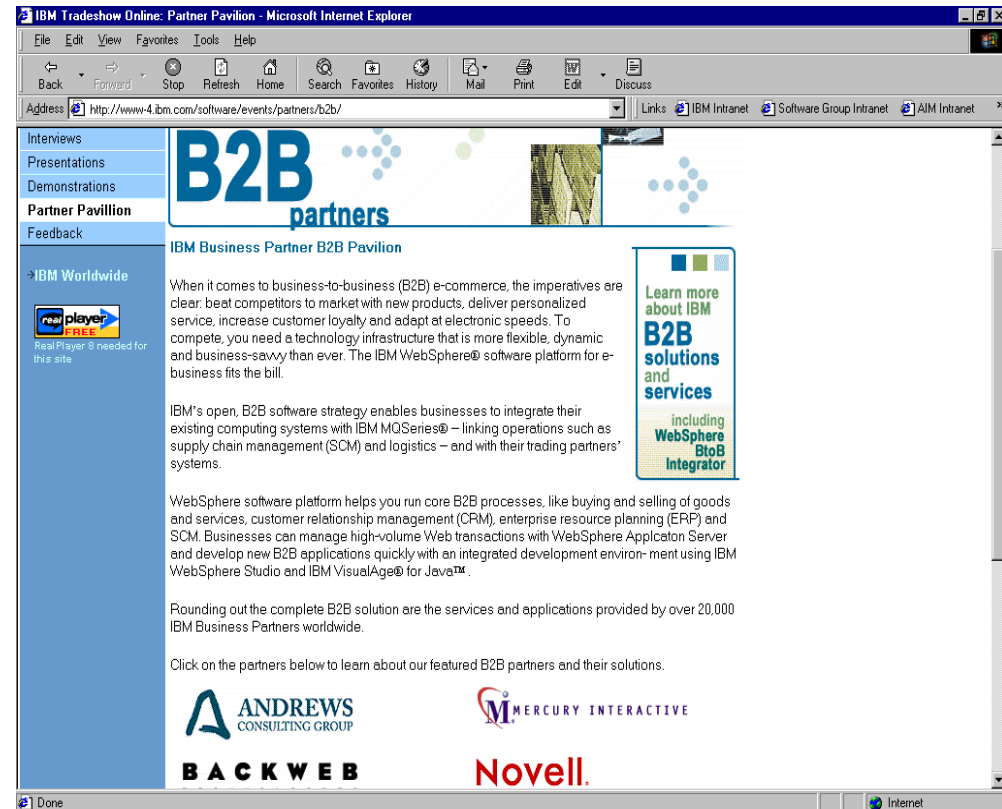
Website



IBM

Virtual Trade Show

- Online trade show that showcases Business Partner solutions and services
- Features partners under solution themes, such as BtoB, e-commerce, mobile Internet, or user experience
- Partner receives a "virtual booth" to feature content such as video demonstrations, brochures, product presentations, demos, etc.
- Each show is supported by a public relations effort and featured on pedestals at major IBM shows, including IBM Fast Track, PartnerWorld 2001, WebSphere 2001 and Solutions 2001
- E-commerce and BtoB shows currently available online.





Virtual Innovation Network

Business Partner WIN Web Sites

Page hosted on business partner Web site; consistent template across Business Partners

Frame contains partner content about their relationship with the WebSphere Software Platform.

Frame contains IBM content. This is replicated across the virtual partner sites with just one change on the IBM server page.

Partner Navigation

Partner Masthead

XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX

Partner Content

Products > Software > WebSphere software platform > Business Partners

The WebSphere difference for IBM Business Partners.

WebSphere continues to build momentum in the marketplace

IBM announces more than two dozen new WebSphere customers. Nearly 30,000 businesses now use WebSphere as their infrastructure.

First Install customer assistance for WebSphere Application Server

Are you installing WebSphere Application Server Standard or Advanced Edition on iSeries or AS/400 for the first time? If you are, help can be just a click away... to our new First Install Center staffed by AS/400 and iSeries WebSphere Application Server specialists.

IBM receives top honors for our Business Partner programs and products

Three first-place wins and lifetime achievement award reflect major industry recognition for IBM Business Partner programs and offerings



VARBusiness Magazine has presented IBM its Lifetime Achievement Award for the consistently high quality and value of IBM programs and offerings for solution providers across the industry. IBM was also awarded three first-place honors—for AS/400, DB2 Universal Database and IBM WebSphere Commerce Suite. [More.](#)

WebSphere Application Server v3.5 wins CRN Editor's Choice award

News for Partners

IBM pushing e-biz partners in new campaign

Click on headline to read story
Or, [see all news stories here.](#)

Additional Content:

- [Sales Enablement](#)
- [Technical Support](#)
- [Education](#)
- [Partner Promotion](#)

Spotlight





Practise Accelerator

Speed from Enablement to deployment

Focussed Program for Integrators

- Train and enable key staff
- Mentor through early engagements
- Access to Innovation Center support
- Commit to a joint business plan
- Grow much needed service capacity
- Drive mutual incremental revenue



WebSphere Innovation Connection

Creating Joint Demand

Integrate key partners into WebSphere demand creation:

- Drive mid-market lead generation to business partners
- Integrate Innovation Connection Partners into the following:
 - Partner profiles
 - pre-launch briefings
 - Quotes and references at product launch
 - Peds and speaker slots at WebSphere shows
 - Inclusion in virtual trade show
 - AIM internal campaigns
 - WebSphere publications
 - Links from WS website





WebSphere Innovation Connection

The Skills Portal

Need to Match Skills to Opportunities

- Partner with Partner
- Partner to IBM sales
- Partner to Customer

Portal will enable:

- Matching of skills to customer opportunities
- Increased utilisation of skilled resource
- Expansion of services skills





Websphere Innovation Connection

Communicating to Business Partners

Push communications via partner website

- Ability to select personalised e-newsletter
- Access to all partner portals
- Invitation to webcast and teleconferences for partners
- Pre-briefings on new product launches
- Invitations to specialised sales and technical training



WebSphere Innovation Connection

How Does My Company get Involved?

- Join PartnerWorld For Software
 - Password gives access to WebSite
- Work with IBM account manager to be a priority partner
 - Inclusion in demand and lead generation
 - Profiled on website and Web descriptor
 - Hotlinks between you and IBM
 - Inclusion in WebSphere Launches
 - Must showcase WebSphere services and solutions**
- Open a WebSphere Innovation Center





WebSphere Innovation Connection

Business Partners

Types of partners involved in WIN:

- Those that develop applications based on the WS platform
- Those that consult on and implement WS-based solutions
- Those that sell, either themselves or through an established network of partners, turnkey solutions based on the WS platform
- Those that deliver WS training to customers and partners
- Those that host solutions for their clients
- Those that act as "clearinghouses" to the WebSphere partners that showcase WS applications by solution type



Business
Partner



WebSphere Innovation Connection Business Partners

WebSphere Innovation Connection gives partners:

- A set of resources that Business Partners can utilize in developing, marketing or implementing WS solutions
- Access to education for their employees or education the partner can deliver to their value-net or end-users
- A single, recognizable brand image to present to end-users





WebSphere Innovation Connection In Summary

- WebSphere Innovation Centers
- WebSphere Innovation Connection *Online*
- Focussed Educational Programs
- Practise Accelerator
- Mutual Demand Creation
- Skills Utilisation
- Effective Communication *to Partners*

Building The WebSphere Community

