



e-business



The IBM e-business infrastructure Marketing Program

A Revenue Opportunity for
IBM Business Partners



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Agenda

Campaign Overview
Media and Advertising Review
Market Opportunity
Target Audience
Campaign Offerings
Roles and Responsibilities



IBM



e-business infrastructure Campaign Overview

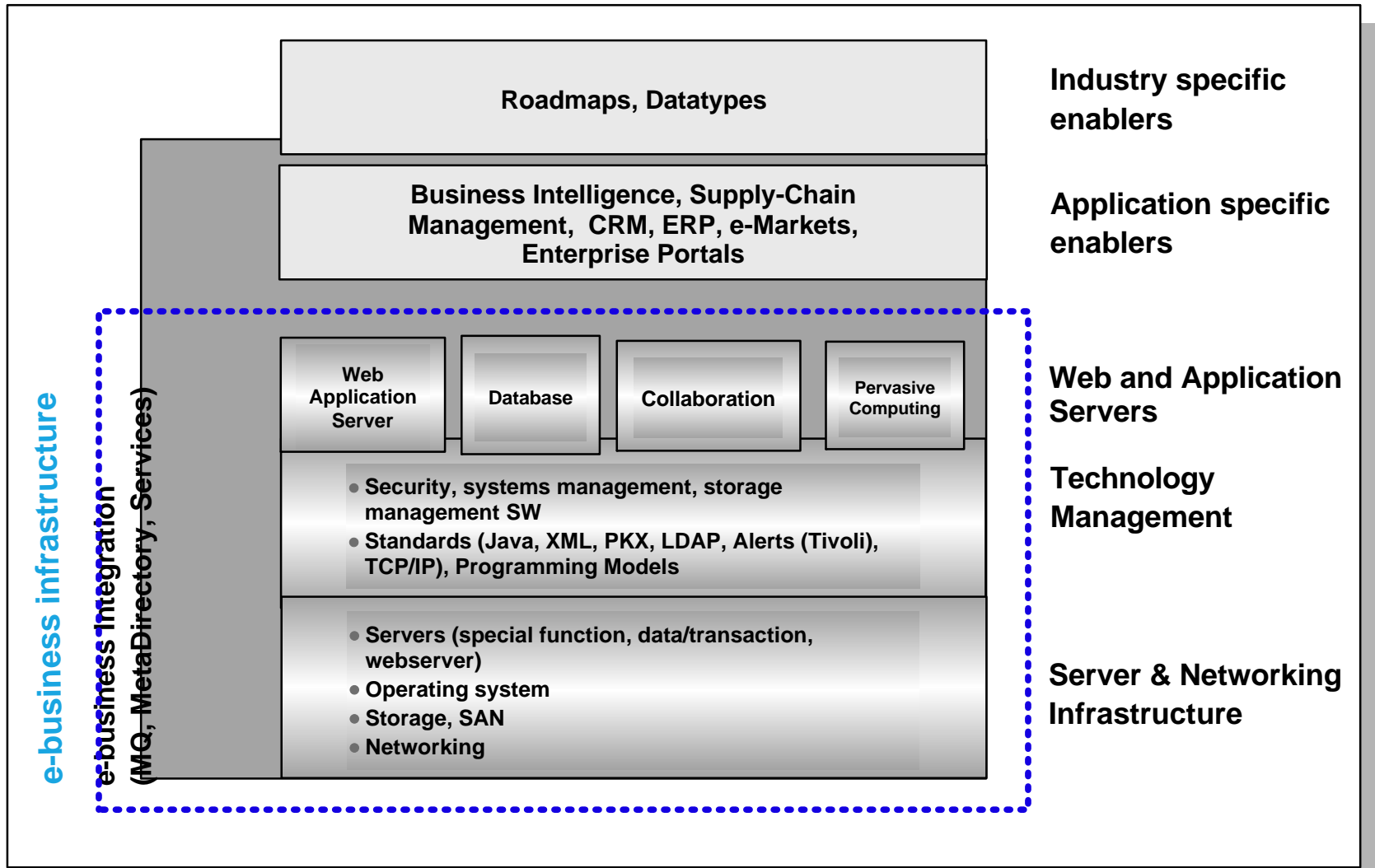
- A hardware, software and services campaign
- to raise the discussion to a more strategic level
- and to influence sales of IBM e-business infrastructure products
- through our Business Partners
- Goal: increase awareness that IBM and its Business Partners can sell a complete infrastructure solution that is secure, reliable, integrated and flexible
- Drive sales of hardware, software and services





Campaign Overview

What is e-business Infrastructure?



e-business infrastructure: the hardware, software and services needed to build and run e-business applications





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Campaign Overview

Why e-business infrastructure?

- Successful e-business strategies depend on the strength and flexibility of the underlying infrastructure, to support the e-business as a whole, not just part of it
- IBM is the only company with the experience, offerings, internal resources and business partners necessary to put together all the elements demanded by customers who need e-business infrastructure for e-business success





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Campaign Goals

- Drive sales of e-business infrastructure products and services through Business Partners
- Create awareness of the strategic importance of e-business infrastructure
- Emphasize IBM leadership in this space
- Emphasize the strategic importance of choosing an open, flexible and scalable infrastructure for e-business
- Highlight IBM Business Partners who can provide a complete IBM e-business infrastructure solution





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Campaign Overview

Who is the campaign targeting?

- Information Technology Professionals within companies of all sizes
- Segmentation: Building and integrating applications, or running and managing applications

What will this campaign look like?

- A series of web banners, print ads, direct mailings, a web site, and additional collateral have been developed to support this campaign
- All tactics drive to our website:
www.ibm.com/e-business/infrastructure



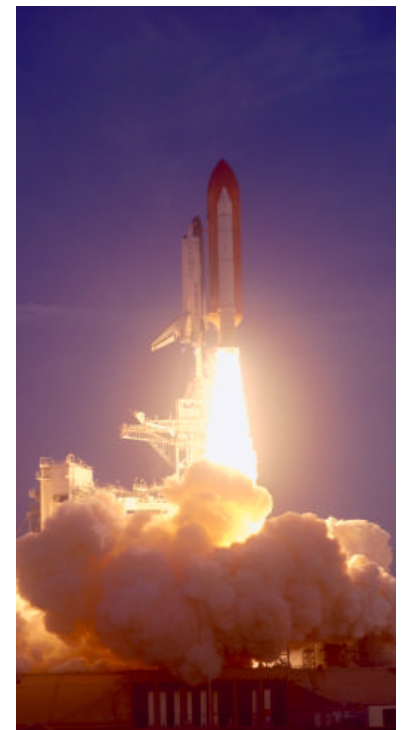


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Campaign Overview

Key milestones

- Print advertising begins-- June 26, 2000
- PC Expo -- June 27 - 29, 2000
- Web Banners begin-- July 10, 2000
- Direct e-mail begins-- July 10, 2000
- Direct printed mail- August and September
- TV ads-- ongoing "Crashsite" throughout the second half of 2000





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Print and Electronic Media

Interactive

CMP Tech Web
ZD Net
Internet.com
CNET
Macromedia
Inform IT
TechnologyEvaluation.com
Windows 2000 Magazine Network
Earthweb
Network World Fusion
CIO.com
Info World
IT World
Tech Republic
plus IT Opinion Leader/Lifestyle sites

Print

New York Times
CIO
Information Week
Network World
Network Computing
Info World
eWeek (PC Week)
Computerworld
Intelligent Enterprise
Smart Reseller
Computer ResellerNews
VAR Business
Industry Standard
Red Herring
Inter@ctive Week



e-business Infrastructure Web Site

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What is e-business infrastructure?

Key to success

Case studies

Registration offers

News

Contact

What is e-business infrastructure?

e-business isn't about creating one dot ; it's about connecting all of the dots that are important in an enterprise. -Louis V Gerstner

e-business infrastructure. It needs to be a solid, yet flexible foundation that can support the growing needs of an e-business and adapt quickly to new requirements.

Taking a strategic approach to your e-business infrastructure can help you get ready for success. Because you won't simply be assembling a piecemeal collection of systems -but integrating software, hardware, and services into a cohesive e-infrastructure that supports your entire enterprise and beyond.

An e-infrastructure will generally consist of the following components:

- The network infrastructure
- a security infrastructure
- an application server environment
- data and content management tools
- application and development tools
- hardware and operating systems
- a systems management platform

e-business infrastructure from IBM is a proven approach to creating powerful, scalable, end-to-end solutions. Solutions that integrate your systems and processes with e-business efforts, embrace open standards, and create a seamless, flexible foundation for your business.

How can we help you get ready for success?

IBM has a wide range of solutions to offer you, depending on the needs and nature of your business.

Are the Websites you develop for customers robust enough to stand up to the next virus or the next unexpected surge in volume?	Does your enterprise keep crashing because you've added so many new applications and so many new users?	Is your infrastructure so piecemeal that the fastest way for one department to connect to another is via the elevator?	Are your profit margins shrinking as the cost of developing and delivering applications for your customers continues to rise?
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Privacy Legal Contact

e-business Infrastructure

Print Ads



THE I.T. DEPARTMENT IS *PARTYING* IN THE CAFETERIA.

It's the anniversary of the switch to e-business.

Three years of aggressive expansion.

Three years of re-wiring. Integration.

Upgrades. Firewalls. Protocols and passwords.

Three. Long. Years. Now, it's time to celebrate.

Time to reflect on the achievement.


During the big toast, somebody walks by

and says the entire sales division is losing

its PCs and switching entirely to wireless PDAs.

>> Fact

The use of wireless data apps will mushroom 5-fold in the next 30 months. IBM has the products and services that can help the transition to pervasive computing. Powerful Tivoli® management software, WebSphere® software platform, and the IBM Global Services mobile computing experts can make wireless work seamlessly with your existing infrastructure.

ibm.com/e-business/infrastructure  business infrastructure

THAT'S WHEN IT HITS YOU, YOU ARE *SO READY* FOR



e-business Infrastructure Print Ads




AT FOUR-THIRTY ON A SUNDAY MORNING, A *WEBSITE* FRIES.

At eight-thirty am, people file into a conference room.
The IT director wants to know what happened.
Their server vendor says it's an app problem.
The front-end vendor says it's the database.
The database vendor insists it's the servers.
All told, there are twelve different vendors. Twelve.
The IT director wants to know who's responsible
for making all this stuff work together.
After a long, ugly pause the guy next to her
whispers into her ear, "You are."

>> Fact

A single Internet transaction can involve dozens of systems. IBM has the products and services that can help prevent disaster. MQSeries® middleware, Tivoli® management software and IBM Global Services integration experts help integrate, operate and protect an otherwise vulnerable e-business infrastructure.

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THAT'S WHEN IT HITS YOU. YOU ARE *SO READY* FOR 

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Print Ads




A GUY IS *SITTING* AT HIS CUBICLE WHEN THE HAMMER DROPS.

First, his pager starts to beep. Then his cell phone vibrates. The phone on his desk lights up. Then the second pager. The second phone. Before he can answer the first page, his third pager erupts. Two dot coms have merged and the servers from dot com one are shutting down the servers from dot com two. The databases aren't talking and the bridge didn't work. It just didn't. His part in all this? He's a Webmaster who was last week promoted to IT director.

>> Fact

40% of IT development time and costs are attributed to integration. IBM has the products and services that can help connect everything. IBM Linux enabled products such as the WebSphere® software platform, IBM DB2®, and IBM Web servers can overcome systems and software differences across multiple operating environments.

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THAT'S WHEN IT HITS YOU, YOU ARE *SO READY* FOR





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e-business Infrastructure Market Opportunity

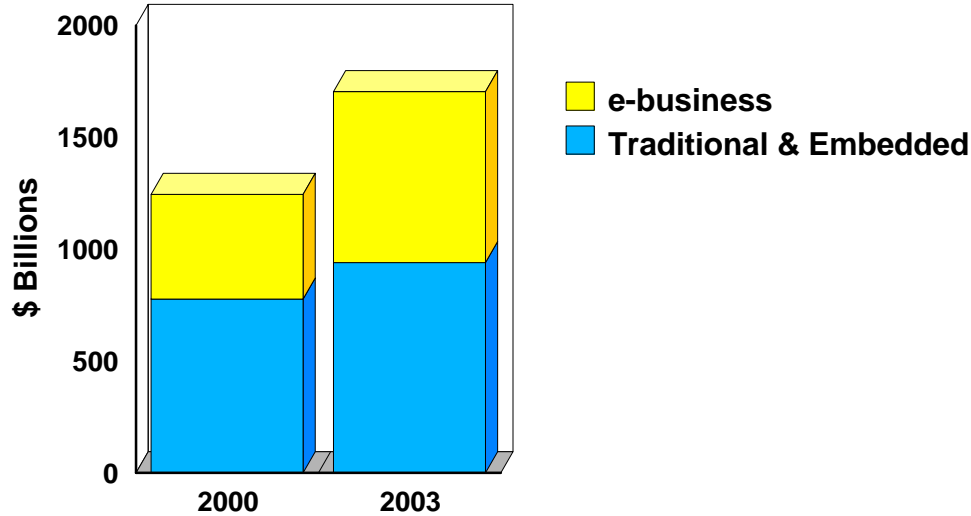


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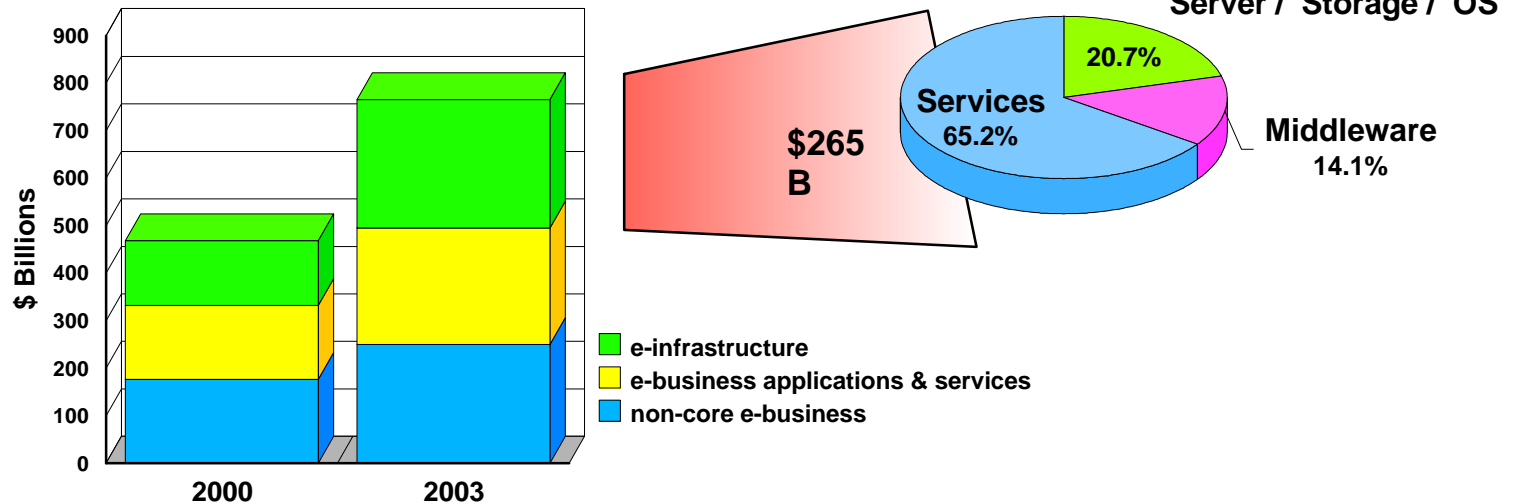


The e-infrastructure Market Opportunity Will Grow to \$265 Billion by 2003

e-business opportunity continues to grow



e-infrastructure is a large component of the e-business opportunity



Source: GMV 1999



e-business Infrastructure Market Forecast

The targeted customer segments are showing considerable growth over the next 3 years:

End Customer	2000 (\$000)	2003 (\$000)	CAGR
Large Build	18,399,249	37,121,347	26.4%
Large Run	11,813,139	22,801,688	24.5%
Medium Build / Run (Web Integration)	30,212,388	59,923,035	25.6%
Medium Run (Application Hosting)	8,183,616	20,557,051	35.9%
Dot.com	707,542	1,748,663	35.2%

Source: IBM Internal Consulting Group





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Target Customer Segments





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Target Customer Profile

Large-Run Customers

Key business problems

- Getting to market quickly
- Making sound infrastructure decisions
- Interoperability of the run time environment
- Time to identify and solve run time problems
- Training and education of IT personnel on e-business technologies so they can be redeployed.
- Scalability and reliability of overall infrastructure, not necessarily at a product level

Critical success factors

- Reliability
- Security
- Desirable: Flexibility, Leading edge technology, Interoperability, Requirement to support a wide range of e-business applications

Buying criteria / key frustrations

- Integration & Interoperability
- Time to implement
- Other frustrations: Scalability, Organization, Security (Run Only), Finding skilled resources





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Target Customer Profile

Large-Build Customers

Key business problems

- Getting to market quickly
- Making sound infrastructure decisions
- Integration with legacy systems
- Scalability of existing systems to support rapidly evolving e-business needs
- Security to protect corporate and customer data
- Training and education of IT personnel on e-business technologies so they can be redeployed

Key frustrations

- Integration & Interoperability
- Organization (IT Process Integration)
- Time to implementation
- Scalability
- Finding skilled resources





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Target Customer Profile

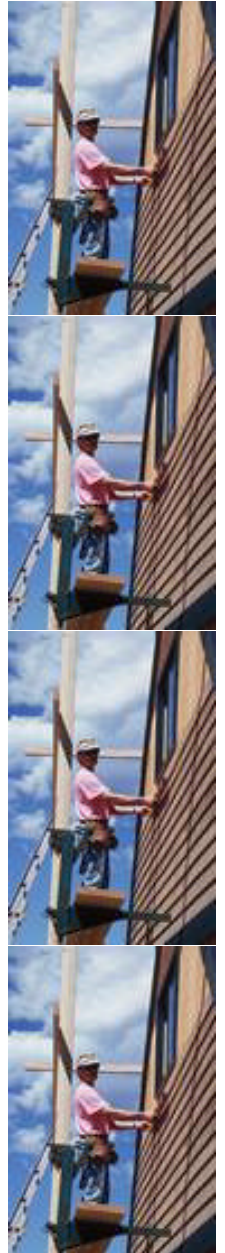
Medium Build/Run Customers

Critical unmet build needs

- Consulting on 2nd or 3rd generation Web site
- Design of Web site with additional functionality (CRM, SCM, etc.)
- Development time/ time to market
- Integration of applications, both proprietary and web-based
- Scalability of systems and applications to meet growth needs
- Training and education of IT personnel on e-business technologies so they can be redeployed

Critical unmet run needs

- Interoperability of the runtime environment (i.e. getting applications to run in a heterogeneous environment)
- Time to identify and solve problems (more reliant on external and vendor support)
- Security (likely due to the fact that non-IT individuals can voice their skepticism directly to the IT staff in smaller organizations)
- Scalability





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e-business Infrastructure Offerings



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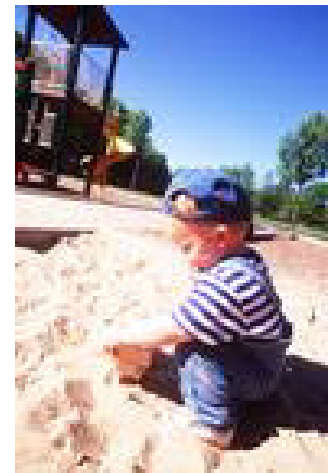
e-business Infrastructure "Build" Offerings

Build Environment for Customers that are building and running their own e-business applications:

- Linux Developer Sandbox
 - ▶ A Linux e-business developer ThinkPad or Netfinity with the IBM Application Developers Kit ("not for resale" commercial developer versions of IBM DB2 Universal Database, WebSphere Application Server, Lotus Domino Server, VisualAge for Java, IBM Developer Kit and Runtime Environment for Linux and related documentation)

- Windows 2000 Developer Sandbox
 - ▶ A Windows 2000 e-business developer ThinkPad or Netfinity with the IBM Application Developers Kit ("not for resale" commercial developer versions of IBM DB2 Universal Database, WebSphere Application Server, Lotus Domino Server, VisualAge for Java, IBM Developer Kit and Runtime Environment for Windows and related documentation)

- IBM Global Financing





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"Runtime" Offerings

- Systems: Netfinity with Linux or Windows 2000 or RS/6000 and IGF financing
- Software: Linux or Windows NT/2000 or AIX infrastructure software running and managing e-business systems (WebSphere Application Server, DB2 UDB, Lotus Domino, MQSeries, WebSphere Commerce Suite -- product mix/versions differ slightly on different operating systems)
- Tivoli tools to manage large and complex information system environments
- IBM Global Financing





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Financing Offerings

- **IGF Integrator Lease** - A low-cost lease program for Integrators so they can acquire the latest IBM technology at affordable rates in order to customize applications, develop proof of concepts, provide training and conduct demonstrations. This flexible two-year lease program provides Integrators with the option to upgrade at any time and to terminate the agreement after 12 months without penalty. Other key benefits of the program include discounted IBM operating systems and middleware during the lease. Also, customized configurations are available for all brand models including processor, storage, monitors and racks for a complete solution.
 - ▶ Skill building for technical consultants and implementors
 - ▶ Solution development, application customization and enhancement by Integrators to improve their value proposition
 - ▶ Customer demonstrations and proof of concept to win engagements
 - ▶ Benchmarking and performance tuning of applications
 - ▶ Lease payment is 1%* of list price per month for AS/400™, RS/6000™, NUMA-Q, Storage and Printing Systems products
 - ▶ Discounted software
 - ▶ Sign for a two year lease
 - ▶ Option to upgrade for most products
 - ▶ Option to terminate at 12 months with no penalty
 - ▶ S/390, High End Storage and Netfinity products are special bid, attractively priced and subject to other terms and conditions





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Financing Offerings

- **IGF Total Financing for e-business** provides one-stop shopping to customers for the acquisition and deployment of e-business applications which can typically include hardware, software and services provided by either IBM or IBM's Business Partners. Also includes a line of credit for qualified customers for six months to accommodate related expenditures and deployment costs after the initial installation.
 - ▶ Provides total financing for e-business solutions, by providing attractive rates, flexible terms and the convenience of a single contract for all parts of the solution hardware, software and services
 - ▶ Customers can fund their entire 2000 e-business initiative through one source
 - ▶ All e-business related solutions are supported with one contract with attractive rates
 - ▶ A single monthly invoice covers all associated I/T investments
 - ▶ Qualified customers receive a line of credit
 - ▶ The program applies to the installation of new footprints and upgrades

- **IGF Financing I/T Solutions**
 - ▶ Supports all parts of Web Integrator solution - hardware, software and services. They can finance the total solution or any individual part.
 - ▶ Provides a reliable source of funding at competitive, often below market, rates (below prime in the U.S.)
 - ▶ Offers flexible payment schedules, including deferrals, to help address budget limitations. Terms can range from 12 to 60 months and you can pay monthly, quarterly or annually.





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Business Partner Value Proposition

- Leverage IBM's investment in e-business infrastructure demand generation and awareness tactics
- Our e-business infrastructure message will generate 16,569,860 impressions over the next six months
 - ▶ Direct marketing (print and electronic)
 - ▶ Web Banners, e-mail, site sponsorships event presence and newsletters
- Leverage IBM's end-to-end flexible e-business infrastructure products and deliver an integrated solution from a single source.
- Campaign tactics are designed to drive over 1,900 qualified leads
- Complete Sales Kit for Business Partners: Sales Guide, End User Presentation and Script, White Papers, Application Briefs, Survivability Test, and more
- Detailed co-marketing tactics and funding are currently being defined



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Receiving Leads from the e-business infrastructure Campaign



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How will I get leads?

- Campaign demand generation activities drive prospects to our website
- Lead development reps qualify respondents from web site
- Lead development reps nurture qualified respondents, determine if customer needs Web Integration services along with infrastructure products



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Receiving Leads from the e-business infrastructure campaign

- **Software Plus Hardware Lead Qualifiers**
 - ▶ Advanced or Premiere Level of IBM Business Partner Software Program
 - ▶ Up to date profile in BPOPS
 - ▶ When web integration is involved, leads flow to Partners enrolled in the Web Integrator Initiative w/in Business Partner Software Program
 - ▶ If no web integration is involved. leads flow to software Partners with the appropriate hardware affiliation (Netfinity, RS6K)

- **Software Only Lead Qualifiers**
 - ▶ Location must have e-business certification (Solution Developer and Solution Designer)
 - ▶ AND must have one of the following product certifications: DB2, MQSeries, VA Java, WebSphere, Net.Commerce





Receiving Leads from the e-business infrastructure campaign

- Hardware Only Lead Qualifiers
 - ▶ Up to date BPLM profile
 - ▶ Netfinity Business Partner with e-business skills and one of the following certifications: DB2, MQSeries, VA Java, WebSphere, Net.Commerce
 - ▶ or RS6K Business Partner with VAE in e-business
- ALL Lead Qualifiers
 - ▶ Follow normal processes established for receiving, responding to, and reporting leads
 - ▶ Respond to customer and lead passing system within 48 hours
 - ▶ Update records within 6 days
 - ▶ Regular communication on lead status





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What else is in it for me?

What is the revenue opportunity?

- Average e-business infrastructure engagement will be worth about \$42,600, not including partner services
- Additional revenue streams and engagement opportunities possible after initial engagement
- Sales Support Material: Sales Guide, Customer Presentation and script, Customer Value Propositions, White Papers, Application Briefs, Survivability Test CD



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