IBM Services for WebSphere Personalization

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IBM Global Services

Agenda

★ *Why Selling WebSphere Services Makes Sense?*

★ *Services for WebSphere Personalization*

★ *US WebSphere Practice*

★ *How To Engage IBM Global Services*

Why Selling WebSphere Services Makes Sense?

Below are some facts that were extracted from the:

ITSMA, 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.

Services for WebSphere Personalization

WebSphere Services Specialist at Customers site:
- Planning, Installation and Architecture Review
- Installation and Implementation
- Personalization assistance

Personalized Customers WebSphere based e-business solutions are quickly up and running

Customisable

Platforms:
- Sun Solaris
- AIX
- HP-UX
- Windows NT
- Windows 2000
- OS/400

Services for WebSphere Personalization *(continued)*

Transfer knowledge by training customers staff

- Basic skills instruction for:
- Persons responsible for:
  - ▸ supporting
  - ▸ maintaining
  - ▸ administering
- Installed WebSphere Personalization environment

JKToys Proof of Concept

Like Minds

US IGS/ITS WebSphere National Practice

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 Personalization
- Soon
  - ► WebSphere Site Analyzer
  - ► WebSphere Transcoding Publisher
- Future

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IBM Global Services Contacts and Engagement Process

AMERICAS:

- Canada
  - ► Jim Brintnell   EXPRESS@ca.ibm.com   1-800-426-2255
- USA
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IBM Global Services Contacts and Engagement Process (continued)

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