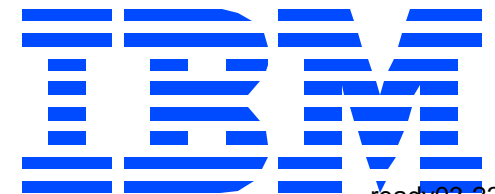


Ready

*Part 1 of
Ready, Set, Linux!*



What Will You Learn Here?



- What is Linux?
- IBM's Value Propositions for Linux
- The Explosive Linux Growth Opportunity
- How IBM Plays
- What to Do if You're Serious About Linux



What is Linux?



- UNIX-like operating system developed by Linus Torvalds
- Developed/tested by Open Source community
- Packaged and distributed by distributors



Linux Value



- Growing Marketplace acceptance
 - ▶ The continual compound growth of Linux deployments and large skill pool attests to the market acceptance
- Industry wide initiative
 - ▶ Linux is the first operating system that the entire industry has rallied around. Not just selected vendors
- Multi-platform
 - ▶ Linux runs on every platform. There is no other OS with this characteristic
- Basis of innovation
 - ▶ Because of its open nature, Linux is the basis for new and innovative uses of technology



Linux Value for IBM Business Partners



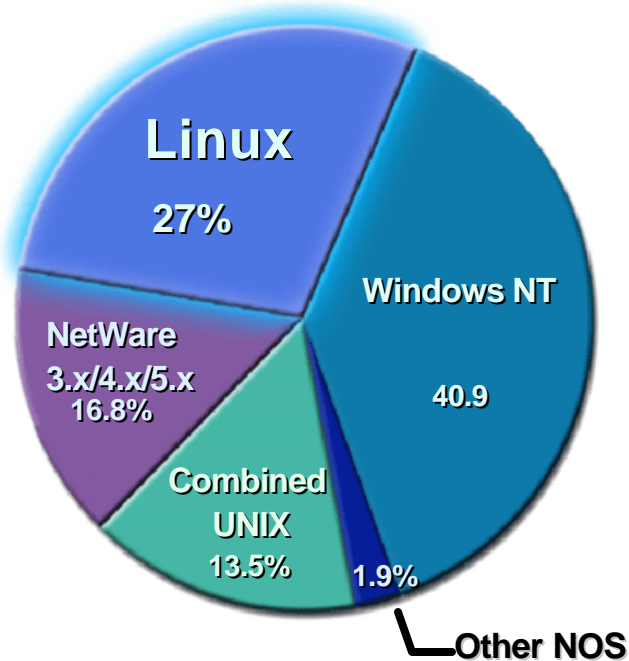
- Linux is game-changing technology that creates new revenue opportunities
- Only IBM provides:
 - ▶ e-business leadership
 - ▶ full range of Linux-enabled technology
 - ▶ leadership role in open source movement
- PartnerWorld lets you leverage your investment in UNIX, Linux, IBM middleware and/or IBM server expertise



Linux Opportunity is Exploding!

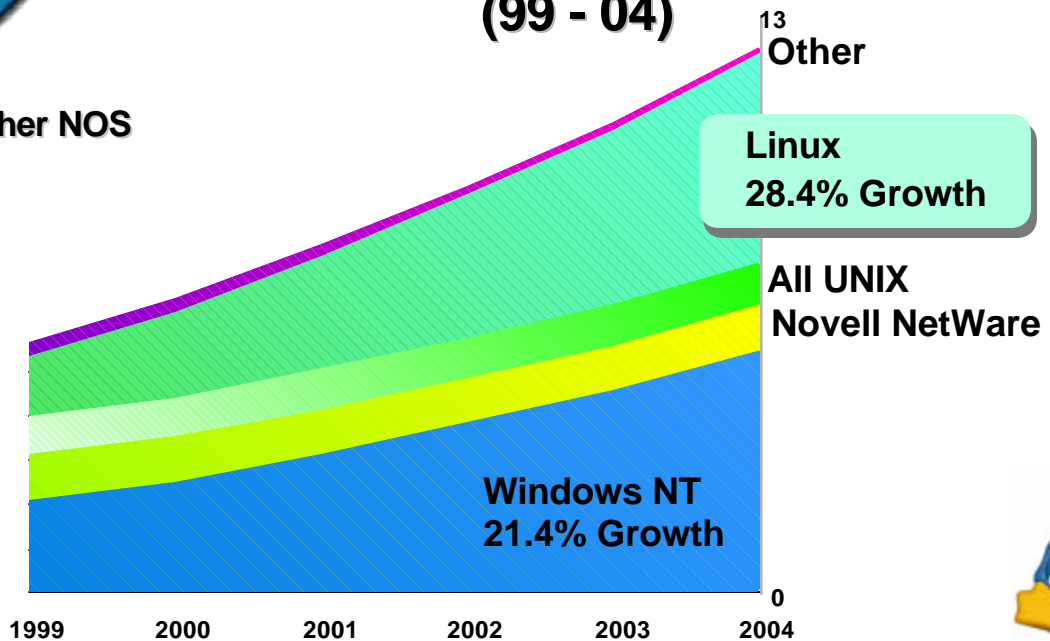


2000 New Server OS Shipments



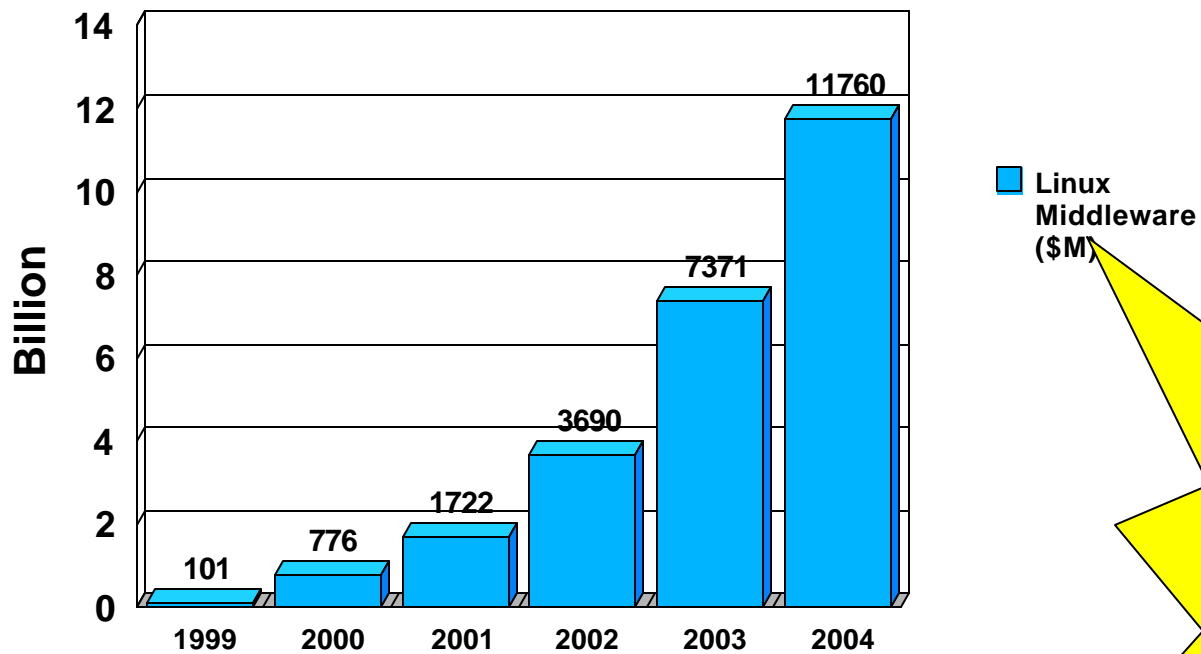
- 1999 - 2000 Linux shipments grew 24% YTY
- 2000: #2 volume OS
- Linux shipments projected to have highest growth (99 - 04)

New Server OS License Forecast (99 - 04)



Linux Software Opportunity is Exploding!

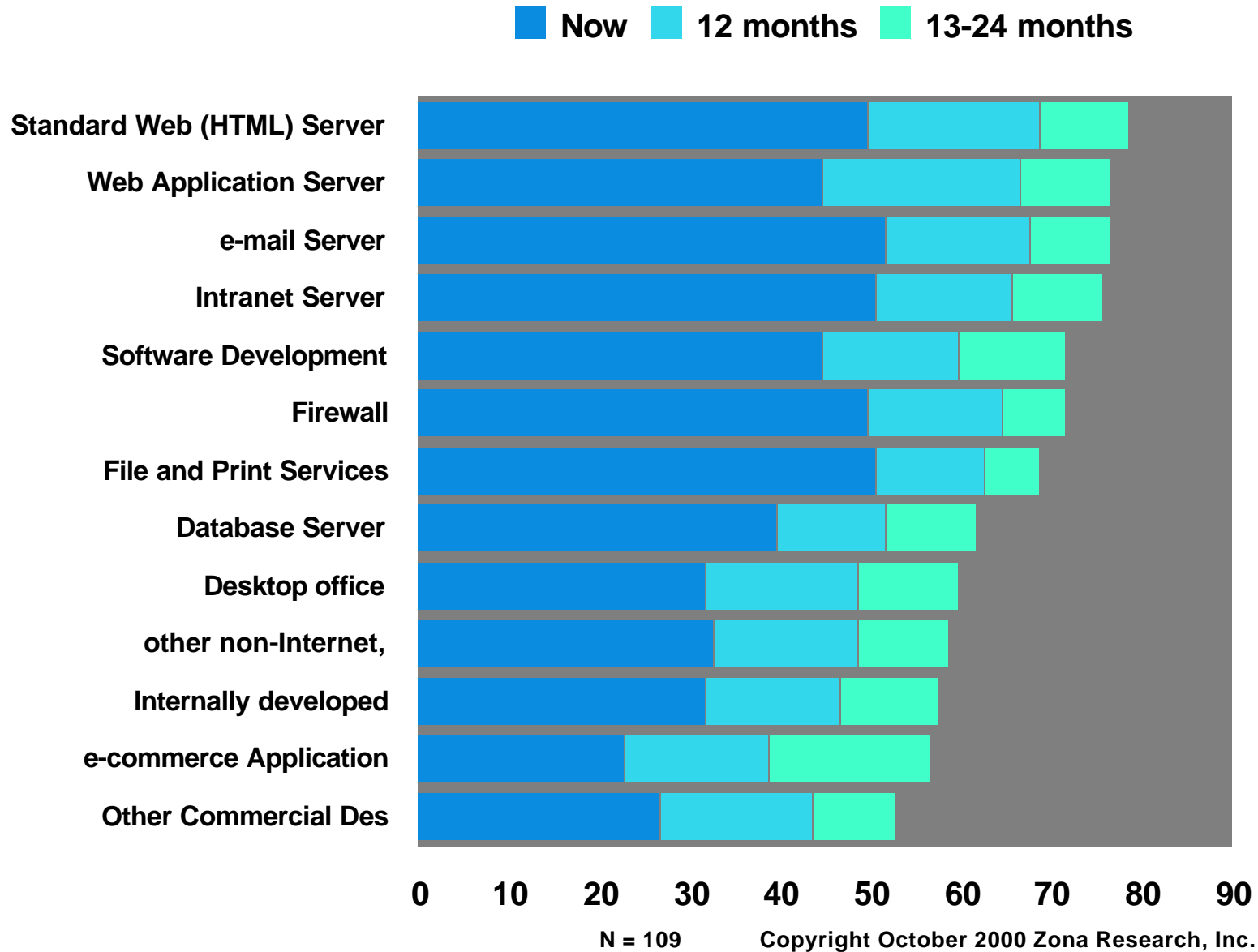
WW Revenue Opportunity for Middleware on Linux



* IDC, Software Market Forecast Report, 2000-2004 (June 2000)

Revenue from Software on Linux growing at more than 3 times Linux shipment growth!! (IDC)

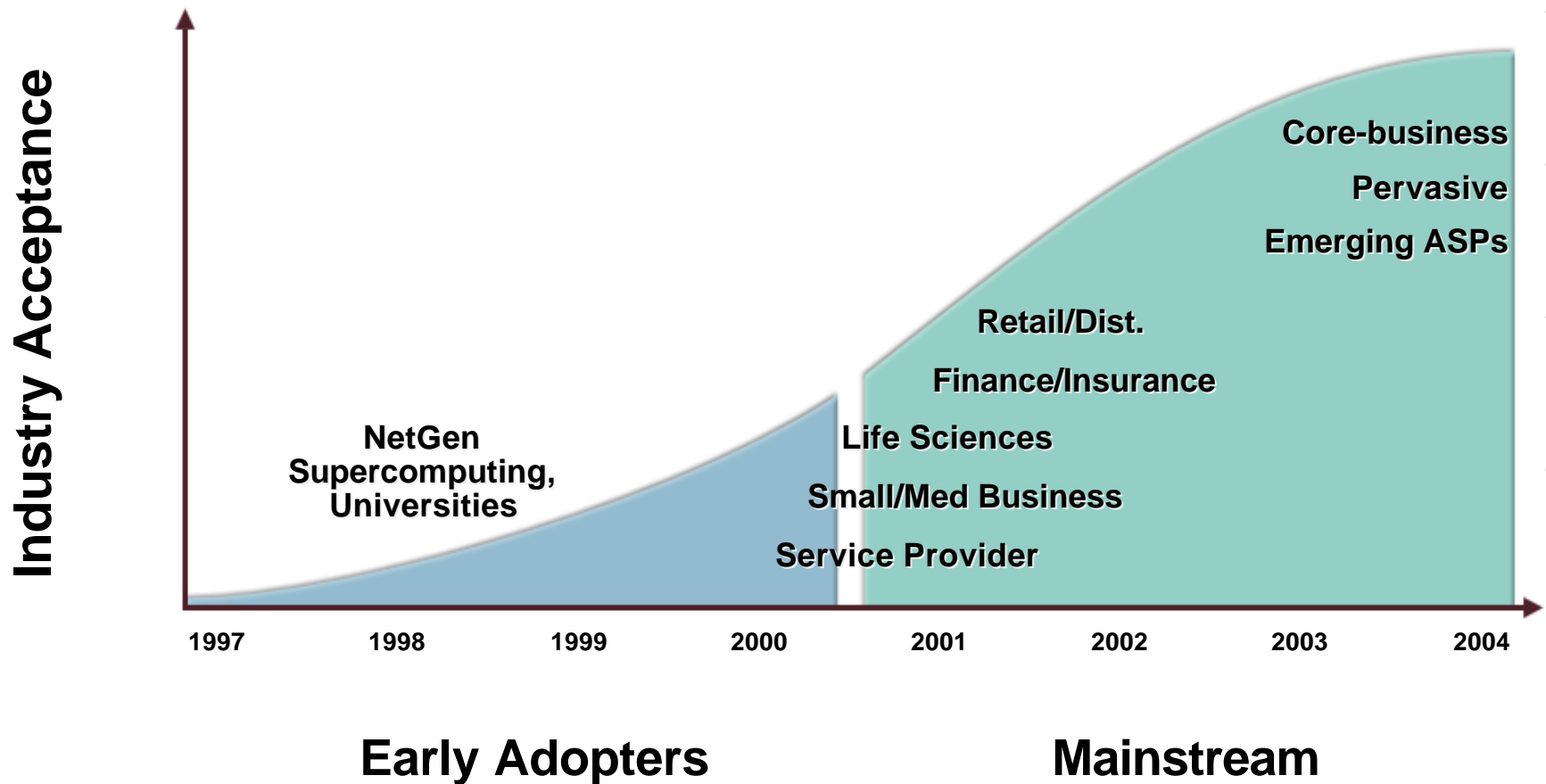
Linux Deployments



Copyright October 2000 Zona Research, Inc.



Linux Moving into Mainstream



IBM's Commitment to Linux



IBM's Commitment to Linux Leads the Industry



- IBM's
 - ▶ unrivaled e-business leadership
 - ▶ full range of superior, Linux-enabled technology
 - ▶ leadership role in the open source movement.
- Makes Linux a low-risk proposition for IBM Business Partners.



IBM ^s Provide Flexibility



xSeries



- Rack-optimized
- Appliances
- Clusters
- NUMA

pSeries & iSeries



- Scales seamlessly
- Increased storage, memory capacity
- Integration

zSeries



- Highest level of availability
- Lowest cost-per-unit of work
- Consolidation



Key IBM Software Offerings on Linux

■ AIM

- ▶ WebSphere Application Server (SE, AE) (for Intel)
- ▶ WebSphere Application Server (AE) (for S/390)
- ▶ WS Edge Server, WS Personalization, WS Site Analyzer, WS Performance (for Intel)
- ▶ WebSphere Commerce Suite Start Edition, WebSphere Transcoding Publisher (for Intel)
- ▶ WebSphere Homepage Builder, WebSphere Host On-Demand (for Intel)
- ▶ MQSeries (for Intel), MQSeries Client (for S/390)
- ▶ VA Java 3.0 Professional (for Intel)
- ▶ IMS Connect, CICS Transaction Gateway (for S/390)

■ Data

- ▶ DB2 UDB (PE, WE, EE, EEE, PDE, UDE) (for Intel)
- ▶ DB2 Connect, DB2 Everyplace, DB2 XML Extender, DataPropagator, Net.Data (for Intel)
- ▶ DB2 UDB EE, DB2 Connect (for S/390)

■ Lotus

- ▶ Lotus Domino, Lotus Domino Workflow (for Intel)

■ Tivoli

- ▶ Tivoli Storage Manager (x and zSeries), Tivoli SANergy (for Intel); TSM Client (for S/390)

■ Other

- ▶ Small Business Suite, ViaVoice Dictation, ViaVoice Solution Developer Kit (for Intel)



IBM Small Business Suite for Linux

Best of Show, LinuxWorld, New York

- Only integrated suite for Linux to include:
 - ▶ Web Application Server
 - ▶ e-Mail and Collaboration Server
 - ▶ Database Server
- Without 100-user limit, combined Suggested Retail Price of separate products is **over \$4,000!**



IBM Strategic Initiatives



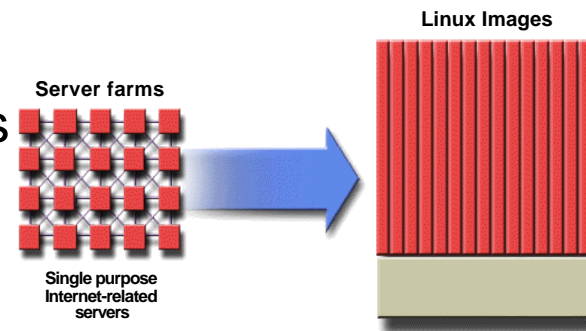
- Workload Consolidation
- Distributed Enterprise
- Linux Clusters
- High-Volume Plays



Reduced cost of ownership, enhanced resource utilization & performance, speed of deployment

Description

- ▶ Supports multiple independent workloads on large, centrally managed platforms (e.g. zSeries & iSeries)

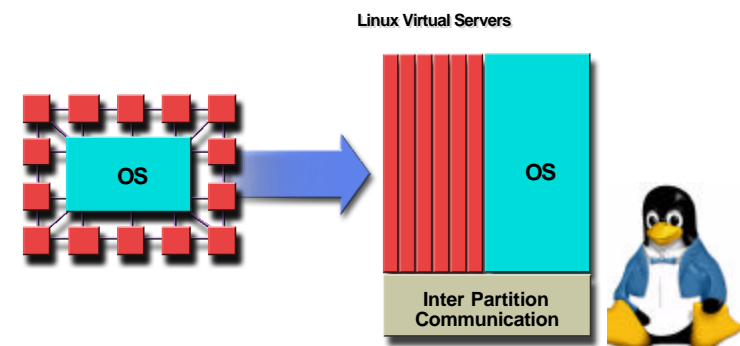


Target Segments

- ▶ Service Provider, Finance

PROOF POINTS

- ▶ **Telia** - Replacing 70 Sun servers with a S/390 running Linux under VM.
- ▶ **CSK Networks** - Consolidation of ASP services



Low cost, robust, standards based, easily replicated

Description

- ▶ Turnkey solutions for centrally managed, geographically dispersed replicated servers

Target Segments

- ▶ Finance, Retail & Distribution

Proof Points:

- ▶ Lawson - Linux based kiosks in 7600 stores
- ▶ Hill House Hammond - automation at 290 branch offices



Low-cost alternative

Description

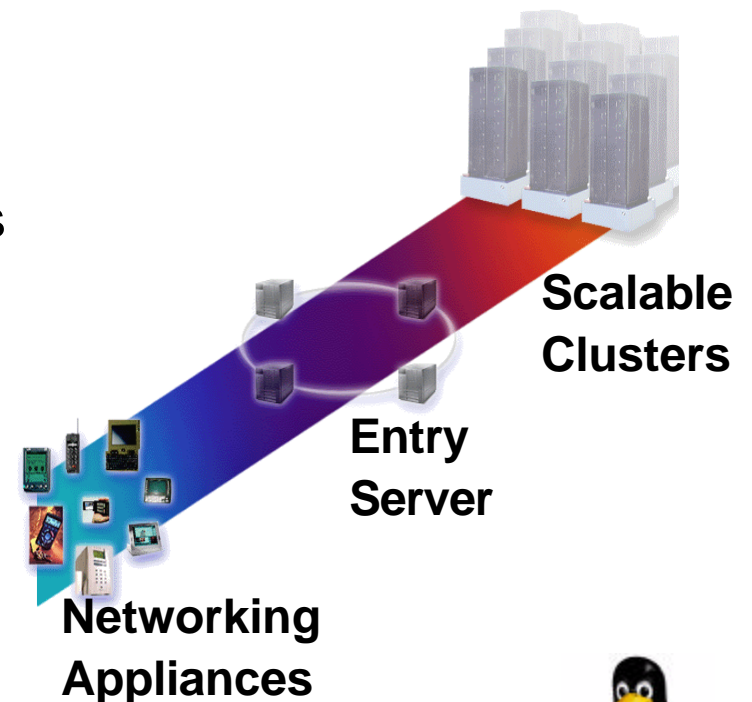
- ▶ Pre-tested, pre-loaded IBM middleware based software stacks on scalable xSeries Linux clusters
- ▶ IGS Service & Support
- ▶ Cluster Product Announcements at LinuxWorld

Target Segments

- ▶ Service Provider, Telco, NetGen

Proof Points

- ▶ Royal Dutch Shell - Largest Cluster in the World, 1024 node xSeries
- ▶ University of New Mexico - Second largest Linux



High Volume Plays



More robust, more robust and less expensive

Description

- ▶ **Small/Medium Business**
 - IBM Middleware
 - File/Print server
- ▶ **Server Appliances**
 - Single Function Servers



Target Segments

- ▶ All

Proof Points

- **Blue Sky** - Domino Appliance Server
- **Interlan** - ASP providing Linux F/P Server service
- **Akamai** - Content Caching to improve web performance
- **Infocom Technologies** - Webserving via Linux and Apache



IBM's Premier Alliances with Linux Distributors



- Worldwide alliances for hardware, software, services, solutions and marketing



PartnerWorld Delivers World-Class, Award-Winning Value

- Members receive:
 - ▶ Education and certification
 - ▶ Technical support
 - ▶ Go to market support
 - ▶ Ecosystem of highly skilled Business Partners



***VARBusiness Magazine Awarded IBM
Three First-Place Wins and Lifetime
Achievement Award for Its Consistently
High Quality and Value***

www.ibm.com/partnerworld



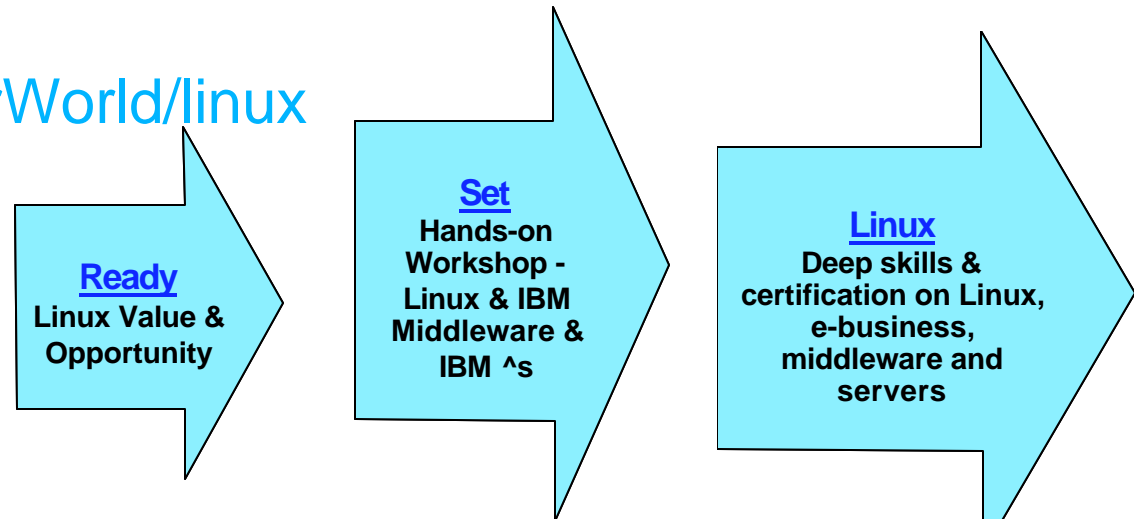
- New "Linux Lens" on PartnerWorld Web Site

www.ibm.com/PartnerWorld/linux

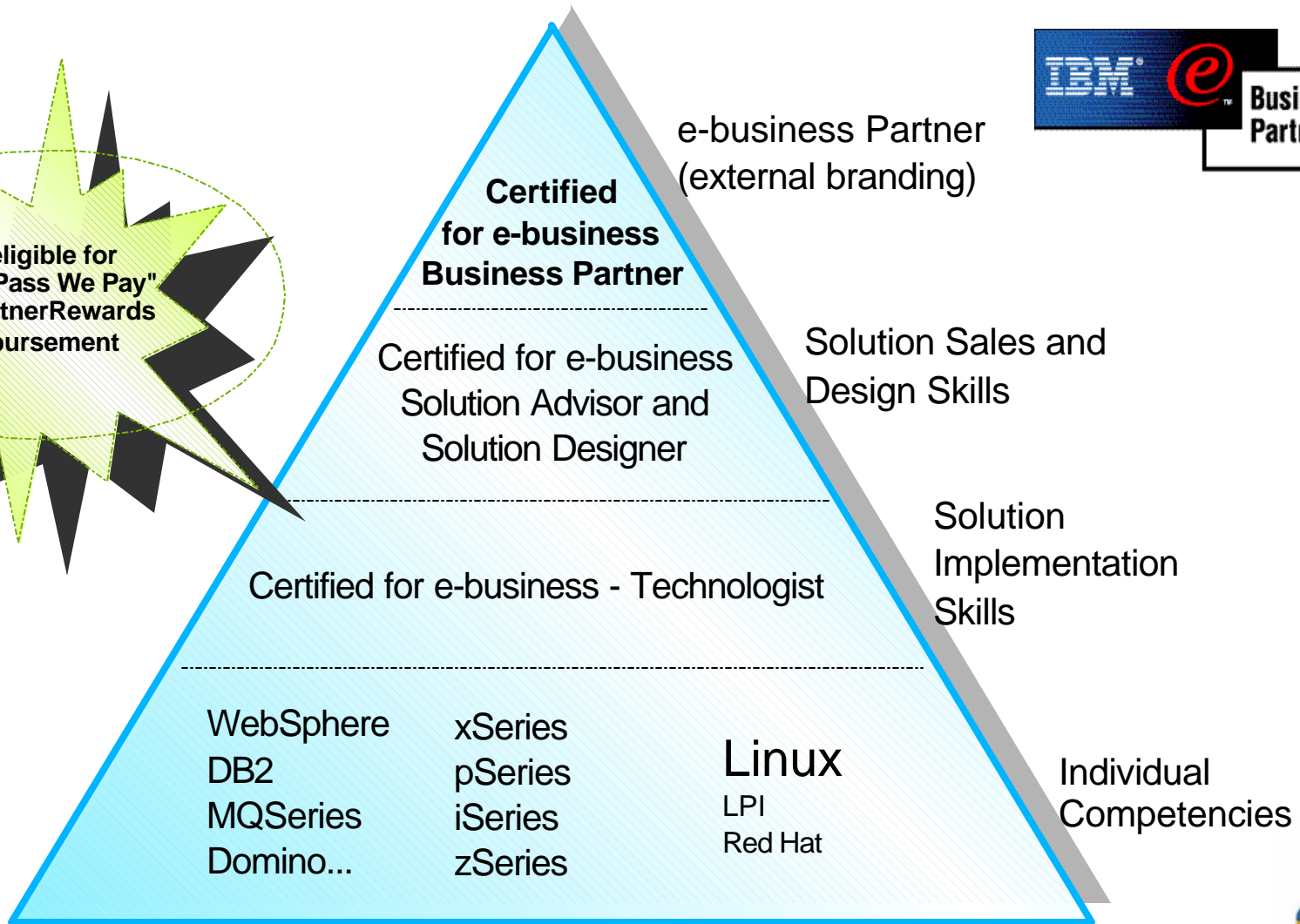
- Ready, Set, Linux!

- Offset Your Investment

- ▶ **"You Pass, We Pay"**: pass LPI Test 101 or Red Hat RHCE Test and get **reimbursed up to ~ US \$3,000**
- ▶ **PartnerRewards**: achieve LPI or Red Hat certification and **claim up to ~ US \$3,000**



Expanding Skills for e-business on Linux



Linux Support for Developers

WW Porting Centers

Linux Workshops, Tech Support
Linux testing on IBM ^s
Linux Performance Tools and MORE

No Charge for Development use of IBM Software

WebSphere Application Server
DB2 Universal Database for Linux
Lotus Domino Application Server for Linux
Visual Age for Java for Linux development tools
Development Kit, Java Technology Edition (IBM JVM and JRE)
DB2 7.1 and WebSphere Redbook
WebSphere HomePage Builder 4.0



San Mateo
Chicago
Waltham
Hursley
Paris
Stuttgart
Sydney

Bangalore
Shanghai
Tokyo



Linux Support for Developers

PartnerWorld for Developers

Add Linux to your skill-set

- ▶ DeveloperToolbox Linux products available for download at www.developer.ibm.com
- ▶ Application Developer's Kit for Linux V2 CD provided by DeveloperToolbox



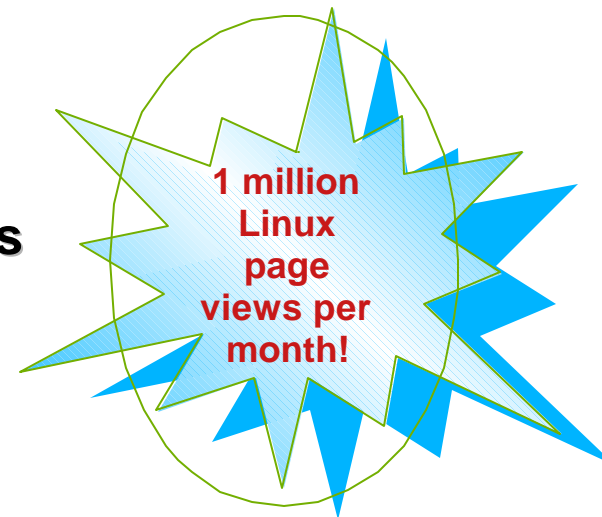
developerWorks

Dedicated "Linux Zone"

Open Source Center

focus on open-industry standards
and cross-platform development

alphaWorks, available through
developerWorks



Linux Technical Support



PartnerLine / Techline (pre-sales)

Support Line (post-sales)

IGS Services Offerings

Linux Solution for e-business

Open Source consulting

Linux Migration Services

Linux Infrastructure Assessment workshop

Web and High Availability Cluster services

Redbooks, residencies, whitepapers

Complex opportunity support

Contact PartnerLine to engage resources



IBM Regional Linux Impact Teams

- ▶ Cross Functional Teams
 - ▶ IBM ^, Software, Services, Channels, Marketing
- ▶ Regionally Deployed
 - Americas: John Sarsgard - sarsgard@us.ibm.com
 - EMEA: Udo Hertz - udo_hertz@de.ibm.com
 - AP: Roland Stranneborn - roland@hk1.ibm.com
- ▶ Role
 - ▶ Engage Customer Opportunities
 - ▶ Engage and support Business Partners
 - ▶ Produce References / Case Studies
 - ▶ Transfer Skills

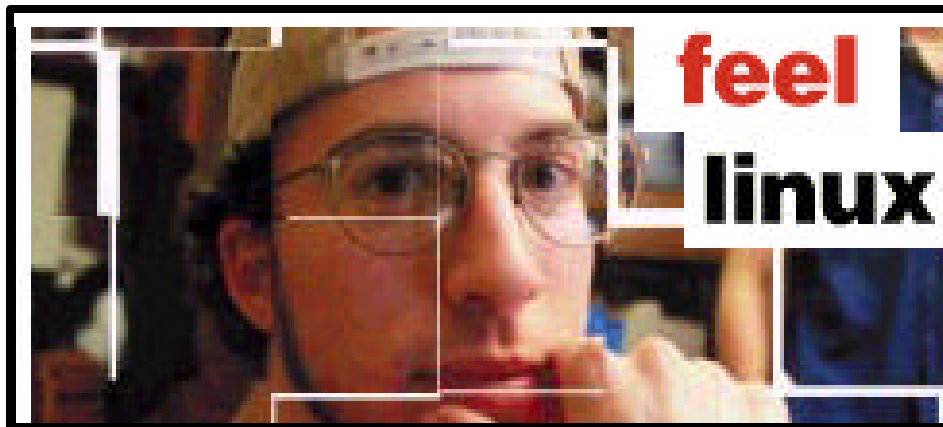
ENGAGE THEM!



Aggressive Worldwide Marketing Plans



Worldwide Linux Events



Linux Collateral



Targeted DM Campaigns
www.ibm.com/linux

Linux Advertising



Collateral to Help You Sell



- IBM/Linux Portfolio G325-5315-00
 - ▶ What is Linux, Why Linux, Why IBM?
 - ▶ IBM Linux strategy
 - ▶ IBM offerings

- IBM/Linux CD GK3T-1966-00
 - ▶ Contains IBM Linux Marketing pitch, customer application briefs

- IBM/Linux Brochure G325-5316-00
 - ▶ What is Linux, Why Linux, Why IBM?
 - ▶ IBM offerings

- Linux Resource CD for BPs SK3T-0610
 - ▶ Order from "Linux Lens" Web site or via puborder

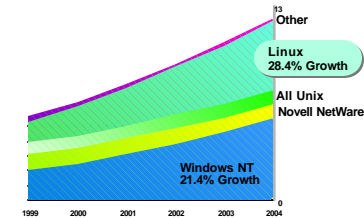


Putting it all Together for Success !



New Markets ...

The Linux Opportunity is Exploding !



New Skills ...

PartnerWorld gets you Linux "e" nabled NOW !

Ready... Set... Linux!

You Pass We Pay

PartnerRewards

Linux Technical Support



New Business ...

IBM Advertising & co-marketing uncover opportunities for You !

e-infrastructure campaign

^ campaign

StartNow program



If You're Serious About Linux...IBM Can Help You Succeed

- Join IBM PartnerWorld
- Get skilled and certified on Linux and IBM Middleware and IBM ^ platforms
- Help your customers *Change the Game*
- Check it out:
www.ibm.com/partnerworld > "LINUX LENS"
www.ibm.com/linux
www.ibm.com/developerworks/linux



IBM is Ready ... Are You?

