messages:

An IBM Software Business Partner Newsletter

Business Partner IBM
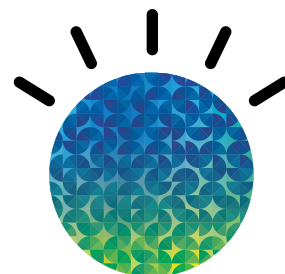
IBM Smarter Commerce

IBM Expands Smarter Commerce Initiative

ANNOUNCEMENT
New Tools, Releases and Appliances to Help You

IBM SOFTWARE
High Volume Bundles

IBM SOFTWARE VALUE PLUS
Maximizing your profits by reselling IBM Software
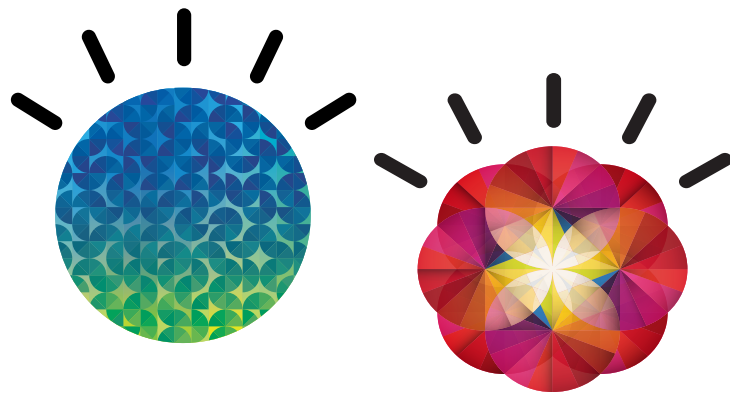
Inside messages:

Cover Story

Feature Story

Columns

Dear Business Partners,

As you know, IBM celebrated its centennial on June 16th. What a milestone! I'd like to take this opportunity to reiterate that it is simply awe-inspiring to read, learn and to renew our purpose to carry on the legacy and aspirations for the future. As we embark on our second century, let's take a moment to reflect what the lessons and innovations mean, and how it teaches us to reaffirm our ongoing commitment to advancement and growth.

IBM is an icon of progress with an evolving collection of innovation stories; IBM advocates the Celebration of Service Day to improve communities worldwide; BM is about making the world work better with its impact on technology, business and the modern world. IBM is about ideas that shaped a century. I could go on about a hundred things!

Coming back to this issue, we have our usual announcements, updates and features. Do read through and mark your calendar for upcoming events and relish in the fact that IBM commits itself to making the world a smarter, better place for us all.

Read on and enjoy!

Sandeep Bakhshi
Business Unit Executive,
ASEAN Software Group Channels
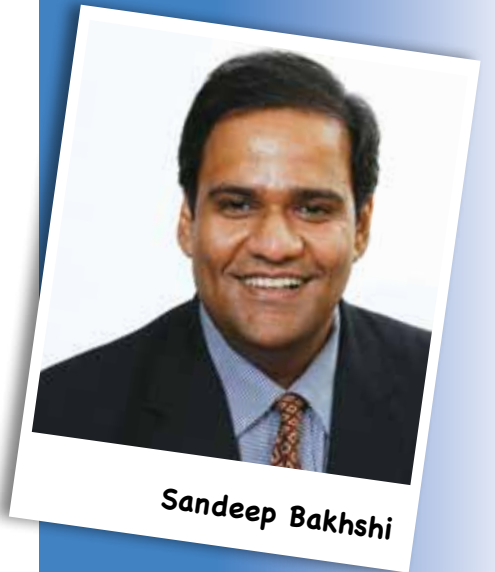
Sandeep Bakhshi

IBM is about making the world work better with its impact on technology, business and the modern world.

Building skills for the future!

IBM estimates the security solutions marketplace to value about $23B by 2015. As we build the Smarter Planet, more and more businesses are demanding secure IT environments. That's why IBM introduced the Software Value Plus (SVP) Security Authorization – to help you develop the security solutions your customers need.

Learn how to be a part of the exciting growth opportunity at IBM PartnerWorld–SVP Security Authorization. Becoming an SVP Security Authorized Business Partner has its benefits as it earns you lucrative financial rewards! Your Authorized SVP mark advertises your broad IBM security expertise and your solution visibility in the IBM Global Solutions Directory gives you priority access to IBM leads. This expansion, associated with IBM security software, gives your solution an edge over others.

Continually evolving skills and delivering on customer demands has been key to the success we have achieved

together over the last 100 years. June 16th marks IBM's Centennial and is an exciting time to recognize and celebrate the innovative and relevant solutions we deliver and the client-focused relationships you forge. Our history speaks for itself – there's no question that we can do that better by working together!

Continued success,

Mark

Mark Register
Vice President
Software Business Partners and Midmarket
IBM Software Group

Announcing the Release of IBM Sametime 8.5.2

IBM's Unified Communication and Collaboration platform, Sametime V8.5.2 was announced last week for general availability mid June 2011.

With the new release the Sametime family of products offers a viable cost effective Unified Communication solution for many clients that wish to leverage their existing investments through Sametime's Open connection capabilities with existing Video Conference Equipment solutions, and their existing PBX solutions. For many clients, deferring an anticipated replacement of a PBX system through implementing an integrated Sametime UC2 solution is one of the major cost benefits of the IBM platform.

One of the main reasons clients deploy IBM Sametime is that it leverages these investments, rather than following the 'rip and replace' approach of many others.

For more information please visit the Sametime Community Blog on IBM.com (**www.ibm.com/connections/blogs/ SametimeBlog/?lang=en_us**) or contact us direct should you wish to engage with us on progressing your Unified Communication and Collaboration opportunities.
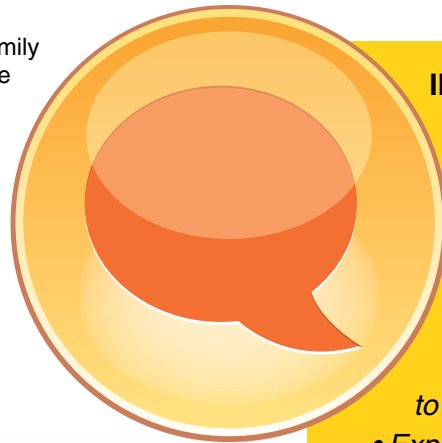
IBM Sametime 8.5.2 is not just a point release, it is a social milestone in that it provides:
- *Full Audio/Video conferencing from Web clients (through firewalls)*
- *A new "SUT Lite" client offering for users to call any phone from their Sametime environment connected to their existing PBX*
- *Expanded mobile support, and much more*

Get Social. Do Business!

Tools Business Partners can use to "Engage your broader business network with IBM and your clients".

In May, IBM announced important new tools and capabilities to help our clients and Business Partners

This live broadcast held in the US covered issues to cost effectively hone the social antennae and quickly respond to market demands. Topics covered also include:

- **Sametime 8.5.2:** enhanced voice and video collaboration capabilities, improved meetings outside the firewall, and a new Sametime Unified Telephony Lite Client

- **Connections 3.0.1:** ideation blog and additional new listening and monitoring tools

- **LotusLive:** refreshed with additional capabilities to connect with clients, Business Partners, and suppliers in the cloud in LotusLive

This was an informative hour! If you couldn't attend, the replay is available on demand at **ibm.com/social**.

Capitalize on the continued market momentum IBM is building in Social Business

1. Use these new product announcements as a reason of call with your clients.
2. Set up virtual meetings with your clients using LotusLive or Sametime on Greenhouse to demo the latest capabilities.
3. Prepare for client conversations using these updated sales kits:
   - Sametime 8.5 Sales Kit on PartnerWorld
   - Sametime Unified Telephony Sales Kit on PartnerWorld
   - IBM Connections Sales Kit on PartnerWorld
   - Actiance Vantage for Connections Sales Kit on PartnerWorld

The following 4 LotusLive Sales Kits are on PartnerWorld:
   - LotusLive Sales Kit
   - LotusLive Engage Sales Kit
   - LotusLive iNotes Sales Kit
   - LotusLive Notes Sales Kit

Use these new offers to drive new opportunities or progress existing ones:
   - Sametime 8.5.2 Webcast on Lotus User Group, May 25 (free, registration required)
   - Connections ROI Whitepaper (coming soon!)
   - Watch the LotusLive demo and try it for free for 60-days
   - Watch an introductory video for Portal NOW
   - Social Business Sales Guide for Business Executives
   - 60-Second Social Video
   - Use the Lotus BP Progression Kit to progress and close opportunities by using the latest and most relevant materials

Congratulations to our Asean Lotus Award winners for 2010!

IBM Lotus Asean team had an Asean Lotus Academy kickoff on 26th April 2011, where we have invited our focused Lotus partners to join us, as a sign of our appreciation to our partners. **Congratulations to our award winners !**

ASEAN Business Partner of the Year 2010
IBM Collaboration : LYV Connections Pte Ltd.   WebSphere Portal : Rigelsoft Pte Ltd.

Lotus Business Partner of the Year 2010
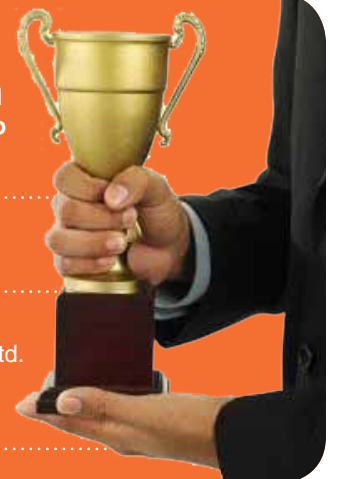Malaysia   : Mesiniaga Berhad   Vietnam   : CMC Software Solution Company Ltd.
Philippines : Softweb Consulting, Inc. Indonesia   : PT Mitra Integrasi Informatika
Thailand   : Zenith Comp Co., Ltd.   Singapore   : LYV Connections Pte Ltd.

IBM Tivoli® Endpoint Manager

Provides comprehensive endpoint protection with integrated anti-malware, personal firewall, and web reputation capabilities.

Email reputation

Smart Protection Network™

File reputation

Web reputation

▬▬	Allowed
▬▬	Blocked
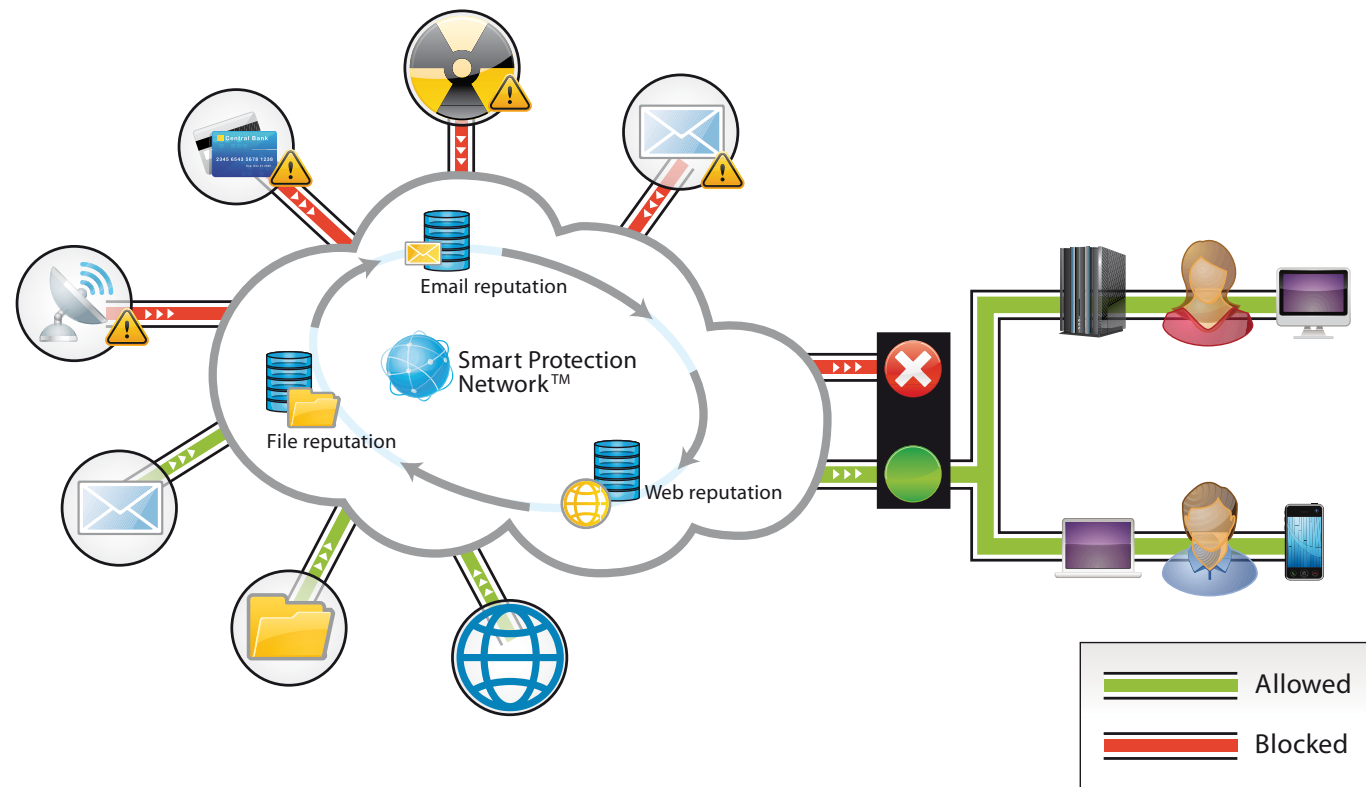
Tivoli Endpoint Manager for Core Protection stops threats before they arrive by checking files, URLs and emails for malicious potential in real time.

IBM Tivoli Endpoint Manager for Core Protection manages both technology and business risk. It protects physical and virtual endpoints from damage caused by malware and other vulnerabilities and reduces the business disruptions that can result from attacks on endpoints.

• Protect physical and virtual endpoints from damage caused by viruses, Trojan horses, worms, spyware, rootkits, web threats and their new variants
• Cross-reference threat information with a large, cloud-based database created by Trend Micro and continuously updated via Trend Micro's Smart Protection Network™
• Deliver increased protection through policy enforcement to ensure that antivirus services are always installed, running and up to date
• Automatically clean endpoints of malware, including processes and registry entries that are hidden or locked
• Provide security for both fixed, network-connected endpoints and roaming, Internet-connected endpoints
• Centralize the management of functions that provide advanced antivirus and firewall protection
• Employ a unified management infrastructure to coordinate among IT, security, desktop and server operations
• Operating systems supported: Other Operating Systems, Windows family

To learn more about IBMTivoli Endpoint Manager for Core Protection, visit:
ibm.com/software/tivoli/products/endpoint-core-protection/

Cast Iron As a New Application Platform

Mark your calendars for the event closest to you!

Business Partner Recruitment Event in your region

Grow Your Business with WebSphere and Integrate SAP Applications Business Partner Sales Enablement
Country   : Malaysia
Date   : 7th & 8th June 2011 (Tue & Wed)
Venue   : Uptown Conference Center
                    Damansara Uptown, Kuala Lumpur

Integrate SAP Application in Days BP Executive Event
Country   : Singapore
Date   : 9th June 2011 (Thu)
Venue   : The Altitude @ One Raffles Place
                    62nd Floor, Singapore

Executive BP Roundtable: Grow Business in DAYS
Country   : Thailand
Date   : 5th July 2011 (Tue)
Venue   : The Resident 305 Room
                    Grand Hyatt Erawan Hotel

For registration or more info, please contact:
swgmkt@th.ibm.com

Recruiting Business Partners with Global Solution Partners name*

Country   : Malaysia
Date   : 14th June 2011 (Tue)
For registration or more info, please visit:
www.ap-comms.com/ibm2011/cast_iron/index.html

Country   : Singapore
Date   : 12th July 2011 (Tue)
For registration or more info, please contact:
registrations@ecs.com.sg

*SAP, Oracle Siebel, JD Edwards, Lawson, Salesforce, Netsuite, SugerCRM

CAST IRON SYSTEMS
An IBM® Company

About Cast Iron Systems

The Cast Iron Systems is a fast and simple solution for data migration and application integration. The Cast Iron OmniConnect™ platform delivers simplicity by providing everything needed to complete application integrations using a "con!guration, not coding" approach that frees up expert programmers. Companies choose Cast Iron OmniConnect to integrate their applications in days and for 80% less than the cost of other alternatives.

PULSE OF ASIA SUMMIT
2011
19 - 21 July, Singapore

F e e l   t h e   P u l s e   o f   A s i a

Become a sponsor of the Pulse of Asia Summit 2011 & Asia Pacific Communications Service Provider Forum 2011 to:

➔ Increase your brand awareness by raising your profile at the event

➔ Enjoy an unmatched opportunity to network with peers, clients and new prospects

➔ Showcase your solutions, generate leads and increase sales

Pulse of Asia Summit 2011 & Asia Pacific Communications Service Provider Forum 2011 shine the spotlight on outstanding organisations from around ASEAN which have achieved quantifiable business value and outcomes through creative leadership in IT.

Interact with industry leaders and peers in a series of thought-provoking talks and industry-specific dialogues, and discuss how organisations can best leverage technology to ride on the dynamism of Asia – one of the fastest growing economies in the world.

Key Highlights:
• Exciting insights on achieving transformational business value from optimized infrastructures
• Breakthrough ideas and technologies for information, storage, cloud, security and green solutions
• Industry-specific roundtables for Energy and Utilities, Banking and Finance and Government; as well as a dialogue for Communications – in the form of the Asia Pacific Communications Service Provider Forum 2011 which will be taking place in conjunction with the summit

This executive summit is the perfect environment for IBM Business Partners to strengthen relationships, create leads and expand their business into new markets. Attend the Pulse of Asia Summit 2011 and explore the latest industry trends while leveraging exclusive networking opportunities.

Who Will You Meet?
Current and prospective IBM Clients, Business Partners and IBM Employees:
• COO, CSO, CIO/CTO, Plant/Facilities Director, Network Operation VP/Directors, Datacentre Directors, Compliance/Audit Directors

Event Highlights
• Learn how outstanding organisations are capitalising on complexity to achieve measurable business value and outcomes
• Leverage on the increasingly interconnected nature of business and ride on the new wave of growth in Asia
• Discover the latest strategies and technologies organisations are adopting
• Discuss current trends and address challenges in the industry-specific dialogues
• Participate in high level panel discussions led by editors from renowned business and technology publications
• Experience industry solution demonstrations for smarter communications.
• Gain valuable insights
• Connect with leaders from around ASEAN and gain concrete solutions

For enquiries or reservations, please contact:
Connie Lim, Demand Programs – Capabilities. at +65 9627 8687 or limc@sg.ibm.com

Sponsorship Opportunities at a Glance
There are limited numbers of sponsorship opportunities with varying entitlements. Sponsorships are available on a firstcome-first-served basis and subject to approval by IBM.

Platinum Level Sponsorship – US$ 30,000
Limited to one sponsor

The most exclusive level of event sponsorship, the Platinum level sponsorship offers maximum exposure and direct benefits at the event. Specific exposure benefits include:

Presence and participation at Pulse of Asia Summit 2011
• One invite to the conference's panel of discussion
• Corporate logo exposure on pre-show marketing collateral
• Corporate logo on the cover of the Official Program Guide
• Corporate logo recognition on the event microsite
• Corporate logo recognition signage on-site at the event
• One insert in conference bag
• One 5m x 3m Exhibit Showcase space at the Solution Showcase area
• 3 complimentary conference badges
• 5 complimentary exhibitor badges
• 2 complimentary invitations to Gala Dinner on Day 1

Gold Level Sponsorship – US$ 15,000
Limited to two sponsors

The Gold Level sponsorship offers you significant exposure. Specific exposure benefits include:

Presence and participation at Pulse of Asia Summit 2011
• Corporate logo exposure on pre-show marketing collateral
• Corporate logo on the cover of the Official Program Guide
• Corporate logo recognition on the event microsite
• Corporate logo recognition signage on-site at the event
• One Insert in conference bag
• One 4m x 3m Exhibit Showcase space at the Solution Showcase area
• 2 complimentary conference badges
• 5 complimentary exhibitor badges
• 1 complimentary invite to Gala Dinner on Day 1

Silver Level Sponsorship US$ 5,000
Limited to ten sponsors

Presence and participation at Pulse of Asia Summit 2011
• Corporate logo exposure on pre-show marketing collateral
• Corporate logo on the cover of the Official Program Guide
• Corporate logo recognition on the event microsite
• Corporate logo recognition signage on-site at the event
• One 3m x 3m Exhibit Showcase space at the Solution Showcase area
• 5 complimentary exhibitor badges

Gala Dinner Sponsorship – Day 1 US$ 20,000

Limited to one sponsor
• 2 complimentary seats to the Gala Dinner.
• 2 complimentary conference badges
• Corporate logo recognition signage on-site at the event.
• Credit mention during the Gala Dinner speech.
• Placements of company banner at dinner venue, banner is to be provided by clients.

Appreciation Dinner Sponsorship – Day 2 US$ 20,000

Limited to one sponsor
• 2 complimentary seats to the Appreciation Dinner.
• 2 complimentary conference badges
• Corporate logo recognition signage on-site at the event.
• Credit mention during the Appreciation Dinner speech.
• Placements of company banner at dinner venue, banner is to be provided by clients.

IBM Golf Challenge Sponsorship – Day 3 US$ 20,000

• 2 complimentary invitations to the IBM Golf Challenge.
• Corporate logo recognition signage on-site at the event.
• Credit mention during the speech.
• Placements of company banner at golf venue where appropriate and approved by venue owner, banner is to be provided by clients.

messages | ASEAN, Issue #8 | July 2011

Smarter Software for a Smarter Planet

Start Your Transformation for Growth Now!

Merely accepting the need for change is not enough. In today's competitive business environment, find the right path to transformation that gives an outstanding ability to thrive and cut through complexity, enable agility and drive transformational growth to capture tomorrow's opportunities. Don't just strive to survive, change. With IBM's help, you can master it.

IBM BP Connect 2011
The all-in-one enablement event for Business Partners

- **Experience** the software conference focused on delivering results to transform your customer's business
- **Strengthen** and get inspired by the latest technologies and widen business opportunities
- **Explore** the integrated, best-of-class functionality to improve business agility, software and system innovation, business process management and cloud technologies
- **Discover** the latest comprehensive technologies for working smarter at our Industry Solution booths
- **Network and connect** with IBM experts, peers and businesses. Seize new opportunities for partnership

Date : Tues, 26th July 2011 **Time** : 11am – 6pm
Venue : One World Hotel, PJ, Malaysia

IBM Software Conference 2011
The premier business and IT event for you and your customers, powered by Impact & Innovate 2011

- **Experience** the all-in-one software conference for business and IT leaders, focused on delivering results by transforming your business
- **Explore** the integrated, best-of-class functionality of the latest IBM solutions to improve business agility, software and system innovation, business process management and cloud technologies
- **Discover** the latest innovative solutions and technologies for working smarter at the state-of-the-art Industry & Solution Showcase
- **Sharpen** your skills by exploring and attending the post conference hands-on workshops that is built around your needs and interests
- **Network** with regional experts, business pioneers, thought leaders and peers from your industry

Date : Wed, 27th July 2011 **Time** : 11am – 6pm
Venue : One World Hotel, PJ, Malaysia

Rational. software   **Information Management**   **Lotus.** software   **Tivoli.** software   **WebSphere.** software   **Industry Solutions**   **Business Analytics Software**

Impact & Innovate Come to You 2011

Top 5 reasons why you should attend

- Experience the all-in-one interactive conference for business and IT leaders, focused on delivering results
- Sharpen your abilities through workshops, labs and learning opportunities on cloud, SOA, apps development and BPM
- Rev up your business performance by leveraging invaluable insights you'll never get anywhere else
- Network with regional experts, business pioneers, thought leaders and peers from your industry
- Discover the latest technologies at our Solution Showcase

INSPIRE. INNOVATE. IMPACT.

"If an organisation is to meet the challenges of a changing world, it must be prepared to change everything about itself except its basic beliefs."

Thomas Watson, Jr.
A Business and Its Beliefs: The Ideas That Helped Build IBM

Invite your customers today! Impact & Innovate Come to You 2011 – the all-in-one premier business and IT event that brings together the best ideas, innovation and interaction you need to thrive.

2nd August 2011 | Centara Grand at Central World, **Bangkok**

4th August 2011 | Swissotel The Stamford, **Singapore**

For more enquiries, pls contact Pamela Teo: **teop@sg.ibm.com**

IBM Smarter Commerce

IBM Expands Smarter Commerce Initiative for Business Partners to Seize New Market Opportunity.

Overview

Companies must work with an ecosystem of partners to create a seamless, consistent buying experience for their customers, regardless of whether customers are buying online, in-store, seeking advice from social networks or coupon shopping on mobile devices. This is the premise behind Smarter Commerce. As IBM celebrates its Centennial year, one of the key milestones in its history was establishing the Internet as a platform for business. Today's Smarter Commerce marketplace was made possible by the advent of e-business a decade ago. The smarter, educated consumer of today benefits from the integrated knowledge of commerce, collaboration and content described by IBM in 1996.

IBM is now expanding Smarter Commerce for Business Partners, the most recent addition to its Smarter Commerce initiative. The new program is designed to help partners realize profit and success in the estimated $20B software market for Smarter Commerce. The program will offer partners support for sales and marketing along with technical guidance to help build, market and sell solutions. Partners can earn sales incentives worth up to 50 percent the size of the software transaction and receive zero percent financing for them and their customers from IBM. By working with partners to create new solutions to meet growing consumer needs, IBM will have a stronger network of partners and solutions to help businesses efficiently sell, market and fulfill orders throughout the supply chain.

Smarter Commerce marketplace was made possible by the advent of e-business a decade ago. The smarter, educated consumer of today benefits from the integrated knowledge of commerce, collaboration and content described by IBM in 1996.

Key Messages

IBM Smarter Commerce presents a tremendous growth opportunity for IBM and our Business Partners.
- Companies need to transform their business processes to more quickly in response to shifting customer demands brought by social and mobile buying trends in today's digitally transformed marketplace.
- IBM's estimates the Smarter Commerce market opportunity for software at $20 billion, driven by the demands from organizations who are increasingly looking for ways to bring new levels of automation to marketing, sales and fulfillment to secure greater customer loyalty.
- IBM can help Business Partners gain access to deeper skills, zero percent financing and the opportunity to earn incentives of up to 50 percent in this emerging marketplace.

We have two new ways for partners to capitalize on this new growth opportunity
- Software Value Plus Smarter Commerce Capability – business partners can now qualify to receive incentives as much as 50 percent of the software transaction for Smarter Commerce software, including Unica, Coremetrics, Unica and Websphere Commerce offerings that add up to capabilities no competitor can match. To qualify, Business Partners must be authorized IBM software providers with certifications in sales and technical support.
- The Smarter Commerce Solution Development Initiative – designed to deliver industry specific sales and technical support, client focused workshops, access to IBM's global innovation centers and sales assistance in client engagements. To qualify, regional integrators, ISVs, marketing service providers, must have IBM software and industry-specific certifications in retail, telecommunications, banking and consumer product industries.

Business Partner momentum builds and investment in Smarter Commerce continues.
- IBM invested over $2.5 billion in 2010 alone with acquisitions such as Coremetrics, Unica and Sterling Commerce.
- Many leading companies across industries are buying into Smarter Commerce such as CSX, Petco, Cengage, XO Communications, First Tennessee Bank.

Press Release
IBM Expands Smarter Commerce Initiative for Business Partners to Seize New Market Opportunity

ARMONK, NY, May 31, 2011 – IBM (NYSE: IBM) today announced an expansion of its Smarter Commerce initiative to help Business Partners seize the growing market opportunity created by shifting buying patterns brought on by mobile and social computing. In addition to sales, marketing and technical guidance, Business Partners can qualify to earn incentives of up to 50 percent of the software sales transaction and receive zero percent financing.

With today's news, IBM is making it easier and more cost effective to offer Smarter Commerce solutions. IBM's Smarter Commerce initiative delivers software and services to help companies transform their business processes to more quickly respond to shifting customer demands in today's digital marketplace.

IBM's estimates the Smarter Commerce market opportunity for software at $20 billion, driven by the demands from organizations who are increasingly looking for ways to bring new levels of automation to marketing, sales and fulfillment to secure greater customer loyalty.

IBM is investing in its ecosystem of partners, delivering the right set of skills, technical support, development resources, and industry expertise that will allow them to expand their capabilities to more effectively fulfill client demands brought on by social networking and mobile computing. The first stage of this initiative will focus on business partners with skills in retail, telecommunications, banking and consumer products industries.

Through IBM's Smarter Commerce for Business Partners, partners can qualify for an assigned IBM relationship manager to provide day-to-day support, business development funds to invest in marketing and events, and attend IBM business development workshops and assessment tools to develop customized client requirements.

Business Partners can also qualify to receive special financing incentives. IBM Global Financing (IGF) will offer partners zero percent, twelve month interest-free financing, to those partners enrolled in the IBM's Software Value Plus Business Partner Program.

"With Smarter Commerce, IBM is defining a new market opportunity for our global Business Partners that will enable them to increase their skills and expand their business in support of growing clients demands," said Craig Hayman, General Manager, IBM Industry Solutions. "IBM is extending Smarter Commerce to our ecosystem of partners through the broadest support of industry experts, technical experts and sales enablement support to help them drive higher-margin sales in this emerging market."

IBM Launches New Appliance to Extend Enterprise Security

New workload-optimized system provides the fastest threat detection on the market and extends cloud security.

On 15th Feb 2011 at the RSA Conference held in San Francisco, the IBM Network Intrusion Protection System (IPS) was launched; the industry's fastest and most comprehensive network security appliance to extend enterprise security. This appliance is to help clients proactively identify and prevent potential threats to their organization.

Designed to help enterprises meet the challenges of an increasingly sophisticated and rapidly changing threat landscape, the IBM Network Intrusion Protection System (IPS) GX7800 helps organizations protect their data and infrastructure from unauthorized access and attacks, without compromising on the performance and availability of business-critical applications.

Notably, the appliance:
- Operates at an estimated 20 gigabits per second (GBps), almost 2x faster than competitive offerings[1];
- Provides organizations with a full scope of security protection – such as Web application protection – without disrupting network performance;
- Extends to the cloud to protect data; and
- Uses IBM X-Force intelligence to help clients stay ahead of the threat.

Organizations today are facing new security threats everyday whether in the form of unintentional data leaks at the hands of internal staff or malicious viruses, bots and targeted attacks that seek to exploit vulnerabilities throughout the IT infrastructure. Historically organizations have been forced to choose between either running security protections to defend against these threats or efficiently running business-critical applications – potentially leaving themselves open to attack.

"As threats continue to grow – both in and outside of an organizations four walls – businesses must take the right steps to protect critical assets without disrupting network performance," said Steve Robinson, general manager, IBM Security Solutions. "

The new appliance enables security capabilities to be deployed at the network core where performance and availability are the most critical. This includes key features above and beyond traditional IPS, such as Web application protection, data loss prevention, and "Virtual Patch" technology, all of which can run concurrently for higher levels of protection. For example, through integration with IBM Rational AppScan, the updated solution can automatically generate custom security policies to help protect Web applications based on the specific vulnerabilities identified by AppScan.

Enterprises using the IBM IPS can also lower costs and complexity as they are able to consolidate legacy intrusion protection systems and appliances. Additionally, clients can deploy and manage the appliance on their own, or rely on expertise from IBM Managed Security Services to further reduce the cost of running their security operations center. The new IPS is supported as part of a comprehensive security solution through two managed security services offerings: Intrusion Detection and Prevention System Management as well as Managed Protection Services.

"With the new appliance, IBM is helping enterprise clients operate their business at full speed, in a secure and efficient environment."
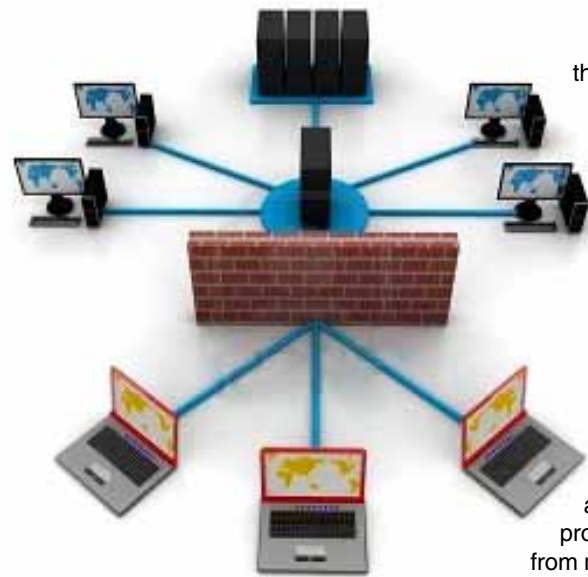
Steve Robinson
General Manager,
IBM Security Solutions

[1] According to IBM Internal Benchmarks.

With the increased performance of the appliance, IBM is also extending its ability to secure data in the cloud and helping clients with their migration to new IT delivery models. To further assist clients in adopting these capabilities, IBM provides both managed security and consulting services that work closely with clients to address their individual cloud concerns, including: evaluations of the security positioning of planned or existing cloud implementations as well as recommendations for various security strategies.

This new platform provides levels of performance and availability that are well suited to organizations that can't compromise the security of their networks or the performance of their applications, such as companies within the data-intensive financial services industry where downtime can have disastrous effects. With support for today's high-speed 10 gigabit Ethernet networks and a powerful, high-speed security inspection engine, the IBM IPS can also scale to deliver the same protection to cloud providers concerned with protecting not only their own data, but their customers' data as well.

The protection offered by the appliance is unique in the industry because it enables clients to get ahead of threats to their systems, workstations and endpoints, instead of forcing them to wait until an attack strikes. This is particularly useful in the case of attacks on Web applications, which represented over 55 percent of all vulnerabilities in the first half of 2010. Backed by IBM X-Force research, the IBM IPS will extend Virtual Patch protection to block any threat that X-Force researchers deem a potential risk, even before a vulnerability is publicly disclosed and the software publisher issues its patch.

Network Intrusion Protection systems are network security appliances that protect network and/or system activities from malicious activity. For more details, visit: **www.ibm.com/software/tivoli/products/security-network-intrusion-prevention**

With more than 40 years of security development and innovation, IBM is the only company with the breadth and depth of research, products, services, consulting and global business partners to deliver end-to-end security. IBM has nine worldwide research labs innovating security technology and nine security operations centers around the world to help global clients maintain the appropriate security posture.

For more information on IBM Security Solutions, visit: **www.ibm.com/security** or **www.ibm.com/press/us/en/presskit/33537.wss**.

From page 12

One benefit for Smarter Commerce Business Partners is that they can join IBM's Software Value Plus Program, for which IBM Global Financing (IGF) will offer them zero percent, 12-month, interest-free financing. IGF plans to build on the software offerings with hardware and services financing for the Global Partner Specialty Program that the company has planned for the future. With these types of offerings, IGF can help business partners and their customers lower the up-front costs of building and delivering Smarter Commerce offerings and accelerate their return on investment.

With today's news, Smarter Commerce for Business Partners offers two options which are designed to help partners build and deliver a broad range of offerings – from integrated supply chain management, collaborative B2B networks and business-to-consumer solutions.

• Software Value Plus Smarter Commerce Capability – business partners can now qualify to receive incentives as high as 50 percent of the sales transaction for Smarter Commerce software, including Unica, Coremetrics, Unica and Websphere Commerce offerings. To qualify, Business Partners must be authorized IBM software providers with certifications in sales and technical support.

• The Smarter Commerce Solution Development Initiative – designed to deliver industry-specific sales and technical support, client focused workshops, access to IBM's global innovation centers and sales assistance in client engagements. To qualify, regional integrators, ISVs, marketing service providers, must have IBM software and industry-specific certifications in retail, telecommunications, banking and consumer product industries.

Certified partners can also take advantage of the Smarter Commerce University to increase their skills. Through virtual and face-to-face course materials, business partners can gain access to quick-start sales plays, role-based learning, competitive analysis and analyst review information as part of the training.

For more information on IBM Smarter Commerce, please visit **ibm.com/smarterplanet/us/en/smarter_commerce/overview/index.html**

Rational Tops the Chart in Ovum Report

A look at the prevalence of client-side JavaScript vulnerabilities in web applications.
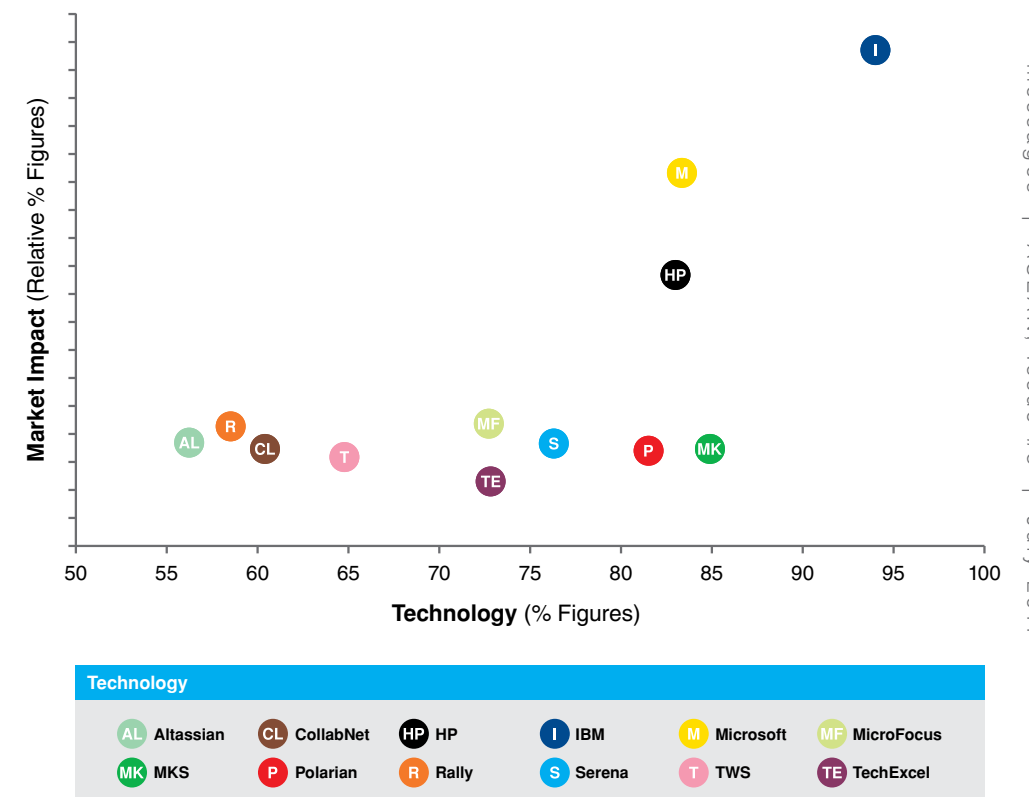
"IBM has the broadest and arguably the deepest portfolio among all vendors profiled in this report. IBM's Technology score is 94.3%. Furthermore, the vendor has ensured that it stays ahead of the pack by having a good grasp of market demand and meeting it through tool support. IBM has the highest Market Impact score (10), and all other vendors have been ranked relative to IBM."

As Web 2.0, AJAX applications and rich internet applications (RIAs) become more common, client-side JavaScript vulnerabilities will probably become more relevant, and we foresee a rise in the amount of such issues being exploited by malicious hackers.

This whitepaper presents the results of a research recently performed by the IBM® Rational® application security group into the prevalence of client-side JavaScript vulnerabilities. For this research, we used a new IBM technology called JavaScript Security Analyzer (JSA), which performs static taint analysis on JavaScript code that was collected from web pages extracted by an automated deep web crawl process.
This kind of analysis is superior to and more accurate than regular static taint analysis of JavaScript code, as it includes the entire JavaScript codebase in its natural environment: fully rendered HTML pages and the browser's Document Object Model (DOM).

For the complete white paper entitled "Close encounters of the third kind", please visit: **http://public.dhe.ibm.com/common/ssi/ecm/en/raw14252usen/RAW14252USEN.PDF**

Figure: Extended ALM Decision Matrix

Technology

AL Altassian	CL CollabNet	HP HP
MK MKS	P Polarian	R Rally
I IBM	M Microsoft	MF MicroFocus
S Serena	T TWS	TE TechExcel

Figure: *Decision Matrix: Selecting an Application Lifecycle Management Vendor © Ovum (Published 03/2011) Page 14. This report is a licensed product and is not to be photocopied*
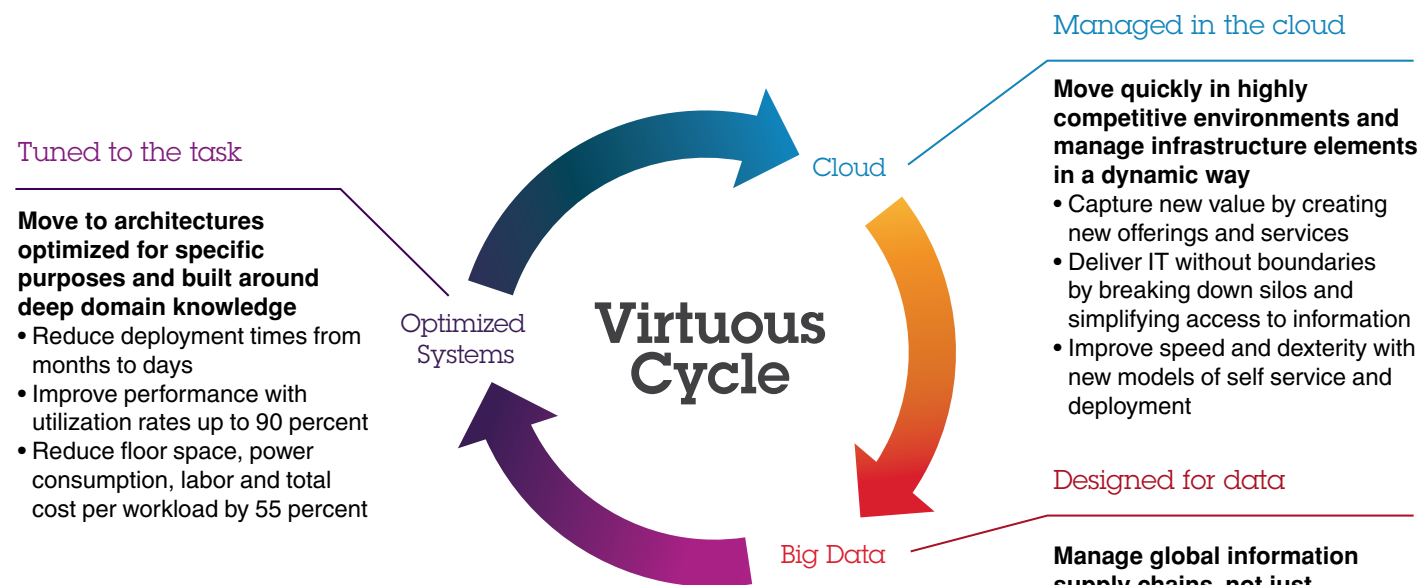
Smarter Computing

It's a new kind of computing designed for data, tuned to the task, and managed in the cloud.

On a smarter planet, nearly everything computes. Things no one would recognize as computers: home appliances, cars, roads, clothes, even rivers and cornfields now have built in intelligence. This is the daily reality of an instrumented, interconnected and intelligent world which IBM began chronicling nearly three years ago. But truly realizing the promise of a smarter planet will require more than adding intelligence to everything. We also have to make computing itself smarter.

To achieve the goal of smarter computing, successful companies are taking a new approach to designing their IT infrastructures to create new opportunities. These forward thinking organizations are designing, tuning and managing their IT infrastructure to make it designed for data, tuned to the task, and managed in the cloud. And as a result these companies are poised to make breakthroughs in efficiency that allow them to turn to the task of real business innovation.

Managed in the cloud

Move quickly in highly competitive environments and manage infrastructure elements in a dynamic way
• Capture new value by creating new offerings and services
• Deliver IT without boundaries by breaking down silos and simplifying access to information
• Improve speed and dexterity with new models of self service and deployment

Tuned to the task

Move to architectures optimized for specific purposes and built around deep domain knowledge
• Reduce deployment times from months to days
• Improve performance with utilization rates up to 90 percent
• Reduce floor space, power consumption, labor and total cost per workload by 55 percent

Virtuous Cycle

Cloud

Optimized Systems

Big Data

Designed for data

Manage global information supply chains, not just information
• Better understand customer behavior and needs
• Optimize decisions in real time
• Foster collaborative decision making
• Continually assess enterprise risk

Pioneering, Proving and Leading the Marketplace

The success story of PT. Citra Karya Semesta – IBM Netezza authorized business partner.

NETEZZA an IBM Company | **CKS citrakarya**

One of the biggest telecommunication providers in Indonesia has become our client. This proves IBM Netezza's motto: simplicity, performance and value. With the help of CKS's local experts, the delivery to production process can be done in less than two months.

There are various challenges faced by businesses today, such as the fast growing business data, limited Space in Data Centers, and significant budget cuts. On the other hand, businesses have to obtain insights and information in a rapid speed to enable timely and proactive decisions.

There is increasing demand for Enterprise Data Warehouse Appliance solutions among businesses and the IBM Netezza software solution is the answer.

In late 2010, IBM acquired Netezza TwinFin / Skimmer Data Warehouse and Analytics Appliance. Basically, TwinFin and Skimmer are based on IBM's System X platform.

Today, Netezza is the market leader in the data warehouse appliance segment capable of integrating storage, database processes and analytics in a single system that can process data 10 to 100 times faster than traditional data warehousing systems. Another advantage of Netezza is its ability to achieve cost efficiency one-third higher than other appliances.

Simply put, Netezza can change the common paradigm and benchmark in terms of price/performance ratio. If you consider Netezza as a car, you will get a Ferrari at the price of a Toyota because you will get a high-performing solution at economical price. You can also perform TwinFin Test Drive with your data onsite by using IBM's Netezza TwinFin / Skimmer technology

The advantages of IBM Netezza TwinFin include:
• Leads the industry with 10-100 X better price/performance ratio
• Supports linear performance in terms of scalability
• Supports multi users with complex analysis
• Industry Standard interfaces (SQL, ODBC, JDBC, OLE DB)
• Supported by future Business Intelligence solutions.

• Appliance simplicity – reducing the need for indexing and tuning, with minimum system administration.
• Environment friendly as it consumed low power
• Data loading speed of more than 2TB/hour
• back-up speed of more than 4TB/hour

According to several Netezza users and based on the discussion with Gartner, a leading research firm, Netezza is a data warehousing solution that is easy to install, implement and maintain. They also claimed that it allows reduces the time from delivery to production. Netezza is also open standard, so it can be integrated with any Data Integration and Business Intelligence applications.

PT.Citra Karya Semesta (CKS) was the company introducing Netezza TwinFin and Netezza Skimmer to the Indonesian markets in Q3 of 2009. Netezza acquisition by IBM automatically made CKS an IBM Business Partner.

Today CKS works closely with IBM to develop the data warehousing solution market.

Since it was established, CKS has been focusing on the data warehousing and data model analytics solution business. Supported by its skilled data warehousing and data model analytics experts in various industries – telecommunications, banking, government – CKS is more than qualified to implement data warehousing solutions.

Customers need not be concerned about Netezza's after sales support as CKS collaborates with business partners specializing in various applications, such as PSAK (Pelaporan Sistem Akutansi Keuangan), 50/55, Activity Based Costing, and CDR Analysis to ensure better performance than traditional data warehousing solutions.

IBM Software *Best Deals*

GREAT VALUE!

List of bundles in market
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TSM FB
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IBM Software *Best Deals*

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Tivoli
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Break Free with IBM DB2 and Power Systems

- Unlimited Capacity
- Unprecedented Computing Performance
- Smooth Scalability

If you're over paying your database vendor or are restricted by their pricing and maintenance policies, such as dropping Itanium™ support, it's time to break free. When it comes to cost savings and operational efficiencies, no one gets the job done like IBM. By integrating hardware and software, IBM DB2 and Power Systems are designed to optimize and maximize computing performance and reduce data management cost.

Take advantage of the recent breakthroughs in our IBM Power Systems, world leading unix server, to provide you with rock solid reliability and scalability to manage your data management cost.

Database Management Server Hot Offer

- IBM DB2 Workgroup Server Edition Limited Use Socket License + SW Subscription & Support 36 Months
- IBM DB2 9.7 Workgroup Server Edition Socket Option for Linux, UNIX and Windows Multilingual DVD128 Bit Encryption Media Pack

- IBM Power 710 Express
  - 8 core 3.55 GHz POWER7 Processor Module
  - 2x 146GB 15K RPM SFF SAS Disk Drive
  - 2x 8GB Memory DIMMs, 1066 MHz, 1GB DDR3 DRAM
  - Storage Backplane – 3 SFF Drives/SATA DVD/HH Tape
  - PCIe LP 8GB 2-Port Fiber Channel Adapter
  - One Processor Activation for Processor

- IBM Systems Director Express Edition for Power Systems SW Maint 3 Years Reg
  - 8x Per Processor Small 3 Years SWMA Reg POWER7

- Software Maintenance for 3 Years
  - 8x Per Processor Small 3 Year Reg POWER7

Check out our limited time offer* price below

PHP 1,125,000

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Businesses around the world have adopted these valuable proven strategies to lower their IT costs. Make sure that you use them as well.

For more exciting offers, please visit **ibm.com/ph/powerredefined/offers**

Download your copy of the ITG Report: IBM DB2 9.7: Cost Savings Potential Compared to Oracle Database 11g. Don't take our word for it, read for yourself: **ibm.com/software/data/db2/lowerdatabasecosts/**

Information Management

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Break Free with IBM DB2 and Power Systems

- Unlimited Capacity
- Unprecedented Computing Performance
- Smooth Scalability

If you're over paying your database vendor or are restricted by their pricing and maintenance policies, such as dropping Itanium™ support, it's time to break free. When it comes to cost savings and operational efficiencies, no one gets the job done like IBM. By integrating hardware and software, IBM DB2 and Power Systems are designed to optimize and maximize computing performance and reduce data management cost.

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- Software Maintenance for 3 Years
  - 8x Per Processor Small 3 Year Reg POWER7

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Information Management

List of bundles in market – **Indonesia**

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For your country promo, please contact your country channel team.

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i-Win, Makes Everyone a Winner

Win iPad 2 with Lotus

i-Win always wants you to win.
Like making it easy for i-Win members to get more claims..

Are you going to make it easy? For sure or not...

We motivate you to get even more... Enjoy more...

I already receive sales commission – i-Win rewards are totally and absolutely additional incentive. Don't know if I can make the extra...

Of course you can... the gold rewards, the store vouchers, the...

OK So I can sell – but i-Win – you got to make it easier for me to be rewarded. I want easier ways to win more points! And double points and triple points and everything.

OK, OK we hear you... At i-Win, we do what's best for our members, we listen to them and give them what they want., So now you want to win prizes and you want more points. So go ahead!! Sell any Lotus and Websphere Portal – you Win iPad 2 plus Double i-Win points!!! You ask for it – you got it. You better not miss out on this great deal. Better Yet, we want you to claim even more. This promotion covers All Lotus and Websphere Portal new and even reinstatement products – so you better go out there and grab every sales opportunity.

Hurry now – if not you will miss the boat and then you call Cathy and ask for waiver again. And when you hear...

Yes, yes, I know... So many others have redeemed fantastic rewards from store vouchers to blackberry... I just have to go out and make the sale happen.

That's what all of us at i-Win wants – for you to sell, take advantage of the super fantabulous prizes, double points and claim rewards.

Promotion Details

Promotion Description	: Win iPad 2 plus Double i-Win Points Selling Lotus and Websphere Portal!!
Product Entitlement	: All Lotus and Websphere Portal new and reinstatement products
Offer	: Orders value up to US$100k closed by 29th July 2011 gets Double i-Win Points. Top 3 Performing BPs will win an iPad 2 each.
Eligible Partners	: Tier 2 SWG Business Partners
Country / Code	: Malaysia (LP6711MY), Indonesia (LP6711N), Vietnam (LP6711VN), Singapore (LP6711SE), Thailand (LP6711TH), Philippines (LP6711PH),
Promotion Validity	: Valid now till 29th July 2011 (last submission date: 15th August 2011)

What Rewards

Gold, Gold and more Gold. All expenses paid trip to the Gold Coast in Australia and Sun City in Africa. Plus i-Win continues with it's traditional department store vouchers so that you have total flexibility with your reward points.

So what are you waiting for? Sell IBM and Win BIG!

To learn more about how to register for i-Win and the many wonderful prizes you stand to win including restaurant, shopping and lifestyle vouchers from as little as 25 i-Win points! Just log on to **www.iwinprogram.com** or contact **Cathy** at **+65 6293 5670** or email **cathy@iwinprogram.com**

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Must complete the claim form with the promotion code

IBM Software Value Plus

Maximizing your profits by reselling IBM Software.

What is IBM Software Value Plus Capability Authorization?
Software Value Plus (SVP) Capability Authorization allows you to be authorized to sell based on how your customers want to buy.

It is designed to help Business Partners expand their reach within specific capabilities such as Security or Cloud Computing. IBM Software is now making it easier to sell solutions that address specific customer issues. When the Business Partner expands their skills and solutions across multiple software product groups around specific IT areas, they can achieve incremental incentives and benefits.

Capability Authorization At a Glance

New! Smarter Commerce Capability
IBM Smarter Commerce puts the customer at the center of decisions and actions thereby leading to greater customer loyalty, revenue, margins and agility. The Smarter Commerce Capability enables Business Partners to extend their solutions to address broader customer issues while earning incremental incentives and benefits.

SVP Business Analytics Authorization
IBM Business Analytics Capabilities Authorization Program is focused on rewarding business partners who create solutions that provide our customers with industry or line of business insights that empower companies to make smarter decisions.

SVP Cloud Computing Authorization
Cloud computing can include products from many different SVP product groups. By creating and delivering the SVP Cloud Authorization, Business Partners will be able to qualify and sell more comprehensive solutions with fewer certifications.

SVP Data Management Authorization
SVP Data Management Authorization was designed to enhance the reward for our Business Partners that are focused on delivering solutions which utilize IBM software to provide customers the means of creating one unified, trusted view of their data.

SVP Enterprise Content Management Authorization
The IBM Enterprise Content Management (ECM) Capabilities Authorization Program is designed to reward Solution Providers who build repeatable assets that adhere to a specific set of guidelines. These solutions help solve increasingly complex business problems and enable companies to make smarter decisions.

SVP Information Integration and Governance Authorization
SVP Information Integration and Governance Authorization was designed to enhance the reward for our Business Partners that are focused on delivering solutions which utilize IBM software to provide customers the means of accessing data in a more efficient and insightful manner

SVP Security Authorization
SVP Security Authorization was designed to simplify the process and enhance the reward for our Business Partners that are focused on selling IBM Security software along with their customized implementations to their customers.

SVP Social Business Authorization
Social Business is all about better ways to leverage your Web interactions and mine your data. Social Business Authorization will allow Business Partners to qualify and sell more comprehensive solutions with fewer certifications.

Software Value Plus (SVP) Enhancements

Enablement and skills bring greater profitability and greater value to our Business Partners.

Some upcoming enhancements to SVP highlight how IBM is continuing to build on that joint client set foundation and make it easier for Business Partners to do business with IBM:

• **Software ValueNet merged with SVP effective 1st April 2011**

• **Additional product groups moved from Open to Authorized as of 1st April 2011**
  - Cognos, FileNet, SPSS Enterprise, SPSS Statistics
  - In May, Lotus Messaging and Collaboration will move into Authorized Portfolio

• **Capability Authorizations... skilled Business Partners with solutions in strategic areas can earn authorizations and thereby gain key benefits including additional SVI incentives, an authorization mark, and lead passing priority**
  - Security and Social Business capability authorizations are now available for enrollment
  - 4 new capability authorizations announced on 1st April:

SVP Business Analytics Authorization
IBM Business Analytics Capabilities Authorization Program is focused on rewarding business partners who create solutions that provide our customers with industry or line of business insights that empower companies to make smarter decisions.

SVP Enterprise Content Management Authorization
The IBM Enterprise Content Management (ECM) Capabilities Authorization Program is designed to reward Solution Providers who build repeatable assets that adhere to a specific set of guidelines. These solutions help solve increasingly complex business problems and enable companies to make smarter decisions.

SVP Information Integration and Governance Authorization
SVP Information Integration and Governance Authorization was designed to enhance the reward for our Business Partners that are focused on delivering solutions which utilize IBM software to provide customers the means of accessing data in a more efficient and insightful manner.

SVP Data Management Authorization
SVP Data Management Authorization was designed to enhance the reward for our Business Partners that are focused on delivering solutions which utilize IBM software to provide customers the means of creating one unified, trusted view of their data.

These changes support IBM's goal of enhancing software channel initiatives while expanding benefits and opportunities for our Business Partners.

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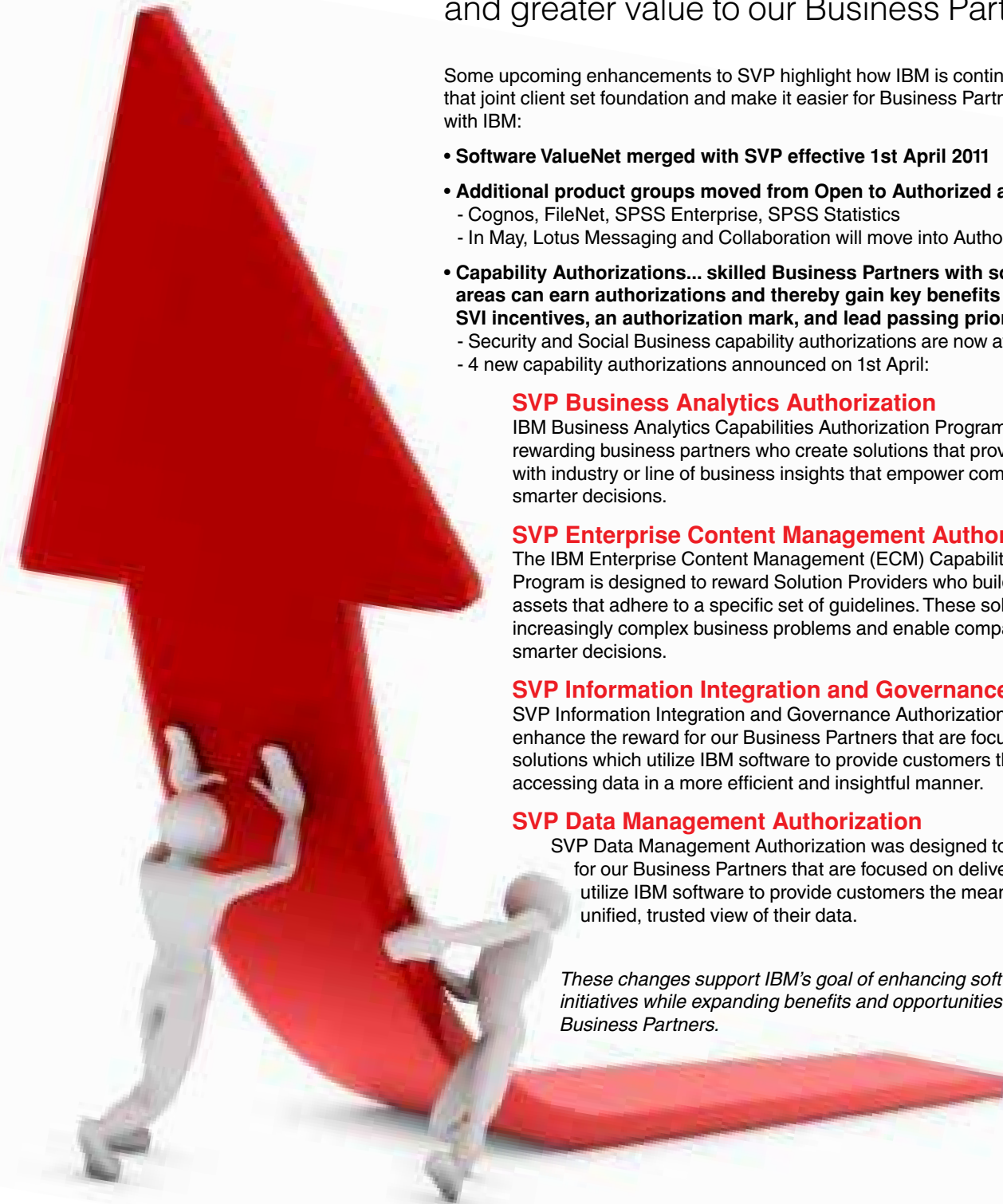
IBM Software Group Acquisitions

Expanding the software portfolio since October 2006.

IBM has acquired a broad range of companies in the middleware space over recent years. As an IBM Business Partner this enables you to complement your existing portfolio with new solutions, expand your reach to new markets, grow your customer install base and drive new revenue opportunities. These acquisitions support the IBM Smarter Planet strategy and strengthen our leadership in key areas, including business analytics, cloud computing, and solutions across all industries.

Recent acquisitions
This list represents the more recent software acquisitions:

• BigFix
• Cast Iron Systems
• Clarity Systems
• Coremetrics
• Datacap
• Guardium
• Initiate
• Intelliden
• Lombardi

• Netezza
• OpenPages
• PSS Systems
• Internet Security Systems (ISS)
• SPSS Inc.
• Sterling Commerce
• Unica Corporation
• TRIRIGA

Contacts
Agencies Details

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Juraiporn C
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Email : juraiporn@dzi.co.th

Damnoen Saduak-Dee Co., Ltd
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Pham Thi Ngor Duan
Tel   : (848) 3823 8686
Email : ngor_duan@venus-communication.com

Power your planet.

We live on a planet where data is exploding at an annual compound rate of 57%, where nearly 6 terabytes of information is being exchanged over the Internet every second, and where billions of connected people are surpassed in number only by trillions of connected objects and devices. Why then is the average server in the average business running at only 10% utilization? It's hard enough for businesses to meet the demands of a smarter planet today, much less the unforeseen demands of tomorrow. The new POWER7 Systems™ from IBM are not simply servers—they're fully integrated systems with the ability to run hundreds of virtual servers, helping you drive up to 90% utilization. These next-generation systems integrate massive parallel processing, throughput computing and analytics capabilities to optimize for the complex workloads and dynamic computing models of an increasingly data-driven world. Learn how to power your planet at ibm.com/poweryourplanet

Smarter systems for a Smarter Planet.