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## 2008 IMPACT

MGM Grand Hotel
Las Vegas, Nevada April 6-11, 2008

IBM ®

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## Welcome to Business Partner Day at IBM Impact 2008!

IBM Impact 2008 Business Partner Day is designed to enable our valued IBM Business Partners to get the most out of Impact 2008 and your relationship with IBM. Spend the day with us and hear from IBM executives and thought leaders on ways that you can maximize performance and solidify how you and IBM can go to market together to drive business results and win!
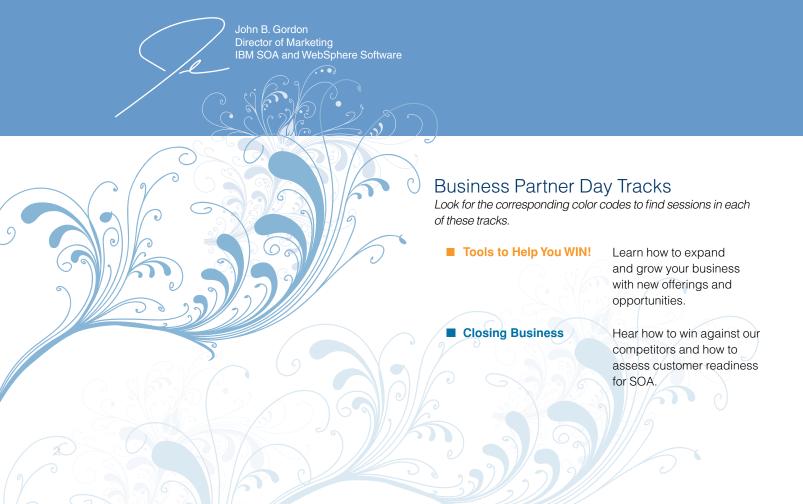
Start the day off with John Gordon, Director of Channels Marketing for IBM SOA and WebSphere® Software, and our guest emcee, Dick Hardwick. Stay with us for a jam-packed agenda, starting with a very special Welcome from Tom Rosamilia, General Manager, Application and Integration Middleware followed by the General Session featuring keynotes from Sandy Carter, Vice President, SOA and WebSphere Strategy, Channels and Marketing, and John R. Thompson, Vice President, AIM Business Development.

Throughout the day, you'll have the opportunity to network with IBM executives and your peers while learning about fresh ideas to:

• Identify new revenue opportunities for product sales and services

• Maximize market opportunity with IBM Business Partner programs

• Win against competition

• Partner with IBM sales to close business

End the day at the explosive Welcome Reception in the Solution Center and kick off the rest of the week!

Thank you for your business and thank you for helping us have an IMPACT on the world with SOA solutions.

John B. Gordon
Director of Marketing
IBM SOA and WebSphere Software

## Business Partner Day Tracks

*Look for the corresponding color codes to find sessions in each of these tracks.*

■ **Tools to Help You WIN!**   Learn how to expand and grow your business with new offerings and opportunities.

■ **Closing Business**   Hear how to win against our competitors and how to assess customer readiness for SOA.

### Tom Rosamilia

*General Manager, Application & Integration Middleware (AIM) Division, IBM Software Group*

Tom Rosamilia is General Manager of the WebSphere Software Division for IBM Software Group. He leads an organization of more than 8,000 software development, marketing, services, and sales professionals spanning more than 25 locations worldwide, and is responsible for IBM's WebSphere portfolio and other strategic middleware technologies, including Web application servers, transaction and messaging systems, business integration technology, e-commerce servers, and industry-oriented middleware solutions.

### John Thompson

*Vice President, Business Development Application and Integration Middleware (AIM)*

John Thompson joined IBM's Application and Integration Middleware (AIM) software division in June, 2005. As the VP, Business Development, he is responsible for recruiting and retaining key independent software vendors (ISVs) and system integrators (SIs) to the WebSphere platform and Service Oriented Architecture (SOA). He is also responsible for merger and acquisition activities, including the acquisitions of DataPower® (October, 2005) and Webify (August, 2006). WebSphere's acquisition of Gluecode (May, 2005), an open source distribution now known as WebSphere Community Edition, passed its 1 millionth distribution in July, 2007.

### Sandy Carter

*IBM Corporation
Vice President, SOA & WebSphere Strategy, Channels and Marketing*

Sandy is responsible for driving IBM's cross-company, worldwide SOA marketing initiatives. In this role, she helps oversee the company's SOA strategy across software, services and hardware, sets the company's SOA marketing direction, and directs SOA messaging and content, while leading a global team in driving customer demand. She has helped to identify SOA acquisition targets and ensure the successful integration of these organizations into the IBM SOA portfolio. Sandy's efforts have driven the WebSphere Family to sustain four consecutive quarters of double-digit growth, while the brand has won 7 industry awards. She has helped IBM's SOA initiatives earn third party validation and analysts' leadership rankings. Sandy is fluent in eight programming languages, and is the author of the SOA book from IBM, "The New Language of Business: SOA & Web 2.0."

### Dick Hardwick

Dick Hardwick has been seen on America's Funniest People and as a comedy champion on Star Search. He has toured 26-cities with Reba McEntire and works regularly with Johnny Mathis.Dick emcee'd the Academy of Country Music's 2006 new artist show from the MGM in Las Vegas and recently returned from an around the world patriotic tour with Lee Greenwood and the New England Patriot cheerleaders. The trip included stops in Kuwait and Iraq. Dick was in Jackie Gleason's last motion picture, "Nothing In Common," co-starring Tom Hanks and has appeared with Faith Hill, Martina McBride, Jimmy Buffet, Ray Charles, Michael Bolton and Hootie & The Blowfish, just to name a few. He held a place in the Guinness Book of World Records for over fifteen years for his role as the comedic star of the Golden Horseshoe Revue at Disneyland, the longest running live stage revue in history.

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# schedule

| | TIME | SESSION TITLE | LOCATION | TRACK | SESSION SPEAKER |
|---|---|---|---|---|---|
| | 7:00 a.m. - 7:30 p.m. | Conference Registration Open | Level 1 Convention Center Foyer | | |
| GENERAL SESSION | 7:00 a.m. - 8:00 a.m. | Business Partner Day Breakfast | Room 313/316 | | |
| | 8:15 a.m. - 8:35 a.m. | Welcome & Introductions | Room 119 | General Session | John Gordon Dick Hardwick |
| | 8:35 a.m. - 9:10 a.m. | Business Impact | Room 119 | General Session | Tom Rosamilia |
| | 9:10 a.m. - 10:00 a.m. | Business Partner Impact | Room 119 | General Session | Sandy Carter |
| | 10:00 a.m. - 10:45 a.m. | We love your business, but… what's next? | Room 119 | General Session | John R. Thompson |
| | 10:45 a.m. - 11:00 a.m. | Break | | | |
| | 12:00 p.m. - 1:15 p.m. | Lunch | Room 313/316 | | |
| Tools to Help You WIN! | 11:00 a.m. - 12:00 p.m. 1:15 p.m. - 2:15 p.m. 2:15 p.m. - 3:00 p.m. | Marketing and Sales – Do you know? | Room 305 | Tools to Help You WIN! | Virginia Agee, Steven Worrall |
| | 11:00 a.m. - 12:00 p.m. 1:15 p.m. - 2:15 p.m. | How IBM Services can make YOU money | Room 308 | Tools to Help You WIN! | Jon Hall |
| | 2:15 p.m. - 3:00 p.m. | Uncharted Territory - The market's move to composite business applications | Room 308 | Tools to Help You WIN! | Michael Liebow, IBM and ISV Executive Panel |
| CLOSING BUSINESS | 11:00 a.m. - 12:00 p.m. 2:15 p.m. - 3:00 p.m. | Drive new business with WebSphere SOA Solutions for SAP customers | Room 303 | Closing Business | Lloyd Adams |
| | 11:00 a.m. - 12:00 p.m. 1:15 p.m. - 2:15 p.m. | Oracle & BEA: Reducing customer confusion | Room 301/302 | Closing Business | Christopher Priest Ayalla Goldschmidt |
| | 11:00a.m.- 12:15 p.m. 1:15 p.m. - 2:15 p.m. | Maximize benefits of your Microsoft application investments with IBM SOA | Room 304 | Closing Business | Jeanne Baird Greg Manship |
| | 2:15 p.m. - 3:00 p.m. | The Smart SOA approach to taking a TIBCO environment to new levels | Room 304 | Closing Business | James Finnen Manny Amorim |
| GENERAL SESSION | 3:00 p.m. - 3:15 p.m. | Break | | | |
| | 3:15 p.m. - 4:00 p.m. | Grow Your Business: The Power of teaming with IBM Software | Room 119 | General Session | Shaun Jones, Christopher Wong |
| | 4:00 p.m. - 4:15 p.m. | Break | | | |
| | 4:15 p.m.-5:00 p.m. | Sales Impact | Room 119 | General Session | Bob Finnecy, Abiy Yeshitla |
| | 5:30 p.m. - 7:30 p.m. | Business Partner Welcome Reception | Solution Center | | |

## business partner day session descriptions

### Business Impact

*Tom Rosamilia*
**8:35 a.m.-9:10 a.m.  Room 119**

The adoption of SOA continues to accelerate.  The need to prepare for specialization and integration are becoming vital to maintain overall competitiveness.  Around the world, and in businesses and organizations of every size, leaders are developing strategies to take advantage of change.  SOA provides those leaders with the architecture to drive their business goals while enhancing their flexibility in an evolutionary way. Tom will kick off Business Partner Day and show us:

- How the changes in our industry are making your SOA skills more valuable than ever

- How IBM WebSphere is investing to provide you with capabilities to address these market needs

- How IBM Business Partners are leveraging SOA to grow their business

### Business Partner Impact

*Sandy Carter*
**9:10 a.m.-10:00 a.m.  Room 119**

Over the next five days, 6,500 attendees including customers, press, analysts, other Business Partners, and IBMers will be converged in Las Vegas for THE SOA EVENT of the year.  IBM Impact 2008 provides a significant opportunity for our Business Partners to build business relationships and technical skills in one highly intense, action packed week.  Make sure you know everything that is going on for IBM Business Partners so that you can extract the most value for your time.  In addition to getting a sneak peak at the announcements, Sandy's Key Note will show you:

- How IBM's announcements provide a great opportunity for Business Partners to deliver client solutions

- How to build relationships with customers, IBMers, Press, and Analysts

- How to take your momentum from IBM Impact and drive more business going forward

### We love your business, but…What's next?

*John R. Thompson*
**10:00 a.m.-10:45 a.m.  Room 119**

IBM and its Business Partners have benefited from the value that our customers have realized from the combination of our capabilities.  However, the business environment in which IBM and its partners operate is undergoing substantial and rapid change.  Market consolidation, new business models, and shifting customer purchasing behavior are some of the key driving forces behind this change.  To be successful in the future, IBM and its partners must respond to the change and progress together along the technology continuum.  In this session, learn how IBM and you can partner to take advantage of this unique market opportunity to distance ourselves from competition and deliver unique, compelling value to our customers.

### Marketing and Sales – Do you know?

*Virginia Agee, Steven Worrall*
**11:00 a.m.-12:00 p.m.  Room 305**
**1:15 p.m.-2:15 p.m.  Room 305**
**2:15 p.m.-3:00 p.m.  Room 305**

Do you know of all the resources, tools, collateral, programs, people available to help you identify opportunities, progress the sales cycle and close business?  Are you missing chances to drive incremental revenue in your existing customers as well as acquire new clients?  This session will introduce you to new resources and enhancements to existing programs such as Impact Comes to You, Enabling Business Flexibility, and some surprises.  All these will support your WebSphere and SOA efforts in the marketplace.  Don't miss this opportunity to expand your toolkit to grow your business.

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# business partner day session descriptions

## How IBM Services can make YOU Money
*Jon Hall*
**11:00 a.m.-12:00 p.m.  Room 308**
**1:15 p.m.-2:15 p.m.  Room 308**

This session will show you how you can fulfill your customers' needs and complement your SOA portfolio by selling Services leveraging IBM's skills and expertise!  SOA Services from IBM Global Technology Services (GTS) can provide you with the ability to offer a full portfolio of services for your customers. Learn about IBM Global Services principles of engagement and how they've been enhanced to protect you, the Business Partner. From consulting and architecture services, to implementation, design and deployment; service management, security, connectivity, reuse and even process integrity services leveraging GTS can help you win more deals, make more money, and sell more software!

## Uncharted Territory - The market's move to composite business applications
*Michael Liebow, IBM and ISV Executive Panel*
**2:15 p.m.-3:00 p.m.  Room 308**

Imagine high quality business solutions that bring together leading business and technical functionality from the right providers. They can be configured to suit specific industry and client needs and assembled faster resulting in earlier return on investment and time to market for clients. The business solution would be flexible and adaptable, maintaining and even improving its quality and relevance, as pieces of functionality are upgraded and/or replaced as market needs change and evolve. This is where the market is headed, and when you look under the covers, these business solutions are enabled by composite applications, consisting of composable business services running on WebSphere Business Services Fabric. The composable business services can be sourced from the right provider in an ecosystem while SOA ensures that they are brought together in an open and flexible manner that maximizes re-use.  Come hear from a panel of IBM Business Partners to learn how you can transform your existing industry capabilities into easily consumable and reusable services that become part of IBM's leading solutions.

**Panel Members:** Mark Angel, SVP Strategy - Kana; Frank Florence, Chief Marketing Officer - Chordiant; Richard Hoehne, Director Insurance Business Solutions - IBM; Ravi Koka, CTO & Founder - SEEC; Andy Labrot, CTO - Innovation Group; Michael Liebow, VP Business Development - IBM

## Drive new business with WebSphere SOA solutions for SAP customers
*Lloyd Adams*
**11:00a.m. - 12:00p.m.  Room 303**
**2:15p.m. – 3:00p.m.  Room 303**

Over 500 SAP customers have purchased IBM WebSphere solutions in 2006 -2007.  IBM can provide customer references, demos, proof of concept assets and resources, sales and technical sales presentations, FAQ's, proven sales approaches and offerings to make you successful.  Learn how you can leverage our successes, assets and expertise to drive your consulting and software revenue.

## Oracle & BEA: Reducing customer confusion
*Christopher Priest, and Ayalla Goldschmidt*
**11:00 a.m. - 12:00 p.m.  Room 301/302**
**1:15 p.m. - 2:15 p.m.  Room 301/302**

Oracle has been aggressively pursuing middleware, bolstered by its database presence and the business applications it had acquired. Despite the bold claims about its comprehensive Fusion Middleware and growing customer base, Oracle still found it necessary to go after BEA to fill in technology gaps and capture an additional install base. This acquisition raises a lot of questions - especially for customers. This session will review the implications from the BEA deal and the sales opportunity this creates for IBM and its partners.

## Maximize benefits of your Microsoft application investments with IBM SOA

*Jeanne Baird, Gregory Manship*
**11:00 a.m. - 12:00 p.m.  Room 304**
**1:15 p.m. – 2:15 p.m.  Room 304**

The emergence of SOA is creating a growing need among all businesses to improve business process and application integration and interoperability. The objective includes increased application, process reuse, and flexibility leveraging your IT and business assets. In this session, we will discuss what SOA integration capabilities are available today and how you can help leverage IBM solutions to extend your MS environment so it's enterprise ready.  You will learn:

- How to extend your .Net environment through improved integration beyond Web services
- Ways in which businesses are utilizing IBM WebSphere middleware to make .Net applications part of a comprehensive, flexible and responsive SOA
- How to expose critical WebSphere business processes into existing portal implementations

## The Smart SOA™ approach to taking a TIBCO environment to new levels

*James Finnen, Manny Amorim*
*2:15p.m. - 3:00p.m.  Room 304*

TIBCO claims to be simple, low cost and the leader in SOA. In in this session you will learn why this is far from the truth. We will take a quick look at how TIBCO positions its offerings and then drill deeper and examine how these products can often fail to deliver the required functionality as clients grow their business compared to IBM solutions. For those companies committed to TIBCO we will provide new options to get improved productivity by building upon and around existing legacy TIBCO product.

## Grow Your Business: The Power of teaming with IBM Software

*Shaun Jones, Chris Wong*
*3:15 p.m. - 4:00 p.m.  Room 119*

Don't leave money on the table. Find out how you can leverage new IBM incentives and programs that can increase your margins and quickly maximize your return.  The breadth of the IBM software portfolio for large enterprises and mid-sized businesses combined with  the sales, marketing and technical expertise of IBM PartnerWorld gives you unprecedented opportunities for growth.  New tools such as Grow Your Business with IBM Software can help you exploit new markets, acquire new customers and increase your presence in existing accounts.  Learn more about the 2008 IBM Cross-Brand marketing programs, designed to address key IT client needs, that can help you market and sell more effectively. Come discover the power of teaming with IBM software-and unlock your profitability potential.

## Sales Impact

*Bob Finnecy, Abiy Yeshitla*
*4:15 p.m. - 5:00 p.m.  Room 119*

Customers are demanding the type of flexible solutions that require SOA.  To take advantage of your skills, you need to understand how to look for the right opportunities and work with the customers across the Sales Cycle.  Join Abiy Yeshitla, Director of SOA Sales and Bob Finnecy, VP of Americas Business Partner Sales as they discuss how IBM Business Partners can leverage IBM Sales resources to identify and close SOA opportunities for your business and show you:

- How to listen for key client objectives to identify opportunities for SOA solutions
- How to develop and grow those solutions by helping the client plan for change
- How to engage IBM Business Partner Sales resources for support throughout the Sales Cycle

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# business partner café sessions – room 101

**Your exclusive experience at Impact 2008 doesn't end with Business Partner Day.**
Join us throughout the week at the Business Partner Café. Here, you can take advantage of one-on-one time with IBM program experts in a casual setting to discuss PartnerWorld benefits, offerings and programs that help to align your 2008 activities, grow your business and build winning marketing plans. Attend three different tracks designed just for Business Partners, including Programs, Tools, and Brands. The atmosphere will be relaxed and open to deep discussions and hands-on demonstrations.

| Business Partner Cafe - Room 101 | | |
|---|---|---|
| **Monday** | **Tuesday** | **Wednesday** |
| **Café Programs** | **Café Tools** | **Café Brands** |
| **1:30 p.m. - 5:30 p.m.** | **2:00 p.m. - 5:30 p.m.** | **1:30 p.m. - 5:30 p.m.** |
| SOA Business Partner Community/SOA Specialty | Business Value Analyst Tool for SOA | Lotus and WebSphere Portal |
| PartnerWorld Industry Networks | Solution Builder Express | Rational |
| Profitable Partnering with IBM: The OEM contract option | WebSphere Extended Deployment Quick TCO Tool | Information Management |
| Enabling Business Flexibility and SOA | What's new from Marketing for Sales | Tivoli |
| WebSphere Business Services Fabric | Business Partner Executive Planning workshops | System z |
| WebSphere@Work in General Business (SMB) | WebSphere Education | WebSphere |
| Grow your Business with IBM Software | SOA Business Catalog | Leveraging IBM services with GTS |
| System z Programs | Syndication of IBM web content | SOA on POWER Systems |
| Host an 'Impact Comes to You' event | Host an 'Impact Comes to You' event | Host an 'Impact Comes to You' event |
| | SWAC - IBM Business Partner Lead Generation | |

## Monday Café Programs

**BPC-2658A**     **IBM PartnerWorld Industry Networks**

The IBM PartnerWorld Industry Networks offers a rich set of benefits and resources to help you grow your business in the markets you serve. These benefits include awareness and lead generation, co-selling, and technical and collaboration resources, all designed to help you go to market with IBM. We are interested in visiting with your team to learn more about your company and partnership strategy, answer your questions and get feedback on your current relationship with IBM.

**BPC-2676A**     **Host an "Impact Comes to You" event: Local skills, global impact**

Want to leverage the excitement of Impact 2008 with your customers and prospects? Learn how your company can team with IBM to deliver the value of Impact 2008 to prospects and customers in your area! Impact Comes to You (ICTY) leverages the highest rated Impact 2008 sessions. We will equip your business with a rich set of materials to help you confidently deliver ICTY to prospects and customers in your area. In 2007, ICTY reached over 2500 customers worldwide, helping Business Partners garner leads and close business. Stop by the booth to learn how you can host an ICTY event and start the planning today!

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**BPC-2683A**  **The SOA and enabling business flexibility marketing program: High value for you!**

The SOA and Enabling Business Flexibility marketing program offers IBM Business Partners many ways to capture their fair share of the hot demand for IBM SOA solutions. Use "Quick-start" demand-generation tactics and sales plays, laser-focused on client needs identified by IBM market research. Find marketing and sales collateral, presentations, event kits, education and other resources to help quickly identify and progress opportunities. No matter what your IBM brand focus, you'll find value in this program!

**BPC-2684A**  **System z programs to accelerate your success!**

Push forward your organizational development efforts with the IBM System z for Independent Software Vendors (ISV) initiative. Drive sales and marketing efforts and develop valuable resources for ISVs with the latest co-marketing programs. This session demonstrates how you can extend your partnerships and get into the z zone by joining the Destination z community.

**BPC-2689A**  **The Grow Your Business with IBM Software Tool: Leverage a hot cross-brand opportunity!**

The Grow Your Business with IBM Software tool can help you open new doors with your existing customers and close more sales with the prospects you're cultivating. Start with your current install base, or the brand and product your company has the most expertise with, and work from there to identify software pairings that address your customers' growing needs. Discover how this exciting new tool enables you to investigate numerous growth options by providing over 150 product-to-product scenarios, sales and technical resource requirements, links to specific IBM sales and marketing materials, and estimated return on investment, all from one source. Grow Your Business with IBM Software also integrates with top IBM Business Partner programs, including the Business Partner Profitability Tool, Software Value Incentive, Virtual Innovation Center, Value Packages, Partner Connections and many more, helping you leverage incentives that can increase your margins and quickly maximize your return.

**BPC-2637A**  **SOA Business Partner Community and SOA Specialty programs**

The PartnerWorld SOA Business Partner Community and SOA Specialty initiatives can help you grow your SOA business. Each initiative offers a rich set of benefits and resources that include enablement, awareness, lead generation, and co-selling that are designed to help you get started with SOA and go to market with IBM. So stop by to learn how to qualify for the SOA Community and Specialty and start taking advantage of the benefits today.

**BPC-2744A**  **WebSphere@Work in General Business Making WebSphere real for general business**

IBM is strengthening its focus on the small and medium business market and has renamed SMB to General Business. There are over 500,000 companies in this segment with one of the highest market growths in software. Join us to hear what WebSphere is doing to sell into this opportunity. WebSphere has simplified its messaging, enhanced its products and designed special pricing promotions for General Business. In addition, there are new products designed specifically for this market and sales incentives to promote WebSphere in General Business. Join us to hear the simplified messaging, learn about new offers and hear how new product announcements can help you be successful in the General Business market. Discuss ways to expand your business or strengthen your current practice in the small and medium business segment, with WebSphere products / offerings designed for General Business, and cash in on this growing opportunity.

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# business partner café sessions – room 101

**BPC-2701A**  **Process agility for Industry with WebSphere Business Services Fabric & Industry Content Packs**

IBM WebSphere Business Services Fabric simplifies change and creates a new level of business process responsiveness with composite business applications. It is designed to help companies assemble and manage adaptive, customized and modular composite business applications consisting of existing IT assets including legacy, packaged, custom or third-party systems. Optional Industry Content Packs containing pre-built SOA assets and industry specific content are available for Insurance, Healthcare, Banking and Telecommunications. Come find out more about simplifying business process change by using policies instead of code giving you the keys to change and unlocking siloed business functionality so you can confidently support your customer's ability to innovate. Visit us at the Cafe and see for yourself!

**BPC-2745A**  **Profitable Partnering with IBM: The OEM contract option**

Do you sell software solutions to a global market? Are you looking for a strong technology partnership? If you answered 'yes', then read on! Thousands of Business Partners have found proven ways to cut costs, speed software development and increase productivity using IBM SOA and WebSphere software. Whether you produce software applications or integrated solutions, IBM Software OEM contracts can provide you with what you need and it's not just about the discount. OEM is about addressing specific Business Partner needs such as a fixed price contract for middleware, providing Business Partner customers with a single point of contact for support, enabling shipment to customers worldwide and more. This session will provide an update on IBM SWG's OEM offerings and the WebSphere products driving OEM revenue.

**Smart SOA Community**

The Smart SOA Community brings together businesses, Business Partners, universities, user groups, industry consortiums and many others to facilitate communications, share best practices and lessons learned and to exchange ideas. By fostering communication between these key SOA stakeholders, the Smart SOA Community helps to develop a collaborative community that delivers value to its members. Visit the Café to learn how to participate in community design and the SOA Impact Jam!

**Tuesday Café Tools**

**BPC-2674A**  **IBM Business Value Analyst Tool: Justifying your SOA investment with real business value**

Did you know that the primary inhibitor to service oriented architecture (SOA) adoption is the inability to justify business value? The IBM Business Value Analyst Tool provides a robust platform for constructing financial analyses to justify the purchase of SOA solutions. The tool is flexible enough to accommodate an array of customer-driven or Partner-driven elements. The tool lets you quickly identify targeted business benefits and cost savings in a high-level business case in just one to two days. You can deliver a credible business case that will help you secure funding and shorten your sales cycle. New and enhanced templates and materials have been added to the tool's framework to support the expanding world-class portfolio of IBM SOA solutions offered by our Business Partners and direct channels. This session demonstrates how to use the IBM Business Value Analyst Tool to quickly show your customers potential return on investment for their important SOA projects.

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**BPC-2678A**      **Solution Builder Express**

The IBM Solution Consultant Express tool not only suggests appropriate configurations, but also provides links to the latest Solution Builder Express solution assets to speed your implementation. Visit us at the Café to view a demonstration and also to receive your own copy of the tool on CD. Learn to use the Solution Consultant Express tool to guide your prospects through a set of business and technical questions to create a service oriented architecture (SOA) solution configuration.

**BPC-2687A**      **Get smart on WebSphere and SOA with no-fee WebSphere education courses**

Build the skills you need to advance your clients across the IBM service oriented architecture (SOA) continuum with complimentary training from WebSphere education. Our curriculum provides a unique training value built on exclusive product knowledge direct from IBM Developers. As an IBM Business Partner, you can access no-charge worldwide classroom training for the most popular WebSphere education courses, including WebSphere Application Server, WebSphere Business Modeler, WebSphere Enterprise Service Bus, WebSphere Process Server, and WebSphere DataPower SOA Appliances. Additionally, as an IBM Business Partner, the entire portfolio of over 200 WebSphere and SOA courses is available to your company at a 25% savings. You can meet your team's training needs, from introductory product overviews to advanced programming and administration. Take advantage of these IBM Business Partners programs to develop the skills to begin delivering the value of an SOA for your clients.

**BPC-2688A**      **What's new from Marketing for Sales**

Find out what new Sales Plays, Promotions and Tools are available to help you sell WebSphere more effectively to your customers. Explore the IBM WebSphere Knowledge Center and PartnerWorld® Web sites, and understand how to get to the materials you need to turn your opportunities into big wins. This session will look at sales dashboards that have the latest information on sales plays and how they help you progress your deals through the sales cycle, as well as understand how they relate to our Enabling Business Flexibility marketing program. We'll also explore what's new with WebSphere products, including where to find the newest presentations, whitepapers, and demonstrations. Finally, we'll look at the various options to insure your sales force is armed and ready to win in the marketplace.

**BPC-2677A**      **Business Partner Executive Planning Workshops (BPEPs)**

The Business Partner Executive Planning Workshop, also known as the BPEP, is a no-fee offering of which every IBM WebSphere Business Partner should take advantage. The BPEP is a structured working session with the key decision makers of your firm and the IBM WebSphere Worldwide Channels Team, designed to jointly develop targeted sales and marketing tactics that will advance your IBM WebSphere opportunities and generate increased demand. By reviewing focus areas and offerings for WebSphere, a specific action plan can be put in place that will lead to increased software sales, services engagements, and more effective partnering with IBM sales teams. This is a session not to miss – come meet us at the Café!

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# business partner café sessions – room 101

**BPC-2700A**   **Discover the IBM SOA Business Catalog, your source for IBM-validated SOA content!**

The IBM SOA Business Catalog is a comprehensive on-line directory of reusable SOA content that has been validated to perform with IBM SOA Foundation products. Choose from more than 5,000 reusable SOA-ready adapters, models, components, Web services and more, provided by IBM and IBM Business Partners! Clients from more than 70 countries have explored assets provided by IBM Business Partners in the IBM SOA Community and IBM SOA Specialty - including some exhibiting here at Impact 2008. Come experience the new catalog interface look and feel for 2008, with enhanced search and filtering capability by industry, business need, related IBM SOA product, and additional expanded criteria to help you find just what you're looking for. Take advantage of IBM-validated SOA assets to drive new flexibility into your SOA environment... and deploy with confidence!

**BPC-2746A**   **WebSphere Extended Deployment Quick TCO Tool for WebSphere Business Partners**

Used by IBM WebSphere Specialists, Sales Reps and Business Partners, this tool takes a spreadsheet-based approach to building a technical, operational and financial business case for an XD recommendation. Use your knowledge of your customer's technical enviroment, applicability of XD and future growth plans to move them through SSM Steps 3 – 6 (Validation through Winning). Generate an IBM/Partner WAS XD cost justification customized for each customer.

**BPC-2785**   **Put ibm.com content to work on your web site with Web syndication**

Your Web site is a primary marketing and sales vehicle. We are now offering syndication of WebSphere, Lotus, Tivoli, Information Management and Rational content direct from ibm.com to your Web site. Syndication ensures that your site will have the latest product and marketing information. Use your Web site as an integral part to your marketing campaigns, targeting and capturing customer leads. The best part is that content is kept up to date automatically with minimal effort!

**BPC-2825A**   **SWAC – IBM Business Partner Lead Generation**

SWAC is a unique Global TeleWeb lead generation engine focused on Business Partner Lead Generation. SWAC uses IBM Tele reps to promote your solution to a midmarket audience as long as IBM Software is included as part of that solution.

**BPC-2676B**   **Host an "Impact Comes to You" event: Local skills, global impact**

Want to leverage the excitement of Impact 2008 with your customers and prospects? Learn how your company can team with IBM to deliver the value of Impact 2008 to prospects and customers in your area! Impact Comes to You (ICTY) leverages the highest rated Impact 2008 sessions. We will equip your business with a rich set of materials to help you confidently deliver ICTY to prospects and customers in your area. In 2007, ICTY reached over 2500 customers worldwide, helping Business Partners garner leads and close business. Stop by the booth to learn how you can host an ICTY event and start the planning today!

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## Wednesday Café Brands

**BPC-2657A**  **IBM Tivoli: Unlock the power of IBM Service Management solutions**

Learn more about IBM Tivoli® and develop insight on how to unlock the power of IBM Service Management solutions to help your client organizations better manage their infrastructure, and more effectively and efficiently deliver IT services. This session presents the best of breed automation, security, and storage solutions that can optimize costs, create resilient IT services, improve productivity, provide data integrity, and manage risk and compliance. Take the opportunity to preview the unique channel marketing tools and assets that empower partner growth and productivity in the IBM Tivoli portfolio of products.

**BPC-2675A**  **Grow your business with IBM WebSphere – It's easy!**

Have you ever wanted to quickly grasp the extent of the IBM WebSphere product family? This session demonstrates the WebSphere portfolio of products by solution areas – making it easy to understand and explain. Learn about resources for creating sales leads from both new and existing customers, education roadmaps, and support to close sales. Match your business goals with marketing programs to take advantage of benefits available to Business Partners. Already selling WebSphere? Come peek at the next hot areas of opportunity!

**BPC-2685A**  **Smart SOA on System z - Driving your business growth**

This session presents the latest System z® software offerings and related educational and sales enablement opportunities. Learn when it makes sense to run WebSphere on System z, and how you can leverage System z assets to drive service oriented architecture Grab a quick overview of the most recent hardware and software announcements from IBM – keys to your success in 2008.

**BPC-2699A**  **IBM Rational: An Enduring SOA through high quality service lifecycle management**

Dynamic, rapid development and delivery, flexible, business-aligned...these are just a sampling of terms that are commonly used when describing a Service Oriented Architecture (SOA). A common theme underpins all of these descriptions - the notion of constant change. Businesses are constantly evolving based on market conditions - many organizations have adopted an SOA so they can technically deliver on their ever-changing business requirements. It is this dynamic service lifecycle environment that makes an SOA both highly desirable and challenging to sustain. Essential to having an enduring SOA is the need to have sound, high quality processes and tools for effective Service Lifecycle Management (SLM). By building quality into a company's SLM processes, an SOA can endure its very own nature of constant change. Learn how IBM Rational® tools can establish and enforce a company's SLM processes – services are inherently built with quality and maintained within an enduring SOA.

business · partner · café · sessions

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# business partner café sessions – room 101

**BPC-2705A**      **SOA on POWER® Systems**

IBM has upgraded most of its SOA portfolio with a focus on consumability and innovative capabilities including enhanced support for POWER Systems Software environments such as i5/OS® and AIX®. With the availability of WebSphere Process Server and Enterprise Service Bus on i5/OS, i5/OS should be considered an environment comprehensively enabled for SOA deployments. The I5/OS team have announced a major new release, V6R1, with a built-in SOA On Ramp. Additionally, there are some major changes in the POWER Systems product space. To find out the latest news and to understand how all this can help your shop, stop by and chat with the experts who will be on hand.

**BPC-2703A**      **Help your customers innovate in 2008 with IBM Information On Demand Solutions**

Are you looking to increase your market reach, leads and profits? Information On Demand provides the strategy and framework to help you achieve these goals while helping your clients leverage information – no matter where it originates, or its format or where it resides. Grow your business and your profit potential -- whether you specialize in selling hardware or you already sell IBM software and just want to identify new opportunities. Learn how Information On Demand can help you increase revenue while helping your clients transform business information into real business value. http://**www.ibm**.com/software/data/partners/

**BPC-2748A**      **IBM WebSphere Portal and Lotus Collaborative Software**

According to Gene Phifer of Gartner Group, through 2007 an enterprise portal will be the first major application of SOA concepts for more than fifty percent of enterprises (0.6 probability). Additionally, more than 80% of CIOs surveyed in a recent IBM survey stated that collaboration fostered their company's innovation. Come and meet the IBM WebSphere Portal and Lotus® Collaborative team to learn how you can deploy your SOA WebSphere Portal Solution and take advantage of powerful collaboration products built on top of WebSphere Portal. We will have subject matter experts on WebSphere Portal, IBM Lotus Sametime®, including Sametime Unyte Web Conferencing Service, and Unified Communications and Collaboration (UC2) Client Platform. Learn how you can take advantage of the many partnering opportunities with us, including our U-Pick Program and our Business Partner Beta Programs.

**BPC-2747A**      **Never have to say No again! Leveraging IBM Services to complete your portfolio**

This session will show you how you can fulfill your customers' needs and never have to say no again! SOA Services from IBM Global Technology Services (GTS) can provide you with the ability to offer a full portfolio of services for your customers. Learn about IBM Global Services principles of engagement and how they've been enhanced to protect you, the Business Partner. From consulting and architecture, to implementation, design and deployment; service management, security, connectivity, reuse and even process integrity GTS is the right partner for you!

**BPC-2676C**      **Host an "Impact Comes to You" event: Local skills, global impact**

Want to leverage the excitement of Impact 2008 with your customers and prospects? Learn how your company can team with IBM to deliver the value of Impact 2008 to prospects and customers in your area! Impact Comes to You (ICTY) leverages the highest rated Impact 2008 sessions. We will equip your business with a rich set of materials to help you confidently deliver ICTY to prospects and customers in your area. In 2007, ICTY reached over 2500 customers worldwide, helping Business Partners garner leads and close business. Stop by the booth to learn how you can host an ICTY event and start the planning today!

# awards

## Impact 2008 Awards

The 2008 IBM Impact Awards recognize SOA Business Partners who demonstrate excellence in delivering impressive business value and providing cutting-edge solutions based on their integration with IBM SOA infrastructure to our customers.

There are four Impact Award categories:

**Impact Business Partner Solution Award**   This award recognizes a solution that illustrates the strength of partnering with IBM to solve customer challenges while delivering proven Impact in the marketplace. This solution exemplifies strong collaboration across a range of constituents and programs, and demonstrates the unique power of using IBM SOA components in its delivery to customers.

**Impact Innovation Award**   This award recognizes a visionary Business Partner who is leading the charge in exploiting IBM SOA capabilities in innovative, leading-edge, exciting ways. This solution solves traditional problems in nontraditional ways and may be a driver in tomorrow's new markets, fostering new innovation, cutting-edge solution areas, and pushing the realm of possibility.

**Impact SOA Process Solution Award**   This award recognizes the Business Partner that has positioned themselves as a leader

with an effective and efficient way to get started with SOA through the "Process" IBM SOA entry point. The solution helps streamline and improve processes across the enterprise, helping customers improve their efficiency, flexibility and control of their key business processes.

**NEW! IBM Impact Distributor Innovation Award**   This award recognizes High Value Add Distributors who are leading the charge in building their Business Partner's ability to leverage IBM SOA capabilities in innovative, leading-edge, exciting ways. helping customers improve their efficiency, flexibility and control of their key business processes.

**Join us at Business Partner Day for these special announcements! And look for the winners in the Solution Center!**

# more·impact

## Share all you've learned with Impact Comes to You!

Impact Comes to You is a premier event that features many new and timely presentations from the top rated sessions you will see live this week at IMPACT 2008. This event is intended to be hosted by our Business Partners for your targeted customers. It provides an excellent opportunity to deliver key messages to customers who wish to better leverage their existing IT investments and enable greater degrees of Business Flexibility across their enterprise.

Impact Comes to You will deliver a set of top-rated practical information and materials that will facilitate your hosting a local Impact Comes to You event. You have a terrific opportunity to invite your customers who were unable to attend IMPACT 2008 in Las Vegas, Nevada.

We have a set of content rich agendas for you to leverage, including a Business/LOB Track and a Technical Track; providing you with the information you need to speak to your target customer audience. The Impact Comes to You event will be an excellent opportunity to integrate your Business Partner materials and messages to demonstrate the value your solution working with IBM SOA and WebSphere to solve customer challenges.

Look for Impact Comes to You in future communications. If you are interested in hosting one of these events in your area of the world, stop by the Business Partner Cafe during the week or visit the Solution Center Information desk and we'll find the right person to help you. You may contact David Freeman at dmfree@us.ibm.com.

## 2008 IMPACT

MGM Grand Hotel
Las Vegas, Nevada April 6-11, 2008