

WebSphere software



Connect WebSphere site visitors to ISV offerings

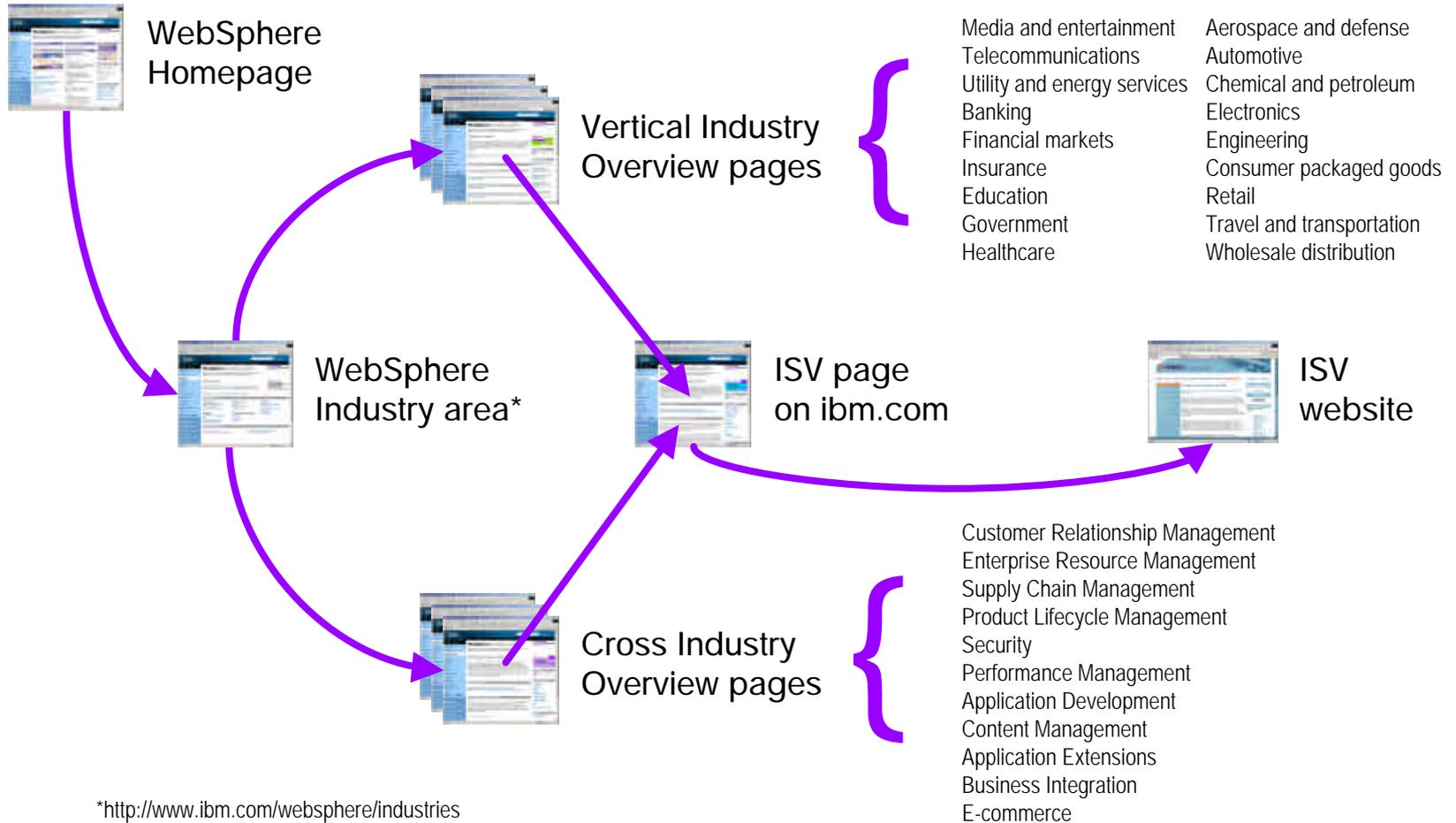
WebSphere Marketing, July 8th 2002

IBM Software Group

Overview

- Deliver WebSphere Independent Software Vendors the ability to reach existing WebSphere web site visitors.
- Connect WebSphere web site visitors to a wide array of additional value added products, offerings and solutions which demonstrate the brands breadth and depth.
- Provide simple and contextual navigation for WebSphere site visitors to find and contact WebSphere business partners.
 - Industry and Cross Industry ibm.com WebSphere web pages contain abstracts of business partner Products, offerings and Solutions
 - Site Visitors click the links associated with these abstracts and get taken to the (WebSphere) ISV page for more information
 - Site Visitors can then click through directly to the ISV page for more information
- The following presentation shows example screens, a content matrix and a key which are provided separately to assist the partner in aggregating their existing content to be reused for these new WebSphere pages.

Flow of WebSphere site visitor to ISV's website



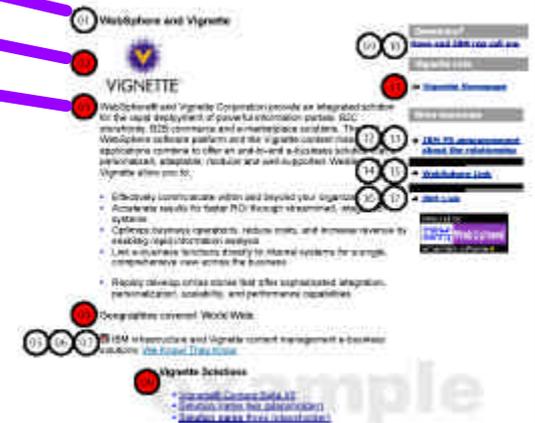
*<http://www.ibm.com/websphere/industries>

We made gathering the content easy...

Key	Content Element (in order of appearance on template)	example (please replace the cells below with your content)
01	Page Title	WebSphere and Vignette
02	Corporate Logo	Please supply a resolution independent graphic. Please provide an illustration in all file. You may want to consult your in-house marketing department for more information.
03	WebSphere & IBM overview	WebSphere® and Vignette Corporation provide an integrated information portal, B2C storefronts, B2B commerce and e-mail platform and the Vignette content management applications are personalized, adaptable, modular and well-supported. WebSphere communicate within and beyond your organization. Accelerate systems. Optimize business operations, reduce costs and increase Link e-business functions directly to internal systems for a single Rapidly develop online stores that offer sophisticated integration capabilities
04	Geographies Covered	Americas, Europe, Middle East, Africa, Asia Pacific or World Wide

Simply review the template and follow the instructions in the excel spread sheet.

Each individual content element is referenced in the spread sheet.



Elements coded **RED** are required