



## *WebSphere Host Integration Pipeline Building Sales Kit*

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**Pipeline Building Sales Kit****Quick Intro****Opportunity Overview****Selling Messages****Product Highlights**

## *Overview*

### Relevant Facts

- ◆ Web services, portal integration, and enterprise modernization are the key battlegrounds for mind share in the market. IBM WebSphere® Host Integration Solution integrates directly with these key initiatives. This is great news for us at IBM because our Host Access Client Package (HACP) and WebSphere Host Integration Solution (WHIS) offerings are the market leading solutions.
- ◆ Most of our competitors have been losing market share over the last couple of years, while IBM has continued to grow market share. Many of our customers are concerned about the long-term viability of some of these competitors, and their ability to deliver on promises. These competitors are vulnerable and we should attack NOW!
- ◆ We should always lead with WebSphere Host Integration Solution which for one price per user, provides the most flexibility for the customer, and enables them to take the first steps toward e-business including support for Web services and integration with the Portal Server. Not to mention that it puts more money in your pocket. We can always fallback to selling HACP if price is an issue or they are not ready for WebSphere. But they should understand the IBM WebSphere vision and know that by going to HACP, they have the best host access product available, and are protected and positioned for the future of e-business.
- ◆ The best time to displace the competition is when the customer is changing operating systems or their annual maintenance renewal is approaching. Attachmate and other competitors charge an upgrade fee for moving to the latest level of the operating system. The IBM license entitles the user to run on any of the supported operating systems.

*Overview***Pipeline Building Sales Kit****Quick Intro****Opportunity Overview****Selling Messages****Product Highlights***Opportunity Overview***Market Opportunity**

- ◆ According to analyst IDC, there are approximately 40 million desktop emulation clients installed. Estimates are that IBM owns more than 50 percent of that install base, with the rest as potential competitive replacements
- ◆ Customers looking to extend existing legacy applications to Web users and/or integrate with new WebSphere applications and the IBM WebSphere Portal server
- ◆ Customers who are migrating to a pure TCP/IP environment for terminal emulation
- ◆ Customers who want to migrate to "thin" client terminal emulation
- ◆ Customers who want to only distribute new emulation solutions from a single point and want every user to have the same version of emulation code at all times
- ◆ Customers who are changing OS for their desktop needs and are looking for terminal emulation solutions that support that new OS on the desktop
- ◆ Customers who have concerns with their installed emulation solution provider and want to go with the market leader

## Overview



### Pipeline Building Sales Kit

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### *Selling Messages*

- ◆ Upgrade your host access products to the industry-leading solution, and meet your emulator requirements as well as take the first steps to e-business
- ◆ WebSphere Host Integration Solution provides the most comprehensive, and flexible host access solution industry-wide
- ◆ Reduce the deployment and management costs of your client workstations by moving to the best web-based product in the market:
  - Install on a Web server, and the emulator is downloaded as a Java applet, making the initial installation and ongoing maintenance a breeze
  - HOD clients connect directly to the desired host, eliminating the need for a middle tier server required by many competitors
- ◆ Extend existing legacy applications to HTML browser users quickly and easily with Host Publisher, which is integrated with IBM WebSphere Application Server, including support for Web services and WebSphere Portal server

# Overview



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### *Product Highlights*

#### Host Access Client Package (HACP) Includes:

- ◆ **Personal Communications** — Traditional full-function "fat client" emulator, providing 3270, 5250 and VT terminal emulation
- ◆ **Host On-Demand** — Best of breed full-function "thin client" emulator. Reduces deployment and management costs through installation and deployment from a Web server. Client downloaded to most Java™ technology-enabled Web browsers automatically, and updated when changed on Web Server. Provides integration with the WebSphere Portal server.
- ◆ **Screen Customizer** — Quick and easy tool to rejuvenate green screen applications to a more user-friendly graphical interface

Note: Licensed by registered user

#### Host Integration Solution includes:

- ◆ **HACP**
- ◆ **IBM Host Publisher** — The quickest and easiest way to extend existing host applications to any standard Web browser user. Exploits Web services and integrates with the WebSphere Portal server
- ◆ **Communications Server for IBM AIX®, OS/2® or Microsoft® Windows NT® and Windows® 2000** — SNA Gateway, TN3270E Server, SNA / TCP/IP interoperability, common in branch environments such as banking and insurance
- ◆ **IBM WebSphere Application Server Advanced Edition** — Market-leading Web application server

Note: License options include both registered and concurrent user



### Pipeline Building Sales Kit

#### Call To Action

Questions To Ask Your Prospect

Customer Pains

IBM Value Proposition

Pricing & Promotions

## *Deliverables*

### *Call To Action* — What do I do next?

- ◆ Familiarize yourself with — IBM's new WebSphere Host Integration Solution and Host Access Client Package. Review the available presentations and white paper material by using the resources and enablement support on [WebSphere Innovation Connection Online](#) (WIC)
- ◆ Gather enablement material to obtain an overview of the Host Integration offerings
- ◆ Make an initial assessment of the opportunity based upon the answers provided to questions
- ◆ Accounts with Accounts with existing Attachmate install base should be — proposing IBM WebSphere Host Integration Solution to displace Attachmate. Leverage IBM's Host On-Demand and Host Publisher strength to displace the Attachmate emulator base and establish IBM WebSphere application servers within the account



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### *Questions To Ask Your Prospect*

- ◆ **What terminal emulation vendor(s) are you currently using?**
- ◆ **Action:** If they don't have an IBM solution, then you have a potential customer, continue to ask further questions. Most of the common emulation vendor(s) other than IBM are:
  - Attachmate Wall Data
  - NetManage
  - Hummingbird
  - WRQ
- ◆ **When will the maintenance / subscription need to be renewed for your current emulation products?**
- ◆ **Action:**
  - If not within the next 6 months -- then move on to another customer opportunity, but record the information and go back in 120 days
  - If within the next 6 months -- then you have an opportunity and continue the questioning as this is customer who can gain benefit from Host Integration

*Deliverables*

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*Questions To Ask Your Prospect (continued)*

- ◆ **When is the next scheduled rollout of a "refreshed" standard desktop or upgrade to the desktop OS, e.g. Windows XP?**
- ◆ **Action:** If within the next 6 months then you have a solid opportunity here is a customer who should be looking at our Host Integration solution
- ◆ **Are you concerned about the cost of deploying and supporting desktop SW? What do you plan to do to control those costs?**
- ◆ **Action:** If they are concerned with deployment costs and are looking for a "better way" that reduces their total costs and provides them with more flexibility — then you have a potential customer who should be looking at our Host Integration Solution or HACP.
- ◆ **How much pressure is being applied to IT to modernize the appearance of applications and extend applications to Web access?**
- ◆ **Action:**
  - If they need to rejuvenate an application and / or need to extend applications out to the 'Web' in a short timeframe that provides them with more flexibility, then you have a potential customer
  - Engage with your regional Host Integration Sales Specialist for a follow-on conversation regarding the 'Host Publisher' component of Host Integration Solution as a means to extend legacy applications to the Web very quickly, and to integrate with WebSphere Portal server





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### *Questions To Ask Your Prospect (continued)*

- ◆ **Are you looking for ways to reduce your infrastructure and deployment costs for host access?**
- ◆ **Action:** If within the next 6 months then you have a potential customer, look at the "Host On-Demand" component of WHIS as a solution to their needs
- ◆ **Would you benefit by migrating to a pure TCP/IP network environment?**
- ◆ **Action:** If within the next 6 months then you have a potential customer look at the "Host On-Demand" component of WHIS to solve this business problem.

**Note:** If a customer answered "yes" to any of the above questions, then you have a valid opportunity. Engage your Host Integration Sales Specialist.



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## *Deliverables*

### *Customer Pains*

<i>Pain</i>	<i>Solution</i>	<i>Benefit</i>
<b>Changing OS desktop platforms and need an emulation solution to support the new desktop environment</b>	Use WHIS or HACP to provide terminal emulation solutions that support all the current OS desktop platforms out of the box	Reduced expenses as you will never need to purchase separate emulation licenses for different desktop Operating Systems. Provides both "thin" and "fat" client solutions to meet the needs of any end user
<b>Inability to maintain and retrain customer service reps in a timely fashion</b>	Use WHIS or HACP to provide a GUI presentation of a "green screen" application, which will reduce the keystrokes and improve the usability of the original green screen application	Improved customer loyalty through faster and more consistent customer service, rapid delivery of tailored answers, and reduced training costs associated with new reps
<b>Want to reduce the rollout time, people costs and manageability of deploying and upgrading terminal emulation to desktop users</b>	Use WHIS or HACP to deploy Host On-Demand as the "thin" client emulation solution. Installs on any Web server and most any hardware platforms a customer might have	Reduces the people costs of deploying and supporting emulation solutions that must be installed on each user's workstation. From a single click of a URL, it provides the capability to download a thin client pure Java solution to each end user



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### *Customer Pains (continued)*

<i>Pain</i>	<i>Solution</i>	<i>Benefit</i>
<p><b>Need to extend existing legacy applications to Web users to improve customer service and stay competitive in the marketplace.</b></p>	<p>Use Host Publisher component of WHIS to quickly create new applications that provide Web access to existing legacy applications and data.</p> <p>Combine it with WebSphere Portal Server to improve the end user experience</p>	<p>Provide a quick Web presence to customers and business partners, improving customer satisfaction and service, as well as increasing revenue through Internet commerce</p>

*Deliverables***Pipeline Building Sales Kit****Call To Action****Sales Strategy****Questions To Ask Your Prospect****Customer Pains****IBM Value Proposition****Pricing / Promotions***IBM Value Proposition***WebSphere Host Integration**◆ **Sales View (25 Words)**

With IBM WebSphere Host Integration Solution, you can start simple and grow your e-business fast, leveraging your legacy data with the Web to maximize your total return on investment.

◆ **Sales View (50 Words)**

With IBM WebSphere Host Integration Solution, you can start simple and grow your e-business fast, leveraging your legacy data with the Web to maximize your total return on investment. You get everything you need to create and deploy advanced e-business applications that rely on host systems, in a single offering.

◆ **Sales View (100 Words)**

With IBM WebSphere Host Integration Solution, you can start simple and grow your e-business fast, leveraging your legacy data with the Web to maximize your total return on investment. You get everything you need to create and deploy advanced e-business applications that rely on host systems, in a single offering. You can choose to give your host applications a Web look and feel without programming, integrate multiple legacy applications in a single Web page, or use any of the host integration programming technologies to create new e-business applications with ties to legacy systems. The WebSphere Host Integration Solution offers unmatched flexibility for any environment.

## *Deliverables*



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### *IBM Value Proposition (continued)*

#### Host Access Client Package

◆ **Sales View (25 Words)**

The IBM Host Access Client Package for Multiplatforms allows you to manage migration to Host technologies at your own pace. With one package, you can support a diverse user community.

◆ **Sales View (50 Words)**

The IBM Host Access Client Package for Multiplatforms allows you to manage migration to Host technologies at your own pace. With one package, you can support a diverse user community, whether you need traditional emulation, browser-based emulation, or host screen customization. All from one vendor.

◆ **Sales View (100 Words)**

The IBM Host Access Client Package for Multiplatforms allows you to manage migration to Host technologies at your own pace. With one package, you can support a diverse user community, whether you need traditional emulation, browser-based emulation, or host screen customization, all from one vendor. At one price per user, access to legacy applications for all types of users, regardless of their needs, is provided by this package, and contains Personal Communications for traditional emulation, WebSphere Host On-Demand for browser emulation, and Screen Customizer to give host applications a simple GUI using drag-and-drop technology. Also, create custom e-business applications with the comprehensive set of tools in the package.

## *Deliverables*

### *Pricing / Promotions*

#### For LOB or CIO (business-oriented slant questions):

- ◆ How can you more efficiently make new business services available to your customers?
- ◆ How can you react more quickly to seize new business opportunity?
- ◆ How can you improve the satisfaction of your customers?
- ◆ How can you leverage your core business assets through new channels?
- ◆ How can you make your myriad of systems and applications work together more effectively in delivering valuable e-business solutions?

#### Discussion:

- ◆ The bottom line is that IBM's high-end application server and tools are designed to help you reduce costs, improve customer loyalty, and respond quickly to change. They provide the world's most reliable infrastructure — so that you can easily grow, without interruptions to service, or concerns about security. But equally important, they enhance your business initiatives by allowing applications to be reshaped quickly — in some cases, on the fly.
- ◆ The net result is that you can head in new business directions and roll out new e-business offerings — implementing key business strategies — much faster than your competition.
- ◆ You can easily reach new constituencies across multiple geographies.
- ◆ You can integrate your significant arsenal of existing business assets so that they work together seamlessly in the delivery of new services. (This is a crucial point to make to customers.) And — you can do all of this at greatly reduced cost.



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### *Pricing / Promotions (Continued)*

**For Competitive Installed Customers:** Trade-in pricing is available for those customers who want to migrate to either WebSphere Host Integration Solution or Host Access Client Package from their existing emulator.

- ◆ **HACP** is licensed based on a registered user
- ◆ **WHIS** is available based on two charging methods — Registered Users and Concurrent Users. User access on connections made from the Internet and/or intranet must be based on the number of registered users. If determining the number of Registered Users is possible, then the registered user method should be selected. If determining the number of Registered Users is not possible, then the concurrent user method should be selected.

#### **Registered User:**

A Registered User is defined as a person who accesses and uses the Program, and is considered a distinct user. A Registered User Authorization is required for each distinct person that will access and use the Program. A Registered User License to the program entitles a distinct Registered User to access and use the components of the Program subject to the limitations under 'Component Restrictions' below.

#### **Concurrent User:**

The Program defines a Concurrent User as any person who accesses and uses the program or a concurrent session or connection to an existing application from the Program. Examples of sessions and connections would be the Program connected to existing applications through TN3270, TN5250, VT or JDBC connections. A Concurrent User Authorization is required for each user concurrently accessing and using the Program.



*Deliverables*

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**Pricing / Promotions***Pricing / Promotions (Continued)*

**A Concurrent User License to the Program:** Entitles any user to access and use of the Program components, as long as the total number of users concurrently accessing and using the components at any one time does not exceed the total number of the concurrent User authorizations you have acquired. Your use of the Program components is subject to the limitations under 'Component Restrictions.

There are license restrictions on some of the components of the WebSphere Host Integration Solution offering.

**Example:**

- ◆ The customer may deploy a Communications Server of their choice for every 10 HIS user licenses purchased. For WebSphere Application Server, the customer is entitled to deploy one WebSphere Application Server for every 100 users purchased to support WebSphere Host Publisher Application

**Note:**

- ◆ Many of our competitors require an upgrade charge to support new levels of operating systems, such as Microsoft Windows XP

IBM's HACP product supports several different operating systems, and there is **no extra charge** when migrating from Windows 98 to Windows 2000 or Windows XP





## Pipeline Building Sales Kit

### Host Integration Product Sales Kits

#### Presentations

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## *Collateral*

### *Host Integration Product Sales Kits*

#### Who can access WebSphere Product Sales Kits and how

IBM Business Partners and Sales Representatives can easily access the information, ready-to-use materials and sales tools house in WebSphere Product Sales Kits in the Software Marketing Information Database (SMI).

#### SMI Web Access: Business Partners – Internet password protected

- ◆ [PartnerWorld for Software](#) Enter the Business Partner Zone (enter your PWS userid and password), then from the left navigation panel select **Marketing and Sales; Sales Tools** or **Marketing Tools; then IBM Software Sales** and **Marketing Information** (formerly Software PartnerInfo).
- ◆ [PartnerWorld for Developers](#) From the left navigational bar select **Marketing and Sales > Marketing Materials > IBM Software Sales & Marketing Information** (enter your PWD membership id/password). Select a geographical area.
- ◆ [PartnerWorld](#) (for hardware partners) Click on **PartnerInfo** from the left navigation panel, select a geographical area and press Go. Under **Product and technical information**, select Software PartnerInfo then click on **Products and Solutions**
- ◆ [WebSphere Innovation Connection](#) Click on **Sales Enablement Portal** from the right navigation panel, click on the logon for members of PartnerWorld for Software or the logon for PartnerWorld for Developers, enter your user name and password, scroll down the page to **Sales Tools**, and click on **Software Marketing Information**.

**Pipeline Building Sales Kit****Product Sales Kit****Presentations****Demos***Collateral**Presentations*

- ◆ Please refer to the Host Integration Base presentation for detailed product information
- ◆ Familiarize yourself with IBM's **new WebSphere Host Publisher, Version 4.0**. Product highlights include:
  - [WebSphere Application Server, Version 4.0 support](#)
  - [Web services](#) support to quickly and easily deploy existing legacy application services as new Web services
  - [WebSphere Portal](#) portlet to extend legacy content as new enterprise portal content
- ◆ [WebSphere Host Publisher](#)
- ◆ [WebSphere Application Server and IBM WebSphere Studio](#)
- ◆ [WebSphere Portal](#)
- ◆ [WebSphere Host Integration Solution](#)

**Pipeline Building Sales Kit****Product Sales Kit****Presentations****Demos***Demos*

.HACP and WHIS demos are available now. Use the [WebSphere Sales and Marketing Demo finder](#):

To use the Demo Finder tool:

- ◆ Click on a folder to begin searching and browsing for the Host Integration demo
- ◆ Click Main Topics to return the original view (Industry and Product folders)
- ◆ Click History to view all the folders that you've opened during your session
- ◆ Click All Topics to view all of the folders without the hierarchy
- ◆ Use Select Topic to locate a folder by typing in a name or partial name



## Pipeline Building Sales Kit

### Contacts

### More Resources

## *More Info*

### *Contacts*

#### **Worldwide Host Integration Sales Team:**

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- ◆ John Maas / Latin America [jmaas@us.ibm.com](mailto:jmaas@us.ibm.com)
- ◆ Brad Buff / EMEA [buff@us.ibm.com](mailto:buff@us.ibm.com)
- ◆ Rick Skanron / Asia Pacific [skanron@us.ibm.com](mailto:skanron@us.ibm.com)

#### **More Resources**

- ◆ [IBM WebSphere Host Integration Solution Web site](#)
- ◆ [IBM WebSphere Host Integration – Library \(brochures, Redbooks, white papers etc.\)](#)

#### **Customer References**

- ◆ [IBM WebSphere Host Integration - Customer Comments](#)
- ◆ [IBM WebSphere Host Integration - Business Partners](#)
- ◆ [IBM WebSphere Host Integration - Case Studies](#)



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