IBM acquisition of DataPower
Frequently Asked Questions (FAQ)

- **Q. How does this acquisition affect DataPower Partners?**
  IBM will work to maintain and enhance existing relationships with DataPower partners, many of which are already IBM Business Partners. DataPower partners can engage their customers with increased confidence knowing that the DataPower products are now supported by IBM.

  They are also invited to join IBM's award winning Business Partner program, IBM PartnerWorld, and begin taking advantage of the numerous benefits IBM provides to help build skills and grow their business. As part of IBM's Business Partner program they will be able to offer customers a broader range of industry leading SOA solutions to increase resell and services opportunities.

- **Q. What new value does DataPower bring to IBM Business Partners?**
  Business Partners tell IBM they need to deliver solutions with lower TCO and faster time to value. The DataPower product can be installed in Data Centers and rapidly deployed to help IT operations address concerns on performance and security of XML-based communication. By including DataPower products, IBM Business Partners can leverage their investments in WebSphere and Tivoli products and enhance their SOA solutions and services capabilities to help customers simplify and improve the performance and security of their web services environments.

- **Q. How does this impact IBM's Business Partners, in particular ISVs?**
  Qualified IBM Business Partners will be able to sell and/or influence the sale of DataPower products in the near future. Transition processes will be put in place during the integration of DataPower into IBM to enable IBM Business Partners to build skills and sell DataPower products. Business Partners currently providing SOA web services infrastructures and/or applications to their customers are those mostly likely to take full advantage of these products. ISVs with web services based applications should consider proposing DataPower products to improve the performance and security of their applications and simplify customer deployments.

- **Q. How do you expect IBM Business Partners to react to this news?**
  We expect our Business Partners to continue building and extending solutions based on WebSphere and Tivoli offerings and to further engage with us to integrate the new DataPower products to make their combined SOA offerings to customers more compelling.

- **Q. Can IBM Business Partners embed and OEM DataPower?**
  Not at this point – IBM is working on integrating DataPower technology into OEM plans and will be announcing its strategy at a later date.

- **Q. Can IBM Business Partners resell DataPower products?**
  IBM expects significant Business Partner interest in reseller programs, and will address this question fully as the integration of DataPower into IBM is completed. IBM Business Partners with current customers or engagements that could immediately benefit from these products should contact the DataPower Help Desk for assistance.

- **Q. How can I start building skills and offering my customers DataPower products?**
  IBM plans to offer several educational webcasts to help Business Partners learn more about the DataPower products and build opportunity identification skills. At Software Group University in January 06, more in-depth sales and technical sessions will be available. Business Partners with current engagement opportunities should contact the DataPower Help Desk for pre-sales support, proposal and ordering assistance.

- **Q. What additional IBM Business Partner initiatives are available to Business Partners with DataPower?**
  IBM plans to integrate more content, resources and support related to this announcement into IBM's Business Partner initiatives as the acquisition of DataPower proceeds. We invite all Business Partners interested in DataPower to become IBM PartnerWorld members and leverage IBM's leadership in SOA to grow their customer's web services deployments with related IBM hardware, software and Business Partner services.