

NETtalk



north america

Issue 1 Volume 1 June 1997

Welcome to the first issue of NETtalk, the new NETeam newsletter.

The goal of this newsletter is to keep all Business Partners abreast of the resources and programs available to them through IBM. It replaces the monthly mailer you used to receive. You will also be receiving two Product Guides per year in a new and improved format. Look for the first one in the fall.

Each issue of NETtalk will include sections on educational resources, conference locations and dates and any special training functions that are available. Important contact information will also be provided in every issue.

A different networking hardware product will be featured in each issue, providing you with a customer success story as well as a product profile. This profile will take the form of a tear-out "Hot Sheet" and will be quite useful in updating you on the most up-to-date, cutting-edge IBM networking hardware products.

We welcome your comments and suggestions on how to make this a useful and informative forum for NETeam members. Please contact the NETeam Support Center at 1 800 IBM-7472 with any questions, comments or suggestions you may have.

Thank you for tuning in to NETtalk.

NETeam Networking Program

New from IBM: The Latest Product Information

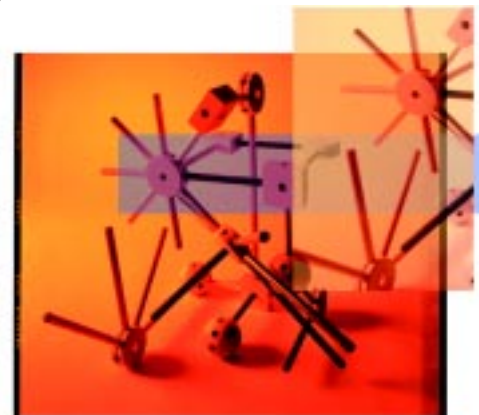
In May 1997, a mini-product showcase was announced for the IBM Networking Hardware Adapter and Technology Segment. This announcement includes five new products and one product refresh. These products are all aimed at keeping IBM on the cutting edge of networking technology by increasing performance and features while also lowering the cost of ownership.

The five new products in this Showcase are:

- IBM Turbo 16/4 Token-Ring PC Card
 - IBM PCI Wake on LAN Token-Ring Adapter
 - IBM 8237 Ethernet Stackable Hub 10BASE-T
 - IBM Nways™ Campus Managers for AIX®
 - IBM 100/10 EtherJet PCI Adapter with Wake on LAN
- ... as well as the refreshed IBM 100/10 EtherJet PCI Adapter.

Also announced but not part of this Showcase are:

- New management applications for the network of the IBM 2219, 2225 and 2230
- IBM 2225, 2230 Nways Wide Area Switch enhancements and new features



Products being withdrawn

Withdrawn	Replaced
100/10 ISA Ethernet Adapter	Not being replaced
100/10 PCI Ethernet Adapter	100/10 EtherJet PCI Adapter
Ethernet Credit Card Adapter II	EtherJet PC Card
Token-Ring Auto 16/4 Credit Card Adapter	Turbo 16/4 Token-Ring PC Card

For more information on the May 27 Announcement, visit our Home Page at www.networking.ibm.com/net0527.html

Tune in to NETtalk next month for the latest networking product information and updates. Other features will include IBM's Nways network management offerings and details on NETeam Solution clinics.

The IBM 2210 Nways Router: when staying connected is TOP priority

The customer

American Meat & Protein (AMPC) is a company that specializes in rendering livestock into a variety of products including protein additives, pet feed and plastic additives. AMPC is a global organization with plant facilities in the United States, Canada, Argentina and Ireland.

The challenge

AMPC has remote sites throughout the United States that needed to be connected to headquarters in Ames, Iowa. They required a solution that would allow the integration of PCs, AS/400® terminals and LANs, through a single WAN connection.

The IBM solution

IBM had the perfect solution for AMPC: the 2210 Nways Router. The 2210 enabled AMPC to stay connected, both locally and remotely. A key selling feature of this solution was that it was able to facilitate a multiprotocol Frame Relay network incorporating 5394s for SNA traffic, PCs with SDLC adapter cards and PCs in Ethernet LANs at remote locations. This is flexibility at its finest! Entry-level 2210s are located at the remote locations, with a larger 2210-24E located at the headquarters site. Using the 5394 RPQ software, AMPC was able to implement a single, multiprotocol network using all IBM hardware. The benefit to AMPC was the ability to run competitive network management software over a single network rather than running parallel networks for each protocol.

Why IBM?

AMPC selected IBM as their vendor of choice for several key reasons. First the 2210 provides a broad range of connectivity options. IBM also offers excellent Frame Relay support and expanded SNA support (including HPR and DLUR). The 2210 is easy to install and provides enhanced network availability via extensive dial support. Performance monitoring is provided through a graphical interface via the SNMP management protocol. *Flexibility. Ease of use. Preservation of investment.* It's no wonder that IBM beat out its main competitor, Cisco. Clearly IBM won because of its ability to demonstrate the advantages of using the 2210 with the RPQ software.

So when you're faced with a customer who needs a network configuration that's easy to install and offers a wide range of connectivity, protocols and prices, look to the IBM 2210 Nways Router. Because staying connected is always TOP priority.



In the News

New Networking Advertisement: Alphabet Soup Ad

Watch for IBM Networking's latest advertisement, titled "Alphabet Soup". This recently launched advertising campaign is aimed at customers who need to incorporate hardware and applications into a flexible, reliable network. Look to IBM's high-speed switching to provide the answers. Because no matter what's floating around in your customer's network, IBM has a switching solution to make it work.

This campaign will run for 3 months with ads placed in *CIO*, *ComputerWorld*, *InfoWeek*, *PC Magazine*, *Communications Week*, *Network World*, *Business Communications Review* and *Interactive Week*.

For more information on IBM's high-speed switching offerings, visit the home page at www.networking.ibm.com/netprod.html.

Worldwide Photo Library

Need the latest photograph of an IBM product for your presentation?

Then you need to contact the Worldwide Photo Library in Thornwood, New York. There you can access digital photographs or 35-mm slides of every product photographed by IBM. To find out about obtaining a digital photograph, contact Debbie Richmond at Drosenblatt@vnet.ibm.com or at 1 914 742-6145. For that much-needed

35-mm slide, contact Jessie Kempter at Jkempter@vnet.ibm.com or at 1 914 742-5981. They will then send you the information you need to register for the services offered by Worldwide Promotions. This includes information on their TOOLS DISK, which features all of the most up-to-date information on brochures, spec sheets and available photographs. It's easy to register for these services . . . and best of all, it's free for the asking!

The IBM International Networking Center

When you need to address your business needs, plan for changes or migrations or develop and review a network or management design, the IBM International Networking Center can help you create a strategy.

The experts at the Center can provide the guidance necessary for worldwide clients with complex, leading-edge networking, management and network computing issues.

To contact the Center visit their IBM home page at <http://www.networking.ibm.com/ntc/ntcover/htm> or call 1 800 775-3515. A consultant there can help you plan for tomorrow's networks . . . today.

New to You: The International Networking Center Offers the Networking Institute Free to Business Partners

Imagine having access to the IBM Networking Institute for FREE! Well, now you have it. The IBM International Networking Center has changed the Networking Institute to address the needs of Business Partners. There is now no charge for attending any of the general programs scheduled for:

August 19–21
September 30–October 2

Now Business Partners can use this program along with their customers to help market networking solutions. Run in

a first-class executive facility and staffed by networking specialists, the Networking Institute hosted over 600 companies in 1996. And we want you to join them! To request information on the Networking Institute, Business Partners should contact the International Networking Center directly at 1 800 775-3515 in the U.S. or at 1 919 301-3176. The center welcomes the opportunity to host you or your customers at any of the 1997 sessions.

Take advantage of this free education opportunity today!

The IBM Alternative

Competing with Cisco Express Forwarding (CEF)

What is it?

On May 7, 1997 Cisco announced "CEF," a Cisco proprietary method of mirroring the routing tables on the router system processor to the interface processors (adapters). Then the packets can be processed at the interface level without having to go to the router processor tables to make the packet forward decision.

Limitations

CEF, another Cisco proprietary architecture on top of their proprietary NetFlow switching (announced in 1996), has its share of limitations. CEF uses a larger processor and more memory to do conventional routing faster. It does not address the current deficiencies of router networks such as a lack of quality of service or support for video, voice and data integration. With edge routers running NetFlow switching, Express Forwarding and tag switching, troubleshooting problems become a network manager's nightmare.

The IBM Solution

IBM Switched Virtual Networking (SVN) using Multiprotocol Switched Services (MSS) allows customers to implement a cost-effective solution without the limitations of Cisco's router-based solutions. MSS is scalable, proven in the field and acknowledged by the industry as best of breed. Network design with MSS enables customers to implement high-speed switching solutions supporting new emerging applications like multimedia. With the intelligence of MSS, customers will be able to roll out simple flat network topologies, resulting in network simplicity and operational cost-savings. IBM's MSS supports open industry standards, thereby enabling implementation of multi vendor networks. Clearly SVN with MSS is a networking manager's dream come true.

Contact Information

NETeam Support Center	1800 IBM-7472, 1919 461-3125 (fax) Hours: 9:00 a.m. to 5:00 p.m. in each time zone, Monday through Friday Pre-sale marketing support for networking hardware products
North American Customer Service	1800 IBM-SERV Hours: 24 hours a day, 7 days a week
IBM General Information	1800 IBM-4YOU Hours: 7:00 a.m. to 8:00 p.m. EST, Monday through Friday
IBM Education	1800 IBM-TEACH Hours: 8:00 a.m. to 8:00 p.m. EST, Monday through Friday Course descriptions and conference/course enrollment
IBM Fax Information Service	1800 IBM-4FAX Hours: 24 hours a day, 7 days a week Automated system providing up-to-date information on products, education offerings and services. Using IBM-4FAX requires a touch-tone phone or fax machine. The voice prompts will navigate you to your selection. Have your fax number ready.
World Wide Web Sites	IBM Corporation www.ibm.com IBM Networking www.networking.ibm.com IBM Networking Canada www.can.ibm.com/networking NETeam www.networking.ibm.com/NETeam

Education and Events

Technical Education

Have you checked out the technical education courses being offered to NETeam members? The upcoming calendar includes the following classes:

June	16-17	Chicago IL	IBM 8271/8272 LAN Switches
	18-20	Chicago IL	IBM 8273/8274 Nways RouteSwitch
	24-26	Raleigh NC	IBM Nways Manager for Windows®
July	7-8	Dallas TX	IBM 8271/8272 LAN Switches
	7-8	San Francisco CA	IBM 8260 Nways Multiprotocol Switching Hub
	9-11	Dallas TX	IBM 8273/8274 Nways RouteSwitch
	9-11	San Francisco CA	IBM ATM Products
	16-18	Toronto CAN	IBM 2210 Router Implementation
	21-22	Toronto CAN	IBM 8260 Nways Multiprotocol Switching Hub
	21-22	Morristown NJ	IBM 8271/8272 LAN Switches
	22-24	San Francisco CA	IBM Nways Manager for Windows
	23-25	Morristown NJ	IBM 8273/8274 Nways RouteSwitch
	23-25	Toronto CAN	IBM ATM Products
August	11-12	Washington DC	IBM 8271 and 8272 LAN Switches
	12-14	Dallas TX	IBM Nways Manager for Windows
	13-15	Washington DC	IBM 8273 and 8274 LAN Switches
	25-26	Washington DC	IBM 8260 Nways Multiprotocol Switching Hub
	25-26	New York NY	IBM 8271 and 8272 LAN Switches
	27-29	Washington DC	IBM ATM Products
	27-29	New York NY	IBM 8273 and 8274 LAN Switches

Events Calendar

Also available are the following IBM Networking Events:

June	25-27	Bellevue WA	COMMON Conference (Regional)
July	21-24	Palisades NY	Management College
August	10-15	Atlanta GA	SHARE
	11-14	Palisades NY	Technology College
	19-21	Raleigh NC	Networking Institute
September	21-26	San Antonio TX	COMMON Conference (National)
	22-25	Palisades NY	Management College
	30-02	Raleigh NC	Networking Institute

For information on COMMON events, call 1 800 777-6734. For information from the Networking Institute, call 1 800 775-3515. For information on all other events, call the IBM Education and Training Center at 1 800 IBM-TEACH.

For more information on registration and information in the U.S. contact ARG, Inc. directly by phone at 1 919 461-8600 or by e-mail at questions@arg.com. Visit the ARG, Inc. Web site at www.arg.com/97vendor/ibmmain.html.

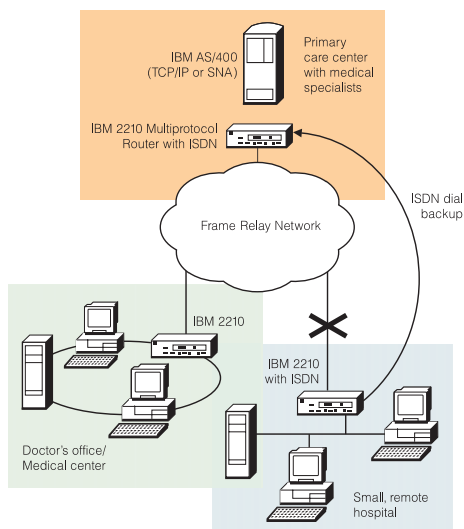
In Canada contact the IBM Canada Education and Training Center in Markham, Ontario at 1 800 426-8322.

And remember . . . PartnerServe dollars can be applied toward course tuition as well as to travel and living expenses, within established PartnerServe guidelines. So sign up today!!

IBM 2210 Nways Multiprotocol Router

General description

The IBM 2210 Nways Multiprotocol Router provides a wide range of connectivity, protocols and prices that can be tailored to link your remote offices, regional sites and central host sites into a cohesive, cost-effective, multiprotocol network. New low-end models offer LAN, WAN and ISDN ports, and the high-end models offer a range of new adapter options for future network expansion. Multiprotocol Routing Services (MRS) provides a consistent implementation of software functions across models and interoperability across multiple IBM hardware platforms that share MRS capabilities.



Hot buttons

- A broad range of connectivity options, including 25-Mbps ATM, ISDN PRI and BRI and WAN concentration up to 8 port
- Easy to install
- Expanded SNA support, including HPR and DLUR
- Excellent Frame Relay support and enhanced network availability via extensive dial support
- Performance monitoring through a graphical interface via the SNMP management protocol



Reasons to choose the IBM 2210

A price-competitive access router

Customers select the model, software and memory options based on their unique connectivity and performance requirements.

Leverage your existing investments

The Nways MRS SNA implementations and extensive multiprotocol support protect your current investments and ensure a smooth migration path to the future.

Management software available on a variety of platforms

- IBM Campus Manager LAN: TME™ 10™ NetView® for AIX or HP OpenView
- IBM Nways Workgroup Manager: Windows NT®

Standards-based interoperability

Nways MRS is based on open industry standards, vendor specifications and protocol implementations that conform to current Internet Engineering Task Force (IETF) Request for Comment (RFC) levels.

IBM 2210 versus the competition

Performance

- 2210 beats Cisco 2500 in performance: 15000 packets per second (pps) versus Cisco's 8000 pps.
- 25-MHz and 33-MHz processors versus Cisco's 20 MHz.

Flexible growth options

- PRI ISDN at a low price.
- Wide area connections for 25-Mbps ATM workgroups.

Price

- *DataComm Magazine* calls the IBM 2210 an "excellent value for the money."

For more information

Visit the 2210 home page at <http://www.networking.ibm.com/220/220prod.html>

Ordering information

Item	Feature/Model	
IBM 2210 Nways Multiprotocol Router	High-end models	14T, 24T, 24E, 24M
	Midrange models	12T, 12E, 127, 128
	Low-end models	1S4, 1S8, 1U4, 1U8
IBM Multiprotocol Routing Services (MRS)	5765-B86	
Adapters*	25-Mbps ATM	3901
	T1/J1 ISDN PRI	3107
	ISDN BRI	3101
	4-Port WAN Concentrator	3120
	8-Port WAN Concentrator	3121

*An E1 ISDN PRI is available outside North America.

Note: The 2210 and MRS Sales Manuals and Configurators contain a complete list of Feature Codes.



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Product Updates and Announcements

Customer Success Story

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connected is TOP priority*

Product Hot Sheet

IBM 2210 Nways Multiprotocol Router

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IBM Versus the Competition

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