### NETeam Networking Program

# NETtalk

# North America

Volume 6, Issue 1, March 1998 www.networking.ibm.com/NETeam

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

### Dear IBM Business Partner,

First, for those of you I haven't met, I'd like to introduce myself. My name is Karen DeRuyter, and I am the newly named Networking Hardware Channel Business Unit Executive for North America. This is a new position and I am very excited about working with all of you!

I look forward to meeting each of you over the coming months. I am anxious to listen to your ideas and gain understanding: not only of what we have been doing right, but more importantly of what we can do to improve. My success is tied directly to your success.

You, as our Business Partner Community, have always been important to us and are even more so in 1998. I hope you will be pleased with the plans we have for you. Together we can make a great year!

Karen DeRuyter Business Unit Executive, Channels Networking Sales, IBM North America

# Recognizing our outstanding Business Partners in 1997

### FastStart '98

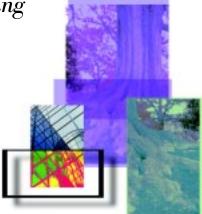
FastStart, held February 10-13 in San Francisco, was the 1998 North America kick-off event for networking. Business Partners learned what's new and different in 1998 for IBM Networking. They heard about the new organization and strategic plans of the Networking Hardware Division and the North America sales and marketing direction and product strategy.

Business Partner Appreciation Awards were given to three Business Partners in recognition of their outstanding work during 1997. The award recipients were:

- Les Davids of Centron Canada for continued strong performance
- Jason Morris for his success as a high-growth distributor with SupportNet
- John Allen and Dale Swann for their team-selling with Anixter

Les gave excellent support to IBM's largest Canadian accounts, including many in the finance and banking industry, with very positive customer feedback. He helped start expansion in the campus product area as a strategic investment with IBM.

In the end Centron Canada was able to produce double-digit YTY growth in the front-end processor business, a significant accomplishment, and they main-



tained their position as the largest Networking Business Partner in Canada.

Jason was the key force behind Support-Net's rapid growth (over 245% YTY) as IBM Networking Distributor. He ensured IBM Networking classroom time during SupportNet's Solution College for their VARs and Solution Providers. He trained two additional SupportNet Corporate Sales people in 1997 and managed Support-Net's inventory and stocking levels to enable high year-to-year growth.

John and Dale epitomized team play. They invited the IBM Networking rep, Scott Pedersen, to attend a Chicago Cubs game with them and their customer. This created an environment in which Pre-RFP selling could occur. This was just the start of a well-executed team strategy that resulted in an IBM/Anixter win. Dale then attended (at his expense) the ATM

Continued on next page



### FastStart '98

(Continued from first page)

Design Workshop for his customer, in Raleigh. This was further evidence of Team Blue. Dale's assistance during implementation has proven to be invaluable.

After the bid — a significant transaction for the IBM 8265, 8210 and 8270, with a follow-on opportunity — was awarded, Scott says, "Product announcements helped... but the Anixter team of John and Dale made the true difference!"



# BPEC '98

# Focusing in on the future of business

The largest and most important IBM Business Partner event — the Business Partner Executive Conference (BPEC) was held in San Francisco February 15-18.

BPEC is a major source of information about e-business, Web-based customer service and how to use the Web for effective collaboration. BPEC offers you and your companies the products and services, marketing programs, the latest applications and new trends in technology development that will help you build your leadership position in the industry.

At BPEC on February 16, two companies were given awards for their networking hardware revenue achievements in 1997 as the world's best Networking Hardware Business Partners. The companies honored were:

- Supercom in Canada
- SupportNet in the United States

This was SupportNet's second award, having been previously recognized at FastStart '98.

Supercom is a company of 350 employees and works with all types of resellers: small, medium and large. Their product focus is all IBM Networking products, all IBM PC products and Aptiva. In 1997 they increased IBM Networking Software business by 139% over 1996.

SupportNet is a company of 335 employees and works with small, medium and large accounts. IBM is their only vendor relationship, and SupportNet feels that they're best at selling IBM equipment, services and IBM Credit Corporation services.

# In the News

# IBM Credit Corporation Offers Two Great Programs

### 1998 Preferred Rate Financing and 90-Day Deferral for Networking Systems

Here's the help you need to convince your customers to install their systems now! IBM Credit Corporation is now offering a 90-Day First Payment Deferral Option. It applies to all current Networking Hardware products, and is available to bestcredit customers in the United States who install eligible equipment and finance it with IBM Credit by *March 31, 1998*. As an additional benefit to your customers, the 90-Day First Payment Deferral can also be combined with IBM Credit's attractive Preferred Rate Financing offering, which offers rates as low as 6.5 percent.

For further information regarding the Networking Systems 90-Day Deferral, Preferred Rate Financing and product eligibility, please contact your Remarketer Financial Marketing Advisor or Channels Customer Financing at 1-800-IBM-3889. 1998's product announcements continue to demonstrate our ability to provide solutions that help your customers run their businesses more effectively.

Product	Details	General Withdrawal/ Availability date	
IBM 8265 Nways       • Single-Slot MSS Module replaces current double-slot         ATM Switch       freeing up an additional 8265 slot. Gives more power         MSS Server and speeds up out-of-band loading of th		er to the	
IBM 2486 Portable Transaction Computer			
IBM 3745 Controller Models 31 A and 61 A at lower entry prices	<ul> <li>Models 31A and 61A no longer shipped with basic features, lowering the purchase price and monthly rental charges</li> </ul>	20 February 1998	
IBM 8274 selected features	<ul> <li>Information on feature numbers and replacement information contained in Announcement Letter from 20 January 1998</li> </ul>	<b>Withdrawal</b> 27 February 1998	
IBM 5250 Express Networking Kit	<ul> <li>Offers TCP/IP support for PCs attached to AS/400 Twinaxial Workstation Controller. Supports network applications over existing twinax or UTP cabling; no separate LAN connection required.</li> </ul>	27 March 1998	
IBM 9729 Model 041	<ul> <li>ISC for Coupling Links Adapter Card. Increased function with key Parallel Sysplex connectivity. Increased throughput with 1 GB per connectivity channel.</li> </ul>	30 March 1998	
IBM 8300-300 Video Access Node (VaN)	<ul> <li>8300 VaN technology licensed to First Virtual Corporation</li> <li>VaN now sold by First Virtual Corporation</li> </ul>	Withdrawal 31 March 1998	
IBM 8224	• Recommended replacement for customers with medium and large FDDI net works are multiprotocol hubs such as the 8260 or 8274. Recommended replacement for customers with small and medium FDDI net works is SysKonnect FDDI Concentrator-II.	<b>Withdrawal</b> 17 April 1998	
IBM 8271 Nways LAN Switch Models 108 and 216	<ul><li>Model 612 replaces Model 108</li><li>Model 624 replaces Model 216</li></ul>	<b>Withdrawal</b> 20 April 1998	
IBM 3745 and 3746 selected features and upgrades	• Basic features of Models 31A and 61A withdrawn. LIC4A basic feature for Models 21A and 41A withdrawn	<b>Withdrawal</b> 15 May 1998	
IBM 8273 Nways Ethernet RouteSwitch	All models of 8273 withdrawn. Recommended replacement is all models of the IBM 8271 Nways Ethernet LAN Switch.	<b>Withdrawal</b> 15 May 1998	
IBM 8276 Nways Ethernet RoutePort Models 360, 361, 362, 363, 364 and 365	Models 360, 361,contained in Announcement Letter from 17 February 1998		



# Mark your calendars! Announcing Enhanced Solution Clinics for 1998

Orlando Hyatt Regency May 4-6, 1998

The Networking Solution Clinics provide the premier sales and technical education for Business Partners. They offer you the knowledge that will enable you to profitably sell IBM Networking solutions. This education includes a new enhanced series of networking skill tracks covering tutorials, solutions, advanced and sales topics. These tracks have been specifically designed to fit your networking skills, whether you are a novice, a systems engineer, a network architect or a sales specialist. Mix and match the topics to select education to meet your specific needs and interests.

Stay tuned for more detailed information regarding the Solution Clinics '98.

# Spring Products to Debut on Satellite TV

The PC Institute will show a two-part program on April 15, unveiling IBM's new products for the Spring.

The first segment of the program will cover IBM's Spring Product Announcements. Viewers will be able to get the latest information about IBM's newest desktops, options, servers and mobile computers; all of these products will be available in the second quarter of 1998.

The second segment will cover information on new marketing support programs.

Viewers will have an opportunity to win an IBM ThinkPad and other valuable prizes, including attendance gifts, food and the latest product literature.

Space is limited so early enrollment is suggested. Attendees at last year's broadcasts consistently commented that the information was "relevant and helpful with sales and service efforts and a good investment of my time."

For more information please call 1888 IBM-PCTV (1888 426-7288) or visit www.ibm.com/pc/training.

## 1998 Tradeshow Schedule

### IBM Networking Participation

Common	4/12	San Antonio
N + I Spring	5/2-5/6	Las Vegas
Vista	5/18-5/22	Palm Springs
AS/400 Technical Conference	6/14-6/19	Las Vegas
PC Expo	6/16-6/21	New York City
InternetWorld	7/13-7/18	Chicago
Share Fall	8/18-8/20	Washington
Vista	9/7-9/11	Palm Springs
Common	9/98	Boston
Gartner Group	10/1-10/3	Orlando
InternetWorld	10/5-10/8	New York City
NSTC	10/20-10/25	Las Vegas
Banking/Finance	12/6	New Orleans

# NETeam technical education

Listed below are the technical education classes for the first half of 1998.

Listed bei	iow ale tri	e tecnnical educati	on classes for the first half of 1998.	information, in the U.S. contact ARG, Inc.,
March	16-17 16-18 17-20 19-20 23-24 25-27 30-1 31-3 31-3	Markham, Ont. Raleigh, NC Markham, Ont. Raleigh, NC Markham, Ont. Raleigh, NC Markham, Ont. Markham, Ont. Markham, Ont.	Internet Connectivity IBM ATM Products SNA APPC Fundamentals IBM ATM/Multiprotocol Switched Services Server (MSS) 8260 Hub Implementation Campus ATM Implementation IBM 8265 Nways ATM Switch MSS Implementation APPN HPR	<ul> <li>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.</li> <li>In Canada contact the IBM Canada Education and Training Center in Markham, Ontario, at 1 800 426-8322.</li> <li>And rememberPartnerServe dollars</li> </ul>
April	1-2 2-3 2-3 7-8 8-9 14-15 16-17 20-21 20-24 21-24 22-24 23-24 23-24 27-29 28-1 30-1	Markham, Ont. Markham, Ont. Raleigh, NC Markham, Ont. Markham, Ont. Markham, Ont. Raleigh, NC Markham, Ont. Raleigh, NC Markham, Ont. Raleigh, NC Markham, Ont. Markham, Ont. Markham, Ont. Markham, Ont. Markham, Ont.	TCP/IP Architecture Internet Access using Lotus Notes IBM ATM/Multiprotocol Switched Services Server (MSS) Introduction to ATM and Frame Relay LU Data Flow Basic Networking Skills Basic Networking Skills IBM 8260 Intelligent Switching Hub Data Communication Environment NET.commerce Implementation IBM ATM Products 8271 and 8272 LAN Switch Implementation 8273 and 8274 RouteSwitch Implementation SNALU Data Flow and Performance Intermediate Networking Skills	And rememberPartnerServe donars can be applied toward course tuition as well as to travel and living expenses, within established PartnerServe guide- lines. So sign up today!!
Мау	11-13 18-22 21-22	Raleigh, NC Raleigh, NC Raleigh, NC	IBM 8265 Nways ATM Switch IBM ATM Products IBM ATM/Multiprotocol Switched Services (MSS) Server	
June	22-24 25-26	Raleigh, NC Raleigh, NC	IBM 8265 Nways ATM Switch IBM ATM/Multiprotocol Switched Services (MSS) Server	

# technical

For more information on registration and

# Konica's TCP/IP applications enable business transitions

Networking is a familiar technology theme at Konica Business Machines USA, Inc., a subsidiary of Konica Corporation in Japan, with its headquarters located in Windsor, CT. Konica sells, markets and services office imaging equipment, such as multifunctional equipment, digital black and white and color copiers, computer peripherals, analog copiers and facsimile.

KBM has a sales and service network of more than 45 direct branches and 350 dealers in the United States. KBM recently needed some enhancements for its existing networking infrastructure.

The company's TCP/IP application areas were growing and it needed faster access to TCP/IP on the mainframe.

The existing network consisted of an S/390 host running VTAM and TCP/IP for MVS with a 3745 Token-Ring gateway running SNA and IP support. There were 47 remote sites connected to a Frame Relay cloud through two IBM 6611 Model 140s that were set up for redundancy. Token-Ring connections were through

IBM's solution has improved response time by more than 50 percent for large file transfers IBM 8230s, and there were two backbone ring segments and several building segments, where 6611 routers were used to route TCP/IP between subnets and to bridge SNA between segments.

With the current network configuration, the local Token-Ring network backbone was becoming too congested and the customer was running out of physical ports on its 6611 backbone routers. Konica needed a solution that would enhance the networking infrastructure to allow for expanding growth and improved performance in client/server access.

### IBM's solution – enabling business transformation, improved quality and customer service and enhanced speed to market

IBM's solution for Konica consisted of one IBM 8260 Nways Multiprotocol Switching Hub, configured with ATM OC3 modules and integrated MSS, one IBM 8270 Nways LAN Switch Model 800 with an ATM uplink, one IBM 2216 Nways Multiaccess Connector Model 400 with ATM, serial/ Frame Relay and ESCON and one IBM 8272 Nways Token-Ring LAN Switch Model 108 with an ATM uplink.

The master plan was to directly connect the servers to ATM OC3. To that end, the 2216 replaced the 3745 and the 6611s as the gateway for the remote Frame Relay connections. It was locally connected to the 8260 with integrated MSS, which served as an ATM OC3 backbone. The MSS function handled the source-route bridging function between switched Token-Ring segments and routed TCP/IP between subnets, as well as providing LAN Emulation to the ATM network. The 8270 with an ATM uplink was installed to relieve backbone congestion and provide native server attachments. The 8272, located in a warehouse across the street from the data center, replaced three Token-Ring LAN bridges. This replacement enabled further segmentation within the warehouse and improved performance by extending the link between the buildings from 16-MBps Token Ring to 155-MBps ATM with the ATM uplink.

### Improved response time, simplified networking infrastructure

Since Konica's implementation of IBM's solution, local and remote users have seen an improvement in response time for large file transfers to and from the TCP/IP client/server applications. The improvement is a result of replacing the 3745 TCP/IP gateway with the channel-attached 2216 router. In addition, the replacement of the Token-Ring bridged and routed backbone with ATM and MSS has simplified the networking infrastructure, enabling physical growth in the number of local attachments and improved performance through the higher speed ATM connections.

### IBM's solution, the right choice

Although Konica looked at other vendors, there was no direct competition with IBM's solution, which offered interoperability with the current Token-Ring and 6611. IBM also offered Konica ICC financing with the inclusion of a network upgrade with services and software. A further offer from IBM to upgrade the existing firewall and an EMO resulted in greater reductions in monthly costs for Konica's total solution.

NETeam Support Center	1 800 IBM-7472, 1 919 461-3125 (fax) Hours: 9:00 а.м. to 5:00 р.м. in each time zone, Monday through Friday Pre-sale marketing support for networking hardware products	
North American Customer Service	1 800 IBM-SERV Hours: 24 hours a day, 7 days a week	
IBM General Information	1 800 IBM-4YOU Hours: 7:00 а.м. to 8:00 р.м. EST, Monday through Friday	
NETeam Education	1919 461-8600 (U.S.), 1800 IBM-TEACh (Canada) Hours: 8:00 а.м. to 7:00 р.м. EST, Monday through Friday Course descriptions and conference/course enrollment	
IBM Fax Information Service	1 800 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.	
Marketing Incentive Funds Program Information	1 800 200-0141 (PartnerServe), 1 800 477-6756 (ProPlan) Hours: 8:00 а.м. to 4:30 р.м. CST, Monday through Friday Assistance with program offerings, Business Partner eligibility, account balances, etc.	
World Wide Web Sites	IBM Corporation IBM Networking IBM Networking Canada NETeam IBM Link	www.ibm.com www.networking.ibm.com www.can.ibm.com/networking www.networking.ibm.com/NETeam www.ibmlink.ibm.com

# THE NETWORK GUY

All these stars make you think.



There's a lot of bandwidth out there.

Ø

We're all just little nodes of the same big...something.



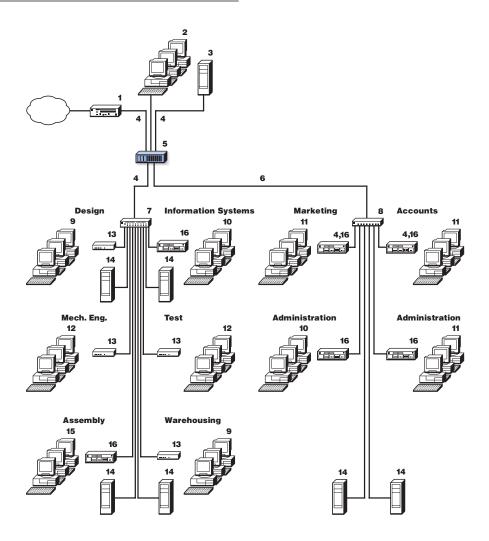
I'd like to do something nice for humanityafter I find my car.



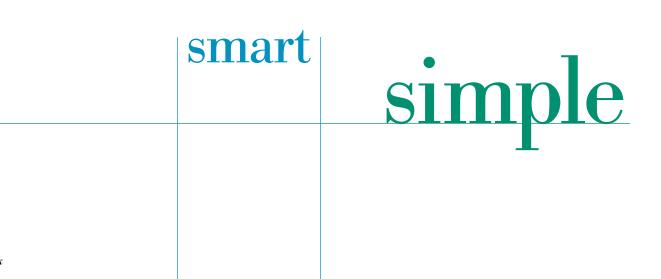
IBM cartoon as it appeared in LANTimes

### 8270 Model 800 Diagram

- **1.** 2210 Router
- **2.** Technical support x3
- **3.** *E-mail*
- **4.** 32 Mbps
- 5. 8270 Model 800
- 6. 32-Mbps dedicated bandwidth
- 7. 8272-216 Nways Token-Ring LAN Switch
- 8. 8272-108 Nways Token-Ring LAN Switch
- 9. Workstations x7
- **10.** Workstations x H
- **11.** Workstations x12
- **12.** Workstations x6
- 13. 8226 Token Ring RJ-45 connection
- 14. Server
- **15.** Workstations x28
- 16. 8230 Access Unit



The 8270 Model 800 replaces the backbone with a single switch. There's no need to change any application software. All bridges and all but peripheral routers are eliminated. TokenPipe doubles or quadruples the bandwidth if you need it. Network management is simplified, and the most demanding stations can be dedicated, FDX.



Multiprotocol Switched Services (MSS) Universal Feature Cards (UFCs) extend IBM's MSS technology to your LAN switches

Port and uplink customization meet your exact networking needs

Adaptive cut-through, virtual switching domains, source-route switching, source-route bridging and filtering maximize benefits in source-routing environments

8270 chassis with power supply, Token-Ring Processor Card and 8 UFC slots provides a highperformance, low-cost alternative for interconnecting LAN segments



# IBM 8270 Nways LAN Switch Model 800

### **General description**

The IBM 8270 Nways LAN Switch Model 800 is a configurable Token-Ring switch. The base Model 800 is an empty chassis (it ships with one power supply). There is a corequisite IBM 8270 Token-Ring Processor Card, which must also be ordered. The box has 8 UFC slots that can be configured with a set of UFCs, providing up to 30 ports in your network configuration.

Versatility means you can configure the modular LAN switch for the following functions:

- Add between 2 and 30 ports to your network configuration, more ports per switch than any other model.
- Install uplink UFCs to connect native protocols to high-speed links like ATM or the IBM 8260 Nways Multiprotocol Switching Hub.

Two new UFCs extend MSS forwarding and routing services to the 8270. These clientfunction products complete the MSS client/server picture and allow the MSS Server products to perform their job in the network at maximum efficiency. Both the MSS Client and MSS Domain Client UFCs provide forwarding and routing services. The MSS Client also has an integrated ATM port and provides ATM-to-LAN port bridging. Along with Virtual LAN (VLAN) support by protocol, the UFCs provide OSI Layer 2 and 3 forwarding of IP,IPX, AppleTalk and Banyan VINES.

UFCs include the following:

- 2-Port Token-Ring/Enhanced Fiber
- 4-Port Token-Ring/Enhanced UTP/STP
- ATM 155-Mbps Multimode Fiber/Token-Ring
- MSS Client
- MSS Domain Client

To help ensure continuous operation a single, optional, redundant power supply can be ordered. Only one power supply is required to support the entire Model 800; the second power supply is fully redundant. Both power supplies are completely load-sharing and hot-pluggable. The Model 800 chassis also includes two fans, one of which is redundant.

### Hot buttons

- Source-route switching with a choice of switching modes, including store-and-forward switching, cut-through switching and adaptive cut-through switching
- Source-route bridging that eliminates the need for external bridges but still offers the benefits of source routing
- Automatic sensing and configuring of Token-Ring connection types for ease of use
- TokenPipe connectivity between Model 800s allows customers to build configurations of more than eight ports
- TokenProbe capabilities allow a LAN analyzer to be attached to any copper port for diagnostics or tuning, even allowing the monitoring of FDX traffic

NETeam Networking Program

(Hot Sheet continued)

### Reasons to choose the IBM 8270 Nways LAN Switch Model 800

- Faster processor than in the 8272, making the 8270 Model 800 the right choice for large network and backbone applications
- High-speed Token-Ring switching solution (adaptive cut-through further reduces latency)
- AutoSense and auto-configuration capabilities
- TokenPipe and TokenProbe capabilities
- IBM's patented, adaptive cut-through switching technology, enabling the switch to adapt to changing network conditions
- Source-route switching, easing the configuration burden for administrators
- Source-route bridging, allowing external bridges to be replaced, thereby reducing costs
- The value offered by Model 800, which minimally disrupts existing networks and requires minimal investment to achieve a significant increase in bandwidth
- FDX Token-Ring support, enabling the doubling of network access bandwidth in a cost-effective manner
- Network management capabilities of Model 800
- Flexible expansion and uplink capabilities of the UFCs
- Redundant power supplies and cooling fans
- Compatibility with all current IBM Token-Ring networking products

Feature	Part number	Description
8270 Chassis	85H6584	Chassis includes cabling and mounting brackets, Installation Map, Planning and Configuration Guide, power cord, Service Information Card and power supply
Token-Ring Processor Card	72H4650	Must be ordered separately from the 8270 Chassis
Redundant Power Supply	72H4648	Optional feature, ordered separately
4-Port UTP/STP Token-Ring Enhanced UFC	85H5092	UTP/STP cabling via RJ-45 connectors; 4 Token-Ring ports, Token-Ring HDX or FDX; 4- or 16-Mbps data rate HDX or 32-Mbps data rate FDX
2-Port Fiber	85H5087	Multimode fiber (MMF) via ST connectors; 2 Token-Ring ports, either HDX or FDX; 4- or 16-Mbps data rate HDX or 32-Mbps data rate FDX
ATM 155-Mbps MMF UFC	86H2762	MMF via SC connector; 1 ATM port; 155-Mbps data rate
MSS Client UFC	85H4599 85H4596	Single-mode fiber (SMF) MMF SMF or MMF via SC connectors; 1 ATM port; 155-Mbps data rate
MSS Domain Client UFC	85H9303	Cabling, ports and data rate information not applicable

### For more information

Visit the IBM Networking Home Page at www.networking.ibm.com.

# Network World/Tolly Group reports on the 8265

The IBM 8265 Nways ATM Switch participated in The Tolly Group's ATM Switch Industry Study. On 22 December 1997, *Network World* published an article by The Tolly Group titled "A Feast of Functionality," summarizing their results. The complete study results can be accessed on Tolly's Web site at *www.tolly.com*.

Neither the study nor the *Network World* article attempts to identify a winner or make any kind of direct vendor comparison. They do, however, provide objective verification of the basic capabilities of the 8265 ATM Switch. The results can be helpful to salespeople and Business Partners by adding credibility to technical marketing activities.

On the other hand, while confirming many of the important features and functions that make the 8265 a competitive offering in the campus ATM backbone switch market, the results of the study do not highlight the 8265's key competitive strengths. Some specific items from the survey that may raise questions include VBR support, performance throughput and performance SVC calls per second. For more complete information and details concerning these items, contact your IBM representative.

# NC World gives IBM top award

The January 1998 edition of *NC World* awarded IBM with its 1997 Network Computer Leader award. The article attributed IBM's win to the boldness of its commitment to Network Computing, citing IBM's decision to pursue its Java-based Network Computer and better PC-management tools as contributing factors.

In addition, the article stated that IBM's size allows it to span many facets of the Network Computing business, enabling IBM to "do more for network computing than any other individual company."

Congratulations, IBM, NC World's 1997 Network Computing Leader!



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 Department TYCA
 PO Box 12195
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NET talk A newsletter for NETeam members

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