



IBM Systems and Technology Group

# IBM **@server**<sup>®</sup> iSeries Unleashing Innovation for ISVs

February 24, 2005



## iSeries Has The Momentum To Succeed In 2005

- **Improve market presence of the iSeries brand**
  - doubling down on advertising
  - doubling down on press
  - doubling down on analysts
  - new customer-centric web design
- **Remobilize our channel partners with stronger incentive stack**
  - iSeries the most profitable eServer for partners
  - iSeries sweeps the midrange category for sixth straight win in the VARBusiness Annual Report Card (ARC) Awards
- **Strengthen and Extend the iSeries solutions portfolio for our customers**
  - 2004 momentum includes:
    - 800 new iSeries solutions
    - 500+ ISV's now supporting V5R3
    - \$400M in iSeries opportunities generated by ISVs

**Growth!!**

**Introducing**  
***The IBM eServer iSeries Initiative For Innovation***

***Together with our partners,  
we will create  
an open, collaborative community  
to fuel innovation in iSeries solutions,  
partner applications  
and On Demand capabilities for  
our mutual Clients***

**Enablement Support \* No Charge Education \* Co-marketing \* Co-advertising \* Loaner Program  
Conversion Factory \* Technical Experts \* Sales Connections \* Leads \* Partner Teaming**

## The iSeries Initiative For Innovation

- From relationships with dozens of partners to thousands of partners
- From Java™ or .NET Integration or RPG or COBOL
- From IBM-centric roadmap to partner solutions roadmap
- From enablement support to go-to-market support

IBM eServer iSeries Initiative for Innovation		
Application Innovation	Tools Innovation	iSeries Innovation
Free support	Open ecosystem	Technical consultants
Free virtual loaner program	IBM endorsement	Advisory board for iSeries roadmap
Open developer roadmap	Technical reviews	Industry enablement
Free educational offerings	Committed partnership	Community building
Free conversion assistance	Competitive advantage	
Accelerate On Demand	Extend Capabilities	Redefine Solutions
<p><b>IBM Charter for iSeries Innovation</b></p> <p><i>Investing in the future of iSeries Customers, ISVs &amp; Business Partners</i></p>		

# Application Innovation

*Helping our clients and ISVs take the first step toward On Demand*

**\$50,000 Benefit!**

## ***Delivering Innovative Applications***

- Increase sales opportunities
- Increase sales effectiveness
- Improve operational efficiencies
- Increase customer satisfaction

## ***Transforming the Journey***

- Providing a highly tailored approach to our clients' and partners' needs
- More Open Developer's Roadmap

## ***Smashing thru barriers to Accelerate Application Innovation***

- Unleashing IBM resources to help our partners and clients

**Ultimate ISV benefit: Accelerate Solution Expansion and Integration**

**Free Support from IBM Experts**

**NEW!**

**Free Virtual Loaner Program**

**NEW!**

**Free Education**

**NEW!**

**Free Conversion Assistance**

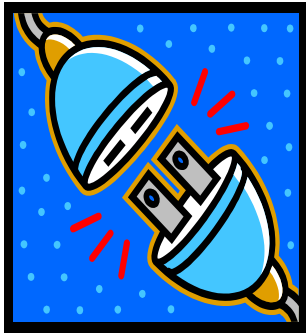
**NEW!**

**Application Advantage For Linux**

**NEW!**

# iSeries Developers Roadmap

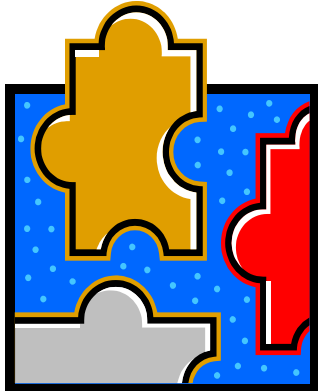
[ibm.com/series/roadmap](http://ibm.com/series/roadmap)



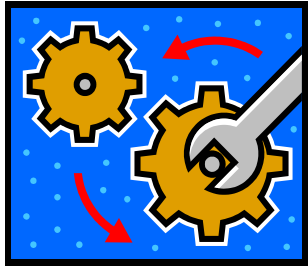
Improve Your Productivity



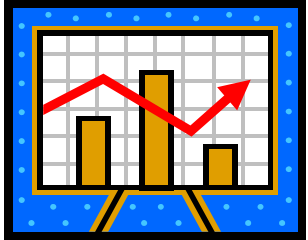
Enhance the End User Experience



Create a Modular Architecture



Integrate Applications



Integrate Business Processes

Providing an open and customizable approach to the solutions ecosystem ensuring the delivery of innovative, On Demand solutions

# Tools Innovation

*Helping our Clients and ISVs extend their On Demand capabilities*

## **Open up and Promote the iSeries Tools Ecosystem**

- Provide clients and partners with choices
- 60+ partners – The Power of Numbers

## **Leverage Broader Portfolio of Tools Technologies to give a clients a competitive advantage**

- RFID
- Web Services
- Portals & Personalization
- .Net Integration
- Mobile Devices
- Etc.

## **Committed Partnership**

- Dedicated iSeries people and co-marketing dollars
- PWIN Benefits for Tools Vendors
- Connecting IBMers, partners and clients

**IBM Endorsement**

**NEW!**

**Up to 70% off for Co-advertising**

**NEW!**

**Leads**

**NEW!**

**Sales Connections**

**NEW!**

**Technical Reviews**

**NEW!**

# iSeries Developer Roadmap - The Tools Innovation View



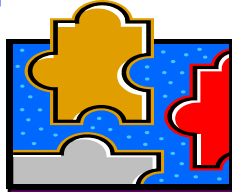
**Improve Your Productivity**

- Availability
- Debug / Test
- Develop / Deploy
- Documentation
- Generators
- Migration
- Operations
- Performance / Tuning
- Utilities



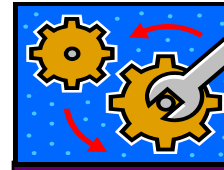
**Enhance the End User Experience**

- Application Refacing
- Desktop Integration
- Electronic Print
- Portals & Personalization
- Query & Report Writing
- .NET Integration



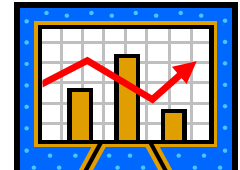
**Create a Modular Architecture**

- Code Analysis
- Code Integration
- Source Control



**Integrate Applications**

- Barcode / Forms
- Data Integration
- EAI
- Image
- Mail / Messaging
- RFID
- Time & Attendance
- Workflow



**Integrate Business Processes**

- B2B Integration
- CRM
- e-commerce
- EDI / XML
- FAX
- Telephony
- UCCnet



# iSeries Developer Roadmap - The Tools Alliance View



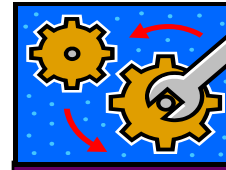
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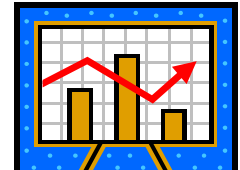
Enhance The End-User Experience



Create A Modular Architecture



Integrate Applications



Integrate Business Processes



## iSeries Innovation

*Teaming partners with IBM experts  
to build future On Demand iSeries Solutions for Our Clients*

**Opening Up the Rochester Labs**

- *Optimize combined stack of ISV Solution on Linux, i5/OS, AIX, Windows*
- *Deliver release certification, benchmarks, case studies*

**Collaborative Listening**

- Global Solutions Advisory Councils
- Industry Solutions Advisory Councils

**Technical Consultants**

- *Assist ISV with key development actions*

**Remote Systems Access**

- *Virtual Loaner Program, Test environment*

**Technical Consultants****NEW!****Free Remote Systems Access****NEW!****iSeries Roadmap Influence****NEW!****Community Building****NEW!****Industry Enablement****NEW!**

## Thera Helps BexB Transform into Leading e-Marketplace

### ■ The Case for Change:

- Business growth limited by telephone based, people intensive operation, manual entry into back office systems, no internet trading capabilities
- To capture business opportunity needed to transform this solution into a scalable online trading organization with secure and reliable back office integration

“Since implementing the Web barter exchange, BexB has reached more than 500 participating companies with a trade turnover of 4M euros annually”

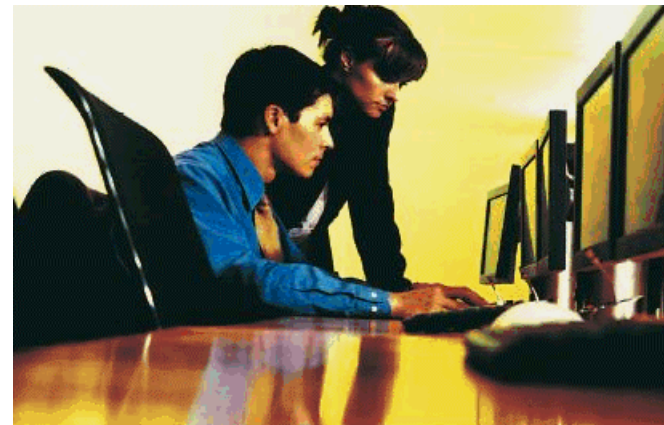
*Silvio Bettini, Managing Director, BexB*

### ■ The iSeries and Thera Solution

- Created a user friendly, flexible electronic barter marketplace to server as front end to members
- The new solution delivers Web orders directly to the fulfillment database
- Back office system can then track and validate member orders
- Provided scalable growth path for BexB

### ■ The Benefits:

- Transformed BexB into one of the most successful e-marketplaces in Italy
- Achieved cost and customer service advantages
- Automated functionality keeps member costs low and drives profitability
- Reduced operation expense and staffing requirements; redirected resource into company growth areas



Founded in 2001, BexB is a global trade bartering company supplying business-to-business exchange services

## Berbee Helps a Community to Innovate Using WebSphere Portal and Linux

### ■ The Case for Change

- Unable to accommodate growing access to city services quickly and affordably
- Web site underutilized and lacked function

“It leaves us in a position to expand in the future because it can handle the extra workload. We don't think this is the end of the project.”

*John Konich, Cuyahoga Falls Manager of Information Services*

### ■ The iSeries and Berbee Information Networks Solution

- Deploying Web-portal giving community 24X7 access to city services
- Simplifying IT environment by management of diverse application portfolio
- 50X times increase usage of web site by residents eager to access new function
- Provides flexibility for future growth



### ■ The Benefits

- Improved customer service while reducing cost of administration
- Savings will be re-invested into new programs and services

Cuyahoga Falls, Ohio, population 50,000 online services are accessible at [www.cityofcf.com](http://www.cityofcf.com).

## Seagull Software Helps Innovate Lavender & Wyatt's Healthcare Solution

### ■ The Case for Change

- LWSI's Behavioral Health application is widely used, but their older "green screen" solution was limiting opportunities to acquire new customers
- They needed to add new functionality to enhance application's competitiveness

"Existing customers were fine with our older green screen interfaces, but new customers are demanding a GUI."

*Mickey Lavender, President, Lavender & Wyatt Systems, Inc*

### ■ The Seagull Software Solution

- JWalk was used to create an attractive, high function/low effort GUI for the existing applications
- Additional new function was added to the application using advanced features of JWalk to streamline application flow with no re-write to the existing code base.
- Seagull was simple, easy to use and provided immediate impact when working with new prospects

### ■ The Benefits

- Significantly improved customer satisfaction and retention.
- Expanded opportunities to sell their Essentia solution to new iSeries prospects.
- Avoided expensive re-writes
- Leveraged existing software assets & skills.



Lavender & Wyatt Systems can be contacted at: [www.lwsi.com](http://www.lwsi.com)

# The IBM Charter for iSeries Innovation

*Investing in the future of iSeries Clients, ISVs & Business Partners*

## ➤ Innovation

- Exploit over \$1B spent over the past two years on iSeries commitment to innovation
- Secure iSeries leadership as the most complete business solution to simplify IT environments
- Enhance the value of Customer's and IBM Business Partners' existing investments

## ➤ Solutions

- Broaden and enhance iSeries portfolio of industry-specific solutions in local markets
- Support a broad range of most popular open and traditional applications & tools
- Promote and jointly market innovative business solutions that leverage iSeries offerings

## ➤ Partnership

- Provide the skills and expertise to design, develop & deploy on demand solutions
- Stimulate partner teaming that encourages investment in new skills & solutions
- Increase incentives to deliver reward commensurate with value delivered

## Join the *iSeries Initiative For Innovation*: Application Innovation Program

[www.ibm.com/eserver/series/innovation](http://www.ibm.com/eserver/series/innovation)

### **Enroll**

1. Get a PartnerWorld ID
2. Register for a Solution Assessment
  - ✓ Receive a customized program to meet your goals

### **Make Money**

#### Enroll in Solution Connection

- ✓ Global visibility to clients, IBM sales reps and IBM Business Partners

#### Become ServerProven

- ✓ Get up to \$64,000 in rebates for your company and your client

#### Join PartnerWorld Industry Networks

- ✓ Up to 70% discounts on ads
- ✓ Get leads through IBM Sales Connection
- ✓ 5k discount on KnowledgeStorm

## Join the *iSeries Initiative For Innovation*: Tools Innovation Program

[www.ibm.com/eserver/iseries/innovation/isv](http://www.ibm.com/eserver/iseries/innovation/isv)

### **Enroll**

1. Get a PartnerWorld ID
  - ✓ Shoot for the advanced level membership
2. Nominate your tools solution portfolio for the roadmap
  - ✓ IBM endorsement and leads
3. Enroll in Solution Connection
  - ✓ Global visibility to clients, IBM sales reps and IBM Business Partners
4. Become ServerProven
  - ✓ Get up to \$64,000 in rebates for your company and your client

### **Make More Money**

#### Join PartnerWorld Industry Networks

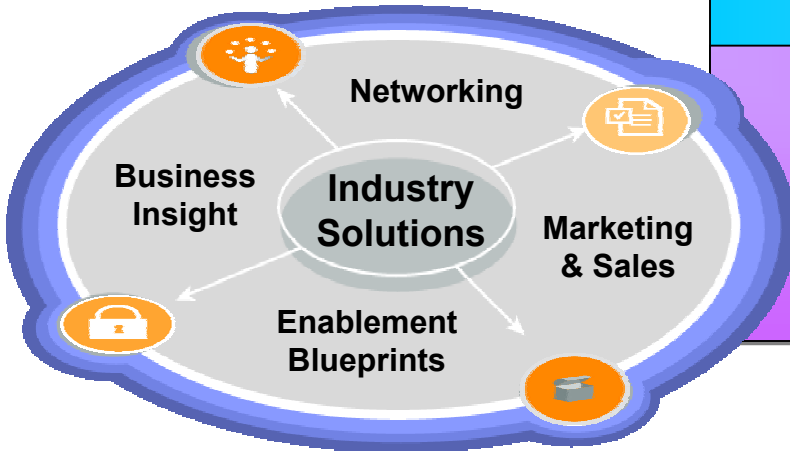
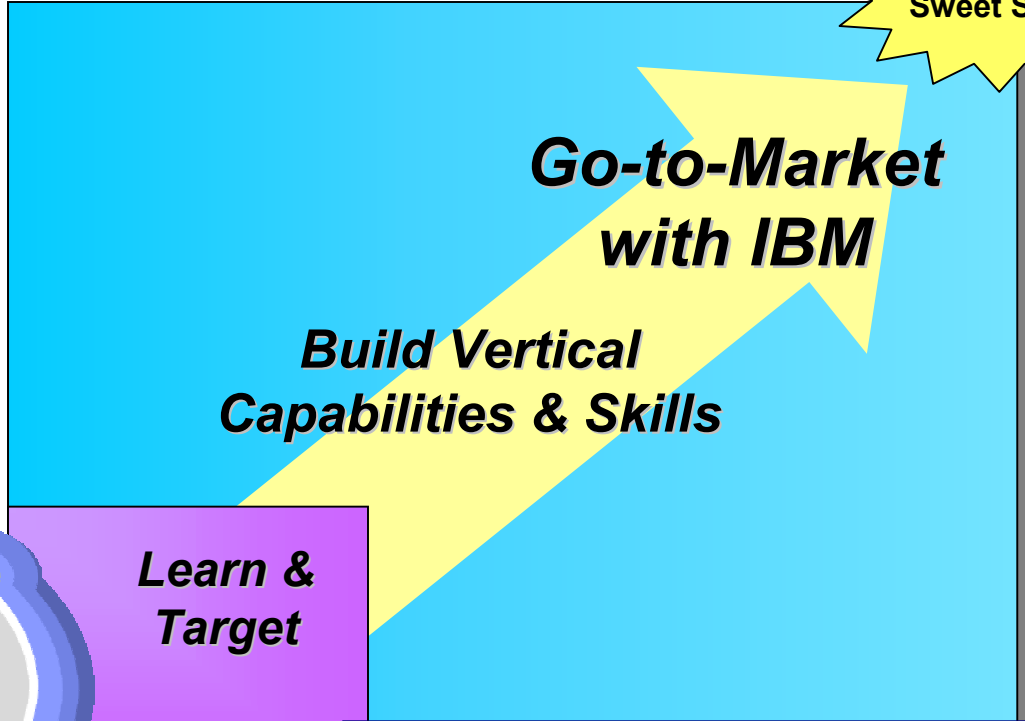
- ✓ Up to 70% discounts on ads
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# PartnerWorld Industry Networks

1,582 iSeries ISVs enrolled  
as of 2/15/05

Benefits can increase  
as your investment in  
IBM increases



**Learn & Target**

## Industry Networks

*Retail, Financial Markets, Banking, Telecommunications, Healthcare & life sciences, Automotive, Government, Insurance*

*Manufacturing, Wholesale Distribution, Education, Media & Entertainment*

**Coming**

[www.ibm.com/isv/marketing/industrynetworks](http://www.ibm.com/isv/marketing/industrynetworks)

# PartnerWorld Industry Network – Benefits

**Generate customer leads and close more business ...**

[www.ibm.com/isv](http://www.ibm.com/isv)

## Financial Support for Co-Marketing



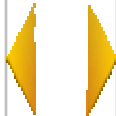
70% discount on Ads in over 220 industry pubs



50% discount on annual subscription (\$5K savings)



Discount on campaign collateral, printing, mailing, telemarketing, webcasts & lead management services



## Assistance from IBM's Worldwide Sales Network

**New**

### IBM Sales Connections

Leverage IBM's WW sales network to close more qualified sales opportunities



### How it works

- ISV contacts IBM for sales assistance and opportunity qualification
- ISV is connected with the appropriate IBM sales rep and/or certified business partner
- Opportunities tracked to closure

# IBM Solution Connection



IBM Solution Connection®



- An in-depth, searchable repository for your clients and prospects

- Thousands of solutions translated into nine languages

- 50,000 hits per month

- More entries in Solution Connection equal more leads

**2,434 solutions  
in Solution Connection  
Over 1,100 in 2004!**



[www.ibm.com/solutionconnection](http://www.ibm.com/solutionconnection)

# IBM ServerProven™

- What is IBM ServerProven and IBM TotalStorage Proven?
  - 700+ solutions strong
  - Demonstrates enablement and customer experience
  - ISV logo program
  - For ISVs: validates software/hardware compatible solutions for clients
  - For clients: Confirms viability on eServer platforms and IBM software
  - For IBM Sales Teams – automated sales kit email to close pipeline deals
- Offers
  - Rebates up to \$68,000 USD for ISVs
  - Incentives up to \$68,000 for ISVs (iSeries)
  - Rebates for upgrades

[www.ibm.com/solutionconnection](http://www.ibm.com/solutionconnection)



## How the rebates work ...

- *ISVs enroll solutions online – simple and easy*
- *Approved to use program logo(s) & offer rebates*
- *Client purchase; submits for rebate – funded by IBM*
- *ISV can also claim incentive payment (ServerProven only)*

# Virtual Innovation Center for Hardware

Our Vision: Single VIC User Experience under PartnerWorld

- Currently Available**
- Sizing tools
  - Collateral and Education
  - FAQs
  - Physical HW Access
  - Porting Central
  - 15 Enablement Roadmaps
- For p & LoP**
- Virtual Loaner HW Access



<http://www.developer.ibm.com/vic/hardware>

- Available in 2005**
- E-Mentoring
  - Localized content\*
  - Enablement Roadmap Enhancements
  - Integrated VIC under PW

- For i \*\***
- Virtual Loaner HW Access

- \*Languages:**
- Japanese, Korean
  - Simplified Chinese
  - French, German
  - Italian

\*\*April '05

## *The iSeries Initiative For Innovation*

- From relationships with dozens of partners to thousands of partners
- From Java™ or .NET Integration or RPG or COBOL
- From IBM-centric roadmap to partner solutions roadmap
- From enablement support to go-to-market support

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Free educational offerings	Committed partnership	Community building
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Accelerate On Demand	Extend Capabilities	Redefine Solutions
<b>IBM Charter for iSeries Innovation</b> <i>Investing in the future of iSeries Customers, ISVs &amp; Business Partners</i>		

# The Buzzzzzzzzzzzzzz!

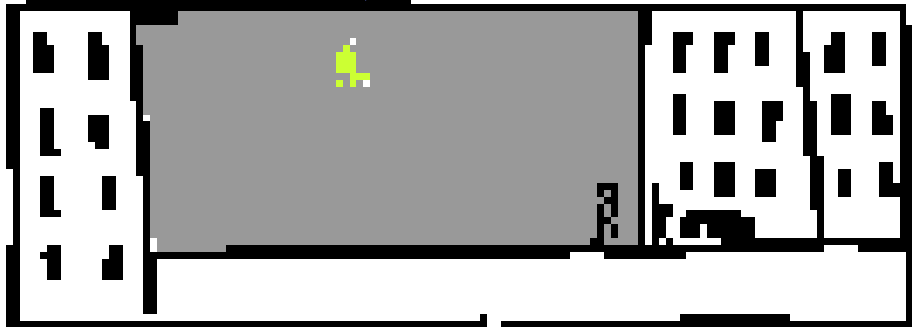
"We chose IBM WebSphere over Microsoft.Net because we were looking for a scalable platform on which to deploy our Frontier e-business solutions for SMB customers"  
 -- Craig Yamauchi, President, Friedman Corp, **Focused on the issues of SMB manufacturing and the sales & distribution industries, Frideman Corp works with IBM to deliver streamlined solutions**

"The improvements we have made to client-facing systems are very important for our brand image and will help us to extend the business into new areas" -- Heiko Wassmann, IT Director ASWO, **Germany's leading consumer electronic service company selected IBM partner GCC to help them accelerate their on demand capabilities**

"We went 'live' and transformed ourselves into an end-to-end e-business and never looked back"  
 -- Russ TumSuden, Chief Financial Officer, Sid Harvey Industries, Inc. **New York wholesaler operating 75 stores in 18 states turns to VAI to boost customer service and improve inventory efficiency**

"We have reduced our costs and most importantly, we will not have to hire additional staff as the business grows. We have automated and simplified our business processes and largely eliminated human error"-- Silvo Bettini, Managing Director, BexB. **With the help of IBM partner Thera, BexB transformed into one of the most successful e-marketplaces in Italy supplying business-to-business exchange services**

"This flexibility, along with the very high reliability and security, makes iSeries the ideal platform for our needs." -- Kristin Krumov, Head of IT, **Bulbank one of Bulgaria's largest retail and commercial banks selects iSeries with Fiserv solution to enable business growth**



## Call to Action

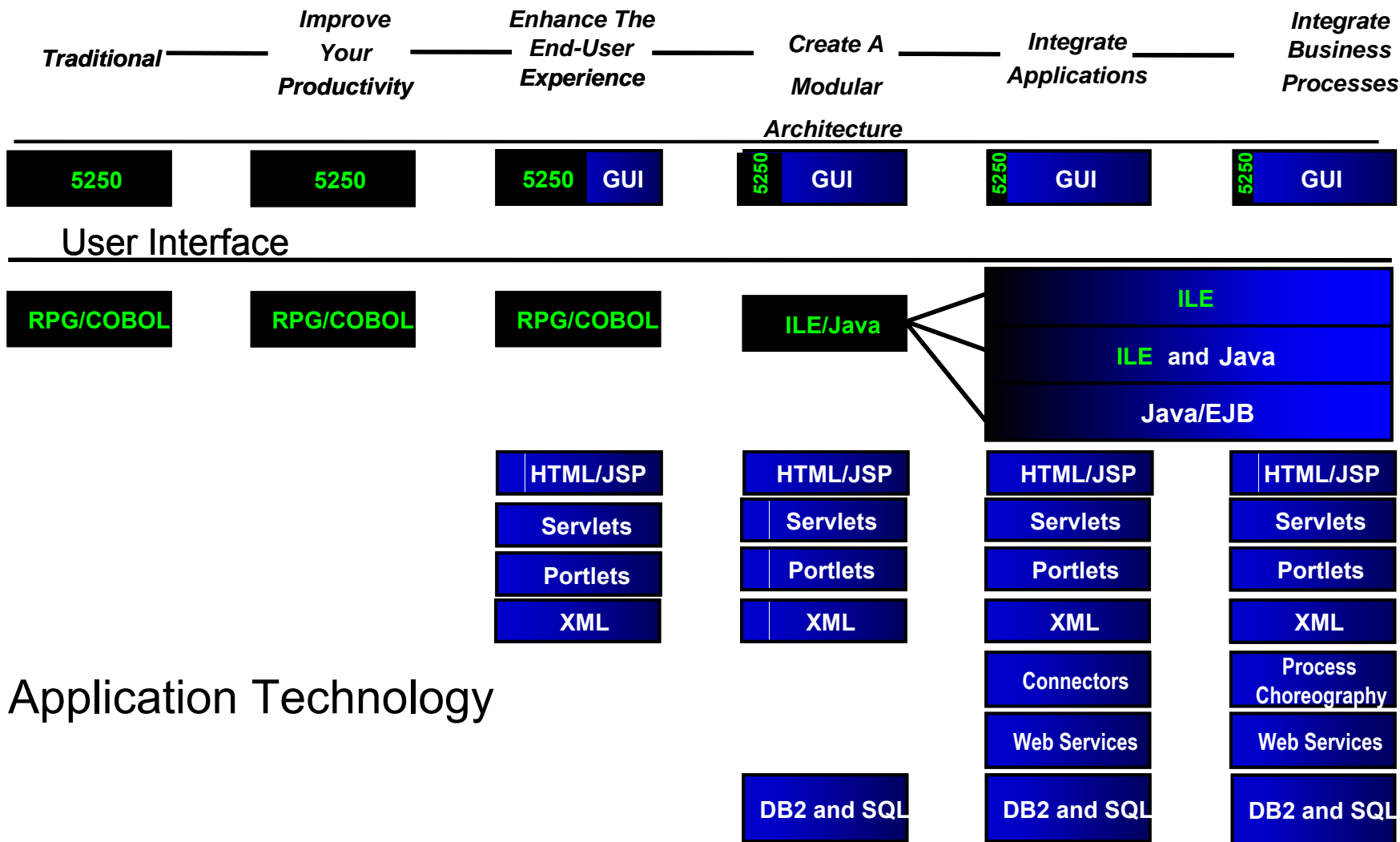
- **Learn more and take full advantage of the iSeries Initiative for Innovation**
- **Visit <http://www.ibm.com/eserver/series/innovation/isv>**



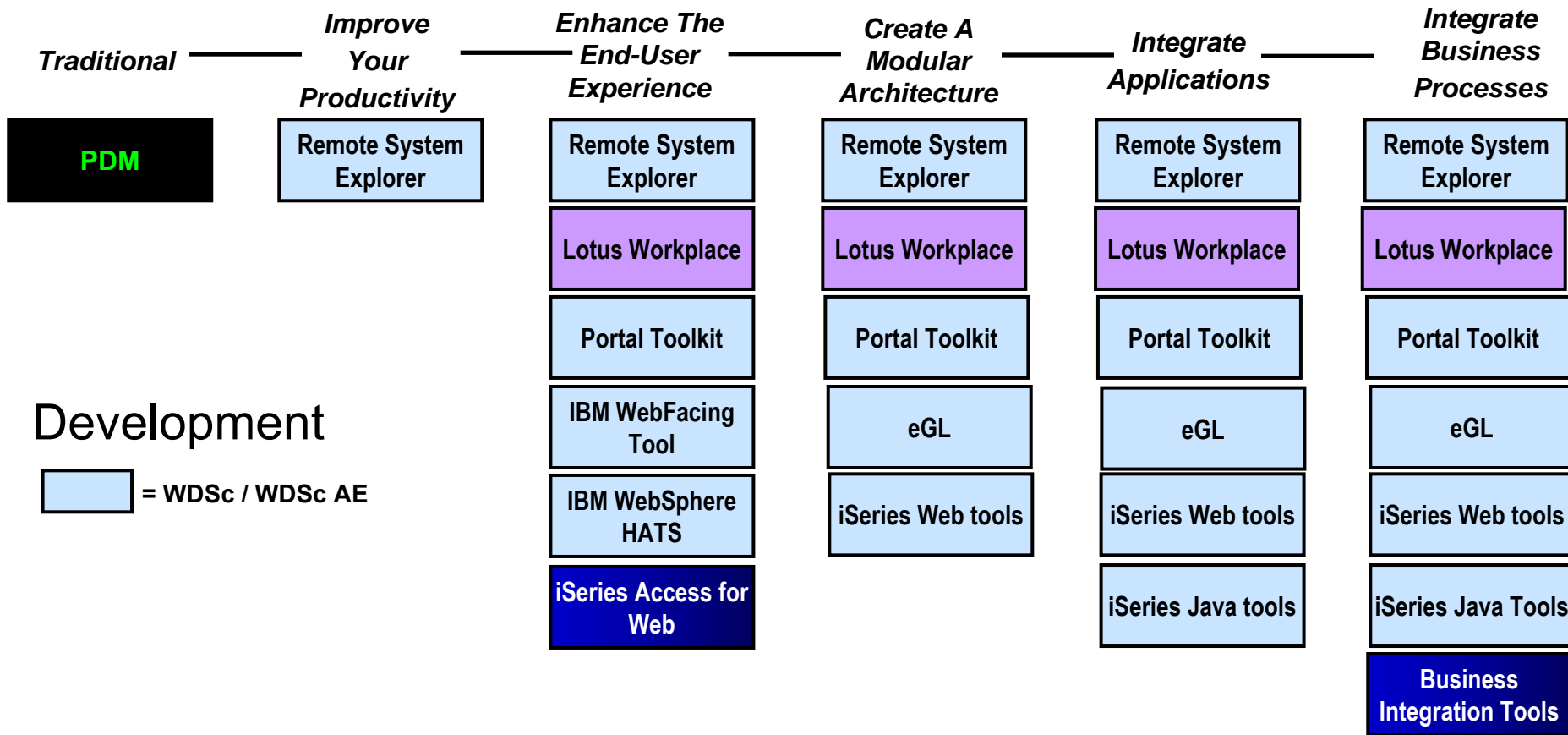
# iSeries Initiative For Innovation

# Backup

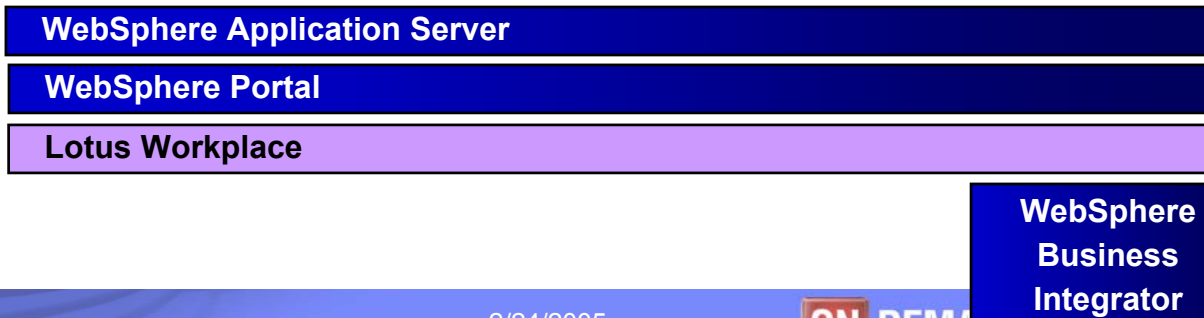
# iSeries Developer Roadmap - Architecture



# iSeries Developer Roadmap – IBM Tools



## Deployment



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**eServer**  


**e-business on demand**  
**IBM**  
  
**iSeries**

**i5/OS**  
**OS/400**

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