IBM e-Marketplace Hosting Services

Helping Market Makers
Achieve e-business Success

e-business

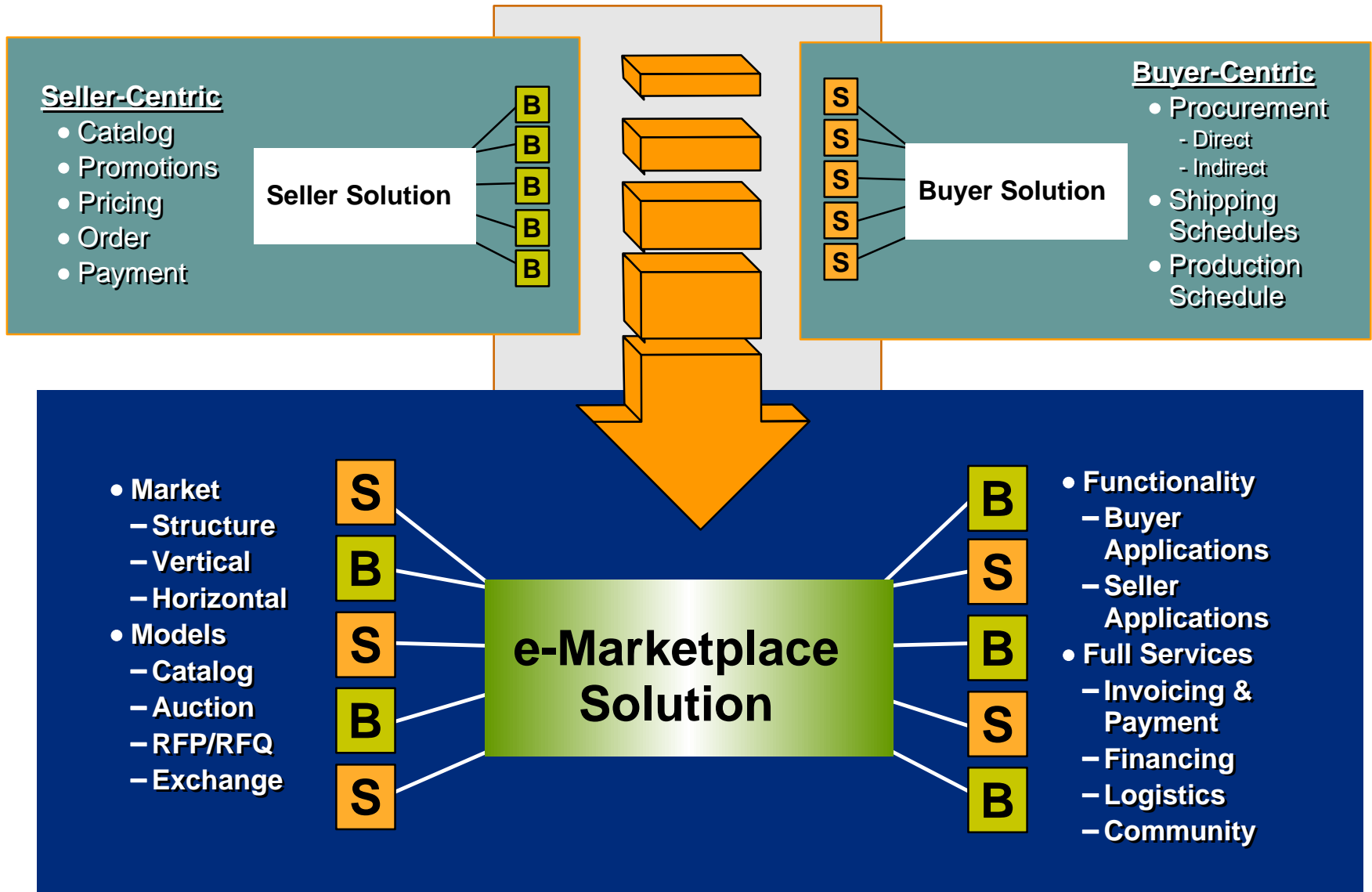**IBM Global Services**

e-Marketplaces -- The Next Revolution

Louis V. Gerstner Jr.
Chairman of the Board and
Chief Executive Officer,
IBM Corporation

"The next chapter in the e-business revolution involves the transformation of entire markets and the redefinition of industries. We will see the rise of a new class of entities -- e-Marketplaces -- that will help online buyers and sellers find each other, attack the inefficiencies of traditional markets, and carve out for themselves important roles in the e-business economy."

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Defining a New Model for e-commerce

e-business

Seller-Centric
- Catalog
- Promotions
- Pricing
- Order
- Payment

Seller Solution

B
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Buyer-Centric
- Procurement
  - Direct
  - Indirect
- Shipping Schedules
- Production Schedule

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Buyer Solution

- **Market**
  - **Structure**
  - **Vertical**
  - **Horizontal**
- **Models**
  - **Catalog**
  - **Auction**
  - **RFP/RFQ**
  - **Exchange**

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e-Marketplace Solution

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- **Functionality**
  - **Buyer Applications**
  - **Seller Applications**
- **Full Services**
  - **Invoicing & Payment**
  - **Financing**
  - **Logistics**
 - **Community**

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Why Outsource e-marketplace Hosting

Arthur Sculley's secrets of e-marketplace success

- Speed to market
  - ▸ 'Winner takes most'.... fast deployment is key.
- Neutrality
  - ▸ Level playing field critical to success
- Virtual corporation
  - ▸ Outsource all technical operations

Plus you can leverage your hosting provider's resources to gain:

- Experience
- Flexibility
- Scalability
- Reliability
- Access to critical skills
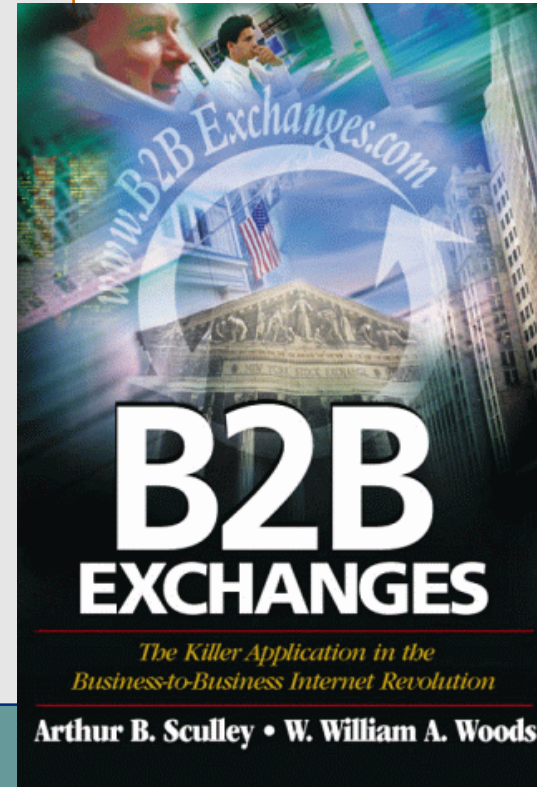
B2B Exchanges:

The Killer Application in the Business-to-Business Internet Revolution

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IBM e-Marketplace Leadership Attributes

IBM e-Marketplace hosting services deliver:

☑ **Packaged hosting solutions to...**
   ...Accelerate e-business deployment

☑ **Ready-to-use e-marketplace applications**
   ...Speed your time-to-profit

☑ **Support services that...**
   ...Provide the right level of help, at the right time

☑ **Access to IBM e-marketplace expertise and infrastrucure to...**
   ...Optimize your e-business results

☑ **IBM Managed Web Hosting services for...**
   ...High-performance, around the clock operations

☑ **Scalable capacity around the globe to...**
   ...Help your business grow

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Hosted e-procurement Solution: Ariba Buyer

- ➤ **Helps organizations optimize, manage and leverage all aspects of their strategic buying**
- ➤ **Streamlines every step in the buying process - from desktop requisitioning to fulfillment to payment**

	Bronze	**Silver**	**Gold**
Hardware	IBM Netfinity	Sun IBM RS/6000	Sun IBM RS/6000
Software	➤ DB2 Enterprise Edition	➤ DB2 Enterprise Edition	➤ DB2 Enterprise Edition
Services	➤ Database Support ➤ Account Management ➤ Internet Connectivity	➤ Database Support ➤ Account Management ➤ Internet Connectivity	➤ Database Support ➤ Account Management ➤ Internet Connectivity

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Hosted Trading Network Solution: Ariba Marketplace (example)

➤ **Industry's leading market enablement application**
➤ **All-in-one solution makes it easy to deploy online trading communities rapidly and effectively**

	Bronze	**Silver**	**Gold**
Hardware	IBM Netfinity	Sun IBM RS/6000	Sun IBM RS/6000
Software	➤ iPlanet Enterprise Server ➤ iPlanet Directory Server ➤ BEA Weblogic ➤ Oracle	➤ iPlanet Enterprise Server ➤ iPlanet Directory Server ➤ BEA Weblogic ➤ Oracle	➤ iPlanet Enterprise Server ➤ iPlanet Directory Server ➤ BEA Weblogic ➤ Oracle
Services	➤ Database Support ➤ Account Management ➤ Internet Connectivity	➤ Database Support ➤ Account Management ➤ Internet Connectivity	➤ Database Support ➤ Account Management ➤ Internet Connectivity

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Hosted Auction Solution: Ariba Dynamic Trade

➤ **Highly configurable, fully integrated auction and exchange application**
➤ **Includes auction, reverse auction and Bid/Ask modules**

	Bronze	**Silver**	**Gold**
Hardware	IBM Netfinity	Sun IBM RS/6000	Sun IBM RS/6000
Software	▶ Oracle	▶ Oracle	▶ Oracle
Services	▶ Database Support ▶ Account Management ▶ Internet Connectivity	▶ Database Support ▶ Account Management ▶ Internet Connectivity	▶ Database Support ▶ Account Management ▶ Internet Connectivity

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Ariba Portfolio Overview

Buyers

Ariba Buyer (TM)

Enterprise

Suppliers

IBM SupplierLive Solution for Ariba

Distributor • Manufacturer • Raw Goods

Ariba Commerce Services Network (TM)

SMB

Buying Groups

Ariba Buyer *ASP Edition* (TM)

Buyers

Ariba Dynamic Trade

E-Marketplaces

Ariba Marketplace (TM)

Enterprise

SMB

Buying Groups

Buyers

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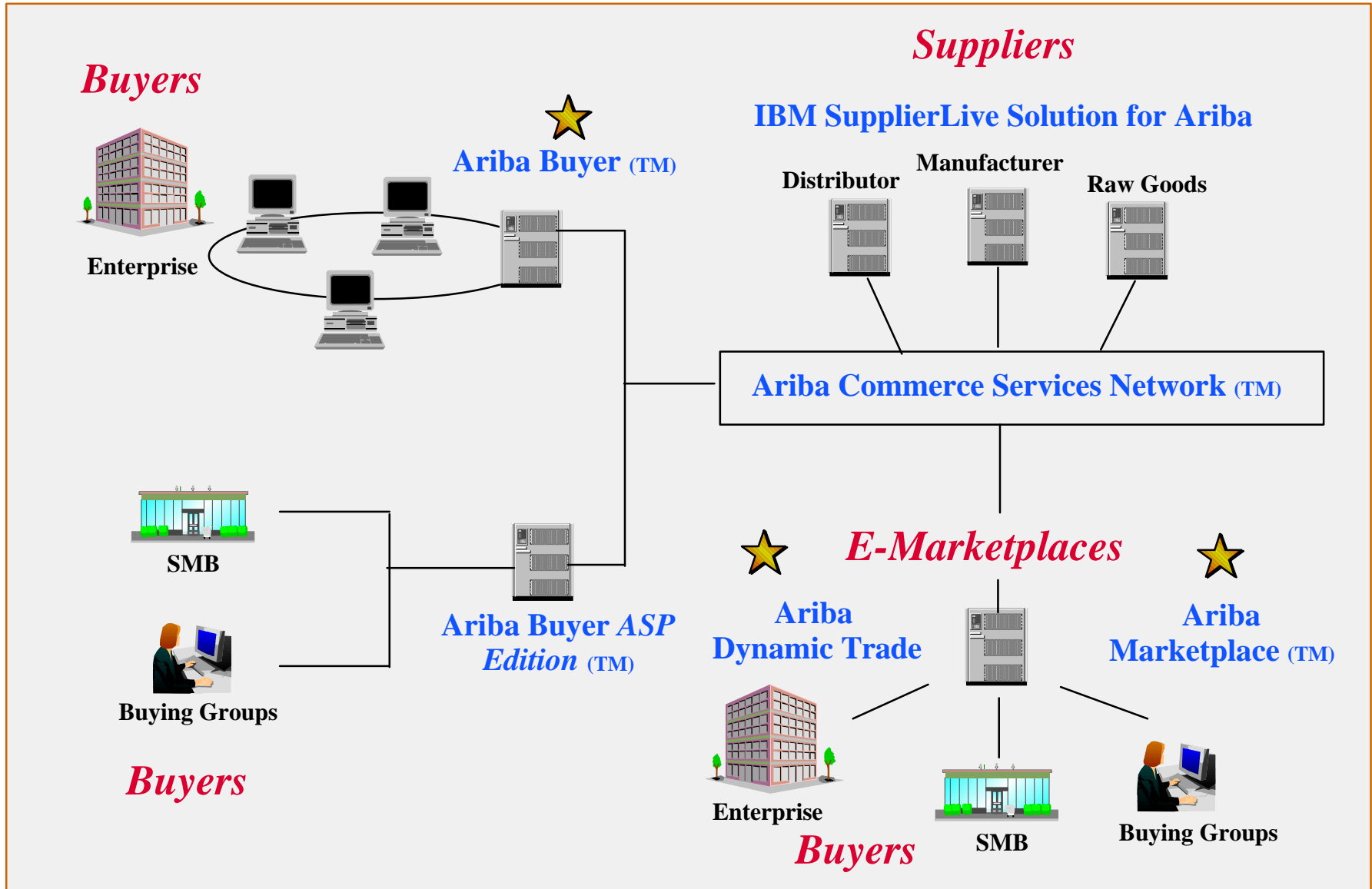
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Leverage IBM's e-Marketplace Experience

On the Web today...

- e2open
- ICSA-T
- Chemdex
- Fishmonger.com/ Worldcatch

Under construction...

- Volkswagen
- Fluor Corporation
- RubberNet
- WorldWide Retail Exchange

"IBM is the preferred hosting provider for IBM/Ariba/i2 alliance solutions"

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Implement an end-to-end e-Marketplace Solution

Managed application hosting solutions

✓ Ariba Buyer
✓ Ariba Marketplace
✓ Ariba Dynamic Trade

PLUS......

Messaging and middleware

✓ Ready to use

Data transport and transformation

✓ Application-to-application communication

e-Marketplace Applications

| Procurement | Catalog | Storefront |
| Community | Workflow | Auction |

ARIBA   i2

Value-Added e-Marketplace Services

Collaborative Planning, Forecasting & Replenishment

Logistics & Fulfillment	Aggregation & Negotiation
Payment & Financial Services	Information & Analysis
Content & Catalog Management	Community Management

Managed Application Hosting

Messaging and Middleware

Data Transport and Transformation

Trading Community Enabling

IBM Managed e-Marketplace Infrastructure

Trading community enabling

✓ Program planning and development
✓ Solution implementation - proactive trading partner recruiting
✓ Project management

World class help desk

✓ Problem determination and tracking
✓ Infrastructure & Security Monitoring
✓ Various levels of support

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