

Mid-Market Vs. Enterprise - Selling the IBM Express Middleware portfolio

IBM Express Middleware: a select subset of “flagship” offerings for the Mid-Market

- IBM has an entire portfolio of hardware, middleware and service offerings currently offered to the SMB marketplace.
- IBM Express Middleware offerings are “flagship” offerings that demonstrate our ability to design and market products specifically for medium business.
- The IBM Express portfolio, a subset of our total SMB portfolio, highlights IBM's commitment to design new offerings specifically for the needs of medium business.

IBM Express Middleware portfolio: Simple not simplistic

DB2 UDB Express

- Install time:** 8 Minutes
Number of clicks to install: 11
First use:
- Create and work with sample DB
 - Quick Tour
 - Tutorials

MQ Express

- Install time:** 11 Minutes
Number of clicks to install: 20
First use:
- Quick Tour
 - Sample Postcard Applications/Scenario
 - API Exerciser

WebSphere Application Server Express

- Install time:** 17 Minutes
Number of clicks to install: 10
First use:
- Start the Server
 - Sample Code Gallery

IBM Express Middleware Vs. Enterprise

Express products typically differ from their enterprise counterparts in that enterprise products offer greater scalability, greater flexibility, and more features.

Express	Enterprise
DB2 Content Manager Express Edition	DB2 Content Manager*
DB2 Universal Database Express Edition	DB2 Universal Database Workgroup Server Edition
DB2 Everyplace Express Edition	DB2 Everyplace Enterprise
Lotus Domino Collaboration Express	Lotus Domino Enterprise Server and Lotus Notes
Lotus Domino Utility Server Express	Lotus Domino Utility Server
Tivoli Storage Resource Manager Express	Tivoli Storage Resource Manager
WebSphere Application Server - Express	WebSphere Application Server
WebSphere Business Integration Connect - Express	WebSphere Business Integration Connect Advanced Edition
WebSphere Business Integration Express for Item Synchronization	WebSphere Business Integration for Retail Distribution
- WebSphere Business Integration Express Plus for Item Synchronization	
WebSphere Commerce – Express	WebSphere Commerce Professional Edition
WebSphere MQ Express	WebSphere MQ
WebSphere Portal - Express for Multiplatforms	WebSphere Portal Enable for Multiplatforms
-WebSphere Portal - Express Plus	- WebSphere Portal Extend for Multiplatforms
WebSphere Business Integration Server Express	WebSphere Business Integration Server

Business Partner Express benefits

IBM Express Middleware helps Business Partners expand into new markets and customers with high growth potential

Consultants and Integrators:

- Increase your billings and decrease your costs by:
 - ✓ Developing new services opportunities around the IBM Express offerings to deliver complete solutions
 - ✓ Integrating your custom solutions and/or ISV applications with open standards-based Express offerings written to the same standards
- IBM provides support for the Express offerings to enable your practices and business development activities
- Solutions Builder Express offerings provide a set of pre-configured IBM middleware environments and tools upon which to build industry-specific solutions

Independent Software Vendors:

- Unlike some other vendors, IBM maintains a strong commitment not to compete with ISVs
- Enhance your applications with IBM Express Middleware products to differentiate your offerings from competition
- Integrated Runtime provides the following benefits for ISVs:
 - ✓ Reduces cost of development & deployment of their solution
 - ✓ Reduces complexity by providing pre-integrated and pre-configured core middleware
 - ✓ Reduces cost by providing single contract, one license, one set of contracts, at a very competitive price. Available to ISVs via a single OEM contract at deep discount with flexible pricing and licensing.
- Broaden your opportunity - open standards based applications provide architecture flexibility
- Improve development productivity with IBM's proven secure and consistent integration environment

Resellers:

- Enhance existing and create new offerings to deliver competitive solutions for the mid market
- Develop new revenue opportunities by building services around Express offerings to deliver complete solutions
- Reduce time to market, solution implementation costs and sales cycles by leveraging the Express portfolio
- Deliver complete solutions and expand customer opportunities by teaming with ISVs & Systems Integrators

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“We selected DB2 UDB Express and WebSphere Application Server - Express as the foundation for our OpenLoad tool because they help us deliver high-end database functionalities and features to small and medium-sized businesses at a cost structure that matches their needs,”

Donald Doane, president and CEO, OpenDemand

The Solutions Purchase: Are large and medium enterprises different?

Medium Business	Enterprise
More likely to solicit proposals from a single provider	More likely to solicit proposals from multiple vendors
Final selection of solution providers is an individual decision	Final selection of solution providers is a committee decision
More likely to use centralized decision making	More likely to use decentralized decision making
More likely to move faster through the decision making cycle	More likely to move slower through the decision making cycle
Medium businesses are less likely to have a LOB dominated buying process	LOBs in the large enterprise are more involved than the LOBs in medium business across all decision steps
More likely to buy middleware from TeleWeb channel	More likely to buy middleware from direct channel
System Integrators more influential in middleware sale	Sales reps more influential in middleware sale

"We demonstrated the Express solution powered on robust, reliable and affordable IBM technology Vs. the competitor who used a turnkey solution based on MS/SQL built from scratch. Based on IBM's reputation and NewsPage's core competency in the SFA area, we easily convince the customer that they were looking at the best e-business on-demand solution that they can get their hands on, and at an affordable price."

Loke Peng Yuen, Regional Manager, Developer Relations, IBM ASEAN/SA

Breaking the ice with On Demand

- Do you find that IT solutions you are considering often fail to meet your needs because they are scaled-down versions of those developed for large enterprise?
- Have you found that you need more functionality than is available in your existing environment or solution?
- Do you find many of your applications to be too expensive? Difficult to install? Not reliable?
- Are you interested in acquiring technology solutions that are end-to-end and proven to work for mid-sized businesses?
- Are you looking for technology solutions that can be deployed quickly and get you up and running fast?
- Do you face budget constraints?

Highlight your success

Leverage the IBM Customer Reference Program:

- **Submit your Express Success today!**
 - Via BPZone home page OR
 - <https://www6.software.ibm.com/reg/swg/swgbpcr04-i>
- **Benefits to you:**
 - Increased credibility with your existing and prospect driven customers
 - Candidate for various joint press and marketing opportunities with IBM
- **Benefits to your customer:**
 - Opportunity to be seen as an industry leader
 - Potential to drive more business

“Express has allowed us to open up to those markets that in the past really weren’t interested in IBM from a cost and support standpoint”

*Sam Fatigato, CEO Ascendant Technology
(VAR Business, 1/20/04)*

Sales resources

Internal Sales:

Selling Express: [http://w3-3.ibm.com/software/sales/salesite.nsf/salestools/SMB+Portfolio\\$IBM_Express_Offerings](http://w3-3.ibm.com/software/sales/salesite.nsf/salestools/SMB+Portfolio$IBM_Express_Offerings)

Integrated Runtime - Sales and Marketing

Toolkit <http://swpi.boulder.ibm.com/smi.nsf/docs-ww/040112085433366?opendocument>

IBM Customer Reference Materials Database

<http://w3.ncs.ibm.com/crmd.nsf/BySolution?OpenView&Start=1&Count=2000&Expand=39#39>

Business Partners:

IBM Software Express Portfolio http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/smb_express_swg.htm

IBM Small & Medium Business

Advantage <http://www.ibm.com/partnerworld/smb>

IBM Integrated Runtime

<http://www.developer.ibm.com/ir>

Express Enablement

<http://www.ibm.com/partnerworld/vic>

SMB Customer References http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/smb_selling_reference_s.html

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Resources to provide your customers:

Business

Partners <http://www.ibm.com/software/smb/na/express.html>

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