IBM Start Now Solutions for e-business

Personalized Solutions with Rapid ROI from Partners who Get It

Roni Beverly, Americas Channel Marketing, Start Now

**IT'S A DIFFERENT KIND OF WORLD.
YOU NEED A DIFFERENT KIND OF SOFTWARE.**

e business

Session Objectives

❑ **Introduce IBM Start Now for e-business**

❑ **Value of IBM Start Now to you**

❑ **Partner Deliverables/ Tools**

❑ **Future direction**

❑ **Call to Action**

What is IBM Start Now?

❑ **A program that gives Business Partners a guide to configure and sell e-business solution building blocks**

▶ Suggested hardware, software, implementation services, and support from IBM Helps partners select all the right components to create a solution that meets a customers e-business needs

❑ **Program that provides the elements for the complete sales cycle**

▶ Tools to help partners market IBM e-business solutions

▶ Reduce implementation costs, time and complexity (ease of everything)

❑ **Opportunity for high margin services and up-sell/cross-sell features**

IBM

p-Series

x-Series

IBM & ISV Applications & Tools

IBM
Business Partner

Services

IBM
WebSphere

Tivoli

DB2 UNIVERSAL DATABASE

R5
.domino

Enablement Kit*

…entry-level solutions for small and mid-market customers (SMB)

e business

* Not available for Host integration and Content Management

Current Quick Reference Chart

IBM

Start Now Offering	OS Support	Software Platform	Service Hours	Starting Price*	Scenarios
e-Commerce	• Windows NT, 2000 • AIX	WebSphere Commerce Suite 5.1	80-196	$25,000	• Customizable store model • Online Payment • Shop by part number
Infrastructure	• Windows 2000 • Linux	WebSphere AS Std DB2 UDB Workgroup V7.2 Domino R5 AS	30-154	$25,000	• Intranet/Internet access • Website & login/registration • e-mail & instant messaging
CRM	• Windows 2000 • Linux	Domino R5 AS Lotus Notes Relavis eSales	100	$45,000	• Opportunity Mgmt • Content Mgmt • Knowledge Mgmt
Business Intelligence	• Windows 2000 • AIX	DB2 UDB EE V7.2 DB2 Warehouse Mgr. V7.2 DB2 OLAP Starter Kit	160	$55,000	• e-Commerce datamart • CRM datamart • OLAP multi-dim analysis
Collaboration	• Windows 2000	Lotus Sametime Lotus Quickplace Domino R5 AS	50-290	$25,000	• Webinars & B2B workspaces • Instant messaging • Customer care
Website Management	• Windows NT • AIX	Tivoli Storage Manager Tivoli Web Services Manager	40-160	NT $37,000 AIX $95,000	• Protect & recover data • Monitor Web performance • Monitor end user experience
Content Management	• Windows NT, 2000 • AIX • Linux	Content Mgr. Entry bundle V 7.2 Content Mgr. CommonStore for Domino	No Enablement Kit	$3,800/user $24,000	• Easy access center. customer information repository • Note/Domino archiving
Host Integration	• Windows NT, 2000 • AIX • Linux	IBM Host Access Client Pkg V1.1 IBM WebSphere Host Publisher V2.2	No Enablement Kit	$349/user $15,000	• Extend existing host applications to the web
Wireless	• Windows 2000 • AIX • Linux	IBM Mobile Connect - Mobile Connect Client IBM DB2 Everyplace Enterprise Ed. Lotus Domino Everyplace Enterprise Server	48-97	$150/user $10,000/processor $184/user	• Wireless access to e-mail, calendars, address books, and schedules • Wireless availability of corporate data - customer info, inventory, orders • Contact with mobile employees for urgent issues

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Business Partner Value

❑ **Services Revenue - 65% of the solution selling price**

❑ **Generate new hardware sales and upgrades**

❑ **Entry-Level solution to attract new SMB customers**

➤ Helps drive upsell and cross-sell opportunities

❑ **Easily expand your e-business portfolio**

➤ Start Now covers the spectrum of e-business

➤ Doesn't require a full certification to get started

➤ Standardized, simplified and consistent solutions

❑ **Distributors can support the partners**

Business Partner Deliverables

❑ **Partner Sales & Technical Training**

  ► www.ibm.com/partnerworld/startnow

❑ **Support Provided through PW4SW Value Pack**

  ► Pre- & post-sale technical support

  ► E-mail application development support

  ► Demonstration & evaluation software

❑ **Enablement Kit & Program Manual**

  ► Hardcopy & Program Manual available at website

❑ **Sales & Marketing Tools**

❑ **Customizable Co-Marketing (and Funding*)**

* Available to Top Contributors

Start Now Implementation Components

❑ Enablement Kit

- ► Program Manual (indexed)
- ► Enablement Kit CD…
  - – Solution scenarios & samples
  - – Disclosure Presentation
  - – Technical Education
  - – Program Manual
  - – Toolset
  - – Demos
- ► License, Copyright, Proof of Entitlement
- ► OEM adaptation guidelines
- ► Special Inserts (articles, etc.)

❑ Program Manual

- ► Step-by-step sales and implementation instructions
- ► Solution overview and Getting started
- ► Planning and implementation tasks
- ► Sample statement-of-work
- ► Installation and configuration procedures
- ► Demonstration and deployment guidelines
- ► Scaling and extending the solution
- ► Support, services and marketing information
- ► Frequently asked questions

Marketing & Sales Tools
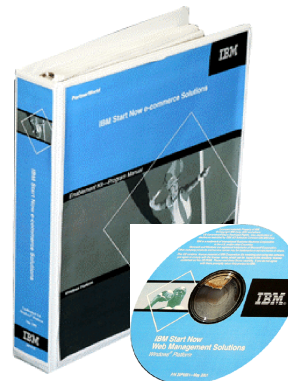
❑ Sales & Mktg Tools

- ► Customer Solution Brochures
  - Family brochure & folder
  - Offerings spec sheet
- ► Customer Presentations
- ► Demonstrations
- ► White Papers
- ► Signature Selling Method content
  - Customer pain sheets
  - Key player lists
  - Value statements
  - Success stories
- ► Elevator messages
- ► Executive Assessment Modules

www.ibm.com/partnerworld/Start Now

## ❑ Co-Marketing Templates (via web or CD)

- ► Print Ads
- ► Direct Mail Postcards
- ► Telemarketing Scripts
- ► e-mail
- ► Solution Seminars

❑ Campaign Designer

- ► available to partners who want help implementing marketing campaign
- ► direct mail, print ads, and e-mail execution

www.ibm.com/partnerworld/software/zone > Marketing and Sales >Co-marketing program

Top Contributors
Start Now Authorization Incentives

Continue support to early adopters

Incent New Start Now partner
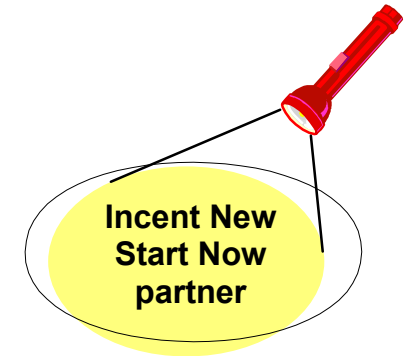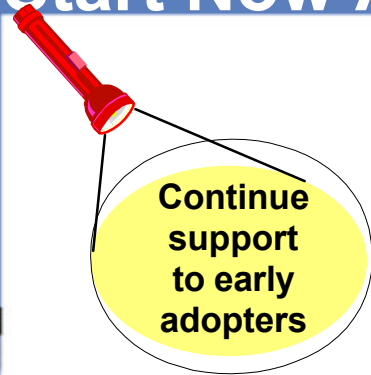
TCI now*you*

> ► Each Start Now solution specialty contributes 10,000 points (per each unique Start Now specialty, maximum of 9 per location) toward "non-sales specific activities" category with "now*you*"

> ► Each customer success story published by IBM will contribute 5,000 add'l now*you* points to the partner locationnding

Co marketing Incentive to each Start Now authorized Top Contributor Reseller

> ► $$$ provided to Start Now authorized TCI partners to do demand generation activity

> ► Funding is in addition to the standard Top Contributor (up to 5%)

> ► New incentive anticipated with upcoming launch

IBM Driven Marketing

□ **Practical Approach Webinars and Roadshow**

- ▶ Target SMB end-users
- ▶ Feature Start Now Solutions for e-business
- ▶ Webcast - Feb and July
  - – 90 minutes featuring e-business overview, S/N solutions, customer success, etc.
- ▶ Roadshow - IBM Delivered
  - – 1/2 day - expanded version of Webcast
  - – 15 cities - April - June
  - – Features and links 6-8 partners per city
  - – Distributors drive 2nd half roadshow

□ **Awareness and demand generation**

- ▶ Focused direct mail campaign - newsletter
- ▶ Inclusion in catalog - Essentials of e-business
- ▶ SMB Tele focus weeks, project blue, etc..
- ▶ Drive to web (www.ibm.com/software/smb)

PR

Mail

Customer

Ads

e-mail
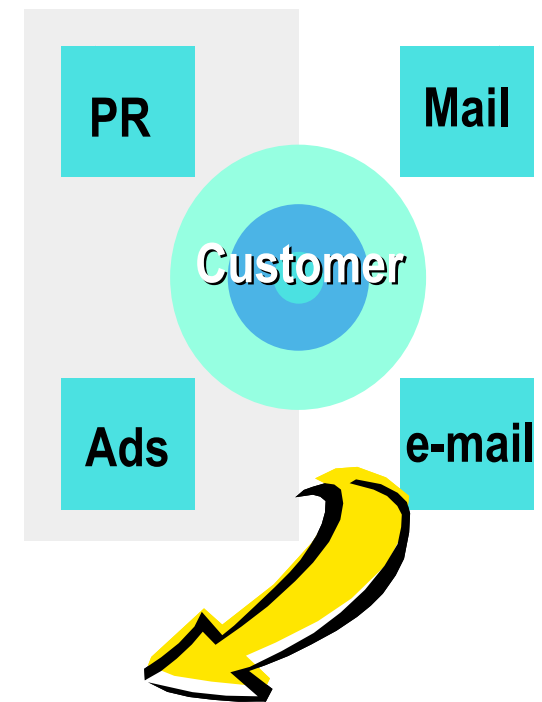
Start Now 2002 Direction

January - June	New in June	New in September
Infrastructure	Infrastructure 2002 - Part 1	Infrastructure 2002 - Part 2
Host Integration - booklet	Host Integration - booklet	Migrated to Infrastructure 2002
Commerce	Commerce 2002 - Win/AIX	Commerce 2002 - Linux
Business Intelligence	Bus. Intelligence 2002 - Part 1	Bus. Intelligence 2002 - Part 2
Content Management - booklet	Content Management 2002 - Full	Content Management 2002 - Full
	Infrastructure Mgmt 2002 - Part 1	Infrastructure Mgmt 2002 - Part 2
Website Management	Website Management	Migrated to Infrastructure Mgmt 2002
Wireless	Wireless 2002 - Part 1	Wireless 2002 - Part 2
Collaboration	Collaboration 2002	Collaboration 2002
		Business Integration 2002
CRM	Migrated to Solution Proven Program	Solutions Proven Program

** New offering details in backup section

Start Now Solutions Proven (ISV) Program

Extends Start Now to IBM-based ISVs

- Affordable, comprehensive, pre-tested e-business solutions for IBM SMB customers

- Industrial strength ISV application solutions adapted to the Start Now "ease-of-everything" model

- Built on IBM e-business middleware

- Same rapid partner (reseller) enablement and ROI

- Substantially broadens the portfolio of e-business applications available for resale by IBM partners

- Announce to IBM's Solution Developer community at "developerWorks Live!" in May, 2002

  - *Extending to 100+ key ISV partners by year end 2002*

- ISV Solutions will participate in Passport Advantage

2002 Start Now Futures

IBM

❑ **VAR Disclosure Calls**
  ▶ May 13 - 12:00 EST - Introduce New Start Now solutions to Start Now Partners
  ▶ May 14 - 12:00 EST - Targeting partners who are NOT Start Now authorized

❑ **Customer announcement via PR in June**

❑ **Start Now Sales Classes 201**
  ▶ Face to Face   8 hours   Toronto - June 5-7   US - June 24-28
  ▶ Web Based   8 hrs of content Available May 13
  ▶ Either Class/Test counts toward PW4SW membership level sales

❑ **Technical Web/CD Based classes**
  ▶ Start Now Technical Tests will become complimentary certification toward Partnerworld for Software Premier membership levels
  ▶ Available in June

❑ **TCI Start Now Authorized Business Partner Incentive**
  ▶ Anticipating announcement with disclosure in May
  ▶ Used for helping offset the cost of marketing activities

What to do Next

☐ **Participate in Start Now Training**

– Program manual and/or web-based technical and sales training

☐ **Pass Start Now Authorization Test(s)**

☐ **Listen to UStart Now Partner Disclosure Call**

– May 13, 2002 at 2:00 EST - Existing Start Now partners
– May 14, 2002 at 2:00 EST - Partners who want to become Start Now authorized

☐ **Investigate and execute Start Now Co-marketing Campaigns after launch**

www.ibm.com/partnerworld/startnow

Questions about Start Now

PartnerWorld for Software Membership Center

800-426-1822

startnow@us.ibm.com

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Backup Detail Charts

IBM

Start Now Solution	Customer Scenarios	Customer Needs	Data	Lotus	Tivoli	WebSphere
Start Now Infrastructure	• E-mail Data sharing and management • Static Internet web site • Static Intranet web site • Extend existing host applications to the web • Personalized web site • Electronic archive for Notes & Domino	• Communicate more easily with other companies and among employees • Reach customers, press, analysts, suppliers anytime with information about the company. • Access information on the Internet • Conduct business with customers who require transactions over the Internet • Offload Notes attachments and files for later retrieval	• DB2 • Office Connect	• Notes • Domino • iNotes • Sametime • Lotus Translation Services		• WAS Standard Edition • WAS Single Server • WAS Advanced Edition • WS Personalization • WS Studio Site Developer • WS Studio Application Developer • WS Site Analyzer • WS Portal Enable • Host Access Client Package • Host Publisher
S/N Commerce	• Simple commerce site • Conduct business with consumers in more than one currency and language • Conduct marketing programs • Analyze commerce data • Conduct credit card transactions online • Provide interface to shippers for tracking and pricing • Integrate with back	• Allow existing customers to shop and order anytime • Provide lower-cost alternative channel • Conduct business in several languages and currencies		• Sametime • Lotus Translation Services		• WCS Start • WCS Pro • WCS BE • WS Site Analyzer • WS Catalog Manager
S/N Supply Chain Management	• Collaborative product development • Collaborative planning, forecasting and replenishment • Procurement and order management • Operations and logistics • Quality and customer service	• Shorten product development cycle • Better inventory management • Better availability of parts for forecasted spikes in demand • Up to date information about order production • Tracking of orders during shipping	• DB2	• Domino • Lotus Workflow • Lotus Enterprise Integrator • Domino Connectors • QuickPlace		• WS MQ Series • WS MQ Series Integrator • WS MQSI Adapters • Market Connect

Start Now 2002 Solutions Detail

Start Now Solution	Customer Scenarios	Customer Needs	Data	Lotus	Tivoli	Web-Sphere
S/N Business Intelligence	Commerce datamart CRM datamart OLAP and Data Mining	Better information about customer buying behavior, delivered faster Finding hidden trends in customer behavior	• DB2 • Warehouse Manager • OLAP • Redbrick • QMF for Windows • Commerce Analyzer			• WCS Pro
S/N Collab-oration	Webinars and B2B workspaces Instant messaging Customer Care	Better and less expensive means to communicate with customers and suppliers Better communications among employees Human interaction in web transactions	• DB2	• Domino • Notes • Sametime • QuickPlace • Lotus Translation Services • Learning Space 5.0		
S/N Content Mgmt	Customer service providing access to data about customer and the products they purchased	Employees need access to a wide variety of information in various formats to perform their job.	• Content Manager Entry Bundle	• Domino • Notes • Domino.Doc • Lotus Workflow		
S/N Wireless	Mobile office Operational productivity Customer care	Mobile employees need access to office applications even when wired-access not available Mobile employees need access to company data	• DB2 Everyplace	• Domino Everyplace SMS • Domino Everyplace Enterprise • Domino Everyplace Access • Sametime Everyplace • Mobile Notes • EasySync Pro		

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Start Now 2002 Solutions Detail

Start Now Solution	Customer Scenarios	Customer Needs	Data	Lotus	Tivoli	Web-Sphere
S/N Infrastructure Management	Protect data from incidental or malicious loss Monitor web performance and identify exposures Monitor web experience Recover data after disaster Manage storage of data in Domino databases Manage hardware firewalls Manage software firewalls Manage virus protection	Optimize customer experience when visiting web site--fast response, no broken links. Employees must have adequate response time for office applications Critical data and systems need to be restored quickly when catastrophe occurs Offload Notes attachments and files for later retrieval Centralized security intrusion console for bringing together consoles of multiple security systems Improve security and operational response Company has large amount of information in various format that needs be effectively managed and efficiently accessed.	• Content Manager CommonStore for Lotus Domino • e-mail Archive		• Web Services Manager • Storage Manager • Intrusion Manager	

Start Now Multi-Brand Offerings

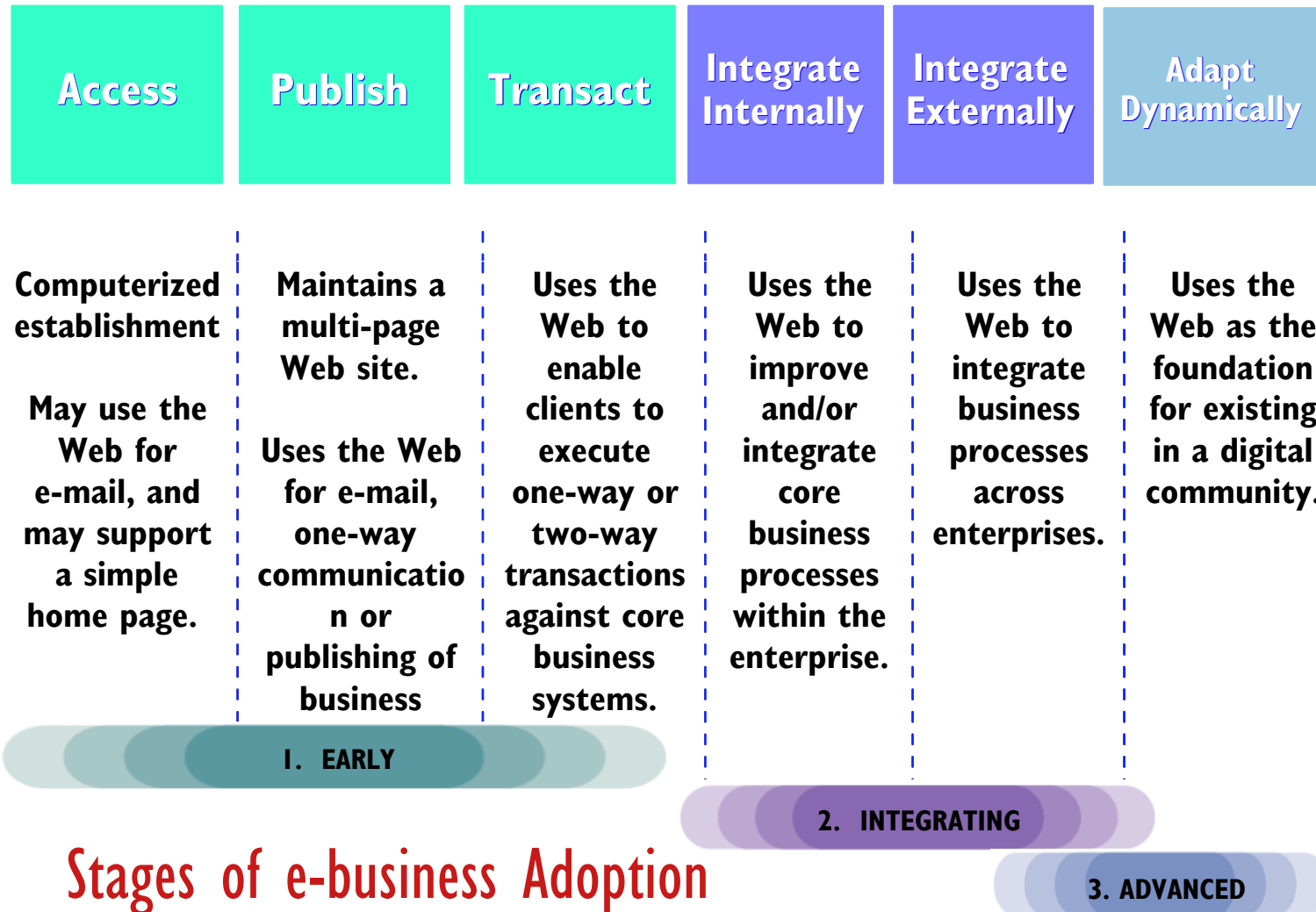|	Start Now Infrastructure	Start Now Commerce	Start Now Business Integration	Start Now Business Intelligence	Start Now Collaboration	Start Now Content Management	Start Now Wireless	Start Now Infrastructure Management
WebSphere Offerings:								
Leverage the Web	X							
Business Efficiency			X	X				
Customer Loyalty		X		X	X			
DB2 Offerings:								
CM for CRM/ERP						X		
BI for CRM				X				
Archival Docs/e-mail								X
Analytics for e-commerce				X				
e-business readiness	X			X		X	X	
Document Mgmt						X		X
Analytics & BI				X				
Migration & Winbacks	X							
Analytics WebSphere Analyzer				X				
CRM	X					X		
ERP & SCM				X		X		
e-commerce						X		

Start Now Multi-Brand Offerings

IBM

	Start Now Infrastructure	Start Now Commerce	Start Now Business Integration	Start Now Business Intelligence	Start Now Collaboration	Start Now Content Management	Start Now Wireless	Start Now Infrastructure Management
Lotus Offerings:								
TCO for Enterprise Messaging	X							
Small Business Collaboration Suite		X			X			
Mobile for SMB							X	
Lotus Content Manager for Domino						X		
e-Learning					X			
Move2Lotus	X							
Team Collaboration & e-Meetings					X			
Advanced Collaboration						X		
Tivoli Offerings:								
Intrusion Manager								X
Storage Manager								X
Web Services Manager								X

e business

States of e-business Adoption

Access	Publish	Transact	Integrate Internally	Integrate Externally	Adapt Dynamically
Computerized establishment May use the Web for e-mail, and may support a simple home page.	Maintains a multi-page Web site. Uses the Web for e-mail, one-way communication or publishing of business	Uses the Web to enable clients to execute one-way or two-way transactions against core business systems.	Uses the Web to improve and/or integrate core business processes within the enterprise.	Uses the Web to integrate business processes across enterprises.	Uses the Web as the foundation for existing in a digital community.

1. EARLY

2. INTEGRATING

3. ADVANCED

Stages of e-business Adoption

Enterprises can be categorized into one of six states of e-business adoption

Enablement Tools

Enablement	Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec
Just in Time Sales Training	Web based sales training for each Start Now solution to be viewed at partners leisure; material updated periodically www.ibm.com/partnerworld/startnow
Just in Time Technical Trng	Web based sales training for each Start Now solution to be viewed at partners leisure; material updated periodically www.ibm.com/partnerworld/startnow
Start Now Sales & Technical 201 class	TBD TBD
Technical Support and D&E Software	Technical and pre-sale support offered via PartnerWorld for Software 2002 Value Package - Brand specific
Enablement Kits	Kit guides authorized VAR through solution config, install, customization and test. Also offers customizable pre-written applications, demo's, presentations, & some mktg. tools. Hardcopy kit automatically sent to VAR upon passing test

Marketing Tools

Marketing	Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec
Co-Marketing Tools	ibm.com/partnerworld/software>Select BP Zone, Marketing and Sales, Co-Marketing. Includes: Direct Mktg., Telemarketing, Seminar Solutions, Partner's Own Proposal - Campaign Designer resource available to help implement Direct Marketing and Telemarketing
Executive Assessments	Help partner gather customer needs, build business case, present proposal and close business www.ibm.com/partnerworld/software/zone >Select Marketing and Sales> Sales

Marketing Collateral Electronic and Hardcopy	ibm.com/shop/publications/order or 800-879-2755 - Includes
	    4 color, 4-page brochures on for each of the Start Now Solutions
	     4 color, 8-page solution overview brochure
	    4-color folder, ROI document,, quick reference document
	    Available as PDF at www.ibm.com/partnerworld/startnow > select solution

Marketing CD	Includes all Collateral listed above plus print ads, Direct Mail post cards, e-mail template, white papers, ROI tool, seminar solution materials and elevator pitch Order via an e-mail to "pwswna@us.ibm.com" and indicate an order for the Start Now co-marketing CD. Include your ship to info and PartnerWorld ID.
Future Considerations	Prerecorded 15 min virtual seminar, customizable mini CD's

Partner Incentives

IBM

Incentives	Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec
TCI co-funding for demand generation tactics	3-5% of revenue goal through TCI program
Start Now Demand Gen Promotion	$2K Co-mktg. to TCI/Start Now partners to run a mktg. tactic New TCI promo will be created to help partners drive sales of new Start Now offerings
TCI Now You	10,000 points (per each unique Start Now technical specialty, maximum of 9 specialties per location) toward "non-sales specific activities" category with "Now You" 5,000 add'l points will be awarded to the partner location for each IBM published partner Start Now success story
Future Considerations	Start Now Specialty classes will count toward partners certification requirements in PW4SW premier and advanced levels

Partner Communications

IBM

Communications	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Start Now Launches		Sneak Peak PartnerWorld		Tele Launch Disclosure					Tele Launch Disclosure			
Start Now Solution Proven Launches		Sneak Peak PartnerWorld		Tele Launch Disclosure								
Start Now News	Regular e-mail newsletter focus on recruitment, enablement and co-marketing info											
Start Now BP Call	Quarterly											