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Americas Linux Plan for Business Partners



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Linux Business Partner Plan

YOUR PLAN

- **Access your Linux Involvement**
 - Involved already
 - Have immediate Interest for Involvement
- **Define Your Linux Education roadmap**
 - Linux experience
 - **No** Linux experience, but Unix experience
 - No Linux - No Unix experience
 - Linux Interest
- **Get enrolled / certified by end of 2Q**
- **Define Your Linux Business model**
 - Selling e-business solutions with Linux
 - Teaming with Linux BP's
 - Developing / Influencing Linux e-business solutions
- **Report related e-business sales around Linux**
- **Write up Linux references**
 - in "Linux Lens" website



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Linux Business Partner Plan

ACCESS YOUR LINUX INVOLVEMENT

■ Propensity Business Partners

- Involved with Linux
- To what degree?
 - Technical people trained
 - Selling / Influencing sales around Linux
 - Developing app's around Linux

■ Affinity Business Partners

- Have an Interest to be involved
 - In 2001
 - Future
- How do you want to be involved?



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Linux Business Partner Profile

BP Name: _____

Address: _____

BP Contact: _____ Title: _____

Telephone: _____

E-mail: _____

IBM Contact: _____ Title: _____

Telephone: _____

E-mail: _____

IBM Business Partner Type: _____ Level: _____

LINUX EXPERIENCE:

Presently Working with Linux: Yes ___ No ___ How Long? _____

If NO, What is your Interest in Working with Linux? _____

If YES:

What is Work Involvement: _____

What is IBM Related Revenue From Linux Involvement:

2000 _____ Potential 2001 _____

Hardware _____ Hardware _____

Software _____ Software _____

Services _____ Services _____

What IBM Products Do You Work With Linux:

Hardware _____

Software _____

Services _____

What ISV's Work With: _____

Applications _____

Industries _____

Other IBM Business Partners Work With _____

Give Your 3 Focus/Initiatives in 2001 for Linux Involvement:

1. _____

2. _____

3. _____

Describe What Would Help You Accomplish Your Linux Initiatives:





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Linux Business Partner Profile

BACKGROUND ON BUSINESS PARTNER:

Amount of IBM Revenue: 2000 _____ Potential 2001 _____
Hardware: 2000 _____ Potential 2001 _____
Software: 2000 _____ Potential 2001 _____
Services: 2000 _____ Potential 2001 _____

IBM Hardware Products Sell/Work With _____

IBM Software Products Sell/Work With _____

IBM Services Sell/Work With _____

What IBM Certifications _____

Geographic Reach _____

Industry Specialization _____

Target Customer Set _____

ISP/ASP/Dot.com/Telco Involvement _____

Distributor _____

OTHER COMMENTS _____





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Linux Business Partner Plan

LINUX EDUCATION

- **Decide if you have**
 - Linux Experience
 - No Linux experience but Unix experience
 - No Linux or Unix experience
 - Linux Interest
- **Use Appropriate roadmap**
- **Enroll - call - 1-800-IBM-TEACH**
- **Information:**
 - courses - www.ibm.com/service/learning/us
(course code in search box)
 - roadmaps - www.ibm.com/services/learning/roadmaps/RSLinux2.nsf

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font with horizontal stripes.



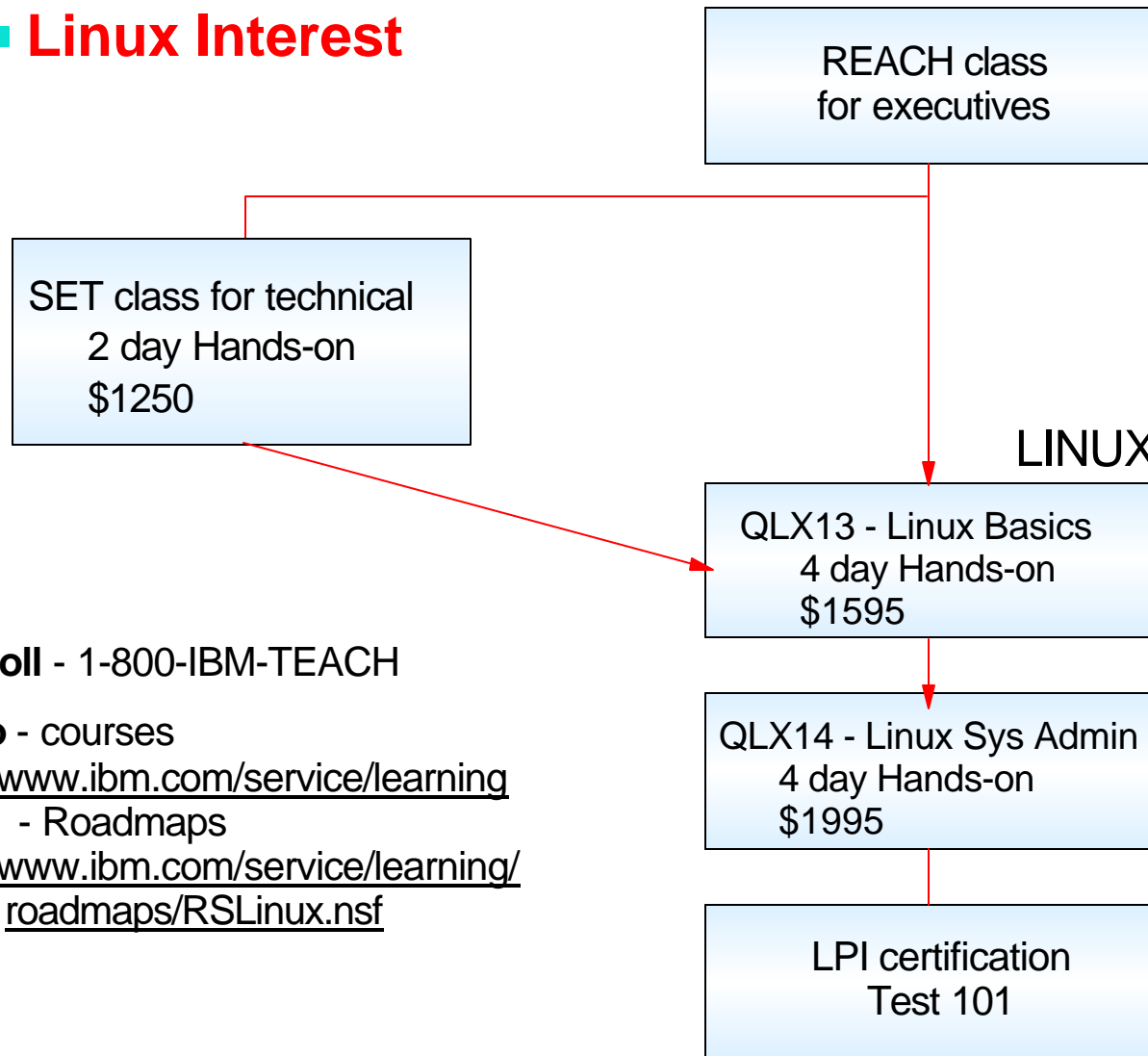
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Linux Business Partner Plan

LINUX EDUCATION ROADMAP

Linux Interest



Enroll - 1-800-IBM-TEACH

Info - courses

www.ibm.com/service/learning

- Roadmaps

www.ibm.com/service/learning/roadmaps/RSLinux.nsf



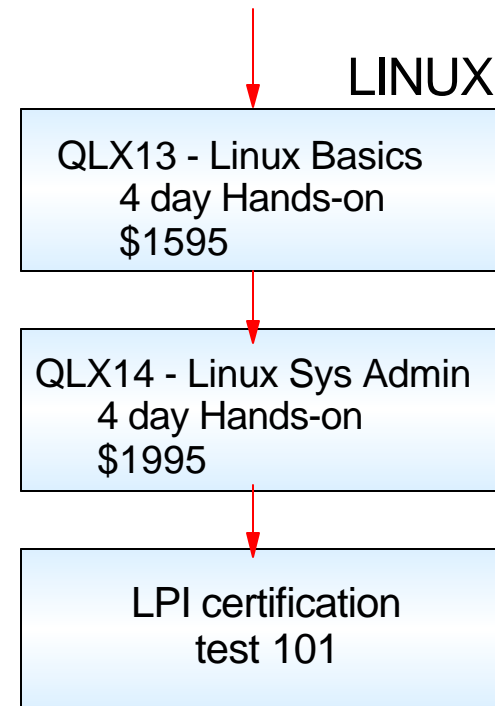
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Linux Business Partner Plan

LINUX EDUCATION ROADMAP

- **No Linux Experience - No Unix Experience**



Enroll - 1-800-IBM-TEACH

Info - courses

www.ibm.com/service/learning/us

(code in search box)

- Roadmaps

www.ibm.com/service/learning/roadmaps/RSLinux.nsf





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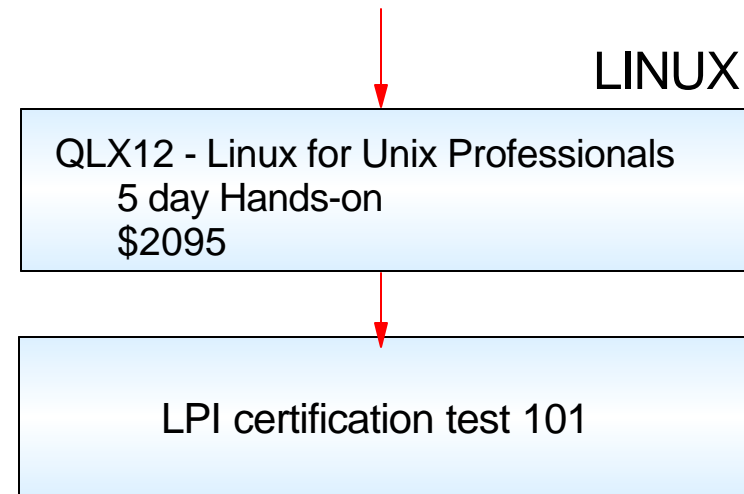
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Linux Business Partner Plan

LINUX EDUCATION ROADMAP

- **No Linux Experience - Unix Experience**



Enroll - 1-800-IBM-TEACH

Info - courses

www.ibm.com/service/learning/us

(code in search box)

- Roadmaps

www.ibm.com/service/learning/roadmaps/RSLinux.nsf



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LINUX EDUCATION ROADMAP

Linux Experience

Ask

— Have you taken?

— Have you taken?

— Are you certified?

LINUX

QLX13 - Linux Basics /
QLO33 - Red Hat
Linux Essentials

No

Do

QLX13 / Red Hat
QLO33

Yes

QLX14 - Linux Sys Admin /
QL133 - Red Hat
Sys Admin & QL253
Network & Security Admin

No

Do

QLX14 / Red Hat
QL133 & QL253

Yes

LP1 Certification 101 / Red
Hat Certification QL302

No

Take

LP1 Test 101 / Red Hat
Certification QL302

Yes

Certified

Enroll - 1-800-IBM-TEACH





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LINUX EDUCATION ROADMAP

April and May classes

Date	Course	Name	Location
April 16	QLX12	Linux for Unix Professional	Atlanta
April 16	QLX13	Linux Basics	St. Louis
April 16	QLX13	Linux Basics	San Jose
April 16	QLX12C	Linux for Unix Professional	Markham
April 23	QLX13	Linux Basics	Chicago
April 23	QLX14M	Linux System Administrator	Mexico City
April 30	QLX13C	Linux Basics	Montreal
May 1	QLX13	Linux Basics	Washington DC
May 7	QLX13	Linux Basics	New York
May 7	QLX14	Linux System Administrator	Chicago
May 7	QLX13C	Linux Basics	Markham
May 14	QLX14	Linux System Administrator	San Jose
May 14	QLS01	Set Class	Waltham
May 16	QLS01	Set Class	Waltham
May 21	QLX13	Linux Basics	Raleigh
May 21	QLX14	Linux System Administrator	Seattle
May 21	QLX14	Linux System Administrator	New York
May 22	QLX14C	Linux System Administrator	Markham
May 22	QLX14C	Linux System Administrator	Montreal
May 29	QLX13	Linux Basics	Kansas City
May 29	QLX13	Linux Basics	St. Louis
May 29	QLX13	Linux Basics	Dallas
May 29	QLX13	Linux Basics	Atlanta





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Linux Business Partner Plan

By REACH BP Conference Calls

Date:

April 5

Time

3:30 - 5:00 Est

Call In #'s:

1-800-479-9001

8-650-9001

(Int'l) 719-457-2618

Passcode:

Linux

Date:

April 10

Time

3:30 - 5:00 Est

Call In #'s:

1-800-946-0705

8-650-2012

(Int'l) 719-457-2637

Passcode:

Linux





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Linux Business Partner Plan

READY EDUCATION

- Ready Conference call 4/5, 10
- Ready Sessions
 - At BP connections events
 - Chicago 4/17
 - Chicago Airport Hotel
 - 6:00 pm - 9:00 pm (CST)
 - Philadelphia 4/18
 - Renaissance Philadelphia Hotel
 - 3:30 pm - 6:30 pm (EST)
- Ready Roadshow (LA)
 - Around Linux Expo
 - Mexico City 5/7
 - Caracas 5/8
 - Buenos Aires 5/9
 - San Paulo (Linux Expo) 5/10-11
- Ready Roadshow (Canada)
 - Calgary / Vancouver 6/11
 - Toronto 6/12
 - Montreal (Linux Expo) 6/14-15





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Linux Business Partner Plan

DEFINING YOUR BUSINESS MODEL

- Decide "How" you want to move into Linux
- Do you want to:
 - Do fulfillment of IBM hardware / software around Linux?
 - Do you want to sell e-business solutions around Linux?
 - Do you want to Influence e-business solutions around Linux?
 - Do you want to put your applications up on Linux platforms?
 - Do you want to team with Linux BPs to deliver e-business solutions?



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Linux Business Partner Plan

FULFILLMENT LINUX BUSINESS MODEL

- **Business Partner:** Woodfield Group - PCD Reseller
- **Customer:** weather.com
- **Application:**
 - Establish a powerful, flexible, reliable e-business solution for world's leading source of weather on the web
 - Delivers over 2000 maps and satellite images on Linux operating system
- **Hardware:** 40 Netfinity 4000R with Red Hat Linux
- **Software:** Webshere Application server
- **Services:** IBM hardware and software integration services - IGS
- **Revenue:** Hardware - 2000 - \$200,000

Competitive Win back from Sun





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Linux Business Partner Plan

SELLING/INFLUENCING E-BUSINESS SOLUTIONS WITH LINUX

- **Business Partner: InfoSystems** - Solution provider, System Integrator
- **Customer: Mardome** - Service provider for e-business
- **Application:**
 - Building infrastructure 100% on Linux and IBM products
 - Offer complex voice web infrastructure
 - Managed services on Linux
 - Provide mission critical hosting services on a "pay as you grow" basis "- line telephone connectivity, speech recognition, and voice processing"
- **Hardware:** Netfinities
- **Software:** Websphere, DB2
- **Services:** IGS
- **Revenue:** InfoSystems: 2000 - \$250K
 - Mardome:
 - Launches July 2001 selling services / influencing IBM products



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Linux Business Partner Plan

SELLING E-BUSINESS SOLUTIONS/HOSTING SOLUTIONS

- **Business Partner: MerchantWired**
 - System Integrator
 - POS Solution Provider
 - Service Provider for e-business
- **Business:**
 - Business-consulting and technology solutions company for retail industry
 - Integrates and deploys customer technology solutions, leveraging a wide-area broad band IP network
 - Also POS IBM reseller
 - Have 300+ wired mall properties
 - Also using Linux in ASP business - using Linux clustering
- **Hardware:** 300 Netfinities / RS/6000 running Linux
- **Software:** DB2, Websphere, MQ Series
- **Services:** IGS services for wired mall
- **Revenue:** \$2.4M (IBM)



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Linux Business Partner Plan

TEAMING FOR E-BUSINESS SOLUTIONS WITH LINUX

– Business Partners:

- **Equant** - S/Pe, System Integrator, Service Provider for e-business
 - Service provider for e-business, SI networking infrastructure
- **Denver Solution Group** - Solution Provider:
 - Fulfillment hardware, software, services/application development
- **Commerce Quest** - System Integrator
 - Java and MQ Series

– Business:

- Complete e-business solutions
- Infrastructure integration from SNA to IP networking
- Web-enabling S/390 app's
- Workload consolidation on S/390
- Equant hosting business with Linux for e-mail / offering a service facility to teach workload consolidation - Service Design Center

– **Hardware:** S/390 running Linux

– **Software:** DB2, Websphere

– **Revenue:** \$16M deal with Linux - 2000 (Equant)





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Linux Business Partner Plan

LINUX APPLICATIONS

- **72 Advanced / Premier ISV's have Linux applications**
- **1900 Linux Apps in Global Solutions Directory**
 - www.developer.ibm.com
- **200 Server Proven Linux applications**
 - 500 by YE 2001
 - www.developer.ibm.com/welcome/netfinity/linux_sp.html
- **BP Connections**
 - Use to find potential Linux partners
 - Linux in BP profile
 - www.ibm.com/partnerworld/bpconnections
- **Use for Teaming**



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ServerProven Linux Solutions

(200 in 2000, 500 by Y/E 2001)

3R Soft, Inc.	Entera, Inc.	Openlink Software, Inc.	SoftVision Development GmbH
Abacus Informations systeme GmbH	Erba 96 Ltd	OpenSales.com	Spress Informatica S/A
Advanced Communication Design, Inc.	Eurosoft	Openshop Internet Software GmbH	Stalker Software, Inc.
Appgen Business Software	Evergreen Internet	Oracle Corporation	StarFire Technology
Applix, Inc.	FishTech & Partners	ParaSoft	SYNTAGS GmbH
Apprise Software, Inc.	Gedys Internet Products AG	PeopleSoft, Inc.	SystemsFusion
Areco Systems Ltd	GIA-Hungaria Kft., Ltd.	Pervasive Software	Szintezis Computer
Asialfo Technologies(China),Inc.	i-tao Ltd.	Pick Systems	The Unicode Group, Inc.
aviso GmbH	infor business solutions AG	PLANAC / Sercon Sistemas Automotivos	Thoroughbred Software International
BackWeb Tech Canada	Information Systems Design	Planet-Intra.Com	TOTAL QUALITY INFORMÁTICA LTDA
bone labs GmbH	Informix Software, Inc.	PowerCerv Corporation	TPS Systems, Inc.
Brio Technology	INTERNOLIX AG	Powerware Corporation	Triangle Computer Services
Bunker Hill Corporation	Intershop Comm GmbH	Progress Software Corporation	Tridia Corporation (MaxTech, Inc.)
burst.com	IOCOM	Proton Solutions Private Limited	Tripwire Security Systems, Inc
CAE Elektronik GmbH	iPlanet	Reedy Creek Technologies	Trustix AS
CD4 Ltd.	IT Networks GmbH	Resonate, Inc.	Unipress Software
Cedros GmbH	JDH Technologies, LLC	RESource Programmierservice und EDV-Vertrieb GmbH	Vianet Technologies
Check Point Software Technologies Inc.	Knox Software Corp.	Sanchez Computer Associates, Inc.	Visualize Incorporated
Citadel Computer Systems	Knud Erik Højslet ApS	Seagate Software	VMware, Inc.
Coherenz Corporation	Korea Hi-Net Co., Ltd.	Sendmail, Inc.	Volano
COIN Corp Interactive AG	K.C.I Co, Ltd.	SERIANET	VT-SOFT Ltd.
Comet Way, Inc.	Legato Systems, Inc.	Shanghai Asia&Pacific Computer Information System Co.Ltd	WebTrends Corporation
Compuware Corporation	Lexias Inc.	ShuttleSoft AG	WireX Communications Inc.
Conecto Aps	Lutris Technologies	Sideware Systems, Inc.	X-Szoft Bt.
Cybernet Software Systems	Maximized Software	SiteScape, Inc.	Xteam Software Co.Ltd.
DYSSA	multex.com	Softgram Co., Ltd.	Zero Knowledge Systems
Eden Communications	Net-Tech Linux Limited		Zeus Technology
Enhanced Software Technologies, Inc.	NetMAX Division of Cybernet Systems Corporation		
Ensim Corporation	Notes Development GmbH		
	Octatec Ltd		
	OMNIS Software, Inc.		
	Onyx Software Corporation		

www.developer.ibm.com/welcome/netfinity/linux_sp.html.

Plus > 1900 Linux apps in GSD (www.developer.ibm.com) ... growing fast !





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Linux Business Partner Plan

■ **MARKETING TOOLS**

▶ **Linux Websites**

- For BP's - www.ibm.com/partnerworld/Linux
- For customers - www.ibm.com/Linux
- For education - www.ibm.com/service/learning/us

▶ **Web Sales Education**

- In-depth sales course
- End of March release
- Rolled out to BP's later

▶ **Advertisements - "Best of Show" LinuxWorld**

- Buyer's Guide
- May Issue

▶ **Campaigns**

- e-business Infrastructure campaign
 - Corporate
 - Linux linked to it
- e-server Linux campaign
 - Peace, Love, Linux
 - Announced at PartnerWorld
 - Message - Linux will differentiate the e-server from rest of market
 - Linux will create huge opportunity
- Start how e-commerce campaign



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■ **MARKETING TOOLS**

▶ **Marketing collateral**

- **IBM/Linux Portfolio** **G325-5315-00**
 - What is Linux, Why Linux, Why IBM?
 - IBM Linux strategy
 - IBM offerings
- **IBM/Linux CD** **GK3T-1966-00**
 - Contains IBM Linux Marketing pitch, customer application briefs
- **IBM/Linux Brochure** **G325-5316-00**
 - What is Linux, Why Linux, Why IBM?
 - IBM offerings
- **Linux Resource CD for BPs** **SK3T-0610**
 - Order from "Linux Lens" Web site or via puborder





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Linux Business Partner Plan

LINUX COORDINATORS

■ Americas

Gail Homan 8-224-3566 or (914) 642-3566
Gail Homan/Armonk
ghoman@us.ibm.com

Paul Coffey 8-234-6002 or (518) 487-6002
Paul Coffey/Albany
pcoffey@us.ibm.com

■ Channel Regional Coordinators

Eastern Region

Beth Hendriks 8-362-2340 or (781) 895-2340
Beth Hendriks/Waltham
ehendriks@us.ibm.com

Central Region

Brenda Brunette 8-633-3637 or (920) 338-3637
Brenda Brunette/Green Bay
blbrune@us.ibm.com

West Region

Tanya Orloff 8-578-7315 or (707) 571-7315
Tanya Orloff/Santa Rosa
torloff@us.ibm.com

North Region

Geoff Gunton 8-886-3050 or (905) 316-3050
Geoff Gunton/Markham
ggunton@ca.ibm.com

Southern Region

Ricardo Pelayo 8-828-6934 or 011-525-270-6999
Ricardo Ernesto Pelayo Duarte/Mexico
pelayo@mz1.ibm.com

■ Distributor Coordinators

Keylink

Sylvia Hawkins 8-445-9272 or (770) 835-9272
Sylvia Hawkins/Atlanta
shawkins@us.ibm.com

Support Net

Greg Koppel 8-445-7101 or (770) 835-7101
Greg Koppel/Atlanta
gkoppel@us.ibm.com

Avnet / Hallmark

Ross Bimson 8-667-2046 or (602) 217-2046
Ross Bimson/Phoenix
rbimson@us.ibm.com

■ Net Gen Coordinator

Jennifer Stowell 8-558-3514 or (404) 238-4218
Jennifer Stowell/Atlanta
jstowell@us.ibm.com

■ Web Integrators

Gary Reeves 8-444-8575 or (919) 254-8575
Gary Reeves/Raleigh
reevesg@us.ibm.com



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Linux Business Partner Plan

■ VALUE PROPOSITION FOR BUSINESS PARTNERS

■ Why Linux?

- ▶ Expands their skills - new operating system
- ▶ Leverages their skills
 - Sell what they know with Linux
 - Sell e-business servers/middleware /services / solutions
- ▶ Reaches New customers / existing customers - New areas
 - Customers using Linux (SMB, Net Gen)
 - Customers using competitive products
 - SUN server forms (Net Gen/Enterprise)
 - with workload consolidation
- ▶ Allows them to be ready to move into "Next Generation of e-business"
 - Linux - fastest growing operating system - 28.4%
 - Only operating system allowing all hardware, software and applications to work together

"IBM believes the operating system that provides the most flexibility to customer will end up Winning."

MORE REACH = MORE \$'s



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Linux Business Partner Plan

■ Back-up

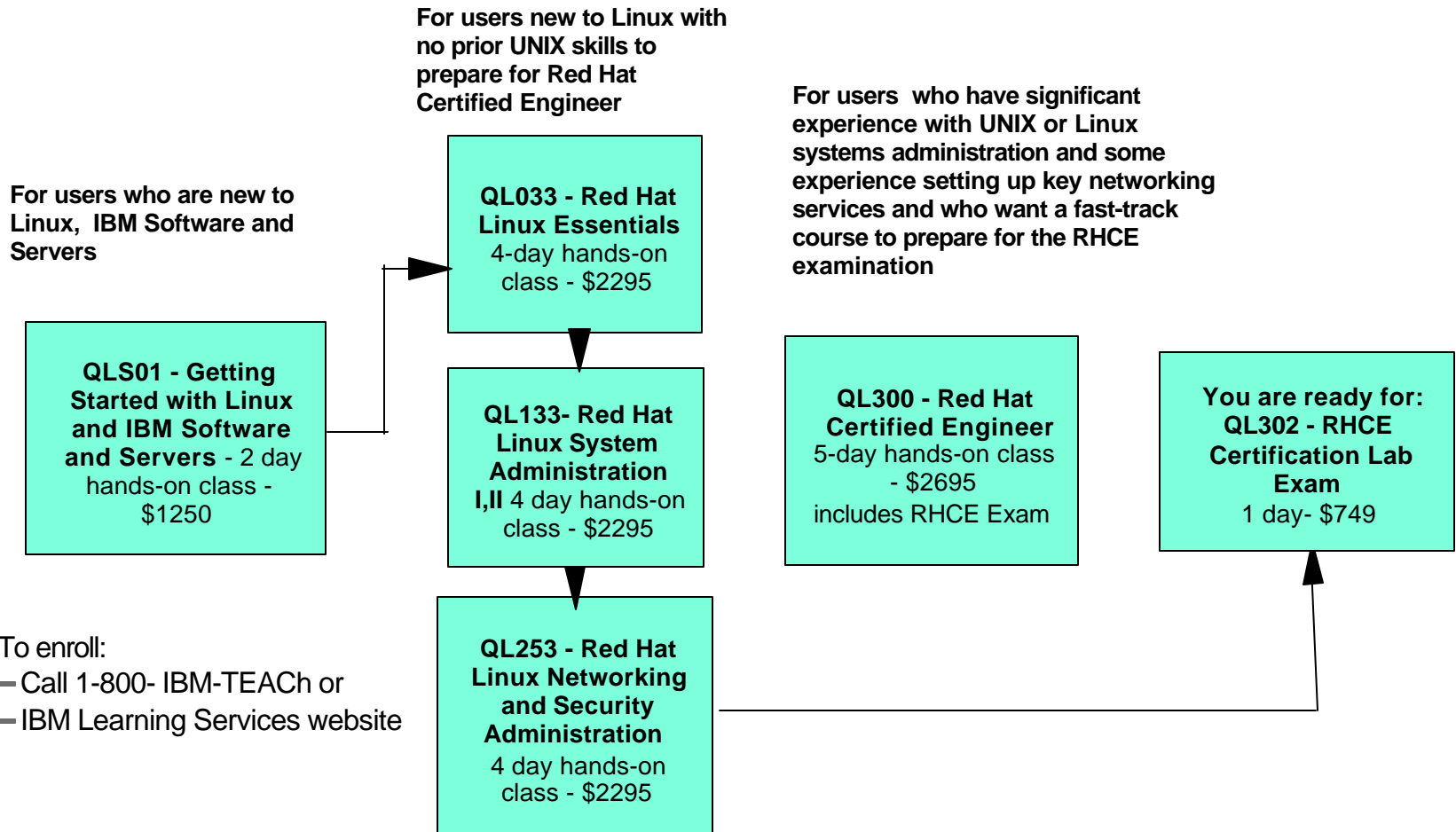


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Red Hat Certification Roadmap



Note: For detailed Red Hat Certification Roadmap:
<http://www.ibm.com/services/learning/roadmaps/rslinux4.htm>
 IBM Business Partners receive a 25% discount.





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Linux Skills Enablement Plans

① Ready

.5 Day Executive Presentation

② Set

②a

Linux Entry Technical Class

- 2 days
- ILS Priced (approx \$1K)
- Linux & Solution
- Program Incentives

②b

Sales Entry level Class

- .5 days or less
- Dist. Learning

Linked/embedded as part of e-business Sales Essentials

③ Linux

ILS Linux Education Roadmaps and LPI/RedHat Certification Tests

③b

SSM Sales Wkshp 2days

Linux Sales Workshop .5days

Supported/Enhanced By:

- Elective Sessions
- Event Forums
- Broadcasts
- Sales Education

Supported/Enhanced By:

- CBTs
- Redbooks
- White Papers
- Toolkits

Supported/Enhanced By:

- Broad ILS Curricula
 - Linux System
 - Other Linux related offerings (eg. HW, SW)
- Program Incentives
 - YPWP
 - Partner Rewards
 - Competency recognition





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Linux Skills Enablement Plans

① Ready

**.5 Day
Executive
Presentation**

Vendor
Neutral

IBM
Oriented

Presentations

Linux Overview:

- Features
- Functions
- Status
- Demo

linux4.prz

Market Environment:

- Linux Market Status
- Opportunity Areas
- Application Proof points
- Competitive
- IBM Strategy

iwb100d.prz

Linux Strategy Highlights for 1214 CDC Final

Linux ISV Plan

FSS Linux Strategy

linux fo zseries

10901.prz

How does IBM Play:

- Platforms
- Complementary Offerings
- Solutions

iwb100d.prz

Linux Strategy Highlights for 1214 CDC Final

linux4.prz

linux fo zseries

10901.prz

What Next:

- Value Proposition
- BP Program Support
- Call to Action

iwb100d.prz

Linux Strategy Highlights for 1214 CDC Final

IGS

Linux Academy

Linux Value Prop Draft 122000.prz

Linux ISV Plan

linux fo zseries

10901.prz

Supported/Enhanced By:

- Elective Sessions
- Event Forums
- Broadcasts





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Linux Skills Enablement Plans

2a Set (Technical)

Linux Entry Technical Class

- 2 days
- ILS Priced (approx \$1K)
- Linux & Solution
- Program Incentives

Supported/Enhanced By:

- CBTs
- Redbooks
- White Papers
- Toolkits

Day 1

- Linux Architectural overview
- Navigate files and directories
- Understanding file permissions
- Using shell basics
- Using the vi editor
- Introducing Gnome and KDE
- Understanding Linux processes
- Managing users and groups
- Linux OS Technical Considerations
- Linux Administration Tools
- Linux Education opportunities
- Overview of IBM hardware, software, and services available for Linux including:

Day 2

- Solutions Day focussing on Domino, DB2 and Websphere
 - Solution Selection
 - HW and SW Middleware Selection
 - Installing and Configuring
 - Product Integration
 - Porting considerations
 - Performance and Tuning
 -