



*Enhancing your e-business practice with
IBM Content Manager.*



“The enterprise content management market is expected to exceed \$10 billion by 2004. As organizations increasingly seek single source strategic solutions, vendors that can support the broadest set of ‘content’ in an integrated environment will benefit the most. Indeed, we have already seen this over the last 12 months with vendors like IBM growing significantly at the expense of niche solution providers.”

— Andrew Warzecha, vice president, META Group

Get an edge over your competitors

Are you interested in finding additional resources and capabilities that can help you identify and capture new marketplace opportunities? Join IBM PartnerWorld® for Software and take advantage of one of the industry’s most comprehensive e-business marketing, enablement and support programs — one that can truly help build your business. A proven market leader, IBM can help you capitalize on our marketplace success by creating a competitive advantage to set you apart from your peers.

IBM Business Partners are vital to the success of our business — we’ve invested more than \$500 million in Business Partner activities to demonstrate this commitment. You can count on us to deliver solutions that are reliable, flexible and scalable. Our product portfolio uses a common programming model based on open, industry-accepted standards — so you and your customers can change your technology as your business needs change. Need a technical roadmap to smooth e-business transformation that’s based on open-standard technologies? You’ll get it with the IBM Framework for e-business.



enterprise content man

IBM is committed to helping our Business Partners succeed with technologies they can trust. A large part of our business is focused on developing middleware solutions — so we actively seek Business Partners who can provide value-added solutions to drive the purchase of our middleware. By joining PartnerWorld for Software, you can seize new marketplace opportunities to provide integration, implementation, design and consulting services around best-of-breed applications. Together, IBM and our Business Partners can increase revenue, grow profits and reach new markets.

One of the best ways to assure market success is to target critical needs of a large segment of customers. With our broad reach in the IT industry, IBM can help you identify these needs and then close in on potential new sales and services opportunities fast. One of the hottest requirements of businesses today is content management, the ability to access all unstructured data.

“Ideal content management happens when users can search and access all the information they need to do their jobs— whether they know what and where it is or not. The future of content management will demand both front end search capabilities and the backend integration of resources and processes so organizations can leverage all their content assets. IBM’s announcement is not just about Content Manager; it’s about leveraging the value of IBM DB2®, EIP and other enterprise applications and tools into the ideal content management environment.”

—Rebecca Wettemann, senior analyst, IDC



A comprehensive content management solution

The e-business transformation surge has driven a vastly expanded need for content management. Experts say that more than 85 percent of information used by an organization is in a format that can't be accommodated by traditional databases. And customers tell us they need integrated management of all enterprise content to be successful. In particular, they need access to three types of managed content:

- Integrated documents, including scanned images, workgroup documents and computer-generated reports
- Media assets, including audio, video and digital content
- Web content, including HTML, XML, dynamic rich content and site creation management information

IBM is well-positioned to take advantage of the content management industry boom, which GartnerGroup predicts will grow from \$13.2 billion in 1998 to \$41.6 billion in 2003*. Addressing multiple requirements of e-businesses, IBM Content Manager electronically captures, stores, manages, searches, retrieves, routes and distributes all types of content and helps enable easy integration of content with business processes.

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IBM Business

IBM Content Manager provides a single, consistent, open programming interface that facilitates rapid application development with unparalleled scalability and flexibility. IBM Content Manager helps manage the full spectrum of digital information that businesses use. It manages information from vertical line-of-business and customer service applications and can archive business documents from Lotus Notes® and SAP R/3.

“One of IBM’s greatest strengths is understanding the unique demands and business practices of so many different industries. IBM Content Manager, for instance, is used by 24 of the 50 largest banks. It’s in 27 of the 50 largest insurance companies. Telecommunications and utility companies use it. So do manufacturers, distributors and retail organizations. It’s a natural solution for the media and entertainment business. And it’s helping to save millions of dollars in education and government too.”

– Janet Perna, IBM general manager,
Data Management Solutions

IBM Content Manager and Interwoven TeamSite: a powerful duo

You’ve probably heard about some of the relationships IBM has established with independent software vendors (ISVs) to build applications for use with IBM Content Manager. One example of this strategy—teaming companies and best-of-breed applications—is the IBM relationship with Interwoven, Inc., a leading provider of Web content management software.

Integrating IBM Content Manager, Version 7.1 with Interwoven TeamSite enables content authors using Interwoven TeamSite to access the extensive documents, electronic reports and rich media resources of their IBM Content Manager repository. Authors can search the repository and then choose to embed the actual content into a Web template to create a static Web page. Or, authors can choose to embed a Universal Resource Locator (URL) referring to a Content Manager asset so that at presentation time, dynamically created content will appear. During the content entry process, TeamSite Templating stores asset references as uniquely addressable XML elements and makes them available to any database or application server. This capability permits more flexible methods for organizing the assets managed by Interwoven TeamSite and IBM Content Manager.

“Content Manager, Version 7.1 allows us to provide a broader range of solutions... [sic.] The new software meets the needs of the SMB (small and medium business) markets as well as the demands placed on enterprises looking for a complete document management solution. IBM’s forethought and planning has given us a solid infrastructure base that can be extended and adapted to meet our customers’ needs.”

– Peter Nirenberg, president, Image Architects

Partner Solutions

IBM and Interwoven have also combined strengths to provide leading enterprise content management solutions with IBM WebSphere® software. Together, IBM Content Manager, the WebSphere platform and Interwoven software can provide the versatility to power sophisticated e-business sites.

Let IBM show you the competitive advantages of using IBM Content Manager software. And help your applications and services become an even bigger success story!

Put IBM marketing muscle behind you

Put our global marketing muscle to work for you by taking advantage of IBM marketing and sales support programs. You can take advantage of IBM marketing investments to drive awareness of our products and increase our mutual visibility in the marketplace. IBM Content Manager has earned a Best of AIIM 2000 award from *CMP Imaging and Document Solutions* magazine. And IBM has been ranked number one in database software by *VARBusiness* magazine in its 2000 Annual Report Card.

In addition to IBM brand marketing presence, PartnerWorld for Software offers a number of comarketing programs, which PartnerWorld for Software Business Partners can use to help generate demand for IBM software solutions. These offerings range from cofunded advertising and product seminars to technical mentoring to help you get started right. When you become an IBM Business Partner, you can qualify to take advantage of these comarketing offerings:

- Joint advertising
- Customizable campaigns
- Seminar solutions
- Technical mentoring
- Telemarketing
- Test drives
- Trade show assistance
- Unique Business Partner comarketing proposals

Consider the advantages of selling IBM Content Manager solutions as an IBM Business Partner: industry-leading software, award-winning marketing support and education. All benefits of joining the IBM team!



Linking you to the full sales potential of the Internet

There's one simple fact that all e-businesses must eventually face: IT infrastructure is critical to their success. Successful e-businesses require solid Web infrastructures that can integrate seamlessly with existing technologies and systems, scale to handle fluctuating demands and maintain reliability, even under the most adverse conditions.

The e-business infrastructure market is huge. It's expected to grow to \$265 billion by 2003, with cumulative annual growth rates ranging from 24.5 percent to 35.9 percent between 2000 and 2003.

IBM is uniquely positioned to help you make the most of this potential.

"In 2000, IBM's content management portfolio grew at a rate of 34 percent, outperforming the industry growth rate of 25 percent. And, we grew nearly three times faster than our competition."

– Janet Perna, IBM general manager,
Data Management Solutions

We've invested millions of dollars in driving awareness and demand for IBM e-business infrastructure solutions—and Business Partners are a key part of our strategy. We can help you find qualified leads from businesses that have the budget, authority, need and appropriate timeframe to invest in, build, run and scale e-business infrastructure.

But an infrastructure comprises far more than hardware, software and services. It's your know-how in combining all of these elements that makes an infrastructure work flexibly and smoothly. Discover the value of teaming with a company anxious to help you target customers who need your services to design infrastructures that can help propel their businesses to success.

“We really were a Microsoft® shop, at one point in time. You can't say that anymore. We work with Content Manager, Content Manager OnDemand, Enterprise Information Portal... [sic.] We do a lot of e-business development, a lot of Web development as well. I used to think that there were two distinct sides to the company – where I had my Web development side and then I had my content management practice. However, that's all been converging over the last couple of years, so the lines have blurred. And now, just about every content management solution we put in these days has a Web front end to it.”

– Greg McCormick, president, Silicon Plains Technologies



Next steps

PartnerWorld for Software offers three levels of membership: Member, Advanced and Premier. Program benefits increase for each successive level and include all of the offerings you'd expect from an award-winning Business Partner program. Not-for-resale code, reimbursement for influencing the sale of IBM software, tuition reimbursement, use of the IBM Business Partner emblem, technical support—all are available at various levels of membership.

If you're ready to join us now, visit ibm.com/software/data/channels/cm.html and select *I want to join now*.

If you're already a member of the PartnerWorld for Software program, contact your IBM Business Partner Content Manager enablement team to request a *Getting Started in IBM Data and Content Management Kit* for a step-by-step guide to success. To contact your local enablement team, send a request through e-mail to your regional PartnerWorld for Software Membership Centre.

IBM is excited about working with you to earn your loyalty and reap mutual rewards of marketplace wins.

For more information

To learn more about joining PartnerWorld for Software, visit ibm.com/partnerworld/software.

To learn more about IBM Content Manager, visit ibm.com/software/data/cm.

For details about becoming an IBM Business Partner focused on IBM Content Manager solutions, visit ibm.com/software/data/cm/partners.html.

To learn more about IBM Business Partner education offerings, visit ibm.com/software/data/channels/educ_cm.html.

To read more IBM Business Partner success stories, visit <http://9.21.8.15/software/data/partners/pressrel>.

e-business infrastructure



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* AIIM report: "State of Document Technologies, 1997-2003"; by GartnerGroup, Inc., 1999.



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