

Winning with WebSphere

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www.ibm.com/websphere/partners

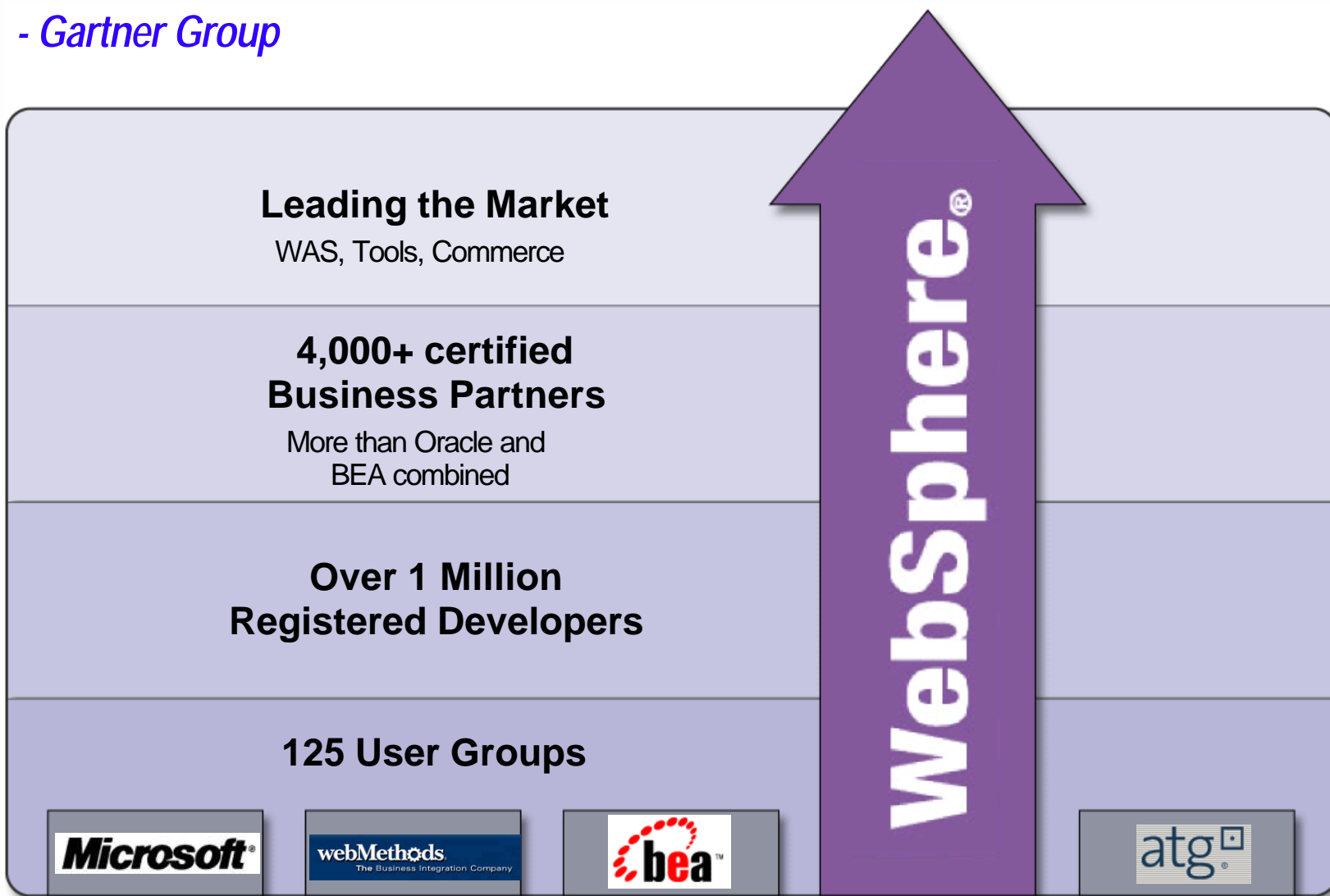
Agenda

- Introduction
- Web Services on WebSphere
- WebSphere Innovation Centers
- Additional Channel Programs
 - Ready for WebSphere
 - Powered by WebSphere
 - Co-marketing
 - Sales Enablement
 - Online options
- Integration Preview
- PartnerWorld 2002 activities & additional resources

Channel Programs and Momentum

"WebSphere's momentum in the market appears unstoppable"

- Gartner Group



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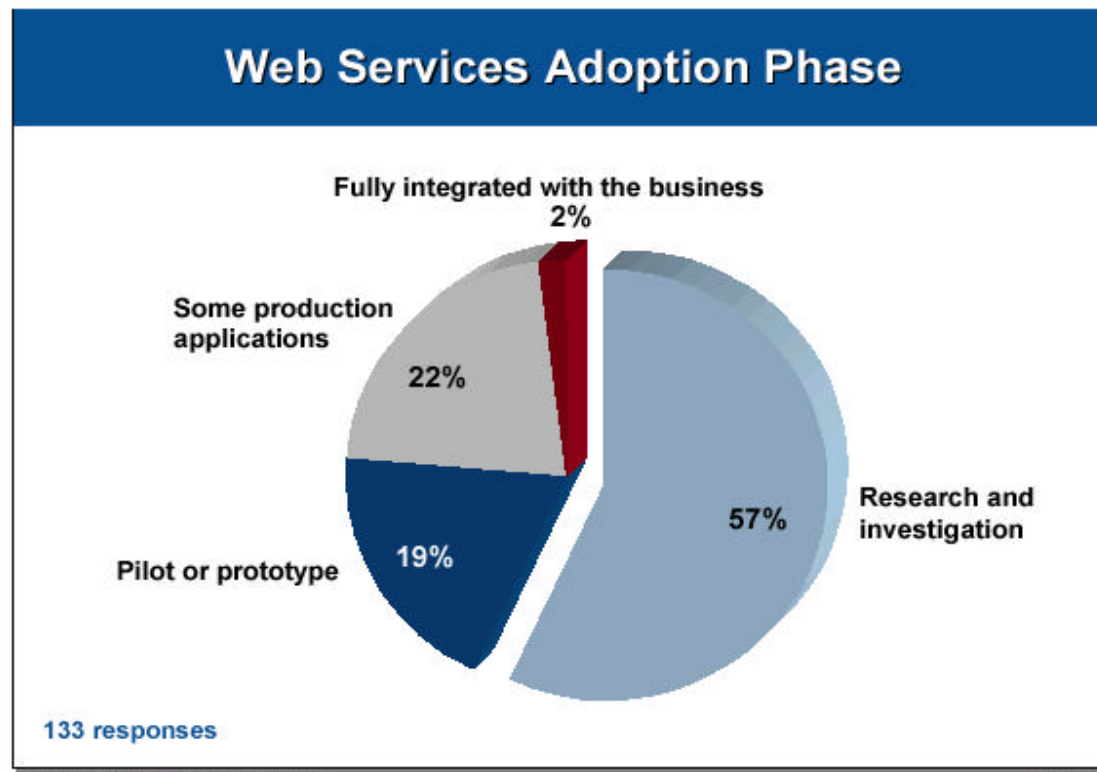
- **Web Services on WebSphere**
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Web Services Now!

Opportunity becomes power

"Businesses that ... decide to sit out its early stages will find themselves outpaced by rivals that take advantage of Web services ..."

—David Smith, Vice President and Research Director for Gartner



Source: Giga Information Group

Figure 1

Giga ETS Polling
Results: Web
Services Early
Adopters Favor
Major Application
Platform Vendors,
12/12/01

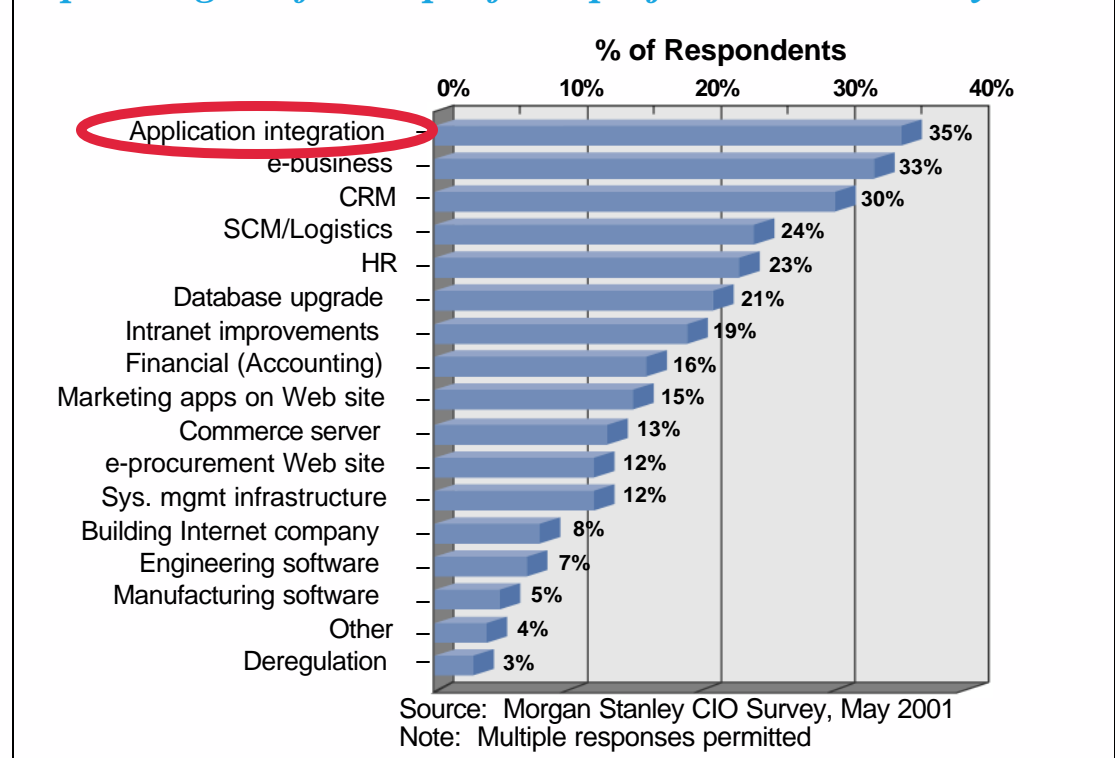
Web Services Opportunity

Demand is building...

- The Web revolutionized Business-to-Customer.
 - Enabled by universal server-to-client model based on standards & industry support.

- Web Services: same for Business-to-Business.
 - Enabled by universal program-to-program model based on standards and industry support.

Top strategic software platform project over the next year

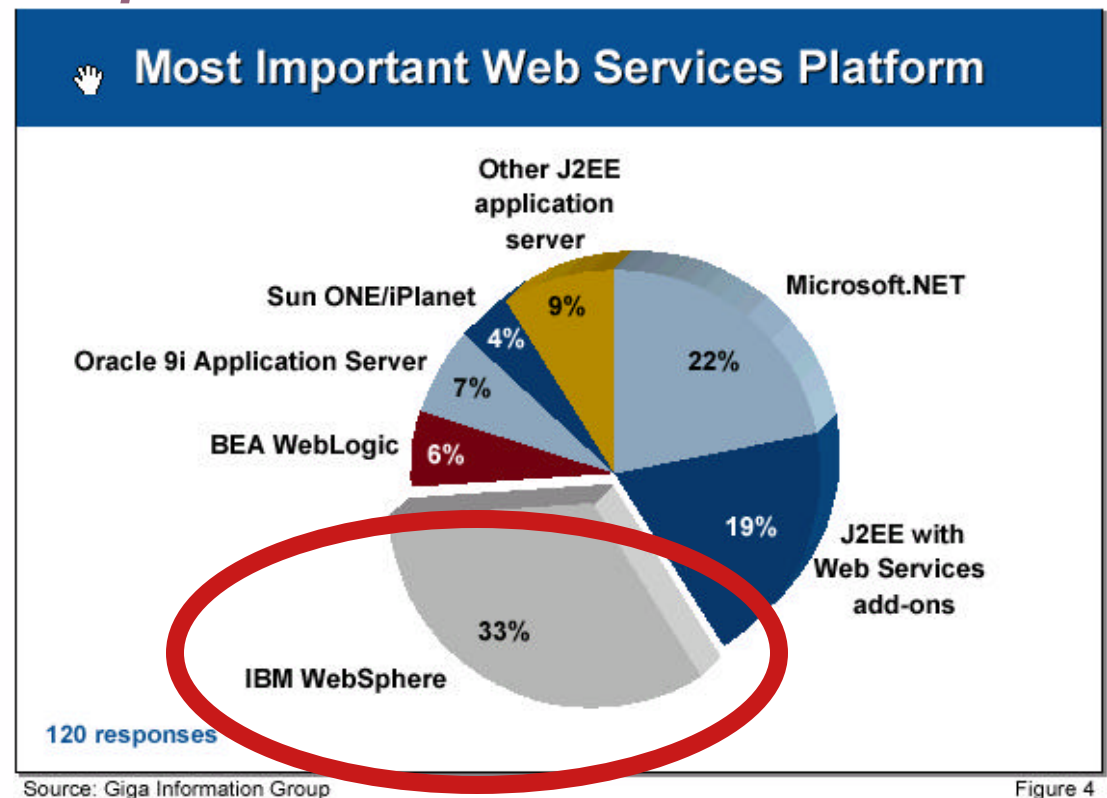


Why WebSphere?

Web Services leadership

- Technology Leadership
 - Establishing the standards
- Solutions Leadership
 - Web Services will make the \$10.3M payback we attributed to our first B2B e-business application seem like a drop in the bucket."

—Director e-business Architecture,
Bekins



Giga ETS Polling Results: WebServices Early Adopters
Favor Major Application Platform Vendors, 12/12/01

Introducing "WebServices on WebSphere"

Enabling the development ecosystem

- Technical enablement
- Marketing support
- WoW community building
- WoW advisory council
- What do we want our WoW Partners to do?
 - ▶ Start building Web Services on WebSphere



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Knowledge is power

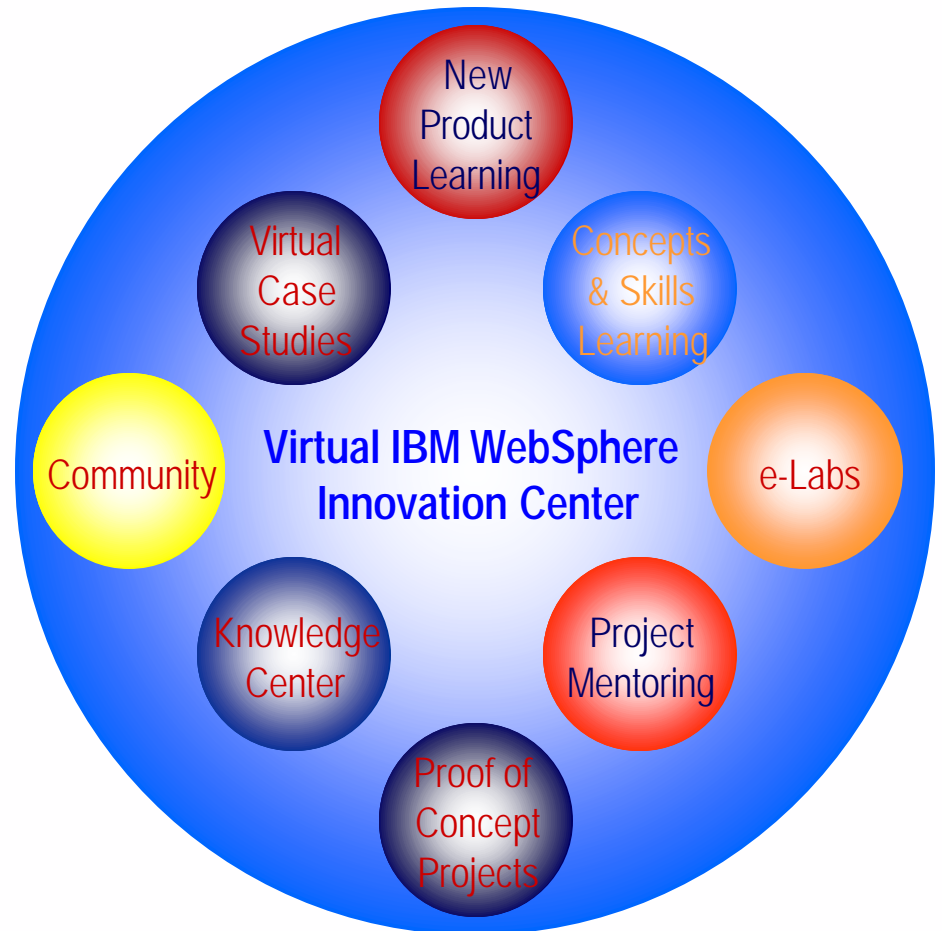
e-learning becoming the prevalent form of IT training

e-Learning is an ideal way to transmit knowledge

- Reach students around the world
- Save money and time
- Allow flexibility and breadth of reach

The worldwide e-Learning market is growing at a greater than 60% CAGR from \$2 billion in 1999 to \$23 billion in 2004

– IDC report



www.WebSphereWorld.net -- Live next week

Push the boundaries of innovative e-Learning

Virtual WebSphere Innovation Center at CGS

- Get hands-on experience, not simulations, with real-life scenarios
 - E-Labs – remote access to real hardware and software to provide hands-on experience in a controlled environment.
 - Scenario based education – short, real-life, e-learning modules focused on specific solutions and cross platform integration.
- Don't go it alone
 - Take advantage of collaborative techniques
 - Online Mentoring – Internet access to WebSphere experts to help learners and provide support.
- Learn from anywhere
 - Connect with a regular modem (56KB) using CMSUniverse, a distance learning platform powered by WebSphere

The Virtual IBM WIC at CGS delivers innovative Internet learning and collaboration techniques to the WebSphere community

Leverage technical depth

- **WebSphere Innovation Centers**

- Dedicated to Business Partner needs
- Test drive your solution
- Training: technical, marketing, sales
- IBM Centers and Business Partner affiliated centers worldwide

- **Virtual WIC—travel-free, online capability**

- Scenario-based education
- e-Labs
- e-Mentoring

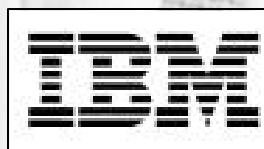


Success story

Closing the deal at the innovation center

- **Strategic Thought, Ltd**
 - **Who:** Elsevier Sciences, Ltd
 - **Where:** BP WIC, London
 - **Problem:** Application migration
 - **Requirement:** Demonstrate feasibility
 - **Solution:** Converted test application

STRATEGIC THOUGHT



\$410,000 SALE!

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Announcing two new programs

Co-marketing for recognition

Leverage IBM brand recognition



All Partners

Increase customer confidence



Tools ISVs

*“Powered by WebSphere
reinforces the promise
of a scalable, flexible,
and efficient
infrastructure.”*

*—Michael Rudy, VP of Business
Development Stellent, Incorporated*

STELLENT™

www.ibm.com/websphere

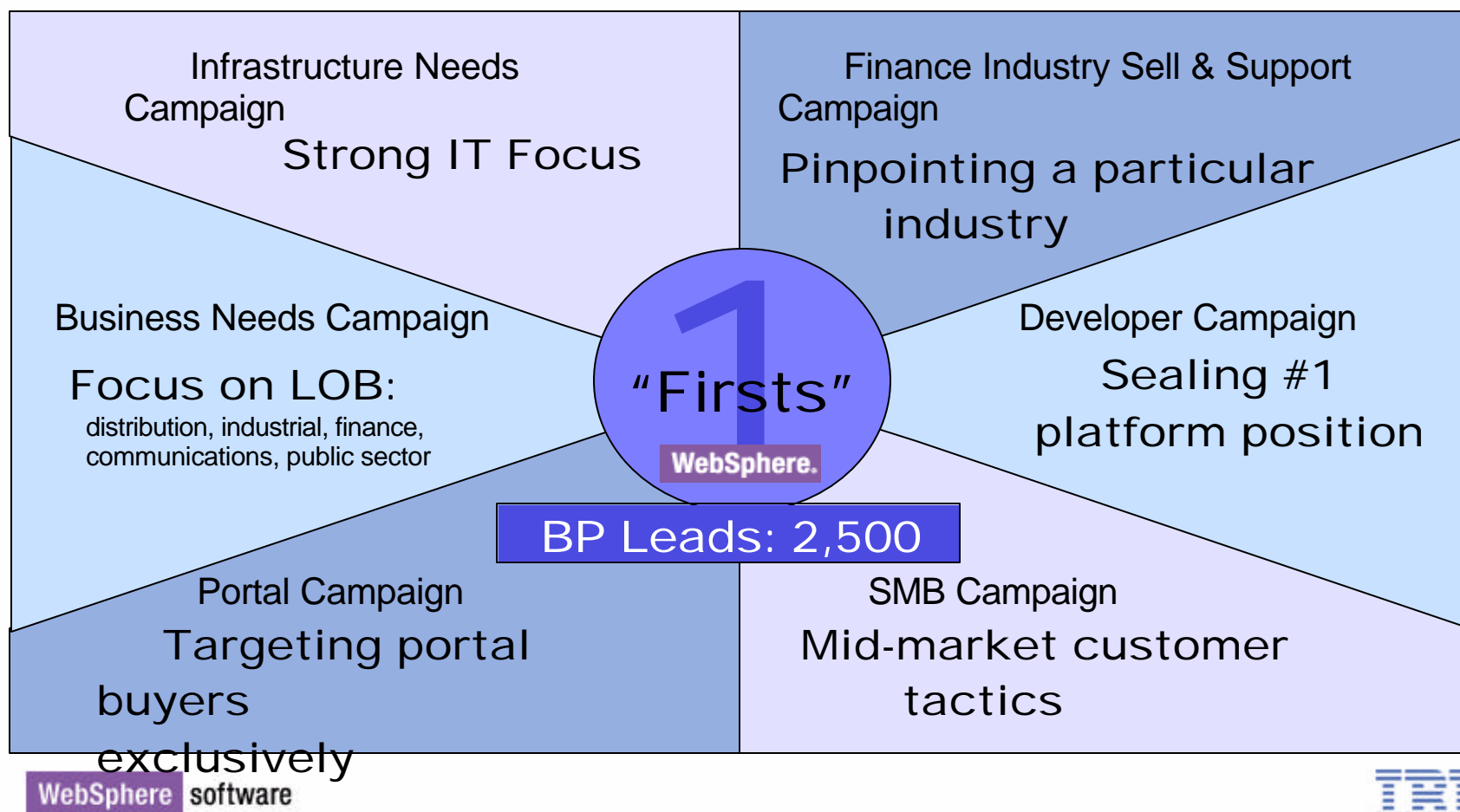
WebSphere software



Creating opportunities

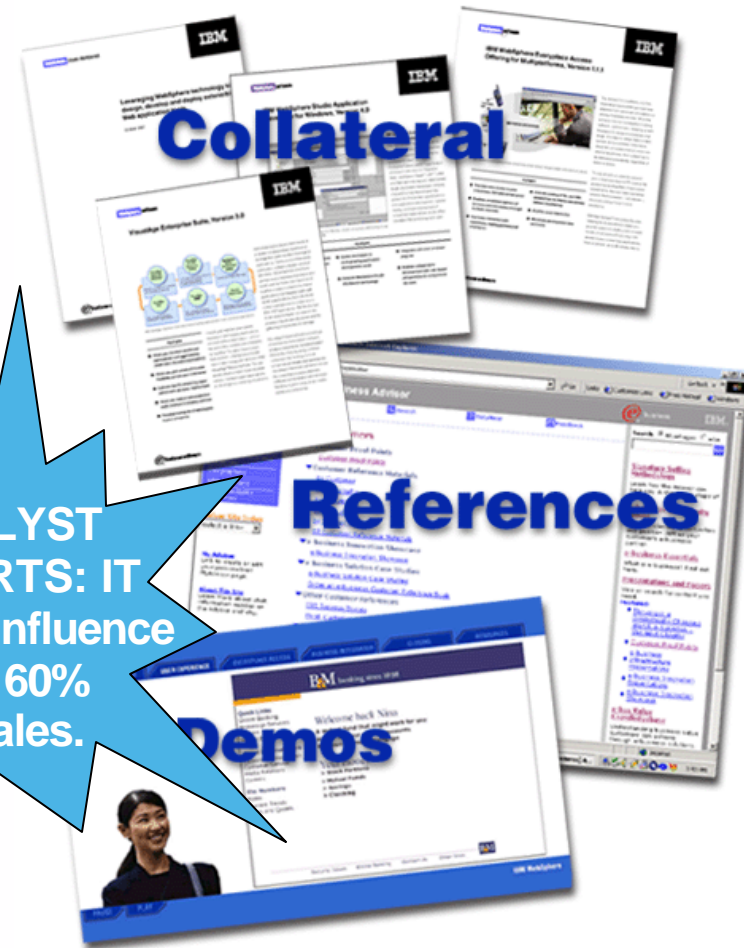
Business Partners in every campaign

- **PartnerWorld Campaign Builder Tool**
- **Co-marketing dollars and demand generation**
- **Referenced in IBM campaign tactics**



Close the deal quickly

- Sales enablement
- **NEW** in 2002!
 - Demos, ROI Tool, Analyst reports, Silver Bullet competitive sales guides
- You get what we get



www.ibm.com/websphere/partners

Cast a big net

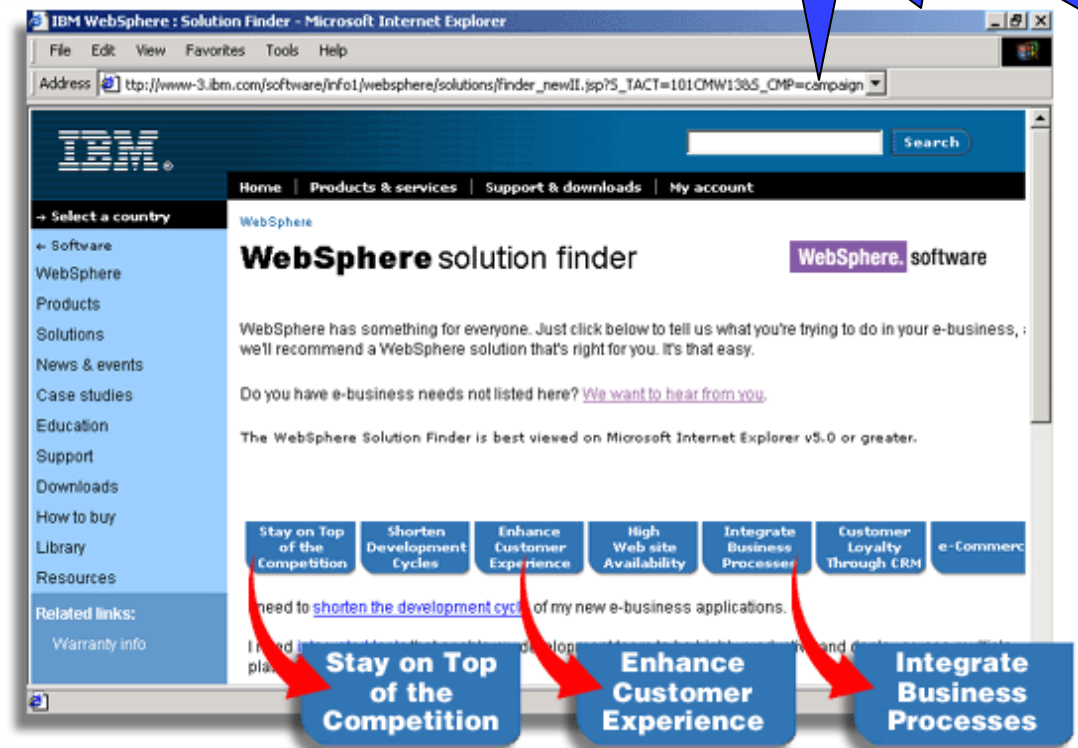
Start with www.ibm.com/websphere/partners

- **Leverage online innovations**

- Solution Finder
- WebSphere Tradeshow online
 - BPM
 - Tools
 - User Experience
 - e-commerce

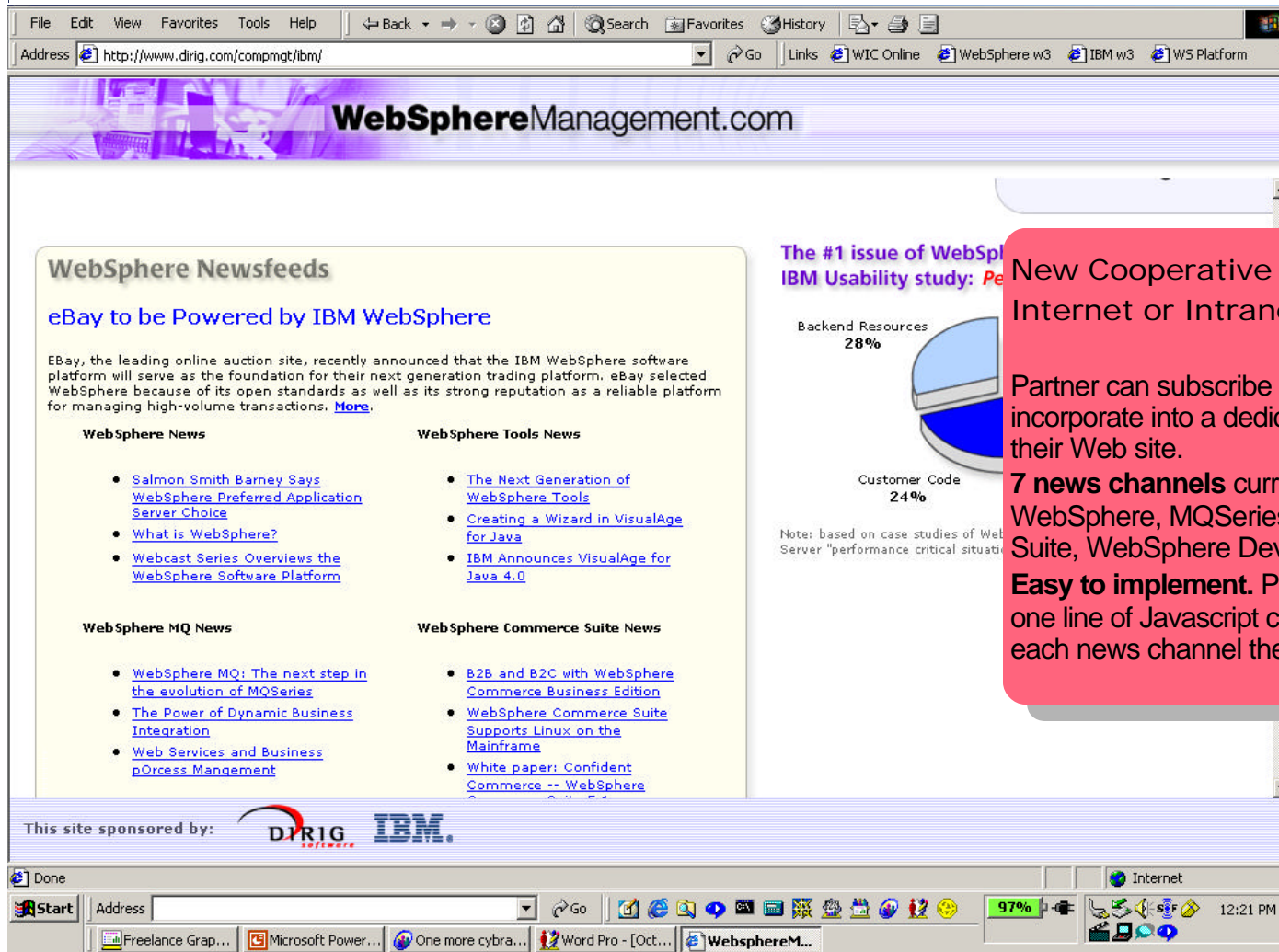
- Self-service PR
- Partner reference self-service
- WebSphere news syndication

**64M hits
by 2002
YE!**



Cooperative WebSphere/Partner Internet Pages

<http://www.ibm.com/software/info1/websphere/partners/coopwebsite.jsp>



New Cooperative WebSphere/Partner Internet or Intranet Sites

Partner can subscribe to IBM news channels to incorporate into a dedicated WebSphere page on their Web site.

7 news channels currently available, including WebSphere, MQSeries, WebSphere Commerce Suite, WebSphere Developer, etc.

Easy to implement. Partner only needs to include one line of Javascript code in their page HTML for each news channel they want to receive.

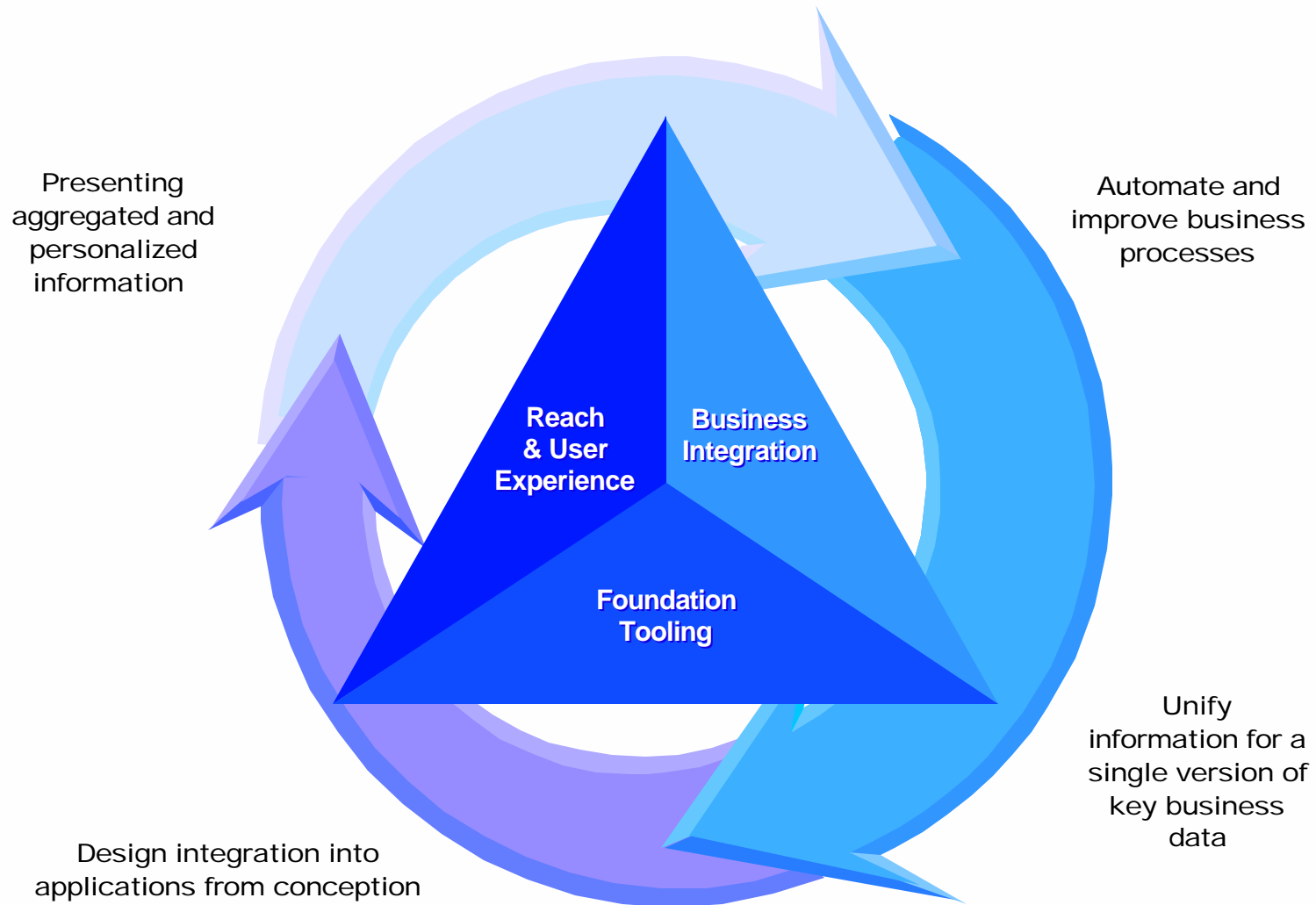
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Business Integration

- Join with WebSphere to win the big plays in business integration and user experience.
 - ▶ Integration is one of the most significant issues in IT today.
 - IDC report 2001: A recent report by analysts IDC found that 40 percent of corporate IT spending now goes to integration, internally and outside the firewall.
 - WebSphere is uniquely placed to satisfy the insatiable demand for enterprise integration
 - Only WebSphere's 360-degree integration can connect virtually anything to everything
 - ♦ to be exploited throughout the enterprise
 - ♦ anything from mobile devices to mainframes to B2B processes
 - ♦ remote telemetry devices to ERP applications to Business Intelligence systems
 - WebSphere capabilities extended by incorporating CrossWorld offerings
 - ♦ industry-specific integration solutions
 - ♦ pre-built adapters
 - WebSphere extended with robust Web Services technology
 - ♦ WebSphere UDDI Gateway
 - ▶ Winning the portal and pervasive space will ensure your leadership tomorrow.
 - IBM software is better for connecting with cell phones and for creating personalized screens known as portals. (Giga)
 - The Bekins Company: ". . . That's the real value, in a nutshell, your customers and other users will find the site more useful to them, so they'll be happy to return, again and again. The fact that WebSphere Portal server reduces development time and cost only enhances the return on investment."

Delivering 360° Business Integration



Why WebSphere for Integration?

■ WebSphere is recognized by the industry as the leader in Business Integration

- ▶ **More than 10,000 customers** use WebSphere MQ Business Integration products today
- ▶ **9 out of 10 of the Fortune 100 customers** rely on IBM's Business Integration products
- ▶ Recognized by analysts as **dominating market leader**
- ▶ **Lists of Industry Awards** piling up over the last 8 years

■ WebSphere is the leading innovator in the Business Integration market

- ▶ **Leader in developing standards** across the industry, including Web Services, J2EE
- ▶ IBM continues **increasing investments**; US\$100M on development; 700 developers; acquisition of Crossworlds
- ▶ **Competitors on the run** - scaling back their investment; falling revenue, workforce reductions

■ WebSphere Business Integration has attracted a community

- ▶ **WebSphere MQ Family certification for more than 3000 people**, representing more than 1000 different companies worldwide
- ▶ **Developer community over 1.5 M strong**
- ▶ **More than 550 independent vendors** offer MQSeries-based services and products

■ IBM adds industry enduring services, support and experience

- ▶ IBM Global Systems WW practices for Business Integration
- ▶ Global Systems Integrators have integration practices based on WebSphere Business Integration



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Look for these activities at PartnerWorld 2002

■ WebSphere Exchanges

- ▶ Leveraging the WebSphere Portal Family (Session SW12)
 - Tuesday, Feb. 19; 10:15 a.m. to 11:45 a.m.; Room 306
- ▶ Making Web Services Real (Session SW11)
 - Tuesday, Feb. 19, 1:30 p.m. to 3:00 p.m.; Room 302
- ▶ Application Server and Application Development Tools Update (Session SW09)
 - Tuesday, Feb. 19; 3:30 p.m. to 5:00 p.m.; Room 302
- ▶ Crossworlds Session
 - Tuesday, Feb. 19; 3:30 to 5:00 p.m., Room 121

■ IBM Start Now Solutions to Help Grow Your Business (Session SW03)

- ▶ Monday, Feb. 18; 1:30 p.m. to 3:00 p.m.; Room 302

■ Business Partner Connections Networking Reception

- ▶ Marriott Hotel, Monday, February 18, from 7 - 10 p.m.
- ▶ Food & Beverage, Entertainment, Solutions Theme
- ▶ Facilitate partner-to-partner networking
- ▶ Open Mike Sessions -- BPs have 3-5 minute to talk about their business or find other BPs w/solutions

Some additional resources

- ibm.com/websphere
- ibm.com/websphere/partners
- ibm.com/webservices
- ibm.com/partnerworld
- ibm.com/developerWorks
- alphaWorks - Tech Previews - ibm.com/alphaworks
- Virtual WIC - www.WebSphereWorld.net