



**Welcome, Service Providers for  
e-business.....**

**Wednesday, April 12:**

**Leverage the \$8B ASP Opportunity  
with Hosting Advantage for Service  
Providers**



**IBM**



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## Today's Speakers:

**Terry Thomas**

*Vice President, NetGeneration ISP/ASP Partner Programs*

**Nancy Hoyle**

*Program Manager, NetGeneration Business Partner Marketing*

**Jay Brownstein**

*Quality Assurance Auditor*

**Ed Anderson**

*Program Manager, ASP Prime Marketing*



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## Today's Webcast Call-in Information:

Graphic to be inserted:

Specific webcast audio call-in numbers, by geographies.....

(to be inserted by Lisa Andrel)

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# Terry Thomas

Vice President, NetGeneration  
ISP/ASP Business Partner Marketing

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## Agenda

- Service Provider for e-business Initiative
- Hosting Advantage offering
- ASP Prime program

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*Program Manager, ASP Prime Marketing*



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# Service Providers for e-business

## Access ISPs

- Basic access
- Search and navigation
- Advanced media

## Portals

- Search and navigation
- Personalization
- 1:1 marketing

## Web Hosters

- Shared hosting
- Dedicated hosting
- Co-location

## Wholesale ISPs

- IP backbone providers
- Wholesale bandwidth

## Telco NSPs

- PSTN
- IP backbone providers
- VoIP

## *Rapidly Emerging Segments*

### ASPs

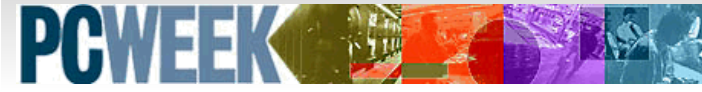
- Pure Play ASPs
- SI
- ISVs

### Industry.coms

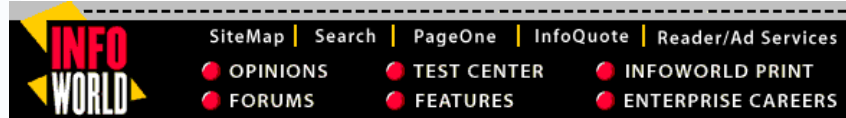
- Exchanges
- Auctions
- Marketplaces

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# Press continues on IBM's impact for Services Providers ...



IBM kicks service provider efforts into overdrive



TOP NEWS STORIES

IBM commits to service providers

COMPUTERGRAM

INTERNATIONAL



Interliant & IBM ...

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[www.ibm.com/solutions/isp](http://www.ibm.com/solutions/isp)



## Highlights:

- PartnerWorld for Service Providers
- Service Provider Offerings







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## From Our Audience:

# Where are you located?

**United States:**

**Canada:**

**Latin**

**America:**

**Europe:**

**Asia:**

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## From Our Audience:

**Have you enrolled in the Service Providers for e-business initiative?**

**Yes:**

**No:**

**No opinion:**

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# Nancy Hoyle

Program Manager, NetGeneration  
Business Partner Marketing

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# IBM Program Value to Partners

*IBM PartnerWorld*

**Service Providers for e-business**

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## Identified Partner Needs

- Drive Customer Demand
- Enhance Brand Equity
- Deploy a robust, scalable, secure infrastructure that enhances service delivered to end customers
- Develop a Profitable Business Model
- Provide Access to Skilled Resources

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# How does IBM help address those needs

## *-Drive Customer Demand*

- Participate with IBM in Trade Shows
- Press Awareness / Executive Involvement
- e-business Advertising
- Customer Reference Database
- Linkage with IBM Campaigns
- Market Development Funding (Premier)
- "Go-to-Market Plan" developed with Business Partner Representative (Premier)



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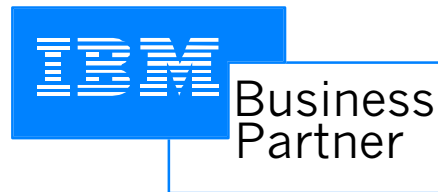


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# How does IBM help address those needs

*- Enhance Brand Equity*

- IBM Business Partner Emblem (s)



*For Advanced/Premier*



- e-mark





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# How does IBM help address those needs

*- Deploy a robust, scalable, secure infrastructure that enhances service delivered to end customers*

- Hosting Advantage Offering
- ASP Prime Offering
- IBM Brand Quality - Server / Storage / Software

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# How does IBM help address those needs

*- Develop a Profitable Business Model*

- Differentiated Services Workbook (Advanced)
- Differentiated Services Workshop (Premier)
- Financial Options
- Web Casts, Training, Communications

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# How does IBM help address those needs

*- Provide access to skilled resources*

- Partner Directory
- Premier Partner list - Service Provider Web site
- Training Discounts 25% - 100%
  - ▶ Certification Programs
  - ▶ e-business certification / product certifications
- IBM Value Package
  - ▶ **'You Pass, We Pay'** - certification tuition + testing
    - e-business certifications
    - WebSphere
    - Business Intelligence
    - MQSeries
- IBM Technical Support

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# Membership Level Criteria

Level	Requirements
<b>Premier</b> (by nomination)	<ul style="list-style-type: none"><li>• 3 Certifications</li><li>• 3 Customer References; 1 e-business solution with 2 IBM elements: IBM Hardware, IBM or Lotus Software, and/or IBM or Partner Services</li><li>• Business Plan w/ e-business commitment</li></ul>
<b>Advanced</b>	<ul style="list-style-type: none"><li>• 1 Certification</li><li>• 1 e-business solution with 1 IBM element: IBM Hardware, IBM or Lotus Software, or IBM or Partner Services</li><li>• Commercially Available Service via Internet</li></ul>
<b>Member</b>	<ul style="list-style-type: none"><li>• Commercially Available Service via Internet</li></ul>

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## For Further Information on the Service Provider for e-business initiative:

- Visit the web site at:

*[www.ibm.com/software/spebusiness](http://www.ibm.com/software/spebusiness)*

Then "Select a geography"

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## From Our Audience:

# What is your business model?

**ISP:**

**ASP:**

**Hosting Provider:**

**ISV:**

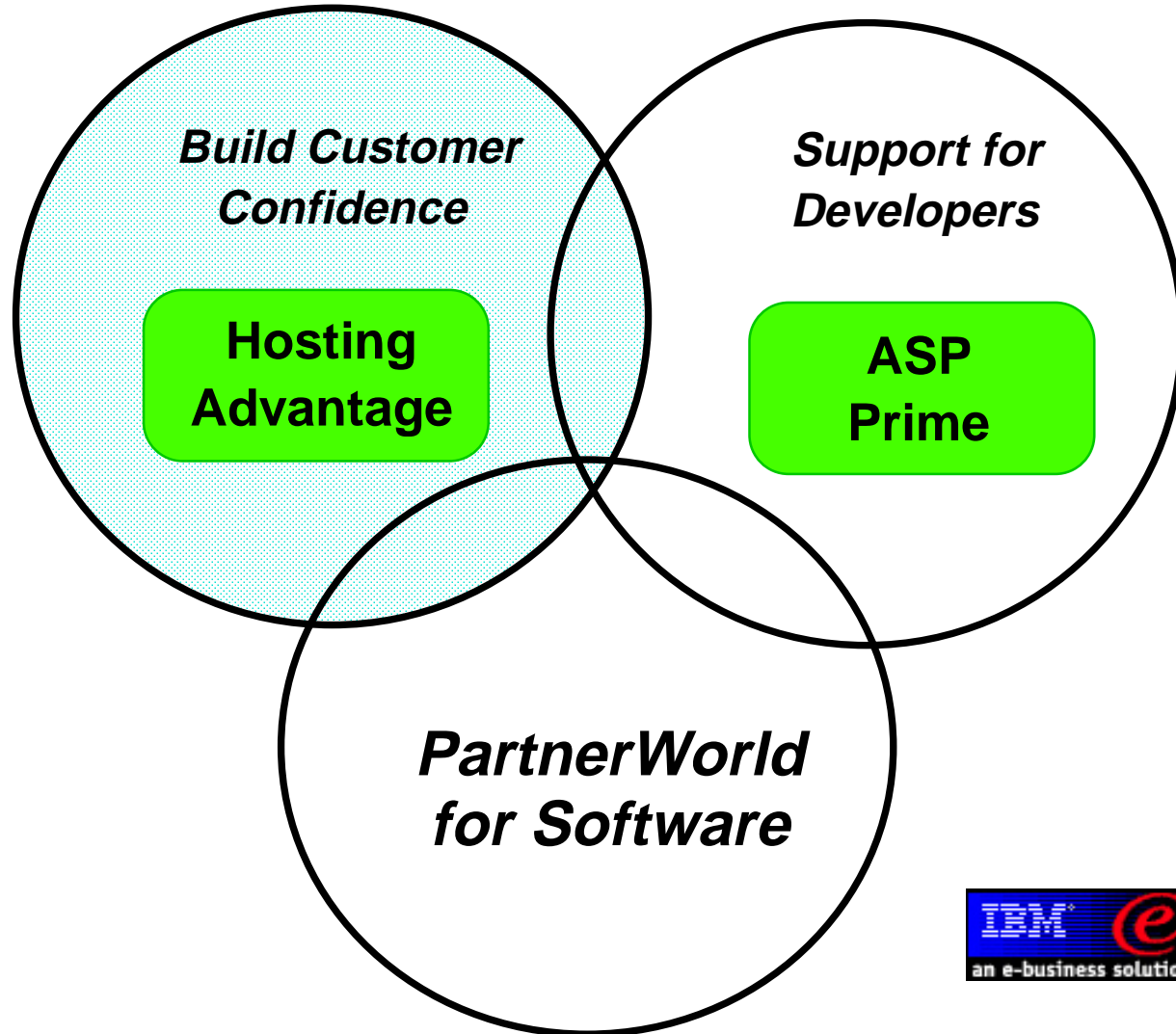
**Portal, Exchange, Hub:**





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# IBM Service Provider Offerings



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# Hosting Advantage

## Service Providers for e-business

Hosting Advantage, a marketing offering within the IBM PartnerWorld program that **recognizes** and **promotes** hosting service providers. The qualifying process includes a consulting services review for building state-of-the-art hosting environments. Successful hosting providers will receive ISV leads that require hosting services.

[www.ibm.com/software/spebusiness](http://www.ibm.com/software/spebusiness)  
(add /na or /emea)

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# Hosting Advantage - Value Proposition

## ■ Value to the Hosting Provider

- ▶ Provides IBM ASP Business Partners opportunity to expand business with quality assured ISV applications.

## ■ Value to the ISV

- ▶ Provides a vehicle to identify quality hosting providers for their applications.

## ■ Value to our Customers

- ▶ Brings together IBM's Application Developers & Hosting Partners within a well defined program to ensure confidence that IBM Partner SLAs will be met.
- ▶ Much wider availability of Web Hosted applications from which to choose.

## ■ Value to IBM

- ▶ Drive IBM HW, SW & Services revenue & share by enabling & influencing Hosting Providers and developers.

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## Hosting Advantage

### ■ Prerequisites:

- ▶ Advanced or Premier Level in Service Provider for e-business initiative
- ▶ Experienced provider of commercially available hosting services - minimum of one year
- ▶ Provides hosting services on IBM platforms or using key IBM e-business products

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# Hosting Advantage Process

## ■ Requirements:

- ▶ Successful completion -

*Self Assessment Questionnaire  
& Company Profile*



- ▶ Successful completion  
*On-site Review*



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# Hosting Advantage - Fee

- **Fee: \$15K USD partner / \$15K IBM**
  - ▶ **Assessed after On-site Review**

*Build Customer  
Confidence*

**Hosting  
Advantage**

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# Hosting Advantage - Mark



- Promote skills and expertise of partner
- Use "e-business firm certification" Mark
  - ▶ Hosting Advantage approved partner
  - ▶ At least one e-business\* certification  
(Solution Advisor or Solution Designer) - "You Pass/We Pay" \$\$
  - ▶ Premier status
- Indicate in Partner Profile/Directory - Hosting Advantage Mark approval
- Business Partner to promote Mark status

\* [www.ibm.com/education/certify/](http://www.ibm.com/education/certify/) for certification roadmaps

# Jay Brownstein

Quality Assurance Auditor



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# The review process

- Completing and returning the Self Assessment
- Evaluating the Self Assessment
- Scheduling the On-site Review
- Conducting the On-site Review
- Results and Follow up

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## The Review Team and your Sponsor

- The Team Leader is a Certified Lead Auditor in ISO9000 with a background in Availability Management .
- An I/T Specialist with a background in networking and e-business.
- The Business Partner's Sponsor is the individual who recommends participation.

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## The Self-Assessment

- The Self Assessment covers the following:
  - ▶ Account Information
  - ▶ Availability
  - ▶ Customer Support / Help Desk
  - ▶ Change Management
  - ▶ Network
  - ▶ Operations
  - ▶ Physical Environment
  - ▶ Problem Management
  - ▶ Software
  - ▶ System Hardware

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## Completing the Self Assessment

- Determine the most appropriate individual to complete each section.
- Answer all questions accurately.
- Return the completed document to the assigned Team Leader.
- Contact the Team Leader for any clarification which is required.

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## Evaluating the Self Assessment

- The IBM review team evaluates the Self Assessment to identify areas for development and improvement.
- Identified areas are marked for special attention during the On-site Review.
- A review schedule is developed.

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## Scheduling the On-site Review

- IBM Team Leader and Business Partner schedule dates for the review.
- IBM Team Leader provides documentation and a review schedule to the Business Partner.
- Business Partner assigns a "Guide" for the review team. The Guide acts as the main interface during the review.
- Business Partner is sent a contract for this service.

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## Conducting the On-site Review

- The review will cover your main location as well as your primary data center.
- The review will cover all areas identified in the Self Assessment.
- The review will consist of the following:
  - ▶ Opening meeting.
  - ▶ First day interviews.
  - ▶ Interim report.
  - ▶ Second day interviews.
  - ▶ Closing meeting.

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## Conducting the On-site Review - cont'd

- Review rating system.
  - ▶ Acceptable
  - ▶ Conditionally Acceptable
  - ▶ Unacceptable

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## Results and Follow up

- A final report is generated by the IBM review team and reviewed by the Qualification Review Board.
- If all findings are acceptable, acceptance is granted.
- If all findings are at least conditionally acceptable, time is provided to address the issues and a conditionally acceptable rating is granted.

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## Results and Follow up - cont'd

- Business Partner submits documentation to address conditionally acceptable issues.
  
- When issues are resolved, acceptable rating is provided.
  
- Results and successes.
  - ▶ Pilot test
  - ▶ Successes

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## From Our Audience:

- What is your interest level in the Hosting Advantage offering?
  - 1) High...I will be applying
  - 2) Medium...I may apply
  - 3) Low...no interest at this time
  - 4) Need more information

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# Ed Anderson

ASP Prime Marketing





# ASP Prime

ASP Prime is IBM's premier program for providing commercial software developers the education, assessment, and enablement assistance they need to capitalize on the rapidly emerging Application Service Provider (ASP) industry.

Once an application has completed ASP Prime, IBM can assist developers in locating compatible hosting partners through either its Hosting Advantage Program, or IBM Global Services.

*[www.developer.ibm.com/aspprime](http://www.developer.ibm.com/aspprime)*

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## What are the ASP Prime goals?

- "Prime the pump" with qualified web hosted applications on a global scale
- Provide ISVs CHOICE and convenience regarding ASP enablement locations & technology platforms
- Create exciting opportunities for IBM Hosting Advantage Partners by providing a database of ASP Prime qualified applications
- Influence open standards and best practices

IBM is a founding  
member of the



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# What is the ASP Prime value chain?

## ■ Application Developers

- ▶ *Assistance with assessing and enabling applications for the hosted application environment. IBM is also creating a catalogue of qualified applications for ASP's and End Users to select from.*

## ■ ASP Aggregators & Hosters

- ▶ *"Primes the Pump" with qualified applications available for hosting.*

## ■ End Users

- ▶ *Access to world class business applications via a browser without up-front IT investment. This also guarantees a wider availability of qualified Web hosted applications from which to choose.*

## ■ IBM

- ▶ *Drives IBM Hardware & Software revenue & share*
- ▶ *Influence/foster open standards & best practices for an emerging ASP market*

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## How is ASP Prime doing so far?

- *50 ASP Prime graduates, with more than 50 in the pipeline!*
- *Bizfinity*
  - ▶ *"IBM's ASP Prime lab tested our system to the breaking point, giving us the kind of resources we needed to improve our robustness and prove that our business model really does work in practice."*
- *Data Processing Services*
  - ▶ *"The ASP Prime Center, however, helped us clearly differentiate between what we could build on from our past and what additional training and resources were needed to be successful in this new model."*

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## From Our Audience:

- For application developers, which most closely applies to you:
  - ▶ Plan to host own application
  - ▶ Plan to provide application thru a hosting or aggregation partner
  - ▶ No plans to launch an application into the ASP marketplace

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# ASP Prime Solution Centers

## ■ 6 Locations worldwide

- ▶ Beaverton, Oregon
- ▶ Rochester, Minnesota
- ▶ San Mateo, California
- ▶ Waltham, Massachusetts
- ▶ Hursley, England
- ▶ Sydney, Australia

## ■ 3 Locations opening in June

- ▶ Stuttgart, Germany
- ▶ Tokyo, Japan
- ▶ Paris, France

## ■ "Brick & Mortar" IBM Labs

- ▶ Face-to-face technical counseling, hardware & tools
- ▶ Complete ASP data center for testing your app
- ▶ Scalability, benchmark & performance testing
- ▶ Billing & Provisioning assistance where required



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# ASP Prime Solution Center Offerings

## ■ Unix & Windows 2000

- ▶ ASP Citrix FastStart for Windows Developers
  - Target Applications: Legacy to web (transaction oriented)
  
- ▶ ASP FastStart for Domino Developers
  - Target Applications: Domino (collaboration)
  
- ▶ ASP FastStart for Application Framework Developers
  - Target Applications: Web-Up & Legacy to Web

## ■ AS/400

- ▶ ASP FastStart for OS/400 Developers
  - Target Applications: AS/400

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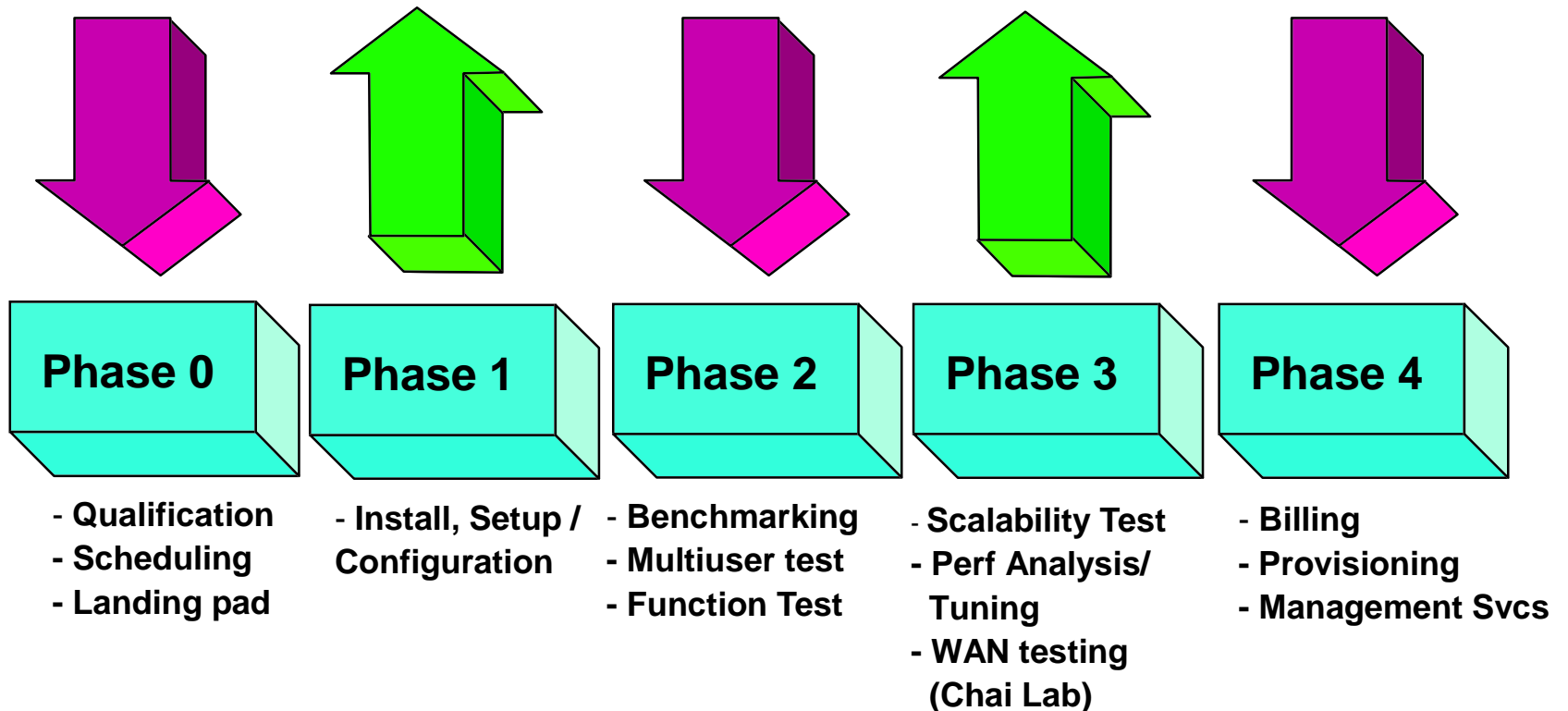


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# ASP Prime Center - Process

## ● Key attributes

- Face-to-Face technical Consulting
- 1-6 weeks to complete (estimate)
- Some phases can be optional



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# IBM, Citrix Partner to Spur ASP Market ...

## ■ Citrix competencies offered at ASP Prime Centers

### ■ Benefits

- ▶ Rapidly move two-tier applications to hosting via browser
- ▶ Easier to setup/configure Metaframe on IBM Netfinity Servers
- ▶ Provides client access to a broader set of Domino applications
- ▶ Allows IBM Webshere "high bandwidth apps" built for Intranet to become available thru Internet hosting

## ■ Working together on defining 3-tier solutions

## ■ Partnering to influence & foster industry standards

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# How can I qualify for an ASP Prime Solution Center engagement?

## ■ *Eligibility*

- ▶ Web-enabled, production level apps
- ▶ Member of PartnerWorld for Developers
- ▶ Application and/or infrastructure commercial ISVs

## ■ *Qualification*

- ▶ Using (or plan to use) at least 1 IBM e-business product in production env
- ▶ Revenue or marketshare
- ▶ Willingness to select Hosting Advantage partner or IGS

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## For Further Information on ASP Prime:

- Visit the web site at:

*[www.developer.ibm.com/aspprime](http://www.developer.ibm.com/aspprime)*

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# For Further Information and Feedback:

Visit the IBM Service Provider for e-business web site at: [www.ibm.com/software/spebusiness](http://www.ibm.com/software/spebusiness)  
Then "Select a geography"

## North America:

E-mail: [isp@us.ibm.com](mailto:isp@us.ibm.com)

Call Partner Services at 1-800-426-1822

## Europe:

E-mail: [dominic\\_moore@uk.ibm.com](mailto:dominic_moore@uk.ibm.com)

Call: 44 208 818 4149

## Asia:

E-mail: [bpservices@lotus.com](mailto:bpservices@lotus.com)

## Latin America:

E-mail: [isp@us.ibm.com](mailto:isp@us.ibm.com)

## ASP Prime:

Visit: [www.developer.ibm.com/aspprime](http://www.developer.ibm.com/aspprime)

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**Thank You**