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# Selling the IBM NetVista Kiosk

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## Agenda

- Who's Who? The IBM Kiosk Team
- How to Engage
- Sales Tools Available





## The Major Players

- Customers
- IBM Distribution Industry
- Other IBM Industries
- IBM Retail Store Solutions
- IBM Global Services
- IBM Business Partner Resellers
- ISVs





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# Customers

- Customer profile is different
- Business sponsors outside IT
- Funding by lines of business
- ROI can be difficult to establish
- Can make decisions & move fast
- Not sophisticated IT implementers
- Can fail if not guided

Goal = Increase revenue and/or reduce costs





## WW IBM Retail Sales Teams

- Client reps
- e-business solution sales specialists
- Kiosk sales specialists

## WW Business Partner Channel

Goal = Sell full kiosk solutions with hardware,  
software, and services.  
Will lead with NetVista Kiosk.





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## Other IBM Industries

IBM Retail Store Solutions has a mission to sell the NetVista Kiosk across other industries

- Finance
- Government
- Manufacturing
- ...

Goal = Sell NetVista Kiosk hardware





# Who's Who on the IBM Retail Store Solutions Worldwide Team

- **WW Brand Managers**  
- interfacing with sales

Irene To - NA  
Dave Haverty - EMEA  
Kohji Komatsu - AP  
Paulo Guimaraes - LA

- **WW Product Marketing Manager**  
- interfacing with product development team

Melissa Fiutak - Raleigh, NC

- **WW Technical Marketing Support**  
- interfacing with ISV's, sales, customers

David Eash - Raleigh, NC







# Who's Who on the IBM Retail Store Solutions Worldwide Team

- WW Marketing Communications

Tammy Priest - NA  
Dave Haverty - EMEA  
Jacqueline Thorley - AP  
Paulo Guimaraes - LA

- WW PR

Greg Thompson - Atlanta, GA







# Who's who on the U.S. IBM Global Services Team

- **BIS U.S. Kiosk Practice** Ken Lawler
  - Engagement Managers
  - Cross industry opportunities Cort Johnson
  - Software team Dale Kawamura  
(applications & middleware)
  - Custom kiosk services
  - Many references available
- **BIS Account/Territory Principals**
- **ITS Maintenance/Service Providers**

Goal = Sell full kiosk solutions with hardware,  
software, and services  
Will lead with NetVista Kiosk.





# IBM Business Partner Resellers

- Resell NetVista Kiosk hardware
- Can sell IGS services
- Can sell IGF financing
- Add Value
  - Integration services
  - Applications
- Must be approved for NetVista Kiosk

Goal = Sell NetVista Kiosk solutions with hardware, software, and services





## ISVs

- Independent Software Vendors
- Port applications to NetVista Kiosk
- Enroll in IBM Partnerworld for Developers
  - Development support available
  - Entry on application search list
  - Eligible for 1% leasing program for development hardware
  - Advance or Premier status
- StoreProven certification
- IBM wants to build a large pool of applications certified on NetVista Kiosk

Goal = Sell kiosk applications





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## How to Engage - IBM NA Sales only

- Identify a kiosk opportunity
- Put it in OMNotes
- Contact the DISU sales specialist
- Qualify the opportunity
- Call IGS Kiosk Practice for services and support

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## How to Engage - IBM NA Sales only

- RS Solutions reps are responsible for
  - selling NetVista Kiosks
  - leveraging account relationships
  - working with client reps & DISU kiosk specialists
  - assisting to qualify an opportunity
  - knowing the NetVista kiosk hardware



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## How to Engage - IBM NA Sales only

- RS Solutions reps are responsible for
  - configuring NetVista Kiosk hardware
  - requesting loaners or trial machines
  - submitting special bids
  - submitting RPQs
  - submitting new hardware requirements
  - engaging IGS - NA only



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Tools/Programs	Description
<p>IBM NetVista Kiosk Brochure</p> 	<p>PDF and hardcopy            English (US.)      Spanish (LA)            English (UK.)      Portuguese (Brazilian)            French                  Japanese            German                Korean            Italian                 Chinese (simplified)            Spanish (EU)        Chinese (traditional)</p>
<p>Kiosk-mercial</p>	<p>Visual/sound video exe file</p>  <p>Kiosk-mercial.exe</p>
<p>Product Tour</p>  <p>kiosk interactive tour.exe</p>	<p>Product tour interactive demo; a demo walk-thru of the product with callouts of features/benefits            -- html format on kiosk portal website            -- exe file (for CDROM, Notes, presentations, etc.)</p>
<p>Web Content            Homepage            Product/Technical Information            Product Photo Gallery            Bus Partner Insider (BPI)</p>	<p><a href="http://www.ibm.com/industries/retail/store">http://www.ibm.com/industries/retail/store</a>  <a href="http://www2.clearlake.ibm.com/store/product/html/kiosk.html">http://www2.clearlake.ibm.com/store/product/html/kiosk.html</a>  <a href="http://www.raleigh.ibm.com/rds/marcom/photolib/html/kiosk.html">http://www.raleigh.ibm.com/rds/marcom/photolib/html/kiosk.html</a>  <a href="http://www.raleigh.ibm.com/rds/marketing/restricted/index.html">http://www.raleigh.ibm.com/rds/marketing/restricted/index.html</a></p>
<p>NetVista Kiosk Business Partner Sales &amp; Marketing CD</p>	<p>pocket size CD deliverable "credit card" that includes webmercial, presentation, product tour and photography (Eng US/UK)</p>
<p>TeamPlayers Templates</p>	<p>designed for the fast, effective and affordable creation of demand generation tools (Direct Mail, Advertising and Brochures).            - 6 page direct mail template/text is FULLY customizable.</p>
<p>Demo</p>	<p>Multi-purpose demo available end of May 2001            - for IBM Sales and IBM Business Partners</p>
<p>Competitive</p>	<p><a href="http://w3retail.raleigh.ibm.com/allmkt/html/competition.htm">http://w3retail.raleigh.ibm.com/allmkt/html/competition.htm</a></p>
<p>StoreProven Program</p>	<p>self certification software compatibility program</p>