Business Partner IBM

messages:

An IBM Software Business Partner Newsletter

Welcome *to* IBM 100

A reflection on 100 years of innovation.

ANNOUNCEMENT
The real winner behind Jeopardy's success

IBM SOFTWARE VOLUME OFFERINGS
Drive unprecedented $ales results!

Inside messages:

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Highlights

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Dear Business Partners,

Welcome to IBM100! This issue is very special as we mark 100 years of IBM. Our cover story on page 15 reflects on 100 years of IBM innovation, transformation and breakthroughs. It is simply awe-inspiring to read, learn and to renew our purpose to carry on the legacy and aspirations for the future.

This issue is a very informative read: starting off with a note from Mark Register, our VP for Software Business Partners and Midmarket, IBM's role in the television program, Jeopardy, to solutions, offerings, event analysis, feature stories, bootcamps, customers' testimonials and an insight on how our CEO Sam Palmisano is steering IBM to even greater heights.

Read on and enjoy!

Sandeep Bakhshi
Business Unit Executive,
ASEAN Software Group Channels
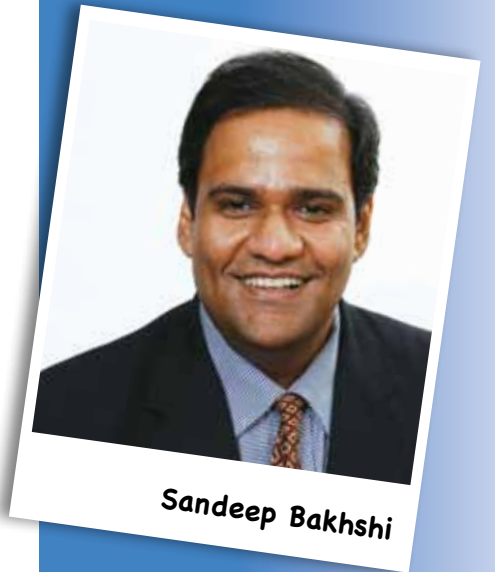
Sandeep Bakhshi

This issue is very special as we mark 100 years of IBM.

Committed to Your Success

First, I would like to extend my thanks to Sandy Carter who has done an amazing job in leading the Business Partner community for IBM Software Group over the last 18 months. Her energy and passion are a hard act to follow, but I am very much looking forward to the role and to working closely with you and our Business Partners.

Whilst I know many of you from my prior roles, perhaps a little background will help. I have been with IBM for six years spending an equal amount of time in the U.S. where my role was Vice President, Marketing, Information Management, and then for the last three years in the growth markets as the leader of IBM's Information and Analytics play. Prior to joining IBM, I held global executive roles with IBM Business Partners for 10 years, so I believe I bring an understanding of the opportunities that we have together to my new role.

I am committed to our Business Partner success, as through that we drive further IBM success in the market. I am a passionate advocate for simplicity of messages and process, and whilst that is often hard to achieve within such a large organization I believe it is one of the key ingredients to success.

Speaking of success, please join me in congratulating our Lotus Award winners announced at Lotusphere for their vital contribution to the products, services and solutions based on Lotus offerings. Read about them and our strategy around Social Business:

- Lotus Award Winners and Finalists
- IBM Fuels Social Business Adoption With Partner and Academic Skills Initiative
- IBM Brings Social Business to the Cloud, Mobile Devices

I am committed to helping our Business Partners enable, earn and engage with IBM, and I look forward to meeting with them at upcoming Business Partner rallies and events. I am committed to helping you succeed.

And remember in 2011, let's be bold!

Mark

Mark Register
Vice President
Software Business Partners and Midmarket
IBM Software Group

The Meaning of Watson's Victory

Dear IBMer:

Nearly two years ago, I wrote to tell you that IBM Research was building a question answering computing system, named Watson. This week, Watson competed on the television program Jeopardy!, which airs across most of North America, defeating the show's two all-time champions.

Congratulations to everyone in the IBM technical community for this extraordinary achievement. You can read more about it on w3.

As exciting as Watson's victory is, we didn't invest four years and millions of dollars simply to win a television game. We did so because this remarkable system represents the new frontier of information science.

First, and most visibly, that frontier involves a new way for computers and humans to interact – specifically, the ability of a computer to understand natural language. This holds enormous potential for making the world's systems smarter, as we apply powerful analytics to vast quantities of data and real-world human behavior in medicine, government, commerce, finance and beyond. The technology underlying Watson can bring rapid answers to vital questions affecting people's lives. We have already begun working on applications in healthcare, banking and more.

Second, Watson also represents a new paradigm in IT – a coming generation of systems that are designed for specific workloads and that can actually learn from their own experience – their mistakes and successes, as well as those of others. This is part of the reason eight major universities are already partnering with us to explore and develop Watson's technological capabilities.

Finally, what does this milestone mean for all of us as IBMers, as we begin our Centennial year? I believe it is more than an occasion for justified pride and celebration. Watson opens the door to a new kind of conversation with all the constituencies we care about. It's a compelling reminder of the potential of information science to make our world work better, and of IBM's unique capabilities to make that potential real.

This week, at more than 200 events, IBMers shared the experience of the Watson match with thousands of clients, students, members of the community and colleagues. I encourage you to follow their example, drawing on the excitement around Watson to showcase IBM's uniqueness as an enterprise: our commitment to thinking for the long term and to investment in breakthrough R&D.

This year is not most importantly about our past, but about how IBM is shaping and leading the future. Watson is a powerful emblem of that. It shows, once again, what can come from a group of forward-thinking women and men who aim for – and achieve – historic progress. This is what IBMers have been doing for 100 years. This is who we are.

Sam Palmisano
Chairman, President and Chief Executive Officer

The Cast Iron Integration Solution™

A fast, simple and low-cost approach for midsized companies.

Technology leaders of midsized companies face a complex problem – how to integrate their key applications in a way that keeps risks low, costs down, and schedules short. Midsized businesses don't have the IT resources they need, nor do they have the financial slack to invest in expensive and complicated software-based integration tools. Already $1 out of every $3 spent by companies on IT goes toward integration projects. Furthermore, Gartner Group predicts that in the next few years application integration projects will increase in both scope and number. This trend is especially challenging for midsized companies.

A fast, simple and low cost approach for such mid sized companies is available from Cast Iron Systems. The Cast Iron Integration Solution includes the flexibility of three deployment options – a Cloud solution, a virtual appliance or an on-premise appliance. You will see that the Cast Iron Integration Solution stands out as the best alternative for most of the integration projects – it simply costs less, is easy to use, and minimizes risk as compared to the other approaches.

CAST IRON SYSTEMS
An IBM® Company

Growing Need for Integration
In the past few years enterprise software providers have turned their attention to midsized companies. Companies like SAP, Oracle, salesforce.com, NetSuite and Taleo have created solutions for midsized businesses. AMI-Partners, an industry research group, expects continued demand emerging from applications like enterprise resource planning (ERP) and customer relationship management (CRM) as midsized businesses aim to get the same operational and analytical benefits as larger companies have enjoyed. In addition to vertical solutions, hosted offerings such as on-demand and Software as a Service (SaaS) applications are gaining traction among midsized businesses as well.

The trend of hosted solutions for enterprise applications will likely help midsized businesses gain important abilities, however there remains one huge problem – the benefits of these applications can only be realized when they are fully integrated with other business software. As a result, integration is a top priority for companies.

The overwhelming majority of application integration needs in midsized businesses is straightforward: move data from one application or database to another according to set business rules. Some complex integration problems will always exist, and these problems will require the use of sophisticated and custom tools. A technology that completes integration in just days, not months, and that will quickly give businesses the full benefit of an integrated enterprise.

Doing Application Integration – Three Choices
There are three ways to integrate applications.
• **EAI and ETL Tools – Like Using a Chainsaw to Open a Letter:** EAI tools are designed to create elaborate frameworks for integrating dozens to hundreds of applications. Most midsized businesses do not implement huge data warehouses, nor do they see the need to integrate the hundreds of stand-alone applications for which EAI was designed. Using EAI tools for these kinds of integrations is like using a chainsaw to open a letter: Too much overhead and time required for the task, which prevents positive payback.
• **Custom Coding – Complicated, When You Need Simple:** The default practice for any company with an integration project among critical applications is to write the data transformation and workflow mapping code from scratch using

Java-based languages, ABAP or some other scripting language. Thus for most midsized businesses, custom coding creates problems that are difficult to manage and have many hidden costs.
• **The Cast Iron Integration Solution – A Simple, Reliable Approach for Integration:** The Cast Iron Integration Solution simplifies application integration through pre-built integration templates that connect applications in just days. For example, it provides bidirectional, real-time integration between salesforce.com and Oracle ERP, regardless of where these applications are hosted. Technical managers who use the Cast Iron Integration Solution for their integration projects see four major business benefits: fast delivery, low Total Cost of Ownership (TCO), no programming skills and simpler operations, when compared to custom coding or EAI tools.

Midsized businesses have applications that operate in silos with numerous requirements to connect them to make better business decisions. Having a reliable, simple and proven solution, such as the Cast Iron Integration Solution, that can solve most of the integration needs is the right answer for highest returns on investment for midsized companies. The Cast Iron Integration Solution is a simple, fast, low-cost, proven approach to integration problems. Simplicity means different things to different people.

IBM Sees Cloud Adoption Soar with New Clients and Partnerships

IBM announced the widespread adoption of LotusLive with the following new clients benefiting from IBM's Cloud initiatives: Australian Bureau of Statistics, C&D Foods, Crawford & Company, the Fashion Institute of Design and Merchandising, General Milling Corporation, General Motors Components Holdings and the Zoo and Aquarium Association of Australia.

Adoption of cloud computing is on the rise. Recent IDC research shows that worldwide spending on cloud services will grow almost threefold, reaching $44.2 billion by 2013, as the cloud computing model offers a lower cost way for business to acquire and use IT (1). With this rising interest and adoption, businesses across the world are embracing LotusLive public cloud services for easy-to-use collaboration tools to connect with colleagues, partners and suppliers quickly.

IBM Brings Social Office Suite to the Cloud

At Lotusphere, IBM announced it intends to offer LotusLive Symphony, an office productivity suite that will give organizations a social platform that enables them to simultaneously collaborate on documents in the cloud.

What sets LotusLive Symphony apart in the industry is its tight integration with IBM's social business cloud service, LotusLive. This helps organizations easily come together whether authors of a document are inside or outside the firewall. LotusLive Symphony authors will be able to co-edit documents in real time or work privately, store and share documents in LotusLive, comment, chat and manage revisions with other authors in real time, and assign and manage sections and tasks across multiple authors. Currently available as a technology preview at www.lotuslive.com/symphony, LotusLive Symphony is expected to become generally available in the second half of 2011.

www.lotuslive.com/en/catalog/index.php?id=labs&tab=symphony

Dow Jones Newswires

DOJ: Oracle to Pay $46M to Settle False Claims Act Case Against Sun

By Brent Kendall

WASHINGTON (Dow Jones) Oracle Corp. (ORCL) has agreed to pay $46 million to settle allegations that Sun Microsystems Inc. knowingly paid kickbacks to consulting companies in return for recommendations that federal government agencies purchase Sun's products, the U.S. Justice Department announced Monday.

The department said the settlement also resolves allegations that Sun provided incomplete or inaccurate information to government-contracting officers, which caused federal agencies to pay too much for Sun's products.

The pact is the latest of several similar settlements between technology companies and the federal government.

Oracle completed its acquisition of Sun in 2010.

Introducing the Midmarket You Tube Channel

As part of our continuing strategy to deploy a "paid, owned, earned" go-to-market model and in an effort to improve visibility for IBM in the Midmarket space, the Midmarket You Tube Channel is launched within the context of the overall IBM You Tube environment. All IBM related video contents are consolidated through this channel and provide access to key video information around the midmarket through this feed. You will find IBM videos, customer reference videos and Business Partner videos within this space.

By consolidating all of this content within one location, we will increase the number of video views, which will improve our rankings within the overall you tube space and in the organic search engines. You can find the channel here: **youtube.com/ibm**

Announcing New Integrated Apps from SugarCRM and Ariba

Sugar CRM – SugarCRM for LotusLive offers a fully integrated customer relationship management and online collaboration solution that simplifies working with prospects and customers during the lead generation, lead-to-cash and issue resolution processes. For example, a sales agent using the combined solution can instantly launch a LotusLive online meeting with a key prospect right from inside their Sugar system, and quickly and easily share important files and information from that meeting inside SugarCRM with a few simple clicks. The service is expected to be available during the first half of 2011.

www.lotuslive.com/styles/resources/pdfs/SugarCRM_LotusLive.pdf

Ariba – With Ariba Discovery, LotusLive subscribers gain instant access to a global network of sellers from within the LotusLive application. Ariba Discovery is a free, easy-to-use service that provides access to more than 325,000 sellers in over 400 commodity categories. Ariba Discovery for LotusLive lets buyers and sellers collaborate by scheduling online meetings, creating web conferences, chatting, and sharing documents, resulting in improved communications and faster decision making. The service is expected to be available during the first half of 2011.

www.lotuslive.com/styles/resources/pdfs/LotusLive_Ariba.pdf

LotusLive.com Debuts a Brand New Look!

The LotusLive web front debuted an updated design* featuring more robust global navigation with easy links to great content to showcase the LotusLive services.

• Check out the new "Solutions" section featuring solutions for Marketing, Project Management and Sales

• View the new Apps section with pages on Integrated Apps, LotusLive Labs and an expanded Mobile section

• Video Demos and Live Demos are front and center on the home page and are easy links off the global navigation

• Link easily to external communities (Facebook, Twitter, YouTube and LinkedIn) from the About Us section

• Updated design for the "Support" section, making it easier to find what you need
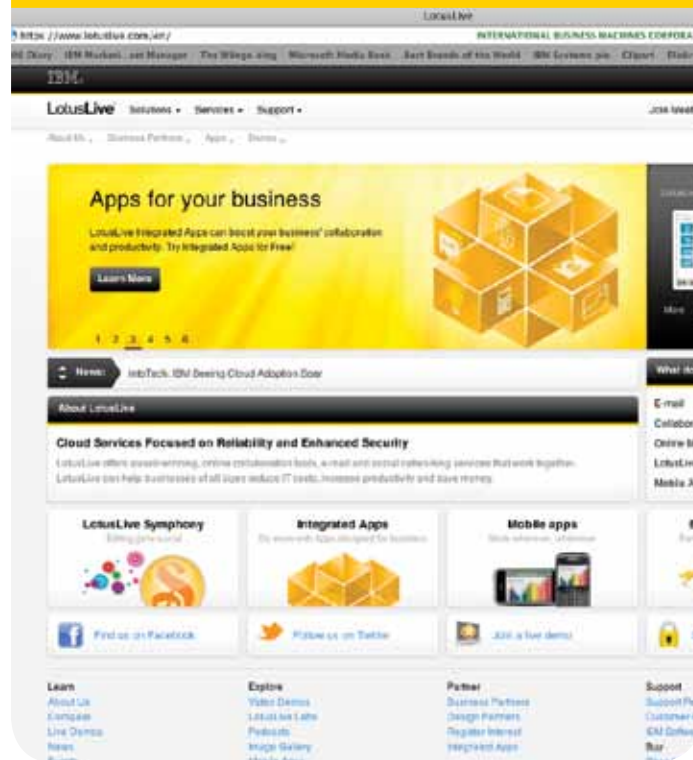
Run Domino Applications in the Cloud

At Lotusphere 2011, IBM announced a strategy and solutions for deploying Lotus Domino collaborative applications in the cloud. The announcement recognizes the desire of many organizations today to manage infrastructure through streamlined, predictable costs with pervasive connectivity, high availability, and flexible deployment options.

www.edbrill.com/ebrill/edbrill.nsf/dx/lotusphere-2011-domino-applications-in-the-cloud

IBM Software Volume Offerings
Drive unprecedented $ales results!

For IBM Business Partners focusing on selling a high volume of smaller transactions, we have identified various IBM Software offerings that have historically sold in this way, either stand-alone or as part of a solution. The offerings list is growing as we add appropriate offerings from recent acquisitions, so bookmark this topic for your future reference.

• IBM Global Financing Offer
• Information Management
• Rational
• Tivoli
• WebSphere

• Lotus
• Business Analytics
• Industry solutions and ECM
• Appliance and Cloud

For further details, this is the link to check out:
ibm.com/partnerworld/wps/servlet/Content Handler/pw_com_smb_sw_volume_offerings

Netezza vs Oracle

Exadata is primitive, slow, expensive, closed, power-hungry, cannot handle advanced analytics and requires significant management overhead.

For over five years, Oracle users have been sharing with Netezza their concerns about the performance of Oracle as either an enterprise data warehouse or for specific analytic applications. And as data volumes grow, analytics become more complex, users demand faster response and cost reduction initiatives become rampant, Oracle users have simply been unable to keep up. So much so, in fact that over 100 of these users turned to Netezza and our data warehouse appliances for a solution.

"Before Netezza we could never be sure how long a query would take. Compared with the old Oracle-based system, the new one is, incredibly, 252 times faster on average."

- Virgin Media

The Exadata systems are Oracle's response to Netezza. But with Exadata, what are you really getting? Users will find that the Oracle world hasn't changed that much in the last five years. In writing, Oracle claims a 2X or more performance improvement for its latest version of Exadata over its previous Exadata system. Netezza already delivers up to 100x or more performance over conventional systems, of which Oracle is a prime candidate.

Exadata is limited to carrying out simple SQL projection operations within the storage. By comparison, the Netezza TwinFin™ system typically performs well over 95% of all of the work required to complete a given query response within the massively parallel array of 1,000 intelligent storage nodes, adding to the performance benefit. While Netezza makes claims of 100x performance gains, it is not uncommon to see performance differences as large as 200x to even 400x or more when compared to existing Oracle systems.

Oracle's 10x performance claim is weak in comparison.

Oracle processes SQL queries. With Netezza's OnStream™ capabilities, we have "opened up" our patented streaming architecture so that developers can exploit the same massively parallel processing that we do for high-performance, non-SQL, advanced analytics. The TwinFin system is fully extensible, and complex user-defined functions can be executed within Netezza's massively parallel storage array. Netezza customers all over the world are benefitting from this, which results in game-changing breakthroughs in performance even over an already high-performing vanilla Netezza implementation. Today, there are over 100 partners who have written advanced analytics functions for risk simulation, dynamic re-pricing for telecommunications, customer scoring and complex transformational logic, fuzzy name matching for intelligence and fraud detection and others, that take advantage of this capability.

Because Netezza's ANSII standard SQL RDBMS was designed to run Netezza's unique hardware architecture, it does not need the complex performance tuning mechanisms that you find in Oracle. This results in administrators of the system and the database having to deal with and maintain, literally, thousands fewer objects in the system. As a consequence, a key aspect of Netezza is simplicity. Netezza systems are pre-installed, pre-built, pre-configured, require minimal administration and run orders of magnitude faster than Oracle. But don't just take our word for it – take our Netezza TestDrive or join our community to see what enzees are saying.

For indepth news, read all about it at:
www.netezza.com/company/contact_form.aspx
for Netezza newsletters or join the Netezza community at:
www.netezzacommunity.com

Be ISAS Certified to Have an Advantage in the Warehousing Business

IBM Information Management Software, is traditionally associated with our database products. However, the emerging opportunity in warehouse business, is expected to growth at nearly three times the growth rate of database business, worldwide, and emerge as the second largest opportunity for partners.

IBM leads this space with three distinct offerings namely the IBM InfoSphere Warehouse Software, IBM Smart Analytics System and Netezza TwinFin.

The offerings vary in terms of flexibility and performance that they afford to the end customer. The IBM InfoSphere Warehouse Software, has the highest flexibility as customers can choose the hardware platform. However, when you look at performance, Netezza TwinFin leads the game, with a dedicated hardware appliance for warehousing. IBM Smart Analytics System (ISAS), sits in between the two, offering the flexibility that the customer desires via a set of pre-configured software and hardware packages, with the performance characteristics of an appliance.

Visit **ibm.com**/software/data/infosphere/smart-analytics-system/ for more information.

The ISAS is the industry's most complete integrated, optimized and ready to use analytics solution. It is unique in its ability to manage business intelligence workloads (Cognos), directly in the warehouse appliance, thus boosting query performance by up to 2 times, over traditional deployments outside the warehouse. It also delivers a powerful warehouse foundation, with InfoSphere Warehouse Software and IBM Hardware, working in an integrated cum optimized fashion.

From a partner perspective, this pre-configured system of software, hardware and services minimizes purchase, deployment and implementation time as well as project risk. And this is flexible. If the customer desires to use a business intelligence platform outside Cognos, he can do so. Also, if the customer decides to re-deploy the hardware for other functions, he can do so. And, if the customer wants to expand by adding more business intelligence users or data or disaster recovery support, he can choose to do so, by adding appropriate ISAS modules. At the end of the day, this is a complete system for fast time-to-value.

It comes in five model families, namely, 1050, 2050, 5600, 7700 and 9600. 1050, 2050 and 5600, are based on Intel Processor based IBM System X platforms. 7700 is based on Power7 based IBM System P platform. And 9600 is based on IBM System Z platform.

Pricing starts at a very attractive entry point below $ 50000 or equivalent in local currency terms, for ISAS 1050, including 10 users of ISAS Business Intelligence Software (Cognos), InfoSphere Warehouse software and IBM System X hardware cum storage.

The ISAS also offers a single point of support through One Call support, where customers can make just one call to IBM whether it be a hardware, software, or storage issues.

Also, ISAS 5600, 7700 and 9600, offer pre-installed stack, certified and synchronized, before the machines ships from the IBM factories. Plus they bundle in, onsite First Year Health Check & Support through IBM engineers.

We would therefore like to invite IBM Information Management partners, to becomes ISAS certified and pursue opportunities in the market, with IBM's help. Do remember that Software Value Incentive program and 2XSVI benefits apply to the software revenue.

For further education, please join the next training bootcamp at **ibm.com**/developerworks/wikis/display/im/InfoSphere+Warehouse+9.7+Bootcamp

If you want to test the software, you can download the same at **ibm.com**/software/data/infosphere/warehouse/downloads.html?S_CMP=rnav

And, on Partnerworld, you have a BP Playbook at **ibm.com**/partnerworld/wps/servlet/mem/ContentHandler/J335510O60691A55/lc=en_US

What Do These Customers Have in Common...

Summit Auto Group

"People doing business with [us] may never notice BigFix, but they will notice how well we run our business."

– Agus Achmadyana, IT Division Head, Summit Auto Group Indonesia

Customer:
Indonesia's largest automobile finance organizations, serving one of the fast growing motor vehicle markets in the world. **www.oto.co.id/mobilbaru**

Solution:
• BigFix efficiently delivers real-time system information and content distribution over narrow band links on 4,000 computers throughout Indonesia.

Results:
• Establishing effective control over Summit Auto Group's asset base despite local communications bandwidth limitations
• Less time spent on diagnosing and fixing security problems
• Getting upper hand over operational difficulties of all kinds

ASTRA international
enterprise at your service

"We've been very pleased with our BigFix solution... It's one of several good strategic decisions we've made."

– Benny Halim, Policy, Standards & Security Division Head, Astra International

Customer:
Automobile distributor and manufacturer with real-time visibility and control over 5,000 computers at over 200 locations throughout the Indonesia archipelago. **www.astra.co.id**

Solution:
• BigFix installed on 5,000 computers at over 200 sites throughout Indonesia
• BigFix policy modules and capabilities include BigFix Platform plus Asset Discovery and Management, Patch Management, Software Distribution, and Software License Management

Results:
• Near real-time and more accurate snapshot of all asset information of all the company's PCs centrally
• Tighter implementation of software usage and PC usage policy control
• Reduced PC support efforts

OCBC NISP

"BigFix gives us up-to-date inventory information on all computers in our enterprise."

– Ferry Hadiwijaya, Information Security, OCBC NISP Bank

Customer:
Founded in 1941 in Jakarta, OCBC NISP Bank focuses on financial services to the small and business community. It manages 4,000 computers at over 400 headquarters and branch office locations distributed widely over the island nation. **www.ocbcnisp.com**

Solution:
• OCBC NISP Bank reports that it has sharply reduced the time to deploy anti-malware countermeasures with a BigFix-based visibility, vulnerability management and software patch and update solution.
• The BigFix solution helps the bank rally same-day response to zero-day and other IT security attacks on its computing infrastructure.

Results:
• The solution particularly proved its worth against the Conficker worm. Bank staff could observe in real-time 'battle status' against the worm, identify vulnerable systems, and quickly send content to bring computers up to standard.

...Systems Lifecycle Management (TEM Lifecycle Management)!!!

Systems Lifecycle Management (TEM Lifecycle Management) is an ideal solution that provides centralized, automated–yet easily customizable–lifecycle management of all the assets on your network. BigFix Systems Lifecycle Management brings BigFix cost-savings and operational excellence to key IT operations management functions including asset discovery/inventory, patch management, power management, remote desktop, software distribution, software asset management, and OS deployment. Consolidating and streamlining the most common IT operational tasks, BigFix delivers the highest levels of automation combined with fine-grained accuracy, enabling IT departments to maintain service levels, focus on critical issues, and ensure overall operating efficiency.

BIGFIX

Solution Components include:
• BigFix Asset Discovery/Inventory • BigFix Remote Desktop • BigFix OS Deployment
• BigFix Patch Management • BigFix Software Distribution
• BigFix Power Management • BigFix Software Asset Management

Redesign the Future with IBM

Delivering Value. Driving Growth.

IBM BUSINESS PARTNER UNIVERSITY 2011

Align the Power of One IBM Behind Your Business

This year IBM initiated the IBM Business Partner University and the theme "Redesign the Future with IBM" with kick-offs in the various ASEAN countries. The numbers from all the countries were very impressive as we continue to drive the message of delivering value and driving growth to our Business Partners.

Date:
7 Mar 2011

Venue:
Stamford Ballroom,
Raffles City
Convention Centre,
Singapore

Date:
15 Feb 2011

Venue:
EDSA,
Shangri-la Hotel,
Mandaluyong City,
Philippines

Date:
17 Feb 2011

Venue:
Balai Kartini,
Gatot Subroto,
Jakarta, Indonesia

Date:
9 Mar 2011

Venue:
Ruby Ballroom,
One World Hotel,
Malaysia

Date:
3 - 5 Mar 2011

Venue:
Chonlapruek Resort,
Nakornnayok,
Thailand

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Information Management

IM TECHNICAL BOOTCAMP
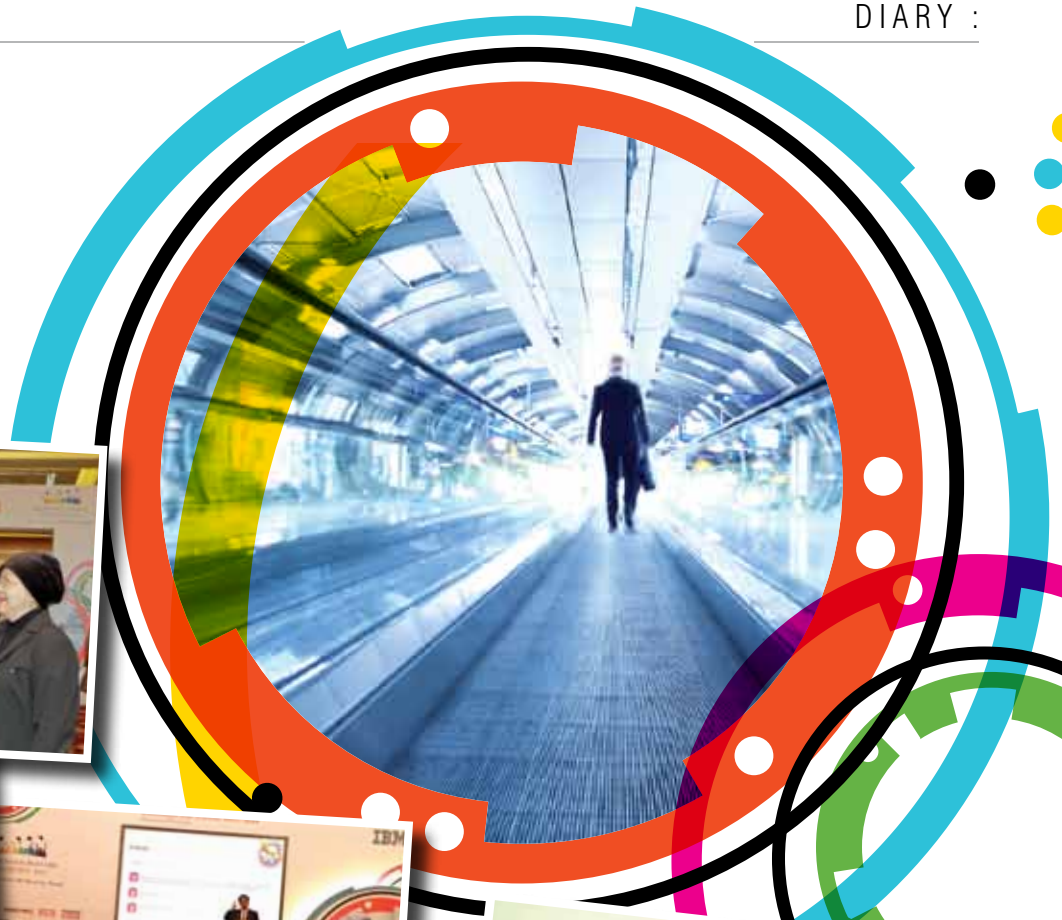
Upcoming schedule for IM Technical Bootcamps. There is no charge to participate and they are open to current and potential IBM Business Partners.

Bootcamp presentations and labs are also available online to IBM Business Partners at the Information Management Learner Portal. The contents are organized in a modular, indexed format so that users can directly access the product features and associated content that interest them. BPs who cannot travel to a bootcamp can access the Learner Portal website at **http://eb90.elearn.ihost.com/wps/portal/ibm**. Access code required for IM Learner Portal user ID registration can be retrieved at: **ibm.com/jct01005c/partnerworld/mem/pat/pat_sw_im_learnerportal_access.html** (Requires IBM PartnerWorld membership).

Events Date:

Kuala Lumpur, Malaysia
Mar 1 - 4, 2011
Mar 8 - 10, 2011
Apr 12 - 15, 2011
May 3 - 6, 2011
May 10 - 12, 2011
May 30 - Jun 3, 2011
Jun 14 - 16, 2011

Bangkok, Thailand
Mar 28 - 29, 2011

Jakarta, Indonesia
Mar 24 - 25, 2011
Apr 18 - 21, 2011
Apr 25 - 28, 2011
Jul 5 - 8, 2011
Sep 13 - 16, 2011
Nov 16 - 18, 2011

Singapore
Feb 15 - 18, 2011
Mar 21 - 24, 2011

If you have any questions about these bootcamps, please contact techcamp@ca.ibm.com

2011 Informix kick-off webcast

For all Business Partners, ISVs, OEMs and VADs who want the latest update around the Informix business. Includes a special announcement for Cognos partners.

You and your business partners are invited to our 2011 Informix kick-off webcast. We will highlight our strategy for 2011, as well as provide sales and marketing updates.

For Business Partners Located In North America/Latin America/EMEA
Thursday February 17, 2011 at 11:00am - 12:00pm Eastern (16:00 GMT)

For Business Partners Located In Asia-Pacific
Thursday February 17, 2011 at 8:00pm - 9:00pm Eastern (Friday February 18, 2011 at 01:00 GMT)

Web Meeting Information
www.lotuslive.com/join

IBM 100: Welcome *to* IBM 100

A reflection on 100 years of innovation.

There comes a time when every enterprise must ask itself:
What difference have we made?
What impact have we had on the world?
What have we changed?

In 2011, IBM reflects on 100 years of innovation, bold risks and transformative breakthroughs. We celebrate the big wins—and the mistakes we've overcome. We renew our purpose, unite in our legacy and define our aspirations for the future.

Welcome to IBM at 100.

Icons *of* Progress

In the span of a century, IBM has evolved from a small business that made scales, time clocks and tabulating machines to a globally integrated enterprise with 400,000 employees and a strong vision for the future. The stories that have emerged throughout our history are complex tales of big risks, lessons learned and discoveries that have transformed the way we work and live. These 100 iconic moments—these Icons of Progress—demonstrate our faith in science, our pursuit of knowledge and our belief that together we can make the world work better.

Explore all Icons: ibm.com/ibm100/us/en/icons/

The Punched Card Tabulator

IBM is Founded

Pioneering Machine-Aided Trans

Automated Test Scoring

The Accessible Workforce

The First Corporate Pure Science Research Laboratory

The First Commercial Electronic Calculator

Magnetic Tape Storage

FORTRAN: The Pioneering Programming Language

The Selectric Typewriter

Fractal Geometry

Linux: The Era of Open Innovatio

The Ideas *that* Shaped a Century

1911 2011 2111

Our series of global lectures and discussions will explore the critical topics that impact our planet today and into the future.

Throughout our centennial year of 2011, IBM is partnering with leading universities around the globe to host a series of lectures and conversations exploring how the world has changed in the past 100 years—and how it will change in the decades ahead.

Through rich narratives of the discoveries, struggles and insights that have shaped our company's 100-year history, the IBM Centennial Lecture Series will identify underlying patterns that are continuing to shape the present and the future.

We believe IBM's 100-year legacy holds valuable lessons for understanding humanity's rapidly increasing ability to manage information—and how this shift impacts science, business and society. Our lectures offer various insights for the next generation of leaders and forward thinkers who are charting their path as global citizens.

Visit Lecture Series: ibm.com/ibm100/us/en/lectures/

A Celebration *of* Service

Join IBMers worldwide to help improve the communities where we work, learn and live. You can pledge your participation, find volunteer resources and read success stories from around the world.

Join the Celebration: ibm.com/ibm100/us/en/service/

Memorabilia

Celebrate IBM's 100-year history with commemorative memorabilia designed exclusively for IBMers, families and friends.

Shop Now: ibm.com/ibm100/us/en/memorabilia/

Films

Introducing "They Were There" and "100x100," two short films that capture how IBM has shaped the last century and is making the world work better.

Learn more: ibm.com/ibm100/us/en/films/

To visualize the future of IBM you must know something of the past.
Thomas J. Watson, Sr.

IBM Centennial Film: They Were There - People who changed the way the world works
http://www.youtube.com/watch?v=XrhDaAmn5Uw

IBM Centennial Film: 100 X 100 - A century of achievements that have changed the world
http://www.youtube.com/watch?v=39jtNUGgmd4

Market Dynamics and What's Our Brand Strategy

A look at the global network of instruments, connectivity and intelligence that connects people.

What's happening in the market?

Remarkable progress has taken place to make the complex systems that people rely upon – cities, energy grids, food distribution chains, healthcare networks, banking systems – smarter. Perhaps most remarkable, however, has been the application of this vision to people themselves. Instrumentation, in the form of smart phones, has put unprecedented power literally in people's hands, anywhere they go. The meteoric rise of social networking, which now accounts for 22% of people's time spent online, has interconnected nearly every individual on earth. And the emergence of social analytics means not only people have become "intelligent," but networks of people have also become intelligent: able to learn from interactions and associations to deliver recommendations and take action. As the global network of people has become instrumented, interconnected, and intelligent, dramatic shifts are taking place. The ways individuals interact, the way they form relationships; the way decisions are made, work is accomplished, and goods are purchased are fundamentally changing. Consumers now wield unprecedented power over how brands are perceived. Crowdsourcing is changing industry landscapes at an alarming rate. As a result, we find ourselves at the cusp of a transformative point in how business is done. We believe that a new business model is developing to capture the opportunities that are emerging: the Social Business.

Supporting statistics:
• Social networking now accounts for 22% of all online time.
• Facebook, only started in 2004, already has over 500 million active users.
• There are over 200 million blogs online today.
• YouTube is the world's second largest search engine.
• Gartner predicts that by 2014, social networking services will replace e-mail as the primary vehicle for interpersonal communications for 20% of business users.
• And according to Forrester, by 2011 the era of social commerce will emerge.

Social computing – technology giving individuals the ability to publish, broadcast and connect with others via the Web – has changed entire industries. As social networks become the repository for identities and relationships, they will be more powerful than Web sites and CRM systems.

What does it mean to be a Social Business?
We define being a Social Business this way:

A Social Business cultivates trusted relationships and capitalizes on them when and where needed in order to grow, innovate and make people more effective.
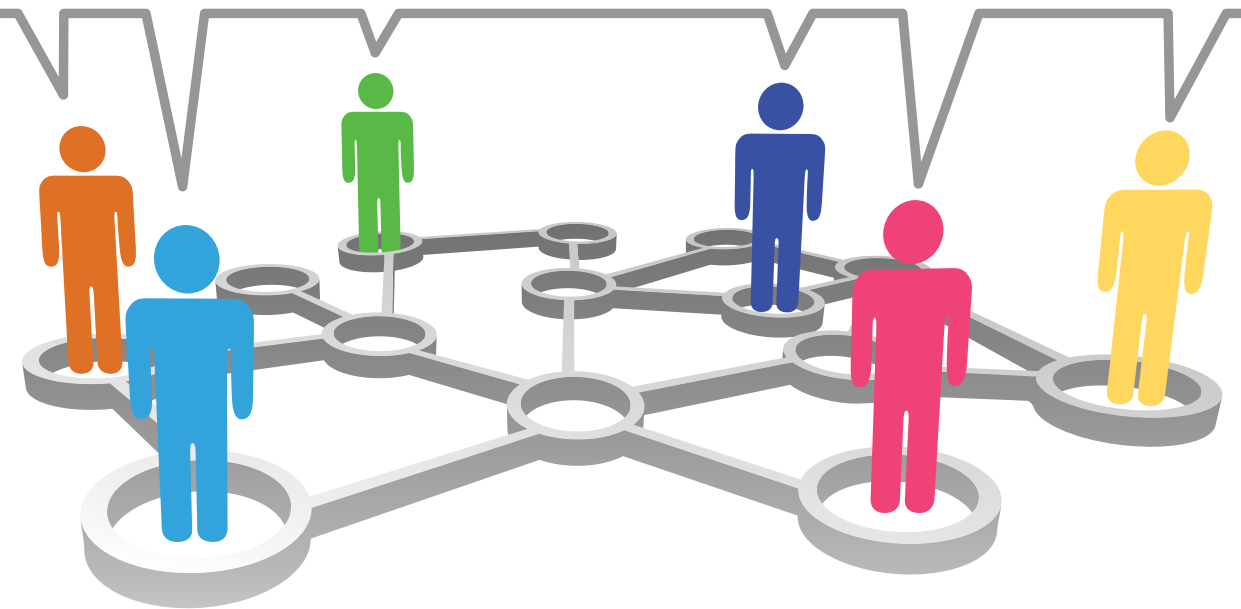
Our definition of Social Business has three underlying components:
• *Cultivate trusted relationships:* Organizations need to enable a foundational value of trust to be built between its people that will create willingness for them to share information. These relationships are formed or supported through online interactions both internally and externally
• *Capitalize on those trusted relationships:* People need to be able to attain awareness of information that they might not have had before, and utilize that new knowledge to drive results or make a better decision
• *Capitalize when and where needed:* In addition to mobile access and platform of choice, it is also important to provide access and/or generate awareness of information at the right time and/or at the right place.

IBM's approach to enabling a Social Business is centered around the ability to connect the value of a person's unique network and enable them to capitalize on his or her relationships to deliver business results. Most important, becoming a Social Business is not predicated on just a tool or a new process. It is a long term, strategic approach and is highly dependent upon both a corporate culture and corporate strategy including business processes, risk management, leadership development, financial controls and business analytics.

Today, the "people power" of the earliest days of social computing – blogs, wikis, social bookmarks – is giving way to an era where human and machine intelligence are converging, driving immense change in the paradigms that organizations have operated in over the past decade.
Successful people know – you do business with the people you trust. Social networking expands this exponentially:
• Positive customer comments or ratings ripple like never before
• Teams work faster with one another, generating more ideas
• Workers bypass bottlenecks to share knowledge and react faster

Trust is the new competitive advantage.

To be sure, social networking applications are not new to business: whether it's external relationships with customers and brand influences; internal relationships with employees and partners; or societal relationships with citizens and communities. Many companies and government agencies already have a variety of applications in each of these categories. But many institutions also don't know what to make of them. Or are suspicious that these social media technologies might be fine for consumers, but not for business and serious applications.

Yet as social computing increasingly emerges as the discourse for the world, organizations will rapidly need to harness it in order to compete and be relevant in the marketplace. The Social Business will apply social computing across every corporate function including marketing, sales, HR, R&D, client relationship management and more. Social computing will provide the grease for a globally integrated enterprise to run its engine smoothly. Social businesses will be more agile, more responsive and more successful than all the rest.

Social computing brings with it breakthrough growth opportunities for organizations. But harnessing it in the business world goes way beyond just inviting customers to follow you on Facebook.
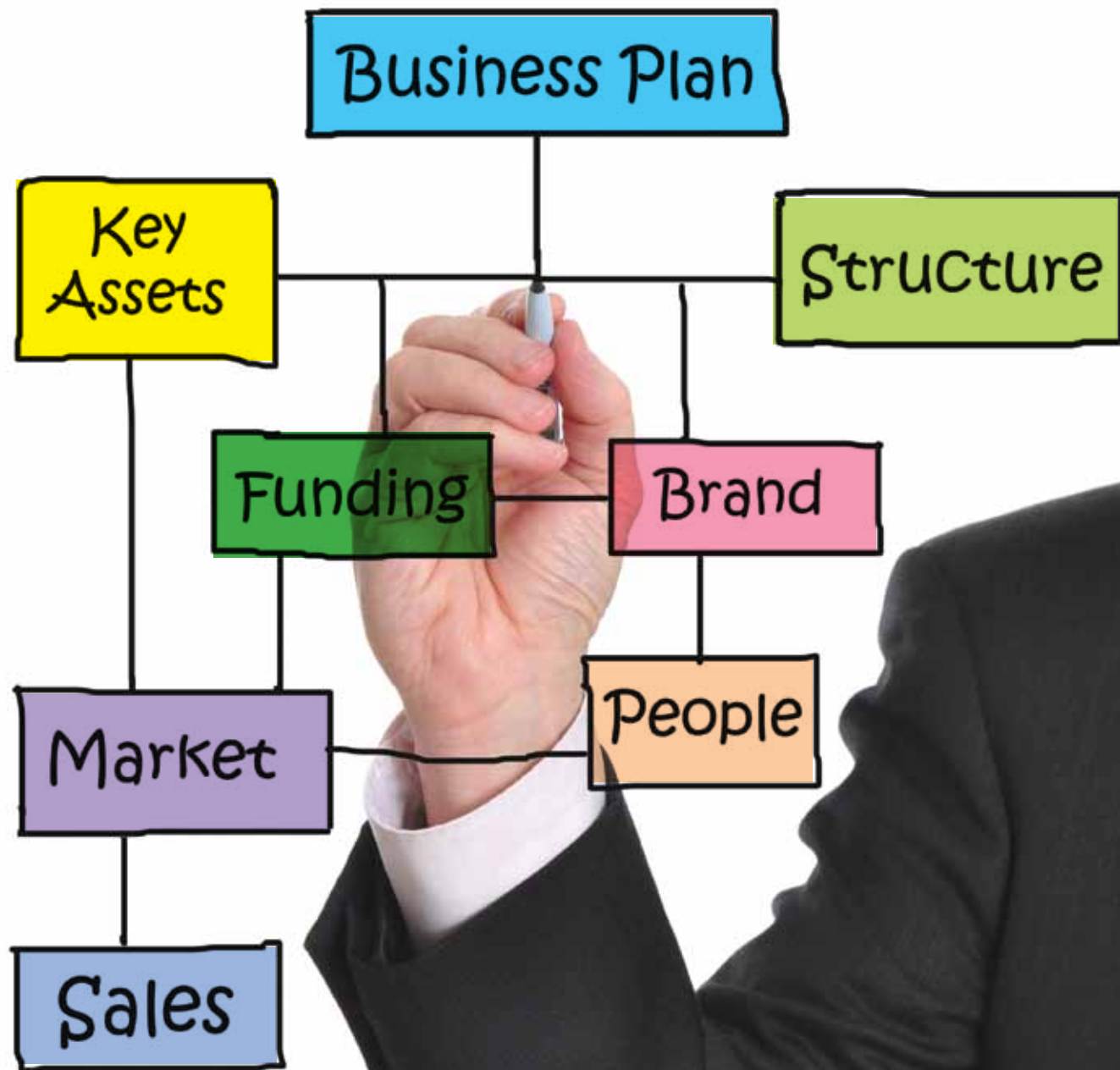
What is the value of Social Business for our clients?

There are four distinct tenets that showcase the core characteristics of a Social Business:
• It is *creative*: The Social Business unlocks that creativity by allowing the right mix of talent and information to come together in new ways to solve problems and deliver new insight
• It is *consistent*: The Social Business aligns business goals among employees, partners, and customers and delivers a consistent brand experience to its customers
• It is *empowering*: The Social Business is all about people, and gives each individual associated with the organization – whether employee, partner, or customer – the opportunity to participate meaningfully and continuously evolve and improve the business
• It is *everywhere*: Business is freed to occur where and when it delivers the greatest advantage. As the world becomes more and more mobile, this is a key shift that the Social Business will embrace.

Becoming a Social Business leads to three key business value opportunities:
1. *Deepen customer relationships:* Social Businesses are finding ways to foster a consistent, truly interactive, context-aware experience. Instead of pushing messages and offers out to the market, marketing is becoming more relevant through open dialogue integrated with rich media capabilities that cater to customers' preferences, buying patterns and personal networks.
2. *Generate new ideas faster*: Progressive development teams are utilizing social capabilities to connect with a new, broader set of perspectives, which are enriching the quality of their development effort. As they extend their reach beyond conventional networks within an organization, their knowledge base and problem-solving capacity can grow exponentially.
3. *Enable a more effective workforce*: Social Businesses are utilizing social technologies internally to connect coworkers with each other. Users are finding them helpful in accomplishing what many tools fail to accomplish today – activities such as completing projects or tasks, reporting status, keeping managers up to date, getting help, and helping others are good candidates for the application of social technologies.

The Role of IBM/Lotus:
When IBM's Internet Division was started back in 1995, many exciting applications were already being developed for the Web. But it wasn't at all clear what the ultimate implications would be for companies.

After carefully analyzing what was happening in the marketplace and working closely with many customers, IBM became convinced that every business – not just startups – would benefit from embracing the global reach and connectivity of the Internet. In response, IBM launched its e-business strategy.

More than a decade later, IBM is once again on the forefront of bringing the innovations of social networking from the consumer to the business world. The Web, collaboration and social software have the potential to not just transform but actually reinvent how organizations relate to their customers, partners, employees and citizens through more compelling experiences.

Leveraging social networking to restructure, rewire and reinvent business and societal relationships is likely to be one of the most promising innovation areas over the next decade.

IBM stands poised to capture the leadership position in the broadly defined Social Business market, and is uniquely positioned to help clients become Social Businesses for three reasons:

1. *System thinking*: the core strength of IBM is an ability to understand and apply complex systems to improve business outcomes
2. *Social platform*: IBM has developed the market's leading social collaboration platform
3. *Experience*: IBM has deep consulting expertise based on thousands of client engagements, not to mention that IBM is well on its way becoming a Social Business itself

The IBM Smarter Planet strategy is based on the notion of infusing intelligence into any system. A Social Business relies on the system of people associated with the organization. To become a Social Business requires far more than tools or a new mindset. It opens the possibility of rethinking the way every part of the business works in order to uncover new sources of value. IBM, with its depth of expertise in strategy, business transformation, human resources, customer relationship management, and organizational design can apply the broad view necessary to capture truly transformational value.

As the leader in the collaboration workspace, and with the IBM social collaboration platform, IBM can help you empower people with social networks, engage with experts and clients, and cultivate trust using people-centric experiences. The IBM social collaboration platform is an integrated, extensible set of capabilities that you can mix-and-match to meet your specific business needs.

IBM expertise will help you transition to a social business and deliver breakthrough business results.

Why Are We Ahead of the Curve Ball!

It's no better time to seal our One IBM story and the leadership in software to drive a Smarter Planet.

Here is what you probably know about IBM. You know International Business Machines was one of America's first tech companies, and in the 1960s and 1970s became the world's leading computer maker on the strength and power of its huge mainframes. It all went to hell in the 1980s, when personal computers and servers supplanted those mainframes, and an arrogant and bloated IBM was caught flat-footed.

The board brought in Lou Gerstner, who famously stabilized the company (in part by firing tens of thousands of employees) and got it to grow again by steering IBM into the unsexy – but high-margin – business of systems integration and services. Perhaps you recently watched an IBM computer, Watson, trounce a couple of brainiacs on the game show Jeopardy.

Now, here's what you might not know: Nine years after Gerstner stepped down as CEO, IBM is financially and strategically stronger and, yes, sexier than ever – all thanks to Sam Palmisano, Gerstner's successor. Under Palmisano, earnings have quadrupled and the stock is up 57%. He's not merely cutting costs (though he's done plenty of that, including shifting work from the U.S. to India). He's remaking the company by pushing into new countries and expanding hot businesses such as supercomputing and analytics that require heavy-duty lab innovations. Last year's R&D spending? Some $6 billion, or 6% of IBM's nearly $100 billion in annual sales. Its 5,896 patents in 2010 – more than any company in the world – help explain why it lands at No. 12 on Fortune's annual list of the World's Most Admired Companies. That Jeopardy-playing computer isn't just a gimmick; it is at the heart of IBM's long-term growth strategy.

"Long term" is a phrase Sam Palmisano uses frequently during a rare set of interviews. Palmisano, who is only the

eighth CEO of the 100-year-old corporation, makes clear in conversations with Fortune that he's as focused on the next 10 years as he is on the next quarter – even though, at 59, he's likely to retire in a few years. At regular meetings with IBM's researchers, Palmisano exhorts his Ph.D.s to track and shape the tech trends that will define the world a decade or more from now.

But make no mistake, Palmisano also delivers quarter after quarter, no small feat when you consider the size and complexity of IBM. (Its $4 billion in revenue growth in 2010 alone is roughly equal to the total revenue of gamemaker Electronic Arts, the No. 494 company on the Fortune 500.) And though he inherited a much-improved company, Palmisano moved into the CEO's office in 2002, just after the Internet bubble burst.

More recently he's had to contend with the worst recession since the Great Depression. Instead of hunkering down as many of his peers did, Palmisano greenlighted several major projects – including IBM's "Smarter Planet" initiative, a program to use networking and computer technology to address social problems such as access to health care or traffic congestion. In 2010, IBM earned $14.8 billion on $99.9 billion in revenue, with 46.1% gross profit margins.

Making the planet smarter

With Smarter Planet, IBM is selling an idea that many of the systems that power our cities – electrical grids, transportation, buildings, factories – can be made to run more efficiently if you can better monitor them, analyze the information you collect, and use it to tinker. But as much as anything else, Palmisano is selling hope. His customers are government officials under pressure to make complicated and antiquated systems work better for less money, and Palmisano promises if they inject a little techie efficiency, things will be better.
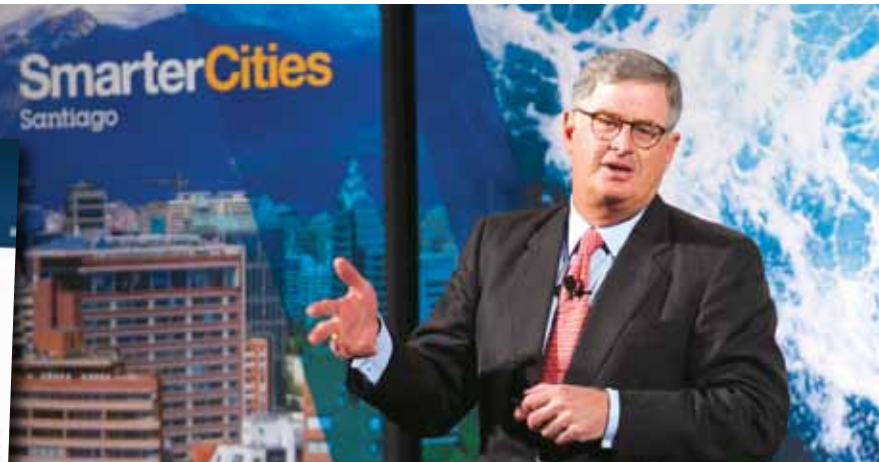
IBM's iconic machines

Palmisano joined IBM at the height of its glory, when the iconic figure of the IBM salesman symbolized a guaranteed ascendance to the upper middle class. The dress code was strictly observed: dark suits, white shirts, military striped ties, wingtip shoes. Liquor was off-limits. "If you had a customer luncheon and you had a drink with the customer, you were expected to go home," says Palmisano.

In 1989, Palmisano was chosen for a one-year term as executive assistant to CEO John Akers. It was the first sign that his star was rising at the company, and he jumped from there to a two-year stint running IBM Japan. While Palmisano was learning to manage a workforce that didn't speak his language, the corporation struggled to find its place in a tech industry that had lost patience with IBM's monolithic approach to selling components like semiconductors, hardware, and software.

By the time Gerstner parachuted in to turn things around in 1993, IBM had posted an $8.1 billion loss, its third straight year of losses. As the caustic chieftain raced to pull the company out of its near-death spiral by doubling down on the services business, embracing the Internet, and shaking up the culture, Palmisano returned and took a turn at running nearly every one of IBM's larger units, including the personal computers division, the server business, and global services. At Gerstner's retirement in 2002, IBM's stock price had risen to $90 from $11.

Beyond Hardware - Palmisano has remade IBM's profit mix, shifting income away from hardware (he sold the PC business in 2005) and toward high-end software.

Segment Pretax Income* - in billions of dollars

2000**				
$2.7 Billion	$1.2	$4.5		$2.8
24%	11%	40%		25%

2010				
$1.6 BN	$2.0	$8.1		$9.1
8%	9%	39%		44%
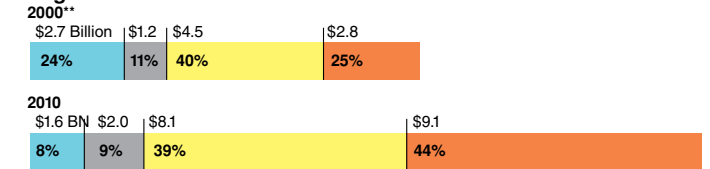
* Sum of external segment pretax income not equal to IBM pretax income.
** Excludes enterprise investments and stock-based compensation.

CEO Sam Palmisano took a revitalized IBM and made it the envy of the tech world and darling of investors. His secret? He's restored Big Blue's focus on innovation and set it up for an even brighter future. (Move over, Lou Gerstner.)

Research: The core of strategy-setting

Research is at the core of the way Palmisano sets strategy. The company maintains nine research labs around the world and seven "collaboratories" it has built with customers like a Beijing center to develop high-tech railroads. In addition to business-related projects like developing new services for Indian mobile-phone operators, IBM funds experiments such as materials research that may develop into new products. But Palmisano sees even those supertechnical "blue-sky" projects as critical to understanding where he needs to take IBM, and how he should organize its assets and businesses.

The upshot: IBM today is a company that still gets most of its revenue from services and consulting – the business that Gerstner astutely pushed IBM into in the 1990s. That boldness has helped IBM become once again the company that sets the agenda for enterprise technology.

IBM after Palmisano

IBM will turn 100 this year, and Palmisano will turn 60. Can things possibly work as well at IBM when Palmisano leaves? Sales is about relationships. Relationships are built because people act consistently over long periods of time, he tells me. "I'll do my term. Maybe it's 10 years. Think of it as 10% of 100 years. And then somebody else has got to keep it going," he says.

With such philosophy, our Business Partners should also adopt this outlook in driving the Smarter Planet agenda to stay ahead of the curve ball.

Worldwide Security and Vulnerability Management

2010 – 2014 forecast and 2009 vendor shares.

2009 wasn't a very good year for most organizations as the world was recovering from recession. Even as worldwide economic growth and IT spending were primarily flat, enterprises and organizations continued to deploy technologies to improve their management of security operations. To respond to increasing threats and government regulatory oversight, organizations turned to security and vulnerability management (SVM) solutions to provide the intelligence and management tools that can make security more effective, in terms of cost and security. The SVM market provides a window into an organization's risk posture and allows for that risk position to be monitored and improved. Security and vulnerability management market revenue grew at a rate of 9.2% in 2009. This was down from the 17% in 2008 but considerably higher than the rate forecast. IDC believes the SVM market will remain on a positive growth trajectory in 2010, with revenue anticipated to be $3.2 billion, which is a 9.8% increase. By the end of the forecast period (2014), the market should exceed revenue of $5.2 billion with a climbing annual growth rate. Highlights are as follows:

• The growing body of disclosure law governing security breaches and data loss incidents will result in ever-increasing usage of products that can create and enforce security policy and provide information required by auditors. It also requires that products that aggregate data and event management have the ability to identify and remediate internal threats based on user privileges.

• Security consists of products, people, and policy. SVM vendors are able to provide many policy solutions, which are used to supplement and validate other security defenses.

• The SVM market continues to be extremely diverse with no vendor having even an 8% share. IDC does not see this market becoming one dominated by a few players, so IDC would not expect any one company to exceed 12% in market share during this period. The market is too diverse for such a consolidation even following the high number of acquisitions that have been occurring in the market.

• SVM products will continue to benefit from increasing government regulations. To maintain compliance, vendors will require products that can automate compliance functions.

IDC
Analyze the Future

Market Trends

Given the importance of risk management, government regulations, and exposure through vulnerabilities, the security and vulnerability management market is full of opportunity. Developments that will shape this market in the future include the following:

• **Multiple delivery systems.** Vendors are providing SVM products using various delivery methods. These include software, hardware, software as a service, and virtualized software. The vulnerability assessment market has been available through SaaS for many years. The use of SaaS for application testing continues to grow.

• **Virtualization.** As more enterprises utilize virtual servers, they will be searching for security solutions that help them manage the security of the hypervisors and virtual machines. Virtualization is slowly becoming a part of the SVM market, and it is anticipated usage will grow quickly over the forecast period.

• **Proactive endpoint protection.** Enterprises dread unknown threats and want to ensure their endpoints are clean. The emphasis has shifted from network to endpoint protection in limiting access. This approach requires more than just admission to the LAN as a holistic view of the WAN, LAN, and application is needed. The focus here is not just the access to the network but controlling access to the application. Products that focus on the endpoint are becoming more pervasive.

• **Application and software security vulnerability assessment.** As security becomes more important at the application level, new products will be introduced that are designed to assess the status of individual applications. There are tools that look at operational products such as databases and Web servers. The market has gained considerable visibility with the inclusion of software code scanning as a requirement within the Payment Card Industry's Data Security Standard.

• **Situational awareness and SVM.** Organizations are looking for ways of optimizing their security infrastructure to cost effectively deal with real threats. Organizations are also seeking to extract more value out of regulatory compliance structure initially built for internal compliance and IT protection to use it for a basis of best practices to ratchet up not only enforcement but also auditing mechanisms. SVM technologies provide the knowledge and intelligence, allowing IT professionals to coordinate people, products, and policy. IDC expects vendors to incorporate situational awareness to gather additional data for better decision making. Situational awareness involves being aware of what is happening around you to understand how information, events, and your own actions will impact your goals and objectives.

• **Market and function consolidation.** Over the past few years, there have been a number of acquisitions within the SVM marketplace. In 2010, major acquisitions included EMC's purchase of Archer Technologies, IBM's purchase of BigFix, HP acquiring Fortify and ArcSight, and Attachmate's deal for Novell. Acquisitions are not the only way vendors are offering more functionality within their product sets. Vendors are designing added features into their solution sets that cut across the different SVM categories. All of these moves are done because customers are looking for solutions that work together. As with other areas of security, they wish to reduce the number of vendors that purchase from. In the short term, this will not drastically change the diversity within the market. It will take time for this consolidation.

Essential Guidance

Security is a value-add, not just a necessary evil or the purview of the paranoid. Companies understand that their systems, storage operations, network connectivity, and endpoints need to be inherently secure. Customers demand security management that is well integrated with the IT infrastructure, effective, usable, and affordable. Security and vulnerability management is very important to meeting risk management goals because it provides policy and compliance context, vulnerability information, remediation, and, ultimately, a comprehensive view of enterprise risk management. It offers organizations better ways to cost effectively provide risk management and automate the rising cost of compliance activities. SVM solutions can simplify the complexity associated with managing multiple security solutions while at the same time increasing the automation, effectiveness, and proactive nature of security.

Going forward, for the SVM market to maintain its strong growth rates, vendors must continue to make security smart. This includes providing proper policy management to automatically enforce the security policy. IDC believes that products that can do real-time penetration testing will see considerable success over the next few years because they can pinpoint specific security gaps.
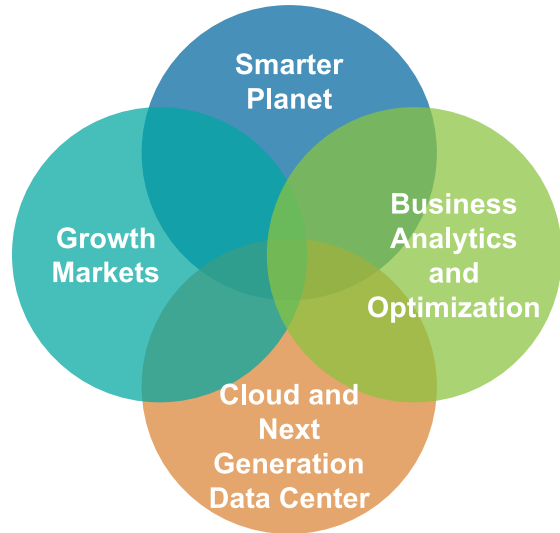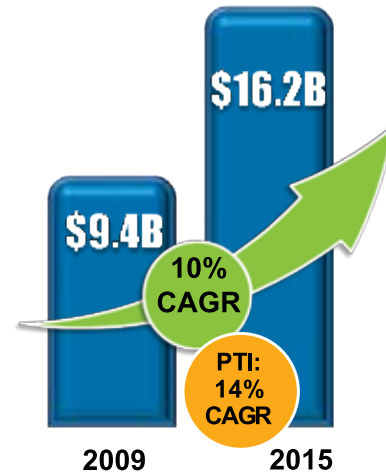
Business Analytics

Why companies are investing in this technology.

A quick overview on this as presented by Mychelle Mollot at the BP Academy, held recently in January 2011 in Singapore.

IBM Growth Initiatives

BAO Revenue (including SW, HW and services)

Smarter Planet

Growth Markets

Business Analytics and Optimization

Cloud and Next Generation Data Center

$16.2B

$9.4B

10% CAGR

PTI: 14% CAGR

2009   2015

Companies are investing in Business Analytics & Optimization to:
- Generate More Revenue
- Predict Future Outcomes with Greater Confidence
- Reduce Risk
- Lower Costs

3x
Organizations who are leading in analytics outperform those just beginning by 3X

5.4x
Top Performers are 5.4X more likely to use an analytic approach over intuition

83%
is the percentage of interest in Analytics by CIOs

Business Analytics & Optimization Solutions are applied in these sections:
Industry Solutions: Financial Services; Public; Distribution; Industrial and Communications
Cross-Industry Solutions: Finance; Human Capital; Supply Chain/Operations and Customer

Business Analytics cover these issues: Business Intelligence; Predictive & Advanced analytics; Financial Performance & Strategy Management; Governance, Risk & Compliance and Analytic Applications

It also enables organizations to anticipate & shape business outcomes

What's New in Business Analytics

OPENPAGES

CLARITY SYSTEMS

- 200 customers
- Growing market in Compliance and Risk Management
    - Operational risk
    - Financial controls Management
    - IT risk
    - Compliance and internal audits

- 600 customers
- Growing market opportunity in Financial Governance.
    - Collect, prepare, certify and control the delivery of financial documents
    - Meet electronic filing mandates (including XBRL) from stock exchange and other regulatory bodies

Success Story of Business Analytics

KRUNG THAI BANK PCL.

Krung Thai Bank in Thailand successfully implemented IBM Cognos TM1 for its Economic Value Management (EVM) Project to improve itself in the banking arena.

Business Challenges:
- KTB needs to consolidate information from 1200 branches in a timely manner in order to meet its business goals and create a real business view.
- Timely access to information, rapid access to trends and budgeting information.

Key Benefits:
- 2X faster consolidation and report creation.
- Reduced costs
- improved decision making

Solution Details:
- IBM Cognos TM 1 for planning and analysis

Nurturing Skills for Free

*Small Deals Play
is no small deal.
The progress may
be slow but it is
rewarding. IBM
wants to nurture
your skills with these
bootcamps and
learning portals.
Take advantage now!*

InfoSphere.

- InfoSphere Warehouse 9.7 (ISW) Bootcamp
- InfoSphere Information Server (IIS) Bootcamp
- InfoSphere Master Data Management Server (MDM) Bootcamp
- InfoSphere Change Data Capture (CDC) Bootcamp

DB2
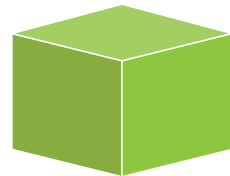
- DB2 9.7 Bootcamp & Oracle Migration Clinic
- DB2 9.7 Performance Tuning and Monitoring Clinic
- DB2 9.7 pureXML Bootcamp
- DB2 for Oracle Professionals Workshop
- DB2 9.7 Academic Workshop

IDS
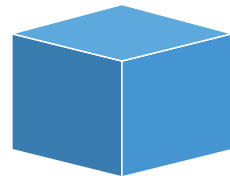
- Informix 11.5 Bootcamp
- Informix Warehouse Bootcamp

Guardium® optim

- Optim Solutions for distributed systems Bootcamp
- Optim Implementation Bootcamp
- Guardium Bootcamp

FTF Bootcamp Schedule: ibm.com/developerworks/data/bootcamps
Request on: http://isvsol.torolab.ibm.com or write to Annabelle Lee/Toronto/IBM
IM Learners Portal: http://eb90.elearn.ihost.com/wps/portal/ibm
Portal Access Code: ibm.com/jct01005c/partnerworld/mem/pat/pat_sw_im_learnerportal_access.html

PRODUCT PLAYS

Core Database

For DB2

✓ **Talk about total cost esp. in tenders**

✓ **Insist on pureScale (IBM System x or IBM Power Systems)**

✓ **Exemplify fact that Oracle RAC does not scale linearly**

✓ **Attack Oracle J2EE applications**
  - *Run Oracle workloads in DB2 without porting or rewriting code*

✓ **Attack Sybase ASE customers**
  - *DB2 Sybase Compatibility Service (CS) will drastically reduce the code that must be manually updated*
  - *Compatibility Services that will handle all Stored Procedures, Sybase SQL (TSQL) calls, converts calls into "native" DB2 calls and hide fact that the database has changed to DB2*
  - *Tried-and-true application code runs unchanged*

✓ **Use global ISV IDR to sell local**

For Informix

✓ **Upgrade to V11.7**

  - *Low cost cluster scalability and global availability*

Data Warehouse (Smart Analytics)

For ISAS

✓ **Check Cognos deals and replace Oracle Enterprise Edition/RAC/Exadata with ISAS 1050 and 2050 (Cognos performs upto 3x faster)**

Data Governance

For Guardiam

✓ **S-GATE blocks even powerful DBAs**

✓ **Explain why database access is single biggest security exposure**

✓ **Talk regulations (even for MNCs)**

For Optim

✓ **Put Optim Studio/Administrator & Performance Manager with DB2 or Informix**

Information Integration

For InfoSphere

✓ **Get into Cognos opportunities above $100k with CDD (Charge Data Delivery)**

IBM Business Partner Profitability Tool

The IBM Business Partner Profitability tool helps Business Partners evaluate IBM Software product offerings and how those offerings can increase return on investment and business growth. The tool offers the flexibility to tailor much of the data to reflect their individual business model.

HOT!

2Q 2011 SWG Business Partner Sales and Marketing Plays
Access the replay of the February 10th presentation that outlines our key sales and marketing plays for Business Partners. Growth tactics that insure success are included for each IBM Software brand.

2011 IBM Software Business Partner e-mail signature file footer
Demonstrate your commitment to helping Business Partners in 2011. Two color options are available, and you can customize to include key contact and social media information.

IBM Software acquisitions update
This OurSpace page features the latest Business Partner resources and linkage to the new external page on PartnerWorld.

Breaking News: Committed to Your Success
Mark Register, Vice President, IBM Software Business Partners and Midmarket, introduces himself and explains his commitment to our mutual growth with Business Partners. He also reviews the 2011 Lotus Award winners and hot press focused IBM and its leadership in social business.

For further details, this is the link to check out:
ibm.com/partnerworld/wps/servlet/ContentHandler/swg_com_sfw_profitability_index

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Power your planet.

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