

# messages:

An IBM Software Business Partner Newsletter



## *Achieving Peak Performance!*

**NEW ENABLEMENT OFFERINGS  
TO FUEL BUSINESS PARTNER  
GROWTH AND EXPERTISE**

**EVENTS**  
Innovate 2010

**SWG INCENTIVE PROGRAM**  
Top iWIN Winner for  
the month of March

**IBM SOFTWARE UPDATES**  
Lotus Champion League  
WebSphere Sparklers



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## Dear IBM Business Partner,

Welcome to the fourth issue of Messages, an IBM Software Business Partner newsletter, packed with updates and highlights of past happenings and providing you opportunities for growth in the ASEAN region.

Having reached the halfway mark of the calendar, we continue to maintain our momentum—garnered from Q2—to strive forth on the activities and business opportunities. Maintaining the drive and energy that started off for the year, this issue is yet another informative read. The cover story is apt at this halfway mark, focusing on 'Achieving Peak Performance!' Timely indeed as half the year has gone and we have another six months left to meet targets. Turn to page 8 to read what new enablement offerings IBM has for Business Partners to utilize to achieve peak performance.

The biggest highlight for this quarter has to be Innovate 2010, the Rational Software Conference. To be held in August in various ASEAN cities, this premier software and product delivery event definitely provides you an edge and sets you apart from competitors. If you have not registered yourself for this event, do turn to page 6 for all the details and contacts.

Our other usual offerings cover updates on softwares, calendars, news and products. On softwares (pages 17 to 20) there's WebSphere, with sparklers on why it is the preferred application; Rational with two collaboration efforts and Lotus with its various wins! On pages 12 and 13, courses listed are now focused on Enablement Sessions instead. See what's relevant and necessary so that you can sign up for the sessions. An eye-opening announcement on page 4, stresses the importance of why Business Partners should do co-marketing with IBM. The statistics tell it all.... and with Millward Brown's recent global brand ranking release (page 5), co-marketing with IBM is just the logical way to go. And with IBM's recent acquisition of Cast Iron Systems (feature story, page 14), IBM is posed to lead the industry in Cloud integration. On the side, check out the link to see The Star Online.tv's interview with Annie Cheung, VP-Smarter Planet Initiative.

To sum up this issue, constant feed on enablement sessions, organizing conferences and assisting placement of university students (page 7) are just the many efforts that IBM put in to help Business Partners to achieve peak performance. Take advantage of it!

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



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\*Business Partner is used informally and does not imply a legal partnership.



# Latest in the Market

Why BPs should co-market with IBM.

## Question :

- Why should BPs do co-marketing with IBM other than having:
- substantial co-marketing funds
  - world-class supporting infrastructure (agencies, tools, assets)
  - alignment to IBM marketing strategies
  - YOU as their CRBP?

## Answer :

Of course to leverage on the **POWER AND VALUE OF THE IBM BRAND**. IBM is 2nd most valuable brand in the world (second only to Google), way ahead of our traditional competitors like Microsoft, HP and Oracle.

### The Most Valuable Global Brands 2010

	Rank	Brand	Brand Value 2010 (\$M)	Brand Value change from 2009
	1	Google	114,260	+14%
➔	2	IBM	86,383	+30%
	3	Apple	83,153	+32%
➔	4	Microsoft	76,344	0%
	5	Coca Cola	67,983	+1%
	6	McDonald's	66,005	-1%
	7	Marlboro	57,047	+15%
	8	China Mobile	52,616	-14%
	9	GE	45,054	-25%
	10	Vodafone	43,404	-17%
	11	ICBC	43,927	15%
➔	12	HP	39,717	48%
	13	Walmart	39,421	-4%
	14	BlackBerry	30,708	12%
	15	Amazon.com	27,459	29%
	16	UPS	26,492	-5%
	17	Tesco	25,741	12%
	18	Visa	24,883	52%
➔	19	Oracle	24,817	16%
	20	Verizon	24,675	39%
➔	21	SAP	24,291	3%
	22	AT&T	23,714	18%
	23	HSBC	23,408	23%
	24	Bank of China	21,960	4%
	25	BMW	21,810	-9%



## Tech Triumphs with Google, Microsoft, Apple and IBM Scoring Top Marks in Millward Brown's Ranking of the World's Most Valuable Brands



BrandZ Top 100 worth over \$2 trillion, a 40 percent growth over five years, strong brands outperformed the stock market and proved resilient in recession Wednesday April 28, 2010 – Strong brands prove their resilience to recession in the fifth annual Millward Brown Optimor BrandZ Top100 Most Valuable Global Brands ranking released today. When most key financial indicators plummeted, the value of the top 100 brands rose by four percent in the last year to more than \$2 trillion. The BrandZ Top 100, commissioned by WPP, is the only valuation in the world that takes into account customers' opinions on brands and demonstrates this with a dollar value.

"In the past, many companies were quick to cut their marketing spend during a down economy," said Joanna Seddon, CEO of Millward Brown Optimor. "A new trend has emerged in the wake of the recession as more companies realized the importance of maintaining and even increasing budgets to support brand loyalty and engagement."

Other key findings include:

- Tech Takes All: Technology brands demonstrated their pervasiveness in our daily lives. Google leads as the Most Valuable Global Brand worth \$114 billion. IBM was second at \$86 billion, an increase of 30 percent. In third place, Apple's brand value grew by 32 percent and is now worth \$83 billion, Microsoft was fourth with a value of \$76 billion.

- Social Media in your Face(book): Facebook, the popular social networking site, entered the technology sector ranking for the first year with a brand value of \$5.5 billion. Use of social media was a key trend across many of the successful brands this year, for example, HSBC's highly successful Expat Explorer online community.
- All the BRICs in the Wall: The first Indian brand, ICICI, enters the Top 100 at number 45. This is the first year that all members of the BRICs have been represented with new entrants from China, Russia and Brazil.
- Banking on Brands: Taking the BrandZ Top 100 as a portfolio and comparing it to the S&P 500 over the last five years reveals that \$1000 invested in the BrandZ Portfolio in 2006 would now be worth \$1185 compared to \$885 invested in the S&P 500, proving that strong brands outperform the stock market.
- Strong Brands Bounce Back Higher: Brands such as Samsung, the highest riser with an 80 percent growth in Brand Value, and Starbucks with an increase of 17 percent are evidence that businesses with strong brands are able to recover from adversity faster.

Commenting on the ranking, Eileen Campbell, Global CEO of Millward Brown said: "This ranking has elevated the importance of building brands among some of the world's most successful companies. CEOs and CFOs around the world should be asking their brand and marketing teams how they can leverage brand to both protect and grow the business."

## Creating a Smarter Planet

The Star Online.tv interview on Smarter Planet with Annie Cheung, VP-Smarter Planet Initiative, IBM ASEAN, which took place on Tuesday, March 30, 2010.



To view the video, please go to  
<http://thestaronline.tv/v/5376>

B.K. Sidhu, Deputy News Editor of Starbiz, talks to Annie Cheung, Vice President of the Smarter Planet Initiative of IBM ASEAN, on how Malaysians and IBM can make a smarter Malaysia in tackling problems like traffic, healthcare, education and even the crime rate.

# Innovate2010

The Rational Software Conference.

## Weave innovation across your enterprise

*You do so much more than just build, deliver and manage.  
You innovate.*

Imagine an enterprise as a plain fabric, and software, the golden thread. Only by weaving a pattern of innovation across the enterprise with software, can you set it apart from its competitors.

Get ready for Innovate 2010 – the premier software and product delivery event:

**Kuala Lumpur, Malaysia | 3rd August 2010**

**Ho Chi Minh City, Vietnam | 10th August 2010**

**Manila, Philippines | 12th August 2010**

**Jakarta, Indonesia | 24th August 2010**

**Singapore | 26th August 2010**

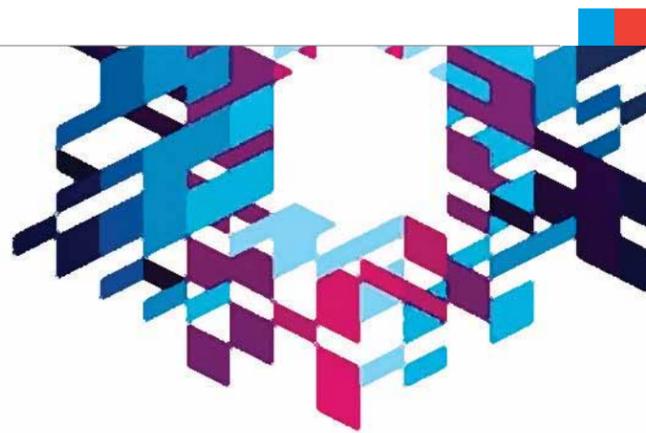
**Bangkok, Thailand | 31st August 2010**

Participate and discover the most creative ways to infuse solutions and strategies into your business to make it stand out, while lowering the cost of software and systems delivery.

### Top reasons to attend:

- Engaging solution tracks featuring test and development cloud computing, requirements-driven quality management, an integrated product delivery framework, and more.
- A no-holds-barred look at ways to power up innovation and slash costs, encompassing areas such as project management and application security.
- A rich platter of focused, industry solution tracks targeted to your area of business expertise.
- An unmissable opportunity to harness the knowledge of experts and establish new, innovative practices in your organization.

Save the date today. Keep your eyes peeled for event and registration details coming your way soon!



For more information, kindly contact the following contact point in your country for details:

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# The Process and the Program

Placement of University Students and Technology Professionals.

One of the big thrust areas in our Academic Initiative and University Relations program is the development, growth and deployment of IBM skilled and certified technology professionals in the market.

IBM certified professionals have always commanded a premium in the job markets and are also recognized as quality professionals.

IBM's Academic Initiative program attempts to work closely with universities and Institution of Higher Learnings (IHL) to develop and certify student professionals based on a pre-defined curriculum for training and experience. Currently, there are over 60 universities and colleges in ASEAN that are offering courses and certifications around IBM.

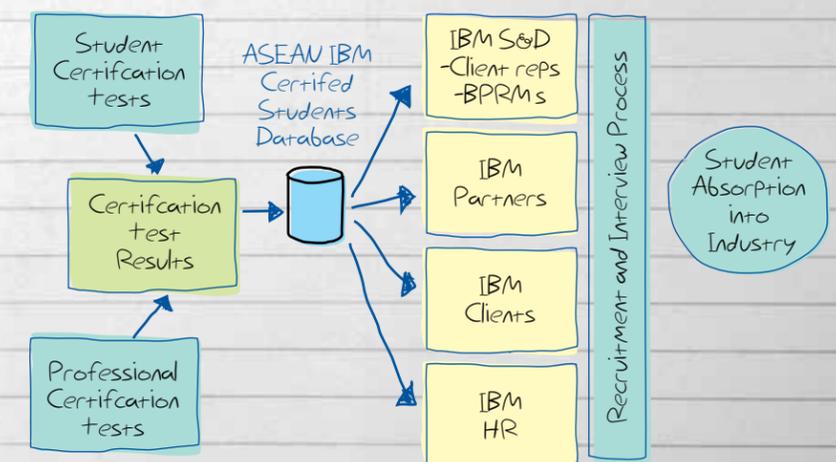
The next step to the certifications is the industry absorption of these certified students

Recruitment requests for specific resources come from a wide range of clients, partners and even internal IBM project management teams.

For any specific questions, please reach out to [hmurali@sg.ibm.com](mailto:hmurali@sg.ibm.com) or to [gohhmf@sg.ibm.com](mailto:gohhmf@sg.ibm.com)



### The Process:



# ***Achieving Peak Performance!***

## **New Enablement Offerings to Fuel Business Partner Growth and Expertise**

Successful selling relies on being ahead of the game. How does one achieve peak performance? Is there a ritual? A process or formula? What does one actually do? One immediate trait is to be better informed and better prepared above all. One must be able to show speed, adaptability and flexibility in order to create and sustain any advantage over the competition. IBM has new enablement offerings this quarter to push and reach out to Business Partners to achieve peak performance. Let's take a look at what is being offered.

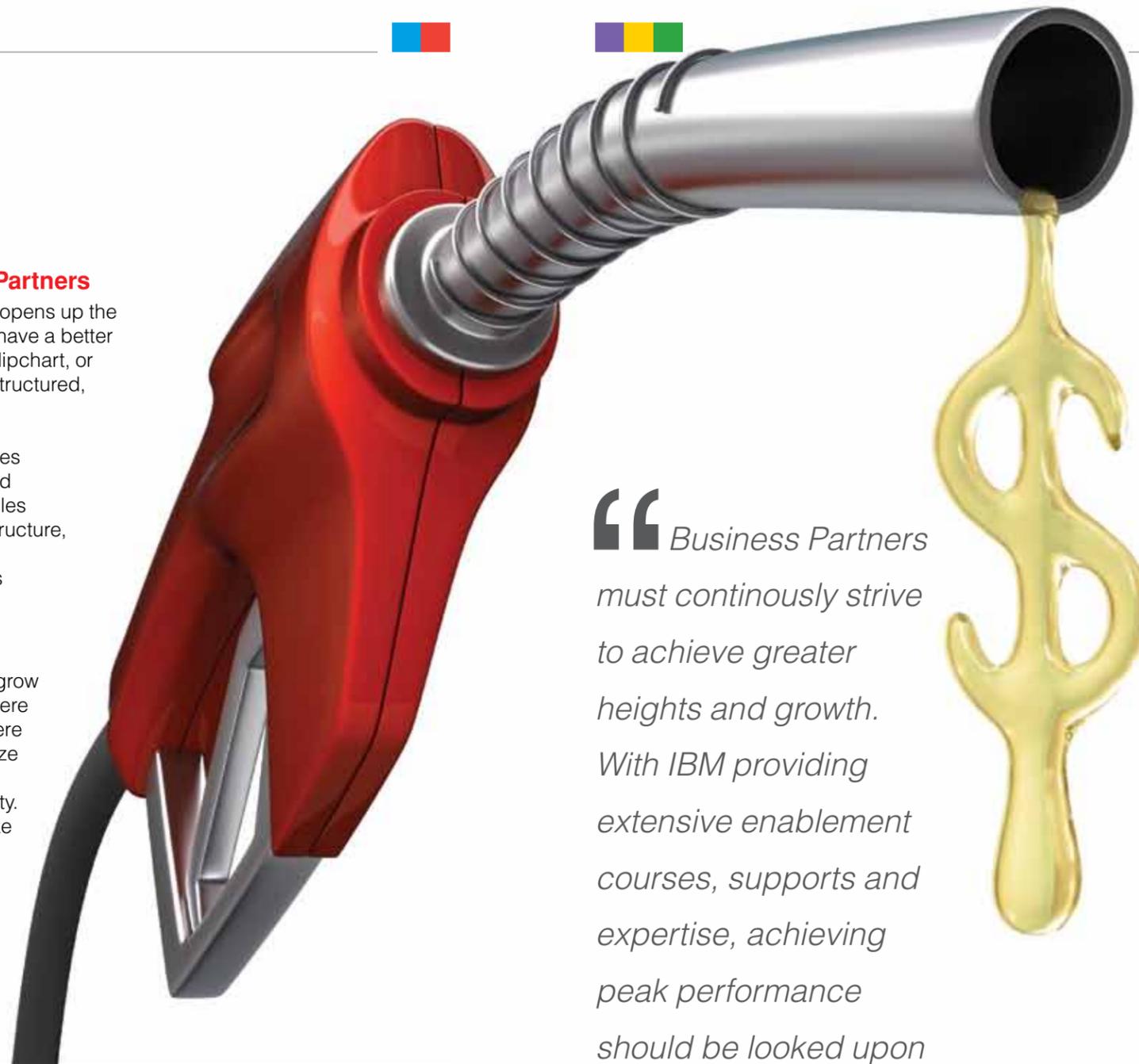
### The New Whiteboard Selling Workplace for Business Partners

An effective whiteboard drawing drives a conversation with clients. It opens up the opportunity for clients to share what are their needs and allows us to have a better understanding of their challenges. Starting with a blank whiteboard, flipchart, or even a sheet of paper, Business Partners will be able to convey in a structured, yet flexible way, a practical solution to fulfill the needs.

However, the new Whiteboard Selling Workplace on PartnerWorld gives Business Partners an extra edge. It opens up an access to whiteboard selling materials—including videos and study guides, individual modules (21 altogether) on Cloud Computing, Smarter Planet, Dynamic Infrastructure, Information Management, Lotus, Rational and Tivoli solutions—giving Business Partners an extra edge to firm up their sales pitch. As one is better prepared, achieving a closure is higher.

### SMB Jumpstart

SMB Jumpstart is a bootcamp, dedicated to help Business Partners grow their business in the SMB sector. The latest market intelligence on where the market growth is and what SMB buyers really want are outlined here to enable Business Partners acquire knowledge to focus and capitalize in this area. Currently, the SMB market is a high growth segment, outpacing other segments, and this is definitely a business opportunity. This bootcamp enables Business Partners to learn how they can make money and acquire new customers by selling IBM Software's award-winning portfolio, designed specifically for this segment. Ready-to-run sales and marketing plays, materials, tools, programs and incentives, exclusively for Business Partners, are shared and fuel the growth.



“Business Partners must continuously strive to achieve greater heights and growth. With IBM providing extensive enablement courses, supports and expertise, achieving peak performance should be looked upon as achievable and not daunting!”

### Industry Virtual Summits

The IBM Virtual Innovation Center (VIC) is the source for technical and sales resources for IBM products and services. The Industry Virtual Summits online series is an excellent way to enhance Business Partners consultative selling skills and to prepare to effectively address clients' unique, industry-specific challenges. Available through the VIC, the Industry Virtual Summits has nearly 130 industry education modules across 17 industries. 24/7 portal to the IBM technical enablement portfolio, one-on-one guidance for development projects during all stages, interactive courses, live support, virtual mentoring and architecture consultations in more than 8 languages, makes this a fundamental and practical enablement to achieve peak performance!

Majority of businesses on the global scale are willing to pay premium prices for industry expertise. At IBM, Business Partners have the advantage of ready education to expand their vertical industry skills.

### Sales and Finance College

Successful selling relies on being ahead. To be better informed and better prepared will enable one to stand out from the competition. One should be adept in speed, adaptability and flexibility in order to create and sustain any advantage to stay ahead.

This Sales and Finance College helps Business Partners achieve that advantage by providing information and insights Business Partners need – whether it's advice about how best to sell to key decision makers, such as the CFO, details about solutions aimed at solving specific business problems or the financing opportunities available to make deals more affordable, more productive and more competitive.

Business Partners must continuously strive to achieve greater heights and growth. With IBM providing extensive enablement courses, supports and expertise, achieving peak performance should be looked upon as achievable and not daunting!

## Customer Success Story

KCS Krung Thai Computer Services Co., Ltd.  
บริษัท ทรูทไทย คอมพิวเตอร์ เซอร์วิส จำกัด



**Solution Name:**  
Software Investment

**IBM products:**  
Rational SA

**Customer Name:**  
KCS

**Business Partner Name:**  
Loxbit (Premium Partner)

**Short description of the solution:**  
Krung Thai Computer Services Co., Ltd. has signed a 200K contract for IBM Software with Loxbit (IBM Premium Business partner) for System Architect solution. Solution that can help organization to continuously monitor project performance and progress to make sure it is on track on target in real-time, using single dashboard view, so that if something is wrong, corrective

action can be taken immediately to reduce project failure. With limited budget and resources, which project to prioritize? How to implement business transformation, where to start? This is where the Rational SA solution KCS bought that can help organizations solve the headache. Linking business priorities with IT. Making sure that the IT investment meets business objective, delivering on time, on budget.



# Enablement Calendar

Activities at a glance for easier planning!

	BRANDS SPECIFIC				
	INFORMATION MANAGEMENT	LOTUS	WEBSHERE	TIVOLI	RATIONAL
	<p><b>28-29 June</b> - IBM New Intelligence - Business Analysis &amp; Optimization Test Drive</p> <p><b>30-1 July</b> - DB2 Administration for Experienced Oracle DBA Orientation</p> <p><b>2 July</b> - Cloud Computing Solution Tour</p>	<p><b>15-16 June</b> - Next Generation Collaboration Test Drive</p> <p><b>17 June</b> - Portal Test Drive</p> <p><b>18 June</b> - Work Smart with Domino\Notes Test Drive</p>	<p><b>21 June</b> - Dynamic Infrastructure Solution Tour</p> <p><b>22-23 June</b> - Connectivity and Integration Test Drive</p> <p><b>24 June</b> - Smart Work and Business Process Test Drive</p>		
	<p><b>June</b></p> <ul style="list-style-type: none"> <li>- DB2 for experienced Oracle DBA</li> <li>- IBM Infosphere Master Data Management</li> </ul>	<p><b>June</b></p> <ul style="list-style-type: none"> <li>- Connection</li> </ul>	<p><b>June</b></p> <ul style="list-style-type: none"> <li>- WebSphere MQ</li> </ul>	<p><b>June</b></p> <ul style="list-style-type: none"> <li>- Tivoli Maximo EAM</li> </ul>	<p><b>June</b></p> <ul style="list-style-type: none"> <li>- Rational Project Management Solution</li> <li>- Rational Project Conductor</li> </ul>
			<p><b>June</b></p> <ul style="list-style-type: none"> <li>- Tech Briefing for IT Professionals: WebSphere Application Server, WebSphere Portal</li> </ul>		



EVENTS	ENABLEMENT	FREE CLASS
	<p><b>22 June</b> - DB2, Informix &amp; WAS7 Technical Certification Day (Prometric)</p> <p><b>24 June</b> - DB2 9.7, Informix 11 &amp; WAS 7 Sales Enablement</p> <p><b>29 June</b> - Websphere Message Broker</p>	
<b>18 June</b> - Ilog BRMS + Optimizatoion Roadshow	<p><b>June - ISV technical enablement:</b></p> <ul style="list-style-type: none"> <li>- WAS 7 Deep Dive Training + Technical Certification Preparation Clinic</li> <li>- DB2 9.7 Deep Dive Training + Technical Certification Preparation Clinic</li> <li>- Rational Application Development</li> </ul>	
<b>June</b> - Tech Briefing: Testing	<p><b>22 June</b> - DB2 9.7 Deep Dive Training + Technical Certification Preparation Clinic</p>	
	<p><b>June</b> - XML</p>	



“  
Through IBM, we can  
bring Cast Iron Systems’  
capabilities as the world’s  
leading provider of cloud  
integration software  
and services to a global  
customer set.  
”

PRESS RELEASE

## IBM Advances Cloud Initiatives with Acquisition of Cast Iron Systems

Positions IBM to Lead Industry in Cloud Integration.

**ARMONK, N.Y. – 03 May 2010:** IBM (NYSE: IBM) today announced it has acquired Cast Iron Systems to broaden the delivery of cloud computing services for clients. Cast Iron Systems, a privately held company based in Mountain View, CA, delivers industry-leading cloud integration software, appliances and services. Financial terms were not disclosed. The acquisition expands IBM’s industry-leading business process and integration software portfolio, which grew more than 20 percent in the first quarter of 2010.

Cast Iron Systems has completed thousands of cloud integrations around the world for financial institutions, media and entertainment companies and retail organizations. The company’s clients include Allianz, NEC, Peet’s Coffee & Tea, Dow Jones, Schumacher Group, ShoreTel, Sports Authority, Time Warner, Westmont University and many others.

In today’s competitive global business environment, companies are recognizing the need to reduce complexity and cost in order to increase their business agility. To do so, many organizations are accessing key business applications through software as a service models and cloud deployments. IBM expects the global cloud computing market to grow at a compounded annual rate of 28 percent from \$47 billion in 2008 to \$126 billion by 2012.

A key challenge businesses face in successfully adopting cloud delivery models is integrating the disparate systems running in their data centers with new cloud based applications. In the past, this involved time-consuming and resource-draining coding work. Through Cast Iron Systems, IBM is gaining the ability to help businesses rapidly integrate their cloud-based applications and on-premise systems. The acquisition also advances IBM’s capabilities for a hybrid cloud model, which is attractive to enterprises because it allows them to blend data from on-premise applications with public and private cloud systems.

IBM is already known for the application integration capabilities it offers for both on-premise and business to business applications. With the addition of Cast Iron Systems to its portfolio, IBM will be able to offer clients a complete platform to integrate cloud applications from providers including Salesforce.com, Amazon, NetSuite and ADP with on-premise applications, such as SAP and JD Edwards. Using Cast Iron Systems’ hundreds of pre-built templates and services expertise, expensive custom coding can be eliminated, allowing cloud integrations to be completed in the space of days, rather than weeks or longer. These results can be achieved using a physical appliance, a virtual appliance or a cloud service.



"The integration challenges Cast Iron Systems is tackling are crucial to clients who are looking to adopt alternative delivery models to manage their businesses," said Craig Hayman, general manager, IBM WebSphere. "The combination of IBM and Cast Iron Systems will make it easy for clients to integrate business applications, no matter where those applications reside. This will give clients greater agility and as a result, better business outcomes," he said.

For example, Cast Iron Systems helped pharmaceutical distributor Amerisource Bergen Specialty Group connect Salesforce CRM with its on-premise corporate data warehouse. In doing so, the company has been able to give its customer service associates access to the accurate, real-time information they need to deliver the best possible customer experience while realizing annual cost savings of \$250,000.

Similarly, Cast Iron Systems helped a division of Allianz, a global leader in corporate insurance, integrate Salesforce CRM with its on-premise underwriting applications to provide real-time visibility into contract renewals for its sales team and into key

performance indicators for sales management. Allianz replaced labor intensive custom code with Cast Iron Systems' integration solution, beating its own 30-day integration project deadline.

"Through IBM, we can bring Cast Iron Systems' capabilities as the world's leading provider of cloud integration software and services to a global customer set," said Ken Com e, president and chief executive officer, Cast Iron Systems. "Companies around the world will now gain access to our technologies through IBM's global reach and its vast network of partners. As part of IBM, we will be able to offer clients a broader set of software, services and hardware to support their cloud and other IT initiatives."

Consistent with IBM's software strategy, IBM will continue to support and enhance Cast Iron Systems' technologies and clients while allowing them to take advantage of the broader IBM portfolio. Cast Iron Systems' approximately 75 employees will be integrated into IBM.

The IBM Software Group has acquired more than 55 companies since 2003.



### About Cast Iron Systems

Founded in 2001, Cast Iron Systems is The #1 SaaS and Cloud Integration Company™. Cast Iron Systems has thousands of deployed customer integrations across all industries and around the world at companies such as Allianz, British American Tobacco (BAT), Amerisource Bergen, Emerson, Krueger International, Peet's Coffee & Tea, PGP Corporation, and salesforce.com, among many others. All are benefiting from the simplicity, speed, and flexibility of the Cast Iron Integration Solution, which enables them to integrate Cloud-based and SaaS applications with the rest of the enterprise in just days. Backed by Sequoia Capital, Norwest Venture Partners, and Tenaya Capital. Cast Iron is privately held and led by experienced technology executives from Informatica, Oracle, PeopleSoft, Siebel, Vitria, and webMethods.

### About IBM

For more information visit: [www.ibm.com/software/websphere/businessagility/](http://www.ibm.com/software/websphere/businessagility/)



### #1 CIMB Bank Bhd. (Malaysia)

**Deal Size (USD):** 150 K (100 K from WebSphere Portal and 50 K from DB2)  
**Product** : WebSphere Portal and DB2  
**Industry** : Financial Services Sector  
**Winning Team** : IBM – Alicia Lau and Jaclyn Leong; BP – CyberVillage  
**Competition** : Microsoft  
**Team Insights** : CIMB needs to extend its customer-facing portal in order to meet new organizational requirements. Although Microsoft is actively pushing its Silverlite solution, the IBM team was able to successfully demonstrate the scalability of IBM software, especially for the customer-facing portal.

### #2 Aviva Asia Pte. Ltd. (Singapore)

**Deal Size (USD):** 108 K  
**Product** : Lotus Forms  
**Industry** : Insurance  
**Winning Team** : IBM – Pranatharthi Haran, Dean Baey, Calvin Soh and Rosalind Fan; BP – MC Consulting  
**Team Insights** : Currently, at Aviva Asia, all field sales agents use paper-based forms for signing up new customers. Paper-based forms are time-consuming and cost-ineffective. As they require longer processing times than digital forms, it takes longer for sales to be closed. Furthermore, the chances of making manual errors while filling up the forms are much higher. The IBM team proposed Lotus Forms for automating all of Aviva Asia's existing paper-based forms. Lotus Forms has the following advantages:  
 • Faster processing times.  
 • Manual reviews are no longer needed – error handling can now be conducted at source.  
 • Cost reductions – savings can be derived from reducing printing, storage, etc.  
 • Easily integrated with Aviva's proposed Sales Quotation System.

### #3 Singapore Polytechnic (Singapore)

**Deal Size (USD):** 75 K  
**Product** : WebSphere Portal, Lotus Web Content Management  
**Industry** : Education  
**Winning Team** : IBM – Chew Wee Meng and Fong Ting Chang; BP – CSC  
**Competition** : Oracle  
**Team Insights** : Singapore Polytechnic started its Enterprise Portal project in early 2008. Since then, it has rolled out student and staff portals running on WebSphere Portal, which include Web 2.0 capabilities. This acquisition is an indication of Singapore Polytechnic's support of the IBM platform, as it will be extending its other portals on it. One recent portal added by the institution is its external facing site, [www.sp.edu.sg](http://www.sp.edu.sg), which was a competitive takeout of Oracle WebLogic Portal.

### #4 State Bank of Vietnam (Vietnam)

**Deal Size (USD):** 70 K  
**Product** : Lotus Notes and Domino  
**Industry** : Financial Services Sector  
**Winning Team** : IBM – Nguyen Quang Trong, Vo Anh Tam, Nguyen Hoai Nam and Nguyen Hoang Phuc; BP – HiPT  
**Team Insights** : The State Bank of Vietnam has a large number of mail users and needed to centralize its mail system in its data center. It chose Lotus Notes and Domino for its collaborative capabilities and stability. In a previous deployment, Lotus Notes and Domino v7 was used. The State Bank of Vietnam is now upgrading its systems in order to gain the latest features, as well as to meet compliance requirements.

### #5 Certis Cisco Security Pte. Ltd. (Singapore)

**Deal Size (USD):** 42 K  
**Product** : Lotus Notes and Domino  
**Industry** : Security  
**Winning Team** : IBM – Pranatharthi Haran, Darren Low, Calvin Soh and Michael Garbett; BP – BP Lyv Connections  
**Competition** : Microsoft  
**Team Insights** : Certis Cisco Security needs to build a robust infrastructure in order to support growth and geographic expansion. It considered migrating to Microsoft Exchange from its existing Lotus Notes Domino v6.5. However, the IBM team was able to successfully defend this account. With Lotus Notes Domino v8.5, Certis Cisco will be able to gain a 30% improvement in TCO over v6.5. This improvement comes from better server utilization, reduced hard disk consumption, improved user administration, and better system reliability.

### #6 GTEL Mobile JSC (Vietnam)

**Deal Size (USD):** 42 K  
**Product** : Lotus Notes and Domino  
**Industry** : Telecommunications  
**Winning Team** : IBM – Vo Anh Tam, Leon BL Wee, John Mullins, Nguyen Hoang Phuc and Nguyen Hoai Nam; BP – FPT Information System (FIS)  
**Team Insights** : GTEL Mobile is a joint venture between the Vietnam Ministry of Police and Vimpelcom, the second largest mobile provider in Russia. Vimpelcom is currently using Lotus Domino and Notes for its collaboration needs. GTEL Mobile has purchased licenses for Lotus Notes and Domino in order to be able to sync with its parent company.

### #7 DIC of Tien Giang Province (Vietnam)

**Deal Size (USD):** 42 K  
**Product** : WebSphere Portal Enable  
**Industry** : Government  
**Winning Team** : IBM – Nguyen Hoang Phuc; BP – FPT Information Systems (FIS)  
**Competition** : Microsoft  
**Team Insights** : DIC of Tien Giang Province requires a Province Portal that will integrate all public citizen services into a single location; it also needs to create virtual portals for over 30 departments and districts under the province. The portal should be able to support a large number of users. It is expected that over two million citizens, investors and visitors will visit the portal. With WebSphere Portal Enable, DIC of Tien Giang Province will be able to meet all these requirements. The system supports integration of other services from departments and ministries, while WCM will help deliver good content management capabilities.

### #8 Banpu Public Company Ltd. (Thailand)

**Deal Size (USD):** 21 K  
**Product** : Lotus Notes and Domino  
**Industry** : Energy and Utilities  
**Winning Team** : IBM – Wiroj Hirunchaiyapliek, Niticate Banthupanich, Nithitus Upatumvipanon, Kumchai Laokosin, Ome Sivadith, Marisara Roddej, Rungruedee Arunotai, Chadchanat Krungwong and Montasit Sujirungsri; BP – BP is Metro Systems Corporation  
**Team Insights** : Banpu had been using Lotus Domino and Notes for many years (since v5). However, ever since it deployed v6.5, it has not been renewing its licenses. In 2009, the IBM team recommended that Banpu upgrade to v8 in order to reduce cost of maintenance and improve web application development. Furthermore, because Banpu has many servers that run in multiple locations, the CEO option in the upgrade will enable it to better manage its licensing, especially during upgrades.



# DSC Group Chooses IBM Rational Team Concert

Through IBM Rational Team Concert, DSC Group gained control, visibility and flexibility over its software development lifecycle.

*“With IBM Rational Team Concert, we are now able to take control over planning, development and maintenance of our customized business applications. Rational Team Concert helps us accelerate the transfer of best practices, while providing us with better control and governance over our development environment.”*



## DSC - Transforming Companies, Transforming Lifestyles

DSC Group delivers innovative automatic identification and data capture (AIDC) solutions to a wide spectrum of industries. The company, first established in Singapore in 1993 as Digital Scanning Corporation Pte. Ltd., was founded on the vision whereby organizational efficiency can be significantly improved by eliminating error-prone manual data collection processes through the use of accurate and timely automated software and devices.

Today, DSC's business presence has grown, with more than 75% of its annual turnover derived from multinational and regional organizations. Since 2006, DSC has maintained its status as an MSC Malaysia Status company, a recognition that comes with incentives from the Malaysian government to support its research and development (R&D) initiatives.

The organization's flagship AIDC software solution suite, TrekNet, is designed to enhance the value of enterprise resource planning (ERP) systems and accounting software through the use of barcodes or radio-frequency identification (RFID).

## A Strategic Shift Towards High Value-added Services

DSC's strategic business model focuses on providing high value-added services to its customers. A significant proportion of its revenue is derived from post-sales technical support, maintenance and personalization fees.

In recent years, there has been a rise in demand from customers for customized capabilities aligned to specific business needs. To address these needs, DSC has been actively developing customized application components tailored to customer specifications.

## A Sustainable Software Delivery Model Fit For An R&D-focused Organization

DSC chose IBM Rational Team Concert (RTC) Express 2.0, an integrated, collaborative and real-time development environment that would enable its R&D team to govern, simplify and enhance software lifecycle management.

RTC provides DSC with user-friendly web dashboards to help facilitate team sharing. Developers in different locations are able to have a consistent, real-time view of IT development progress, minimizing miscommunication and enhancing collaboration.

RTC's source control component also allows DSC's software developers to place source codes, documents, and other artifacts under version control to be shared with the rest of the team. With proper source control, the risk of lost code or overwritten changes is minimized, improving productivity.

“Our ability to continually develop new and improved integrated AIDC solutions, while enhancing our existing products in tandem with technological advances, is a key factor to the long-term growth of our company,” says Seah.



# PT Telekomunikasi Indonesia Tbk Leverages on IBM Rational System Architect

Through IBM Rational System Architect, PT Telkom is now able to more effectively conduct collaboration and planning activities, and support business processes.

## PT Telkom: At A Glance

Telekomunikasi Indonesia Tbk (PT Telkom) is the largest telecommunications provider in Indonesia, providing telecommunications, information, media and edutainment services to its users. PT Telkom comprises five business pillars. They are: Fixed Phone, Mobile Phone, Network & Interconnection, Data & Internet and Fixed Wireless Access.

## Growth In The Telecommunications Industry

The telecommunications industry in Indonesia has grown tremendously in recent years. This has largely been due to the explosion in the growth of wireless communications, both in the consumer and enterprise market spaces. Wireless technology is constantly evolving – simultaneously revolutionizing, transforming and supporting the lifestyles of customers who have become increasingly mobile.

In many urban regions of Indonesia, wireless telecommunications has usurped the position of fixed lines to become the main form of communication – not only for voice, but also for data services like SMS, EMS, MMS, WAP and GPRS.

## PT Telkom's Business Challenges

Heightened competition and increasing user sophistication meant that not only were customers demanding a greater variety of services, they were also becoming increasingly selective of their providers.



PT Telkom faced rising internal communication and collaboration challenges as a result of inconsistent information across the enterprise.

PT Telkom needed a system that could help boost its corporate performance, efficiency as well as product and service quality in order to compete effectively in both its domestic and regional markets.

## Choosing The Right Enterprise Architecture Solution And Business Partner

PT Telkom chose IBM Rational System Architect over competing solutions because of its competitive pricing and flexibility in supporting the organization's existing business process framework (eTOM). Rational System Architect provides PT Telkom with a single, centralized enterprise architecture

repository that enables key stakeholders to accurately assess how changes proposed for one project would impact a specific project or business operations as a whole. The multi-user platform allows decision makers to share a common view of reports, which in turn increases information visibility.

## IBM Rational Architect, A Strategic Enterprise Solution

By embracing an enterprise architecture strategy via Rational System Architect, PT Telkom is now able to rapidly analyze opportunities, speed decision making and prioritize projects that drive the greatest business value. Over time, Rational System Architect will be able to help PT Telkom enhance risk management and improve the predictability of financial costs.

# WebSphere Sparklers

Reasons why WebSphere is the preferred application.

## APPLICATION INFRASTRUCTURE

- 90% of the world's 100 largest corporations use WebSphere Application Server, as listed in Fortune's Global 500 Index
- WebSphere Application Server, a key building block for SOA, beat a popular industry benchmark for scalability and performance by more than 37% using technology that costs half the price of the competition.
- IBM delivered more than 50 million business transactions per hour, beating the previous mark held by Oracle
- With more than 700 patents since its initial deployment in 1998, WebSphere Application Server supports an unparalleled range of platforms and can be deployed on servers of any size
- WebSphere Application Server Family helps run 90% of the Fortune's Global 100, the worlds largest companies
- WebSphere Application Server has just celebrated it's 10th anniversary of industry leadership
- IBM listed in top of the leader quadrant for Gartner Enterprise Application Server Magic Quadrant
- Over 4330 partner apps built on WAS and listed in the IBM Global Solutions Directory
- Over 2,890 partners "certified" in WAS family skills
- Over 60,000 WAS Family Feature Pack downloads
- WAS provides nearly 2x the performance per cost as the nearest competitor
- Over 18,000 WAS customers and over 300 IBM products include WAS as a key enabling component
- WAS technology is unparalleled and based on over 700 patents
- Over two million downloads & distributions of WebSphere Application Server Community Edition and its Geronimo foundation

## CONNECTIVITY

- In September, 2005 IBM connected WebSphere to SOA and now IBM WebSphere is in a strong position to capitalize on the estimated \$160 billion SOA market with WebSphere as THE SOA runtime platform of choice.
- In January 09, Forrester Research named IBM as a leader in the Forrester ESB Wave
- In March 2009, Gartner named IBM as a leader in their Magic Quadrant for SOA Governance Technology Sets

### WebSphere MQ

#### Banking

- All 10 of the top 10 banks in the USA use MQ
- Between \$7 and \$35 trillion per day on MQ based SWIFT gateway
- Over 213 million messages per day just on z/OS
- Over £350 million message per day

#### Financial Markets

- 70% of top financial Markets are MQ customers
- Individual clients moving 100's of millions of messages per day
- Individual clients moving transactions worth over \$1 trillion per day on MQ network
- £400 billion worth of messages per day from specific clients

#### Government

- Some high usage clients moving up to 675 million message per day
- Approximately 7,500 agency users and average of 50,000 citizen transactions per day
- WebSphere MQ FTE can help save 50% to 70% in file management costs alone.

### WebSphere Message Broker

- Millions of messages are being routed through WebSphere Message Broker every day
- Used by 60% of all Fortune 100 Global companies, 95% of all top insurance companies in the Fortune 100, and 80% of the top banks in the United States

### WebSphere Data Power

- WebSphere DataPower Appliances increased its customer base by more than 35% in 2008, continuing broad adoption across all industry sectors.
- Expanding its industry leadership and maturity in purpose-built middleware appliances, WebSphere DataPower Appliances introduced two new products in 2008: WebSphere Low Latency Appliance XM70 and WebSphere B2B Appliance XB60

### WebSphere Partner Gateway

- Recognized for its reliability, scalability, and configurability in SOA deployments, WebSphere Partner Gateway put IBM in the leader's quadrant in Gartner's B2B report (Magic Quadrant for B2B Gateway Providers 2008, Gartner Research, June 2008.)

### WebSphere extreme Transaction Processing

- Finance: Processing performance improved from 24k events/sec to 350k events/sec
- Insurance: 1 million records processed per minute - 5x faster than previous version
- Entertainment: Handle 100 billion requests per day, while reducing response times by 90%
- Telecommunications: Latency lowered from 500ms to 30 ms, eliminating network storms caused by unpredictable response times

### WebSphere Service Registry and Repository

- WebSphere Service Registry and Repository (WSRR) has the fastest rate of adoption compared to other leading solutions in the market with over 300 customers added in 2008.
- WSRR is the only leading registry/repository solution in the market with out-of-the-box integrations with 20+ IBM and non-IBM solutions.
- On average, WSRR can help improve 30% in software reuse, 40-60% in maintenance productivity, and reduce 25% in integration costs.

# iWIN

Online marketing and loyalty program to reward you for your leads. Join now and everybody wins!



*'I am excited on winning the Breitling watch and I believe that the secret to performing well in IBM software sales is all about teamwork.'*

iWin is a permission based online marketing and loyalty program; jointly brought to you by IBM and IBM's Value Added Distributors. With every sales you close on IBM Software, you accumulate points which you can redeem for exciting gifts from a wide variety of local merchants.

#### Who is Eligible?

All IBM Tier 1 and 2 Software Partners from Singapore, Malaysia, Thailand, Philippines, Indonesia and Vietnam. To join the program, you need to be an IBM PartnerWorld member.

#### Why Wait?

You sell. iWin rewards. It's that easy. Register and join now. [www.iwinprogram.com](http://www.iwinprogram.com)

#### To Find Out More

Click on [www.iwinprogram.com](http://www.iwinprogram.com) or call Anna at +65 6293 5670 or email [anna@iwinprogram.com](mailto:anna@iwinprogram.com)

## Top iWin Winner for the month of MARCH



**Amy Tan of Singapore's Startin Point Pte Ltd has successfully claimed a Breitling Watch with OVER 2000 iWin points. Amy rewarded herself simply by selling IBM software – Rational – IBM Host Access Client Package for Power Systems. Congratulations to Amy, the first ASEAN winner of this exclusive iWin reward! We talked to Amy on how she planned and achieved both IBM sales tactics together with iWin rewards.**

Amy Tan – an iWin consistent performer – is constantly expecting and aiming to win more. Her secret to this success? Mainly just good teamwork. For her current package sale of IBM Host Access Client Package for Power Systems (for the Breitling watch claimed), it took her and her team only 3 months to achieve it. How does a successful high selling iWin performer deals with sales challenges? For Amy, she believes that building and securing strong customer relationship is the foundation of a successful sale. This allows Amy the credibility when proposing solutions to her customers. Within her company, Startin Point, she is strongly supported by her fellow colleagues, allowing her to confidently propose Rational IBM Host Access Client Package for Power Systems as the suitable solution.

Another motivating force for Amy and her team is the iWin program. As Sales Director running daily operational sales activities in Startin Point and with 6 years of experience selling IBM software, Amy is a veteran. Recognising iWin as a powerful sales incentive, Amy has been an iWin member since day one of the program's inception. She uses iWin rewards to manage and motivate her sales team to go the extra mile.

Why IBM you may ask? As Amy explained, 'IBM is good software'. Her top IBM selling products to date are IM and WebSphere. This may be the first exclusive win for 2010, but definitely not the last we will be seeing of Amy's sales performances and redemptions. What other iWin rewards is Amy working towards? As she concluded ambitiously, 'iWin's 2010 Holiday Trips!'.

"iWIN has benefited me and my company in terms of software sales by the redemption of luxury gifts and vouchers, as an incentive for sales people. My iWin experience in 10 words or less is that it has fantastic offerings!"

## TRIPLE iWIN POINTS

Additionally, sell any Rational software and earn TRIPLE iWIN POINTS from June 15th to September 30th 2010. For all Tier 2 software business partners and new licensing products. Last submission is October 15th 2010. Promo code: R333.



## iWin Always a Winner

With iWin, you are always a Winner. Join today. iWin will reward you with 50 Bonus Points. You immediately win yourself a voucher!!

For all Sparklers on WebSphere brand, visit <https://w3.tap.ibm.com/w3ki08/display/WSsparklers/WebSphere>



## Partnering with IBM

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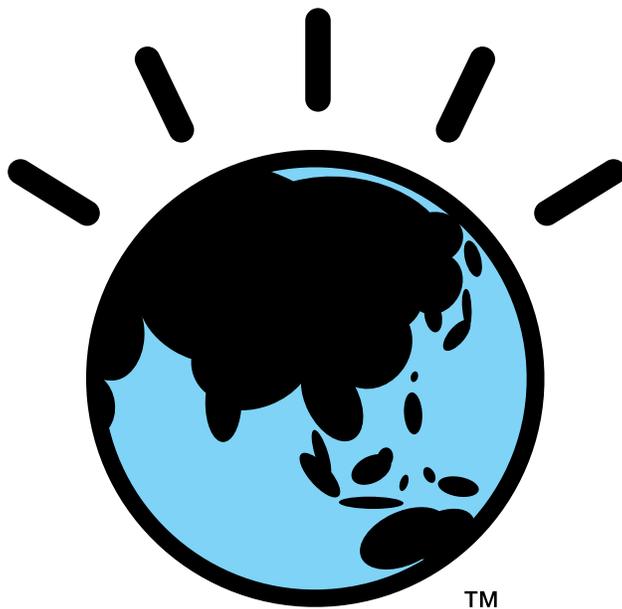
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## Power your planet.

We live on a planet where data is exploding at an annual compound rate of 57%, where nearly 6 terabytes of information is being exchanged over the Internet every second, and where billions of connected people are surpassed in number only by trillions of connected objects and devices. Why then is the average server in the average business running at only 10% utilization? It's hard enough for businesses to meet the demands of a smarter planet today, much less the unforeseen demands of tomorrow. The new POWER7 Systems™ from IBM are not simply servers—they're fully integrated systems with the ability to run hundreds of virtual servers, helping you drive up to 90% utilization. These next-generation systems integrate massive parallel processing, throughput computing and analytics capabilities to optimize for the complex workloads and dynamic computing models of an increasingly data-driven world. Learn how to power your planet at [ibm.com/poweryourplanet](http://ibm.com/poweryourplanet)

Smarter systems for a Smarter Planet.





## A call for change is a call for smart.

The political leaders of the world are not the only ones who are being called upon to create change. Leaders of businesses and institutions everywhere are also finding themselves compelled to think deeply about changing the way the world works.

We have arrived at this moment because the crisis in our financial markets has jolted us awake. We are seriously focused now on the nature and dangers of highly complex global systems. And this isn't our first such jolt. Indeed, the first decade of the twenty-first century has been a series of wake-up calls with a single theme: the reality of global integration.

The problems of global climate change and energy, global supply chains for food and medicine, new security concerns ranging from identity theft to terrorism – all issues of a hyper-connected world – have surfaced since the start of this decade.

The world continues to get “smaller” and “flatter.” But we see now that being connected isn't enough. Fortunately, something else is happening that holds new potential: the planet is becoming smarter.

That is, intelligence is being infused into the way the world literally works – into the systems, processes and infrastructure that enable physical goods to be developed, manufactured, bought and sold. That allow services to be delivered. That facilitate the movement of everything from money and oil to water and electrons. And that help billions of people work and live.

How is this possible?

First, the world is becoming instrumented. Imagine, if you can, a billion transistors for every human being. In reality, we're almost there. Sensors are being embedded everywhere: in cars, appliances, cameras, roads, pipelines...even in medicine and livestock.

Second, our world is becoming interconnected. Soon, there will be two billion people on the Internet – but systems and objects can now “speak” to each other, as well. Think of a trillion connected and intelligent things, and the oceans of data they will produce.

Third, all of those instrumented and interconnected things are becoming intelligent. They are being linked to powerful new backend systems that can process all that data, and to advanced analytics capable of turning it into real insight, in real time.

With computational power now being put into things we wouldn't recognize as computers, any person, any object, any process or service and any organization – large or small – can become digitally aware, connected and smart.

With so much technology and networking available at such low cost, what wouldn't you enhance? What wouldn't you connect? What information wouldn't you mine for insight? What service wouldn't you provide a customer, a citizen, a student or a patient?

The answer is, you will do all these things – because you can. But there is another reason. We will do all these things, because we must. Consider:

According to published reports, up to 10% of the energy we generate on the planet never reaches a single lightbulb, even in developed countries.

The average basket of food has travelled the equivalent of two and a half times around the continent before it comes to rest on a supermarket shelf.

Our healthcare system really isn't a “system”. It fails to link diagnoses, medicine delivery, healthcare providers, insurers and patients – as waiting lists lengthen and costs continue to escalate.

One in five people living on the planet today lacks safe drinking water.

And, of course, we continue to witness the unravelling of the global financial markets, a system in which institutions could spread risk, but not track it.

Yet all of these things are solvable on a smarter planet.

Smart systems are transforming energy grids, supply chains and water management. Smart healthcare systems can dramatically lower the cost of therapy. Smart food systems are using RFID technology to trace meat and poultry from the farm through the supply chain to store shelves.

There is an overwhelming need – and demand – for positive change in the world. And together we can make this happen. In the coming weeks, you'll be hearing more from IBM® on the specific ways we can make our planet work better. Let's build a smarter planet. Join us and see what others are thinking at [ibm.com/think](http://ibm.com/think)

