

Business
Partner



messages:

An IBM Software Business Partner Newsletter

ESSENTIALS FOR THE CEO

Articles, Tools and Knowledge
to Grow Your Business

ESSENTIALS FOR THE CTO

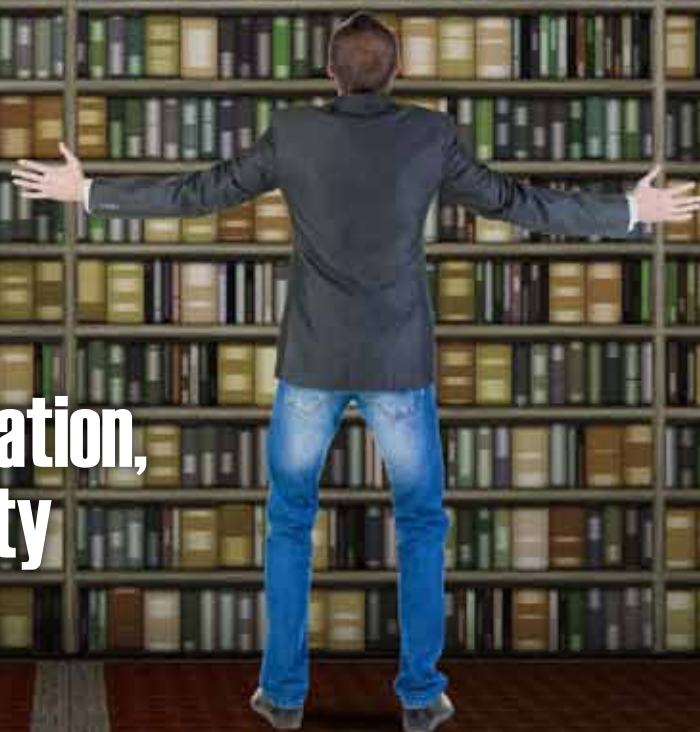
Latest and Greatest Technology
That You Should Know

PLUS MORE...

- Sales & Technical Updates
- Diary

BIG DATA:

The Next Frontier for Innovation, Competition, and Productivity





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

Dear Business Partners,

The fireworks, party hats, streamers and celebration would be a thing of the past already by the time you receive this 2012 issue of Messages. How time flies as we get ready to take on the new year with the new challenges ahead. Mark your calendars for upcoming exciting events and challenges; whip out the planner to plan ahead and be prepared for what we have in store for you.

This issue has lots to cover. From Big Data (cover story, page 12) being the new frontier to Managing Threats in the Digital Age (page 17), we have also lined up interesting reads on How to Jumpstart Your Software Sales (page 4) and Costbuster Solutions (page 7), spiced in between with software acquisitions, announcements and win deals to motivate you along! Partnering with IBM is also made easy as it is about simplicity. Check it out on page 30.

So, let's take on 2012 with a bang. Enjoy the issue, Happy Holidays to all and welcome 2012!!

Sandeep Bakhshi

Business Unit Executive,
ASEAN Software Group Channels



Sandeep Bakhshi

*Let's take
on 2012
with a bang!*

A "Quick Start" to Success

Our Business Partners have told us that it can be challenging to stay on top of all the great resources that are available to help them get enabled faster and earn more. Each of the following benefits and events are designed to support them throughout the sales cycle and accelerate their success.

NEW IBM Software Quick Start Guide

IBM Software Quick Start will help new or existing Business Partners navigate the IBM PartnerWorld program effectively, in a simple step-by-step guide, and optimize their use of our most important software focused tools and resources. The Quick Start includes a new series of video tutorials on our most important initiatives. The first in this series is now available, focusing on "Personalizing Your PartnerWorld Profile". Both Web and downloadable versions are available.

Lotusphere 2012 - Get out your social calendar!

- Registration is now open for Lotusphere® 2012 being held in Orlando, Florida, January 15-19.
- Business Partner Development Day is on January 15 and is the kick-off event for IBM Business Partners – this is the place to hear from IBM leadership about the ICS strategy, channel partnership, and the social business opportunity for 2012.
- The IBM Collaboration Solution Awards nominations are open now! Encourage your Business Partners to submit nominations by November 30.
- Join us for Connect 2012 where you can seize the opportunity to learn from experts about how to become a winning social business.

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



Jumpstart Your Software Sales

Five easy steps to get started.

Step 1: Listen to the Jumpstart event call

Listen to the “Jumpstart Your Software Sales in the Midmarket” Think! Thursday webcast audio replay (MP3, 8.78MB) and presentation (PDF, 1.70MB).

Step 2: Read the latest market intelligence

Midmarket Market Trends & Buyer Behavior. Read where the growth is, what small and medium business (SMB) buyers really want. (PDF, 2.6MB)

Step 3: Learn about IBM software

Winning in the Midmarket 2011 Case Study Guide: highlights BPs and their clients who have achieved success with IBM in the SMB space. Tell us your story and become part of the next edition! (ZIP, 4.9MB)

The IBM Software Midmarket portfolio is designed to drive increased consideration for IBM among businesses with 100 to 999 employees and with our Business Partners. These offerings meet midmarket readiness criteria and align to Smarter Planet themes to deliver the infrastructure and business solution capabilities midsized businesses need. The IBM® Midmarket Software Buying and Selling Guide is tailored specifically to help the management and IT staff of small and mid-sized businesses evaluate how the IBM midmarket portfolio can provide simple and cost-effective solutions to common business problems. (PPT, 197KB)

Training and Certification

If you have a goal, we can show you how to it can be reached. Start here to build your skills or earn IBM certifications. Review over 130 courses over 15 industries: Industry Education.

Learn how IBM Software is fueling a Smarter Planet:

- IBM Software brochure
- IBM Software whitepaper (PDF, 490KB)
- IBM Smarter Planet for Midmarket resources

The Midmarket cloud opportunity

A whitepaper is available from consulting firm Wohl Associates - Profiting from the Cloud: A New Opportunity for IBM Business Partners (PDF, 185KB). This white paper will allow you to consider what role you might like to play in this important market and how IBM can engage with you to help meet your goals.

Cloud Computing Architecture Certification:

by achieving the industry's first Cloud Computing Architecture certification, IBM Business Partners can showcase their advanced skills for a competitive advantage. Available worldwide.

Step 4: Sales and marketing plays

Use the ready-to-run SMB sales and marketing plays to get a fast start in your go-to-market activities. Review the enablement resources, demand generation assets and marketing offers—all specific to the midmarket offering portfolio and designed for Business Partners.

2H11 Lead Progression Kit for Small Deals in Midmarket

Use this consolidated list of marketing offers and sales kits for the portfolio designed to drive small deals in the midmarket to close the new leads you have identified. (PDF, 725KB)

- Midmarket sales and marketing plays
- Midmarket marketing execution blueprints
- IBM Collaboration Solutions Briefcase (ODP, 1.2MB)
- Co-funded marketing
- Internet marketing benefits
- Application Specific Licensing (ASL)

Step 5: Earn best-of-breed incentives Sales Incentives

Selling into the high-growth SMB marketplace is more lucrative than ever. Take advantage of the rich set of sales incentives available across IBM's portfolio of hardware, software and services offerings—all designed to help you increase your earning and profit potential.

Software Value Plus

IBM offers distribution models for maximizing your profits by reselling IBM Software, based on your clients' needs and your investment in skills. Learn more about Software Value Plus and the benefits of becoming a Software Value Plus Business Partner.



IBM Cost Buster Solutions

A Business Partner-ready configured solution that combines IBM middleware and hardware targeting the midmarket client.

IBM Cost Buster Solutions for Small Deals are affordable and attractive solutions for clients of all sizes. Essentially a Cost Buster Solution is a business partner-ready configured solution that combines IBM middleware and hardware which targets the midmarket client with a financing wrapper to ensure we lead with the monthly price and don't drop a large all-upfront price tag on the customer's desk.

Clients continue to feel pressure to do more with less and get more value from their infrastructure investments. Nowhere in the marketplace is attractive financing as important as it is today for midsize to large businesses in this challenging economic climate. IBM Global Financing provides financing from simple loans to tailored leases to total solutions including hardware, software and services, both IBM and non-IBM in one contract with one predictable monthly payment! IBM Global Financing is the world's largest IT financier with over 125,000 clients and can support you in more than 50 countries.



Client benefits

Financing helps customers meet budget and cash flow objectives in a capital-constrained environment. IBM Global Financing can:

- Help improve the Business Case ROI
- Improve the project's Payback (most IBM Global Financing projects go cash flow positive earlier)
- Provide fixed, predictable monthly payments for IBM Software acquisitions
- Preserve cash flow and other lines of credit

Business Partner benefits

Financing helps expand your sale; turns large upfront costs into a single monthly payment: helps you sell more!

- Lead with a monthly price to reduce upfront sticker shock
- Change the client discussion from "what can you afford" to "what do you need?"
- Expand a Tivoli Endpoint Patch Management simple sale (from the acquisition of Big Fix, Inc.) into a more robust solution bundle including patch management, core protection and power management at an affordable \$148 per month financed for 36 months, or \$1.48 per user per month for 100 users. Customers have found a: 50 percent reduction in labor costs; decreased patch cycle times from 2 - 3 weeks to 2 - 3 days; and increased first pass patch success rate from 50 to 99 percent
- Financing can improve your cash flow, return on working capital, profitability, and sales efficiency
- Clothe opportunities to expand the IBM footprint and build loyalty.

Business Partner Call-to-action

Get started with IBM Global Financing and Cost Buster solutions today - tools and enablement for Business Partners.

- 1) Quick Reference Guide available for IBM Business Partners which overview the IBM initiative.**
 - Coming soon! ibm.com page for Customers where a Quick Reference Guide, Brochure and Presentation will be available to customers!
- 2) Access the IBM Cost Buster solutions presentation for more information on these great offers and how to get started.**
- 3) Need more information on packaging your deals with IBM Global Financing?**
 - Visit ibm.com/financing/partner or contact your local IBM Global Financing representative for more information.
 - Get financing quotes and contracts quickly and easily with the Rapid Online Financing tool.
 - New to IBM Global Financing? Find out how you can get started now!
- 4) Start winning today! Integrate financing into your proposals. Lead with a packaged solution to improve your value proposition. Identify deals where a Cost Buster solution makes sense and propose.**





Smarter Commerce Momentum Report

Christmas shopping 2011 has gone mobile with record numbers.

Forbes.com features Smarter Commerce

At the beginning of the year, Smarter Commerce was but a twinkle in our eye, now it's featured on Forbes.com as a driver of IBM's recent success, along with the story of Warren Buffett's decision to invest in IBM to the tune of nearly \$11 billion in the last two quarters. Read and share: "IBM Outlook Improved With Buffett Stake, Smarter Commerce" at www.forbes.com/sites/greatspeculations/2011/11/14/ibm-outlook-improved-with-buffett-stake-smarter-commerce/



Holiday Benchmark Predictions

Holiday predictions: Annual IBM Coremetrics Benchmark study predicts hike in mobile device traffic

Results of the recently conducted IBM Coremetrics Benchmark Study reveal that iPad and other mobile device retail traffic will constitute 15% of online spending in this holiday season, as Smarter Commerce trends grow. In his Holiday Benchmark predictions blog post and November 8 Fox News interview, IBM Industry Solutions' John Squire, Director, Product Management, EMM, explains the opportunity retailers must capitalize on to meet the needs of today's "mobile shopper."

"The onus is on retailers to remember that their brands have become entirely portable. The empowered consumer quite literally has retailers, their brands, and their stores right where he wants them: in the palm of his hand. That means that relevance—a tailored, personalized, wow-they-really-know-what-I-like approach to marketing—is more important than ever."

MarketWatch

Holidays may herald the year of the mobile shopper

■ By Andria Cheng

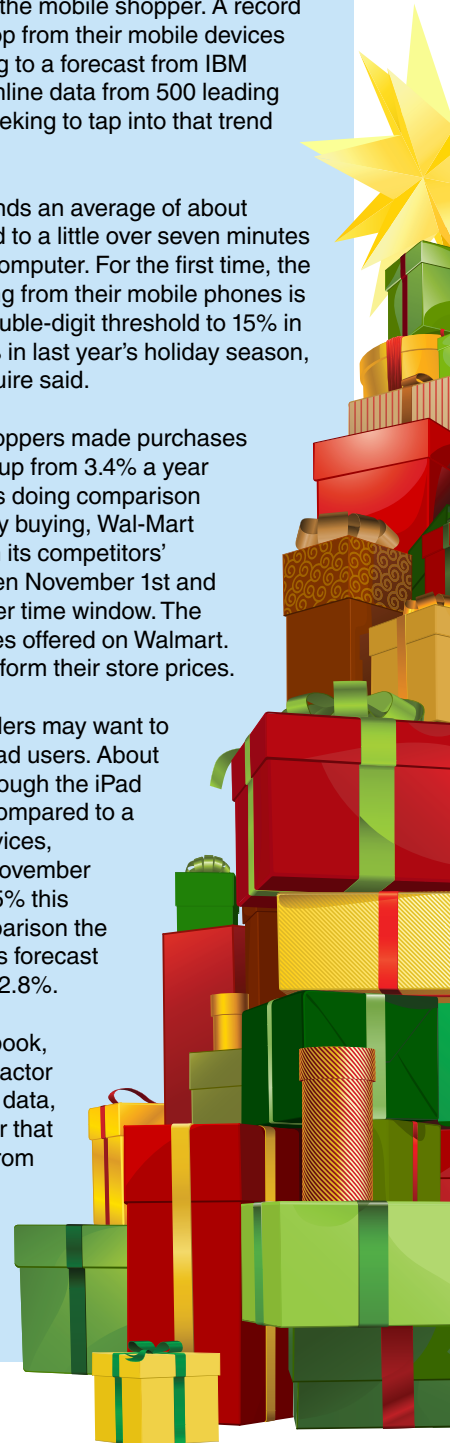
When the holiday shopping frenzy of 2011 kicks off later this month, it could be the year of the mobile shopper. A record number of consumers will shop from their mobile devices this coming season, according to a forecast from IBM Coremetrics, which studies online data from 500 leading U.S. retailers. And retailers seeking to tap into that trend will be forced to adapt.

A mobile device shopper spends an average of about 4 minutes on a site, compared to a little over seven minutes for a site visit from a regular computer. For the first time, the percentage of shoppers buying from their mobile phones is expected to rise above the double-digit threshold to 15% in November, compared to 4.5% in last year's holiday season, and less than 1% in 2009, Squire said.

In October, 9.6% of online shoppers made purchases through their mobile devices, up from 3.4% a year earlier. To win over consumers doing comparison shopping and encourage early buying, Wal-Mart this holiday season will match its competitors' print advertised prices between November 1st and December 25th, a much bigger time window. The company also will match prices offered on Walmart.com if the prices are different from their store prices.

Within the mobile arena, retailers may want to pay even more attention to iPad users. About 6.8% of October site visits through the iPad concluded with a purchase, compared to a 3.6% rate on other mobile devices, Squire said. Online sales in November are expected to rise 12% to 15% this year, IBM estimated. By comparison the National Retail Federation has forecast total holiday sales to rise just 2.8%.

Social networks, led by Facebook, also have been an emerging factor in retail. According to the IBM data, 9.2% of consumers in October that came to a retailer's web site from a social media site made a purchase, compared to 5.5% who visited the store site directly.



CMO Site

IBM Study: Holiday shopping looking up■ *By Mitch Wagner*

Despite economic gloom, online spending for holiday shopping will grow 12 to 15 percent year-over-year this month. And mobile devices and social media are exerting growing influence, according to a report by IBM released Friday. "This is good news for marketers," said John Squire, director of product management, Enterprise Marketing Management Group, IBM Industry Solutions, in a phone interview. IBM sponsors The CMO Site. Squire added, "There has been a lot of concern whether it will be a flat season. Certainly, seeing double-digit growth will bring smiles to lots of retailers' faces."

Nearly 11 percent of retail site visitors came from mobile devices last month, up from 4.2 percent in October 2010. Also, mobile sales are growing, reaching a high of 9.6 percent last month. Android users will, for the first time, show levels of mobile shopping similar to that of iPhone users. The iPhone accounted for 4 percent of mobile traffic in October, compared with Android's 3.5 percent.

Shoppers using iPads are more likely to convert than other mobile device users. Conversion rates for the iPad in October were 6.8 percent, compared with overall mobile device conversions of 3.6 percent. Mobile users are increasingly practicing "surgical shopping," where they visit a site, and if they don't find what they're looking for, they leave quickly. Mobile users have a 44 percent bounce rate compared with the overall online bounce rate of 37.3 percent.



eWeek

IBM: Christmas shoppers going mobile■ *By Darryl K. Taft*

IBM says the post-PC era is here as many online Christmas shoppers use mobile devices. During this year's hot Christmas holiday season, an unprecedented 15 percent of people in the US logging onto a retailer's website are expected to do so through a mobile device. This conclusion is based on cloud analytics findings from IBM's cache of analytics solutions. Indeed, based on data from the IBM Coremetrics Benchmark, all online Christmas shopping in November is also expected to grow as much as 15 percent versus November 2010, with the growing influence of mobile devices such as iPads and Android phones being among the key factors. In addition, IBM predicts a bigger impact from social networks on online shopping this year. IBM said while the industry will see modest increases in direct social buying, the influence of these sites and services will eclipse that of other channels.

TechCrunch

IBM: Mobile retail traffic will more than double this holiday season

IBM's Coremetrics Benchmark is releasing data around holiday shopping trends we can expect over the next few months. Big Blue says that mobile retail traffic will more than double this holiday season.

One of the new trends expected to take place is among Android users. And for the first time, the growing number of Android users will demonstrate similar levels of mobile shopping as iPhone users. These October 2011 numbers show iPhone accounting for 4 percent of mobile traffic and Android 3.5 percent. The iPad will also play a big role in holiday shopping this season. In October, iPad conversion rates reached 6.8 percent as compared to the overall mobile device conversion rate of 3.6 percent.

All signs point to this holiday season being a big one for mobile shopping.

Checkout Lane

Shoppers who do make it into retail shops this holiday season might also run into new IBM retail technology. Today IBM announced the release of the Smarter Checkout solution, which allows retailers to target third-party products and services, such as movie theater tickets, to customers at the checkout lane. "According to a recent study of global retailers, 85% of consumers prefer to complete their transactions through a traditional point-of-sale station, whether they take goods home or have items delivered," the announcement says. "The checkout aisle is the retailer's last chance to save a sale, generate extra revenue and make a lasting impression on shoppers." This holiday shopping season, the savviest retailers will be taking advantage of the predicted increase in holiday spending and customizing your shopping experience, any way you prefer to shop.

Intelligent Transportation (IOC) Big Win in China

IBM's innovative technology towards shaping the city smart.

The future of any country lies in its cities. With China facing astounding urban growth, there is an urgent need to meet the challenges of the expanding urban capacity and to improve the life for city residents. There is a need for efficient management system to manage the road traffic, bring in a smooth public transport system, only through technological innovation and investment in infrastructure projects.

ZhenJiang province, located to the East China, has been growing exponentially with rapid economic growth and the ZhenJiang Government was in need to bring in an efficient and intelligent transportation management system. As part of ZhenJiang government's 2011 strategy, they started to promote their social welfare project, "Smarter ZhenJiang, Smarter Tourism," that would contribute towards an overall economic development, create a stronger sense of community and ensure a sustainable urban development.

ZhenJiang's Business Challenges

To establish an Intelligent Public Transportation system, ZhenJiang local government was putting together a project to promote its "Smarter ZhenJiang, Smarter Tourism," – an initiative to shape a smart city.

The city was facing challenges to manage their city transportation services that could help them gather city transportation updates with accuracy and help analyze real-time information that could better model and anticipate problems to minimize the city's transportation related disruptions. With an objective to develop and transform ZhenJiang to be a widely known and desirable tourist destination in East China, ZhenJiang government in collaboration with IBM, decided to get an Intelligent Public Transportation system in place.

IBM Solution

ZhenJiang government partnered with IBM to lead this initiative that has been ranked as the citizen welfare project of the local government. IBM's IOC, Intelligent Transportation system, was considered to be a suitable solution that could help optimize the transportation network and gather city-wide visibility, analyze traffic performance and provide a centralized management solution that could be city's friendly transportation system.

The project included replacement and re-construction of approximately 570 bus stations and 2000 public transportation vehicles. The ZhenJiang government wanted to establish an Intelligent Transportation Operation Command Center, which is an Intelligent Traffic Information Platform. In this solution, Websphere Sensor Event (WSE)

is used to collect events through smart device, installed in buses or in bus stations, which then transforms the data into message format that the IOC and IIT can accept. With the implementation of this solution, it will help ZhenJiang government to instrument their transportation system with sensors and gather vital information about traffic flow.

Further, the Analyst's Notebook from i2 allows ZhenJiang government to acquire traffic data easily from disparate data sources via intuitive drag-and-drop and through powerful multiple data source searches. i2 will also help to analyze large data sets quickly, with multiple analytical views that includes association, temporal, spatial, statistical and spreadsheet views.

This is a prestigious and largest IOC win world-wide and is the first Intelligent Transportation win in GMU. The uniqueness of this win also lies in the fact that this is the first i2 win align with IOC for Smarter City since i2 acquisition in October 2011.

Client Value

With the implementation of IBM solution, the ZhenJiang government will be able to increase the efficiency of their bus route management system, easy scheduling, vehicle tracking, and easy publish and bus information updates to the passengers in a timely manner.

The system will help ZhenJiang to manage over 2000 vehicles for public transportation and connect with over 100 routes in the city. By implementing IBM's IOC for smarter transportation management, the ZhenJiang government will be able to establish its public transportation platform for traffic analysis, get a well-coordinated city-wide traffic updates, anticipate problems that continues to improve the efficiency of city operations.

IBM's foresight on Smarter City was greatly appreciated by the ZhenJiang government. IBM's rich experience in over 2000 smarter cities world-wide and the IBM team's expertise was well recognized by the customer. In future, the IBM solution can also be extended to support and collaborate in other areas of ZhenJiang's city management initiatives.



Move over, Santa!

Social, mobile and online shopping trends spike.

According to an insider view from IBM Benchmark, shoppers set records over the 2011 Thanksgiving holiday in the U.S., dropping tens of billions of dollars in stores and online. Early sales drove a 39.3 percent increase in online Thanksgiving day spending and set the stage for 24.3 percent online growth on Black Friday, compared to the same period last year. The U.S. online retail sector also delivered strong growth on Cyber Monday year over year.

IBM Benchmark is the only analytics-based, peer-level benchmarking solution that measures online marketing results. Taking real-time sales data from the websites of more than 500 leading U.S. retailers, the solution aggregates the anonymous content to gauge sales activity and provide new insights to retailers on what's hot and what's not.

IBM Cognos Consumer Insight analyzed public social media sites like Twitter and Facebook to provide additional insight into shopping patterns, trending topics, and consumer sentiment.

Social sells

Boosted by a 110 percent increase in discussion volume compared to 2010, top discussion topics on social media sites immediately before Friday showed a focus on the part of consumers to share tips on how to avoid the rush. Topics included out-of-stock concerns, waiting times and parking, and a spike in positive sentiment around Cyber-Monday sales. Discussions on social media sites leading up to Cyber Monday increased in volume by 115 percent compared to 2010. Other areas of discussion focused on sharing tips about using price comparison websites while avoiding cyber scams, Cyber Monday deals for international consumers and conversations about Black Friday in-store shopping experiences.

Shoppers referred from social networks generated 0.53 percent of all online sales on Black Friday. Facebook led the pack, accounting for 75 percent of all traffic from social networks. On Cyber Monday, Facebook continued to lead the pack, accounting for 86 percent of all social media traffic.



Hot off the press

Websites run by department stores were among the day's most prominent gainers, as sales at Macy's Inc., Nordstrom Inc. and similar retailers were up 39% as of Monday afternoon, according to the IBM Smarter Commerce arm. – Wall Street Journal

Mobile mania

Black Friday was characterized by mobile deal seekers who used their devices as a research tool for in-store and online bargains. On Cyber Monday mobile traffic averaged 10.8 percent compared to 14.3 percent on Black Friday.

Sales on mobile devices on Black Friday surged to 9.8 percent from 3.2 percent over 2010. Consumer sales on mobile devices on Cyber Monday reached 6.6 percent versus 9.8 percent on Black Friday.

Apple rules

Mobile shopping was led by Apple, with the iPhone and iPad ranking one and two for consumers shopping on mobile devices. Android maintained its position in third. Shoppers using the iPad led to more retail purchases more often per visit than other mobile devices.

The IBM Coremetrics fourth annual Black Friday Benchmark tracks more than a million transactions a day, analyzing terabytes of raw data from 500 retailers nationwide. With a highly intuitive interface, IBM Coremetrics Benchmark delivers aggregated and anonymous competitive data for industry-specific, best practice key performance indicators, showing how websites perform compared to industry leaders and peers. With this data IBM helps retailers better understand and respond to their customers – across the organization – improving sourcing, inventory management, marketing, sales, and services programs.



Your Social Circle is About to Get a Lot Bigger

It's a new, two-day, symposium-style conference that's customized for business leaders charged with turning the opportunity that comes from becoming a social business into measurable success.



The way people connect has forever changed. Social networking has been adopted faster than any other internet technology. More mobile devices are sold today than PCs. By applying these transformational trends to business, leading edge companies are already realizing tangible advances in how they introduce new products and services, personalize customer care, and optimize employee decision-making and productivity.

The time is now. Winning organizations will seize the opportunity to become a social business. Join us in Orlando, Florida on 16th-17th January for IBM Connect 2012 – the premier social business event for business leaders. In three tracks tailored to your area of interest, you'll be introduced to strategies and best practices that will help you drive greater adoption levels, manage risk, comply with industry and government regulations and stand out in a competitive market.

IBM Connect 2012 attendees will include C-level executives and business leaders from product development, research & development, marketing, sales, customer service, human resources, corporate communications, and IT in leading organizations from around the globe.

Join us for this new and exciting event and learn how your organization can become a social business. Reserve the date and register at www.ibm.com/connect.

Join the Connect conversation with #IBMConnect.

Date : 16th - 17th January 2012
Venue : WALT DISNEY WORLD
 Swan and Dolphin Resort
 Orlando, Florida



Lotusphere 2012 is the place to help you grow your social circles and business opportunities. For both the business and technology-focused, we've got the tools, tips and tricks you need to exponentially improve your business outcomes with social solutions – from strategic planning and managing to administrating and analyzing social, mobile and cloud solutions.

- Over 300 sessions
- Technology sessions covering practical tips and tricks to kick your skill set up to the next level
- Business-oriented sessions focused on best practices and results
- A Solutions Showcase featuring real-world solutions from our IBM Business Partners and IBM colleagues
- Access to IBM strategists, product experts, engineers, architects, and developers
- The opportunity to share the wisdom of the crowds from your own social circles of colleagues and partners

Register now. Visit www.ibm.com/lotusphere and the IBM Connect registration site.

Date : 15th - 19th January 2012
Venue : WALT DISNEY WORLD
 Swan and Dolphin Resort
 Orlando, Florida

GEO Event Highlight on Business Partners and Customers of 2011

Creating awareness in Thailand.

COMING EVENT!

Mark your calendar for Business Partner Conference in February and IBM University in March.

Date:
8-16 June 2011

Cities:
Chonburi,
Chiangmai,
Ayuthaya,
Korat, Khonkaen

Date:
29 November 2011

Venue:
Holiday Inn Hotel,
Pattaya

IBM Smarter Computing

Objective:

- To promote IBM in geographic area of Thailand, we proposed with total solutions and communicate stronger expertise by Business Partners' showcase
- There are many offerings, both hardware and software, selected for geographic area eg. System X with IBM Fastback, System P with DB2.

IBM Comes to You: Smart Solution for Manufacturing

Objective:

- Create awareness on IBM brand and build brand preference in the Manufacturing Industry
- Recruit and enable partners on IBM hardware and software products to drive incremental revenue
- Create a fertile environment for our client development and demand generation efforts with relevant GEO partner offerings



BIG DATA: The Next Frontier for Innovation, Competition, and Productivity

Big Data: what it is and why you should care

Data creation is occurring at a record rate. In 2010, the world generated over 1ZB of data; by 2014, we will generate 7ZB a year. Much of this data explosion is the result of a dramatic increase in devices located at the periphery of the network including embedded sensors, smartphones, and tablet computers. All of this data creates new opportunities to “extract more value” in human genomics, healthcare, oil and gas, search, surveillance, finance, and many other areas. We are entering the age of “Big Data.”

IDC believes organizations that are best able to make real-time business decisions using Big Data solutions will thrive, while those that are unable to embrace and make use of this shift will increasingly find themselves at a competitive disadvantage in the market and face potential failure.

Big Data technologies describe a new generation of technologies and architectures, designed so organizations like yours can economically extract value from very large volumes of a wide variety of data by enabling high-velocity capture, discovery, and/or analysis.

Information everywhere, but where's the knowledge?

Organizations rely on a growing set of applications to communicate with and provide services/products to today's demanding consumer and business communities:

- They are collecting, storing, and analyzing more granular information about more products, people, and transactions than ever before.
- They rely on email, collaboration tools, and mobile devices to communicate and conduct business with customers and business partners.
- They are creating, receiving, and collecting machine and sensor-generated messages, sometimes at very high volumes, and are driving operations and business processes from that message data.

The growth in the number, size, and importance of information assets is not limited to just large government agencies, large enterprises, or Internet Web sites. A wide variety of organizations, ranging from small and medium-sized businesses (SMBs) to large enterprise and government agencies, are dealing with a flood of data as they and their customers:

- Digitize business records and personal content (including the generation of ever-larger numbers of photos, movies, and medical images) driven by continued advancements in device features, resolution, and processor power
- Instrument devices (e.g., set-top boxes, game systems, smartphones, smart meters), buildings, cities, and even entire regions to monitor changes in load, temperatures, locations, traffic patterns, and behaviors
- Address governance, privacy, and regulatory compliance requirements that complicate the retention of business information

Much of this data creation is occurring outside of the datacenter at the edge of the network, the result of a proliferation of embedded sensors and mobile devices. All of this data creates aggregation and analytic opportunities using tools that leverage multicore server architectures and their associated big memory footprints frequently deployed at significant horizontal scale. This data proliferation also drives demand for centralized storage capacity to maximize the control and usefulness of collected information. By 2010, annual new installations were 16.4EB, and by 2014, new capacity installed will reach 79.8EB.

In the past, the main data challenge for most organizations was enabling/recording more and faster transactions.

Today, much of the focus is on more and faster delivery of information from scale-out cloud computing clusters (e.g., documents, medical images, movies, gene sequences, data streams, tweets) to systems, PCs, mobile devices, and living rooms.

The challenge for the next decade will be finding ways to better analyze, monetize, and capitalize on all this information. It will be the age of Big Data.



So, What is Big Data?

Big Data is about the growing challenge that organizations face as they deal with large and fast-growing sources of data or information that also present a complex range of analysis and use problems. These can include:

- Having a computing infrastructure that can ingest, validate, and analyze high volumes (size and/or rate) of data
- Assessing mixed data (structured and unstructured) from multiple sources
- Dealing with unpredictable content with no apparent schema or structure
- Enabling real-time or near-real-time collection, analysis, and answers

Big Data technologies describe a new generation of technologies and architectures, designed to economically extract value from very large volumes of a wide variety of data, by enabling high-velocity capture, discovery, and/or analysis.



Big Data Sources: What and How Much?

The sources of data growth that are driving Big Data technology investments vary widely. Some represent entirely new data sources, while others are a change in the “resolution” of existing data generated.

New Big Data Sources: Industry Digitization

New data sources for Big Data include industries that just recently began to digitize their content. In virtually all of these cases, data growth rates in the past five years have been near infinite, since in most cases it started from zero. Industries include media/entertainment, healthcare, life sciences, video surveillance, transportation, logistics, retail, utilities, and telecommunications.

Consumers are increasingly active participants in a self-service marketplace that not only records the use of affinity cards but can increasingly be combined with social networks and location-based metadata, which creates a gold mine of actionable consumer data for retailers, distributors, and manufacturers of consumer packaged goods.

Social media solutions such as Facebook, Foursquare, and Twitter are the newest new data sources, leveraging on consumers’ (conscious or unconscious) nearly continuous streams of data about themselves (e.g., likes, locations, opinions). Thanks to the “network effect” of successful sites, the total data generated can expand at an exponential rate.

By definition, the rate of Big Data growth exceeds the capabilities of traditional IT infrastructures and represents largely “greenfield” computing and data management problems for customers.

Expanding Big Data Sources: Looking Deeper and Further

The other main source of data growth driving Big Data technology investments results from a change in “resolution”:

- Financial transactions: With the consolidation of global trading environments and the greater use of programmed trading, the volume of transactions that need to be collected and analyzed can double or triple in size, while the transaction volumes can also fluctuate much faster, much wider, and much more unpredictably, and competition among firms forces trading decisions to be made at ever smaller intervals.
- Smart instrumentation: The use of intelligent meters in “smart grid” energy systems that shift from a monthly meter read to an “every 15 minute” meter read can translate into a multi-thousand fold increase in data generated.

One of the most interesting use cases is the current evolution of mobile telephony. Until quite recently, the main data generated was essentially limited to caller, receiver, and length of call. With smartphones and tablets, additional data to harvest includes geographic location, text messages, browsing history, and (thanks to the addition of accelerometers) even motions.

Big Data Adoption: Who, Where, and When?

Assessing the range of industries and use cases where Big Data has a role to play is still very much a work in progress. When it comes to the pace of adoption of Big Data practices, culture will play a critical role in many industries. Clearly, organizations that have been generating or dealing with large data sources for decades will be early movers. This group includes many government organizations (e.g., intelligence as well as earth/space/life sciences).

While the specific catalyst for Big Data deployments may vary from customer to customer, it is likely that each deployment has a common trigger point. That is, a tipping point has been reached – in terms of data growth, rate of change, and/or the need for new insights. Another industry that is already a fast technology adopter is financial services. Aside from the analysis of trading patterns for portfolio management, organizations in this sector are also looking to Big Data solutions run on large scale-out clusters composed of multicore x86 processor technology to meet international money laundering and fraud prevention standards such as Basel II.

Many would assume that the telecommunications and retail industries, which certainly care about better/faster analysis of data, would be early adopters, but this is where organizational culture may begin to lead to industry stratification. For them, Big Data will be about both exponential expansion in data sources and faster use of the results (e.g., integration into the logistics system).

Some of the most interesting, but also most challenged, industries when it comes to Big Data adoption will be utilities and content service providers (e.g., cable TV, mobile carriers). These communities (with assists from related companies such as video gaming system and appliance manufacturers) are building out Big Data generating fabrics. Their opportunity now is to figure out how to handle and then do something with all that data, despite the fact that from a cultural standpoint data guardianship and use were much less in the past.

An additional hurdle for these industries is that it isn’t enough to just get the “answers” from Big Data platforms. They also need to implement automated response systems (e.g., automated power management or “in game” ad placement) that will ultimately be the foundation of their business models.



Big Data Value: What's in It for Me?

Regardless of industry or sector, the ultimate value of Big Data implementations will be judged based on one or more of three criteria:

- Does it provide more useful information?
- Does it improve the fidelity of the information?
- Does it improve the timeliness of the response?

Could Big Data Improve Usefulness, Fidelity, and Timeliness?

A still theoretical but timely example of all three criteria – usefulness, fidelity, and timeliness – would be the use of Big Data technologies in conjunction with accelerometer data feeds from smartphones. Such a system would be able to calculate in near real time the impact/intensity of an earthquake at the bearer's location. Today, geologists have to make inferences based on the intensity at the point of origin, which may be miles underground. These inferences can take hours to solidify. This improvement would make disaster response much more effective in the critical early stages.

Big data deployment: a practical guide

Thanks to a sustained and dramatic decline in the costs of compute power, as exemplified with the AMD Opteron 4000 and 6000 Series processors, memory, and storage capacity (along with new data handling techniques like Hadoop and memcached), it is possible for some bright staff in your organization to effectively deal with many data variety, volume, and velocity problems. Even better, they can do so while still being able to take advantage of the knowledge (get value).

The key questions for you as CIO, IT architect, or business executive are:

- How big of an impact can Big Data have on my IT environment?
- How do we get started and then what will it take to set up an enterprise-class Big Data environment?
- What technological and organizational challenges might inhibit our ability to get the maximum value from Big Data investments?

How Do You Get Started?

Barriers to Big Data adoption are generally cultural rather than technological. In particular, many organizations fail to implement Big Data programs because they are unable to appreciate how data analytics can improve their core business. One of the most common triggers for Big Data development is a data explosion that makes existing datasets very large and increasingly difficult to manage via conventional database management tools. As these data sets grow in size – typically ranging from several terabytes to multiple petabytes – businesses face the challenge of capturing, managing, and analyzing the data in an acceptable time frame.

Business executives need to improve their ability to convey complicated insights to the organization and drive an effective action plan from the data analysis process. When getting started, it is helpful to think of the following:

- Identify a problem that business leaders can understand and relate to, one that commands their attention.

- Don't get too focused on the technical data management challenge. Be sure to allocate resources to understand the uses for the data inside the business.
- Define the questions needed to meet the business objective and only then focus on discovering the necessary data.
- Understand the tools available to merge the data and the business process so that the result of the data analysis is more actionable.
- Build a scalable x86 infrastructure that can handle growth of the data.
- Identify technologies that you can trust. A dizzying variety of open source Big Data software technologies are out there, and most are likely to disappear within a few years.
- Be aware of changing data formats and changing data needs. Using conventional relational database management system (DBMS) techniques, it can take several weeks for database administrators to get a data warehouse ready to accept the changed data.

As organizations work to extract competitive business value – and ultimately revenue – from a growing sea of data, Big Data implementations leverage diverse sets of distributed semi-unstructured and unstructured data types, which frequently start with mathematics, statistics and data aggregation efforts.

Data is expanding faster than the capabilities of Moore's law, and this requires new thinking regarding computing architectures. A world of Big Data requires a shift in computing architecture so that customers can handle both the data storage requirements and heavy server processing required to analyze large volumes of data economically.



So, How Big is Big Data?

Data creation is occurring at a record rate. In fact, IDC's Digital Universe Study predicts that between 2009 and 2020 digital data will grow 44-fold to 35ZB per year. It is also important to recognize that much of this data explosion is the result of an explosion in devices located at the periphery of the network, including embedded sensors, smartphones, and tablet computers.

Given the scale and scope of developments, one question IDC is frequently asked is, "How big is Big Data today, and how big will it be in the next five years?"

Answering these questions remains a complex task. As already noted, Big Data is not about a single technology, a single architecture, or a single use case. IDC's research on the high-performance computing market (the birthplace of many Big Data ideas) as well as IDC's tracking of server and storage hardware sales to large content depots and cloud service providers (some of today's most aggressive Big Data innovators) can provide some early indicators:

- Spending on server and storage hardware for HPC workloads was \$12.4 billion in 2010, and this is projected to grow to \$17.2 billion by 2014
- In 2011, IDC estimates that \$14.7 billion will be spent on server and storage hardware for decision support workloads including data warehousing and data analysis. This is more than 17% of all server and storage hardware spending for all workloads deployed across the market.
- Server suppliers shipped more than 51 million processor cores in 2010, which is a 300% increase in capability in just the past five years, while during the same time period, server units increased only 8%.

Essential guidance: role of the CIO and the IT organization

Big Data creates infrastructure challenges that extend from data creation to data collection to data storage and analysis. Big Data represents both big opportunities and big challenges for CIOs. Almost every CIO dreams about making IT a more valued asset to the organization. Big Data projects are at the frontier of the business, where most of the most significant business expansion or cost reduction opportunities lie. Taking a lead in Big Data efforts provides the CIO with a chance to be a strategic partner with the business unit.

Because speed is strategically important in most Big Data efforts, it will be tempting for business unit teams to move forward without IT support. Your IT team needs to recognize that it must think differently (as well as quickly) and fight for a seat at the table as Big Data strategies are developed.

CIOs need to both understand what their organization is planning around Big Data and begin developing a Big Data IT infrastructure strategy. In doing so, CIOs need to understand the potential value Big Data represents to their organization and industry. IDC believes that building successful business cases around Big Data can only be accomplished through a tight alignment of critical thinking across both IT and the business. This will require out-of-the-box thinking as well as moving outside the traditional IT comfort zone as traditional data warehousing models may not be appropriate to effectively monetize the Big Data opportunity.

CIOs want to be more involved in the business; Big Data can bring IT to the front and center, so be prepared.

Expect that some smart team will soon be coming to talk with you about this great new idea that will transform your company, your customers, or your community. Welcome to the world of Big Data.

For the complete white paper entitled "Big Data: What It Is and Why You Should Care", please visit: <http://sites.amd.com/us/Documents/Big-Data-WP-06-2011.pdf>



Managing Threats in the Digital Age

How the C-suite can address today's complex risks and compliance needs.

New IBV Thought Leadership

Managing threats in the digital age has never been more difficult. Security has moved from an IT issue to an ongoing business concern. Increased threats and compliance requirements demand more automated, proactive approaches to security. Organizations must take a balanced approach to managing physical, technological and human assets.

As the world becomes more digitized and interconnected, the door to emerging threats and leaks has opened wider. Even more pressing than the undeniable proliferation of data, devices and connections, other factors are making it critical for enterprises to change how they manage external threats, internal threats and compliance.

Data is a target of people who attack systems, whether for criminal reasons such as economic gain, personal reasons such as revenge or frustration, or political reasons such as terrorism. Damage to customer trust, brand reputation, information and information processing infrastructure is occurring more often and with a high degree of "professionalism" in increasingly organized ways.

So it has become more important, yet more difficult, to secure and protect critical information and related assets. No longer relegated to the domain of the IT organization, the topic of security is now unquestionably a C-suite priority, whether it's the CMO evaluating the potential risk to the brand, the CFO understanding the financial implications of adverse events or the COO assessing the impact of IT systems disruptions on ongoing operations. Developing security intelligence – the ability to proactively predict, identify and react to potential threats – will take on new importance in the digital age.

The new IBV thought leadership paper recommends three steps for the development of effective security intelligence:

- **Get informed:** Take a structured approach to assessing business and IT risks.
- **Get aligned:** Institute and enforce security excellence across the extended enterprise.
- **Get smart:** Use analytics proactively to highlight risks and identify, monitor, and address threats.

Do visit and read the w3 story "Managing digital-age threats" that highlights the findings of the paper.

Call to Action:

We encourage you to take the following actions today:

- **VISIT** this report's ibm.com landing page and read the executive report, "Managing Threats in the Digital Age"
- **EDUCATE** yourself by attending the Special Webinar for sellers on 3 October 2011
 - *Learn how the IBM report, [Managing threats in the digital age](#), can help you discuss security, risk and compliance issues – and create new opportunities – with C-level executives. Get tips on which areas are of most concern to which CxOs and what questions to ask. Register now for the C-suite CONNECTION Seller and Practitioner Community Webinar, [Talking to the C-Suite about managing threats in the digital age](#), taking place Monday, 3 October, at 1 PM EDT.*
- **ENGAGE** your clients and prospects by sharing the study assets and related IBM solutions/offerings

Thank you for your continued support in using IBM's thought leadership to drive business.



ICS Small Deals <\$50K Announcement

Leverage on two new resources to drive Small Deals

We have never had a better opportunity to compete and win in the marketplace than we have right now. Small Deals <\$50K represents a significant opportunity for IBM Collaboration Solutions and our portfolio is tuned to address our customers most challenging business issues with the business value and price points they demand.

We have 2 NEW resources you can leverage to help you in driving Small Deals <\$50K for ICS.

The first is the NEW IBM Collaboration Solutions Small Deals <\$50K Briefcase. This interactive pdf provides a one-stop Small Deals <\$50K Sales and Marketing resource that contains:

- Small deals market opportunity data for the entire marketplace and ICS specific details.
- The top 5 things you should do to build small deals by job role.
- Key offerings from IBM Collaboration Solutions including value proposition, customer benefits and starting price points for you to begin to incorporate these in our marketing campaigns as well as campaign flows with links to key sales and marketing resources you can leverage in your demand generation and throughout various stages of the sales cycle.
- One pagers with key sales and marketing resources available to help you identify and progress small deals in your territory.
- A list of IOT sales and marketing contacts to aid you in your Small Deals <\$50K success.

This is currently available for IBM Sellers and Marketers. We will have a Business Partner version available in the coming weeks.

The second resource is the ICS Small Deals <\$50K Wiki page located on the ICS Marketing Pipeline Community.

On the ICS Small Deals <\$50K Wiki page you will find access to:

- Weekly reporting information by IMT from SSD and SDMS
- The NEW ICS Small Deals <\$50K Briefcase
- ICS Small Deals Best Practices
- Executive Presentations
- ICS Small Deals content in the MMPF Readout
- ICS Small Deals Guidance for the Social Business Program



Small Deals mean big business: Selling high volume of smaller transactions

New and refreshed offerings now available for IBM Business Partners: high volume, small deals

IBM Business Partners are critical to our success in selling small deals, and we pass well over half the IBM-created leads to you today. We expect the volume to grow even higher in 2012. Together we are drove a strong finish in Q4 and a great 2012. We want to ensure you have the help you need to progress and close these deals in your pipeline.

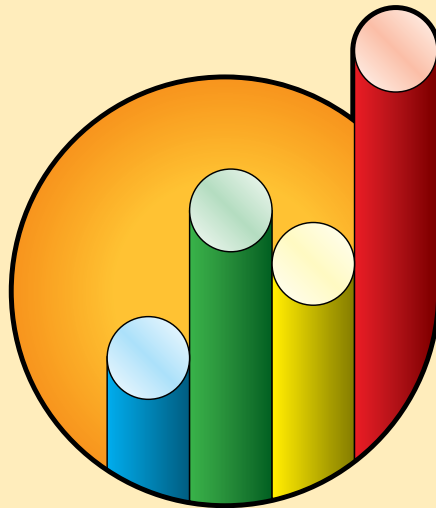
Beginning this month, we will begin sharing with your authorized Value-Added Distributor (VAD) all IBM-generated small deal leads for SVP-authorized products that have been passed to you. The VADs can offer a variety of types of assistance in progressing and closing those opportunities. If an IBM Inside Sales Representative (iSR) is involved in the opportunity, the VAD and iSR are encouraged to team together to provide assistance to you.

To find out more, visit: www.ibm.com/partnerworld/wps/servlet/ContentHandler/pw_com_smb_sw_volume_offerings

Business Analytics Demand Generation

A collection of partner-ready marketing programs that help increase demand for Business Analytics solutions. This list is continuously updated as new programs are introduced.

www.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/pw_com_sfw_ba_demand_generation
www.ibm.com/partnerworld/wps/pub/overview/B7000



IBM XWork Server

License and packaging for smaller deployments of web, mobile, and workflow applications.

IBM XWork Server helps developers quickly and more cost effectively design and deploy web, mobile collaboration, and workflow applications.

IBM Business Partners and ISVs can now more cost-effectively develop, deploy, and sell IBM XPages and IBM Lotus® Domino® solutions.

Provide new modern-looking, security-rich web and mobile applications. Easily modernize existing Lotus Notes® and Domino applications.

- Adds additional licensing options to the Lotus Domino Server family.

For more information, visit www.ibm.com/software/lotus/products/xwork/

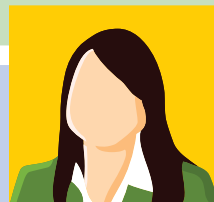
IBM Software Acquisitions Tour



Acquisitions are an integral part of IBM's growth strategy. The IBM Software acquisitions tour will:

1. Enable IBM Business Partners to identify opportunities around acquisitions and sort, prioritize and map acquisitions to their clients
2. Place acquisitions in client and industry context
3. Convey the value proposition of software acquisitions and solutions since 2008

www.ibm.com/partnerworld/wps/servlet/ContentHandler/swg_com_sfw_acquisitions_education



Keep Your Profile Updated

An up-to-date PPS profile is key to maintaining your access to PartnerWorld resources. Qualification for entitlement is based on the characteristics of your company's relationship with IBM such as contracts, country, PartnerWorld membership level, certifications, skills and solutions.

www.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/pw_com_udp_index





IBM Software VAD Hot Topics Update

IBM to acquire Curam Software Ltd.



BREAKING NEWS!

IBM has signed a definitive agreement to acquire Curam Software Ltd to help governments improve the efficiency, effectiveness and accessibility of social programs for smarter cities. Curam, which means “care and protection” in Irish, was founded in 1990 and is based in Dublin, Ireland.

Curam Software is used in more than 80 government agency projects around the world to provide the most appropriate social programs to citizens and their families in a timely manner, deliver services more effectively and continuously monitor progress toward achieving people’s social and economic potential. The software is used by health and human services, workforce services, and social security organizations around the world to deliver welfare, social insurance and both individual and employer based social programs.

Combining IBM’s extensive capabilities in solutions for Smarter Cities with the industry leading technology of Curam, we can enhance client value for civic leaders charged with making benefits more accessible to all constituents. Following the recent acquisition of i2, a leader in public safety software solutions, the acquisition of the talent and technology of Curam extends IBM’s leadership in helping cities manage growth and development in a sustainable way

NOTE: The completion of the transaction is subject to closing conditions including any required regulatory approvals.

VAD Award Nominations for Lotusphere close Friday, 16th December 2011

Will you be the VAD of the Year for IBM Collaboration Solutions? The 2012 IBM Collaboration Solutions (ICS) Awards are now open and accepting your nominations for Distributor of the Year. The 2012 ICS Award for the most Innovative Leadership by a VAD will be presented to the distributor who has dedicated themselves to growing their IBM Collaboration Solutions business by providing value to their reseller community. This category recognizes a VAD who has demonstrated revenue growth year-to-year, partner recruitment, partner skill development, and executed innovative and effective marketing campaigns to drive demand for IBM Collaboration Solutions. Winners and finalists will be recognized at Lotusphere 2012, to be held at the Walt Disney World Swan and Dolphin Resort in Lake Buena Vista, Florida, from January 15 - 19, 2012. Don’t miss out on this great opportunity, nominate today!

[www.ibm.com/events/www/lotus/lotusawards2012.nsf/\\$staticcontent/AwardCategories](http://www.ibm.com/events/www/lotus/lotusawards2012.nsf/$staticcontent/AwardCategories)

Registration Opens 6th December! Monday, 31st January 2012, IBM Software Business Partner Kickoff - Virtual Summit

Join Mark Register - Vice President Sales, IBM Software Business Partners, and a full line-up of IBM executives, for our 2012 virtual event kick-off, as we unveil many exciting new announcements and resources to help your organization’s roadmap to success. Registration information coming soon!! We encourage you to promote this event to your internal teams and to your Business Partners, and to even host a follow-up event of your own.

www.ibm.com/partnerworld/page/swg_com_sfw_bpvirtualevent_31jan2012

Visit the new IBM Industry Solutions resource page on PartnerWorld

Access the latest resources for Enterprise Content Management, Enterprise Marketing Management, B2B and Commerce.

www.ibm.com/partnerworld/wps/pub/overview/INDSOLPW

IBM Software Quick Start Guide and supporting videos

Ideal for any partner new to PartnerWorld, including new acquisition partners. The IBM Software Quick Start is designed to help new or existing Business Partners navigate the IBM PartnerWorld program – step-by-step – and optimize use of IBM’s most important software focused tools and resources to accelerate business and revenue growth. Both Web and downloadable versions are available. The downloadable version is pointed to at the bottom of each Quick Start page. The Quick Start also includes a new series of video tutorials on IBM’s most important initiatives and tools. The first in this series is now available: “Personalizing Your PartnerWorld Profile”. These videos are available stand alone on the IBM Software Business Partner YouTube channel.

www.ibm.com/partnerworld/software/gettingstarted

Visit the Software VAD Portal – available in 12 languages – for the latest updates, easy links, and helpful resources.

Check out the Acquisitions Corner, plus quick access to Small Deals and other IBM Software marketing and selling resources you need for enabling and supporting your Business Partners.

www.ibm.com/partnerworld/vad

IBM to acquire DemandTec to expand cloud-based analytics

BREAKING NEWS!



IBM and DemandTec recently announced that the two companies have entered into a definitive merger agreement for IBM to acquire DemandTec in an all cash transaction at a price of \$13.20/share, or at a net price of approximately \$440 million, after adjusting for cash.

The acquisition of DemandTec will extend IBM's Smarter Commerce initiative by adding cloud-based price, promotion and other merchandising and marketing analytics to help companies better define the best price points and product mix based on customer buying trends.

IBM estimates the market opportunity for Smarter Commerce at \$20 billion in software alone. Extending these capabilities to the cloud gives organizations immediate access to consumer information, providing instant return on investment.

DemandTec delivers cloud-based analytics software that enables businesses to examine different customer buying scenarios, both online and in-store. As a result, companies can spot trends and shopper insights to make better price, promotion, and assortment decisions that increase revenue and profitability.

IBM is a recognized market leader in each of the categories within Smarter Commerce, which was launched in March 2011. DemandTec will extend this leadership by enabling companies to use cloud computing services to gain insights about customer merchandising and pricing preferences to better market, sell and deliver the right product at the right place, and at the right price. DemandTec also expands IBM's Software-as-a Service (SaaS) strategy by adding additional, subscription-based offerings to IBM's SaaS solutions portfolio.

Consistent with IBM's Smarter Commerce strategy, IBM will continue to support and enhance DemandTec's technologies and clients while allowing them to take advantage of the broader IBM portfolio. DemandTec will be integrated into IBM's Software Group, which is a key driver of growth and profitability for IBM.

IBM Business Analytics Business Partner Learning Center

Skills for success.

Our goal is to help you continue growing your skills with IBM Business Analytics Software by providing learning paths by role so you can focus on the content and learning that you need based on your responsibilities in your organization. The IBM Business Analytics Business Partner Learning Center is one convenient location to access all of the enablement and education available to you. Take the opportunity to explore this area, identify your role and follow the guided path to ensure you have completed the necessary steps.

Find out about all of the education available for your role and the many ways that you can participate to expand your skills.

Get started!

Each option will provide you with a description of the role responsibilities for you to associate with your job function and a step-by-step approach to access the enablement resources and education that we recommend you complete. Choose your learning path for education information and options:

Sales

- Business development manager
- Technical sales specialist

Technical

- Designer
- Administrator
- Developer

Support

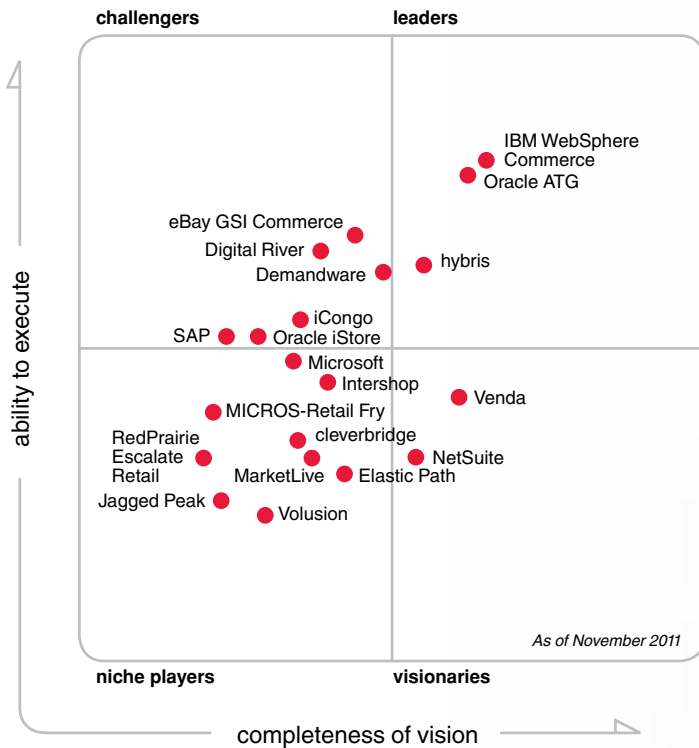
- Technical support analyst

www.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/swg_com_sfw_svpplc_cognos_overview



Gartner Magic Quadrant for E-Commerce

IBM named THE LEADER in Gartner Magic Quadrant for E-Commerce Overtakes Oracle ATG as the leader.



Gartner®

IBM was ranked the leader in the Gartner Magic Quadrant (MQ) for e-Commerce, beating Oracle ATG in both key categories, “completeness of vision” and IBM’s “ability to execute”. Being ranked the leader by Gartner in e-commerce is further recognition and validation of our Smarter Commerce strategy.

Gartner’s definition of the e-commerce market continues to expand beyond just those vendors that enable online sales for B2B and B2C commerce. It now includes the whole customer experience during the entire sales process. Although the e-Commerce MQ focuses on the “Sell”-side solutions we offer in Smarter Commerce, the report overall aligns with IBM’s Smarter Commerce vision.

IBM briefed Gartner on its complete Smarter Commerce ‘Sell’ solution and portfolio, including WebSphere Commerce, Order Management and Configure Price Quote (CPQ). The briefing also included the broader Smarter Commerce capabilities for “Cross Channel Selling,” including Coremetrics for Web analytics, Unica for email campaign management and marketing, and IBM Content Management. Clearly, the recent acquisitions have been recognized as being fully leveraged, allowing us to deliver a market leading solution.

To read the full report, visit: www.gartner.com/reprints?id=1-17WU5ZL&ct=111104&st=sb

IBM well positioned to serve growing e-commerce market demand

Based on increasing inquiries from clients, Gartner expects continued growth in the e-commerce solution market. With websites acting as the primary “face” to the customer, companies are increasingly competing for customer attention, and interest from organizations outside of traditional online retailing is also on the rise as a result. Additionally, building mind share requires strong online B2B and B2C sales capabilities. With IBM’s recent acquisitions, these capabilities are the cornerstone of the Smarter Commerce initiative.

Key points in the report to use with prospects and customers

Gartner positioned IBM as the leader for e-commerce solution offerings based on these key capabilities:

- A complete set of core e-commerce capabilities and a vision to deliver a seamless customer experience across channels which validates our Smarter Commerce initiative.
- A client reference base using social capabilities through IBM WebSphere Commerce, and driving online sales across social networks such as Facebook.
- Enterprise mobile applications based on the IBM Global Services roadmap and the introduction of a new set of handheld devices in 2011.
- Deployment flexibility made available through 'Smarter Commerce on Cloud' offerings (starting with CPQ on Cloud in 4Q11) for mid-market organizations.



Leader of the Pack: IBM Secures Leadership Position in Gartner 'Application Performance Monitoring' Magic Quadrant

In their latest release of the 2011 Magic Quadrant, Gartner has identified IBM as a leader in the APM industry.

The following are three of the strengths that Gartner has identified for the IBM Application Performance Monitoring portfolio:

- Improved integration with elements of IBM's existing portfolio (e.g., ITCAM) with a relatively straightforward and pain-free implementation and maintenance process.
- Simplified purchase and cost management of IBM APM's software suite, combined with our significant market share / install base ensures business stability going forward.
- IBM sales force and service are well educated on IBM APM products and how these solutions deliver real business value to customers.

...And check out this projection from the Gartner report:

- In 2011, about \$2 billion will be spent worldwide on application performance monitoring licenses and first year maintenance contracts. This is a 15% increase over the spend in 2010.

Tivoli's APM solutions assist with the Visibility. Control. Automation.™ needed to deliver quality services, manage risk and compliance, and accelerate business growth.



Break Free from Impractical and Costly IT Solutions

Facts that really matter when deciding whose IT solutions to trust.

Here's one of the biggest business questions you'll face: how can I break free from impractical and costly IT solutions? Many vendors will tell you that you can't. But the truth is, a new era of IT economics is here. You no longer have to choose between economizing and innovating—you can do both.

Industry opinion is clear: you can break free. You can liberate yourself from data center complexity, sprawl and under utilization. You can overcome service-level challenges with an on-demand cloud infrastructure. You can leave behind high-cost, high maintenance data warehouses that don't deliver insight quickly enough. And you can escape from high infrastructure costs and poor performance in your SAP environment.

Instead of putting your head down and accepting the same old stories, it's time to start asking tough questions and insisting on answers that make sense. Read on and see what IT industry experts—both analysts and users—are saying in reply to key questions about who can be trusted to deliver viable solutions in today's critical areas of information management.

Improve efficiency and IT economics

Whose solutions offer more integrated, workload-optimized value?

"IBM builds its own advanced memory hardware and software—and it is clearly functionally deeper and broader than commercial off-the-shelf memory. The level of sophistication of this memory translates into clear business value as memory is more reliable and better managed on Power Systems."

— Joe Clabby, Clabby Analytics, "Workload-Optimized Systems For Superior Business Value," January 2011

Who offers the most attractive savings on license costs?

"DB2 has contributed to license cost savings of around 30 percent when compared with competitive offerings. Ultimately, IBM continuously improves DB2 with functionality designed to reduce the costs of operation and enhance system performance."

— Creighton Kelly, Director of IT for the SAP Infrastructure, Newell Rubbermaid

Who inspires migration from Oracle by reducing database size?

"By choosing to implement DB2 compression right away, we have reduced the database size by around 40 percent. This gives us faster backup and reduced storage costs, and makes the SAP technical upgrades easier and quicker."

— Andrew Juarez, SAP Lead Basis, Coca-Cola Bottling Company Consolidated

Whose solutions help lower TCO?

"The total cost of ownership with DB2 running on IBM Power servers is almost half the cost of Oracle Database on Sun systems."

— Anuprita Daga, Chief Manager, IT, Reliance Life Insurance Company

Who makes information management solutions that the entire business can rely on?

"The IBM and SAP solution has proved such a success at BCP that there are plans to extend it to other companies in our parent group. Working with IBM and SAP, we have been able to transform our application and hardware landscapes, laying the groundwork for more efficient and effective operations in the future."

— Haydeé Urquiaga, SAP Implementation Manager, Banco de Crédito del Perú

Whose hardware is the logical choice for flexible scalability?

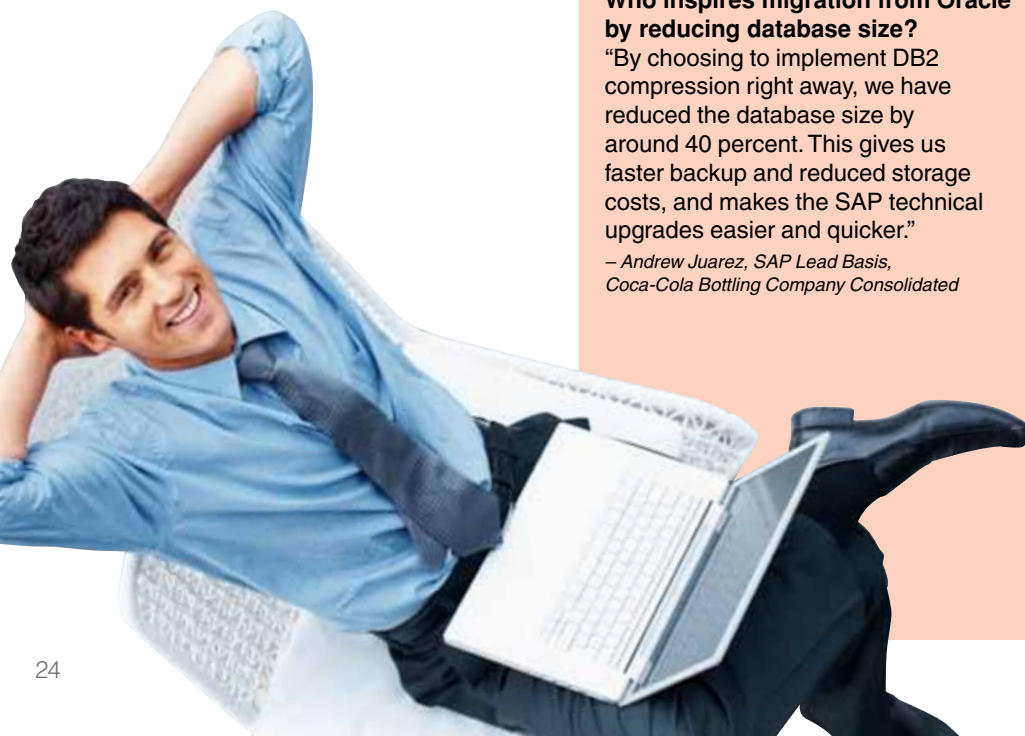
"Another key feature of the 9600 offering is the ability to add resources to an existing System z to support a 9600 logical partition (LPAR) on the same system. This lowers deployment costs and avoids the support problems and expense introduced when installing separate discrete servers for individual workloads."

— Phillip Howard, Bloor Research, "IBM Smart Analytics Systems vs Oracle Exadata X2-2," December 2010

Who offers faster performance per processor core?

"In August 2010, IBM demonstrated a TPC-C benchmark result that was better than three times the performance per processor core than the Oracle system against which it was compared. And we're still not convinced that Sun's T3 and planned successive generations will be around for the long term."

— Joe Clabby, Clabby Analytics, "Oracle and the Case of the Missing Slides..." February 2011



Optimize data-intensive workloads for performance and value

Who leads with online transaction processing (OLTP) price/performance?

"In so far as OLTP performance is concerned, IBM currently holds the TPC-C benchmark record for both the best performance and best price/performance in the industry."
 "There is also the issue of performance—because data is compressed you have fewer I/Os required to read the same amount of data—in this case, because of the row-column-row conversions required within an Oracle environment, we would expect the performance gains (IBM estimates them at 40%) from IBM's compression to surpass those achievable in an Oracle Exadata environment. Add this in to the space saving mix and we prefer IBM's approach."

— Philip Howard, Bloor Research
 "IBM pureScale Application System vs Oracle Exadata X2-2," October 2010;
 "IBM Smart Analytics Systems vs Oracle Exadata X2-2," December 2010

Who offers superior performance for analytics?

"When we commenced this exercise we expected to find that there were some areas in which IBM excelled and others in which Oracle did so. We have been surprised to find that that is not the case and that the IBM Smart Analytics System out-competes Oracle Exadata in almost every area we have examined."

— Philip Howard, Bloor Research
 "IBM Smart Analytics Systems vs Oracle Exadata X2-2," December 2010

Whose solutions are designed for true integration and multiple benefits?

"Running SAP applications with DB2 on IBM Power Systems servers has many advantages, including excellent performance, high reliability, and easy management."

— Charlie Hoppa, Senior Manager, Archiving and Data Integration, McCormick & Company Inc.

Whose relational database delivers more value?

"We chose [IBM] DB2 for our SAP implementation because it was a better value than Oracle. With administrative and other costs figured into the total cost of ownership, DB2 is 25 percent less expensive than Oracle."

— Gustav Elias, Database Administrator and System Programmer for DB2, Austrian Railways

Who provides more database compatibility?

"A major feature of DB2 is its support for Oracle environments. What this all means is that the vast majority of applications, stored procedures and other constructs written to run against an Oracle database will run unchanged, possibly with better performance because of the improved locking, against a DB2 database."

— Philip Howard, Bloor Research
 "IBM Smart Analytics Systems vs Oracle Exadata X2-2," December 2010

Who does a better job of scaling analytics capabilities?

"The [IBM] Smart Analytics System is built on a modular basis with each system consisting of a foundation module, one or more data modules and a variety of optional modules. These optional modules include admin/user modules, failover modules, management modules and application modules. The idea here is that if you need extra disk capacity then you license an extra data module, but if you need to support additional users then you license an extra user module, and so on. In other words you pay for what you need."

— Philip Howard, Bloor Research
 "IBM Smart Analytics Systems vs Oracle Exadata X2-2," December 2010

Who provides better SAP workload optimization?

"In particular, DB2 understands the SAP environment within which it is working so that, for example, it can recognize relevant details of the SAP configuration in use and set defaults against these when the system is initially installed. You can also install DB2 as a part of the SAP installation process. DB2 is also aware of SAP workloads and the database's built-in tuning capabilities can use this fact when it makes recommendations; and the same applies to troubleshooting, whereby diagnostics also understand the SAP environment."

— Philip Howard, Bloor Research
 "IBM pureScale Application System vs Oracle Exadata X2-2," October 2010

Who converts raw data into valuable insight faster?

"By leveraging IBM technology (to analyze seismic data and identify new reserves quickly), we can bolster our oil exploration efforts, identify more reserves and elevate production levels."

— Zhang Guo Jun, IT Manager, Liaohe Oil Field Exploration & Production Research Institute (China National Petroleum Corporation)





Trust the right IT vendor for the capabilities, solutions and services you demand

Who releases believable benchmarks?

"In December 2010, Oracle announced a SPARC SuperCluster TPC-C benchmark claiming a world record (which it did achieve). But a closer look at this record showed that Oracle required 27 systems and 1,728 cores and 13,824 threads to achieve this result. What's the problem? Just this: if IT buyers take that result on face value, than Oracle reported an impressive benchmark. But if they read between the lines, prospective buyers might recognize that performance per core is an extremely important consideration—especially when it comes to energy usage, space requirements, and software licensing (this is huge because most software vendors price their software on a per core basis), and systems management. Suddenly, this world record doesn't look so impressive..."

– Joe Clabby, Clabby Analytics
"Oracle and the Case of the Missing Slides..."
 February 2011

Who offers more IT flexibility?

"If you decide in the future to move to some other vendor, then you can re-use your RAC servers and you can re-use your IBM servers but it will not be easy to do the same thing with the Exadata Storage Servers because of their particular functional design."

– Philip Howard, Bloor Research
"IBM Smart Analytics Systems vs Oracle Exadata X2-2," December 2010

Who gives you the facts about Oracle SPARC server and support costs?

"With respect to recouping costs by charging higher prices, Oracle has increased SPARC server costs (especially costs related to memory). And support costs are up. And, due to inefficient processing performance per core, software revenue is particularly strong on SPARC for Oracle. Needless to say, customers are not delighted with this scenario..."

– Joe Clabby, Clabby Analytics
"The Sunsetting of SPARC," February 2011

Who really understands software and hardware, and how to make them work together?

"Sun simply may no longer be a viable entity and the tools Oracle has to recover it are inadequate to the task. Making this far more difficult is Oracle's core staff, which have a software background. There are few—and I speak from experience as one of a handful of folks trained in both areas that understand the differences well enough to translate between groups. This suggests that there are now a number of key Oracle employees with software pedigrees in hardware jobs who simply aren't qualified to do them, making even the timely discovery, let alone correction, of critical problems nearly impossible."

– Rob Enderle, Enderle Group
IT Business Edge: "Oracle's 40-percent Hardware Slide: Is Sun DOA?" April 5, 2011

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IBM Beats Oracle to Win \$2.5m MDM Deal at Telkom, South Africa

IBM's solution provided an integrated hub and also enables growth.

Telkom SA is Africa's largest integrated communications company, providing integrated communications solutions to an entire range of customers. Telkom seeks to differentiate themselves from competitors by moving from a provider of basic voice and data connectivity to become Africa's preferred information, communications and technology service provider, offering fully converged voice, data, video and Internet services.

- Challenge** : Telkom was struggling to get full value out of their large application investments (Cramer, etc) as they do not have a single, trusted view of their customers, network, etc. There are around R1.5billion in investments that are affected by this. Telkom saw MDM as the solution to help get this under control.
- IBM Solution** : MIH, InfoSphere Data Stage, Quality Stage, Business Glossary, FastTrack, Information Analyser
- IBM Solution Components** : IBM InfoSphere Master Information Hub (MIH), FastTrack, Information Analyser Work bench
- Who did we beat** : Oracle using UCS for Customer MDM
- Deal Size** : SWG = \$2.5m. Telkom is an Oracle-Sun Attack account
- IBM Business Partner** : Kwezi
- Why IBM** :
 - IBM's solution gave Telkom an integrated hub across the MDM domains of: Customer, Resource (Network), Location, Service, etc.
 - IBM Business Partner Kwezi had already developed a simple Hub for Network elements using DataStage which proved the IBM technology.
 - MDM was positioned as the next phase of this project to gain more value.
 - MDM (MIH) would also enable Telkom to grow this project across ALL their domains.
- Winning Team** : Cosmas Muyunda - Telkom Client Executive, Magnus Bergstedt - SWG Client Sales, Mandy Hart - Channels Manager, Sunita Pillay - IM Technical Lead, Eric Kasenge - SWG Lead Architect, Simon Jeggo - Tiger Team, Divakaran P - Lead Principal, Ocea Garriock - IM Technical Team Manager, Joao Corado - IM Services Manager, Caleb Sibeko - IM Sales, Ed Licul - Services Executive Growth Markets, Anne Ratcliffe - WW MDM Sales, Chris Grote - WW MDM CoE, Abdellah Ben Megdoul - MEA IM Competitive



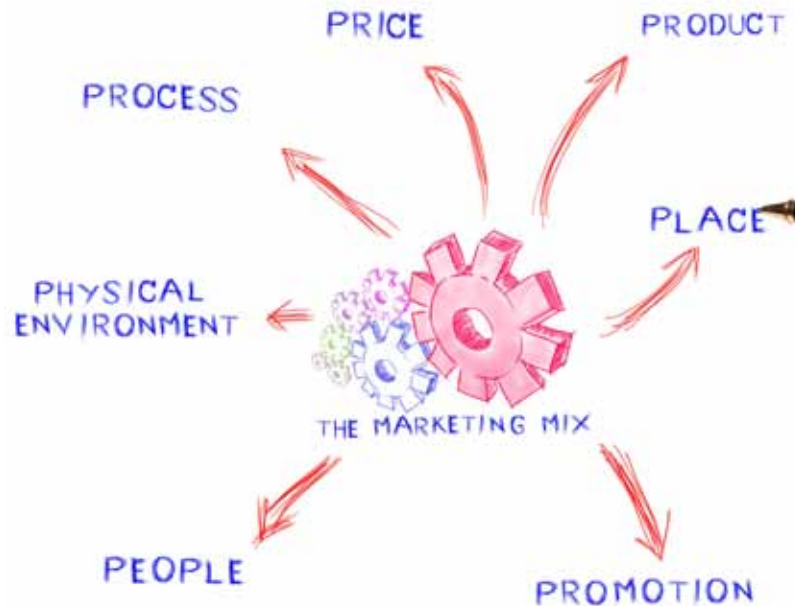


Business Analytics Partner Marketing Programs News

Let your prospects and customers know they can grow their business with one predictable monthly payment.

IBM Cost Buster solutions for Business Analytics: Business Analytics on a budget

Be sure to share this new data sheet with your prospects as it describes the advantages of IBM Cost Buster solutions for business analytics, which make it easy for small and midsize organizations to invest in leading-edge technology without straining their finances. These flexible, affordable offerings enable firms to purchase any combination of software, hardware and services and spread the cost over 36 fixed monthly payments, helping them to preserve their cash flow and lines of credit. <http://public.dhe.ibm.com/common/ssi/ecm/en/ytd03165caen/YTD03165CAEN.PDF>



Your PartnerWorld Profile now includes a Business Analytics opt-in option

“Business Analytics” was recently added to the Areas of Interest in your PartnerWorld personal profiles. By default, it is turned off. To view Business Analytics news items in your PartnerWorld communications, you must opt-in. Update your profile in the link below www.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/pw_com_udp_index

Cognos Express Partner Program: CFO.com On-demand Webinar

CFO.com On-demand Webinar is for Better Planning, Budgeting and Forecasting: Finance Executives Share Inside Tips on Success – and Failure – of IT Investment at Midsize Companies and follow-up CFO Research Paper: “Finance executives on the Value of Technology Investments for Midsize Companies”. The program is modular in that the two offers can be used separately or in combination as a multi-touch program. www.ibm.com/partnerworld/page/pw_com_sfw_ba_demand_generation

Cognos FSR Pricing & Structure

The Cognos FSR pricing structure has changed! We’ve introduced new combo packages for both Internal and External Reporting licenses and a new mid-market tier. This pricing structure is aimed towards accelerating the adoption of Cognos FSR for Internal and External Reporting while providing you, our Business Partners, a lower cost entry point!

If you’re a BA partner with FPM/BI clients, Cognos FSR offers you a great cross-sell opportunity. It automates the production of management reports and regulatory reporting (including XBRL) to enable your customers’ finance departments to re-focus their time and effort to react faster to market opportunities and develop insights to sustain a competitive advantage over the competition. Cognos FSR will eliminate the manual, time-consuming and error prone processes in collecting, aggregating, and validating financial reports from hundreds of spreadsheets, word processing files and emails your customers currently endure. For more information on Cognos FSR and the new pricing structure, please contact Clark Muse (cmuse@us.ibm.com)

Cognos Express 9.5 Four Touch Direct Response Emails Program

This IBM Cognos Express 9.5 extends its planning capabilities to further differentiate Cognos as the only vendor to provide integrated reporting, analysis and planning for midmarket. IBM Cognos Express Planner will be introduced. This program has two tracks: (IT and Finance/LOB) You can execute any/all of these emails as you see fit. The program is modular in that the four offer can be used separately or in combination as a multi-touch program. www.ibm.com/partnerworld/page/pw_com_sfw_ba_demand_generation

Cognos Express Online Trial Direct Response Email Program

Cognos Express online Trial Direct Response email is for midmarket prospects that are familiar with IBM Cognos Express. This email offers the opportunity to try IBM Cognos Express online. Prospects who register will have four hours to work with all the essential capabilities – reporting, analysis, dashboards, scorecards, planning, budgeting and forecasting – that IBM Cognos Express delivers with nothing to install or configure. The program is modular in that the one offer for IT & Finance/ LOB contacts can be used separately or in combination as a multi-touch program. www.ibm.com/partnerworld/page/pw_com_sfw_ba_demand_generation

Cognos 10 Persona Demo Program

The Cognos 10 Persona Demo Program promotes the new capabilities of Cognos 10 to prospects and customers. There are four emails, each targeting a different individual within enterprise organizations and offering a short Cognos 10 demo relevant to their role. The emails target the following personas Executive/Manager, Business Analyst, BI professionals, IT. The program is modular in that the four offers can be used separately or in combination as a multi-touch program. www.ibm.com/partnerworld/page/pw_com_sfw_ba_demand_generation

OpenPages GRC Email Program

The OpenPages GRC email touch program brings the value proposition for IBM Business Analytics solutions for Governance, Risk, and Compliance (cross industry) to the marketplace through demand generation activities. It is a set of three emails to accelerate lead generation efforts for OpenPages' risk and compliance focus area and to introduce OpenPages GRC solutions to the customer. It belongs to the BAO Program supporting the Risk Analytics Campaign. The program is modular in that the three offer can be used separately or in combination as a multi-touch program. www.ibm.com/partnerworld/page/pw_com_sfw_ba_demand_generation

Business Partner Video Challenge

Participate in our YouTube Video Challenge to build awareness of your solutions with new clients. It's easy. All you need to do is shoot, submit, and star in a video that describes your customer using your solution with IBM software. The best solutions will be showcased in a highlights video, and will be featured at Information On Demand 2012. They will also be featured on our Business Partner YouTube channel. www.ibm.com/software/data/2011-conference/youtube-challenge.html?cmp=pw&cpb=pw&ct=pwcom&cr=pwcom&ccy=zz

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