Take Action!
IBM® Business Partner WebSphere® Pipeline Progression Kit

Each Product section of this Pipeline Progression Kit is divided into four sections and contains links to actions the Business Partner sales person can take.
The four sections are:

1. Explaining the Product Value Proposition to the customer
2. Overcoming Customer Objections (FAQs, Data Sheets, Customer References, Competitive Info)
3. Letting the customer experience the value of the product by downloading code, attending PoT
4. Progressing the lead by taking advantage of promotions/incentives (if available)

WebSphere Application Server

Contact: Marisa Shumway (Mel Sims for Partners)

1	Explain the Value Proposition
Value	Overview: High-level overview of WebSphere Application Server Network Deployment, Version 6.1 Positioning Guide: IBM WebSphere® Application Server, WebSphere Application Server Network Deployment, WebSphere Application Server - Express, WebSphere Application Server Community Edition
Webcast	Customer webcast featuring Mr. Peter Kastner, Vice President and Research Director with Aberdeen Group & Debbie Miller, IBM WebSphere Consulting Sales Lead. Peter talks about Planning for a Successful SOA Journey, and Debbie talks about the role IBM WebSphere Application Server V6.1 can play in delivering the benefits of SOA today
2	**Overcome Customer Objections**
FAQs	FAQs
Customer References	More than 200 external customer case studies
Competitive Info	Competitive Info: • Search on WebSphere Application Server
Data Sheet	Application Server Data Sheet
3	**Experience the Benefits**
Download Trial Code	Trial: WebSphere Application Server V6.1 WebSphere open programs: • IBM WebSphere Application Server V6.1 Feature Pack for SOA - Beta

	Release • IBM WebSphere® Application Server Feature Pack for Web 2.0 Beta Program • IBM® WebSphere® Application Server Version 6.1 Feature Pack for EJB 3
Demos	The WebSphere® Application Server Product Animations are designed to provide some insight into the product, without requiring a significant investment to learn. What is WAS | Characteristics of WAS | WAS & J2EE | Business Value of WAS
4	**Incentives to Accelerate Decision**
Promotion	At this time there are no pricing promotions

WebSphere Extended Deployment (XD)

Contact: Samir Mehta (Mel Sims for Partners)

1	**Explain the Value Proposition**
Value	Overview on IBM.com - IBM WebSphere Extended Deployment, Version 6.1
Webcasts	Virtualize Application Server Resources to Handle Spikes in Workload Demands webcast - Pre-recorded customer webcast featuring Massimo Pezzini, Gartner VP and Distinguished Analyst discuss marketplace trends and insights into customer deployment of virtualization technology. It also features Debbie Miller, IBM WW WebSphere Sales Executive, describe the capabilities required to leverage virtualization effectively. Raise the Bar on Quality in All Business Applications webcast - Pre-recorded customer webcast featuring Jamie Thomas, IBM VP Application Development, and Billy Newport, IBM XD Lead Architect, describing how XD improves quality of service, application availability, and scalability.
Assessment	**WebSphere XD Executive Assessment** - Training module on how to interview a prospective executive customer to assess their requirements for WebSphere XD. Contains presentations, and the XD Total Cost of Ownership (TCO) Value Assessment spreadsheet are available at the link above. This is a great sales tool to calculate 5 year cost savings resulting from the deployment of WebSphere XD Operations Optimization when compared to customer's current environment and/or .NET and BEA alternatives. For Value Assessment assistance, contact Glen Ritchie in AG, and Ken Elston outside the Americas.
2	**Overcome Customer Objections**
FAQs	FAQs • Search on WebSphere Extended Deployment
Customer References	Customer Reference: Diamond Computer Search the worldwide customer reference database:

	• Search on WebSphere Extended Deployment
White Papers	Increasing IT Responsiveness and Efficiency with WebSphere Extended Deployment IBM WebSphere Extended Deployment and advanced IBM POWER virtualization
Data Sheet	XD v6.1 Data Sheet
3	**Experience the Benefits**
Download Trial Code	Trial: Download free trial of ObjectGrid - a feature of WebSphere Extended Deployment, Data Grid (ObjectGrid tutorial)
Demos	2 animated videos are available: 1. Overview of XD 6.1 2. XD ObjectGrid Overview
Proof of Technology	XD Proof of Technology Events Quickstart for WebSphere Extended Deployment service
4	**Incentives to Accelerate Decision**
Promotion and Sales Plays	Selling Messages - The main selling scenarios for WebSphere XD and it's components, Operations Optimization, Data Grid and Compute Grid. The selling messages are encompassed in the business objectives for each scenario.

WebSphere Application Server Community Edition (CE)

1	**Explain the Value Proposition**
Value	WAS CE provides a lightweight, open source-based application server that is free to download and use to develop and test applications at no cost. The small-footprint app server is pre-integrated with best-of-breed open technology allowing for frictionless access to technology to get up and running quickly. World-class, price-competitive technical support options are available, as well as training and migration paths to the robust, industry-leading WAS portfolio. WAS CE Overview: IBM.com site WAS CE Overview: DeveloperWorks site
Webcasts	Webcast replay: From Development to Deployment: Application Development with Free Tools from IBM Webcast replay: Maximize Profits with New Open Source-Based Technologies from IBM WebSphere
2	**Overcome Customer Objections**

FAQs	FAQs Sales Enablement presentation
Data Sheet	Data Sheet
3	**Experience the Benefits**
Download Trial Code	Free Download: (not just a trial, free!) WebSphere Application Server Community Edition 2.0
Demos	Coming in 4Q 2007
4	**Incentives to Accelerate Decision**
Promotion	Free, 30 day free trial support program Cross selling - Describes IBM software products that can be sold to complement WebSphere Application Server Community Edition.

WebSphere Process Server

1	**Explain the Value Proposition**
Value	WebSphere Process Server delivers "Process Automation" - Process Automation is the process of supplementing a manual process with an automatically controlled alternative through the orchestration and integration of technology and human assets to form streamlined processes, that reduce costs, increase efficiency and enable compliance
Webcasts	Webcast replay: The Basics of BPM & SOA: Why You Need Them Webcast replay: BPM in the Real World
2	**Overcome Customer Objections**
FAQs	**Large Install Base**: • More than 2500 process customers • More than 655 WebSphere Process Server V6.x customers • 39 reference customers for WebSphere Process Server V6.x • WebSphere Process Server used in more than 20 industries **SOA Ready** • Single unified Platform, One tool, One set of skills - End to End Business Integration • Service discovery, creation, mediation, orchestration, integration in one tool and one runtime • Based on an SOA programming model and industry standards • Integrated with registry and repository (WSRR) for truly dynamic end user experience. **Unmatched capability to deliver BPM solutions:** **SW, HW & Services united** • More than 1000 IGS BPM consultants

	- Over 10 years in market with core human and process workflow capabilities driving BPM Competence Center with over 1000 engagements - Beyond BPM but still within WebSphere IBM has over 6,700 IBM developers, over 10,750 IGS technical practitioners trained on WebSphere - 1,770 resell partners with over 360 that focus specifically on the BPM product suite - 20 training and education courses for BPM covering different levels of expertise of technical and business analysts - A certification program is available - Formal relationships with all the major Global SIs, many Regional SIs, ISVs through its partner network which includes 4000 partnerships - Wide range of industry best practice Process templates and business services - 400 customers using IBM Industry Models and industry specific packs of pre-built vertical solutions **Market Positioning** - Over 5 years of continuous market share growth - Over 10 years in market with core human and process workflow capabilities driving BPM Competence Center with over 1000 engagements. - #1 in BPM, SOA and BPM & SOA combined markets (Wintergreen BPM market opportunities, forecasts, strategies 2006-2012) - Visionary in Gartner BPMS Magic Quadrant Why Platform Matters: System z and i5/OS
Customer References	Search the worldwide customer reference database: - Search on WebSphere Process Server
Case Studies	Case Studies: - Search on WebSphere Process Server
Competitive Info	IBM is the only vendor listed as a leader in both Forrester Integration-Centric and Human-Centric BPM Suites in 2006 Analyst Reports COMP resource on PartnerWorld: - Click on WebSphere and key in Process Server in the Search box
Data Sheet	Process Server Data Sheet
3	**Experience the Benefits**
Download Trial Code	Planned to be available on Dec 21, 2007 from the PartnerWorld: Software Access Catalog - Technical documents for developers and integrators

	SOA Sandbox will be available in October 2007 - There are tracks for each of the SOA entry points - There will be a Process track that will have a trial of WID and will discuss WPS and process automation
Demos	- Process Server Demo - WebSphere Integration Developer, One Tool, One Set of Skills - End-to-end Process Integration executing demo and script "Innovative Insurance" Industry example (but applicable to other customer segments) - Companies get the objective information needed to increase employee productivity by intelligently streamlining business tasks, e.g. credit risk assessment processing time - Hello World: Learn how to create business rules and business processes with WebSphere Integration Developer
4	**Incentives to Accelerate Decision**
Promotions	Business Process Management Enabled by SOA: Marketing Play Optimize business processes with WebSphere and SOA: Sales dashboard

WebSphere MQ

Contact: Mark Simmonds / Mark Masercola (Jeff Whitehill for Partners)

1	**Explain the Value Proposition**
Value	Integrate Everything: - All applications and data connect into the Enterprise Messaging Backbone for SOA underpinning your ESB and Processes - Removes layers of infrastructure complexity through a set of service-like interfaces - WMQ acts as a "service interface" which abstracts where the other applications and data sources are, how they are structured, what platforms they are on and whether they are available - Applications can be added or changed quickly to integrate on demand - WMQ also provides the perfect platform to help with compliance in that every message that flows through the WMQ infrastructure is logged, time stamped with who did what, where and when - Even Web 2.0 developers can leverage WMQ without having to know anything about it Overview Positioning statement
Webcasts	7 WebSphere MQ Webcasts - right here
2	**Overcome Customer Objections**
FAQs	- Market Leading messaging product – no-one else comes close - Over 10,000 customers - Connects over 80 different platform configurations - WebSphere MQ installs easily (in just 6 minutes) - Pilot solutions can be rolled out in just a few weeks and additional applications can be connected in several days or less leveraging out-of-the-box sample applications which can represent up to 90% of the WMQ code required

	• Ease-of-use, virtually limitless scalability, and broad platform make WebSphere MQ the perfect integration choice, from fast-growing start-ups to global, 24-by-7 operations • MQ leverages and is built on the latest SOA, Web services standards and enables Web 2.0 users to use WMQ without having to know anything about it FAQs
Customer References	Search the worldwide customer reference database: • Search on WebSphere MQ
Case Studies	Customer Quote - *"IBM WebSphere MQ provides guaranteed delivery, transaction roll back and error notification services to help us create a reliable and resilient platform that reduces the risk of information loss. In 10 years, we've never lost a message or a piece of data,"* St George Bank Canadian Tire Case Studies: • Search on WebSphere MQ
Competitive Info	Analyst Reports COMP resource on PartnerWorld: • Click on WebSphere and key in MQ in the Search box
Data Sheet	MQ Data Sheet
3	**Experience the Benefits**
Download Trial Code	Choose the platform you need, and download now!
Demos	WebSphere MQ Trials and Demos
Key Product & Enablement Pages	IBM WebSphere MQ delivers reliable messaging for SOA IBM WebSphere MQ Bridge for HTTP (web 2.0)
4	**Incentives to Accelerate Decision**
Promotion	Enabling Business Flexibility Webcast Enabling Business Flexibility Program

WebSphere ESB
Contact: Penny Hill

1	Explain the Value Proposition
Value	WebSphere ESB quick reference sheet (1-pager) - Includes value prop, target audience, competitive advantages
Webcasts	Webcast replay: ESB without Limits: SOA within your grasp Webcast replay: IBM's Three-Tier Approach to ESBs Webcast replay: Leverage Value of Existing IT Investments with SOA Reuse and Connectivity
2	Overcome Customer Objections
FAQs	External General FAQs
Customer References	Search the worldwide customer reference database: • Search on WebSphere Enterprise Service Bus (ESB)
Case Studies	Case Studies: • Search on WebSphere Enterprise Service Bus (ESB)
Competitive Info	COMP resource on PartnerWorld: • Click on WebSphere and key in ESB in the Search box
Data Sheets	Data Sheet and Sales Kit Websphere Enterprise Service Bus Product Tour
3	Experience the Benefits
Downloads	WebSphere ESB is available through the Software Access Catalog: For purposes of demonstration, evaluation, development, testing education, and internal use The BPM Zone on developerWorks: Find hints, tips and implementation guides WebSphere ESB Zone on developerWorks
Demo and Sales Kit	WebSphere ESB Demos
Proof of Technology	Proof of Technology
4	Incentives to Accelerate Decision
Promotion	WSRR+WESB+WID Bundle: • Available for IBM Business Partner use, see your IBM Rep for details Increase Business Flexibility with an ESB: Marketing Play

WebSphere Message Broker

Contact: Penny Hill / Mark Masercola (Jeff Whitehill for Partners)

1	Explain the Value Proposition
Value	Overview
Webcasts	Webcast Replay: ESB Without Limits: SOA Within Your Grasp

	Webcast replay: IBM's Three-Tier Approach to ESBs Webcast replay: Leverage Value of Existing IT Investments with SOA Reuse and Connectivity
2	**Overcome Customer Objections**
FAQs	FAQ Download External General FAQs
Customer References	Search the worldwide customer reference database: • Search on WebSphere Message Broker
Case Studies	Case Studies: • Search on WebSphere Message Broker
Competitive Info	COMP resource on PartnerWorld: • Click on WebSphere and key in Message Broker in the Search box
Data Sheet	Message Broker Data Sheet
3	**Experience the Benefits**
Demos	WebSphere Message Broker Demo download
4	**Incentives to Accelerate Decision**
Promotion	Enabling Business Flexibility Webcast Enabling Business Flexibility Program

WebSphere Transformation Extender

Contact: Colin P. Taylor (Jeff Whitehill for Partner)

1	**Explain the Value Proposition**
Value	WebSphere Transformation Extender is a universal transformation engine. It can transform and validate the content of any structured data handling multiple inputs and outputs in a single transformation. It tackles the challenges of integrating enterprise systems and information with a codeless, graphical approach to development: • Deliver trustworthy information for critical business initiatives • Help Meet regulatory compliance requirements • Lowers cost to implement, maintain and re-use • Available in editions for embedding, batch processing, and event driven • Editions for native Z/OS, and USS on the mainframe with CICS,IMS,and DB2 environments • Extend ESB and BPM solutions with complex , large document data transformation/ EDI capabilities More Information - Overview
Webcast	Webcast Replay - Out-of-the-box integration of industry standard data formats with your Enterprise Infrastructure - WebSphere Transformation Extender

2	Overcome Customer Objections
FAQs	Selling Messages WTX Pack for SEPA download
Customer References	Search the worldwide customer reference database: • Search on WebSphere Transformation Extender
Case Studies	Case Studies: • Search on WebSphere Transformation Extender Canadian Success Story
Competitive Info	The primary competition for WebSphere transformation Extender is from clients or their service partners writing transformation code into applications When selling WebSphere transformation Extender as a complementary data transformation engine for IBM ESB, BPM solutions competition is seen with SOA, ESB and BPM suite vendors such as TIBCO, BEA, Microsoft. As well as their own middleware offerings with varying levels of transformation capability from basic XML to XML, to some level of business rules capability, they partner with smaller ISVs who may have brokers and business rule engines with niche strengths in certain market sectors: • ItemField - now owned by Information Builders - has strengths when it comes to unstructured data • Axway B2B - acquired Cyclone Commerce (Forrester article) - competes with WTX Trading Manager + Partner Gateway deals • Sterling Commerce has strengths in EDI, and traditional competitor • Lookout for smaller niche competition from companies like PilotFish • WTX has an extensive and blue chip client base in Banking and Finance delivering SWIFT and SEPA converter solutions, and majors in the US Healthcare markets with customers like Blue Cross for its HIPAA EDI, HL7, and NCPDP solutions • WTX competes with its Industry Packs – solution accelerators for transformation and content validation - Validation is a key differentiator where governance and compliance to industry standards for exchanging information is regulated IBM continues to maintain these packs – we recently updated EDIFACT and X12 standard support to reflect the evolving nature of even mature standards. Other packs will be refreshed in December. IBM Services also add value in assuring time to value implementing projects and also customizing templates for internal use, and early access to other standards; e.g. ACORD, NACHA COMP resource on PartnerWorld: • Click on WebSphere and key in Transformation Extender in the Search box
Data Sheet	V8.1 Data Sheet (October 2007 Refresh) V8.1 Whitepaper (October 2007 Refresh) Solution Sheet: Achieve compliance with the Single Euro Payments Area initiative

	(October 2007 Refresh)
3	**Experience the Benefits**
Download Trial Code	Provide NFR code for WebSphere Transformation Extender Design Studio to your customer on case-by-case basis - Transformations can be created and executed from the studio
Demo	WW Technical sales have access to internal training demonstrations for Healthcare (HL7), Banking (SEPA) that can be repurposed in Sales situations
4	**Incentives to Accelerate Decision**
Promotion	Enabling Business Flexibility Webcast Enabling Business Flexibility Program

WebSphere Adapters

Contact: Colin P. Taylor / Mark Masercola (Jeff Whitehill for Partner)

1	**Explain the Value Proposition**
Value	IBM WebSphere Adapters accelerate time to production and reduce ongoing maintenance costs when service enabling distributed applications and information stores participating in a service-oriented architecture (SOA): • Accelerate WebSphere ESB WebSphere Process Server (JCA) and WebSphere Message Broker deployments • Reduces cost of hand coding either traditional or web service for connectivity and ongoing maintenance, freeing up valuable application developer time • Offers higher degree of functionality than most roll- your-own solutions • Allows you to securely and reliably share information between applications in a cost effective manner Announced with WebSphere Message Broker V6.1: • New Adapter Nodes for SAP, Siebel & PeopleSoft – available • Using WebSphere Adapter V6.1 (JCA) components, inbound and outbound connectivity nodes enhance time to value for EIS Integration with wizard driven configuration within the message flow designer • Up-sell WS Adapter entitlements to deploy the Adapter nodes More Information - Overview
Webcasts	Web Seminars - Select Websphere Adapters Webcast replay: Integrating SAP Applications in an SOA Webcast replay: Extending ESB with WebSphere Adapters
2	**Overcome Customer Objections**
FAQs	Sales Kit FAQs
Customer References	Search the worldwide customer reference database: • Search on WebSphere Adapters, WebSphere Business Integration

	Adapters, or an individual Adapter name
Case Studies	Case Studies: • Search on WebSphere Adapters
Competitive Info	Roll Your Own Web Services: • Tibco have their own adapters • iWay is both an SOA IBM Partner advertising in IBM SOA Business Catalog and a primary provider of adapters for leading ESB, BPM competition like BEA and Microsoft • Where there is no IBM connectivity solution for an application, checkout the IBM SOA Business Catalog - Search on Adapters **Competitive Advantages of WebSphere Adapters 6.1** • New with V6.1 Availability of selected Adapters in i5/OS including SAP and WebSphere Message Broker Adapter Nodes for SAP, Siebel, PeopleSoft (SAP node available on z/OS) • HP-Itanium and zSeries support for selected adapters including SAP • Industry adopted JCA standard, enhanced with Enterprise Metadata Discovery and Common Event Infrastructure • QOS and Transactional attributes for superior reliability and manageability – inherited from the runtime software deployment servers - WAS scalability and availability - Administer with WebSphere / Message Broker consoles • Out of the box install with WebSphere Message Broker and WebSphere Integration Developer for immediate productivity and connectivity for unit testing. • Unlimited production use of JDBC, Email, File Transfer, FTP in a WESB or WPS solution deployment • Establishment licenses for unlimited site deployment of an Adapter without the hassle of transaction tracking, without licensing limits on number of EIS applications connected, and without limits on the number of connections to an EIS • Investment protection - new feature functionality included in WebSphere Adapters V6.1 to aid migration for WBI Adapter users; Simplified wizard driven configuration experience for WebSphere Integration Developer users WBI Technical migration guides available COMP resource on PartnerWorld: • Click on WebSphere and key in Adapters in the Search box
Data Sheets	Brochure / Solution Sheet SW Compatability matrix See also Recent articles:

	1. Getting Connected with WebSphere Adapters - Part 1 2. Getting Connected with WebSphere Adapters - Part 2
3	**Experience the Benefits**
Download Trial Code	WebSphere Adapter Toolkit - Provide NFR code for WebSphere Integration Developer which includes Adapters for WebSphere Process Server / WebSphere ESB to your customer on case-by-case basis
Demos	Integrating SAP with IBM WebSphere Adapter for SAP - Look under Demos section for Quicktime movies Demo accompanying SAP webcast The IBM SOA integration demo using Oracle applications shows services integration between PeopleSoft, Siebel and Oracle E-Business Suite (EBS) applications using WebSphere Process Server, WebSphere Application Server, WebSphere Adapter and WebSphere Portal in a real business scenario
4	**Incentives to Accelerate Decision**
Promotion	WebSphere Integration Developer includes WebSphere Adapters for use with WESB and WPS - By including them we can promote them Important Note: For any deployment to WebSphere ESB, WebSphere Process Server, and WebSphere Message Broker runtime, a separate license of a WebSphere Adapter for SAP, Peoplesoft, Siebel, JDEdwards, Oracle is required by the client for entitlement compliance Mission Critical Service Oriented Architecture with an Enterprise Service Bus Enabling Business Flexibility Webcast Enabling Business Flexibility Program

WebSphere Service Registry and Repository

Contact: Manmohan Gupta / Mark Masercola (Jeff Whitehill for Partner)

1	**Explain the Value Proposition**
Value	Overview
Webcast	Webcast replay: SOA Governance - 08/02/2007 Webcast replay: Enabling Business Flexibility using WSRR webcast - 09/27/2007
2	**Overcome Customer Objections**
FAQs	FAQs
Customer References	Search the worldwide customer reference database: • Search on WebSphere Service Registry and Repository
Case Studies	Case Studies:

	• Search on WebSphere Service Registry and Repository
Competitive Info	COMP resource on PartnerWorld: • Click on WebSphere and key in Service Registry and Repository in the Search box
Data Sheet	WSRR v6.1 Datasheet WSRR on z Brochure
3	**Experience the Benefits**
Demos	WSRR Demos
4	**Incentives to Accelerate Decision**
Promotion	Enabling Business Flexibility Webcast Enabling Business Flexibility Program

WebSphere DataPower

Contact: Sarah Duffy (Jeff Whitehill for Partner)

1	**Explain the Value Proposition**
Value	WebSphere DataPower SOA Appliances redefine the boundaries of middleware extending the SOA Foundation with specialized, consumable, dedicated SOA appliances that combine superior performance and hardened security for SOA implementations More Information - Overview
Webcasts	• Webcast replay: Specialized Hardware for SOA • Webcast replay: Specialized Hardware for Integration & ESB Functionality • Webcast replay: Specialized Hardware for SOA Security • Webcast replay: Customer Use Cases Using Specialized SOA Hardware • Webcast replay: Specialized Hardware for SOA Governance
2	**Overcome Customer Objections**
FAQs	FAQs
Customer References	Search the worldwide customer reference database: • Search on WebSphere DataPower
Case Studies	Route One Case Studies: • Search on WebSphere DataPower
Competitive	COMP resource on PartnerWorld:

Info	
	• Click on WebSphere and key in DataPower in the Search box
Data Sheet	DataPower [Data Sheet](#)
3	**Experience the Benefits**
Demos	
4	**Incentives to Accelerate Decision**
Promotion	[Enabling Business Flexibility Webcast](#) [Enabling Business Flexibility Program](#)

WebSphere Commerce

Contact: [Virginia Bryan](#) ([Mel Sims](#) for Partners)

1	**Explain the Value Proposition**
Value	IBM WebSphere Commerce Version 6.1 - Used by top enterprises and widely regarded as an industry-leading e-commerce solution, IBM WebSphere® Commerce, provides a future-proof solution designed to address all of your company's e-commerce needs - Whether you need a simple online store or a fully integrated, multichannel sales network, you can use WebSphere Commerce to conduct business directly with consumers and businesses, and indirectly through channel partners and simultaneously or all of the above [Overview](#)
Webcast	1. [Successfully Executing your Multi-Channel Vision](#): This Webcast features Brian Kilcourse of Retail Systems Alert discussing the trends in multi-channel retailing and the progress retailers have made in achieving seamless multi-channel integration. Craig Stevenson of IBM discusses how WebSphere Commerce is helping retailers break through barriers to deliver seamless cross-channel experience 2. [Accelerate Business Results Through Pre-Built Capabilities and Solution Expertise](#): This overview of WebSphere Commerce explores how pre-built sell-side business processes, connectivity, and industry specific middleware can improve time to value by speeding implementation, streamlining operations and reducing costs, and maximize business-to-customer and business-to-business sales and marketing efforts 3. [Supply and Demand B2B WebCast Series](#): Rod Johnson from AMR, Andrew Sorgi from Digital Union, Garth Watkins and Brian Rambo from Kidde featured speakers on the quest for the perfect customer experience and optimizing the supply chain 4. [Multi-channel Commerce for Retailers](#): Gene Alvarez, Vice President of Enterprise Applications, META Group helps you understand how your company can reach the next level of efficiency and effectiveness in multichannel selling with Product Information Management
2	**Overcome Customer Objections**
FAQs	New! [Transforming the Shopping Experience with Web 2.0](#) - Explore how Rich Internet Application (RIA) technologies, such as Asynchronous Java™ and XML (AJAX) are replacing static HTML to create sites that radically improve usability and establish rich, interactive environments [FAQs](#)

Customer References	References
Case Studies	Case Studies: • Search on WebSphere Commerce
Competitive Info	Competitive Information
Data Sheet	Commerce Data Sheet
3	**Experience the Benefits**
Demos	Commerce Demo Download
4	**Incentives to Accelerate Decision**
Promotion, Selling Resources & Sales Plays	The "Cs" in Success - Customer Centric e-commerce Commerce Prospecting Kit Enabling Business Flexibility Program