

**Take Action!**

WebSphere Application Server

WAS XD

WebSphere Process Server

WebSphere MQ

WESB

WebSphere Message Broker

WebSphere Transformation Extender

WebSphere Adapters

WSRR

WebSphere DataPower

WebSphere Commerce

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	<p>WebSphere Application Server consists of a family of products. WebSphere Application Server is optimized to ease administration in a scalable, single-server deployment environment. Designed for organizations that need to build and deploy stand-alone, departmental applications and Web services, but that do not require failure bypass or workload-distribution options. WebSphere Application Server supports an unparalleled range of platforms and can be deployed on servers of any size. New and enhanced features deliver the flexible, open, resilient application infrastructure you need for SOA.</p> <ul style="list-style-type: none"> • Build and deploy application services quickly and easily • Run services in the most secure, scalable, highly available environment • Reuse software assets and extend their reach • Manage applications effortlessly • Grow as needs evolve, leveraging core assets and skills <p>Compare Editions of Application Server Positioning Guide</p>
Webcasts	<p>On Demand Event: Virtualize Application Server Resources to Handle Spikes in Workload Demands</p> <p>Webcast replay: Reducing Complexity and Costs in Your Application Server Environment</p> <p>Webcast replay: Factors Critical to SOA Platform Success and the Role of Application Servers</p>
2	Overcome Customer Objections
FAQs	FAQs
Customer References	<p>Search the worldwide customer reference database:</p> <ul style="list-style-type: none"> • Search on WebSphere Application Server <p>Case Studies:</p> <ul style="list-style-type: none"> • Search on WebSphere Application Server
Competitive Info	<p>Competitive Info:</p> <ul style="list-style-type: none"> • Search on WebSphere Application Server
Data Sheet	Application Server Data Sheet
3	Experience the Benefits

Demos	Try and Buy What is WAS Characteristics of WAS WAS & J2EE Business Value of WAS
4	Incentives to Accelerate Decision
Promotion	Enabling Business Flexibility Webcast Enabling Business Flexibility Program Application Server Ubiquity Sales

WebSphere Extended Deployment

Contact: Matt Haynos (Mel Sims for Partners)

1	Explain the Value Proposition
Value	Value Proposition Selling Scenarios Positioning and Overview
Webcasts	IBM WebSphere Extended Deployment: Grid-based computing to optimize business critical applications! Webcast replay: Reduce Complexity and Costs in Your Application Server Environment
2	Overcome Customer Objections
FAQs	FAQs <ul style="list-style-type: none"> • Search on WebSphere Extended Deployment
Customer References	Search the worldwide customer reference database: <ul style="list-style-type: none"> • Search on WebSphere Extended Deployment
Case Studies	Verifying the high reliability, continuity and flexibility of servers by virtualizing the Web application environment with business grid technology IBM intranet fine tuned for increased capacity
Competitive Info	Competitive Info: <ul style="list-style-type: none"> • Search on WebSphere Extended Deployment
Data Sheet	Brochure / Solution Sheet Wiki for WebSphere Extended Deployment
3	Experience the Benefits
Download trial code	Trial: WebSphere Extended Deployment Data Grid
Demos	WebSphere XD Demo
4	Incentives to Accelerate Decision
Promotion	Enabling Business Flexibility Webcast Enabling Business Flexibility Program Extend the Value of Business Applications [SAP and Oracle]

WebSphere Process Server

Contact: Mark Simmonds / Elise Blaese

1	Explain the Value Proposition
Value	<p>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.</p> <p>It orchestrates the assets of your business to form highly optimized and effective processes to meet your business goals, whether you need to automate processes in the factory, process claims and financial payments, execute an efficient supply chain, or ensure compliance with the latest industry regulations.</p> <p>Process Server also ensures interoperability and flexibility as part of your service oriented architecture (SOA) through adoption of popular standards, such as BPEL, Web services, JMS, XML, and many more.</p>
Webcasts	<p>Webcast replay: BPM in the Real World Webcast replay: Process integration for System z</p>
2	Overcome Customer Objections
FAQs	<p>Large install base</p> <ul style="list-style-type: none"> • More than 2500 process customers • More than 520 WebSphere Process Server V6.x customers • 35 reference customers for WebSphere Process Server V6.x • WebSphere Process Server used in more than 20 industries <p>SOA Ready</p> <ul style="list-style-type: none"> • 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. <p>Unmatched capability to deliver BPM solutions SW, HW and Services united.</p> <ul style="list-style-type: none"> • Over 10 years in market with core human and process workflow capabilities driving BPM Competence Center with over 1000 engagements. • 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. <p>Market positioning</p> <ul style="list-style-type: none"> • 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
Customer References	<p>Search the worldwide customer reference database:</p> <ul style="list-style-type: none"> • Search on WebSphere Process Server
Case Studies	<p>Case Studies:</p> <ul style="list-style-type: none"> • Search on WebSphere Process Server

Competitive Info	COMP resource on PartnerWorld: <ul style="list-style-type: none"> 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	WebSphere Process Server 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.
Demos	Process Server Demo 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.
4	Incentives to Accelerate Decision
Promotion	Business Process Management Enabled by SOA: Marketing Play Optimize business processes with WebSphere and SOA: Sales dashboard

WebSphere MQ

Contact: Mark Simmonds (Jeff Whitehill for Partner)

1	Explain the Value Proposition
Value	Value Proposition Positioning statement
Webcast	MQ Webcast
2	Overcome Customer Objections
FAQs	FAQs
Customer References	Search the worldwide customer reference database: <ul style="list-style-type: none"> Search on WebSphere MQ
Case Studies	Case Studies: <ul style="list-style-type: none"> Search on WebSphere MQ
Competitive Info	COMP resource on PartnerWorld: <ul style="list-style-type: none"> 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	MQ Demo
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: <ul style="list-style-type: none"> Search on WebSphere Enterprise Service Bus (ESB)
Case Studies	Case Studies: <ul style="list-style-type: none"> Search on WebSphere Enterprise Service Bus (ESB)
Competitive Info	COMP resource on PartnerWorld: <ul style="list-style-type: none"> Click on WebSphere and key in ESB in the Search box
Data Sheet	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	ESB Demo
4	Incentives to Accelerate Decision
Promotion	WSRR+WESB+WID Bundle: <ul style="list-style-type: none"> Available for IBM Business Partner use, see your IBM Rep for details Increase Business Flexibility with an ESB: Marketing Play

WebSphere Message Broker

Contact: Lynn Jonas (Jeff Whitehill for Partner)

1	Explain the Value Proposition
Value	Value Proposition
Webcasts	Message Broker Webcast 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	FAQs
Customer References	Search the worldwide customer reference database: <ul style="list-style-type: none"> Search on WebSphere Message Broker
Case Studies	Case Studies: <ul style="list-style-type: none"> Search on WebSphere Message Broker

Competitive Info	COMP resource on PartnerWorld: <ul style="list-style-type: none"> Click on WebSphere and key in Message Broker in the Search box
Data Sheet	Message Broker Data Sheet
3	Experience the Benefits
Demos	Message Broker Demo
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	Value Proposition
Teleconference	WebSphere Transformation Extender Teleconference: Out-of-the-box integration of industry standard data formats with your enterprise infrastructure >>> Register Today!
2	Overcome Customer Objections
FAQs	Sales Dashboard
Customer References	Search the worldwide customer reference database: <ul style="list-style-type: none"> Search on WebSphere Transformation Extender
Case Studies	Case Studies: <ul style="list-style-type: none"> Search on WebSphere Transformation Extender Canadian Success Stories:
Competitive Info	COMP resource on PartnerWorld: <ul style="list-style-type: none"> Click on WebSphere and key in Transformation Extender in the Search box
Data Sheet	Transformation Extender Data Sheet Whitepaper Public Website
3	Experience the Benefits
Demos	
4	Incentives to Accelerate Decision
Promotion	Sales Dashboard Enabling Business Flexibility Webcast Enabling Business Flexibility Program

WebSphere Adapters

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

1	Explain the Value Proposition
Value	Value Proposition
Webcasts	Webcast replay: Integrating SAP Applications in an SOA Webcast replay: Extending ESB with WebSphere Adapters
2	Overcome Customer Objections
FAQs	FAQs Compatability Matrix
Customer References	Search the worldwide customer reference database: <ul style="list-style-type: none"> Search on WebSphere Adapters
Case Studies	Case Studies: <ul style="list-style-type: none"> Search on WebSphere Adapters
Competitive Info	COMP resource on PartnerWorld: <ul style="list-style-type: none"> Click on WebSphere and key in Adapters in the Search box
Data Sheet	Brochure / Solution Sheet
3	Experience the Benefits
Download trial code	WebSphere Adapter Toolkit <ul style="list-style-type: none"> 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 Demo accompanying SAP webcast
4	Incentives to Accelerate Decision
Promotion	Enabling Business Flexibility Webcast Enabling Business Flexibility Program

WebSphere Service Registry and Repository

Contact: Manmohan Gupta (Jeff Whitehill for Partner)

1	Explain the Value Proposition
Value	Value Proposition
Webcast	Webcast replay: WSRR Webcast
2	Overcome Customer Objections
FAQs	FAQs
Customer References	Search the worldwide customer reference database: <ul style="list-style-type: none"> Search on WebSphere Service Registry and Repository
Case Studies	Case Studies: <ul style="list-style-type: none"> Search on WebSphere Service Registry and Repository
Competitive Info	COMP resource on PartnerWorld: <ul style="list-style-type: none"> Click on WebSphere and key in Service Registry and Repository in the Search box
Data Sheet	WSRR Data Sheet
3	Experience the Benefits

Demos	WSRR Demo
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	Value Proposition
Webcasts	Webcast replay: Specialized Hardware for SOA Webcast replay: Reduce Complexity and Cost in Your Application Server Environment
2	Overcome Customer Objections
FAQs	FAQs
Customer References	Search the worldwide customer reference database: <ul style="list-style-type: none"> Search on WebSphere DataPower
Case Studies	Case Studies: <ul style="list-style-type: none"> Search on WebSphere Service DataPower
Competitive Info	COMP resource on PartnerWorld: <ul style="list-style-type: none"> 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: Luis Rodriguez (Mel Sims for Partners)

1	Explain the Value Proposition
Value	<p>WebSphere Commerce Professional provides a comprehensive online selling solution for maximizing revenues, improving operational efficiencies, and increasing customer satisfaction and loyalty. Through the use of advanced marketing and merchandising, configurable business process, A/B testing, search engine optimization, and personalization, businesses are able to attract, motivate, transact and understand their customers throughout the customer lifecycle. WebSphere Commerce Professional supports both B2C and B2B business models.</p> <p>From a simple online store to a fully integrated, multi-channel sales network, WebSphere Commerce can be used for any or all of a company's business models and touchpoints. It is the single, unified platform you need to do business directly with consumers, with businesses, indirectly through channel partners - or all of the above simultaneously.</p> <p>Value Proposition</p> <p>Positioning Statement</p>
Webcast	Commerce Webcast

2	Overcome Customer Objections
FAQs	FAQs
Customer References	References
Case Studies	Case Studies: <ul style="list-style-type: none">• Search on WebSphere Commerce
Competitive Info	Competitive Information
Data Sheet	Commerce Data Sheet
3	Experience the Benefits
Download trial code	Choose the platform you need, and download now!
Demos	Commerce Demo Omni Find Demo Commerce Family of Demos
4	Incentives to Accelerate Decision
Promotion	Enabling Business Flexibility Webcast Enabling Business Flexibility Program