

WebSphere. software

IBM



*WebSphere Business Connection  
Pipeline Building Sales Kit*

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 e-business software



## Pipeline Building Sales Kit

### Quick Intro

### Opportunity Overview

### Market Opportunity

### Product Positioning

### Value Proposition

## Overview

### WebSphere® Business Connection —IBM brings a leading B2B solution to market.

- ◆ 'Effective electronic communication with suppliers, buyers, and service providers is becoming a critical requirement for success in the corporate world.' — The Yankee Group Report, "Enterprise Net Connector Technology Reduces BtoB Complexity", September 2001, by Jon Derome, Sr. Analyst
- ◆ 'Web services mitigate integration headaches that thwart collaboration by enabling loosely coupled intercompany links. As Web services adoption spreads, firms will overhaul their supply management practices. Without a low-cost, easily implemented integration option, most collaboration relationships remain devoid of system-to-system connections.— Forrester Research, "Web Services Boost B2B Collaboration", February 2002, by Bruce D. Temkin

**Your customer is talking. Are you listening!** All customers, whether small or large, are faced with increased pressure to improve their connectivity and exchange of information with trading partners. If you are not talking to them about B2B as an extension of their business integration requirements, then they are talking with your competitors. Join the host of other IBM WebSphere Business Partners who are learning the profits reaped through selling the IBM B2B solutions.

The WebSphere Business Connection Pipeline Kit is designed to help you ride the wave of business-to-business (B2B) success stories selling the new IBM Solution for B2B: WebSphere Business Connection (WBC).



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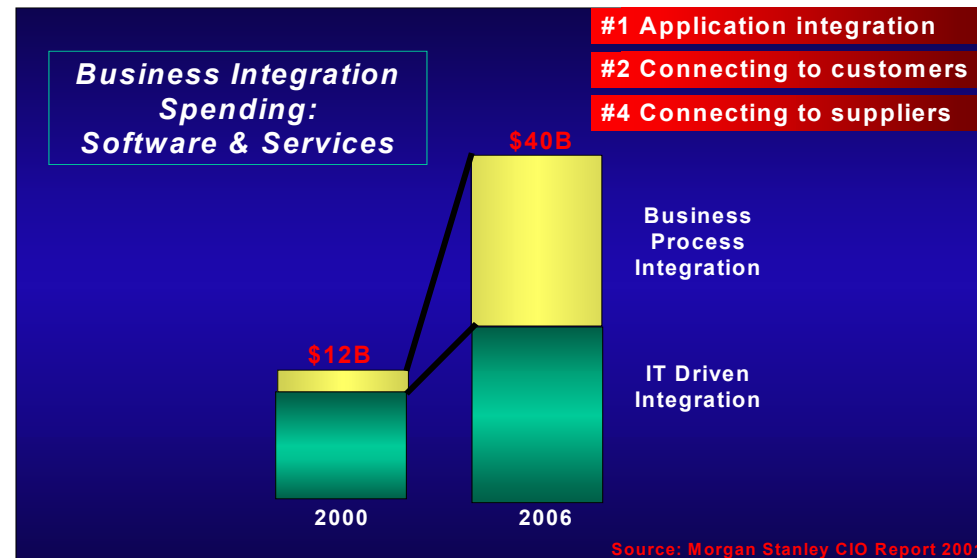
**Value Proposition**

## *Opportunity Overview*

- ◆ The e-Business Process Integration study by Hurwitz Group in December 2001 concluded that “today’s e-businesses no longer make a distinction between discreet internal or external processes. Business process integration is now viewed as a seamless melding of B2B endeavors and internal fulfillment processes, indicating that process integration solutions must now incorporate the extended enterprise.”
- ◆ WebSphere Business Connection offerings are B2B participant integration solutions for extended enterprise collaboration that allow enterprises and service providers to integrate their IT systems with those of their business partners. It can be used among trading partners for collaborative design, to automate the supply chain, participate in an e-market, implement e-procurement or offer new services to help reduce operational costs.
- ◆ Industry groups such as Nekema in insurance, E2open in electronics and the WorldWide Retail Exchange (WWRE) are working with IBM to help meet the needs of a wide range of trading partners.
- ◆ “Our customers are some of the largest companies in the electronics industry and one of their highest priorities is to integrate their business processes effectively with their partners to improve inventory turns and cycle time while decreasing operational costs,” said Lorenzo Martinelli, vice president of marketing and strategy, E2open.
- ◆ “Business partner integration is the essence of what we do, we rely on IBM software and the new WebSphere Business Connection is a significant step forward for our Web services-based integration network.” said Lorenzo Martinelli, vice president of marketing and strategy, E2open.
- ◆ Using industry standards and Web services protocols, businesses can start with a simple, low-cost Web services connection with the WebSphere Business Connection Express edition and then grow rapidly to support additional partners and more complex business processes using either WebSphere Business Connection or WebSphere Business Connection Enterprise edition

## *Market Opportunity*

Integration is the #1 Strategic IT Project in 2002



**Script:** Integration is the #1 strategic project in 2002

- ◆ While the economy slows spending in many areas, business integration investment will continue as it enables companies to survive and thrive in a globally competitive world
- ◆ Morgan Stanley's CIO report concludes that business integration is the #1 Strategic IT project in 2002
  - #1 Application integration
  - #2 Connecting to customers
  - #4 Connecting to suppliers

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## *Market Opportunity (continued)*

- ◆ The ability for businesses to respond to and serve their customers quickly and effectively with the right information at that point in time, is critical in sustaining a competitive edge. Businesses must drive the customer's request through their internal processes and back end. That typically involves inventory, manufacturing, replenishment, and supply chain activities, which have their logical correlations in the finance and insurance industries as well. If businesses can line these internal processes up effectively, they're going to be more efficient. Therefore, businesses can improve their financial ratios, the bottom line looks better, and shareholder value increases — just using technology as a means to an end to get there.
- ◆ The key to improved and streamlined supply chains, unified messaging, improved customer satisfaction is the integration of application and services, that brings multiple customer contact touch points into a single view of the customer.
- ◆ Key to enabling new services quickly is an open-standards based platform that enables others to extend new capabilities so that businesses can differentiate their services from their competitor's.

## *Product Positioning*

### **B2B Products Today**

- ◆ TPI – Cyclone OEM product
- ◆ WebSphere Business Connection (includes TPI solo – one connection)

### **Product Strategy**

- ◆ Position WebSphere Business Connection as our strategic B2B gateway offering
  - How customers can safely extend their internal BI processes across the firewall

*Overview***Pipeline Building Sales Kit****Quick Intro****Opportunity Overview****Market Opportunity****Product Positioning****Value Proposition*****Product Positioning (continued)***

- ◆ Evolve WebSphere Business Connection so we can reduce our reliance on OEMs for key gateway function
  - Rebuild the underlying gateway using our code
- ◆ Enhance WebSphere Business Connection to increase business integration
- ◆ Integrate middleware and exploit WebSphere Application Server

**Proposed Sales Tactics**

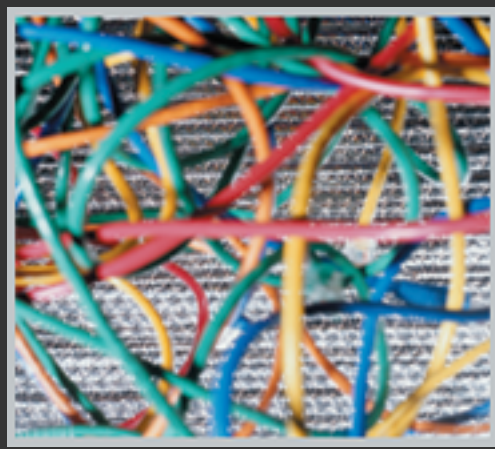
- ◆ Lead with WebSphere Business Connection
  - WebSphere Business Integration for EAI (enterprise application integration) and WebSphere Business Connection for B2B
- ◆ Sell TPI as a WebSphere Business Connection 'upgrade' when the customer needs additional trading partners for TPI channels
- ◆ For select (by exception) customer engagements, sell TPI with WebSphere Business Integration
  - Or as standalone when/if license allows

***Value Proposition***

- ◆ Facilitates B2B process integration and data sharing for any type or size of business. B2B trading partner integration is an extension of application integration (EAI). Only IBM has the breadth and total solution of WBI with WBC
- ◆ Links businesses through scalable offerings that use industry-standard and Web services protocols
- ◆ Includes robust B2B process integration to collaborate with trading partners
- ◆ Lets you start with a simple, low-cost Web services connection and grow to support additional trading partners and more complex business processes
- ◆ Helps reduce integration costs and enables faster deployment of new processes and services



## *Deliverables*



### Pipeline Building Sales Kit

#### **Call To Action**

#### **Sales Strategy**

#### **Questions To Ask Your Prospect**

#### **Customer Pains**

#### **IBM Value Proposition**

#### **Elevator Pitch**

### *Call To Action*

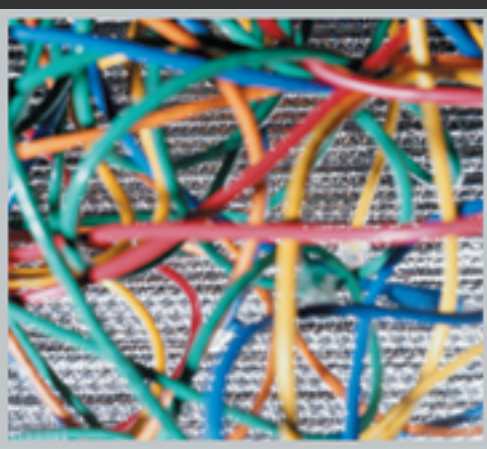
- ◆ Read / review this WebSphere Business Connection Pipeline Building Sales Kit
- ◆ Listen to the WebSphere Business Connection Webinar produced with Information Week at [www.informationweek.com/events/ibm2](http://www.informationweek.com/events/ibm2).
- ◆ Visit [WebSphere Business Connection Web site](#) for more details

### *Sales Strategy*

- ◆ WebSphere Business Connection is best sold as an extension to (part of), the IBM total solution for business integration. There are customers who are attempting to buy a 'pure' B2B solution to meet the needs of a particular near-term project.
- ◆ When possible, increase the scope of the requirements to include (or at least demonstrate) the total customer requirement of business integration. In an ideal situation, lead the customer towards a Business Integration Opportunity Assessment (BIOA) and turn the B2B requirement into a total business integration solution. This does not have to be a costly step for the customer; it just allows you to win the first phase/project based upon the IBM value proposition to provide a growth path for future requirements.
- ◆ Although WebSphere Business Connection is the IBM answer for those customers who are looking for a pure B2B solution at the low end, its strength at the entry level is based on Web Services technology. When the customer's requirement is for an entry-level Web services connection, IBM is the clear winner.
- ◆ For those customers who require other industry-standard protocols, the TPI upgrades for WebSphere Business Connection provides a best-of-breed solution for those customers.
- ◆ Attempt to sell the IBM proven track record of providing production-ready business integration solutions (WBI). WBI is an extension of those leading-edge solutions, tailored for the B2B solutions required in trading partner integration.

### **WebSphere Business Connection**

- ◆ Web-services-based B2B integration solution
- ◆ Pre-built business process collaborations available
- ◆ Range of price points

*Deliverables*

## Pipeline Building Sales Kit

Call To Action

**Sales Strategy**

Questions To Ask Your Prospect

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*Sales Strategy (continued)***Target Markets**

- ◆ Electronics
- ◆ Distribution/retail
- ◆ Automotive/manufacturing
- ◆ Additional industries

**Marketplace Position**

- ◆ CrossWorlds® acquisition provides strong technology position to enter the B2B market.

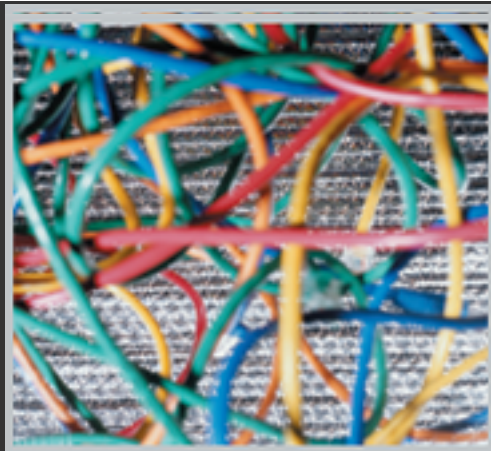
**Pricing Strategy**

- ◆ Aggressive pricing at base levels; expect significant additional upsell revenue as enterprises add business processes and trading partners.

*Questions To Ask Your Prospect***How are these critical business issues causing pain? Ask your customer:**

- ◆ Are you in the market for B2B interoperability solutions?
- ◆ Do you want to establish B2B links with your supply chains, business partners and customers?
- ◆ Do you want low-cost B2B connectivity options?
- ◆ Do you plan to move EDI to the Internet?
- ◆ Do you need to exchange data using other popular protocols?
- ◆ Do you have access to the best and latest B2B integration information in order to make your strategic and operational decisions?
- ◆ Are you constantly looking for ways to design effective IT solutions that can be delivered faster than your competitors?
- ◆ Do you need to make improvements in the efficiency and effectiveness of your business interactions with partners and suppliers?
- ◆ Who else can I talk to within your company? Who should I work with to determine the savings your company can realize?

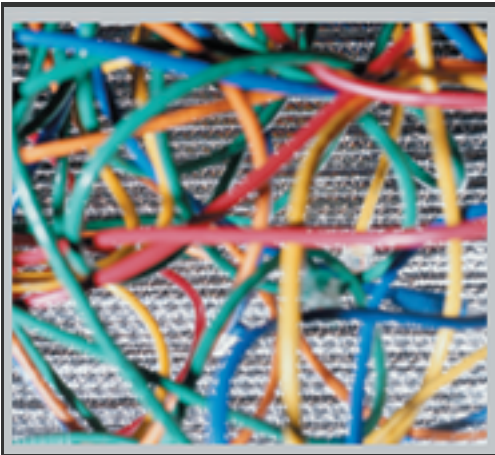


**Pipeline Building Sales Kit****Call To Action****Sales Strategy****Questions To Ask Your Prospect****Customer Pains****IBM Value Proposition****Elevator Pitch***Deliverables**Customer Pains*

Today's businesses face numerous integration challenges. Internally, they must connect disparate systems to leverage their infrastructure investments, control IT management costs, support emerging industry standards and maintain system and asset security. Externally, businesses must connect with trading partners to widen their supply chain, create new services and accelerate time-to-market schedules. Improving business-to-business (B2B) relationships through process integration is a key requirement for successful companies to increase return on investment (ROI) and transform their business into an effective e-business.

- ◆ Return on investment (ROI) is vital for any business today — automating manual processes is an opportunity to achieve ROI. For example, a seller's financial database may need to send pricing and inventory data to related applications in the buyer's enterprise systems. Only by sending data through the company's security firewall to the specific application can the two companies complete the transaction online. If applications are not sharing data automatically, some form of manual intervention is needed to complete the transaction. When an interruption like this occurs, automation halts, time to market slows and customer service breaks down.
- ◆ Dual data entry is one of many types of inefficiency that can hinder a company's success. Inflexible and redundant manual processes can stifle daily operations, not to mention new business strategies. This is true whether a company is focused on reducing costs, expanding into e-business or targeting new markets. A top retailer has told us that 40% of their custom orders are incorrect due to manual entry multiple times between their supplier and their systems. They believe through server-to-server linkages, they can achieve greater than 98% accuracy, and at the end of the day that means a satisfied customer who receives the right product they ordered, on time.
- ◆ A total e-business environment, in which all transactions can be completed online, provides both buyers and sellers with a virtual trading floor where transactions are handled efficiently and bring the greatest profitability. Doing so requires a top-down view of business processes, as well as the right software tools to integrate them.

*Deliverables*



*Customer Pains (continued)*

- ◆ WebSphere Business Connection enables long-term investment protection given its modularity to start small and scale up as new options are required. New processes each with their unique ROI can easily be added and deployed on top of the initial edge platform investment

Pipeline Building Sales Kit

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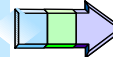
Elevator Pitch

Recognizing how customer business requirements drive Technology requirements

*Customer requirements*

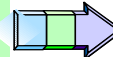
*Technology requirements*

- ✓ Focus on a specific project
  - ▶ Onboard new partners
  - ▶ Collaborate with suppliers
  - ▶ Simplify order process
  - ▶ Execute daily transactions
  - ▶ Speed design of new products



- ✓ Deliver the best technology
  - ▶ Support a range of connectivity
  - ▶ Provide business processes by industry
  - ▶ Administer and provision new participants
  - ▶ Supply adapters to existing applications and systems
  - ▶ Deliver tools to customize and develop new processes

- ✓ Deliver ROI
  - ▶ Reduce cost of implementation
  - ▶ Speed deployment



- ✓ Scale with the enterprise
  - ▶ Deliver scalable components
  - ▶ Architect with a common integration platform
  - ▶ Provide world-class services

- ✓ Ensure Future Value
  - ▶ Long term availability
  - ▶ Continued viability



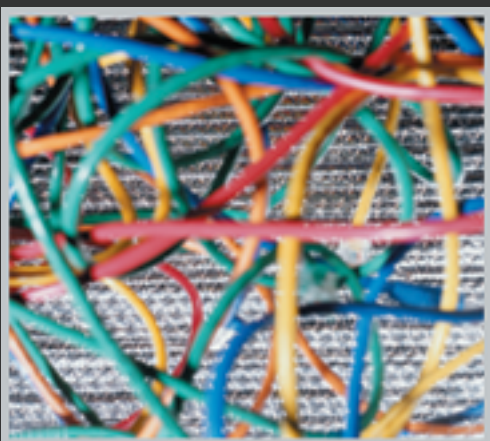
- ✓ Build on Leadership Foundation
  - ▶ Implement open standards
  - ▶ Support industry standards
  - ▶ Provide a roadmap for the future

## *Deliverables*

### *IBM Value Proposition*

#### **Business Benefits:**

- ◆ Accelerates e-business initiatives with customers, suppliers, partners
- ◆ Improves potential for Return on Investment and operational efficiency
- ◆ Lowers cost of implementation
- ◆ Speeds deployment
- ◆ Offers range of functional and pricing models
- ◆ Creates collaborative business integration environment
- ◆ Leverages existing applications and infrastructure
- ◆ Enables growth path for business processes
- ◆ Offers upgradeable packages of public/private business processes
- ◆ Drives Industry-specific processes
- ◆ Implements fast deployment for small partners
- ◆ Provides global implementation services
- ◆ Creates opportunities for competitive advantage, such as integration with:
- ◆ Delivers business intelligence
- ◆ Enables supply chain partners
- ◆ Supports procurement providers
- ◆ Automates outsourcing services
- ◆ Optimizes CRM services



#### **Pipeline Building Sales Kit**

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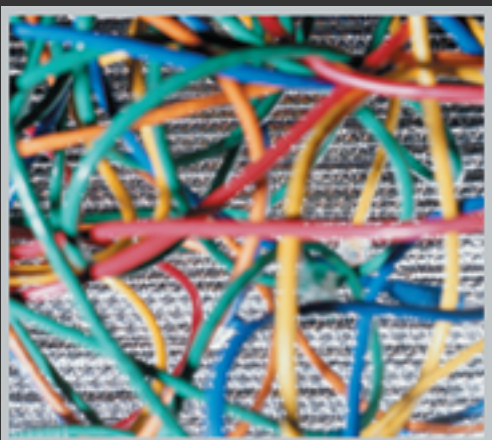
**Elevator Pitch**

*Deliverables**IBM Value Proposition (continued)***Technical Benefits:**

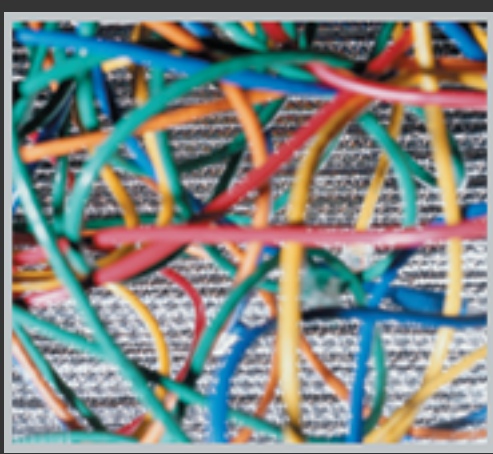
- ◆ Supports range of connectivity and business integration environments
- ◆ Promotes open, standards-based B2B communication on
  - Web Services
  - EDI-INT
  - EDI-VAN
  - RosettaNet
  - ebXML
- ◆ Includes tools to customize business processes
- ◆ Remote deployment of spoke software for fast deployment
- ◆ Complements WebSphere Business Integration Enterprise Edition
- ◆ Built using modular components
- ◆ Built on scalable, proven technology

*Elevator Pitch for CIO or line of business (LOB) Executive*

- ◆ WebSphere Business Connection offerings enable B2B process integration and data sharing among trading partners of all types and sizes. Business Connection is a scalable set of offerings that provide businesses with the ability to connect and integrate using industry-standard and Web services protocols.
- ◆ Starting with a simple, low-cost Web services connection (using WebSphere Business Connection Express), customers can scale up to support additional partners and more complex business processes, including EDI (using WebSphere Business Connection, WebSphere Business Connection, Enterprise). Using Business Connection, WebSphere Business Integration and WebSphere Portal Server, enterprises and service providers have the full set of capabilities for a complete B2B hub. Benefits to enterprises and their partners include reduced integration costs and faster deployment of new processes and services using open standards and proven technology.

**Pipeline Building Sales Kit****Call To Action****Sales Strategy****Questions To Ask Your Prospect****Customer Pains****IBM Value Proposition****Elevator Pitch**

## *Deliverables*



### Pipeline Building Sales Kit

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**Elevator Pitch**

### *Elevator Pitch (continued)*

#### **WebSphere Business Connection provides:**

- ◆ Range of affordable participant-enablement offerings to meet partner needs
- ◆ Web services, industry standard, and EDI connectivity options
- ◆ Public process integration and execution
- ◆ Document exchange
- ◆ Available library of business processes, including cross-industry and industry-specific templates, to speed time to value
- ◆ Scalable, reliable WebSphere software technologies

## *Collateral*

### *Product Overview*

- ◆ **25-word Description**

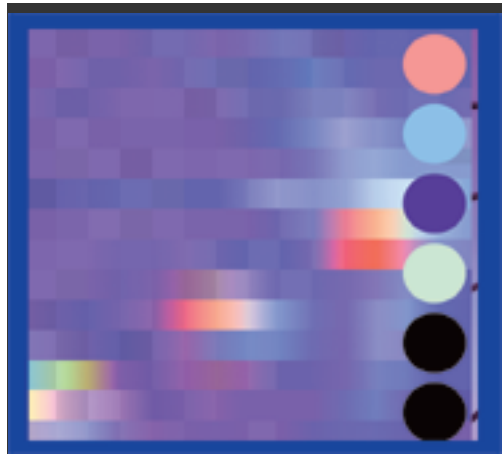
The IBM WebSphere Business Connection offerings enable B2B process integration and data sharing among trading partners of all types and sizes.

- ◆ **50-Word Description**

The IBM WebSphere Business Connection offerings enable business-to-business process integration and data sharing among trading partners of all types and sizes. Business Connection offering provides a scalable set of offerings that link businesses using industry-standard and Web services protocols. Companies can start with a simple, low-cost Web services connection and scale to support additional partners and more complex business processes.

- ◆ **100-Word Description**

The IBM WebSphere Business Connection offerings enable B2B process integration and data sharing among trading partners of all types and sizes. Business Connection offerings provide a scalable set of offerings that link businesses using industry standard and Web services protocols. Companies can start with a simple, low-cost Web services connection with Business Connection Express, and scale to support additional partners and more complex business processes with Business Connection and Business Connection Enterprise. Enterprises and their partners can benefit from reduced integration costs and faster deployment of new processes and services using open standards and proven technology.



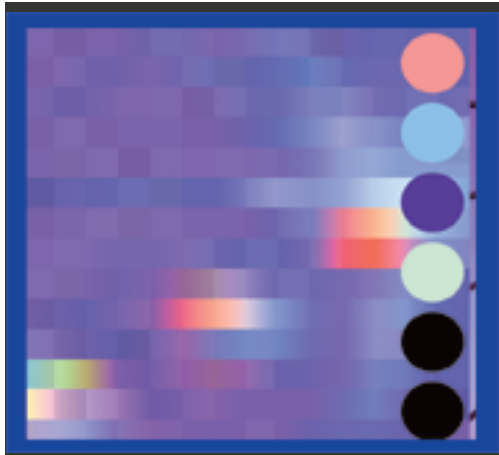
#### Pipeline Building Sales Kit

##### **Product Overview**

##### **Customer-Ready Materials**

##### **References/Sound Bytes**

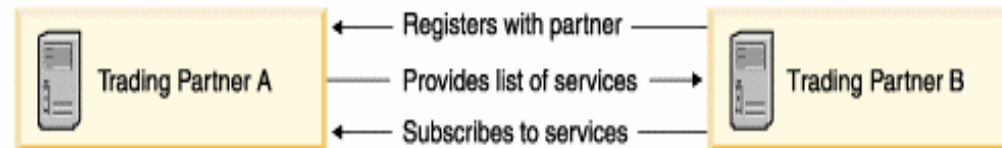




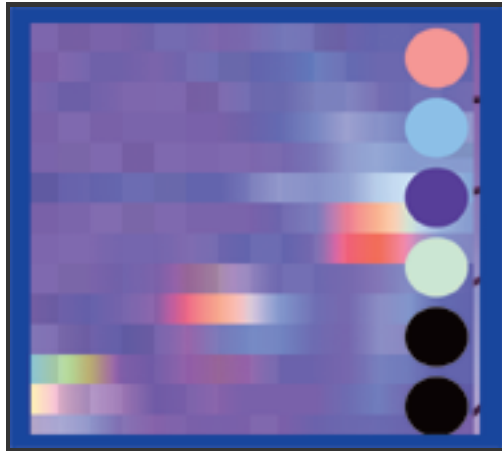
## Pipeline Building Sales Kit

**Product Overview****Customer-Ready  
Materials****References/Sound  
Bytes***Product Overview (continued)*

- ◆ The IBM WebSphere Business Connection offerings enable you to engage in process and data sharing with your trading partners. For example, suppose your organization needs to communicate with trading partners or with other organizations within your enterprise. Today, that communication might take place in a variety of ways, from faxes and phone calls to customized programmatic interactions. Using IBM WebSphere Business Connection, you move to a higher, more efficient and flexible level in which communication among all partners can be accomplished through an open-standards-based programmatic interface.
- ◆ The Business Connection offering provides benefits for enterprises both large and small. For a larger enterprise, for example, the Business Connection Enterprise Edition provides a complete business-process management solution. It enables the enterprise to register new subscribers quickly and easily and to provide new services to its subscribers. For the smaller enterprise, the Business Connection or Business Connection Express Edition can provide a cost-efficient way to connect a marketplace or service provider.
- ◆ For example, suppose Trading Partner B is in need of a particular service. It discovers that the service is available through Trading Partner A and so it registers with Trading Partner A. Trading Partner A provides a list of services, and Trading Partner B subscribes to the desired service. In the course of registering for the original service, Trading Partner B discovers other services of interest.



- ◆ The benefits accrue to both enterprises. Trading Partner B is able to connect easily with Trading Partner A and is able to get the desired service as well as see other possible services. Trading Partner A obtains a new partner to which it can make its services available.
- ◆ Use the [Product Overview](#) to complement a customer cover letter

*Collateral***Pipeline Building Sales Kit****Product Overview****Customer-Ready  
Materials****References/Sound  
Bytes*****Customer-Ready Material***

- ◆ The [WebSphere Business Connection Customer Overview presentation](#) addresses:
  - The marketplace for Business Process Integration
  - Details on the WebSphere Business Connection Offerings
  - WBC Solutions - Customer Success Stories/Scenarios
  - Summary of WebSphere Business Connection offering
- ◆ [WBC White Paper](#) – Life at the Edge: IBM WebSphere Business Connection Lowers B2B Process Barriers - Summit Strategies analysis
- ◆ [WBC Spec Sheet Table](#)
- ◆ [WebSphere Business Connection Spec Sheet](#) (summary document)
- ◆ WebSphere Business Connection Solution Sheets
  - [WebSphere Business Connection solution for E2open](#)
  - [WebSphere Business Connection delivers competitive edge to Nekema](#)
- ◆ [WebSphere Business Connection Demo](#)

*Collateral**References/Sound Bytes*

'We expand markets for insurance carriers, giving them a way to qualify customers in target market segments. Agencies can enter risk data once and then can submit RFQ requests to one or more. We worked with IBM to build a rules-based, scalable interview and messaging process. IBM's Web services infrastructure allows us to bind with many carriers using a scalable, standardized B2B interface.'— **John Rhodes, CEO, Nekema**

'E2open's unique solution for enterprise-to-enterprise integration would be nearly impossible to implement without Web services. By leveraging IBM's WebSphere functionality and IBM's service capability we have been able to bring to market in a very short time a very reliable and globally scalable offering.' — **Greg Clark, CTO, E2open**

## Pipeline Building Sales Kit

Product Overview

Customer-Ready  
Material**References/Sound  
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Pipeline Building Sales Kit

**Q&As**

**Contact**

## *More Info*

### *Q&As*

◆ [WebSphere Business Connection Product Announcement and Availability Q&As](#)

### *Contact*

Please contact your Local Business Partner Sales Representative for more information.



**Pipeline Building Sales Kit**



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