

PartnerWorld

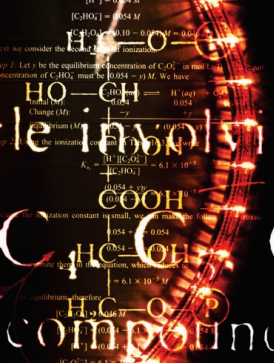


IBM Innovate Now

Building tomorrow's markets together



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Looking to deliver innovative solutions? Exploit new technologies? Reach new markets? For independent software vendors (ISVs) who are creating and delivering e-business on demand™ applications and infrastructures, planning for and addressing future customer requirements is not easy. There are many questions that need answers. What will help customers fuel tomorrow's growth? What is the next wave of innovation? To help lead this industry change, work with IBM. ISVs looking to build and deliver applications for customers across industries worldwide can take advantage of IBM Innovate Now, the fast track to IBM business development, technical and marketing resources for today's innovative ISVs.

By working with IBM, building and delivering solutions in an on demand environment is fast and easy. IBM continually seeks to team with ISVs that offer clear leadership in innovative technologies, such as Linux, grid computing, autonomic computing, pervasive computing, digital media, flexible hosting and more. IBM offers software companies and entrepreneurs who are focused on innovative technologies the resources that they need to help take products and solutions successfully from concept to market with Innovate Now, an initiative for ISV Business Partners in the IBM PartnerWorld® program.

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"It's not who has the most assets or the best capital structure. It's about having an innovative strategy. That competitive advantage is driven off of people—their thoughts, their ideas, and their innovation."

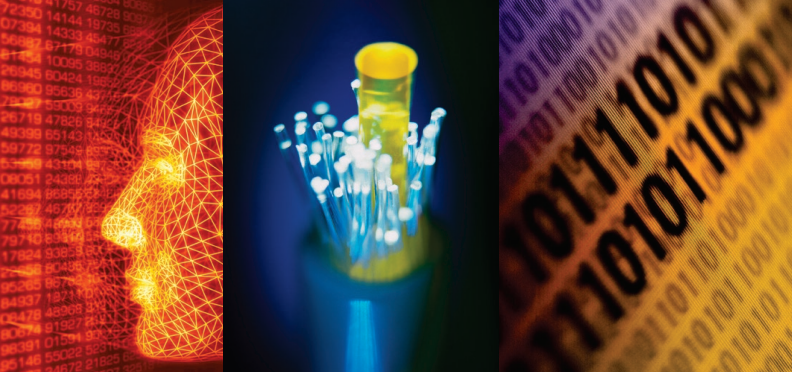
—Sam Palmisano, Chairman and CEO, IBM

Innovate Now with IBM

Innovate Now is available for qualified companies to leverage the vast array of business development, technical and marketing assistance as a member of PartnerWorld. Business development benefits include access to designated relationship and technology managers as well as guidance to help ISVs navigate through and foster relationships with IBM. The technical assistance that ISVs receive includes access to porting and testing centers worldwide, workshops for select innovative technologies, architectural design and consulting, and IBM development software at no charge. Marketing assistance includes increased exposure for ISVs through marketing programs and co-marketing activities.

By working with IBM through Innovate Now, companies receive tremendous opportunity for business growth. During 2003, IBM evaluated more than 3,000 companies focused on innovative technologies to enable their software on IBM platforms.





The right support at the right time

Context Media recently took advantage of business development, technical and marketing assistance offered by Innovate Now: “IBM support for ISVs is unparalleled; this means lower development costs and faster time to market. IBM Innovate Now gave Context Media the business development, technical, business development, and marketing assistance we needed to quickly bring our Enterprise Content Integration product, a digital media application, to market. Working with the technical teams, we successfully ported to the IBM WebSphere® platform.”

It's about business value

IBM provides an established, reliable and secure integration platform today. According to a Gartner Dataquest survey, IBM led the market in 2002 in all major application middleware categories: application servers, business integration and portals. The IBM open standards platform is designed to enable scalable applications to be deployed on multiple hardware and operating system platforms. As a result, ISVs can reach new markets because they are able to sell to customers regardless of their new and existing customers' underlying hardware and operating systems. The IBM open standards infrastructure not only provides multi-platform support to help ISVs applications become more competitive, it also helps maximize ISVs and their customers' future flexibility by eliminating vendor lock-in.

"The business development team was key in helping us connect with IBM experts at the right time. We're very pleased to work with IBM and looking forward to teaming with them as we go to market to reach new customers."

—Dan Harple, CEO and Founder, Context Media

In every facet of the business, IBM is committed to helping ISVs succeed. As IBM Chairman and CEO Sam Palmisano has stated, "IBM will not compete in the applications market." For IBM to succeed, its ISVs must succeed as well.

Where to start

Be a part of the future by building tomorrow's markets together. Visit **ibm.com/partnerworld/developer/innovatenow** and take advantage of the resources you need to be successful. To begin the qualification process for Innovate Now, complete a short online form. The PartnerWorld team will take it from there, and if you meet the requirements, can get you started with Innovate Now.







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