IBM Express and Solutions Builder Express Portfolio

Overview

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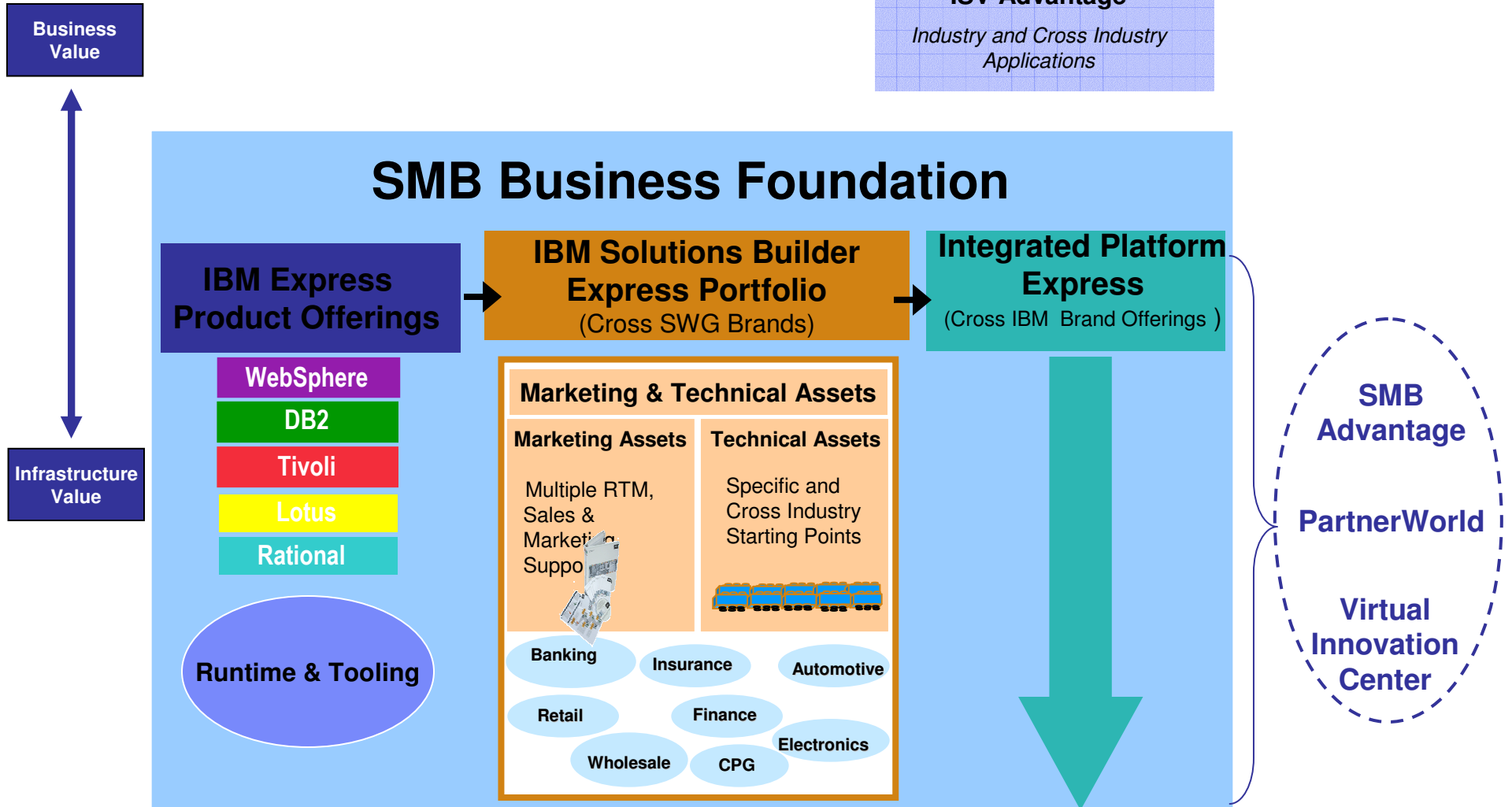
Agenda

- SMB Offering Overview

- Express Software

- Segmentation and Value Propositions

- Where to start…

IBM SMB Portfolio

Business Value

Infrastructure Value

ISV Advantage

Industry and Cross Industry Applications

SMB Business Foundation

IBM Express Product Offerings

- WebSphere
- DB2
- Tivoli
- Lotus
- Rational

Runtime & Tooling

IBM Solutions Builder Express Portfolio
(Cross SWG Brands)

Marketing & Technical Assets

Marketing Assets

Multiple RTM, Sales & Marketing Suppo

Technical Assets

Specific and Cross Industry Starting Points

- Banking
- Insurance
- Automotive
- Retail
- Finance
- Electronics
- Wholesale
- CPG

Integrated Platform Express
(Cross IBM Brand Offerings)

SMB Advantage

PartnerWorld

Virtual Innovation Center

SWG SMB Portfolio Strategy

Customer
#1 *understand customer business and technology needs from customers & BPs*

Business Partners
#3 *BPs leverage solution building blocks, partner applications and services to satisfy customer needs*

Solution Building Blocks
#2 *Create solution building blocks around customer needs*

Express offerings

Non-Express offerings

IBM Software offerings for SMB

Offerings

Offerings

Express SW criteria established

15 key Express Products announced
- Industry standards & Linux

Runtime Express

Industry solution focus

Solution Builder Express

Express offerings: Founded on a patented design process

Key attributes of the patented IBM Express Architecture

Easy to Evaluate, Purchase and Support

High quality evaluation and implementation support materials

Web-based support

Resources help ensure adequate skills

Easy to Install

Single-server installation takes minutes, not hours

Guided, non-disruptive installation and setup

OEM-ready with silent install/uninstall

Easy to Learn and Use

Simple, intuitive user interface

Samples and tools facilitate quick, successful first-use

Accessible, useful documentation

Easy to Integrate

Coexists and works well with other Express products

Supports important mid-market components and applications

Exploits key platform services that reduce total cost of ownership (TCO)

Demonstrates Good ROI

Resource usage that is competitive

Easy to Manage

Self-configuring for reduced administrative skill and interaction needs

Supported by reasonable defaults, application templates and wizards

Routine tasks are automated and self-optimizing

Complete Integrated Solution

Only required features provided

Competitive Features

Secure by default

Well-documented features

Consistent function

Quick and easy problem determination

Right Technology

Proven technology to ensure reliable operations and minimize downtime

Extensible and Flexible

Available on all key mid-market platforms with priority for Win2000, iSeries and Linux

Modular, easy to customize and extend

Priced to Market

Price linked to usage, based on number of users or processors

TCO attractive to SMBs

IBM offers a comprehensive Express Middleware portfolio…

SWG offerings

People	Process	Information
IBM WebSphere Portal - Express	**IBM WebSphere Business Integration Server Express**	**IBM Tivoli® Storage Resource Manager Express**
IBM Lotus® Domino™ Collaboration Express **IBM Lotus Domino Utility Server Express**	**IBM WebSphere Business Integration Connect - Express**	**IBM WebSphere Application Server - Express**
IBM Integrated Platform Express for Employee Workplace	**IBM WebSphere Business Integration Express for Item Synchronization** **IBM WebSphere MQ Express**	**IBM Integration Platform for e-business Express**
IBM DB2 Everyplace® Express	**IBM WebSphere Commerce - Express**	**IBM DB2® Universal Database™ Express** **IBM DB2 Content Manager Express**

…and many other products and offerings that have proven success in SMB

SWG offerings

People	Process	Information

People

IBM WebSphere Portal

IBM WebSphere Host Integration for iSeries

IBM WebSphere Everyplace

IBM WebSphere Voice Server

IBM Lotus Domino

IBM Lotus Notes®

IBM Lotus Workplace

IBM Lotus Workplace for Business Controls and Reporting

Process

IBM Rational® Rapid Developer

IBM Rational PurifyPlus

IBM Rational RequisitePro

IBM Rational Robot

IBM Rational Unified Process

IBM WebSphere Commerce

IBM WebSphere Business Integration

IBM WebSphere MQ

IBM WebSphere Studio

IBM WebSphere Development Studio family for iSeries

Information

IBM Tivoli Monitoring family

IBM Tivoli Access Manager

IBM Tivoli Storage Manager

IBM Tivoli Web Site Analyzer

IBM Tivoli Configuration Manager

IBM WebSphere Application Server

IBM DB2 Universal Database Workgroup

IBM DB2 Data Warehouse Standard

IBM DB2 Content Manager iSeries

IBM DB2 Content Manager Entry

IBM Integrated Runtime (OEM only)

IBM Informix® and WebSphere Workgroup Bundles

IBM DB2 Integrated Cluster Environment

Pricing Examples

Lotus Domino Collaboration Express
- 121 EUR per user
- 91 EUR per user trade-up from Exchange

WebSphere Application Server Express
- 507 EUR (for 20 users)
- 2029 EUR per CPU (unlimited users)

WebSphere Portal Express
- 1724 EUR (for 20 users)

WebSPhere Business Integration Server Express
- 6084 EUR per CPU

DB2 Express
- 633 EUR per server
- 126 EUR per user

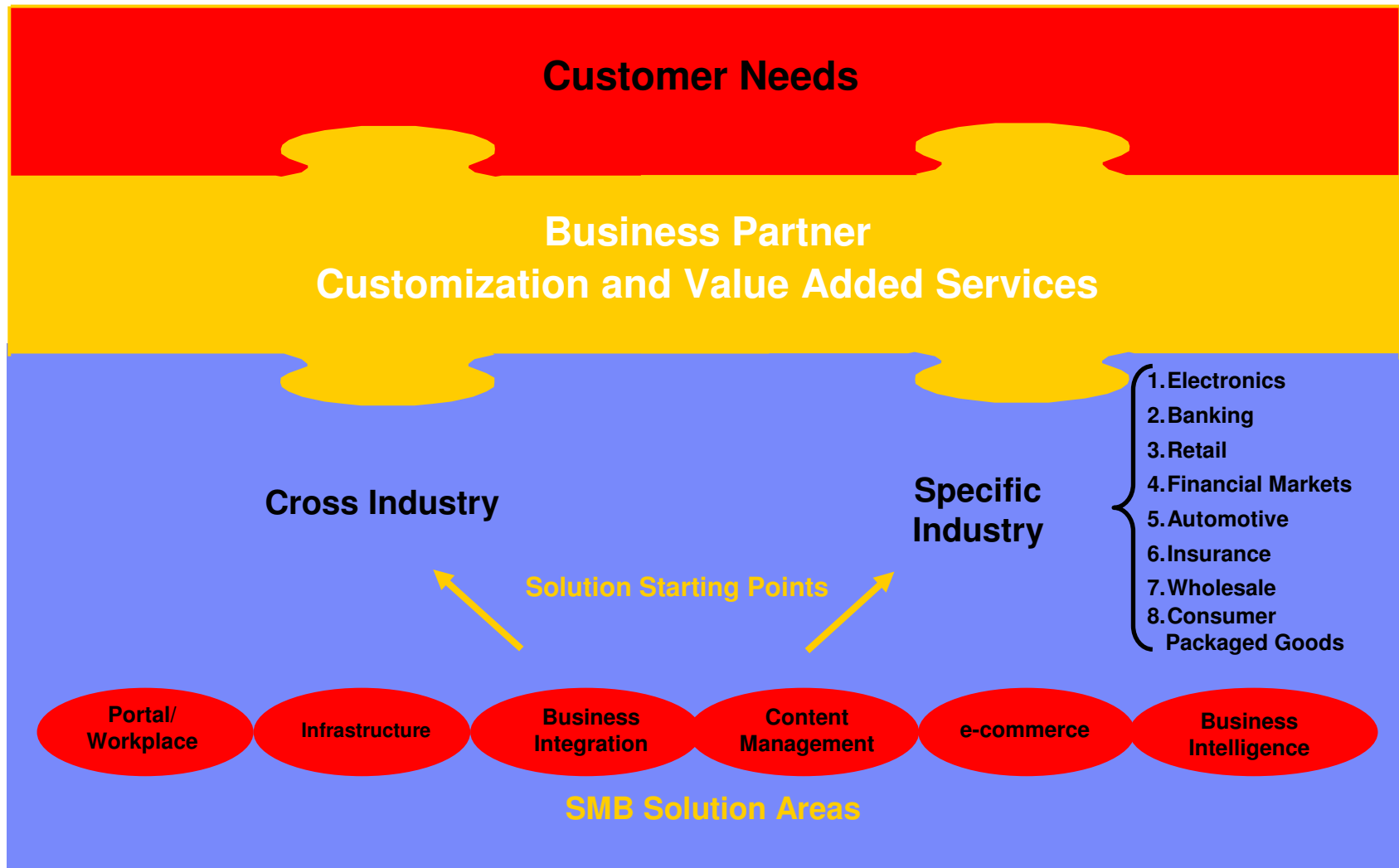**Tivoli Storage Resource Manager Express**
- 66 EUR per client

Industry orientation

Key Industry Solution Areas

	People	Process		Information		
Electronics	Product life-cycle management	Supply chain management	Production, Operations, logistics			
Banking				Banking Document management	Branch Integration/ automation	Customer insight
Retail		Supply chain integration	B2C eCommerce management	Digital media/content management	Customer analytics	Wireless inventory management
Financial Markets				Risk and compliance	Branch Office automation	Customer Analytics/ mining
Automotive	Product life-cycle management	Production, Operations, logistics		Customer service		
Insurance	Web Meetings/ e-Learning			Underwriting/ Claim processing	Insurance Document Management	Customer insight
Wholesale		B2B eCommerce	Inventory, Warehouse and Shipping management	Customer Call-center management	Customer and Product profitability	
CPG		Item Management & Synchronization		Customer Management Workplace		
Horizontal	Portals	eCommerce	Security & Disaster Recovery	Sarbanes-Oxley	Bus. Intelligence	CRM / ECM

Linux

eServer

IBM Solutions Builder Express Portfolio

Customer Needs

**Business Partner
Customization and Value Added Services**

Cross Industry

**Specific
Industry**

1. Electronics
2. Banking
3. Retail
4. Financial Markets
5. Automotive
6. Insurance
7. Wholesale
8. Consumer
   Packaged Goods

Solution Starting Points

| Portal/ Workplace | Infrastructure | Business Integration | Content Management | e-commerce | Business Intelligence |

SMB Solution Areas

IBM Solutions Builder Express Portfolio

What is IBM Solutions Builder Express Portfolio?

IBM Solutions Builder Express is a portfolio of Solution Starting Points which are reusable assets that help reseller Business Partners sell, design and implement SMB relevant solutions based on IBM middleware.

What is the value of IBM Solutions Builder Express Portfolio?

Speed

Accelerated Business Partner time to value with a proven reusable methodology and portfolio of assets—extensively researched, developed and tested by IBM Business Partners in direct response to midmarket end-customer needs

Simplicity

Expedited Business Partner ability to go to market with a solutions orientation leading with Express products and aligned with key SMB industries
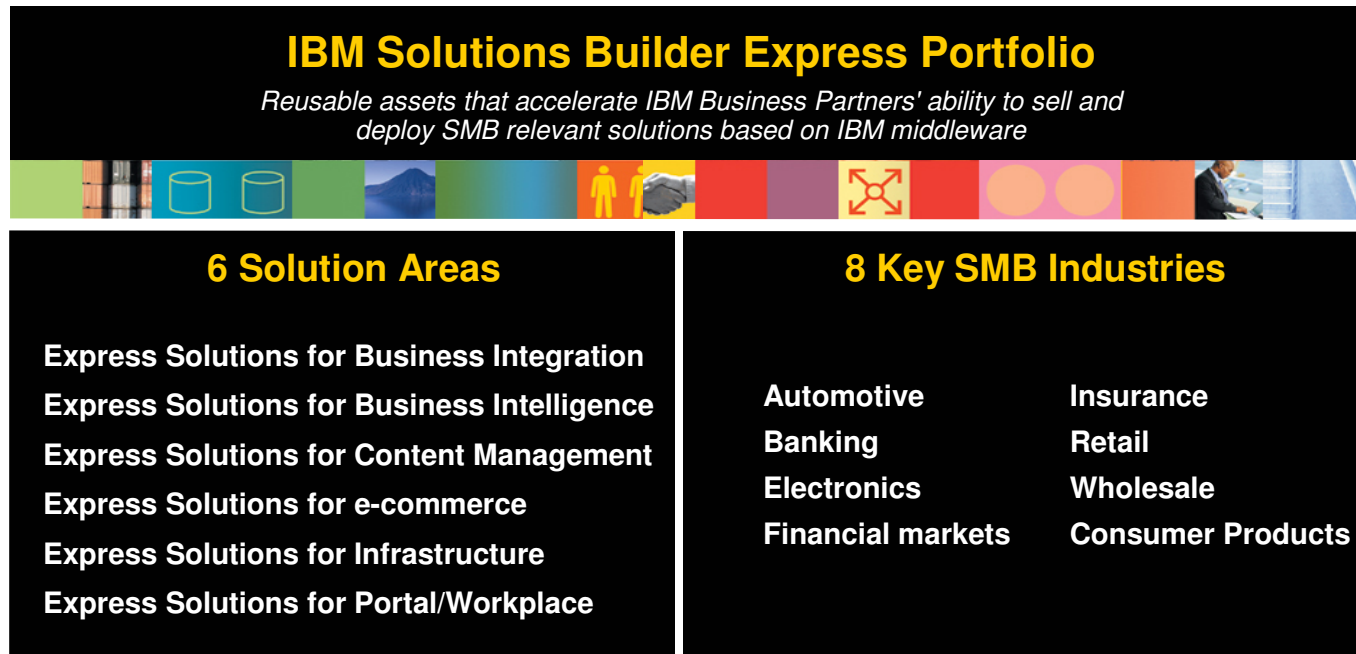
Return on Investment (ROI)

Improved Business Partner ROI with solutions that enable up-selling and cross-selling of products and services

Support

Direct email access to Solutions Builder Express development team in addition to enablement and support through Virtual Innovation Center

Structure of IBM Solutions Builder Express Portfolio

IBM Solutions Builder Express Portfolio

Reusable assets that accelerate IBM Business Partners' ability to sell and deploy SMB relevant solutions based on IBM middleware

6 Solution Areas

Express Solutions for Business Integration

Express Solutions for Business Intelligence

Express Solutions for Content Management

Express Solutions for e-commerce

Express Solutions for Infrastructure

Express Solutions for Portal/Workplace

8 Key SMB Industries

Automotive	**Insurance**
Banking	**Retail**
Electronics	**Wholesale**
Financial markets	**Consumer Products**

- Solution areas consist of pre-defined customer scenarios delivered as **Solution Starting Points** which are the core technical asset onto which the Business Partner adds customization and services
- Solution areas have a direct alignment to the identified key solution areas for SMB and SWG Middleware Specialties
- **Solution Starting Points**
    - Aligned by one of six solution areas
    - Have either a Specific Industry or Cross Industry orientation
- Product content of solution areas and Starting Points **lead with Express** products

New Solution Starting Points Available in 2004

People	Process	Information

People

Portal/Workplace Express Solutions

(Workplace)
- Collaborative Community Portal Express Solution Starting Point

(Portal)
- Employee Portal Express Solution Starting Point

- Collaborative Community Portal Express Solution Starting Point

- Portal Access for the Mobile Workforce Express Solution Starting Point

- Collaborative Employee Portal for Retail Express Solution Starting Point

Process

Business Integration Express Solutions
- Integration of Diverse Applications and Data Express Solution Starting Point

e-commerce Express Solutions
- Easy Creation of an e-commerce Website for Retail Express Solution Starting Point

Infrastructure Express Solutions
- Secured External Access to Company Resources Express Solution Starting Point

- Rapid Foundation for e-business Express Solution Starting Point

- Mobile e-business Express Solution Starting Point

- Portal Access for the Mobile Workforce Express Solution Starting Point

Information

Content Management Express Solutions

- Managing Content within Business Processes Express Solution Starting Point
- Managing Content for Insurance Claims Processing Express Solution Starting Point

Business Intelligence Express Solutions

Starting points available English only

2004 Solution Starting Points: Technical Components

What is a Solution Starting Point?

A Solution Starting Point is the core technical deliverable of IBM Solutions Builder Express Portfolio onto which the Business Partner adds customization and services. Each Solution Starting Point features detailed information to expedite solution implementation and deployment.

Solution Starting Point Core Components

- Solution overview
- Solution architecture w/suggested IBM middleware, hardware specs, & development tools
- Reusable implementation assets:
    - ▶ Product installation, configuration, & integration instructions
    - ▶ Sample code, scripts, & data
- Guided tour of solution
- Demo toolkit containing reusable:
    - ▶ Overview presentation with customer benefits/pains, architecture, & product recommendations
    - ▶ Multimedia screen captures and/or video clips of key solution features

Solution Starting Point Accessory Components

- Detailed customer engagement task descriptions & service hours
- Suggested additional services opportunities
- Solutions installation (Proof of Concept)

Partners Use Solution Starting Points Through All Phases Of Sales Process

	Self-study Guide	Solution Overview	Solution Task list	Guided Tour	Demo Toolkit	Implemen-tation Examples	Custom-ization Guide	Proof-of-Concept	Solution Architech-ture
1. Engage Customer	X	X	X	X					
2. Translate Customer Needs			X	X	X	X			
3. Propose Solution				X		X		X	X
4. Up-sell / Cross-sell			X				X		
5. Close Sale			X					X	X
6. Implement, Deploy & Support Solution			X			X	X		X

"… solutions provide valuable resources like task lists, sample scripts and test data. It will definitely improve the works carried out by Business Partners."

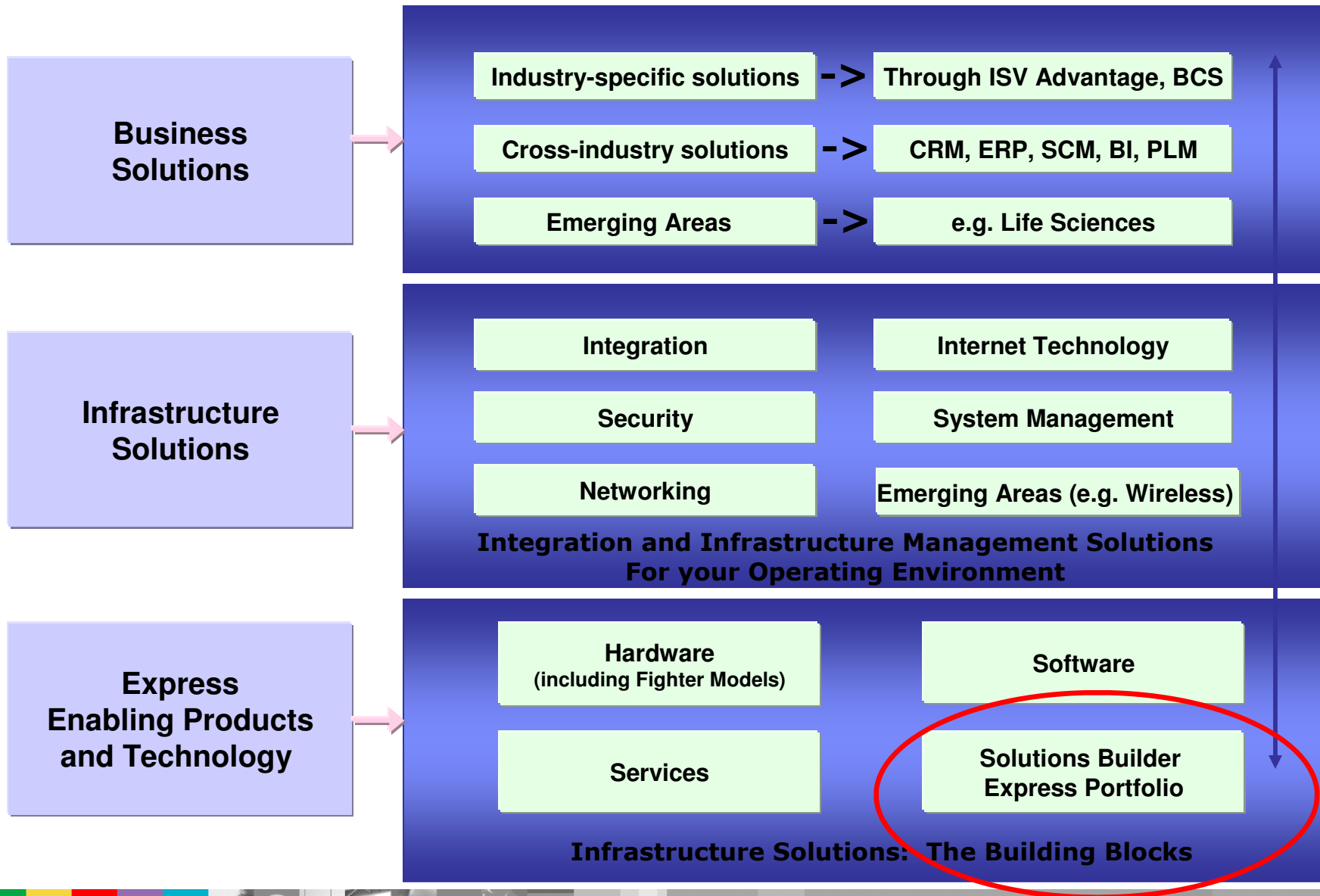Alex Yap of Vandacom (M) Sdn Bhd

"… with the examples the BP can show to the customer [a proposed solution] and it serves them to go [pass] from the abstract model of the technology by itself to specific solutions..."

Jose Carlos Ramos of Aitana SB,

Solutions Builder Express Portfolio Delivers What Partners Need

Business Partner Needs	Solutions Builder Express Delivers
a solutions orientation directly linked to end customer business needs	a portfolio of Solution Starting Points developed directly in response to end customer needs by resident Business Partners
reusable deployment and implementation assets to eliminate needing to recreate new technical assets for each customer engagement	a proven reusable methodology and assets
the ability to align solutions and offerings with high growth industries in SMB	an alignment with the key industries and solutions areas within SMB
a means of leveraging IBM brand equity and SMB market research by deploying IBM software products designed, developed, and priced specifically for the midmarket	a portfolio of Solution Starting Points leading with Express products
more time for marketing and selling Business Partner value-add services and less time spent in middleware deployment	Solution Starting Points feature detailed information to expedite solution implementation and deployment customization and services

Portfolio is ingrained into SMB Offerings Architecture

Business Solutions

Industry-specific solutions	->	Through ISV Advantage, BCS
Cross-industry solutions	->	CRM, ERP, SCM, BI, PLM
Emerging Areas	->	e.g. Life Sciences

Infrastructure Solutions

Integration	Internet Technology
Security	System Management
Networking	Emerging Areas (e.g. Wireless)

Integration and Infrastructure Management Solutions For your Operating Environment

Express Enabling Products and Technology

| Hardware (including Fighter Models) | Software |
| Services | Solutions Builder Express Portfolio |

Infrastructure Solutions: The Building Blocks

Where to start ?

http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/sn_sol_builder_express.html

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