Ready

Part 1 of

Ready, Set, Linux!

IBM
What Will You Learn Here?

- What is Linux?
- IBM's Value Propositions for Linux
- The Explosive Linux Growth Opportunity
- How IBM Plays
- What to Do if You're Serious About Linux
What is Linux?

- UNIX-like operating system developed by Linus Torvalds
  - Version 2.4 available

- Developed / tested by the Open Source community
  - Highly Disciplined/Structured
  - High Quality
  - Secure
  - Stable

- Packaged and shipped by distributors
  - Red Hat
  - SuSE
  - Turbo Linux
  - Caldera
  - Other Regional Distributors (Red Flag, Connectiva, Mandrake, etc...)
Linux Value

- Growing Marketplace acceptance
  - The growth of Linux deployments and large skill pool attests to the market acceptance

- Industry wide initiative
  - Linux is the first operating system that the entire industry has rallied around. Not just selected vendors

- Multi-platform
  - Linux runs on nearly all major hardware platforms. There is no other OS with this characteristic

- Basis of innovation
  - Because of its open nature, Linux is the basis for new and innovative uses of technology
  - "Changing the game"
Linux Value for IBM Business Partners

- Linux is game-changing technology that creates new revenue opportunities

- Only IBM provides:
  - e-business leadership
  - full range of Linux-enabled technology
  - leadership role in open source movement

- PartnerWorld lets you leverage your investment in UNIX, Linux, IBM middleware and/or IBM ^ expertise
  - makes Linux a low risk proposition for IBM Business Partners
Linux Opportunity is Exploding!

2000 New Server OS Shipments

- 1999 - 2000 Linux shipments grew 24% YTY
- 2000: #2 volume OS
- Linux shipments projected to have highest growth (99 - 04)

Linux 27.0%
Windows NT 40.9%
NetWare 3.x/4.x/5.x 16.8%
Combined UNIX 13.5%
Other NOS 1.9%

New Server OS License Forecast (00 - 05)

from IDC "WW Client Operating Environments Market Forecast & Analysis" July 2001

Windows NT 16.3% Growth
Linux 23.8% Growth
All UNIX Novell NetWare
Other Combined Unix Novell NetWare
Linux Software Opportunity is Exploding!

WW Revenue Opportunity for Middleware on Linux

- Revenue from Software on Linux growing at more than 3 times Linux shipment growth!! (IDC)

IBM Market Research
February 2001
Linux Moving into Mainstream

Early Adopters

Mainstream


Industry Acceptance

NetGen
Supercomputing, Universities

Core-business
Pervasive
Emerging ASPs

Retail/Dist.
Finance/Insurance

Life Sciences
Small/Med Business
Service Provider


PartnerWorld
IBM's Commitment to Linux

xSeries

zSeries

Best Hardware Solution, LinuxWorld NY!

Thinkpad

pSeries

iSeries

Desktop

Linux Cluster

Intellistation

Total Storage Solutions

Network Station

IBM MQSeries

NetVista

IBM Small Business Suite for Linux

IBM Java Virtual Machine

Best of Show, LinuxWorld NY!

Network Station

IBM DB2 Universal Database

NetVista

Lotus Domino

IBM VisualAge for Java Pro

IBM WebSphere Commerce Suite

Tivoli Storage Management/Management Agent

IBM WebSphere Application Server

Linux.PRZ/10
IBM ^s Provide Flexibility

- **xSeries**
  - Rack-optimized
  - Appliances
  - Clusters

- **pSeries & iSeries**
  - Scales seamlessly
  - Increased storage, memory capacity
  - Integration

- **zSeries**
  - Highest level of availability
  - Lowest cost-per-unit of work
  - Consolidation
IBM TotalStorage Solutions

**Workload Consolidation**
- zSeries and the Enterprise Storage Server
- xSeries and the Enterprise Storage Server

**Distributed Enterprise and High Volume**
- xSeries and the FAStT200 and FAStT500 Storage Servers
- pSeries and the 2104 Expandable Storage (EXP) Plus

**Linux Clusters**
- xSeries and internal storage
- xSeries and the Enterprise Storage Server (planned support)
Key IBM Software Offerings on Linux

- **AIM**
  - WebSphere Application Server (SE, AE) (for Intel)
  - WebSphere Application Server (AE) (for S/390)
  - WS Edge Server, WS Personalization, WS Site Analyzer, WS Performance (for Intel)
  - WebSphere Commerce Suite Start Edition, WebSphere Transcoding Publisher (for Intel)
  - WebSphere Homepage Builder, WebSphere Host On-Demand (for Intel)
  - MQSeries (for Intel), MQSeries Client (for S/390)
  - VA Java 3.0 Professional (for Intel)
  - IMS Connect, CICS Transaction Gateway (for S/390)

- **Data**
  - DB2 UDB (PE, WE, EE, EEE, PDE, UDE) (for Intel)
  - DB2 Connect, DB2 Everyplace, DB2 XML Extender, DataPropagator, Net.Data (for Intel)
  - DB2 UDB EE, DB2 Connect (for S/390)

- **Lotus**
  - Lotus Domino, Lotus Domino Workflow (for Intel)

- **Tivoli**
  - Tivoli Storage Manager Client, Tivoli SANergy (for Intel); TSM Client (for S/390)

- **Other**
  - Small Business Suite, ViaVoice Dictation, ViaVoice Solution Developer Kit (for Intel)
IBM Small Business Suite for Linux

- Winner!
  Best of Show - LinuxWorld January 2001
- Contains:
  - Lotus Domino App Server V5.0.3 for Linux
  - WebSphere Application Server 3.02 for Linux
  - DB2 Universal Database Workgroup V7.1
  - IBM Suites Installer - Integrate your own apps
  - Tools: WebSphere Studio and Domino Designer for Windows & WebSphere HomePage Builder for Linux
- For Small Businesses with up to 100 users per server
- Enterprise capability at Small Business Price!!
  - US$499 SRP - list price of any one product exceeds total SBS price. Without 100 user limit per server, separate products combined SRP over $4,500! (User/client licenses sold separately)
Linux as a "Game Changer"

**Workload Consolidation**

**Distributed Enterprise**

**Linux Clusters**

**Appliances & File/Print Servers**
Workload Consolidation

Reduced cost of ownership, enhanced resource utilization & performance, and speed of deployment

Description
- Port Unix apps -> Linux
- Multiple, workloads on large, centrally platforms, such as ^ zSeries and ^ iSeries
- Consolidate many -> one

Benefits
- Cost reduction, Management, Administration, Power, Floor space
- Time to market
- Performance, Scalability
- Reliability

References
- Telia Net - Replacing 70 Unix servers with a S/390 running Linux under VM
- Banco Mercantil - Consolidate 30 NT servers onto Linux zSeries
- Korean Air - Consolidated onto z900 server
- Winnebago - eMail consolidated on Linux on VM
Distributed Enterprise

Low cost, robust, standards based, easily replicated

Description
- Solutions for centrally managed, but geographically dispersed replicated servers

Benefits
- Very low cost
- Extremely stable
- Reliable
- Remotely managed

References
- Lawson - Linux based kiosks in 7600 stores
- Hill House Hammond - automation at 290 branch offices
Scalable Linux Clusters

**Scalable, Flexible & Low-cost Alternative**

**Description**
- Pre-configured/integrated
- IBM / non-IBM hardware and software
- Leveraging IBM cluster and file management technology
- Customized configurations for IBM middleware (WebSphere, DB2 ETC.)
- Targeted for use as web, application and database servers

**Key Segments**
- NetGen, Life Sciences, Telco/SP, Industrial, Finance

**References**
- **Royal Dutch Shell** - Largest Cluster in the World, 1024 node xSeries
- **University of New Mexico** - Second largest Linux Cluster
- **Others** - NCSA, Campagne Generale de Geophysique, Western GeCo, Dresdner Kleinwort Benson
Appliances & File/Print Servers

More robust more reliable and less expensive

**Appliances**: Stable, Reliable, Affordably priced servers preconfigured with Linux applications
- xServer optimized for rapid deployment used for demanding application environments:
  - Web serving
  - Web caching
  - Firewall
  - NAS

**File/Print**: Linux versatility allows it to share system resources with Windows clients
- Replacement for Windows Servers:
  - Samba
- Replacement for Netware Servers:
  - IPX native in Linux kernel
- Linux, Netware and Windows NT/2000:
  - Integrate all environments with NDS

**References**:
- Akami Technologies - IBM DB2 on Linux

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<th>Intel Processor</th>
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IBM's Premier Alliances with Linux Distributors

- Worldwide alliances for hardware, software, services, solutions and marketing

- Product / Geography-based partnerships - selected Linux distributors
Consultants evaluate IBM's Linux strategy

From Illuminata's "Big Blue Penguin" Report: "IBM has emerged as Linux's most important, credible, and systematic proponent"

From Zona's "New Religion: Linux and Open Source: "...[IBM] virtually legitimized Linux overnight as a serious option for enterprise IT managers"

From Illuminata's "Big Blue Penguin" Report: "...IBM's attentions [to Linux] have been practical and single-minded in a way you will never see from Compaq, Dell, or Sun"

From Zona's "New Religion: Linux and Open Source: "IBM's... placing Linux squarely on the radar screens of purchasing institutions"

Gartner Report

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GartnerGroup RAS Services  Copyright © 2000 COM-11-9260
PartnerWorld Delivers World-Class, Award-Winning Value

- Members receive:
  - Education and certification
  - Technical support
  - Go to market support
  - Ecosystem of highly skilled Business Partners

VARBusiness Magazine Awarded IBM Three First-Place Wins and Lifetime Achievement Award for Its Consistently High Quality and Value

www.ibm.com/partnerworld
New "Linux Lens" on PartnerWorld Web Site

www.ibm.com/PartnerWorld/linux

Ready, Set, Linux!

Offset Your Investment

"You Pass, We Pay": pass LPI Test 101 or Red Hat RHCE Test and get reimbursed up to ~ US $3,000 (with Valuepact and One IBM Certification)

PartnerRewards: achieve LPI or Red Hat certification and claim up to ~ US $3,000
The New "Linux Lens" on PartnerWorld

The New "Linux Lens" on PartnerWorld

Linux

Linux is ready for business. It’s today’s fastest growing operating system, and it can help you and your customers change the game in information technology. Find out how IBM can get you ready for Linux.

Opportunity

Growth in the Linux market is exploding. According to IDC, Linux operating system shipments are projected to show the highest growth of any operating system in the next three years. Finance, retail and distribution companies, telcos and service providers are embracing the reliability, performance and low cost of Linux-based solutions.

Expand your skills

As an IBM Business Partner, you can add Linux to your skill set and portfolio without huge additional expense because PartnerWorld and IBM open-platform technology are designed to let you capitalize on your existing skills. Get up to speed with IBM’s new Ready, Set, Linux! program, and take advantage of reimbursements and incentives.

Sales and marketing tools

No matter what type of IBM Business Partner you are, PartnerWorld provides the tools

Software and servers

IBM offers the most comprehensive portfolio of Linux-based e-business products in the industry, helping
Expanding Skills for e-business on Linux

- Certified for e-business - Technologist
  - WebSphere
  - DB2
  - MQSeries
  - Domino...
- Certified for e-business Solution Advisor and Solution Designer
  - xSeries
  - pSeries
  - iSeries
  - zSeries
- Certified for e-business Partner (external branding)
  - Solution Sales and Design Skills
- e-business Partner
  - Solution Implementation Skills
  - Individual Competencies
  - Also eligible for "You Pass We Pay" or PartnerRewards Reimbursement

Linux

- LPI
- Red Hat
Linux Support for Developers

WW Porting Centers (10)
- Linux Workshops, Tech Support
- Linux testing on IBM's
- Linux Performance Tools and MORE

No Charge for Development use of IBM Software for Linux

PartnerWorld for Developers
- Add Linux to your skill-set
  - DeveloperToolbox Linux products available for download at www.developer.ibm.com
  - Application Developer's Kit for Linux V2 CD provided by DeveloperToolbox

IBM developerWorks
- Dedicated "Linux Zone"
- Open Source Center
- Focus on open-industry standards and cross-platform development
- alphaWorks, available through developerWorks
  - www.ibm.com/developerworks/linux

San Mateo
Chicago
Waltham
Hursley
Paris
Stuttgart
Sydney
Bangalore
Shanghai
Tokyo

1 million Linux page views per month!
Linux Technical Support

PartnerLine / Techline (pre-sales)
Support Line (post-sales)

IGS Services Offerings
- Linux Solution for e-business
- Open Source consulting
- Linux Migration Services
- Linux Infrastructure Assessment workshop
- Web and High Availability Cluster services

Redbooks, residencies, whitepapers

Complex opportunity support
- Contact PartnerLine to engage resources
IBM Regional Linux Impact Teams

- Cross Functional Teams
  - IBM Software, Services, Channels, Marketing

- Regionally Deployed
  - Americas: John Sarsgard - sarsgard@us.ibm.com
  - EMEA: Udo Hertz - udo_hertz@de.ibm.com
  - AP: Roland Stranneborn - roland@hk1.ibm.com

- Role
  - Engage Customer Opportunities
  - Engage and support Business Partners
  - Produce References / Case Studies
  - Transfer Skills

ENGAGE THEM!
Aggressive Worldwide Marketing Plans

Worldwide Linux Events

Targeted DM Campaigns

Linux Collateral

www.ibm.com/linux
www.ibm.com/linux/linuxline

Linux Advertising
Putting it all Together for Success!

New Markets ...
The Linux Opportunity is Exploding!

New Skills ...
PartnerWorld gets you Linux "e" nabled NOW!
Ready... Set... Linux!
You Pass We Pay
PartnerRewards
Linux Technical Support

New Business ...
IBM Advertising & co-marketing
uncover expanded opportunities for You!
e-infrastructure campaign
^ campaign
StartNow program
If You're Serious About Linux . . . IBM Can Help You Succeed

- Join IBM PartnerWorld
- Get skilled and certified on Linux and IBM Middleware and IBM ^ platforms
- Help your customers Change the Game
- Check it out:
  www.ibm.com/partnerworld  >  "LINUX LENS"
  www.ibm.com/linux
  www.ibm.com/developerworks/linux

IBM is Ready ... Are You?
Americas Linux Plan for Business Partners
Linux Business Partner Plan

- **YOUR PLAN**
  - **Assess your Linux Involvement**
    - Involved already
    - Have immediate Interest for Involvement
  - **Define Your Linux Education roadmap**
    - Linux experience
    - No Linux experience, but Unix experience
    - No Linux - No Unix experience
    - Linux Interest
  - Get enrolled / certified by end of 4Q
  - **Define Your Linux Business model**
    - Selling e-business solutions with Linux
    - Teaming with Linux BP's
    - Developing / Influencing Linux e-business solutions
  - Report related e-business sales around Linux
  - Write up Linux references
    - in "Linux Lens" website
Linux Business Partner Plan

- **ASSESS YOUR LINUX INVOLVEMENT**
  - **Propensity Business Partners**
    - Involved with Linux
    - To what degree?
      - Technical people trained
      - Selling / Influencing sales around Linux
      - Developing applications around Linux
  - **Affinity Business Partners**
    - Have an Interest to be involved
      - In 2001
      - Future
    - How do you want to be involved?
Linux Business Partner Profile

<table>
<thead>
<tr>
<th>BP Name:</th>
<th>Address:</th>
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<tbody>
<tr>
<td>BP Contact: ___________________________ Title: __________________________</td>
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<tr>
<td>IBM Contact: __________________________ Title: __________________________</td>
<td>Telephone: __________________________  E-mail: __________________________</td>
</tr>
</tbody>
</table>
| IBM Business Partner Type: ____________________ Level: __________________ | LINUX EXPERIENCE: Presently Working with Linux: Yes ____ No ___ How Long? ____________
   If NO, What is your Interest in Working with Linux? ________________
   If YES: What is Work Involvement: ____________________________________
   Certified __ yes __ no, Which Certification? ___________ # Certified__________

What is IBM Related Revenue From Linux Involvement:

<table>
<thead>
<tr>
<th>2000 Hardware Hardware Software Software Services Services</th>
<th>Potential 2001 Hardware Hardware Software Software Services Services</th>
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</thead>
</table>

What IBM Products Do You Work With Linux:

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<tr>
<th>Hardware</th>
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<tr>
<td>Software</td>
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<tr>
<td>Services</td>
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What ISV's Work With:

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<th>Applications</th>
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<tbody>
<tr>
<td>Industries</td>
</tr>
</tbody>
</table>

Other IBM Business Partners Work With ____________________________________________________

Give Your 3 Focus/Initiatives in 2001 for Linux Involvement:

1. _________________________________________________________
2. _________________________________________________________
3. _________________________________________________________

Describe What Would Help You Accomplish Your Linux Initiatives:

____________________________________________________________________________________
Linux Business Partner Profile

BACKGROUND ON BUSINESS PARTNER:

Amount of IBM Revenue: 2000 ______________ Potential 2001 ______________
Hardware: 2000 ______________ Potential 2001 ______________
Software: 2000 ______________ Potential 2001 ______________
Services: 2000 ______________ Potential 2001 ______________

IBM Hardware Products Sell/Work With _______________________________________
________________________________________________________________________

IBM Software Products Sell/Work With _______________________________________
________________________________________________________________________

IBM Services Sell/Work With _______________________________________________
________________________________________________________________________

What IBM Certifications ___________________________________________________
________________________________________________________________________

Geographic Reach _________________________________________________________

Industry Specialization _____________________________________________________

Target Customer Set _______________________________________________________

ISP/ASP/Dot.com/Telco Involvement _________________________________________
________________________________________________________________________

Distributor ______________________________________________________________

OTHER COMMENTS _________________________________________________________
________________________________________________________________________
________________________________________________________________________

Linux Applications: (Please describe and tell if they are referenceable: __________
________________________________________________________________________

Linux References: (Please describe customer and what is referenceable: __________
________________________________________________________________________
Linux Business Partner Plan

- LINUX EDUCATION
  - Decide if you have
    - Linux Experience
    - No Linux experience but Unix experience
    - No Linux or Unix experience
    - Linux Interest
  - Use Appropriate roadmap
  - Enroll - call - 1-800-IBM-TEACH
  - Information:
    - courses - www.ibm.com/service/learning/us
      (course code in search box)
    - roadmaps - www.ibm.com/services/learning/roadmaps/RSLinux2.nsf
Linux Business Partner Plan

- LINUX EDUCATION ROADMAP
  - Linux Interest
    - READY class for executives
      - QLS01 - SET class for technical
        - 2 day Hands-on
        - $1250
      - QLX13 - Linux Basics
        - 4 day Hands-on
        - $1595
      - QLX14 - Linux Sys Admin
        - 4 day Hands-on
        - $1995
    - LPI certification
      - Test 101

Enroll - 1-800-IBM-TEACH
Info - courses
  - www.ibm.com/service/learning/us
    - Roadmaps
  - www.ibm.com/service/learning/roadmaps/RSLinux.nsf
Linux Business Partner Plan

- LINUX EDUCATION ROADMAP
  - No Linux Experience - No Unix Experience

  - QLX13 - Linux Basics
    - 4 day Hands-on
    - $1595

  - QLX14 - Linux Sys Admin
    - 4 day Hands-on
    - $1995

- LPI certification
  - test 101

Enroll - 1-800-IBM-TEACH

Info - courses
  - www.ibm.com/service/learning/us
  - (code in search box)
  - Roadmaps
  - Roadmaps
  - www.ibm.com/service/learning/roadmaps/RSLinux.nsf
Linux Business Partner Plan

**LINUX EDUCATION ROADMAP**

- No Linux Experience - Unix Experience

QLX12 - Linux for Unix Professionals
5 day Hands-on
$2095

LPI certification test 101

**Enroll** - 1-800-IBM-TEACH

**Info** - courses
  
  www.ibm.com/service/learning/us
  
  (code in search box)
  
  - Roadmaps
  
  www.ibm.com/service/learning/roadmaps/RSLinux.nsf
**Linux Business Partner Plan**

- **LINUX EDUCATION ROADMAP**
  - **Linux Experience**
    - **Ask**
      - Have you taken QLX13 - Linux Basics / QLO33 - Red Hat Linux Essentials?
    - Have you taken QLX14 - Linux Sys Admin / QL133 - Red Hat Sys Admin & QL253 Network & Security Admin?
    - Are you certified?

**Enroll** - 1-800-IBM-TEACH
## Linux Business Partner Plan

### LINUX EDUCATION ROADMAP

#### October classes

<table>
<thead>
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<th>Date</th>
<th>Course</th>
<th>Name</th>
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## Linux Business Partner Plan

### LINUX EDUCATION ROADMAP

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# Linux Business Partner Plan

## LINUX EDUCATION ROADMAP

### November/December classes

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## LINUX EDUCATION ROADMAP

### Classes in Canada

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# Linux Business Partner Plan

## LINUX EDUCATION ROADMAP

### Classes in Mexico

<table>
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<th>Date</th>
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</table>
Linux Business Partner Plan

- READY EDUCATION - COMPLETED - 2476 ATTENDEES AS OF 9/26
  - Ready Conference calls - (106)  4/5, 10
  - Ready Sessions - BP Connections Events - (1480)
    - At BP connections events
      - Chicago - (67)  4/17
      - Philadelphia - (48)  4/18
      - Washington DC - (55)  4/19
      - Dallas - (92)  5/9
      - New York City - (215)  5/10
      - Atlanta - (101)  5/16
      - Orlando - (44)  5/17
      - Los Angeles - (87)  5/22
      - San Jose - (112)  5/24
      - Washington DC - (50)  6/5
      - Boston - (100)  6/7
      - Chicago - (120)  6/12
      - Cleveland - (35)  6/14
      - Charlotte (59)  6/19
      - New York City - (20)  6/21
      - Toronto - (62)  7/9
      - Montreal - (45)  7/10
      - Tampa - (65)  7/24
      - Fort Lauderdale (78)  7/25
      - Halifax (25)  10/3
  - Ready Roadshow (LA) - (194)
    - Sao Paulo (Linux Expo) - (40)  5/9-10
    - Buenos Aires - (55)  5/15
    - Caracas - (35)  5/17
    - Mexico City - (64)  5/21
  - Ready Roadshow (Canada) - (43)
    - Toronto - (38)  6/20
    - Montreal - (5)  6/21
  - Ready Sessions - Distributors - (263)
    - SupportNet - May Days (238)  5/16-17
    - Avnet Partner Event (25)  9/10
  - Ready Sessions
    - e-commerce College (29)  7/24
  - Ready Individual Sessions - (131)
    - CSC - (37)
    - Other Individuals - (94)
  - Ready Recruitment - (57)
    - Conference Call - (19)  8/23
    - Linux World Session - (38)  8/28
Linux Business Partner Plan

- DEFINING YOUR BUSINESS MODEL
  - Decide "How" you want to move into Linux
  - Do you want to:
    - Do fulfillment of IBM hardware / software around Linux?
    - Do you want to sell e-business solutions around Linux?
    - Do you want to Influence e-business solutions around Linux?
    - Do you want to put your applications up on Linux platforms?
    - Do you want to team with Linux BPs to deliver e-business solutions?
Linux Business Partner Plan

- **FULFILLMENT LINUX BUSINESS MODEL**
  - **Business Partner:** Woodfield Group - PCD Reseller
  - **Customer:** weather.com
  - **Application:**
    - Establish a powerful, flexible, reliable e-business solution
    - Delivers over 2000 maps and satellite images on Linux operating system
    - Operations in 77,000 locations WW
      - 300 pageviews/month
      - 14M users/month
  - **Hardware:** 40 Netfinity 4000R with Red Hat Linux
  - **Software:** Webshere Application server
  - **Services:** IBM hardware and software integration services - IGS
  - **Revenue:** Hardware - 2000 - $200,000
  
  **Competitive Win back from Sun**
SELLING/INFLUENCING E-BUSINESS SOLUTIONS WITH LINUX

- **Business Partner:** InfoSystems - Solution provider, System Integrator
- **Customer:** Mardome - Service provider for e-business
- **Application:**
  - Building infrastructure 100% on Linux and IBM products
  - Provide mission critical hosting services on a "pay as you grow" basis "- line telephone connectivity, speech recognition, and voice processing"
  - Consumers get end-to-end managed voice infrastructure services as needed
- **Hardware:** Netfinities
- **Software:** WebSphere, DB2
- **Services:** IGS
- **Revenue:** InfoSystems: 2000 - $250K
  - Mardome:
    - Launches July 2001 selling services / influencing IBM products
Linux Business Partner Plan

- **SELLING E-BUSINESS SOLUTIONS/HOSTING SOLUTIONS**
  - **Business Partner:** MerchantWired
    - Service Provider for e-business
    - System Integrator
    - POS Solution Provider for retail
  - **Business:**
    - Business-consulting and technology solutions company for retail industry
    - Integrates and deploys customer technology solutions, leveraging a wide-area broad band IP network
    - Have 300+ wired mall properties
    - Also POS IBM reseller
    - Also extending Linux in ASP business - using Linux clustering
  - **Hardware:** 300 Netfinities / RS/6000 running Linux
  - **Software:** DB2, WebSphere, MQ Series
  - **Services:** IGS services for wired mall
  - **Revenue:** $2.4M (IBM)
Linux Business Partner Plan

- TEAMING FOR E-BUSINESS SOLUTIONS WITH LINUX
  - Business Partners:
    - **Equant** - Service Provider for e-business, System Integrator
      - Provides networking and infrastructure support, hosting services
    - **Denver Solution Group** - Solution Provider:
      - Fulfillment hardware, software, services/application development
    - **Commerce Quest** - System Integrator
      - Java and MQ Series - writes Java applications to run on WebSphere
  - Business:
    - Complete e-business solutions - helping customers roll out end-to-end e-business initiatives
    - Infrastructure integration from SNA to IP networking
    - Web-enabling S/390 app's
    - Workload consolidation on S/390
    - Equant-hosting business with Linux for e-mail / offering a service facility to teach workload consolidation - Service Design Center
  - Hardware: S/390 running Linux
  - Software: DB2, WebSphere
  - Revenue: $16M deal with Linux - 2000 (Equant)
Linux Business Partner Plan

- LINUX APPLICATIONS
  - 300+ Target Key ISVs - 72 Advanced/Premier have Linux applications
  - 2300 Linux Apps in Global Solutions Directory
    - www.developer.ibm.com
  - 200 Server Proven Linux applications
    - 500 by YE 2001
    - www.developer.ibm.com/welcome/netfinity/linux_sp.html
  - Leverage Domino Applications
    - 202 already on Linux - US
    - BP directory
  - BP Connections
    - Use to find potential Linux partners
    - Linux in BP profile
    - www.ibm.com/partnerworld/bpconnections
  - Use for Teaming
Linux ISV Application Solutions

IBM Global Solutions Directory

June 27, 2001... IBM And Business Partners Celebrate Milestone in Growth of Linux Applications Linux Applications Increase More Than 30 Percent ... "Customers can easily access information on a wide variety of applications, including the more than 2,300 Linux offerings currently available via the Web."
ServerProven Linux Solutions
(200 in 2000, 500 by Y/E 2001)

- Plus > 2300 Linux apps in GSD (www.developer.ibm.com) ... growing fast!
Business Partner Directory - Domino on Linux

Hundreds of Business Partners with thousands of Domino apps - the majority of which run on Linux.
Linux Business Partner Plan

- **MARKETING TOOLS**
  - **Linux Websites**
    - For BP's - www.ibm.com/partnerworld/Linux
    - For Developers - www.developers.ibm.com
    - For customers - www.ibm.com/Linux
    - For education - www.ibm.com/service/learning/us
  - **Web Sales Education**
    - In-depth sales course
    - Rolled out to BP's later
  - **Advertisements - "Best of Show" LinuxWorld**
    - Buyer's Guide
    - May Issue
  - **Campaigns**
    - e-business Infrastructure campaign
      - Corporate
      - Linux linked to it
    - e-server Linux campaign
      - Peace, Love, Linux
      - Announced at PartnerWorld
      - Message - Linux will differentiate the e-server from rest of market
      - Linux will create huge opportunity
    - Start Now e-commerce campaign
Linux Business Partner Plan

MARKETING TOOLS

- Marketing collateral
  - IBM/Linux Portfolio G325-5315-00
    - What is Linux, Why Linux, Why IBM?
    - IBM Linux strategy
    - IBM offerings
  - IBM/Linux Brochure G325-5316-00
    - What is Linux, Why Linux, Why IBM?
    - IBM offerings
  - Linux Resource CD for BPs SK3T-0610
    - Order from "Linux Lens" Web site or via puborder
## LINUX COORDINATORS

### Americas
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### Web Integrators
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  - reevesg@us.ibm.com
Linux Business Partner Plan

**VALUE PROPOSITION FOR BUSINESS PARTNERS**

**Why Linux?**
- Expands their skills - new operating system
- Leverages their skills
  - Sell what they know with Linux
  - Sell e-business servers/middleware/services/solutions
- Reaches New customers / existing customers - New areas
  - Customers using Linux (SMB, Net Gen)
  - Customers using competitive products
    - SUN server farms (Net Gen/Enterprise)
    - with workload consolidation
- Allows them to be ready to move into "Next Generation of e-business"
  - Linux - fastest growing operating system - 28.4%
  - Only operating system allowing all hardware, software and applications to work together

"IBM believes the operating system that provides the most flexibility to customers will end up Winning."

MORE REACH = MORE $'s
Linux Business Partner Plan

- Back-up
Red Hat Certification Roadmap

For users who are new to Linux, IBM Software and Servers

QLS01 - Getting Started with Linux and IBM Software and Servers - 2 day hands-on class - $1250

QL033 - Red Hat Linux Essentials
4-day hands-on class - $2295

QL133 - Red Hat Linux System Administration I,II
4 day hands-on class - $2295

QL253 - Red Hat Linux Networking and Security Administration
4 day hands-on class - $2295

QL300 - Red Hat Certified Engineer
5-day hands-on class
- $2695 includes RHCE Exam

You are ready for: QL302 - RHCE Certification Lab Exam
1 day - $749

For users who have significant experience with UNIX or Linux systems administration and some experience setting up key networking services and who want a fast-track course to prepare for the RHCE examination

Note: For detailed Red Hat Certification Roadmap:
IBM Business Partners receive a 25% discount.

To enroll:
- Call 1-800-IBM-TEACH or
- IBM Learning Services website