IBM System i

How can we help you?
Marketing programs & Initiative in AP

Rukshan Almeida
Regional Solutions Manager
IBM System i - ASEAN

i want a real business system.
i want control.
i want an i.
**IBM System i**

**AP - System i – Solutions Managers**

- Your direct link to IBM and System i
- Plan & execute Co-marketing.
- Engage in sales opportunity.
- Help close business.
- Results driven on ISV execution

<table>
<thead>
<tr>
<th>Region</th>
<th>Country</th>
<th>System i Solutions Managers</th>
<th>e-mail ID (internet)</th>
<th>Telephone Number</th>
<th>Mobile number</th>
</tr>
</thead>
<tbody>
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<td>Japan</td>
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<td>N/A</td>
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<td>61-3-8646-7053</td>
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<td>ANZ</td>
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<td>91-98805 06325</td>
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<td>94-11-2493500</td>
<td>94-773-742335</td>
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<td>ASEAN</td>
<td>Vietnam</td>
<td>TBD</td>
<td></td>
<td></td>
<td></td>
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<td>ASEAN</td>
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<td>61 2 9354 7902</td>
<td>61 421 055 411</td>
</tr>
</tbody>
</table>
System i VIP Deployment
Solidification of Targeted Opportunity

Americas

US
- After Market Parts Distributors
- Heavy Construction
- Automobile Aftermarket Dist.
- Local Government
- Custom Specialty Builders
- Radio/TV Broadcasting
- Next Generation Networks
- Food/Beverage Distributors
- Clinical / Mental Health
- Labor Unions
- Medical Claims
- <100 Bed hospitals / Clinics
- Doors & Custom Cabinets Makers
- Heavy Equipment Rental/Dealerships
- John Deer Dealerships
- Less than Full Load Trucking
- Small Law Offices
- Metal Fab & Assembly
- Foreign owned part dealerships

Latin America
- Agri Products, Fruit Producers
- Next Generation Networks

Northeast

UKISA / Germany
- Government
- Banking & Insurance
- Publishing
- Healthcare
- Retail

Nordics / CEMAAS
- Healthcare
- Pharma Suppliers
- Retail Banking
- Freight

Southwest

SPIGIT
- Textile Manuf.
- Bldg materials Trade
- Bakery
- Small Wholesale Dist
- Textile

France / BeNeLux
- Fruit / Veg Distr
- Wine, Meat Dist
- Food Producers
- Logistics

ITALY
- Mechanics
- Transportation/Logistics
- Food / Beverage
- Construction

Asia Pacific

China:
- GMB Banking
- Insurance
- Telecom
- Electrical / Power
- Govt Housing
- Office Automation

INDIA
- Retail Apparel
- Small Healthcare
- Office Automation
- Textile

JAPAN
- Footwear Manufacturers
- Fabricated Metal
- Bakery Products
- Mid-Mrkt Retail Sales
- Agriculture

AUSTRALIA / NEW ZEALAND
- Retirement / Pension
- Stadium Ticketing
- Gaming / Hotel Industry
- Car Dealership

Deploy to 15 Countries
80+ Distinct Local Vertical Markets
2 to 4 ISVs per PowerNet
225 ISVs / RSI “System i PowerNet Partners”
VIP-Lite Coverage plan by region

**Malaysia**
*Sub Industry/Solutions*
Banking
SMB
Retail/Distribution
Security/Investment Banking
Insurance

**Philippines**
*Sub Industry/Solutions*
Banking
Retail
Manufacturing
Outsourcing/Call Centres

**Thailand**
*Sub Industry/Solutions*
Banking
Process & Discrete (F&B/Apparel)
Insurance

**HK**
*Sub Industry/Solutions*
Banking
Hospitality & Gaming
Garment
Insurance
Manufacturing & Distribution

**Korea**
*Sub Industry/Solutions*
Automotive (Mfg)/Pharma
Medical
Insurance/Call Centre

**Singapore**
*Sub Industry/Solutions*
Banking
Process & Discrete Manufacturing
Insurance
Dominating Market-share and Winning Wallet-share in VIP

Eg. Retail Market

<table>
<thead>
<tr>
<th>Surround ISVs</th>
<th>HA/DR</th>
<th>BI</th>
<th>e-Business</th>
<th>Workflow</th>
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</thead>
<tbody>
<tr>
<td>Nomax</td>
<td>IBI</td>
<td>Lansa</td>
<td>Hexaware</td>
<td></td>
</tr>
<tr>
<td>Vision</td>
<td>SPSS</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Influencers in the market</th>
<th>Analyst</th>
<th>Influencer</th>
<th>Data Analyst</th>
</tr>
</thead>
<tbody>
<tr>
<td>KSA</td>
<td>Wipro</td>
<td>convenient.info</td>
<td></td>
</tr>
<tr>
<td>IDC/Retail Insights</td>
<td>HPCL</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The Co-funded Marketing Centre - Execution Models

AGENCY MODEL(S)

An IBM approved AGENCY executes on behalf of IBM and the Partner.

IBM pays IBM’s contribution to the Marketing Agency – no payment is made to the Partner.

There are two distinct funding models within the Agency Model:

1. Agency Assisted – is when both IBM and the BP is co-funding the activity
2. Agency Activation – is when IBM is fully funding the activity to ACTIVATE a Partner to work with IBM

PARTNER-DRIVEN

The BUSINESS PARTNER executes internally or with their agency on behalf of IBM and the Partner.

IBM pays IBM’s contribution to the partner at the completion of the activity - ONCE ALL PROOF PERFORMANCE MATERIALS have been received.

This model involves the use of a 3rd party clearing house called Summersault (formerly known as Motivation Asia) who audit the BP activity after it is complete, to ensure that it was executed as per the original agreement with IBM, prior to the BP receiving Payment.
<table>
<thead>
<tr>
<th><strong>Customer Seminars/Trade Shows/Web casts</strong></th>
<th><strong>Direct Mail</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Agenda</td>
<td>• Completed sample of pack</td>
</tr>
<tr>
<td>• Copies of all invoices to be reimbursed</td>
<td>• Detailed printers invoice &amp; Postage receipts</td>
</tr>
<tr>
<td>• List of attendees</td>
<td>• Copies of other invoices</td>
</tr>
<tr>
<td>• Lead reporting</td>
<td>• If the mailing was done in-house, a signed letter from an officer of the company stating quantity mailed and postage costs.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Industry Tradeshows</strong></th>
<th><strong>Print advertising</strong> (includes newspapers, price guides, brochures, handouts, fax bulletins, magazines, trade journals, circulars, literature and inserts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Copies of all booth expense invoices (booth setup/dismantling, freight, space rental, furniture, electricity . . .)</td>
<td>• Original tear sheet showing publication name and date. If the name and date are not indicated, a complete publication is required.</td>
</tr>
<tr>
<td>• Copy of exhibitor agreement</td>
<td>• Itemized invoices for production (layout, typesetting and photography).</td>
</tr>
<tr>
<td>• Copies of any other invoices to be reimbursed.</td>
<td>• Itemized invoices for printing (including number of pieces printed).</td>
</tr>
<tr>
<td>• Details about leads generated by the activity</td>
<td>• Publisher’s invoice.</td>
</tr>
<tr>
<td>• Picture of signage if asking for reimbursement of signage cost.</td>
<td>• Distribution invoice.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Promotional Materials</strong></th>
<th><strong>Radio and TV advertising</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Copies of all invoices to be reimbursed.</td>
<td>• Copy of the script. The script must contain an ANA/RAB or ANA/CAB affidavit with the signature of the station official and notary and must show the cost of each spot and the number of times the commercial ran. If the script is unattainable, a copy of the audio/video tape is acceptable.</td>
</tr>
<tr>
<td>• Sample or photograph of materials produced.</td>
<td>• A station invoice showing the dates, times and net costs (minus rebates and discounts).</td>
</tr>
<tr>
<td></td>
<td>• Copies of invoices to be reimbursed</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Telemarketing</strong></th>
<th><strong>Promotional Materials</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Copy of Script.</td>
<td>• Copies of all invoices to be reimbursed.</td>
</tr>
<tr>
<td>• List of call recipients. Call lists will not include IBM contacts; IBM contacts are ineligible to be on call lists.</td>
<td>• Copies of invoices to be reimbursed</td>
</tr>
<tr>
<td>• Copies of invoices to be reimbursed</td>
<td>• Timesheets for in-house telemarketing with details for charges by the hour.</td>
</tr>
<tr>
<td>• Timesheets for in-house telemarketing with details for charges by the hour.</td>
<td></td>
</tr>
</tbody>
</table>
ISV Customer Connect: (Installed base)

Drive Regular Customer Contact
- System i Magazine – ASEAN (7100)
- System i Magazine – ANZ (4000)
- System i Magazine – HK (2000)
  - Korea (1000)
  - Taiwan (2000)
- Mid-range Server – Japan (8000)
- iNation – China (3000)

Contents
- Customer Reference stories
- Customer Promotions
- Add-on applications
- New Product announcement & Strategy
- Advertising with Call-to-action!!!
Company Background
Resolution Systems Consultants Ltd was established by a group of professionals in 1986 to provide consultancy services in business process improvement, strategy and operations. Over the past 20 years, the company has been providing technology solutions and services to customers in various industries, particularly in the financial services sector.

The company has a strong reputation for delivering high-quality solutions and services, and is committed to delivering value to its clients. The company has a team of experienced consultants who are dedicated to helping clients achieve their business goals.

Services
- Best practice software, technical and multidisciplinary expertise
- Business process improvement
- Technology strategy and planning
- Application development
- Business intelligence and analytics
- Business process automation
- Business process improvement
- Business process re-engineering
- Business process outsourcing

The company has a strong focus on providing innovative solutions and services to its clients, and is committed to delivering value through its expertise and experience.

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Reaching to the target industry
With System i Customer Case Study

Action 1) Case Study Selection
Select 5 case studies well describing
- Issues typical with the selected sub-industry
- Benefits & ROI of the installed application

Action 2) Before Going To Market
Contact industrial association / business organization
of the targeted sub-industry
- ask for their support delivering the message
- Message delivery thru their bulletin, seminar... etc

Action 3) Reaching to the Market
Once the message (case study) was delivered via bulletin, seminars,
Follow-on activities by
- brand MRC
- Team WinBackers

New Opportunities Identified by Team WinBackers!
IBM System i

SYSTEM i – PARTNERS IN RETAIL INDIA/SOUTH ASIA

8th Marketing & Retail Conclave, 2007
Organised by: technopak
22-24, February, 2007, Hotel Taj Palace, New Delhi, India

- Joint funding by IBM INDIA at India retail conclave promoting JDA solutions
- Prospecting and lead generation assistance from IBM brand & coverage teams
- Pricing support for lower TCO to end customer (H/W, OS, DB bundle)
- Focus on the large multi store, multi product retailers
- Wins include Shoppers Stop, Pyramid, Heritage Foods, House full, Essar Retail etc

- Joint participation with IBM ISA in various retail forums
- Leverage IBM channel and sales team for building prospect base
- Strong player in in mid sized retail space
- Cross Industry solutions with powerful finance module
- Great TCO with new 515, 525, & express edition servers
- Wins include Gitanjali Gems (India), A.Baur & Co, Douglas & Sons etc
III. Extending Target Audience

Target Industry: Motorcycles, Tractors, Agri Equipment

Client Size: > 5M+ revenue

Typical Sponsor: Proprietor

IV. VIP in Action

SEMD value net with Avnet the Distributor

Create GTM bundle which includes Application + HW + Implementation clothed with IGF

Create reference case and video

Go to market through Marketing Centres

- Produce innovative, integrated solution that are complete, very secure, reliable, and powerful – simple to deploy / maintain
- Partner with our customers to help improve their operational efficiencies and competitiveness
System i Combo

IBM System i

i want an i.
VIP Success in China

- Rapidly growing demand for government housing management
- Decentralized management across China
- Did not have solution on System i hence identified & ported solutions
- Rapid success within period of 6 months (19 wins to date)
- Build pipeline for remainder of year

- Zhan Jiang Housing Fund
- Shi Jia Zhuang Housing Fund
- Xing Tai Housing Fund
- Shao Guan Housing Fund
- Jing De Zhen Housing Fund
- Hua Du Housing Fund
- Lv Liang Housing Fund
- Shan Tou Housing Fund
- Bi Jie Housing Fund
- Tai Yuan Housing Fund
- Kun Ming Housing Fund
- Xi An Housing Fund
- Xi Ning Housing Fund
- Lan Zhou Housing Fund
- Hu He Hao Te Housing Fund
- An Yang Housing Fund
- Hai Nan Housing Fund
- Tai An Housing Fund
- Bao Ding Housing Fund
YOU !!!

IBM System i

i want an i.
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