



IBM Rational Software Development Conference 2008



WHERE TEAMS ARE **R-HEROES**

Unlocking a World of Opportunity with IBM

Anil Menon

Business Unit Executive

Channels, Marketing & IDR, India/South Asia

anilmenon@in.ibm.com

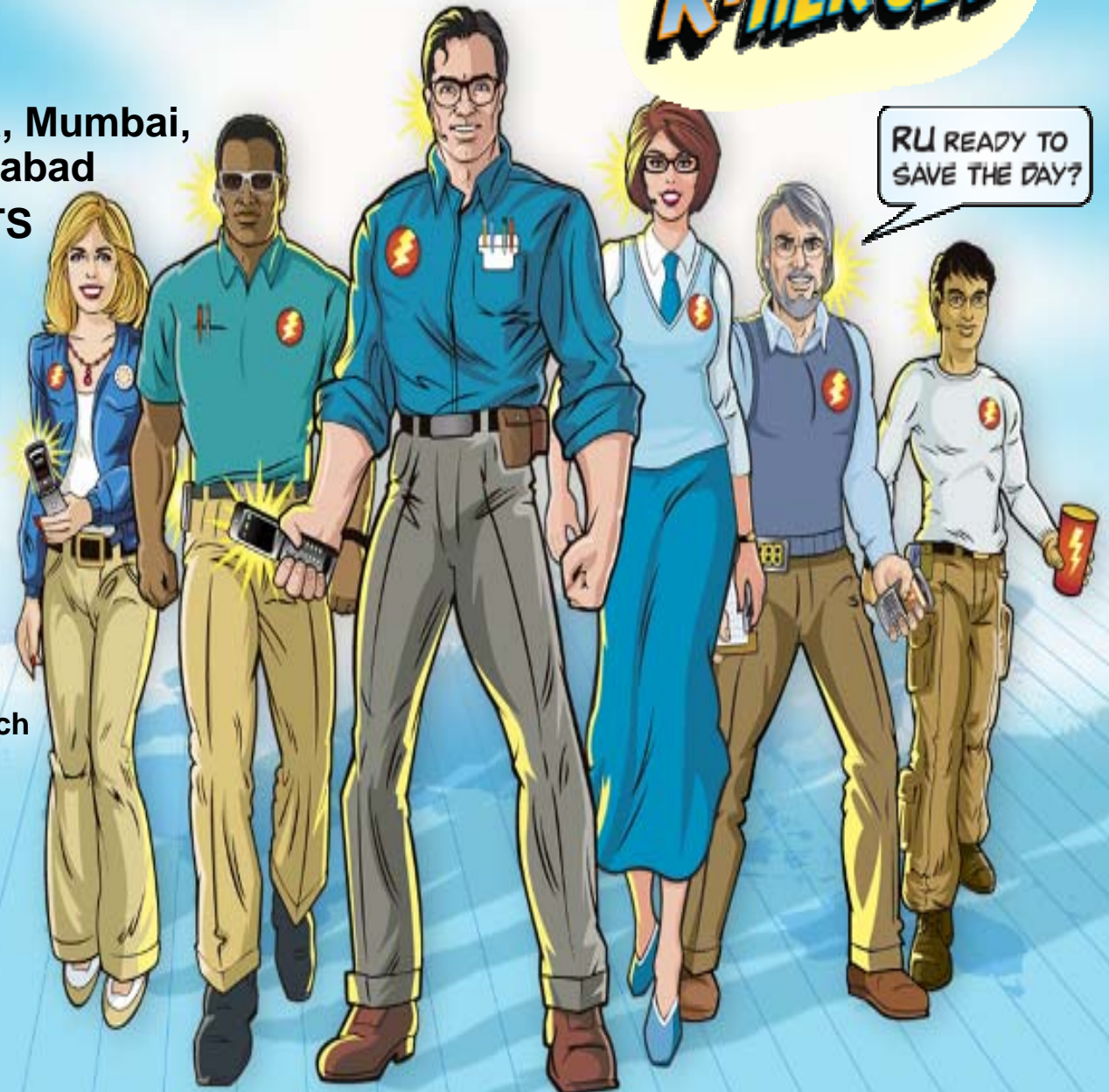


IBM Rational Software Development Conference 2008

WHERE TEAMS ARE

R-HEROES

RU READY TO
SAVE THE DAY?



- 5000+ participants
- World's largest RSDC
- 27th to 29th August, 2008
- Cities: Bangalore, Delhi, Kolkata, Mumbai, Pune, Chennai, Trivandrum, Hyderabad
- Campuses : TCS, Infy, HCL & CTS

- Over 212 Sessions – 6 Tracks
- 1500 certifications
- Technical Workshops, Certifications
- Rational WW management
- Keynotes with Industry Leading Experts
- Distinguished IBM Engineers & IBM Research
- IBM Solution Center

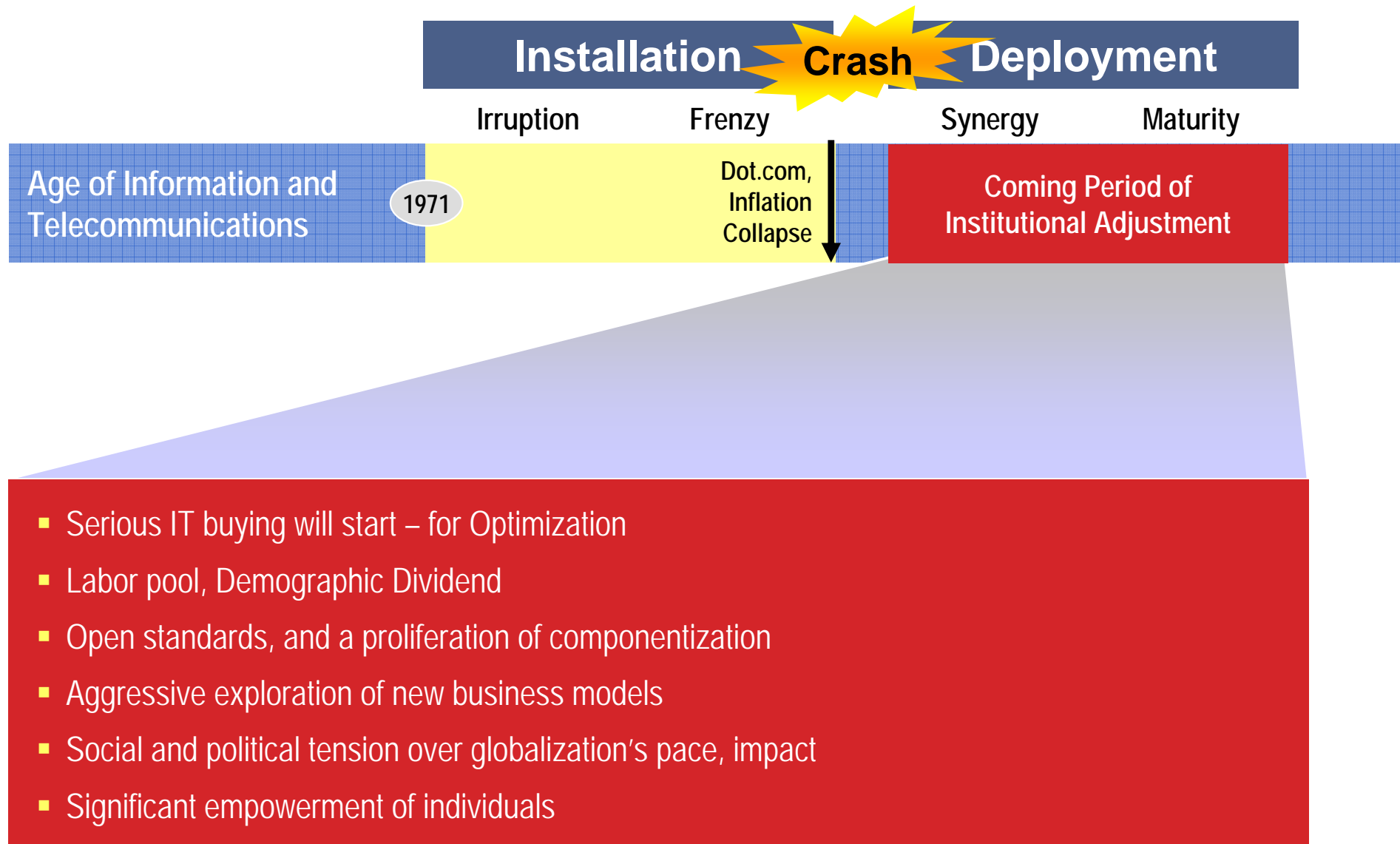
2008 -- an Exciting Year for Software partners

▶ IBM's Key areas for partners:

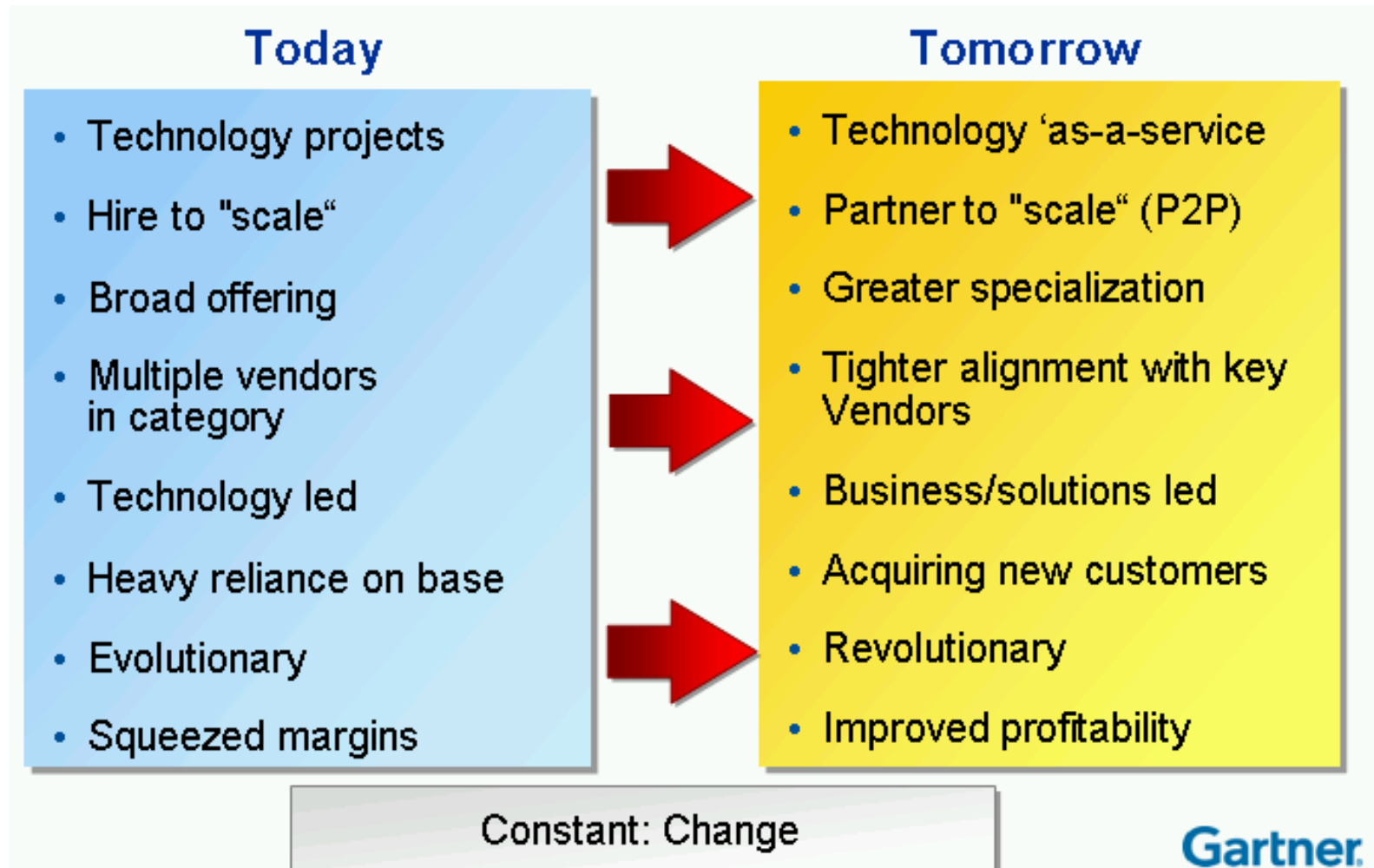
1. India continues to grow. IBM India continues to grow close to 40%.
Deployment boom across sectors
2. New Sales Coverage Model : Announcement of BP led territories,
marking a significant acknowledgement of the channel value
3. More acquisitions, outstanding portfolio to sell and profit.
4. Greater investment and strengthening our industry solutions through
partnerships with ISVs and RSI's
5. More programs, rewards.



The Particular Characteristics of the Coming Deployment



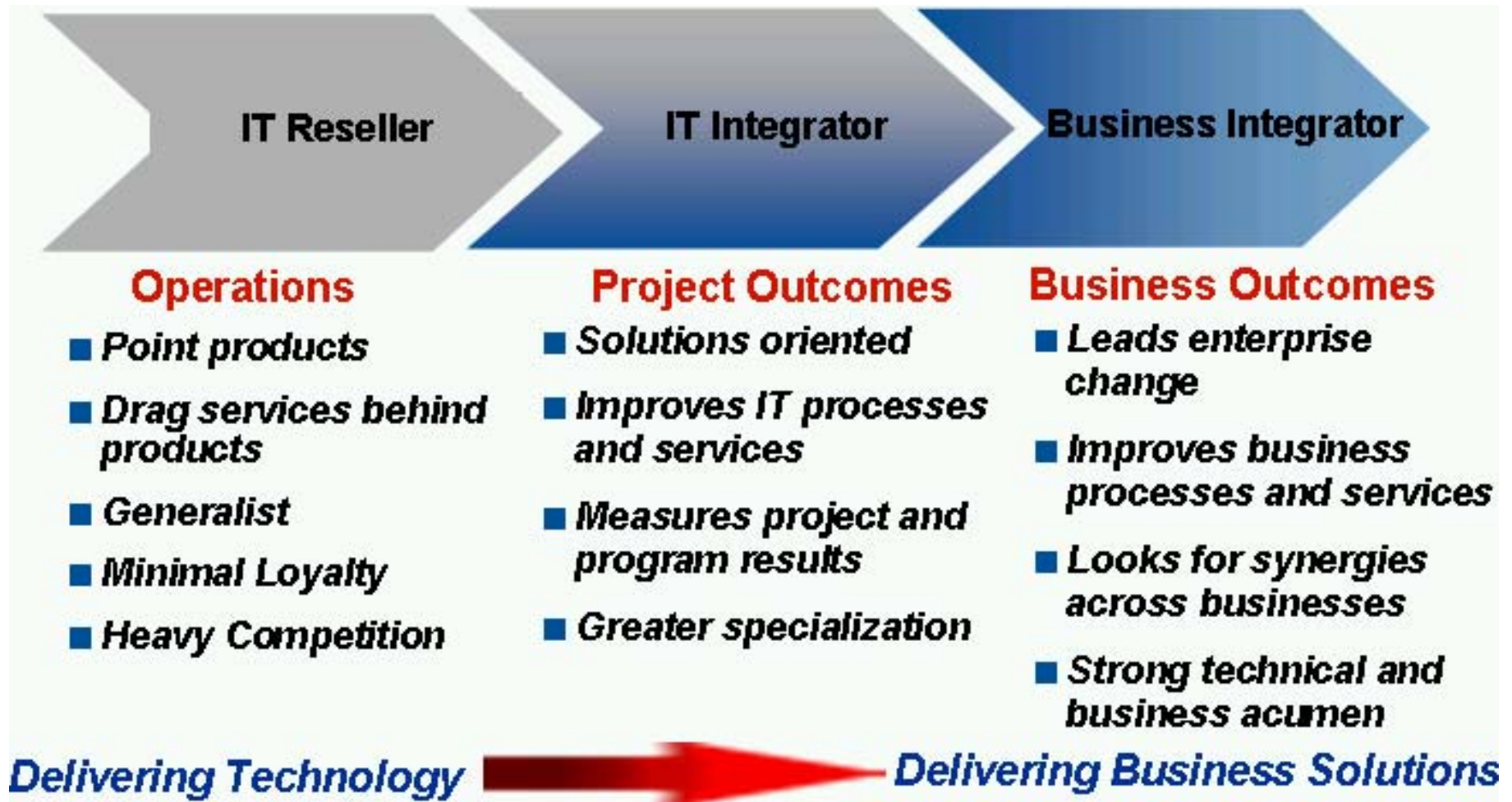
Partner of tomorrow : Service-oriented, Specialized



Source: Gartner 2007



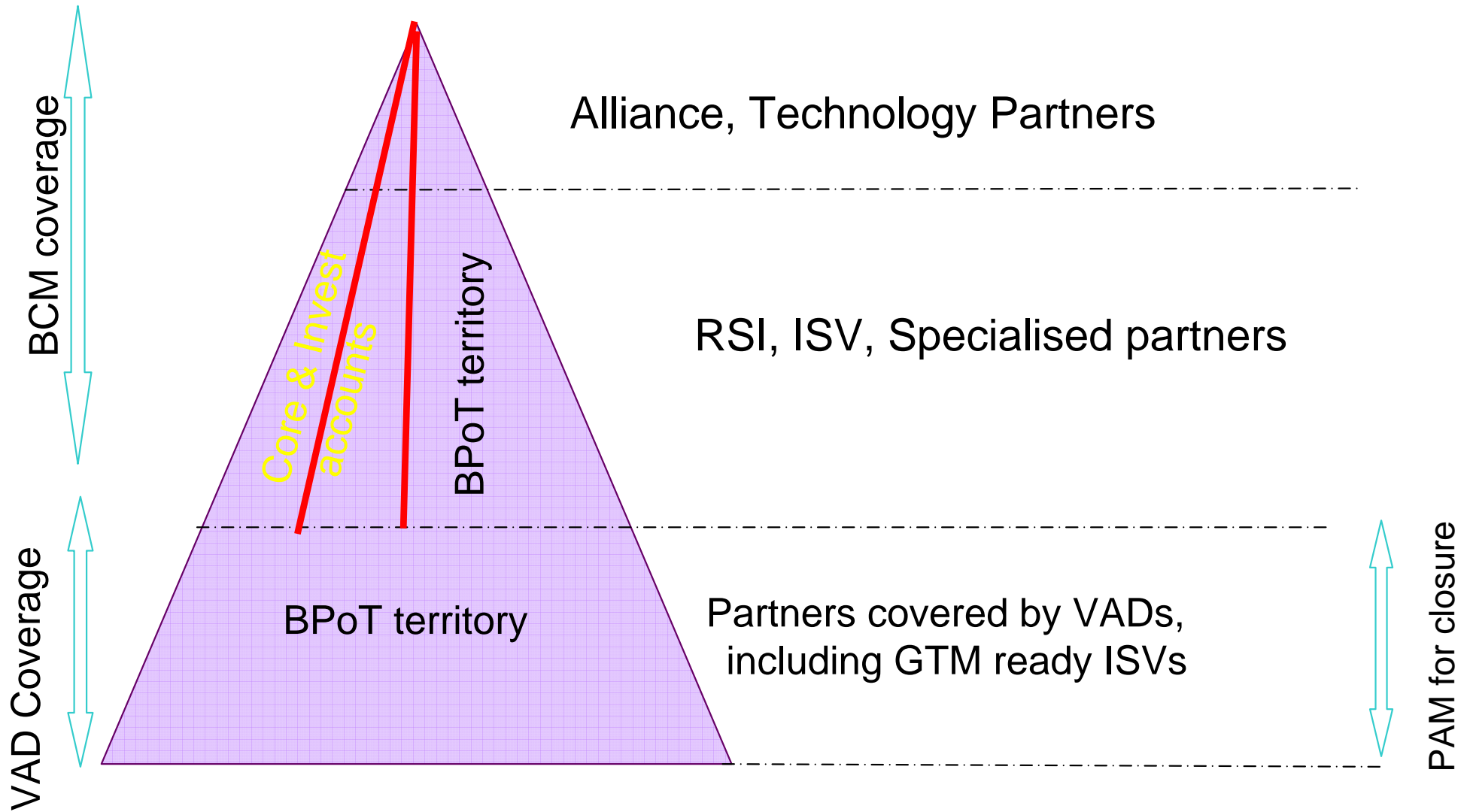
Focus on higher value business models.



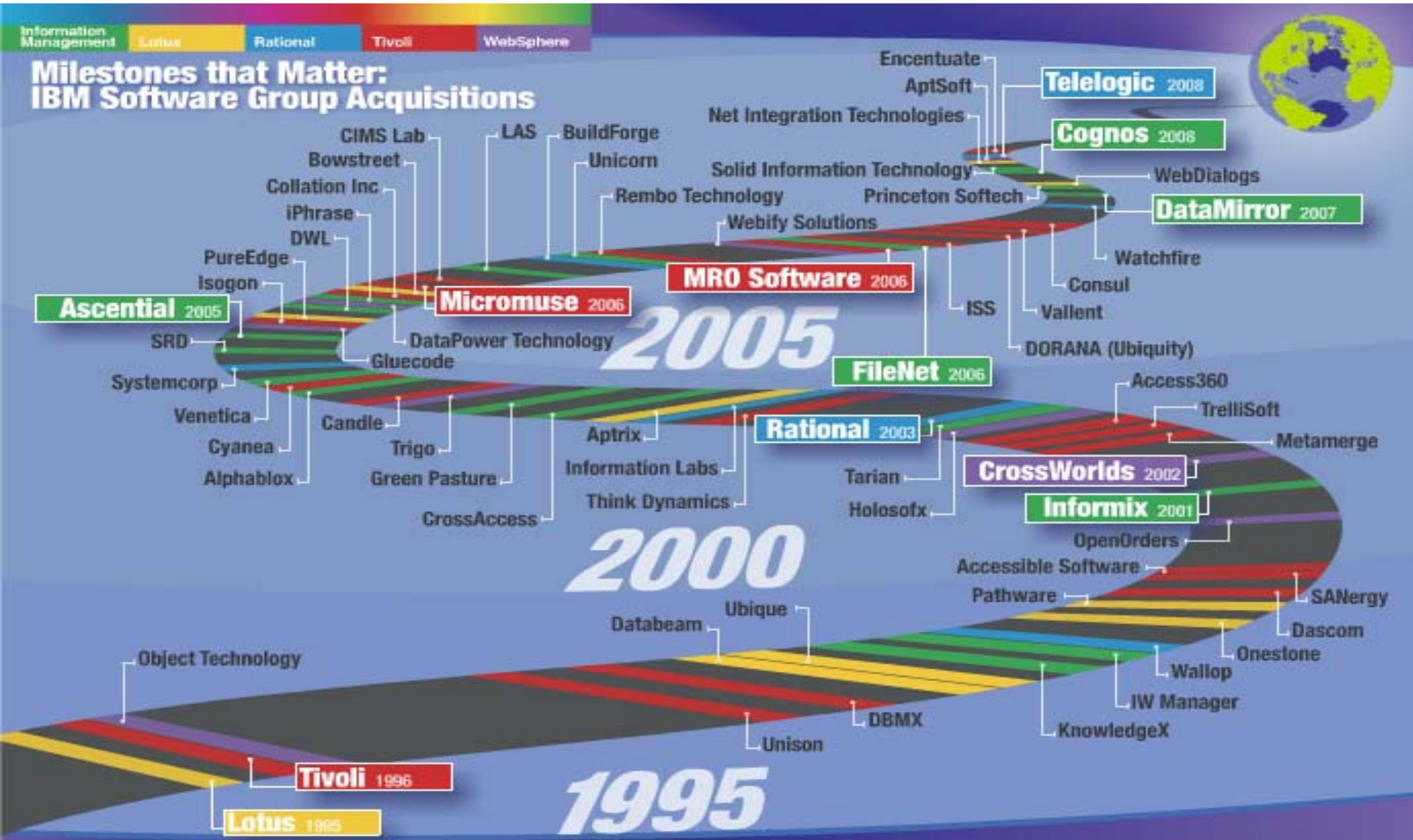
Sources: Crimson "State of the Channel Study", 2007; Gartner, 2007



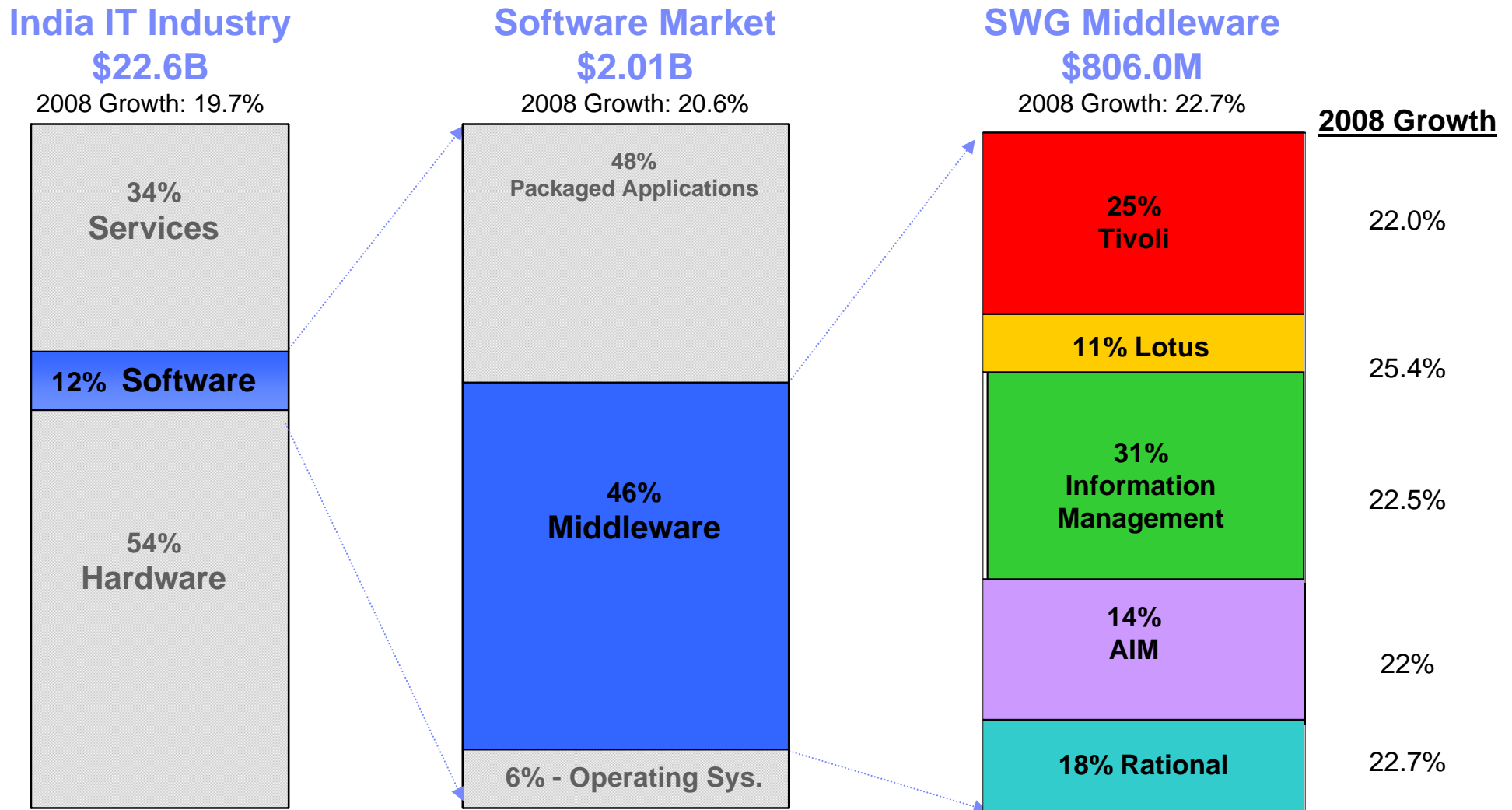
India Software Sales Coverage model



Portfolio Strength through Acquisitions



\$ 1bn Market Opportunity in 2008: CAGR – 22%



Notes: Source: GMV 1H08; Memo Items excluded; India IT Industry size includes IBM served + non-Served; Software Market excludes Memo items, includes IBM Served + non-Served; SWG Middleware only includes IBM Served Oppty for the five SWG Brands.



IBM Innovation Centres – A Global Network

32 centres worldwide



IBM Innovation Centre for Business Partners, Bangalore

What is the centre used for ?

- ✓ Workshops and seminars
- ✓ Porting and Testing Services
- ✓ Technical Support
- ✓ Performance Testing
- ✓ Proof of Concept
- ✓ Integration and Testing
- ✓ Validation
- ✓ Remove VPN Support

- ✓ Software
 - ✓ Websphere / DB2
 - ✓ Lotus
 - ✓ Tivoli / Rational
- ✓ BladeCentre / Windows / Linux
- ✓ xSeries / Windows / Linux
- ✓ iSeries / iOS / Linux / AIX
- ✓ pSeries / AIX / Linux
- ✓ OpenPower / Linux

Who uses the centre ?

- ✓ ISV's
- ✓ RSI's
- ✓ Business Partners

(must be members of IBM PartnerWorld)

Resources

- ✓ Engagement rooms
- ✓ Latest hw / sw technologies
- ✓ VPN remote access
- ✓ Seminar Room
- ✓ Performance Testing

- ✓ Technical Consultants
- ✓ Technical Managers
- ✓ eArchitects

- ✓ Migration strategies for ISV's
- ✓ iSeries application modernisation
- ✓ Lotus Workplace
- ✓ Web Services

Mission

To assist our ISV/SI Partners to build, enable, port and test their applications on IBM hardware and software.

IIC

- ✓ Leader – Vithal Madhyalkar
- ✓ Engagements/Workshops – Contact Padma Dhayanand

- ✓ PartnerWorld for Developers : www.ibm.com/partnreworld/developer
- ✓ IBM Innovation Centres : www.ibm.com/partnerworld/developer/iic
- ✓ Workshop registrations : www.ibm.com/partnerworld/iic/events



IBM Industry Frameworks : Customized for Industry

IBM Industry Frameworks = Industry knowledge + business process expertise + industry leading technology

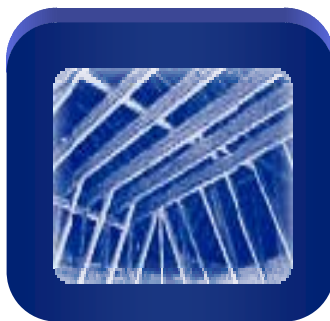
- Proven industry process and information models built on an SOA foundation
- Flexible, scalable, facilitating collaboration and supporting industry standards
- Offerings from IBM and its Business Partners to implement business processes that drive innovation



Product Development Integration Framework



Retail Integration Framework



Software Architecture for Energy & Utilities



Payments Framework for Financial Services



Health Integration Framework



Telecommunications Framework

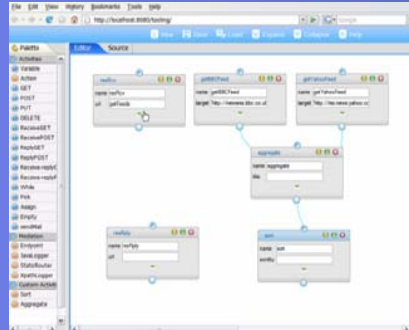


Resources to Accelerate Your Efforts

Knowledge Center



Enablement Tools and Support



Global ISV OEM Program



Ready for

SOA

Specialty

SOA Specialty

Portal for enablement

IBM PartnerWorld > Solutions

Solutions

Service Oriented Architecture

Overview Learn more Get started Benefits

Introduction Success stories

With today's globalization, emerging markets, dispersed workforces, and new competitors, your customers need innovative ways to quickly adapt to change. Service-oriented architecture (SOA) helps to deliver the transformation your customer's IT organization requires to address these complex challenges.

SOA provides a business-centric IT approach to help integrate processes as repeatable business tasks or services. SOA can help your customers enable new capabilities and solve their business pains through the reuse of their previous investments.

To help you encourage your customers to start their SOA journey, IBM developed the **SOA Foundation**, a methodology for implementing SOA solutions, including software products, education, and selling resources. Additionally, the **IBM SOA Business Catalog** is an online directory of SOA services, designed to help businesses integrate and deploy SOA-based solutions quickly and easily.

Together, the SOA Foundation and SOA Business Catalog can help expand your reach, extend value add, and reduce costs.

BPTS Investments



Demand Generation

Grow Your Business with IBM Software

The new Grow Your Business with IBM Software initiative for existing IBM software and hardware partners can help you lay the foundation for additional growth. Taking a first step by this program, you can identify and evaluate new opportunities and selling scenarios that leverage your existing skills and customer base.

With IBM SOA, you can:

- Grow your share of customer spend by broadening your ability to meet their needs via an expanded portfolio.
- Respond to increasing competition with expanded portfolio offerings.
- Identify strategic growth opportunities, acquire skills and go to market faster.

Key Business Benefits

- Expand the scope of your customer base by broadening your ability to meet their needs via an expanded portfolio.
- Respond to increasing competition with expanded portfolio offerings.
- Identify strategic growth opportunities, acquire skills and go to market faster.

Key Business Benefits

- Expand the scope of your customer base by broadening your ability to meet their needs via an expanded portfolio.
- Respond to increasing competition with expanded portfolio offerings.
- Identify strategic growth opportunities, acquire skills and go to market faster.

SVI



Additional Resources with Increased Commitment

IBM Software – Make them a part of your Solution

- **What do you need to do?** Anticipate & respond to your customers' needs for growth
- **Our middleware:** *Provides the IT foundation to innovate*
- **Our software:** *Is a crucial part of a total business solution*

WebSphere

Information Management

Lotus

Rational

Tivoli

✓ **Open**

✓ **Secure**

✓ **Integrated**

✓ **Scalable**

✓ **Resilient**

✓ **Service oriented**

Increase your ability to innovate AND execute by leveraging the IBM Software portfolio





IBM Rational Software Development Conference 2008

WHERE TEAMS ARE **R-HEROES**

Strategy
to
Reality



RU READY TO
SAVE THE DAY?



QUESTIONS





THANK YOU

Learn more at:

- [IBM Rational software](#)
- [IBM Rational Software Delivery Platform](#)
- [Process and portfolio management](#)
- [Change and release management](#)
- [Quality management](#)
- [Architecture management](#)
- [Rational trial downloads](#)
- [Leading Innovation Web site](#)
- [developerWorks Rational](#)
- [IBM Rational TV](#)
- [IBM Rational Business Partners](#)



