

The logo for OpenPSI, featuring the word "openpsi" in a lowercase, sans-serif font. The "o" is stylized with a dotted arc above it, and the "i" has a red dot above it. The logo is set against a white rectangular background.

openpsi

The classic IBM logo, consisting of the letters "IBM" in a bold, sans-serif font, with each letter formed by eight horizontal stripes of varying lengths. The logo is white and set against a blue background.

IBM

# Thriving. Together.

**Delivering technology leadership and practice enablement**

2004 Regional Systems Integrators Value Proposition  
Austen McDonach FCCA, Manager of SMB Solutions and Integrators, UK & Ireland

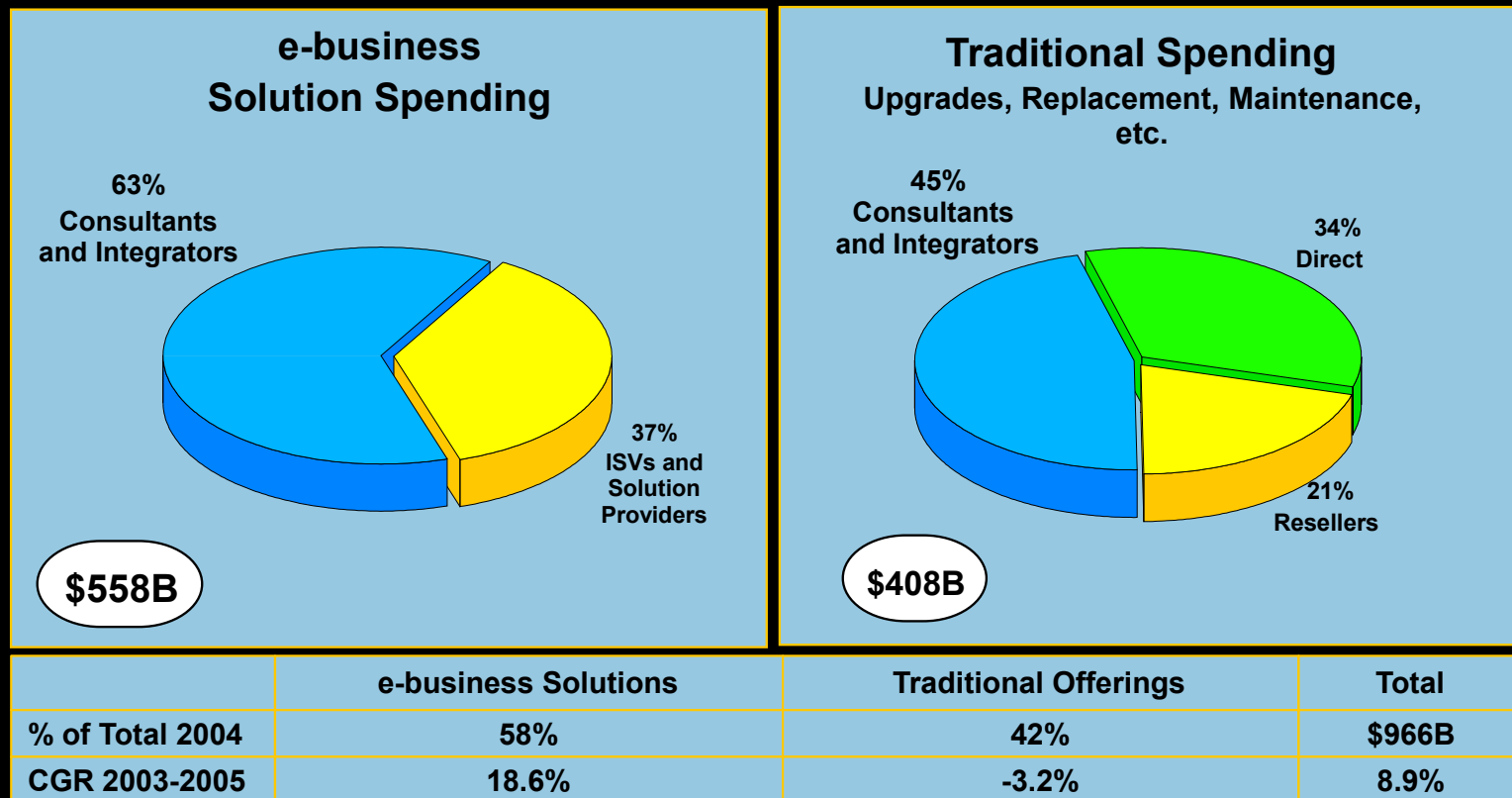
# Agenda

- Market Opportunity
- Why We Want To Work With Regional Consultants & Integrators
- How We Go To Market Together
- IBM Value Proposition

# 2004 Market Opportunity

McKenna research documents that consultants and integrators impact client decision making during the earliest phases of solution development, where nearly half of all technology choices are made.

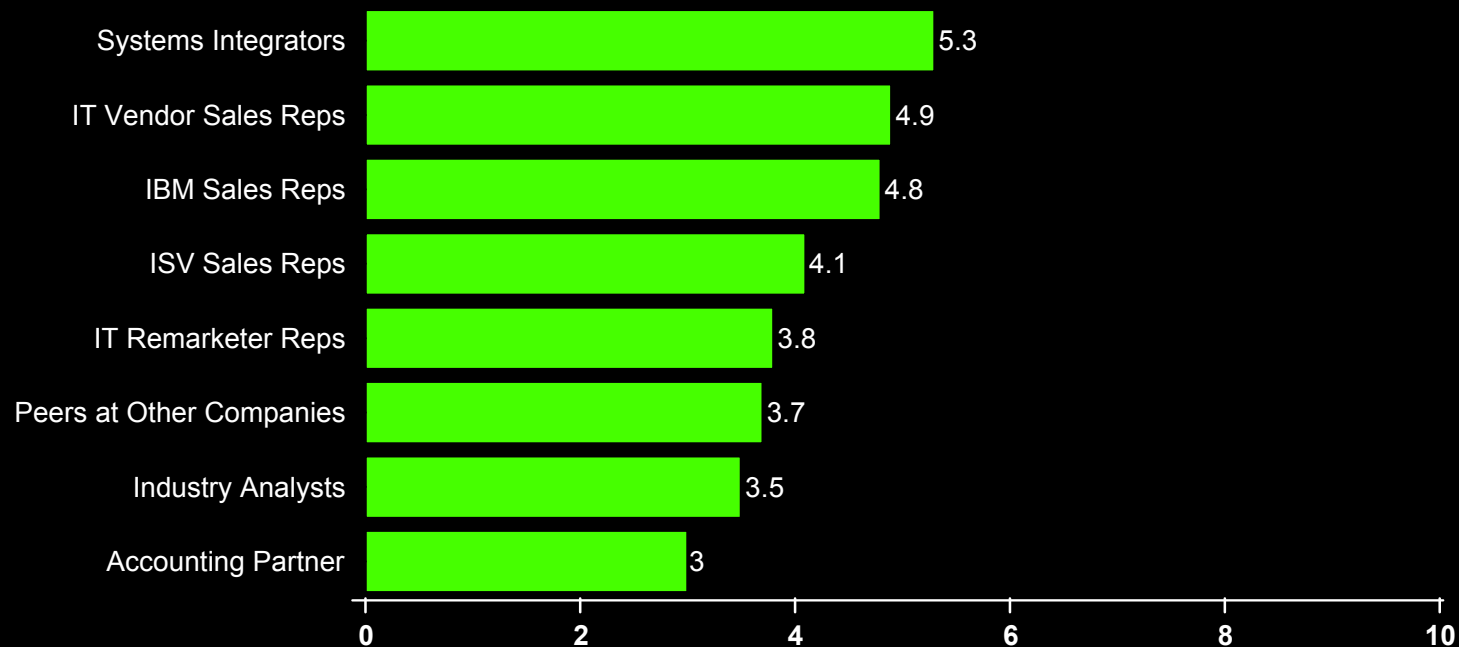
More importantly, consultants and integrators exert a greater influence on client buyer behavior than other types of business partners, such as ISVs.



Source: 1H03 GMV GBP Analysis: 2003 Sources Of Opportunity Identification

# In The Mid-Market These Firms "Out Influence" All Others

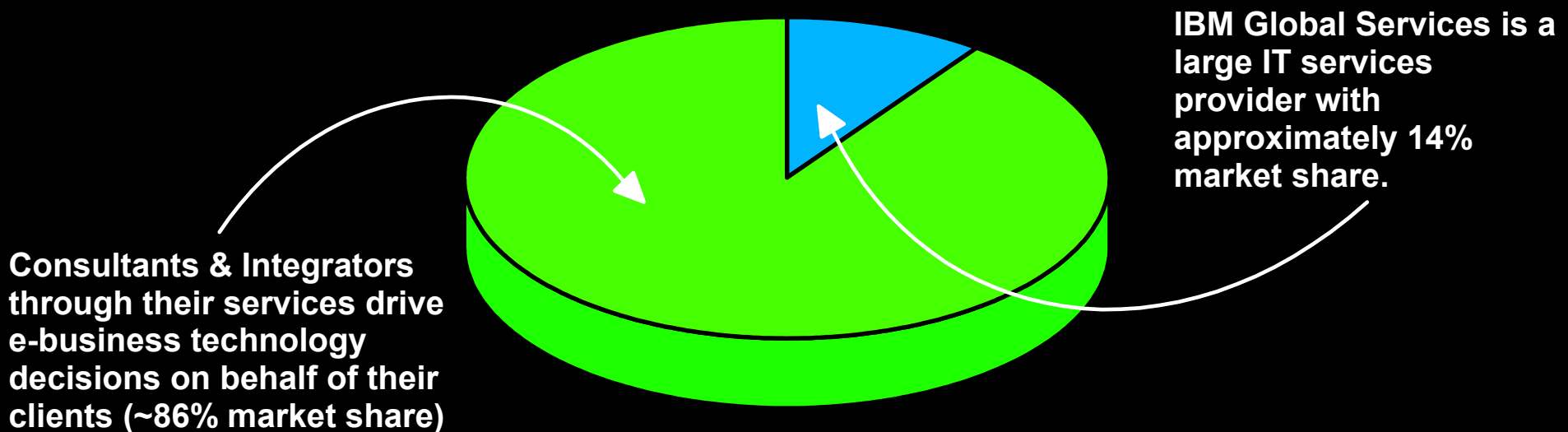
- In a recent survey of mid-market customers who purchased IBM technology in connection to a software solution ... consultants and integrators ranked number one in influence on a customer's purchasing decision.



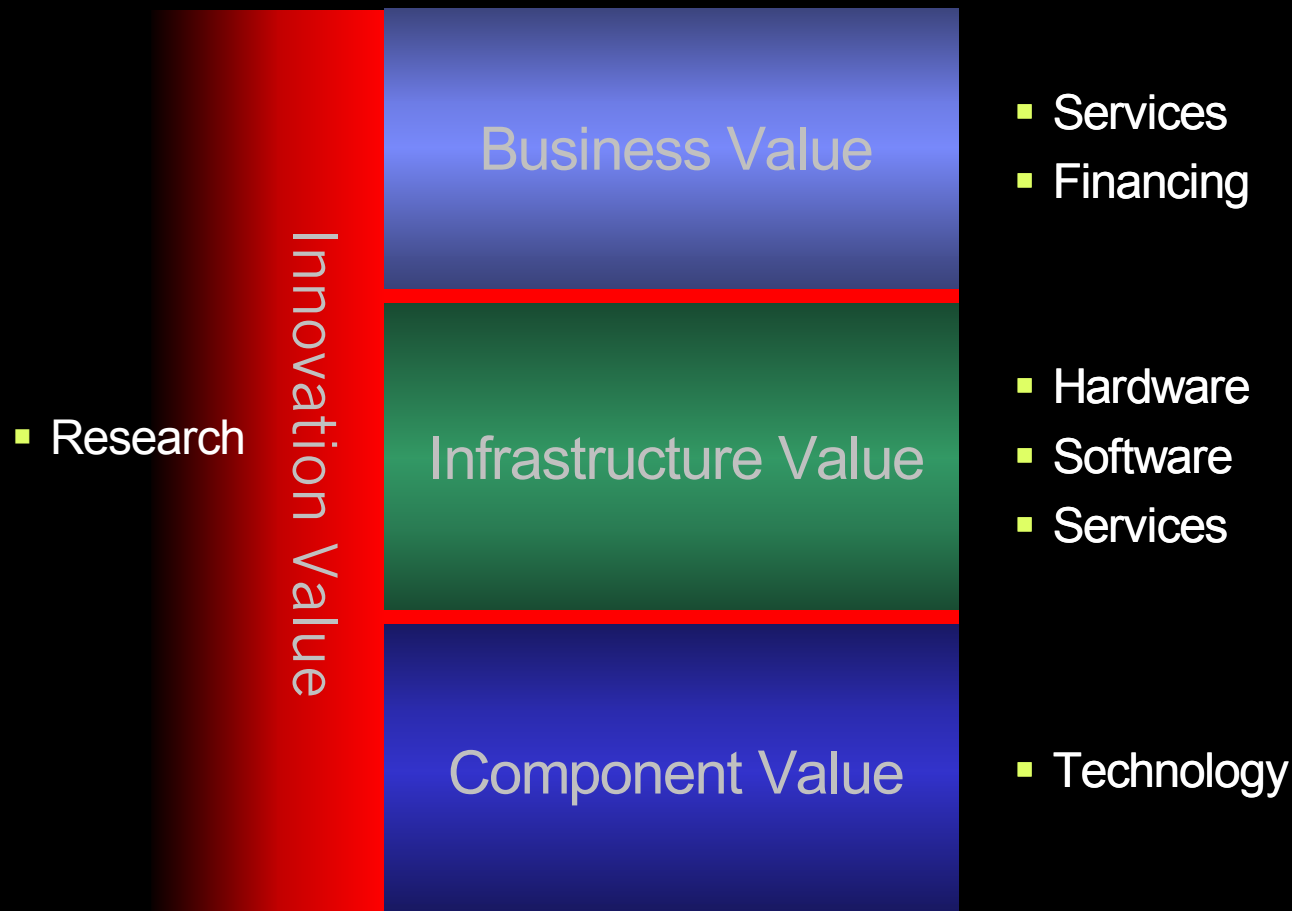
Source: ISV Customer Experience Research, IBM Sales and Distribution Market Intelligence (December 2002)

## Why We Want To Work With Regional Consultants & Integrators

In order to increase market share for our hardware, software, services we need to partner with regional consultants & integrators to broaden our market reach.



# Where IBM can partner and provide value to Regional Systems Integrators



# How IBM Goes To Market:

## IBM Sales & Distribution Sectors & Industries

### Communications

- Telecommunications
- Media & Entertainment
- Energy & Utilities

### Distribution

- Consumer Packaged Goods
- Retail
- Travel & Transportation
- Wholesale Distribution & Services

### Financial Services

- Banking
- Insurance
- Financial Markets

### Industrial

- Automotive
- Electronics
- Industrial Products
- Chemicals & Petroleum
- Aerospace & Defense

### SMB

- Retail
- Wholesale Distribution
- Banking
- Industrial
- Healthcare

### Public

- Education
- Government: Central/Federal
- Government: State/ Provincial/ Local
- Healthcare
- Life Sciences

### Computer Services Industry

- Global/Major Systems Integrators
- Regional Systems Integrators
- Outsourcing
- Business Process Services
- Software Development
- Availability Services

# How We Go To Market Together

## IBM's Value Proposition to Regional Systems Integrators

### IBM Expands Opportunities

IBM can help you develop **new sources of revenue** by adding services & solutions to your portfolios. To **improve consultant utilization**, we can assist you in developing skills needed to respond to opportunities, **decrease consultant selling time** and **drive profitable revenue and competitive advantage**.

We will work with you to grow your business model by leveraging our broad range of industry solutions, offerings, our wide platform presence & worldwide network of partners.

### IBM Broadens Your Portfolio

Companies are standardising on IBM hardware & software infrastructure and technology to manage & grow their business.

They recognise IBM's leadership to define the next wave of information technology & on demand computing.

The best way to **deliver competitive value** to your clients is to **combine your business consulting & systems integration knowledge with IBM's expertise** in providing open, scalable, reliable & secure e-business technology.

### IBM Has The Right Resources

IBM has resources to empower your company's go-to-market strategy, including sales, marketing and technical support.

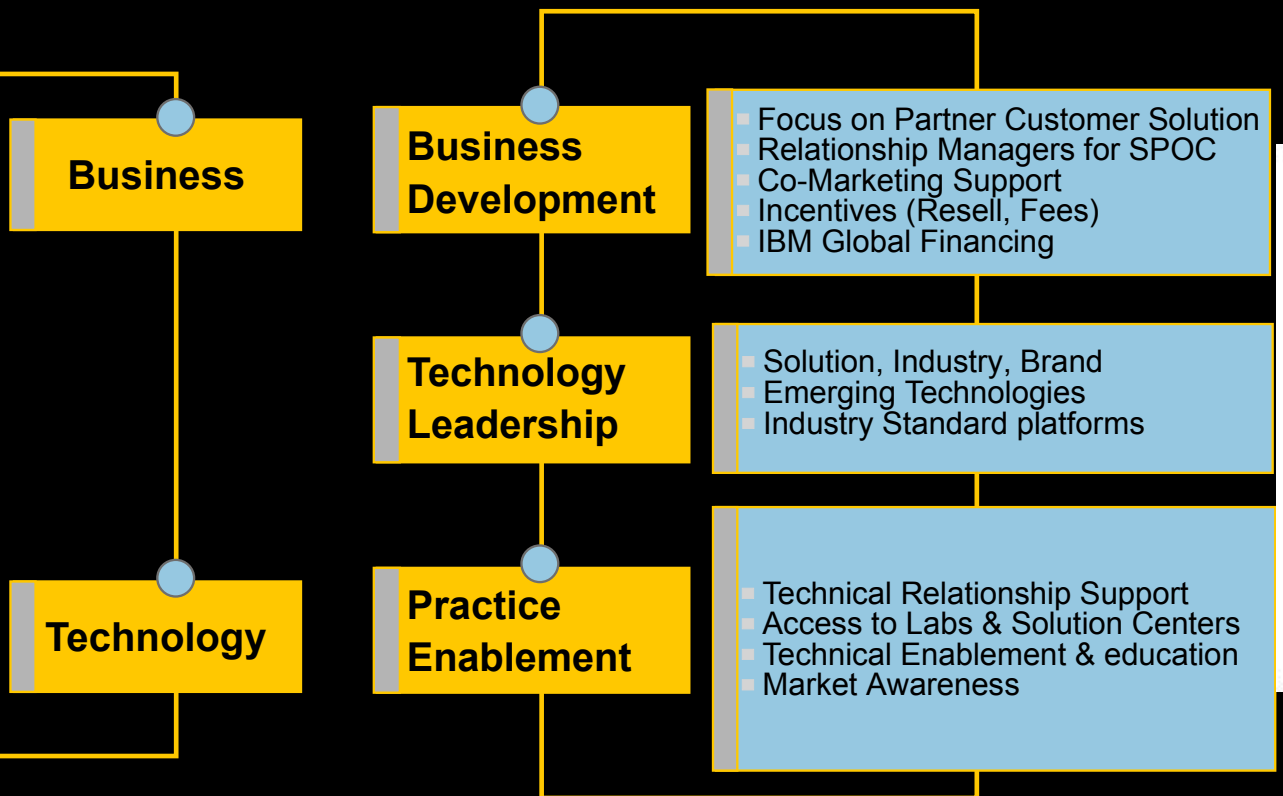
IBM can help your practice with market and offering selection, demand generation, sales support, delivery guidance

# Delivering The IBM Value Proposition

## Regional Systems Integrator Needs



## IBM Delivers



# IBM's Value Proposition for Regional Systems Integrators

- Sales and Business Development Support
  - Relationship Managers
  - Assigned Brand Specialists
  - Fees and Incentives
  - Customized briefings
  - IGF Financing
- Co-Marketing
  - Demand Generation
  - Co- Marketing and joint planning workshops
  - Partner References
- Robust and Market leading infrastructure (Hardware/Middleware)
  - Industry Open Standard OE platforms
  - SMB Express Offerings
  - eBOD enablement
  - SMB OD roadmaps and messaging
- Technical Enablement & Support
  - Brand Technical support
  - Loaner, leases and not for resale SW
  - Technology Support Plans and handbook
- Access to IBM's ValueNet of Partners
  - PartnerWorld
  - SMB Advantage Teaming initiative
- Lead passing
  - IGS lead pass and BCS partnering