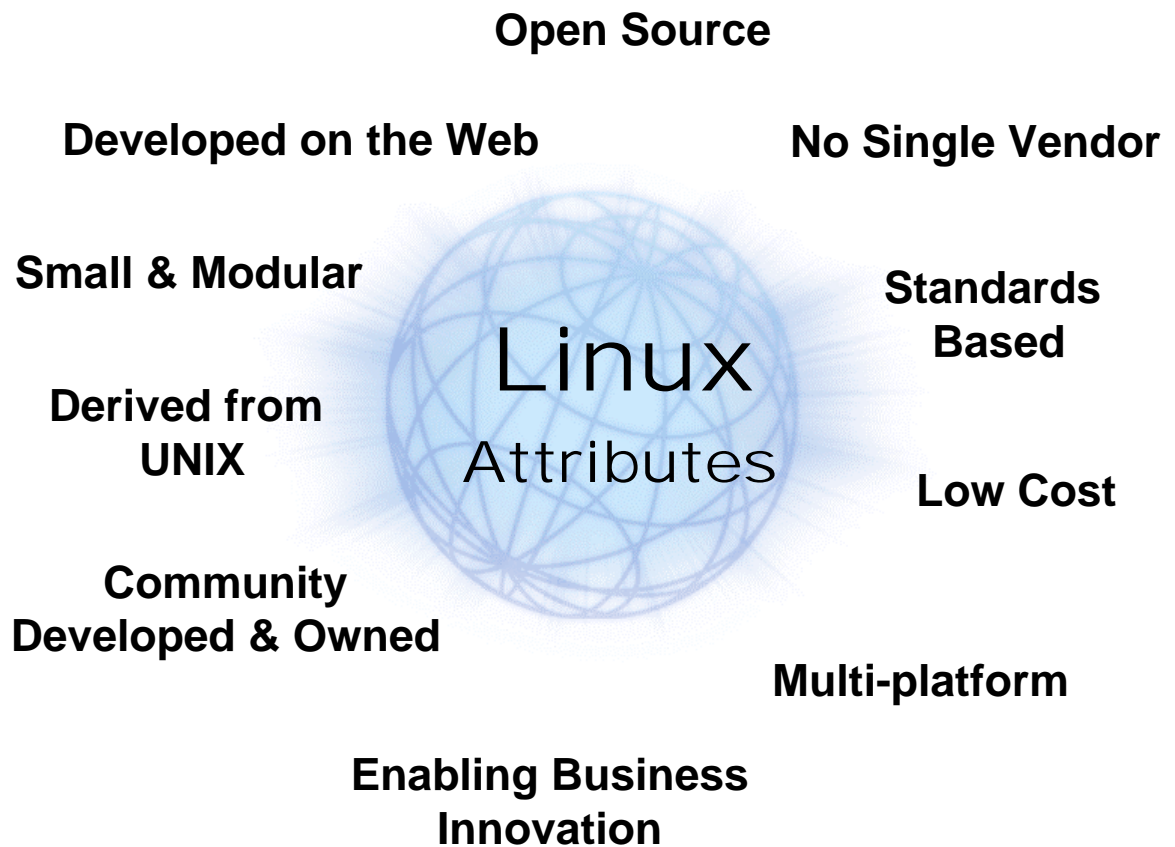




Steve Curtis,
Marketing Manager Linux Solutions Marketing

What Makes Linux Different...

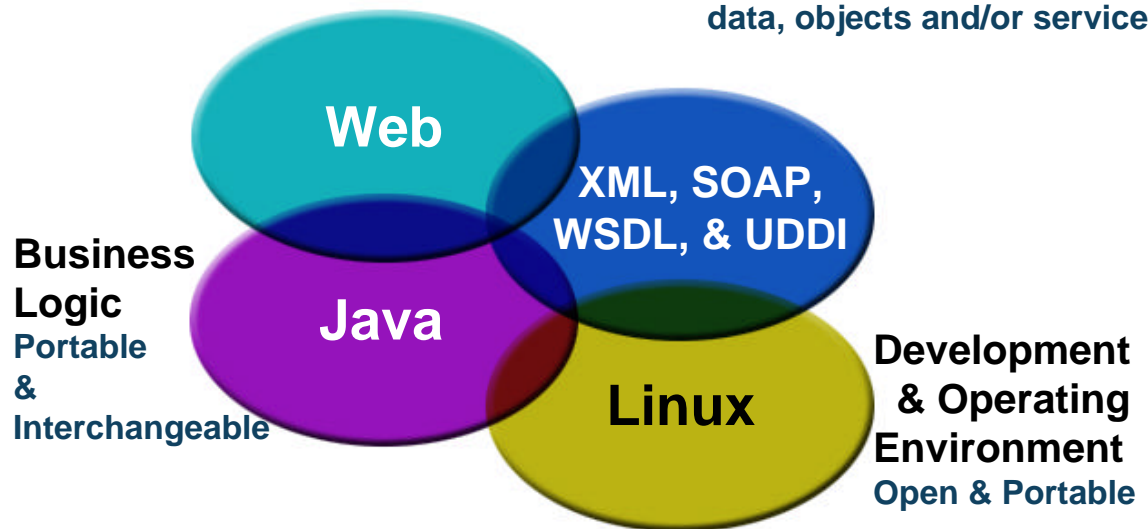


Open e-business platform

An Integrated Standards and Open Source Model

Presentation/Access
Portable & Interchangeable

Web Services
Portable & Interchangeable
data, objects and/or services



1991. Helsinki.

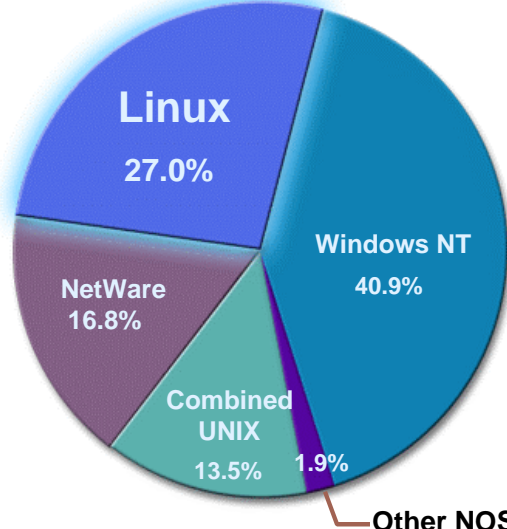
IBM Wall Street Journal Ad

"Ultimately, Linux will do for applications what the Internet did for networks."

Linux Opportunity is Exploding!

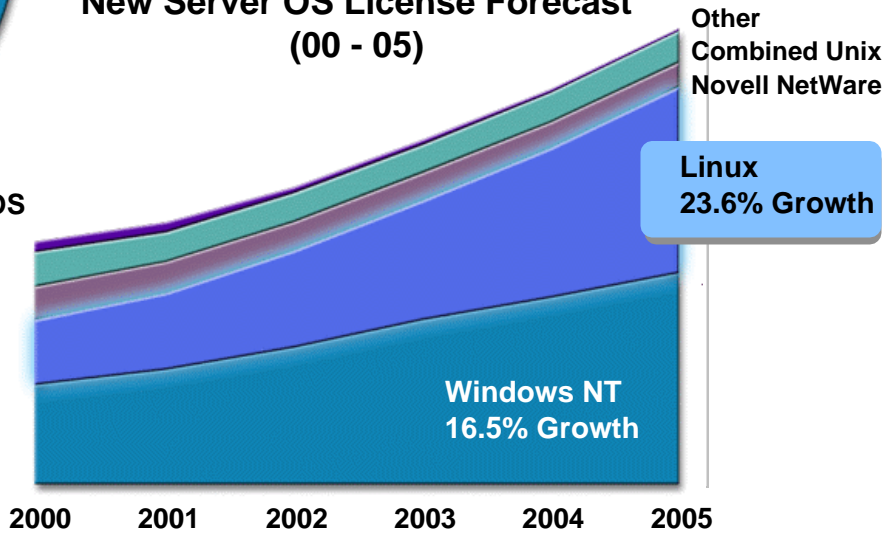
Customer demand is very high and growing fastest

2000 New Server OS Shipments



- 1999 - 2000 Linux shipments grew 24% YTY
- 2000: #2 volume OS
- Linux shipments projected to have highest growth (00 - 05)

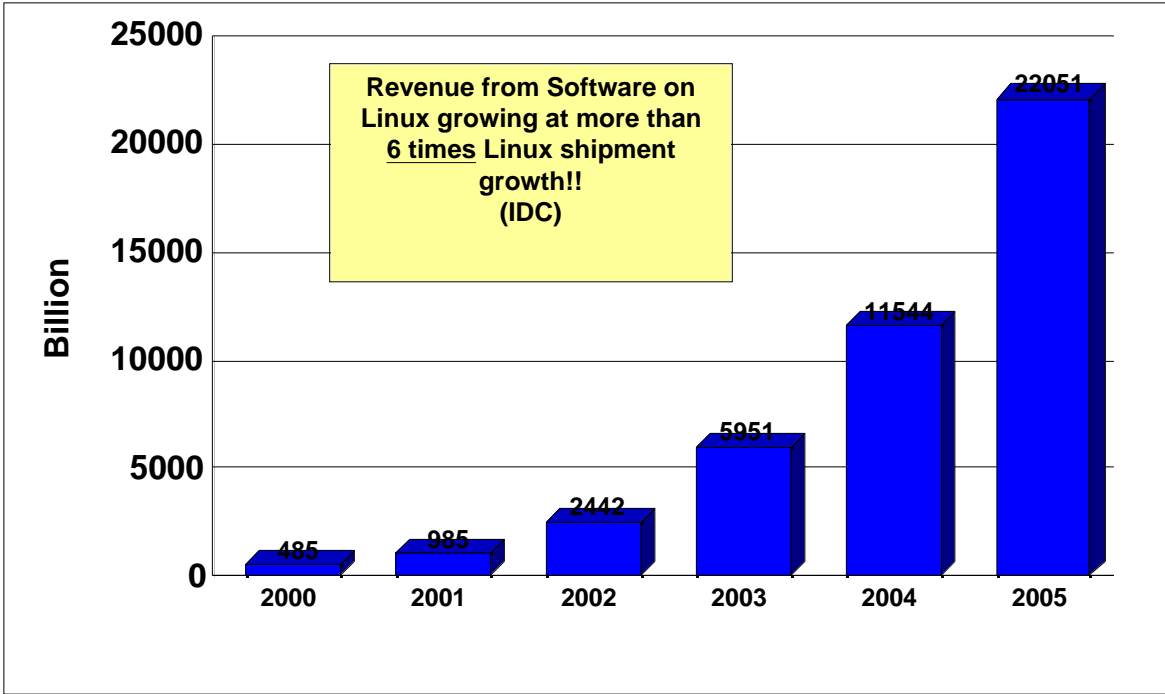
New Server OS License Forecast (00 - 05)



IDC "WW Client Operating Environments Market Forecast and Analysis" July 2001

Linux Software Opportunity is Exploding!

WW Revenue Opportunity for Middleware on Linux



■ Linux Middleware (\$M)

* IDC, 2001 Worldwide Software Market ForecasterTM, June 5, 2001

IBM's Billion Dollar Commitment to Linux

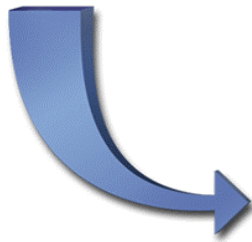


Linux Deployment

- Firewall
- Print/File
- Web Server
- e-mail

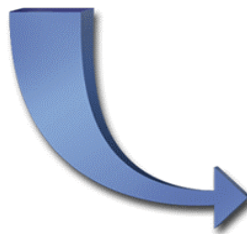
- Firewall
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- Firewall
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- Web Server
- e-mail



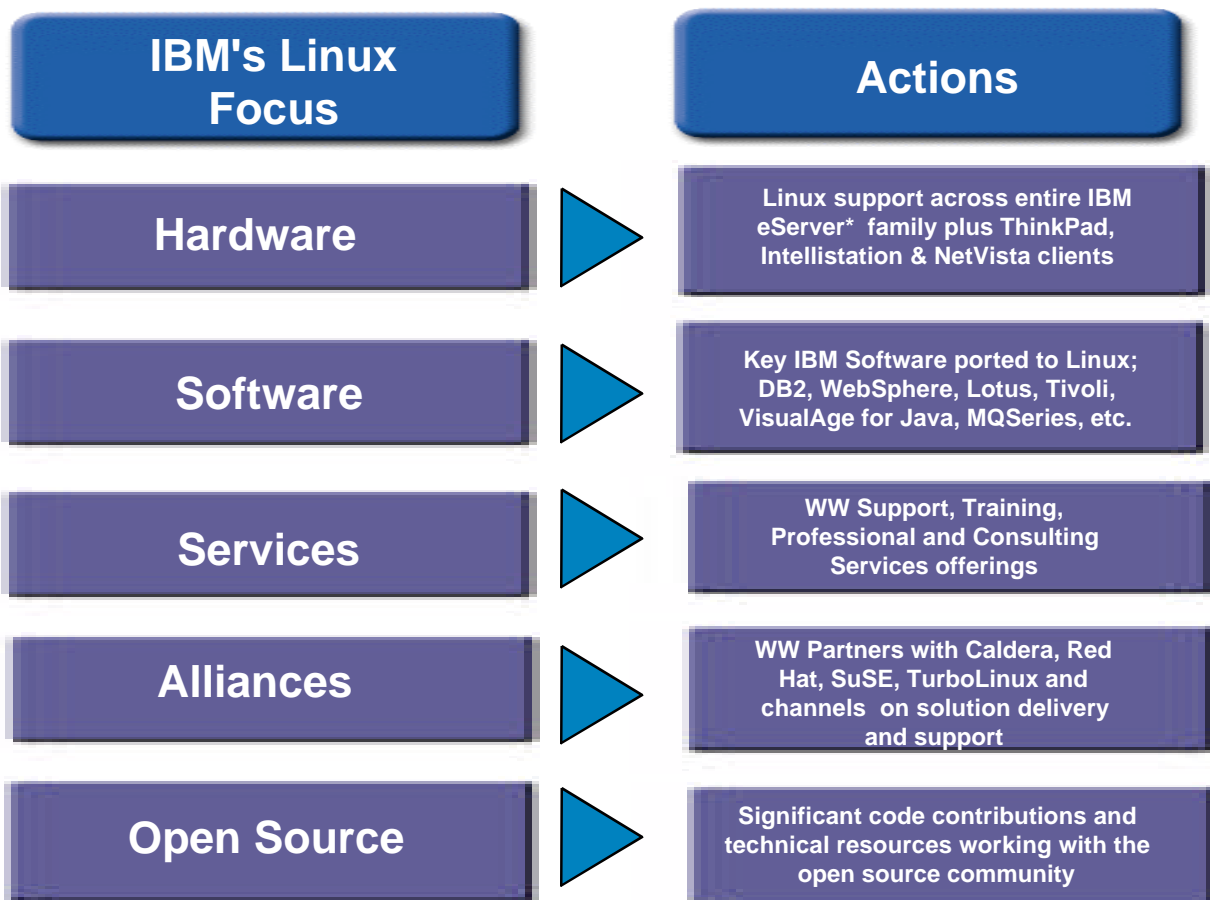
- Super Computing Clusters
- SW Development
- Database server
- Embedded devices
- Web Hosting
- Branch Automation

- Super Computing Clusters
- SW Development
- Database server
- Embedded devices
- Web Hosting
- Branch Automation



- eCommerce
- ERP, CRM, SCM
- Vertical Industry Applications

What is IBM's Linux Strategy ?



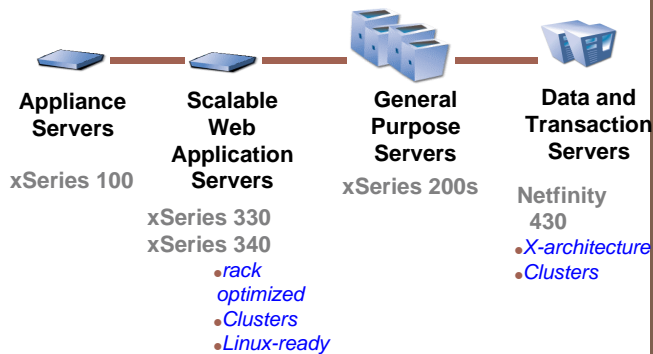
*The IBM eServer brand consists of the established IBM e-business logo with the following descriptive term "server" following it.

**The IBM e-business logo, xSeries, iSeries, pSeries and zSeries are all trademarks of IBM Corporation. All others are trademarks or registered trademarks of their respective

Industry's Broadest Linux Server Line

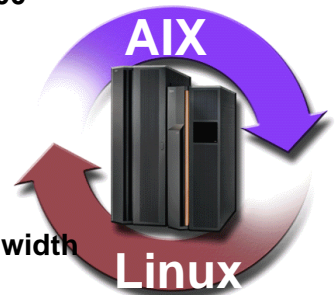
IBM @server xSeries, pSeries, iSeries, and zSeries

Linux for @server xSeries and Netfinity



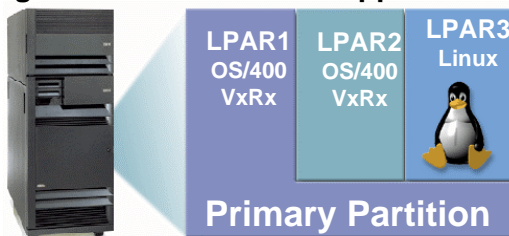
Linux for @server pSeries & RS/6000

- Native Linux for RS/6000 (32-bit)
- Native Linux for pSeries (64-bit)
- Exploit Power3 / Power4 Floating Point, 64-Bit Performance, I/O Bandwidth and RAS
- AIX Toolbox for Linux Applications in AIX 5L



Linux for @server iSeries

- Linux in a partition
- Integrates new e-business applications



Linux for @server zSeries and S/390

- Pure Linux OS
- Exploits zSeries hardware
- Scalable, protected partitions
- Shared infrastructure
- Reduced cost of ownership



IBM Framework for e-business – enabled for Linux

IBM Framework for e-business

DB2 Data Management Software

- Best performing database for Linux, UNIX and NT/2000
- Handles multimedia as well as conventional data
- Optimized for Web applications
- Delivers enterprise class reliability and availability
- Attaches to Linux Apache Web servers



Available

Lotus software

- Rapidly develop and deploy collaborative applications with base eMail, group calendaring and discussion DBs
- Advanced capabilities for managing work and information flow
- Integration with database, ERP and transaction systems



Available

Tivoli software

- e-business infrastructure management
- Performance and Availability Management
- Configuration and Operations Management
- Security Management
- Storage Management



Available

WebSphere software

- Application Servers
- Speed transition from publishing to Web-based apps
- Add dynamic data, business logic transactions, and/or connections
- Runs on Apache Web Servers Commerce Suite Develop, manage e-commerce site & shopping/checkout experience



Available

Lotus Domino & Lotus Workflow for Linux

lotus.com/dominolinux & lotus.com/workflow

- **Small - Medium Businesses / Business Units**

- ✓ Branch / Remote Offices
- ✓ 1 - 400 Employees
- ✓ "Feet Wet" in Groupware
- ✓ Low cost reliable solution
- ✓ Alternative to Microsoft
- ✓ Powerful remote solution
- ✓ Business Partners with Domino applications



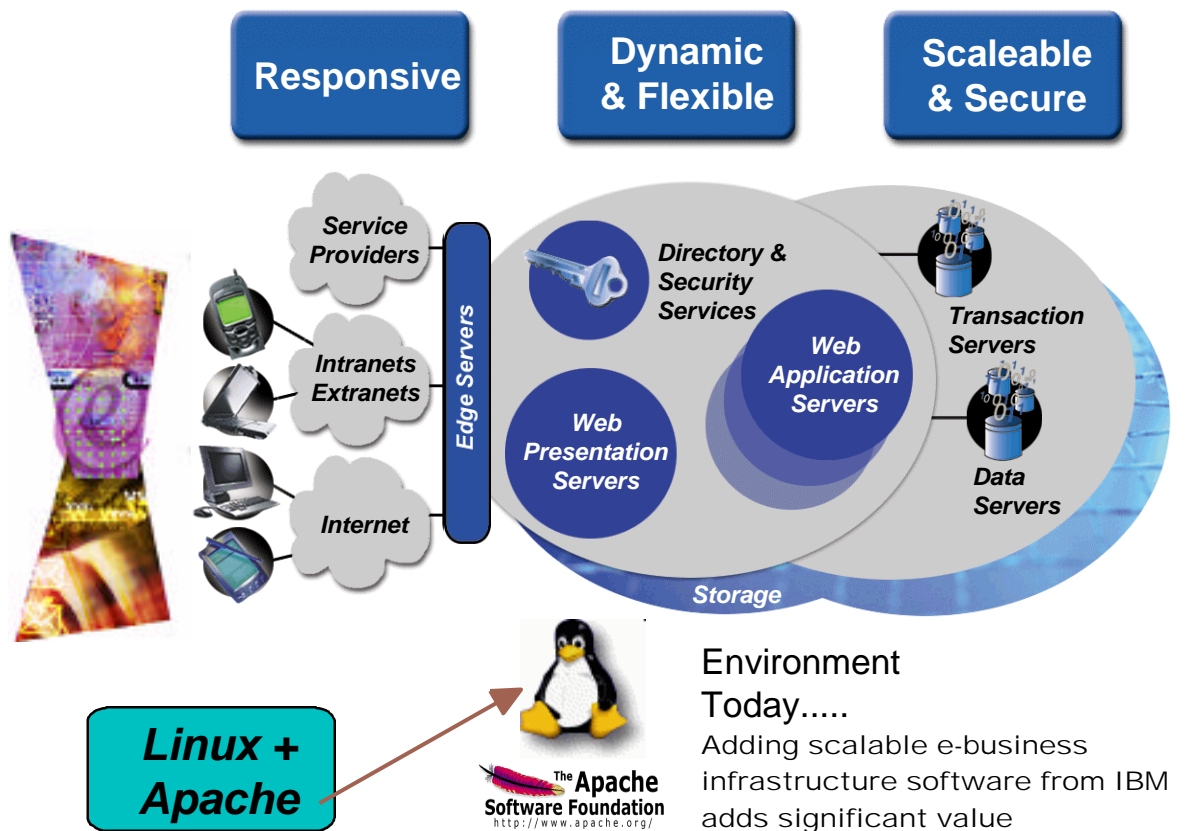
Lotus Domino for Linux

- **Domino for Linux provides robust support for Lotus Notes Windows PCs or Mac Desktops**
- **Browser based access for collaborative applications and messaging**
 - ✓ POP3, HTTP, IMAP and LDAP access are all available.

- **Fully functional Domino Solutions available now on Linux !**

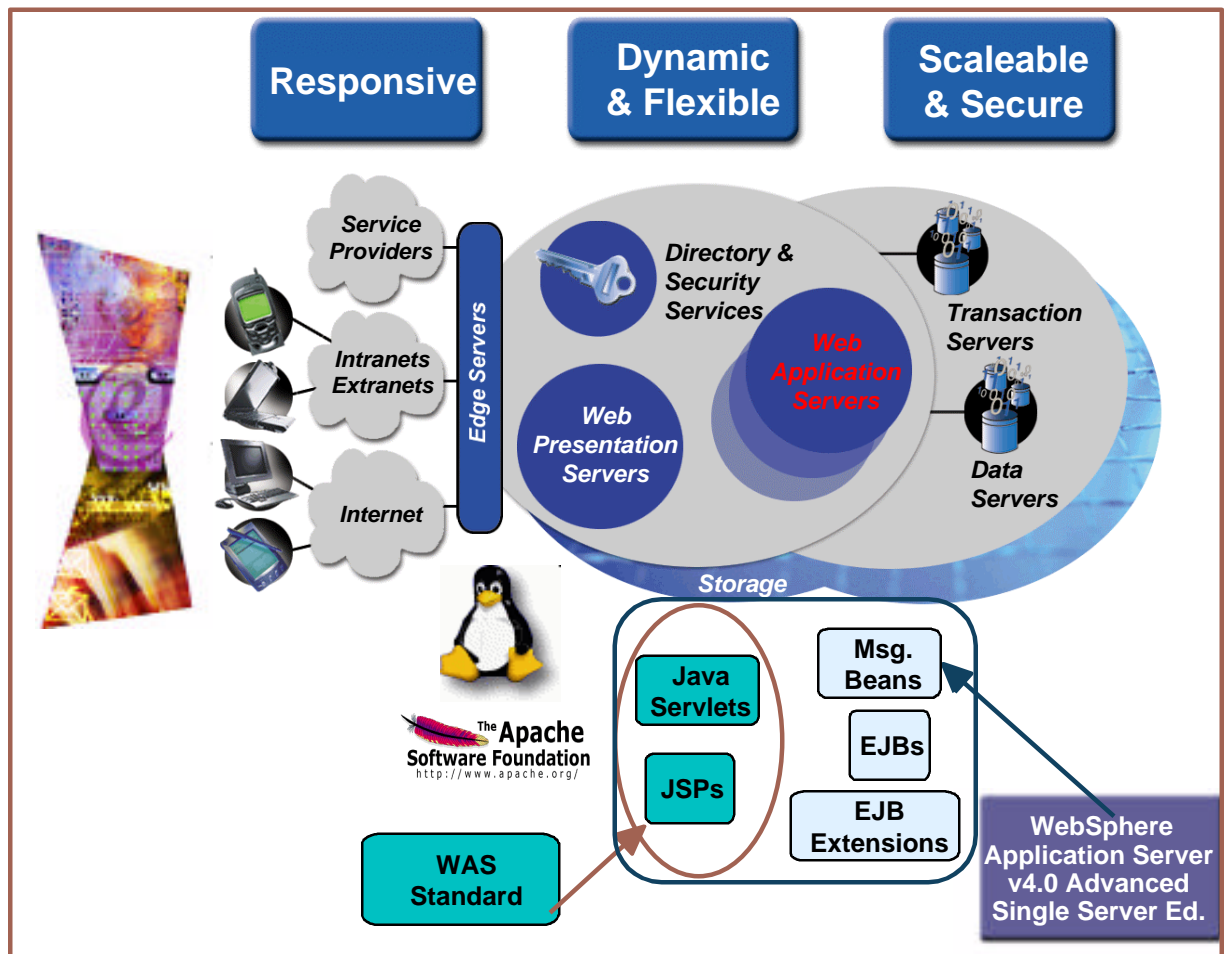
- ✓ Sales Force Automation
- ✓ Project Management
- ✓ Customer Relationship Management
- ✓ Interactive Web based forms
- ✓ Resource Management

Web Servers (HTTP Servers)



WebSphere Application Server

- Supports
- J2EE
 - XML
 - UDDI
 - SOAP
 - WSDL



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

ibm.com/software/linux/sbs

**For Small Businesses with up to 100 users per server
Enterprise capability at Small Business Price!!**

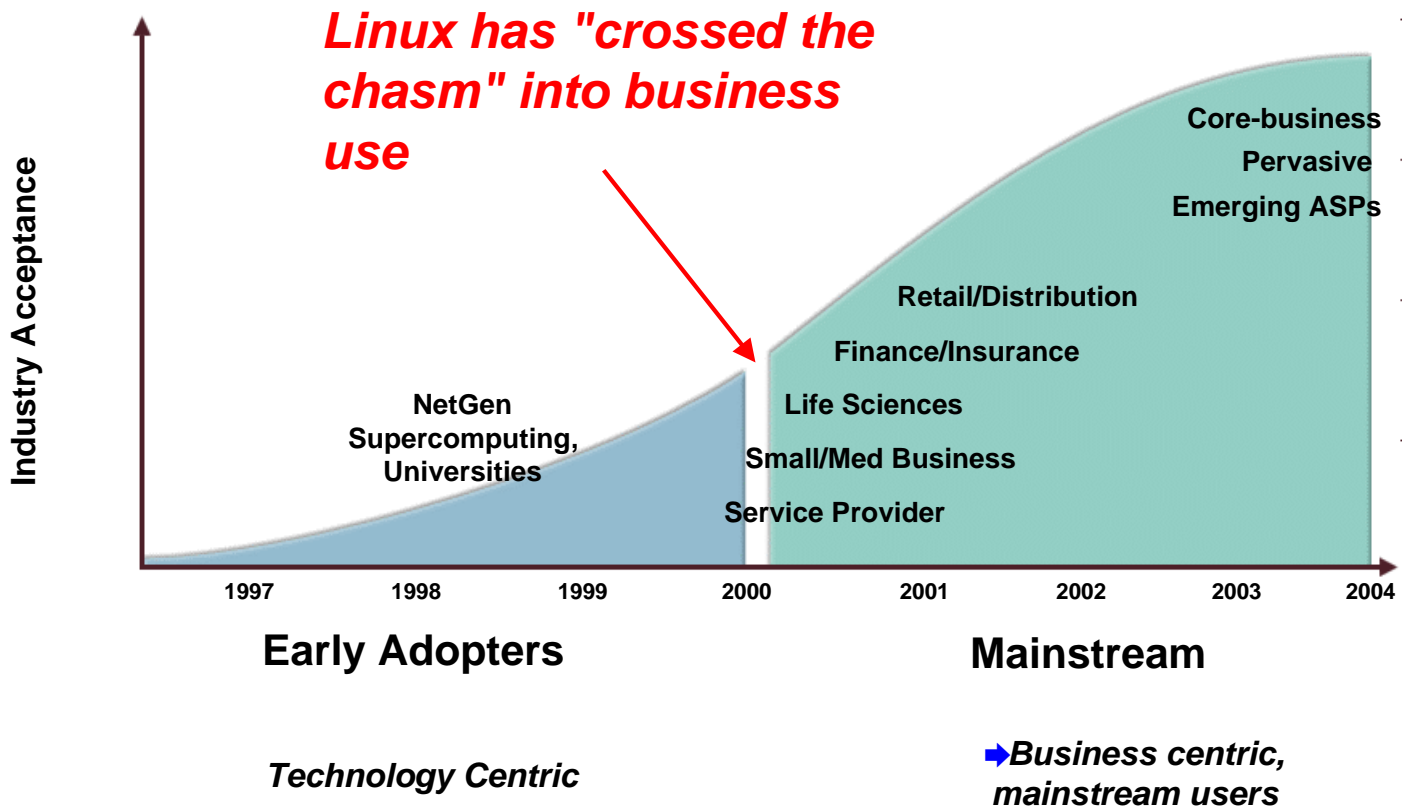
- US\$499 SRP - list price of any one product exceeds total SBS price. **Without 100 user limit per server, separate products combined SRP is over a \$4,500**

IBM Software for Linux

Intel-based and zSeries

- WebSphere Application Server, Advanced Edition (EJB support)
 - DB2 Universal Database, Enterprise Edition
 - WebSphere Commerce Suite
 - DB2 Connect
 - IMS Connect
 - MQSeries for Linux
 - CICS Transaction Gateway
 - Tivoli Storage Manager Client
 - Tivoli Management Framework
 - Tivoli Software Distribution
- ## Intel-based
- BookManager BookServer
 - DB2 UDB Workgroup & EEE
 - DB2 DataPropagator
 - DB2 Everyplace
 - DB2 XML Extender
 - Lotus Domino
 - Network Dispatcher
 - Net.Data
 - Object REXX
 - On Demand Server
 - Small Business Suite for Linux
 - Tivoli Enterprise Console
 - Tivoli Distributed Monitoring
 - Tivoli Inventory
 - Tivoli User Administration
 - Tivoli Web Services Manager
 - Tivoli Policy Director
 - Tivoli Risk Manager
 - Tivoli Security Manger
 - Tivoli Storage Network Manager
 - Tivoli SANergy
 - techexplorer Hypermedia Browser
 - ViaVoice for Linux
 - VisualAge for Java
 - WebSphere Application Server, Standard Edition
 - WebSphere Edge Server
 - WebSphere HomePage Builder
 - WebSphere Host On-Demand
 - WebSphere Performance Pack Cache Manager for Multi-platform
 - WebSphere Site Analyzer
 - WebSphere Transcoding Publisher

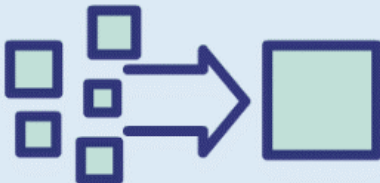
Market Evolution



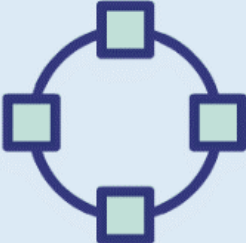
Technology Centric Plays



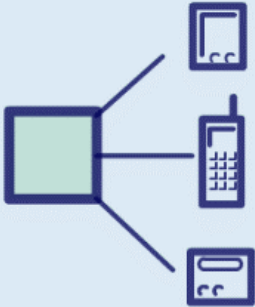
Workload Consolidation



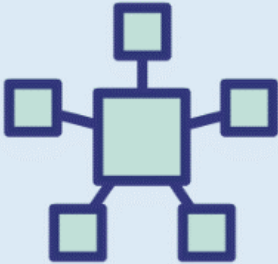
Linux Clusters



Appliance Server



Distributed Enterprise



And succeeding with Early Adoptersreal customers running Linux



Workload Consolidation

Winnebago Industries
Grede Foundries
Banco Mercantil
Telia.net
Korean - Dreamball
Korean Air

Linux Clusters

National Center for Supercomputing Applications
Maui
Western Geco
iHPC - Singapore
University of New Mexico

Appliance Server

Turning Stone Casino
Warner Bros.
Akamai

Distributed Enterprise

Lawson
National Hockey League
Hill House Hammond
Thrifty Car

Now Linux is Moving into the Mainstream for many Mission-critical Business Applications

Retail / POS



BANCO MERCANTIL DE SÃO PAULO S.A.
FUNDADO EM 1938



Internet Banking

Agency Automation

Hill House Hammond



Internet Service Applications

Business Use of Linux: IBM investing in 4 areas that have traction....



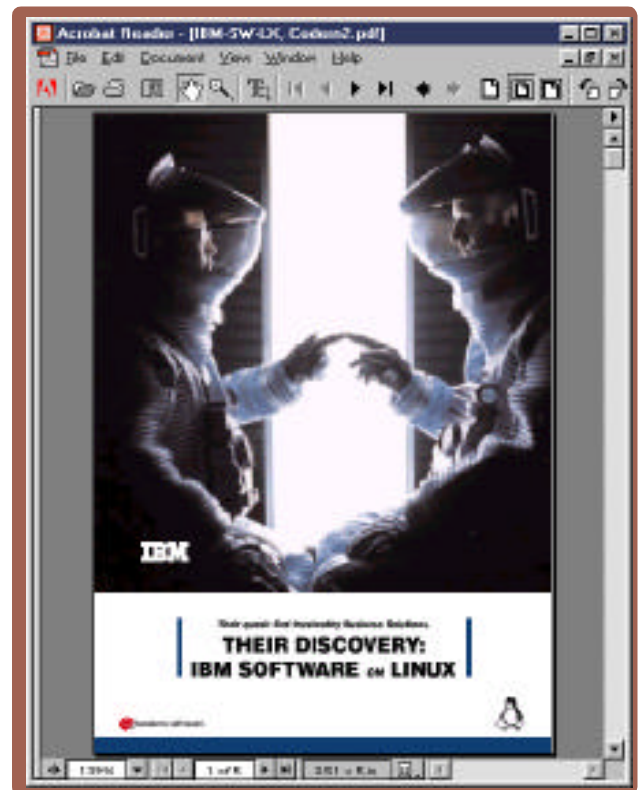


Linux is ready for business

- **Customers usage of Linux is moving beyond basic web infrastructure and file/print serving to business and e-business applications**
- **Business Partners are providing solutions**
 - ✓ **More than 3600 IBM Software Business Partners now support Linux - an increase of over 600% in 6 months.**
- **ISV's are porting:**
 - ✓ **Over 2500 ISV applications already listed in the IBM Global Solutions Directory - ibm.com/software/solutions/isv - a 40% increase in 6 months.**
 - ✓ **Averaging over 100 new apps every month**
 - ✓ **Over half support IBM middleware brands (DB2, WebSphere, Tivoli, Lotus)**
 - Key ISVs such as ACCPAC, Axiom, SAP, MarCole, QAD, Relavis, SAS, SteeleEye and Linux specific ISVs like MissionCricialLinux
- **IBM is the leading Linux software provider with over 50 products**
- **Customers are buying**
 - ✓ **IBM Software reference list is growing and includes:**
 - Cendio INVID, Expert, coreFusion, DEODEO, ERP Central, Grede Foundries, Essential Systems, Future Cellular, Instituto Federal Electoral, Kvick.com, Korean Air, Lynx Systems, Manchester Metropolitan University, Nitsuko America, PWL/Linvision, weather.com, Worklab Technologies, Wimbledon Championship, VasNet Communications. US Wildfire Service

IBM Solutions Guide for Linux

- **Highlighted ISV Applications**
 - ✓ **SAP e-business using**
 - DB2 for Linux
 - IBM eServer xSeries
 - IBM eServer zSeries
 - ✓ **ACCPAC accounting using**
 - DB2 for Linux
 - WebSphere Commerce Suite
 - IBM eServer xSeries
 - ✓ **Axiom financial using**
 - DB2 for Linux
 - IBM eServer xSeries Linux Cluster
 - ✓ **Marcole retail commerce using**
 - WebSphere App Server
 - WebSphere Commerce Suite
 - DB2 for Linux
 - ✓ **Relavis eSales CRM using**
 - Lotus Domino for Linux



IBM Solutions Guide for Linux

Matching Website

/ ready for business /

- **Highlighted Customer References**

- ✓ **Korean Air using**

- DB2 for Linux for zSeries
- WebSphere App Server, Linux for zSeries
- IBM eServer zSeries

- ✓ **GREDE Foundries**

- DB2 for Linux for S/390
- DB2 Connect to VSE/ESA
- IBM S/390 (zSeries)

- ✓ **Nitsuko America**

- Lotus Domino for Linux
- IBM eServer xSeries

- ✓ **Kvick.com**

- DB2 for Linux
- IBM Netfinity (xSeries)
- IBM Business Partner Netmill

- ✓ **Future Cellular**

- ACCPAC with DB2 for Linux
- IBM Point of Sale Terminals
- IBM eServer xSeries



Linux Enablement - IBM Global Services

• Service & Support

- ✓ One-stop prime shift or full shift (24 X 7) enterprise level support
- ✓ Support for major Linux distributions
- ✓ Toll-free Phone & electronic access
- ✓ How-to & defect-level support
- ✓ xSeries and zSeries servers
- ✓ Account Advocate, Advanced Support and Consult Line service options



• Education & Training

- ✓ Full portfolio of courses:
 - Via classroom - 13,
 - Via web - 13
- ✓ Available in 20 countries
- ✓ Available in 5 languages
- ✓ Linux server operators and end-users, including Linux basics, awareness for managers, system administration, and e-business
- ✓ How-to (Redbooks) for Linux
- ✓ Linux Professional Institute (LPI) sponsor for certification

• Professional Services

- ✓ Comprehensive enterprise services for Linux
 - Infrastructure consulting and planning
 - Installation
 - Configuration
 - Application enablement

IBM Linux Alliances



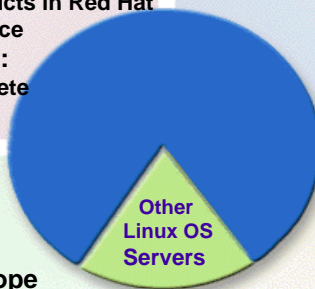
Red Hat

- Strength - Mindshare & Marketshare Leader
- Relationship- Worldwide & IBMwide
 - ➔ IBM Software bundles agreement
 - ➔ IBM @server agreement
 - ➔ IBM products in Red Hat MarketPlace
- IBM Platforms:
 - Complete

TurboLinux



- Strength - Japan, China
- Relationship - Worldwide & IBMwide
 - ➔ IBM Software bundles agreement
 - ➔ IBM @server agreement
- IBM Platforms:
 - ➔ Complete



SuSE



- Strength - Europe
- Relationship - Worldwide & IBMwide
 - ➔ IBM Software bundles agreement
 - ➔ IBM @server agreement
- IBM Platforms:
 - ➔ Complete

Caldera



- Strength - WW Channel Partner infrastructure
- Relationship - Worldwide
- IBM Platforms:
 - ➔ xSeries

IBM and the Open Source Community

- ➔ IBM committed to being a respected, contributing Linux and open source community member
 - ✓ **Build on open source successes contributing code and technical resources to key open source projects:**
 - JFS, Jikes compiler, SecureMailer, XML parser, S/390 and PowerPC kernel updates, work with Apache Group, Open LDAP, PThread
- ➔ IBM will help Linux grow & *extend to enterprise customers*
- ➔ Support Linux Standards Base Free Standards Group (FSG)
- ➔ Linux Internationalization Initiative - www.li18nux.org (FSG)
- ➔ IBM Public Source License - IBM Classes for Unicode
- ➔ Strong IBM participation in community events & shows



Software Evaluation Kit for Linux



Includes

- WebSphere Application Server 4.0 for Linux
- DB2 Universal Database 7.2 for Linux
- Lotus Domino 5.0.7 for Linux
- MQ Series V5.2 for Linux
- Visual Age for Java Professional Edition V4.0

Visit www.ibm.com/linux for a no-charge copy!



How to get more Information...

- ibm.com/linux
 - Links to IBM Linux products & open source sites
 - ◆ IBM Software, Hardware and Services for Linux
 - Including Customer references and case studies
 - ◆ IBM Alliances / Linux distribution partner's sites
 - ◆ IBM Open source contributions
- ibm.com/developerWorks
 - Comprehensive free technical resource for the developer community
 - ◆ Linux and open source zones
 - ◆ plus technology zones for Collaboration, Components Java™ technology and XML
- ibm.com/partnerworld/developer
 - IBM portal for guests (free), professional, and enterprise members of IBM's developer program
- ibm.com/linux/software
- [Linux SW Solutions Guide \(GC27-1498-00\)](#)
- [Resource Guide for IBM Software on Linux \(GC27-1385-00\)](#)



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