



e-business

Accelerate Your Startup with IBM

Cynthia A. Erdman

Director of Strategy &
Business Development

IBM Developer Relations

cerdman@us.ibm.com



Developer Relations



what's ahead

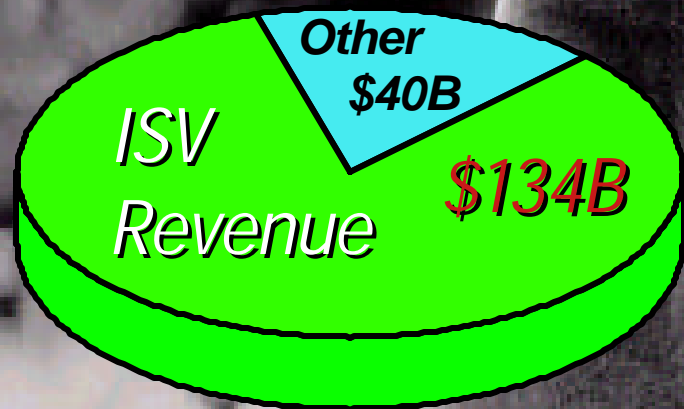
in 2003

**\$1.3 Trillion in
business-to-business
e-commerce**

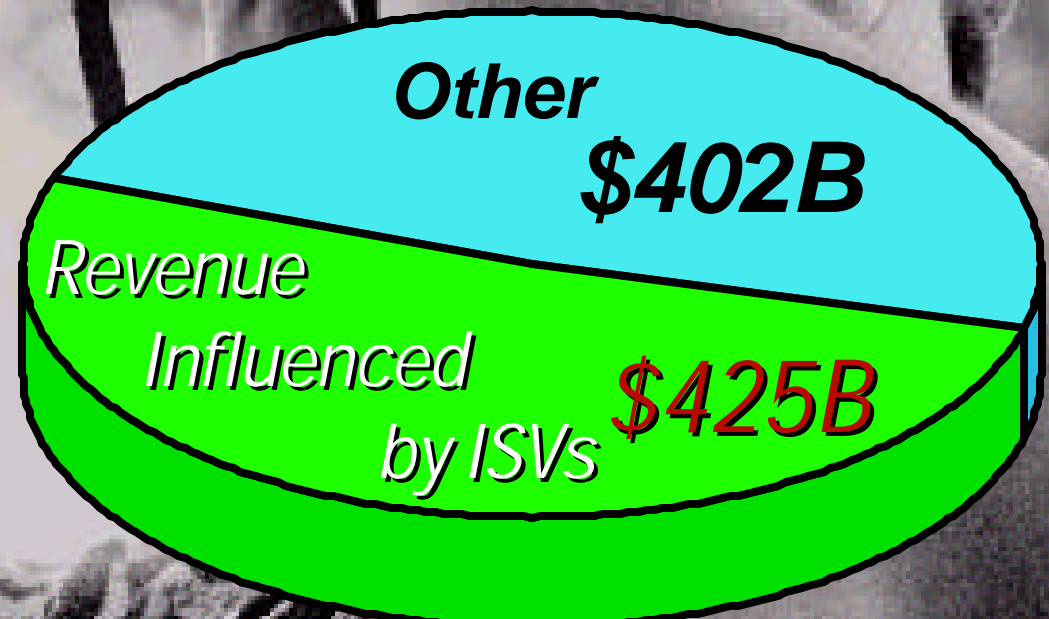
Source:
Forrester
Research

Independent Software Vendors

IT Industry Software Revenue



All IT Industry Revenue

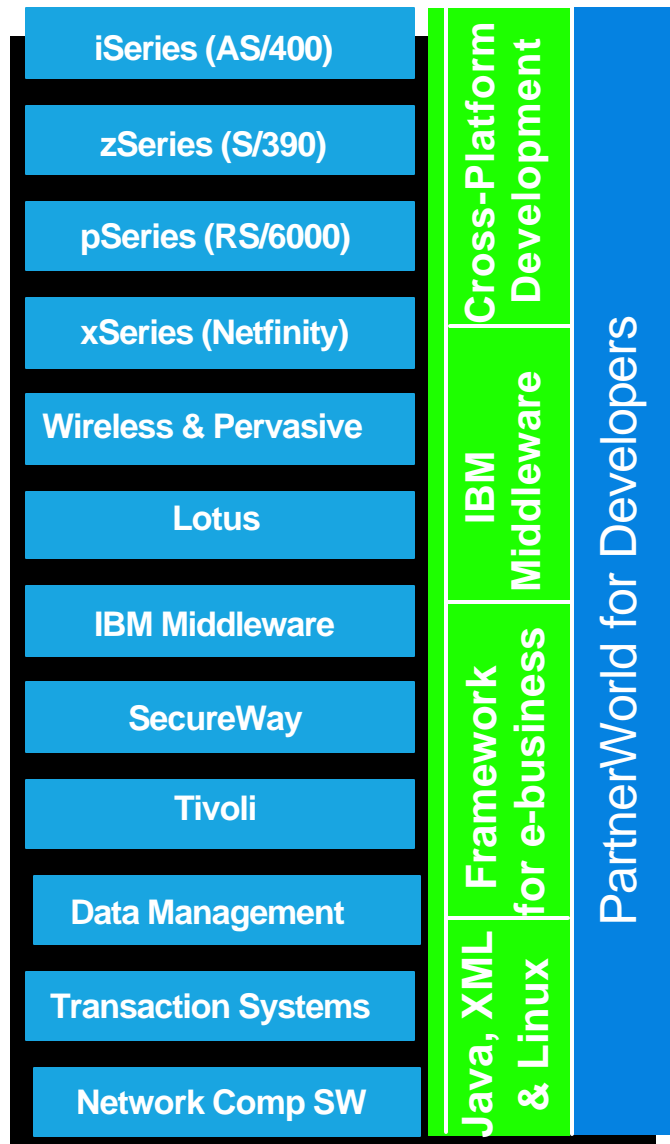


IBM's Family of Partners



More than 56,000 member firms!

PartnerWorld for Developers



- ***Enablement and porting***
- ***Technical support***
- ***Coverage and communications***
- ***Go-to-Market in partnership***

Developer Charter

*"IBM will go to market
with selected
application software firms
to jointly deliver
e-business solutions
for customers"*

THE WALL STREET JOURNAL.

inte

When you use, from sales and service to marketing, has access to the

same information, they all have a complete view of your customer. Service

improves. Sales inc

e business outl

applications to put it

gra

focus

i'll
never

have to say "I'll get back to you" again.

IBM



i'll
never

make anyone listen to Muskrat Love for 17 minutes

while I check with the shipping department again.

When there's unity between departments, everyone has access to the same information.

So no one in your company has to say "I don't know."

Before yet, none of your customers have to hear it.

It's what IBM technology and services and Siebel Systems

are doing to change the way you serve your customers.

IBM

@customer relationships

SIEBEL

Address <http://www.ibm-siebel.com>

IBM

@customer relationships

SIEBEL

home

more on IBM-Siebel

solutions

events

fo

IBM and SIEBEL (1 of 3)

IBM and Siebel have committed to worldwide joint marketing, collaborative selling, software integration and extensive co-development of solutions that we believe have the potential to redefine customer-focused e-business. The powerful integration of IBM's industry expertise, products and services with Siebel's customer-focused e-business applications creates a global platform for businesses looking to:

Contact Us

- Increase customer retention, loyalty, revenue and profitability. • more

> [IBM and Siebel Partner to Finance Affordable Customer-Focused Solutions](#)

CUS

Strategic Partnerships



Partnering with Startups



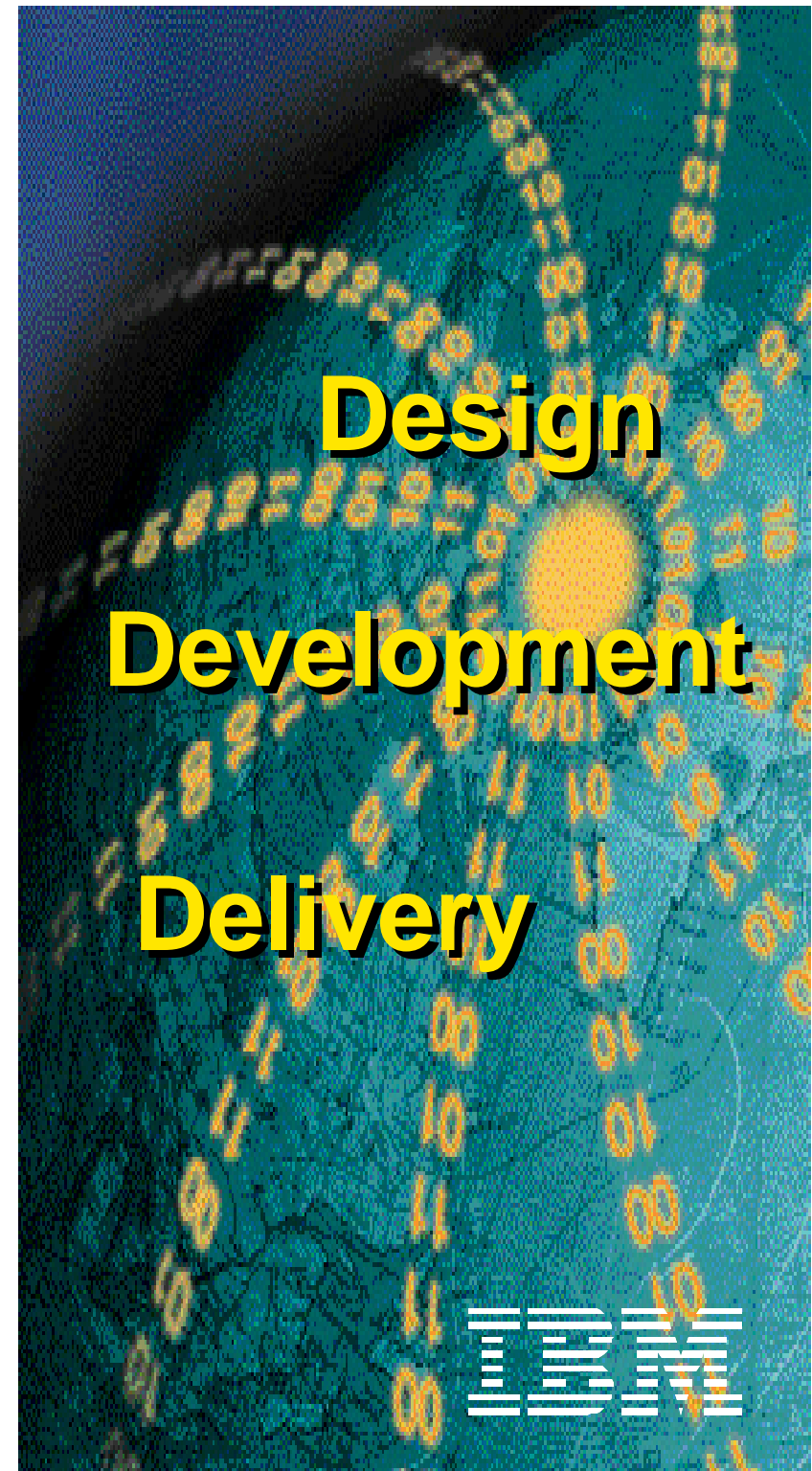
Startup Initiative for Developers

- Provides entrepreneurs with convenient access to industry services, support and resources to jump start a new commercial software venture

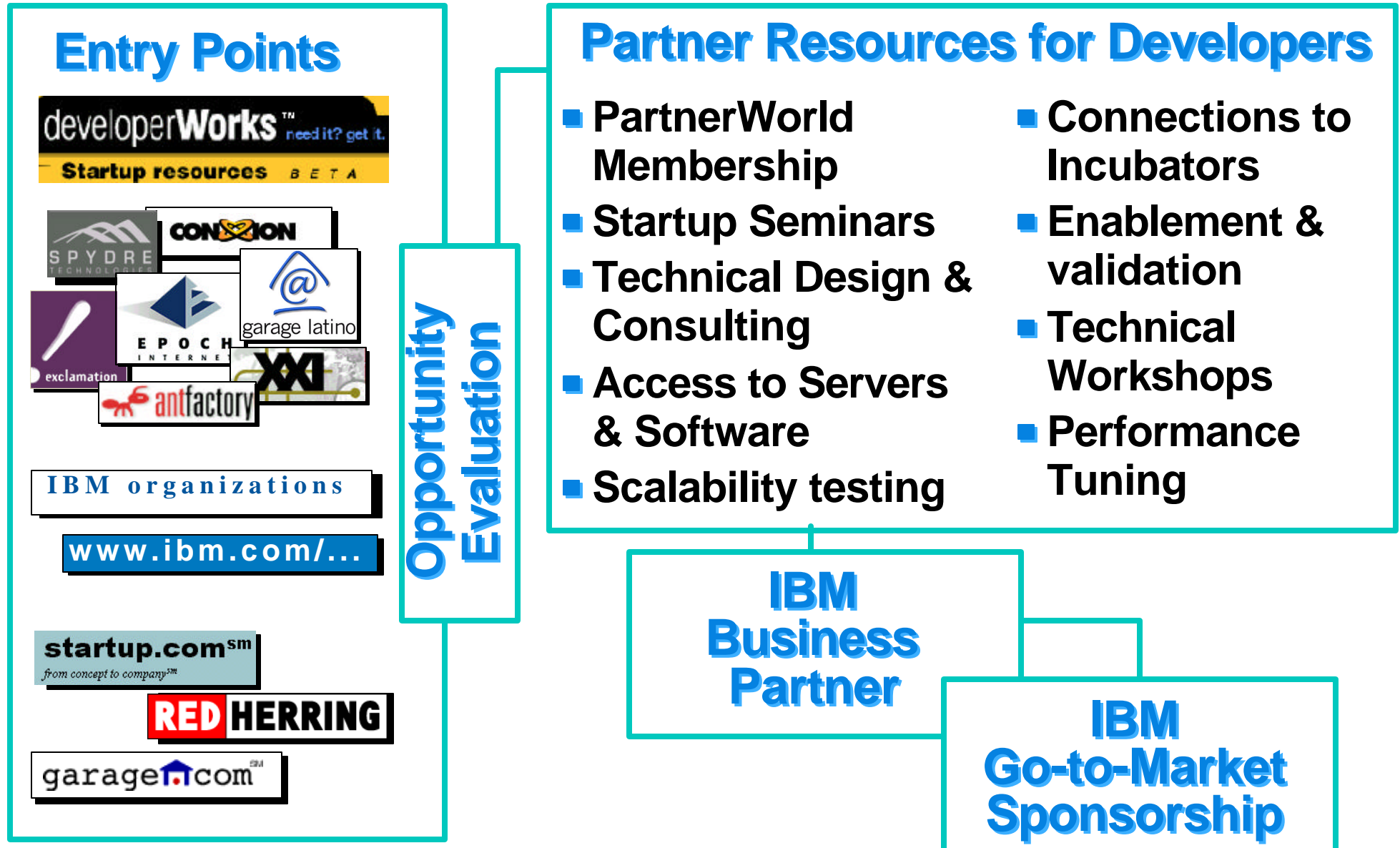


Startup Initiative for Developers

- developerWorks
Startup Resources
- IBM Startup Studios
for Developers
- IBM TechTalk for
Developers
- A network of industry
and IBM support,
resources and services



From the curious entrepreneur to the e-business partner



A Network of IBM Resources

- Startup Initiative for Developers
 - ▶ Overall program for entrepreneurs starting a commercial software venture. Includes:
 - developerWorks Startup Resources,
 - IBM Startup Studios
 - IBM TechTalk for Developers
 - Convenient linkages to IBM and industry resources
- IBM Incubator Partnerships
 - ▶ Incubators linking with IBM to provide Internet solutions that help startups go to market quickly

A Network of IBM Resources

- Discounted Software and Hardware
 - ▶ Quick Launch for e-business Ventures:
comprehensive package of IBM hardware, software, storage, education and support, backed by IBM Global Financing
 - ▶ Discounted Lease & Loan Program in PartnerWorld for Developers
 - Attractive hardware purchase and leasing via ibm.com
 - ▶ Developer Connection for IBM Software Tools and sample code available for download & by CD-ROM

Benefits for Startups

- **Lower costs**
 - ▶ Special financing opportunities
 - ▶ Product discounts
 - ▶ Array of IBM Business Partner services, support and resources
- **Faster time to market**
 - ▶ Early access to critical products and services
 - ▶ World-class technical support, resources
- **Broader opportunities**
 - ▶ Build, expand brand equity, awareness
 - ▶ Global go-to-market programs, channels

BEFORE

IBM

THE IPO,

THE BILLIONS,

THE LEAR JET.

JUST YOU

AND AN IDEA.



IBM and the IBM logo are trademarks of International Business Machines Corporation. © 2000 IBM Corp. All rights reserved.

need it? get it. | tools | code | tips | how-tos | tutorials | Security | Java™ | Linux® | Web | XML

ibm.com/developerWorks