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gen@TMs

**An IBM/SCO UNIX Project
Marketing Plan Development**



gen@TMs

**An IBM/SCO UNIX Project
Marketing Plan Development**

- ✓ The Market Value Proposition
- ✓ Beating the Competition
- ✓ Marketing Execution Plan
- ✓ Marketing Next Steps



Announce Headlines



IBM and SCO join forces to deliver the most advanced family of UNIX products in the world

IBM and SCO will develop and deliver the best IA64 operating environment in the market as an addition to this family

IBM and SCO will energize today's UNIX volume market for the enterprise on both IA32 and Power family of processors



genus Value Proposition



IBM and SCO join forces to deliver the most advanced family of UNIX products in the world

IBM and SCO will develop and deliver the best IA64 operating environment in the market as an addition to this family

IBM and SCO will energize today's UNIX volume market for the enterprise on both IA32 and Power family of processors

- Price/Performance
- Ease of Use
- Ease of Management
- Brand
- Roadmap
- Product Capabilities & Features
 - Availability
 - Reliability
 - Capacity
 - Scalability
 - Performance
 - Security
 - Manageability
 - Serviceability
 - Interoperability...





Announce Key Messages-1



IBM and SCO join forces to deliver the most advanced family of UNIX products in the world

- genus provides a seamless family of products with proven UNIX solutions for all sizes of business problems
- This family of best of breed UNIX systems (genus) is significantly enhanced by cross pollination of technologies, middleware and applications from other family members (UnixWare (IA32), AIX (PPC) and new IA64 product).
- genus will provide the most comprehensive collection of open systems standards and API in the industry
 - ✓ *Resulting from the cross pollination of AIX and UnixWare technologies in a common UNIX base*
 - ✓ *Resulting from delivering of powerful industry middleware across the entire family*
- IBM and SCO will enable ISVs, OEMs and IHVs to be ready for initial expected delivery of IA64-based systems



Announce Key Messages-2



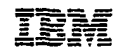
IBM and SCO will develop and deliver the best IA64 operating environment on the market as a new component of this family

- This addition to the genus family provides a seamless extension from IA32 to IA64
- The complete genus family provides customers with freedom of choice in hardware architectures for their UNIX solutions
- IBM and SCO will enable ISVs, OEMs and IHVs to be ready for initial expected delivery of IA64-based systems





Joint Announce Key Messages-3



IBM and SCO will energize today's UNIX volume market for the enterprise on both IA32 and Power family of processors

- Investments today in UnixWare and AIX will carry over to the full family
- Programs are being prepared for developers to help them develop applications capable of running across the genus family and to help them prepare for the introduction of IA64 systems.
- IBM is porting many of its middleware products to genus on both IA32 (UnixWare) and IA64.
- ISV programs exist to help UnixWare developers understand and exploit IBM middleware products.
- genus provides solutions providers and business partners with maximum UNIX revenue/profit potential

No Need to Wait!



Announce Key Messages-4



IBM and SCO have forged a relationship that will stand the test of time

- The partnership of IBM and SCO is based on strong synergies
 - ✓ *SCO is the leader in Intel UNIX, Intel technology and volume marketer*
 - ✓ *IBM is the leader in enterprise and high end 64-bit technology*
- This is not a standards initiative, it is a contractual business relationship.
- Both organizations are making major investments and contributions to this relationship
- Results will be visible immediately in the today's IA32 and Power markets
- Results will continue to grow with the development of future markets





ISV and Business Partner Benefits



- **genus** provides ISVs with volume market opportunity, leading technology, and the industry and market standard.
- Commonality between AIX and UnixWare, as well as middleware available for both platforms, will provide ISVs with a common platform to target their development while serving multiple markets
- Partners will benefit from IBM and SCO marketing activities aimed at developing new markets for UNIX solutions.
- Maximizes investment in both skills, tools, libraries and code (applies to ISVs and corporate developers)
- **genus** is the ideal development platform for UNIX applications
✓ *Proof points include tools, middleware and standards*
- This can be developed further with info about complimentary channels



genus vs. HP-UX



HP-UX is proprietary to HP platforms

- HP-UX implementation for IA64 is big endian (contrary to the rest of the industry)
- HP implementation will be encumbered with PA-RISC compatibility
 - HP-UX may not run on "industry" platforms
 - HP systems availability may lag "industry" platforms

HP's UNIX focus is limited to IA64/PA-RISC, limiting customer choice for HP UNIX solutions.

- Their strategic focus for IA32 is Windows NT, not UNIX.





genus vs. Solaris



- **Sun needs to protect proprietary SPARC revenues - how can it do that and promote its greatest rival, Merced?**

- ✓ How will Sun create a volume channel that can sell and support Solaris on Intel?
- ✓ Will Solaris on IA64 be equivalent to Solaris on Sparc? Solaris for IA32 is not! If not, how will they maintain an application base for Solaris on IA64?
- ✓ Will Sun align its ABIs and APIs with Intel industry standards, or diverge as a statement of their animosity towards Intel?
- ✓ Will Sun support or optimize for all system architectures? or just SPARC?
- ✓ Will Sun compromise the performance of Solaris on IA64 to create a false impression that SPARC is a better architecture?
- ✓ In a release deadline tied to new SPARC systems (and Sun revenue), would comparable Intel releases be delayed to uphold the SPARC schedule?
- ✓ Will Sun support OEMs who want to add features that may disadvantage its own Intel or SPARC systems? Their past behaviors say "NO."

- **Why will Solaris on Intel succeed now, when it has failed for several years?**

- **Scott McNealy has indicated Sun will never sell Intel systems**



genus vs. Digital UNIX



- **Compaq has stated a commitment to Digital UNIX as their strategic UNIX for high-end markets and UnixWare for the volume UNIX market.**
- **Digital UNIX is not supported on IA32.**
- **Will Alpha development keep up with the industry?**
- **genus provides a seamless transition to IA64 for Compaq's large installed base of IA32 customers.**





genus vs. Windows NT



- **UNIX continues to be favored for critical applications**
- **Availability and acceptance of 64-bit Windows NT solution (NT 6.0) is not clear. Microsoft has not yet been able to deliver NT 5.0.**
- **Windows NT faces significant technological deficiencies when compared with UNIX:**
 - ✓ Clustering (2 way rudimentary) vs. UnixWare and AIX (6 way upward, load balancing, full failover, multipath io etc)
 - ✓ Scalability (storage, SMP support, addressable storage, addressable file size, size of file system)
 - ✓ Reliability (raid, hot pci swap, failover etc)
 - ✓ Architecture (support of 2 and 3 tier architectures viz tarentella, true thin/fat client support, true heterogeneous environments that are found in all enterprises, legacy application support and integration)



genus vs. UNIX/NT competitors



- **genus offers the greatest volume potential for UNIX ISVs**
- **genus is the major alternative to Windows NT**
- **genus conforms to industry standards for both hardware and software platforms (nonproprietary)**
- **IBM and SCO have clearly demonstrated their commitment to an industry standard for UNIX on Intel**
- **genus addresses customer needs today and tomorrow for Intel *and* RISC UNIX computing. All other vendors have significant gaps in their strategies.**
- **genus has a complete and complementary set of routes to market for both volume and high-end implementations**

It's a jolly good product, chaps!





Selected Segment Product Objectives Phased Approach



- **Phase 1 - Now through end of 1999**
 - Preparation for IA64 introduction
 - Focus IHV, ISV and OEMs
 - Enterprise market as IA32 systems grow
 - Increase market penetration for current UnixWare and AIX products
- **Phase 2 - Mid 2000 through 2001**
 - Enterprise/Data Center and internet/web servers, Database and Data Warehouse solutions - "Bell Cows"
 - OEM UNIX migrations
 - Early Adopters
 - Enable Tier 2 ISV ports
- **Phase 3 - 2002 and on**
 - SCO Mass market tarts transition to IA64
 - ✓ *Intel action is critical to start of transition*
 - ✓ *Replicated Site, Telecom, SMD, Embedded Systems*
- **Market plan does not address Scientific or Workstation use**



Selected Segment Product Objectives (for IA64 platforms)



- ✓ **DBMS**
- ✓ **Data Warehouse** ✓ *leading "bell cow" application segments*
- ✓ **ERP and MRP**
- ✓ **Web serving**
 - Internal application developers
 - HR management
 - GIS
 - File and Print serving
 - Single vs. multi-function servers
 - Legacy migrations





Product Family Roadmap



▲ Joint Focus ▲ IBM Focus △ SCO Focus

3Q98	4Q98	1Q99	2Q99	3Q99	4Q99	1Q00	2Q00	3Q00	4Q00
▲ Joint Family Announcement	▲ AIX 4.3.2		△ UW7.1		▲ AIX 4.3.3 △ UW7.2				▲ AIX 4.3.4 △ UW7.3 ▲ XIA64 1.0

Attached Separately



Key Marketing Events



▲ Joint Focus ▲ IBM Focus △ SCO Focus
△ Indicates Estimated Date Placeholder

3Q98	4Q98	1Q99	2Q99	3Q99	4Q99	1Q00	2Q00	3Q00	4Q00
▲ Joint Family Announcement	▲ AIX 4.3.2		△ UW7.1		▲ AIX 4.3.3 △ UW7.2				▲ AIX 4.3.4 △ UW7.3 ▲ XIA64 1.0
▲ Begin selling to ISVs & OEMs									
▲ Major ISV & OEM commitments obtained									
▲ Key Consultant Briefings									
▲ Major Press Coverage									
IBM Middleware Announcements TBD									
▲ Netfinity and other platform Announcements/Events ▲ TBD									
△ IBM UnixWare Campaign									
▲ IBM 7 Imperatives Campaign									
▲ No Need to Wait Campaign									
△ Initial Toolkit Available									
△ Ideal Development Campaign									
▲ UNIX for all sizes									
▲ genus Family Campaign									
▲ ISV Beta Program									
▲ genus Ready Campaign (SV Mark Program)									
▲ Customer Early Program									
▲ XIA64 1.0 Announcement									
▲ Masters Academy/Power Conference									
▲ IBM Technical Interchange									
△ SCO Forum									
Key Industry Events									





Key Industry Events



Major industry events

- Networld+Interop
- PC Expo
- cebit (Germany)
- Comdex
- Datashow (Japan)
- Partner support at additional events

Additional SCO events

- SCO Forum

Partner sponsored events

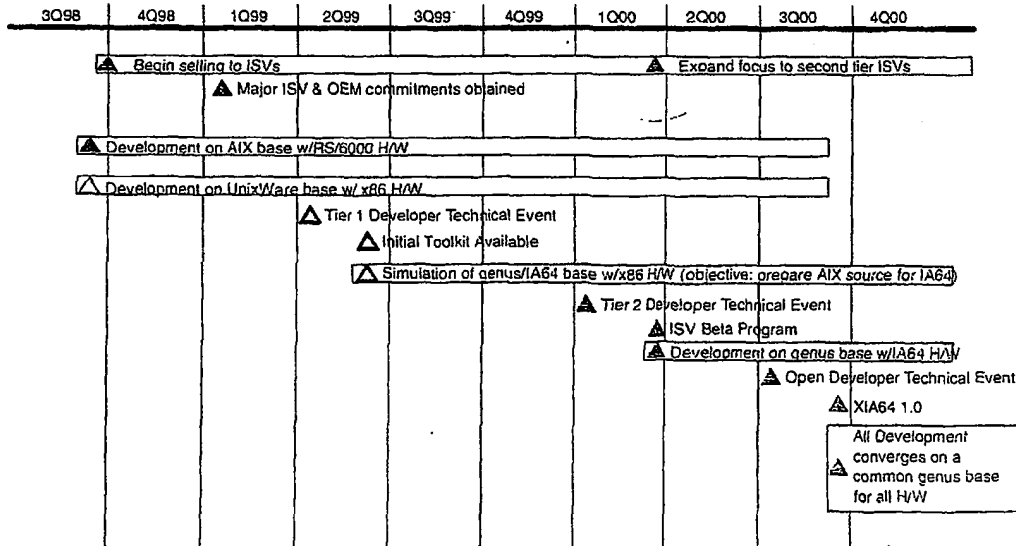
- CT Expo
- BAAN Xpo
- Lotusphere
- Planet Tivoli
- RISCON
- SMAU
- Dialogic Conference
- Oracle World

Additional IBM events

- Masters Academy
- RS/6000 Power Conference
- BPEC
- IBM Technical Interchange
- ISV Technical Update
- Share/Guide



Application Developer Roadmap (preliminary)





IBM Software for UnixWare



Ported today

- DB2 (DB2 UDB)
- Tivoli
- Netfinity
- MQSeries
- CommServer
- NSM

Priority Software

- | | |
|--|--|
| IBM Enterprise Suite <ul style="list-style-type: none"> • Domino • Transaction Series • eNetwork Direct • Net.Data • ADSM • DB2 Connect • Tivoli LAN Access • LANDesk | VisualAge Tools <ul style="list-style-type: none"> • for C/C++ • for Java |
| eCommerce Enablers <ul style="list-style-type: none"> • Net.Data • Enterprise Java Server • IBM Firewall | |

Second Tier (opportunity based)

- | | |
|---|--|
| Additional segment/solution specific middleware/apps <ul style="list-style-type: none"> • Intelligent Miner • Data Explorer • Visualizer Query • Net.Commerce • Data Joiner/et al • PSM • Key Works • Global Sign-on | AIX-related middleware/apps <ul style="list-style-type: none"> • NetTape, Loadleveler, IBM Global Services software <ul style="list-style-type: none"> • sysback, System Expert, etc |
|---|--|



IBM Software Roadmap



▲ Joint Focus ▲ IBM Focus △ SCO Focus

	3Q98	4Q98	1Q99	2Q99	3Q99	4Q99	1Q00	2Q00	3Q00	4Q00
OS	▲ Joint Family Announcement	▲ AIX 4.3.2		△ UW7.1		▲ AIX 4.3.3 △ UW7.2				▲ AIX 4.3.4 △ UW7.3 ▲ XIA64 1.0
IA32					TBD					
IA64										
PPC										





Suggested Participants for Initial Announcement



ISVs

- Oracle, Informix, SAP, BAAN, Lotus, Tivoli

IBM Software Group Executive

- John M Thompson, Steve Mills

OEMs

- Compaq, Dell, IBM PC Company, DCAP Sponsors, Groupe Bull

Resellers (RS/6000 midrange business partners)

- TBD

Customers

- TBD (mix of both UnixWare and AIX customers)

Industry Analysts

- IDC (Jean Bozman), Gartner Group (George Weiss)



Marketing Next Steps



- ✗ IBM SWG product plans for support of UnixWare (IA32) and genus (IA64) to be completed
- ✗ ISV Support Plan to be completed (marketing and technical)
- ✗ Must be able to explain clear set of roles for both companies in the marketplace
- ✗ Launch team be defined (members and responsibilities)
- ✗ Agreement needed on key third parties to be involved in the initial announcement
 - Which ISVs, OEMs, BPs and customers to be included
 - Who is responsible of disclosure/recruitment activities
- ✗ Complete roadmap for cross-integration of AIX and UnixWare technologies and capabilities to develop investment protection theme





ISV Plan Requirements



✓ **Complete ISV plan will include (but not limited to):**

- Plan for marketing to ISVs
- Early Code programs
- Hardware loaner programs
- ISV market development programs / assistance
- Technical support / porting programs

✓ **genus must be established as a preferred development platform by the ISV community**

- Need to define code migration strategy/high level integration story between environments with a bound on ultimate differences
- Common and competitive application development environment required

✓ **Funding for ISV loaner systems required**

✓ **Funding for ISV go-to-market programs required**

✓ **Objectives for early releases must be clear**

- IBM/SCO expectations must make business sense for ISVs
- Consideration/coordination with current UnixWare and AIX programs/calendars needed

