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# IBM Directions

Presented by

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# What is IBM's Business?

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Before discussing any IBM directions and making judgments or giving suggestions, it is important to evaluate IBM's business model.

- What is IBM's business?
  - ✓ Hardware?
  - ✓ Software?
  - ✓ Services?

# Enterprise Servers

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IBM continues to invest, and will continue to invest in the enterprise server market.

Reliable server hardware – the whole package

OEM parts for market

Value-add operating systems

Hardware services

# Clear Focus on E-Business

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- Buy IBM server for E-Business
- More focus on Websphere as E-Business foundation
- Focus on DB2 as E-Business database
- IBM can make E-Business happen for you – hardware/software + services
- Focus on services even without product sales

# Fight for Leadership in ASP Market

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IBM sees an emerging market in the area of ASPs  
(Application Services Provider)

- Sun is working hard in this area
- Microsoft has not worked hard, but assumes they can muscle their way in on the coat-tails of Terminal Server
- IBM has a real opportunity here to prove their “value-add” approach works for those needing 24x7 support and great architecture

# Support the Unix/Linux Market

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Unix, and now Linux specifically, has some momentum and still remains strong in enterprise applications. IBM will continue to support this momentum, even just to fight against a Microsoft stranglehold.

# Innovation

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IBM will continue to invest in innovation with technology:

- Voice technology
- Micro-processor design & development
- Storage innovation
- Ubiquitous computing devices
- Database technology

# AS/400 – Future Directions

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## Processor Development

- I-Star / Fall 2000
- S-Star / 2001
- Power4 Giga- processor / 2002

Continue to increase price/performance

Must push them towards “rack-mounted”  
AS400 servers

# AS/400 – Future Directions

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## E-Business technology focus

- Next version of UDB
- Websphere
- Java
- Security

# AS/400 – Future Directions

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IBM will continue to offer products & education to migrate RPG community

- Visual Age for RPG (extensions)
- RPG IV extensions (later this year)
- Visual Age for Java
- Domino

# AS/400 – Future Directions

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## Business Partners – More Business Partners!

- IBM is going to push the channel harder and continue to pull back direct resources except for paid services

# AS/400 – Future Directions

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The ASP market poses a large opportunity for the AS/400 Division – can they capitalize?

- ASPs need total reliability
- ASPs need strong application machines
- ASPs need solid communications machine
- ASPs need robust operating system

Can IBM get the right applications web enabled?

# AS/400 – Future Directions

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Will IBM join the product  
lines in name – or more?