

The IBM ISI / ISR program

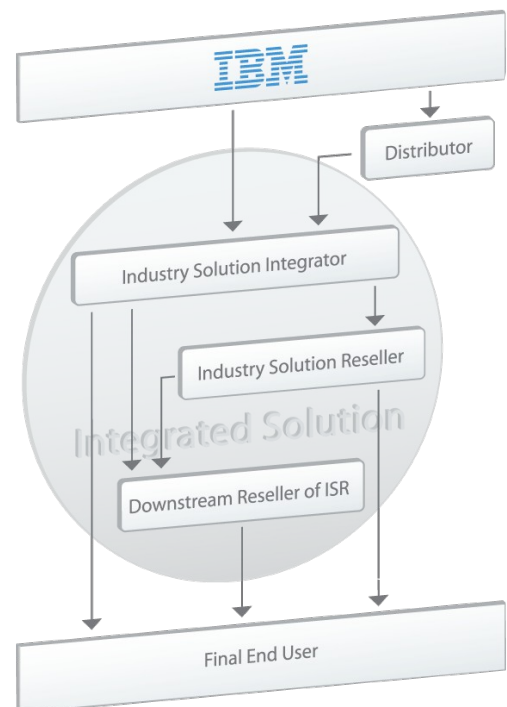
IBM as a partner

“When you team with IBM you team with a company whose values reflect your own—innovation that matters; client success; trust and personal responsibility.”

IBM is a globally integrated enterprise operating in over 170 countries with over 400.000 employees, bringing innovative solutions to a diverse client base to help solve some of their toughest business challenges. In addition to being the world's largest IT and consulting services company, IBM is a global business and technology leader, innovating in research and development to shape the future of society at large. IBM's prized research, development and technical talent around the world partner with governments, corporations, thinkers and doers on ground breaking real world problems to help make the world work better and build a smarter planet.

The program itself. What is it?

The IBM ISI (Industry Solution Integrator) / ISR (Industry Solution Reseller) program has been put in place at global level to best suit firms that are highly focused on sales of their own solution and do not invest in the technical resources needed to build expertise in hardware products and solution integration capabilities. The program is providing end customers with a complete solution consisting of hardware from IBM coupled with specific partner applications. IPTEGO offers its PALLADION software and has been simultaneously singled out by IBM as a selected partner for its outstanding professional and technical knowhow in the area of business intelligence solutions in the field of VoIP/SIP. IBM will deliver the corresponding hardware.



Why has IBM announced the program?

IBM has decided to launch the program because of the growing demand for integrated, ready to use solutions in the past years. A lot of Independent Software Vendors (ISV) & Original Equipment Manufactures (OEM) are seeking the assistance of technology firms to help bring industry solutions to the market. A valuable solution contains hardware, software, and technology-enabling components all integrated, tested, and installed for a customer. The complete ready to use solution is more attractive to customers than putting components together on their own, this would take time and cost a lot of money.




IPTEGO GMBH
WITTENBERGPLATZ 1
10789 BERLIN
GERMANY

MARKETING CONTACT:
KATRIN BARZ
MARKETING MANAGER

FON +49-30-2038 999 25
FAX +49-30-722 39 89 87

INFO@IPTEGO.COM
WWW.IPTEGO.COM

IPTEGO's PRODUCT:
 **PALLADION**



Integrated Solution means the solution must be an industry application (not an IT infrastructure solution) in one of the following Industry Systems focus segments:

- Digital Video Surveillance/Security
- Healthcare and Life sciences
- Broadcast and Media
- Next Generation Networks
- Plus Embedded Industry Solutions eg Industrial Automation

Furthermore the solution must be offered as a complete package with all components, which means the ISR/ISI must perform complex in terms of integration and/or design and/or certification. And the solution must entail significant investment to design and certify and must be repeatable.

As ISV seeks to complement their core capabilities at lowest costs because many of the ISV and OEM, primarily focus investments in their industry application. These firms want to leverage the technical skills and capabilities of IBM Server and Storage Remarketers to configure, integrate, test, and support their industry solutions on IBM products. IBM brings together what customers need. Quality and know-how from pre-selected firms. In addition IBM assists its remarketers with building reseller relationships with firms who develop their own industry solutions. Furthermore IBM is introducing the availability of a new marketing relationship between IBM remarketers and resellers of industry solutions via the ISI/ISR program such as Avnet and IPTEGO. IPTEGO is an ISV focused on business intelligence solutions. With its software PALLADION the company is represented highly professional in the VoIP software-field. In cooperation with AVNET the company is able to deliver a highly demanded integrated solution. PALLADION is IPTEGO's product for the monitoring and management of SIP based networks. A core function of PALLADION is to analyze, and take action signaling and RTP traffic in SIP or IMS networks - in real time. PALLADION does this by monitoring and correlating all related messages across a network and providing alerts to operations personnel as well as automatically and proactively fixing network problems.

What is the value / Who benefits from the program?

The IBM program has several advantages and is exempt from charges. Most notably firms are able to utilize IBM tools and resources to get their products and solutions to market faster and decrease the sales cycle, and win more profitable business to grow faster. In terms of technical and business match firms are allowed to team with an industry leader like IBM who can help to build the business with customer-driven technologies, while helping to expand into new markets. IBM's experts provide with leading edge support at every turn - from the first encounter with the customer to post-sales support.



More detailed: Benefits for ISI / ISRs

Relationship leverages core competencies of each firm. ISR will find in the program valuable services for solution integration and life cycle support including support to:

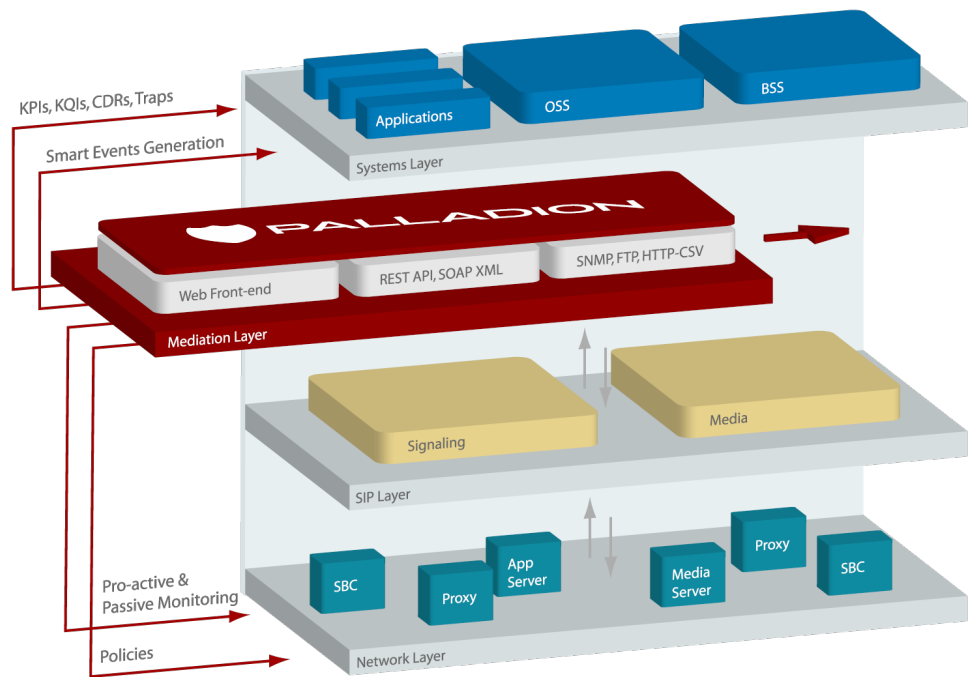
- technology selection and configuration
- prototype
- benchmarking and performance tuning
- define and sell solutions (not component) to their customers
- solution pricing
- supply chain management
- integration (bios, firmware and software check and load)
- testing
- warranty
- maintenance enablement
- product roadmaps
- end of life transitions
- export capabilities.

A special bid pricing provided by IBM for Approved Integration Solutions (AIS), working with an ISI means the ISR does not have to handle the Hardware.

Avnet / IPTEGO

The cooperation between Avnet and IPTEGO is able to deliver a highly demanded integrated solution. Avnet has a lot of amenities for IPTEGO. For example its business contacts within industrial companies and its centralized European Stock and integration facility in Europe. It enhances IPTEGO's value to add distribution within Avnet Group with its global capabilities and competencies. IPTEGO is the ideal partner for Avnet because of its development of customized programs and scripts in the fields of SIP and IMS such as PALLADION. Its core competency is satisfying the particular demands of service providers in terms of reliability, optimisation and cost efficiency of their networks (SIP, IMS). And hence, the PALLADION program that performs proactively and offers quickly quality assurance solutions for the latest generation of data transmission. The PALLADION creates end-to-end visibility and detects fraudulent use and security breaches in real time and is able to proactively and automatically trigger devices and applications to "self heal" a network.

All these advantages primarily benefit service providers and end costumers. End costumers gain a superior quality of data transfers, with troublefree and stable call circuits, and carriers avoid revenue loss with real time network testing provided by PALLADION. The software has the unique ability to hack into specific points in the network in order to retrieve valuable information and collect and test raw data. PALLADION is deployed exclusively in the field of SIP and IMS networks or, more precisely, in the field of VoIP.



Glossary

IBM Remarketer

IBM Remarketers (Resellers, Solution Providers and System Integrators) who establish a reseller relationship with an Industry Solution Reseller candidate firm must receive approval for the IBM Attachment for Marketing to Resellers of Industry Solutions. This IBM Attachment will enable the IBM Remarketer with the terms and conditions to market IBM products to an Industry Solution Reseller. Firms applying for the IBM Attachment for Marketing to Resellers of Industry Solutions must be a current IBM Solution Provider, Systems Integrator or System x Reseller. IBM Remarketers must be approved for this attachment before establishing a relationship with an Industry Solution Reseller.

Industry Solutions Integrator

Provides value add hardware support and logistics to ISRs, Interface to IBM for Solution pricing.

Industry Solutions Reseller

Own the solution main value-add (ex software, specialised hardware, etc), ISR low Revenue requirements (>€300K/year). The ISR does not have to be an IBM Business Partner, must have an Approved Integrated Solution (AIS), which must be an 'integrated' industry application (not IT infrastructure solution).