

IBM DB2 Web Query for System i Powered by WebFOCUS

IBM is replacing their existing Query for iSeries (a.k.a., Query/400) product with a product called "IBM DB2 Web Query for System i". This product will be distributed as an IBM product "Powered by Information Builders" and will contain a subset of WebFOCUS features with additional capabilities available as options, either from IBM or from Information Builders.

IBM Base Product

DB2 WebQuery for System i will include a GUI means of incorporating all your DB2, Query 400 queries, and DBFILE to a simplified static Dashboard UI which will have an IBM name and logo and is *not customizable* to the users own look and feel.

Each class of IBM System i servers will have a different level of initial included named users, from 2 to 20, and IBM will have the ability to sell additional users.

End users will be able to run pre-defined reports. Any user can be designated as a developer and the combined total of end users and developers will be limited by the number of named users included or purchased.

Web Query Product Functionality

DB2 Web Query is an effective tool for delivering queries, production reports and "Dashboard-like" compound reports. It will also be able to deliver almost complete translation of Query 400 queries into web-based reports with full support for any computations, functions, or aggregation and full formatting including: headings, column titles, footings and subtotalling. The DB2 Web Query product will also support batch execution and printing of reports on System i.

Sales of the Web Query Product

The Web Query product will be sold and distributed by IBM and its reseller partners. Information Builders will not be selling this product.

Distribution of the Base product - IBM customers will receive the base product:

- with a new i5 Server
- with the upgrade of an existing Server.
- if the customer is currently on software maintenance with the Query/400 (QU1) product

IBM has not announced pricing for this product

Information Builders and IBM

Information Builders and IBM have been partners since the founding of Information Builders in 1977. Information Builders' IBM complementary solutions allow customers to capitalize on all the data and applications within System i5, iSeries, or AS/400 and provide robust enterprise reporting for growing organizations.

With WebFOCUS, actionable information is available to employees, management, customers, vendors, and partners via the Web, geographic information systems (GIS), Excel, PDFs, or e-mail. All the key information can be integrated and reported on in the format you want, whenever, and however you need it. Because WebFOCUS runs natively on System i5, NT, UNIX, and Linux the data you need for reporting – including from JD Edwards, Query/400, DB2, or SAP – is readily accessed and distributed.

Together, Information Builders and IBM provide faster, more secure, and extremely reliable ways to simplify your IT environment by reducing the number of servers needed and making vital information available and easy to access.

Why Partner with Information Builders?

As an IBM partner, you can be the first to offer your System I customers access to the replacement for Query/400 – DB2 Web Query. Information Builders will offer prospects/customers educational and additional product offerings to access and integrate more databases and applications – like JD Edwards, Lawson, and ESSBASE. Partner with Information Builders to receive:

- finder's fees
- certification
- co-marketing
- sub-contracting agreements

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Positioning IBM BD2 Web Query for System i vs. WebFOCUS

General Overview:

IBM is replacing their existing Query for iSeries (a.k.a., Query/400) product with a joint product called “IBM DB2 Web Query for System i,” (a.k.a., Web Query) which will include WebFOCUS. This product will be distributed as an IBM product “Powered by Information Builders” and will contain a limited version of WebFOCUS.

IBM Base Product

The IBM base product will include a WebFOCUS Reporting server with three adapters: -

- DB2 (on System i only)
- DBFILE (System i indexed files)
- Query 400 Query adapter (for translating Q400 queries.)

It will also include a simplified static Dashboard UI which will have an IBM name and logo and is *not customizable* to the users own look and feel.

Each class of IBM System i server will have a different level of initial included named users, from 2 to 20, and IBM will have the ability to sell additional users. Any of these users can have access to Report Assistant, Graph Assistant and Power Reporter but will not have access to *OLAP or Active Reports* in the base product.

End users will have no control over their dashboard content. They will only be able to run pre-defined reports. Any user can be designated as a developer and the combined total of end users and developers will be limited by the number of named users included or purchased.

IBM Up-sell:

There are four features IBM can sell on top of the base product:

1. Active Reports
2. OLAP Analysis
3. A special version of MRE Developer
(This version allows access only to the HTML Layout, Synonym Editor, and SQL Wizard tools. No other access is allowed. This includes Report Painter, PDF Layout Painter, FML, and Dialog Manager.)
4. Additional users

Web Query Product Functionality

The IBM Web Query base product will give users the same report development capabilities as any of our own MRE users who have RA, GA and Power Painter. If they purchase the options they will also have Active Reports and the ability to deliver custom launch pages through a limited version of Dev Studio.

Based on this functionality Web Query should be an effective tool for delivering queries, production reports and limited “Dashboard-like” compound reports. It will also be able to deliver almost complete translation of Query 400 queries into WebFOCUS reports with full support for any computations, functions, or aggregation and full formatting including: headings, column titles, footings and subtotaling. The Web Query product will also support batch execution and printing of reports on System i.

Some of these functions are new to the WebFOCUS product and will be delivered in the main product in current or future releases.

Sales of the Web Query Product

The Web Query product will be sold and distributed by IBM and its reseller partners. Information Builders will not be selling this product.

Distribution of the Base product - IBM customers will receive the base product:

- with a new i5 Server: If the user requests Query/400 (sometimes referred to within IBM as QU1) on a new server after the transition date to Web Query, they will be required to purchase the new product (referred to within IBM as QU2).
- with the upgrade of an existing Server: If the user requests Query/400 (QU1) during the upgrade of a server where the software tier increases (e.g., P10 to P20), they will be required to purchase the new Web Query (QU2) product.
- if the customer has software maintenance which includes the Query/400 (QU1) product at the time they request Web Query (QU2) they will receive the Web Query software from IBM, however, they will be required to immediately purchase a new software maintenance contract if they wish to have IBM/IBI support the new product.

Information Builders Up-sell

IBI will up-sell all other features. Some upgrades will require the purchase of a full WebFOCUS server and some will not. The specific upgrade path for all products has not been decided at this time. The most significant upgrades for the IBM market fall in the following areas:

- Additional Adapters both off platform (Oracle on Unix, SQL Server) and ERP (Lawson, SAP)
- Data Migrator
- Report Caster
- Full Dashboard including custom UI, personalization, and user management
- Unlimited server (e.g. internet/intranet applications)
- Full Application Development (Dev Studio, report painter, PDF Painter, FML Painter and dialog manager)

- Visual Discovery
- iWay integration products

IBM Pricing and Positioning

IBM has not announced pricing for their product, and will likely not do so until just before general availability in July. The only thing I can share with you is that the list pricing of the IBM product with all options is generally a small fraction of our list prices for WebFOCUS.

The thing to remember is the IBM product is a query tool, not a full BI solution.

As such:

1. it is always limited to a set number of named users (in most cases fewer than 6 on initial installation)
2. there is no provision for unlimited user Internet or Intranet applications
3. it is limited to non ERP Data on the i5 systems
4. it does not do information distribution (Casting)
5. it does not have a full dashboard capability – no BID or Visual Discovery
6. it does not support FML or Dialog Manager – no application scripting
7. it does not have a flexible security implementation – no Realm Driver

Credit for the IBM Web Query product in upgrade deals

A special program is being developed to allow for discounts in upgrade situations based on the presence of the IBM Web Query product on a particular system. Once IBM pricing is released we will share the details of this program with the field. This program will allow us to sell to IBM sites without competing with the IBM Web Query product, and it will minimize channel conflict when we work with IBM on opportunities.

Marketing of Web Query

We will not be directly marketing this product on behalf of IBM or its partners. We should be open to assisting IBM and its partners in understanding the capabilities of WebFOCUS in support of their selling the OEM product. We will continue to support our presence in the System i marketplace through customer references and some additional programs (Webinars, direct mail.)

Partners

Your Regional Partner Managers are all actively working with IBM and their partners. This ensures the continuation of the relationship with IBM and allows us to get involved in sales cycles that have business requirements above and beyond those offered within the DB2 Web Query version.

Engaging with IBM in the Marketplace

This limited version of WebFOCUS will probably be quickly adopted by the following types of organizations:

- Small companies that we normally wouldn't sell to (below \$100M in revenue). Cede this aspect of the market to IBM and their partners. We may want to offer some IBM partners in this market the ability to up-sell the full product.
- Companies that have heavily invested in Query/400. These could be smaller than we normally sell to or mid-size and Fortune 1000 within our typical territory. Some of these customers may already have some Information Builders' product and will want to use the translation element of the Query/400 Query Adapter to unify their business intelligence offerings from us. Or they could become a direct customer of Information Builders' once they get a taste of the product. In any case these are customers we should be promoting to get the Web Query product and positioning the additional features of full WebFOCUS.
- Companies that have invested in the System i and its predecessors and are not committed to putting the BI application on System i, or who state they want to get off the platform. These are the trickiest since IBM will want them to stay on their hardware. Although we don't have a need to position in the same way IBM does here, if we can assist IBM in keeping the customer on System i, we maintain a competitive advantage and keep out all of our competitors. However, the delivery platform has to be the customer's decision – as long as they become an Information Builders customer.