



IBM Marketing and Technical Services

By Wayne Mangelson

IBM is the largest software company in the world (based on total revenue), providing a distinctive number of products to end users and software developers. This article highlights technical, marketing, and business-related services for developers of OS/2 and AIX applications and tools.

IBM's wide array of marketing programs and services can enhance a software developer's success. With hot competition facing software companies and pressure to expand, success often requires selling applications on several platforms. Few companies can offer the breath, scope, and depth of services and products that are available from IBM.

IBM Products

- ◆ AD (Application Development)
- ◆ AIX
- ◆ Advanced Program-to-Program Communication (APPC)
- ◆ AS/400
- ◆ CICS™—MQ Series (transaction and messaging-queuing systems products)
- ◆ Communications Manager for OS/2 (CM/2)
- ◆ DB/2 (database)
- ◆ NetView
- ◆ Objects
- ◆ OS/2
- ◆ Pen
- ◆ Retail (Point of Sale)
- ◆ Speech Recognition
- ◆ System/390®
- ◆ Voice Type Dictation
- ◆ Work Group—Information Warehouse™



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Figure 1. IBM products

IBM's Developer Assistance Program

IBM's software, hardware, and services constitute a total systems strategy. Solution developers can migrate from one product to another or create new tools and applications for different markets in conjunction with one company—IBM. The IBM exploitable products listed in Figure 1 illustrate this breath and depth of offerings.

Previously, each product in Figure 1 had its own unique set of developer support services and its own Developer Assistance Program (DAP). IBM is now restructuring these multiple DAPs and streamlining the many services available for developers to make it easier to do business with the company.

The recently announced Solution Developer Operations (SDO) Unit within IBM underscores this effort and brings together, into one group, all support for developers exploiting or writing applications and tools for AIX and OS/2.

The remainder of this article highlights these AIX and OS/2 developer services.

AIX POWER Team

The POWER Team helps solution developers access the IBM tools needed to grow their products in the AIX marketplace by using IBM's POWER Architecture™ and the RISC System/6000. The POWER Team is intended for developers working on or marketing products for commercial release. Any developer creating products for AIX or marketing AIX or UNIX products can apply for membership in the POWER Team.

The POWER Team services include both no-charge and fee-based technical, marketing, and business-related offerings. Figure 2 shows the support services for members of the POWER Team.

For more information or to request a membership application, call 1-800-627-8363 within the

POWER Team Support Services	
Technical Support	
Porting assistance	Information over the Internet and commercial online services (technical, marketing, E-mail, bulletin boards, forums)
Porting information and white papers	Question and answer support
Ongoing technical support	Early product information
Consulting services (design reviews, performance tuning, on-site consulting)	
Benchmarking	
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Business Services	
IBM relationship or advocate representatives for the developer	Remote access to a RISC System/6000
Hardware discounts, loaners, leasing, rentals, and purchase options	Newsletters
	Software discounts
	Access to AIX public-domain software
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Marketing Services	
Entry in <i>AIX POWER Solutions</i> directory	Shows and conferences (eligibility based on criteria established for each show)
Registration in IBM's National Solutions Center (accessed by IBM's national sales force)	Direct mail
<i>AIXpert</i> magazine subscription (quarterly technical publication)	Opportunity to use IBM Direct (IBM's toll-free 800 number sales channel)
Advertising discounts in the <i>AIX POWER Solutions</i> directory and <i>AIXpert</i> magazine	Consideration to use IBM's Application Solution Centers for customers and developers

Figure 2. POWER Team support services

U.S., 404-835-9902 outside the U.S. and Canada, or send E-mail to ibmspsc@austin.ibm.com.

OS/2 Worldwide Developer Assistance Program

The IBM Worldwide Developer Assistance Program is open to all developers of IBM personal software-based products (OS/2, OS/2 for the PowerPC, PC-DOS, Pen, multimedia, and LAN systems). IBM has several extensions that offer customized services for specific developer needs. Some services vary by country.

Worldwide DAP services are available to developers of personal software-based products, but also include corporate programmers producing in-house applications, MIS professionals, consultants, educators, industry analysts, government agencies, individuals with no company or product prerequisites, and others who have an interest in IBM's personal software-based products.

To worldwide DAP members, IBM can provide a variety of technical, business, and marketing support services, such as the following.

- ◆ Technical support through IBM OS/2 forums on CompuServe®
 - ◆ Opportunity to participate in early-code programs
 - ◆ Access to the OS/2 custom application porting center
 - ◆ Information about technical conferences
 - ◆ Product announcements
- You can enroll electronically through CompuServe or the Internet as follows:
- ◆ Using CompuServe, enter GO OS2DAP and complete the online application form.
 - ◆ On Internet, visit the IBM Solution Developer home page at URL: <http://www.austin.ibm.com/developer>.

Inquiries about the Developer Assistance Program can be directed via fax or voice telephone contact to the countries listed in Figure 3.

Geographic Area	Fax/Voice
Australia	61-2-354-7766 (fax)
Europe, Middle East, and Africa	44-0-1256-336778 (fax)
Japan	81-3-3279-8231 (fax)
Latin America and South America	525-627-2086 (fax)
Taiwan	886-2-752-1577 (fax)
United States and Canada	407-998-7610 (fax) 407-982-6408 (voice)

Figure 3. Developer Assistance Program contacts

Additional Services

Developers in the U.S. and Canada may be eligible for additional services. If you develop or market applications or tools for commercial release and base those products on IBM personal software, you may qualify for these services. A sample of these services includes the following (fees may apply):

- ◆ Online technical support at no charge
- ◆ Defect support for all warranted products that are supported by IBM support centers
- ◆ Complimentary access to the online database of personal software-based development tools
- ◆ Complimentary subscriptions to *OS/2 Developer* magazine
- ◆ Discounts on IBM personal software products
- ◆ Relationship (advocate) representatives

- ◆ Product compatibility program (IBM compatibility mark issued to vendors with products that are compatible with IBM's platforms)
- ◆ Directories for advertising and listing solution applications
- ◆ Advertising programs
- ◆ Bulletin board/Internet information posting and exchange
- ◆ Shows and conferences (participation based on criteria established for each show)
- ◆ User groups
- ◆ Press announcement assistance
- ◆ Direct mail support
- ◆ Sales through IBM's 800 number channel (1-800-3IBM-OS2 is a direct response channel called the Software Store for end users and independent software vendors interested in OS/2 applications)
- ◆ *DSNews* newsletter
- ◆ Customized marketing planning assistance



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Developer Support Newsletter

DSNEWS is published electronically and monthly by IBM's Solution Developer Operations Unit on several E-mail and BBS systems.

To read recent issues online, go to the Internet Solution Developer Support home page at URL: <http://www.austin.ibm.com/developer>. Look in the Periodicals section of the home page main library.

Issues can be downloaded from the following services:

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