



Benefits of Driving Business Transformation

The Application Innovation Program is focused on accelerating the rate and quality of application innovation by opening up and providing IBM resources in a programmatic, secure, and virtual fashion to assist our ISVs.

Whether you're an ISV with a current System i5 application or interested in adding the System i5 platform to the list of systems on which you deploy, you can benefit from a step-by-step approach to accessing the latest System i5 hardware, software, and tools using IBM's worldwide technical resources for assessment, education, assistance, and support. Customized assistance packages that provide step-by-step plans along with developer roadmaps can help you to enhance and extend your applications without rewriting them.

Your innovative solutions should help customers as they respond to the demands placed on their businesses and refocus their investment from managing IT to growing their business.

How to Get Started

Take advantage of the Application Innovation Program benefits.

It's simple...

1. Go to
ibm.com/servers/enable/application/innovation
2. Find the "Ready to Join" panel on the right
3. Select "Join the Application Innovation Program"

Take the Next Step

We've helped many ISVs already, so why not contact us and see how we can help you? Whether you're just thinking about making your applications more innovative or already have a plan, take advantage of a Solution Technical Assessment.

If you are already in the midst of a project, utilize the technical assistance offerings (education, technical consulting, system access, and technical support) to complete your project.

Here's a sample of what ISVs are saying about the program:

"We leveraged the IBM Innovation Initiative to build a new web-faced user interface to our proven back-end solution which would help us market the ERP application more effectively. We've renewed our marketing effort and are reaching out to new markets like SMB retail." Suramya Karunaratne, CEO Golden Key

"We had been receiving customer requests to bring our Windows and Linux-based solution to the iSeries. With support from the iSeries Initiative for Innovation, we ported our Java-based solution to iSeries platform in 30 days." Toshio Seki, President & COO, itecs (Information Technology System Co., LTD).

Contact us at:

RCHPWMBR@us.ibm.com

Additional Resources:

ibm.com/iseries/innovation

ibm.com/iseries/roadmap

ibm.com/servers/enable/application/innovation

ibm.com/isv

ibm.com/servers/enable/linux

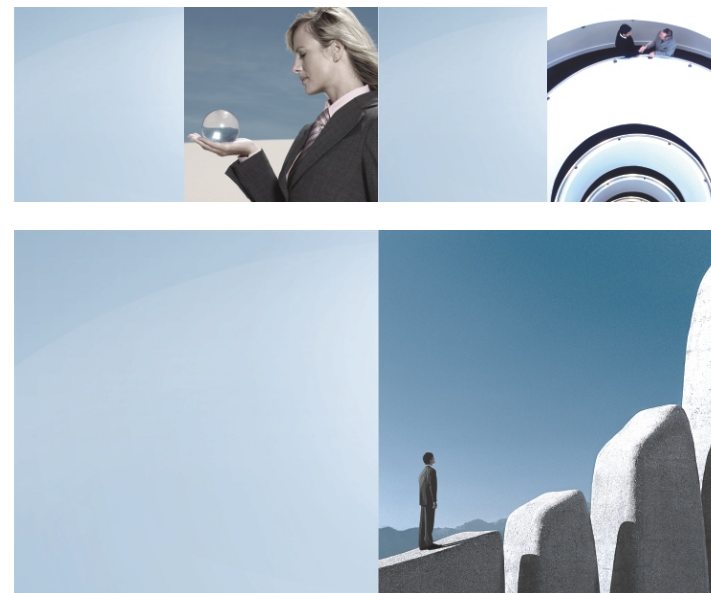
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The IBM System i5™ Application Innovation Program



Working together, IBM and ISVs are accelerating the delivery of new, innovative IBM System i5 solutions by using industry leading technologies to provide on demand capabilities for all our customers.



Are you planning to exploit new function and features in i5/OS V5R4 within your current i5/OS application?

Are you interested in extending your i5/OS® solutions using the technologies and capabilities described in the System i5™ Developer Roadmap?

Maybe you're interested in modularizing your code for reuse and extending your applications with SOA, Web services, .NET integration, or WebSphere® Business Integrator.

Perhaps you'd like to understand how to implement a workplace portal environment to provide a consolidated and consistent user experience for your customers.

Are you wondering how to innovate your i5/OS application using IBM tools or tools from a partner in the Tools Innovation Program?

Are you new to System i5 technologies and considering broadening your customer base by deploying your application as a System i5 solution?

Do you have an AIX, Linux, Windows or other application that you want to deploy to leverage the power of System i5 capabilities?

These questions are just a few examples of how the Application Innovation Program can help you.

The **Application Innovation Program** was developed to help you accelerate the development and delivery of new and innovative IBM System i5 applications that use and extend the benefits of on demand capabilities within your applications. A set of no additional cost offerings, including assessments, education, technical assistance, and support, are available to help you through the process of understanding and using these new technologies.

IBM System i5 Initiative for Innovation		
Application Innovation	Tools Innovation	System i5 Innovation
Free support	Open ecosystem	Technical consultants
Free virtual loaner program	IBM endorsement	Advisory board for System i5 roadmap
Open developer roadmap	Technical reviews	Industry enablement
Free educational offerings	Committed partnership	Community building
Free conversion assistance	Competitive advantage	
Accelerate On Demand	Extend Capabilities	Redefine Solutions
IBM Charter for System i5 Innovation		
Investing in the future of System i5 Clients, ISVs & Business Partners		

Application Innovation offerings are now available to assist you in delivering innovative solutions.

Solution Technical Assessment:

An assessment is an opportunity for IBM to listen to your business challenges, review the on demand strategy, discuss which technical options are available, and then recommend a path to meeting those challenges to help enhance or extend your solution.

Solution Technical Assistance:

The assistance offering is how IBM will provide resources in a programmatic, secure, and virtual fashion to help you with customized assistance packages that provide step-by-step plans along with new developer roadmaps to enhance and extend your applications.

PartnerWorld Technical Resources:

This portal environment will guide you in enabling your solutions to run on IBM hardware and software platforms. It provides a set of functions and materials designed to support ISVs in developing or porting software solutions that operate on IBM Systems and TotalStorage products.

Innovation Factories:

The Innovation Factories provide implementation assistance to help you get started on your application innovation project. Services are provided by skilled technical resources from IBM.

Virtual Loaner Program (VLP):

The VLP provides you access to the latest System i5 hardware, i5/OS V5R4, AIX, and Linux operating systems, and middleware via a remote secure virtual environment that you can use for application development, testing, certification, support, and demonstration.

IBM Innovation Centers:

These centers provide Business Partners with easy access to IBM skills, education, and equipment that will help you to port, migrate, test, and optimize your applications for an on demand world.

PartnerWorld Technical Support:

If you need technical assistance, email support is available during normal business hours for questions regarding the innovation process at no charge to you.

PartnerWorld® Industry Networks:

When you're ready to go to market, join PWIN which offers a rich set of industry-tailored benefits to help you build vertical market capabilities and attract potential customers in the marketplaces you serve.

Take advantage of the Application
Innovation Program
ibm.com/servers/enable/application/innovation