Ohio Data Transfer

THINKING OUTSIDE THE BOX IN CUSTOMER SERVICE

Merry Christmas & Happy Holidays

ODT VISION VRU Becomes IBM ServerProven

Ohio Data Transfer Is Now an IBM ISV and an IBM Tools Provider

Several years ago I was at the fall Common Conference in Orlando attending the town-meeting where an IBM panel was interacting with the conference attendees. You could cut the tension in the room with a knife as the four-teen hundred in attendance didn't like what they were hearing. Basically, these IT professionals represent some of the most loyal customers of any platform and their very vocation and livelihoods are tied directly to the IBM promotion and support of the iServer platform.

I am pleased to report that IBM has heard their customers and has responded with one of the most aggressive programs in the history of the IBM midrange platform. The "iSeries Initiative for Innovation" program represents a major commitment by IBM to this platform and is designed to enable greater customer value. *The Innovation Program is a heroic initiative where IBM has invested $1B in the past two years on their iSeries commitment.* The IBM Charter for iSeries™ Innovation documents the sustained, multi-year investment that IBM is making in the IBM iServer® iSeries family of systems to deliver ongoing business value to the iSeries community. Within it, IBM demonstrates its commitment to innovation, solutions and partnership focusing on investing in key business requirements and the future of iSeries

customers, independent software vendors (ISVs) and IBM Business Partners.

The iSeries has long been recognized for delivering business value through innovations and programs that reflect industry-leading technologies and best practices. By articulating iSeries principles and future strategies in a charter, IBM is communicating and committing its vision for the product. It also describes the way in which IBM will interact with customers, ISVs and IBM Business Partners who participate in the iSeries community.

A multi-year investment that IBM is making in the IBM eServer® iSeries family of systems to deliver ongoing business value to the iSeries community

Ohio Data Transfer is pleased to announce that we have become an IBM ISV in this new inventive program & that the ODT VISION VRU is now IBM ServerProven.

What is an IBM ISV?

While iSeries servers have always delivered a large portfolio of leading, industry specific solutions to their customers, the time is right to take the next step and go beyond traditional applications and solution enabling efforts.

The iSeries Initiative for Innovation is designed to foster the growth of new, innovative solutions for iSeries customers — unleashing the combined talents of IBM and IBM ISVs (Independent Software Vendors) to help enable business growth for our mutual customers.

The iSeries Initiative for Innovation is about accelerating IBM's efforts on behalf of thousands of ISV's and tools providers. They are extending their reach from the largest to the smallest, deepening the relationship with them, thereby broadening IBM capabilities through new innovative solutions. IBM will do this through their ISV and tools providers — through an open collaborative effort that fuels innovation in iSeries solutions. IBM will extend the capabilities provided by POWER technology innovation to the application layer thus expanding the ability of ISVs to enhance and grow the capabilities of their solutions portfolios. The key benefit in this effort will be in enabling iSeries customers to be more competitive, more responsive and to grow their business. Ohio Data Transfer is pleased to announce that we have become an IBM ISV in this new inventive program.

How Did the ODT VISION VRU Become IBM ServerProven?

In order for the ODT VISION Voice Response Unit to be certified as IBM Server Proven, a number of steps were implemented. Ohio Data Transfer provided IBM with a customer reference who is using the product in a real-world, production environment. When you see the ServerProven emblem, you know that a customer has installed and is running the solution on an IBM eServer Platform.

Over the years ODT has been approached multiple times to become an IBM Business Partner, however, this was really not an option for us. ODT does business with many IBM business partners who, at times, bring us in very early on the sales cycle. The ODT VISION VRU may be the hook to help close the deal. We are seen by those firms as an iSeries enhancer which gives new dimensions to future applications and not as a competitor. If ODT had became a full fledged IBM Business Partner, this whole relationship would change. IBM is now reaching out to the whole iServer Business Community and are interested in various degrees of 3rd party relationships. IBM's Partner World includes not only existing Business Partners but also ISVs (Independent Software Vendors). The first step was to become a member of the IBM Partner World.

Anyone who know me personally knows I am a huge Ohio State University football fan. In that light, I love ESPN's Game Day theme song, "We're Coming to Your City." That is exactly what IBM did. In October IBM held a day long seminar in Columbus with IBM Partner World members to explain the new programs and incentives. In attendance during this meeting were key individuals such as Tom Luckew, "ISV Specialist" based in Chicago, and Linda Cole, "iSeries Tools Manager from Toronto Canada.

The second step to ServerProven certification is to enroll your solution into the IBM Solution Connection. This can be done through the IBM web site once you are a member of Partner World. Much of this stage is defining your product, type of platforms and

Solutions bearing the ServerProven designation have been implemented in a real-world, production environment. By considering ServerProven solutions, customers can learn about real-life installation examples that can help promote confidence in selecting ServerProven software applications to run on IBM platforms

applications as well as the verticals which it applies to. Since the ODT VISION VRU is an interface which is customized to meet the clients needs and connects to almost any type of platform, our solution has wide appeal. Once the solution is approved in this stage, you can apply for the product to become ServerProven and for your firm to become an IBM ISV.

IBM Server Proven

Stage three of this process is to request IBM to approve your solution for ServerProven and for your firm to become an IBM ISV. This request begins with an interview by IBM to define your solution and how it applies to the iServer platform.   IBM may also request to review your product live. Linda Cole and her associate John Quarantello from the iSeries Tools area did so by downloading our software from our web site and we did a conference call which served as a ODT VISION VRU product orientation tour. A major

part of this process is an interview of one of your clients where your application has been installed in the last 24 months on an iServer host. (This is what is called the Customer Experience.)

Once IBM is satisfied with your solution and your Customer Experience for the Server Proven certification, the application is approved. You must sign some agreements which finalize this relationship. This entitles your firm to the benefits of being server Proven and entitles you to use the emblems on your web site and marketing material. Your product information will also be listed on the IBM web site. The ODT VISION VRU falls under the Tools area of ServerProven solutions.

I highly recommend that if you have a dynamic product which is used in the IBM eSeries market, consider networking with IBM through the steps listed in this article. It is a new IBM. They are looking for ways to provide more value for the platform and their customers and they are committed enough to accept the very best innovations, even if they

IBM eServer iSeries Initiative for Innovation

Application Innovation	Tools Innovation	iSeries Innovation
Free support	Open ecosystem	Techical consultants
Free virtual loaner program	IBM endorsement	Advisory board for iSeries 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 iSeries Innovation

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T H I N K I N G   O U T S I D E   T H E   B O X
Get Your Own Demo Today

Go to www.ODT VISION.com to get your own demonstration of the ODT VISION Voice Response Unit which will run on any Windows based PC of Windows 98 or later with sound card and speakers. This is a simplistic order entry and shipment status system which is running off a Microsoft Access database. The demo is in the test mode and you will be using the "Test Phone" feature of the ODT VISION VRU to simulate a phone call to the data. Manuals and case studies are also available on the web site.

Improving Customer Service Affordability

Get free project analysis regarding your telephony application or submit technical questions at:
TechSupport@ODTVISION.com
Or Call: 614-985-3814

Happy Holidays from Ohio Data Transfer

This time each year we can only reflect on the many blessings which have came our way this year. May God Bless you and your family. May the season be filled with joy and happiness as we consider those this year which have been less fortunate. May God give strength to our leaders and protect our troops, many of whom won't be home sharing the holidays with their family and friends.

Terry J. Rogers
President, Ohio Data Transfer