



Collaborative Selling Guide: IBM & Cylogy

WHO WE ARE

Cylogy is an IBM business partner for software focused on the WebSphere Application Server, Portal Server and Commerce Suite solutions that incorporate online personalization. Cylogy offers specialized business and technical consulting services that enable WebSphere customers to provide sophisticated personalization functionality to their end-users. From deal or up-sell qualification to design and implementation to system admin training, our comprehensive services support the full project lifecycle.

SERVICES

The following are a few of Cylogy's most relevant services:

Personalization Analysis & Design Service (PADS): An integral component of Cylogy's solutions offerings, this service is designed to translate online business and personalization objectives into an effective design and implementation plan. The PADS service pinpoints the personalization needs of the online business and provides a detailed deployment blueprint.

Personalization Solution: A well-rounded solution that guides customers through the complexities of translating detailed business and marketing goals into specific personalization features. This service leverages all three personalization approaches – customization, rules and predictive or statistical.

Personalized Portal Solution: A cutting edge service that integrates the best of WebSphere's personalization technologies with the WebSphere Portal Server architecture. Personalization is the next logical progression from the benefits of portlet aggregation. Cylogy offers the guidance and technical services to enhance both content and commerce driven portlets.

Intelligent Helpdesk Solution: A unique content intelligence solution designed to dramatically improve the efficiency and overall value of an online knowledge repository. At the core of the Intelligent Helpdesk Solution is an intelligence engine that delivers first-click personalization based on a current topic or category context. Key benefits of this solution include lower problem resolution times, enhanced user satisfaction, and lower total cost of knowledge delivery.

Personalization Technical Training: A technical training course designed to educate technical, strategic and sales staff on the concepts and deployment details behind the various types of WebSphere personalization. The course is offered in either two or four day formats depending on desired technical depth.

COLLABORATION SCENARIOS

Included below are several scenarios illustrating how and where Cylogy can add value in the IBM sales cycle.

Help Close WebSphere Commerce and Portal Deals

If personalization functionality is important to a Commerce or Portal prospect, Cylogy can help review your RFP for opportunities to leverage the unique features of the IBM WebSphere Recommendation Engine. Cylogy staff have successfully influenced a number of deals in the past and have provided several training courses to IBM sales and pre-sales staff.

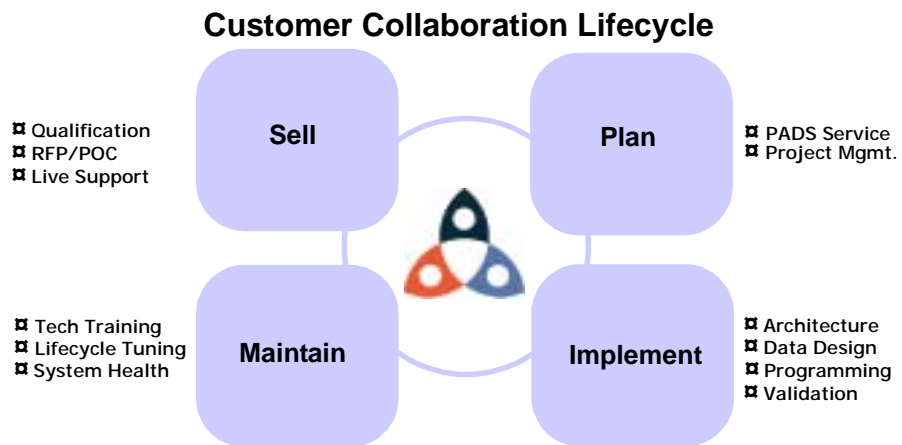
Increase Deal Size – Recommendation Engine License Packs

Both WCS and WPS packages include a free 25,000 user license pack for the WebSphere Recommendation Engine. Cylogy can help to build a compelling case for the purchase of additional license packs.

Integration Services for Technology Gaps

Integration between the WebSphere Recommendation Engine and other WebSphere technologies is increasingly sophisticated, but is not yet seamless. Cylogy offers services enabling more complete product integration between WebSphere Rules and the predictive technologies in the WebSphere Recommendation Engine.

POINTS OF ENGAGEMENT



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