

# – TUG MoM Review –

## The May 2001 Meeting of Members

By Léo Lefebvre



Léo Lefebvre

You may be reading this magazine sitting in your lawn chair, sipping one of those great summer drinks to help you tolerate the scorching days of summer and wondering how the TUG Meeting of Members was on that nice sunny day of May 23, 2001. Well, you're in luck! You're reading the article that is going to tell you about it. Take another sip of that fabulous drink, (or get another one if you're empty) and keep reading.



Greg Gulyas

Two great speakers, Greg Gulyas and Kimberly Stevenson, were on the program to present two very interesting topics.

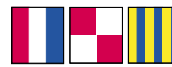
The Vice President, System Sales, for IBM Canada Ltd, Greg Gulyas took the

stage for the first part of the meeting. Greg, who has overall responsibility for the System Sales organization in Canada, is also responsible for ensuring IBM's success in the server and storage marketplace. He was delighted to meet so many iSeries fanatics to receive IBM's strategy regarding eServers. Greg remarked that AS/400 customers are collectively the most satisfied customers that IBM has. He thanked all those present for their support.

The speaker put forward his definition of e-business. It is the interconnection of three different constituencies in the core business processes that an organization has, namely:

- 1) The organization's customers
- 2) The organization's business partners and suppliers, and
- 3) The organization's employees

Greg believes that we're already in the third era of e-business. The first was called the "cool era", around the 1994 to 1996 period where everybody was talking about sending e-mail, surfing the web and browsing. The second era, from 1997 to 1999, was called the "innovative era", where people started to talk about new ways of doing business using the web, (like Amazon.com and eBay). Since the year 2000 at least, we're in a very serious e-business era where existing brick and mortar companies are leveraging what they've always done, and exchanging themselves in new market places with new customers. This new "serious era" shows that companies are moving past the e-mail exchange and nice looking pictures of their facilities, to really doing business over the net – like bringing their inventory files in over the net, selling to customers,



and updating their inventories on-line, so that they do not sell the same item twice.

Going to wireless technologies like cell phones, smart cards, smart vending machines, smart refrigerators, etc., will put more demands on the server infrastructure. It is for that kind of workload that IBM has planned their servers in their e-infrastructure to support businesses that companies are offering from end to end operation on a 24-7-24 basis, (24hours a day, 7 days a week in 24 time zones.)

I sense that your glass is empty and that you're just about ready for a refill, so I →



Kimberly Stevenson

Photos by Léo Lefebvre

will not elaborate much longer in what Greg talked about, but I will tell you that you can download a copy of the handout of his presentation from the TUG website, at [www.tug.on.ca](http://www.tug.on.ca) to get an excellent idea of IBM's strategy.

After Greg's presentation and after the social hour, the meeting reconvened. Before the second presentation, Dale Perkins, our TUG-IBM liaison announced the TUG election results for 2001. The six people who were elected for two-year terms on the TUG board are: Ron Anderson, Dan Duffy, Eveline Gaede, Ed Jowett, Bob Lesiw and Anna Musella-Chiasson.

During the second part of the meeting, Kimberly Stevenson, Vice President of Marketing for IBM's eServer iSeries and MidMarket division, reviewed some of the success stories of iSeries customers and the major points of the Version 5 Release 1 announcement. Wireless, enhanced printing facilities, enhanced Logical PARTitioning, and LINUX are some of the points she highlighted during her presentation.

Since Kimberly is Vice President Marketing, she could not go through the evening without talking about some of the marketing features her group has come up with! With the V5R1 introduction, a new nation was born. It is called the iSeries nation and everybody can become a citizen of the nation. For more details, go to [www.ibm.com/eservers/ination](http://www.ibm.com/eservers/ination) and click on the "Enroll in the iSeries Nation" button.



*Patricia Dalmer, Glenn Gundermann, Greg Gulyas, and Dale Perkins*

When Malcolm Haines gave his keynote speech at TEC 2001, He presented a marketing movie titled "It exists". He then mentioned that IBM was preparing another marketing video and that it would be introduced at COMMON in New Orleans. It was done, and Kimberly brought a copy of it to our meeting. The video is about ten minutes long and its title is "i Can Do It", or "A Vision of a Part Number", as Malcolm Haines calls it. It should be available soon in electronic format, (i.e. mpeg.)

I hope you're still enjoying your drink and that you're still comfortable in your lawn chair. Have a nice vacation, and I'll see you back on September 19th for our next Meeting of Members. [TUG](mailto:TUG)

*Léo Lefebvre is filling in for Eveline Gaede who usually does the MoM review, but was unable to attend the last meeting. Léo is our TUG President and is also President of MBL3 Software Services, tel: 416-060-5960, fax: 416-495-0100, e-mail: [leo@tug.on.ca](mailto:leo@tug.on.ca).*

