

# Welcome Kit for Managed Service Providers



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## Welcome

One of the most compelling opportunities in the market today is managed services. This fast-growing IT segment can be richly rewarding. Margins are higher. Revenue is recurring. Deeper client loyalty can be cultivated as you become a more pivotal technology partner delivering a range of solutions and services to help clients improve business outcomes.

Whether you're just getting started as a managed services provider or have an established services business, competing in a crowded market requires more time, skill and resources than ever before. When you team with IBM, you'll have access to a broad portfolio of offerings that readily integrate into your environment and a wide range of support to ensure your success.

- Education and training
- Co-marketing and demand generation
- How-to guides
- Market intelligence
- Collaboration resources
- Technical support
- Solution roadmaps
- Financing



IBM offerings and support for Managed Service Providers (MSPs) are based not on where your business has been, but where it's going. In the pages that follow, you will discover what IBM is offering to you in the way of support, designed specifically with your needs in mind.

We're delighted that you've chosen to become an IBM MSP Business Partner! Let us know how we're doing. And, let us know how we can support your business needs in the future.

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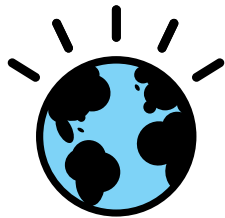
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## Overview and benefits

### What is PartnerWorld and why does it matter?

IBM PartnerWorld® is an award-winning, global program designed to help our IBM Business Partners increase demand, grow their business, improve profitability and enable their clients to participate in the revolution that is fueling a smarter planet.



When you team with IBM, you are not only better equipped to uncover opportunity and find new avenues of growth, but also to better satisfy client requirements for innovative, end-to-end solutions and serve as their trusted, strategic partner.

**There is no charge to join.** Just accept the PartnerWorld Agreement and you will have easy access to valuable benefits, tools and support that you need to transform your business, today and tomorrow.

#### As an IBM MSP PartnerWorld partner:

- Your benefits will be based on the member level area with three levels of participation based on a point system.
- Program level qualification determined by IBM-based service offerings, skills, revenue and references.
- Benefits include marketing programs, sales and technical training and certifications, product roadmaps, financing and incentives and access to the IBM Business Partner ecosystem.

PartnerWorld: [ibm.com/partnerworld](https://ibm.com/partnerworld)  
Join Partner World: [ibm.com/partnerworld/join](https://ibm.com/partnerworld/join)  
MSP PartnerWorld: [ibm.com/partnerworld/msp](https://ibm.com/partnerworld/msp)

## Why partner with IBM?

### Capture new markets

- Co-Marketing funding
- Marketing support for demand generation
- Market intelligence
- Thought leadership investments
- IBM brand
- Vast ecosystem of ISV Partners

### Develop new skills

- World class partner enablement capabilities for hardware, software and services
- Specialty programs
- Social media boot camps

### Grow your business

- Incentives and promotions
- Enhance, differentiate and extend your offerings with breadth and depth of midmarket-focused IBM solutions
- Improve the bottom line with lower operational costs and flexible business terms
- Attain confidence in technology with proven reliability and availability to help meet and exceed Service Level Agreements (SLAs)

*Teaming with IBM provides numerous benefits, including services, programs, education, funding and support options and more. The relationship is a win-win situation for all participants.*



## PartnerWorld program benefits

### Solutions tailored for MSPs

We understand MSPs have specific IT requirements:

- Multi-tenant
- Reusable
- Flexible
- Mission critical
- Scalable
- Economic

Our solution offerings deliver a full range of hardware, software and services that help to:

- Optimize your infrastructure and improve your return on investment (ROI)
- Create new services to grow revenue streams
- Accelerate time to market
- Provide support for open standards and architectures
- Offer proven reliability, availability and scalable solutions to help successfully attain SLA targets

### Unique financing and incentives

- Software Group white label pricing
- Global Technology Services white label and wholesale pricing
- 12-month, zero-percent financing to all new credit-qualified MSPs
- Buyback program for MSPs
- Pay as you Grow program for servers and storage

### Support to accelerate your growth

#### Marketing support

- Demand Generation
- Co-marketing benefits
- Marketing intelligence

#### Sales support

- Financing
- Promotions and incentives
- Competitive resources

#### Technical support

- Centers of Excellence
- Technical sales
- Software, system and storage access

## Initiative offers for IBM MSPs

### Our Business Partners have told us they need:

A complete set of offerings

Sales and technical support

Marketing and business development

The ability to leverage the IBM brand in the marketplace

### IBM has designed a full initiative for MSPs, including:

Growth paths to high levels of engagement

Marketing programs

Incentives and promotions

Sales and technical support

Community

Exclusive offerings for MSPs



To learn more about each initiative, click on the corresponding tabs at the bottom of the page.



## MSP program overview

### Full set of offerings, including:

- IBM PureSystems™
- Smart Cloud
- IBM Cast Iron®
- SoftLayer software

### Dedicated resources

- Centers of Excellence
- Business development representatives
- Technical architects

### Leveraging IBM financing

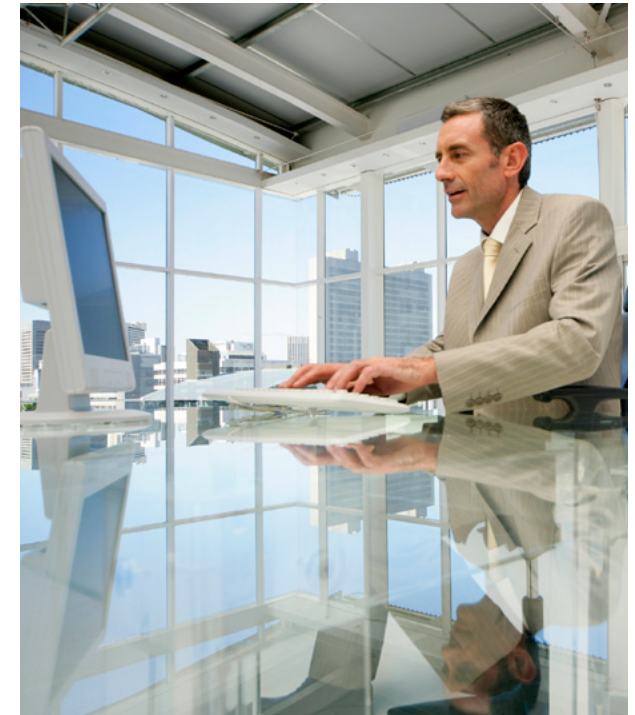
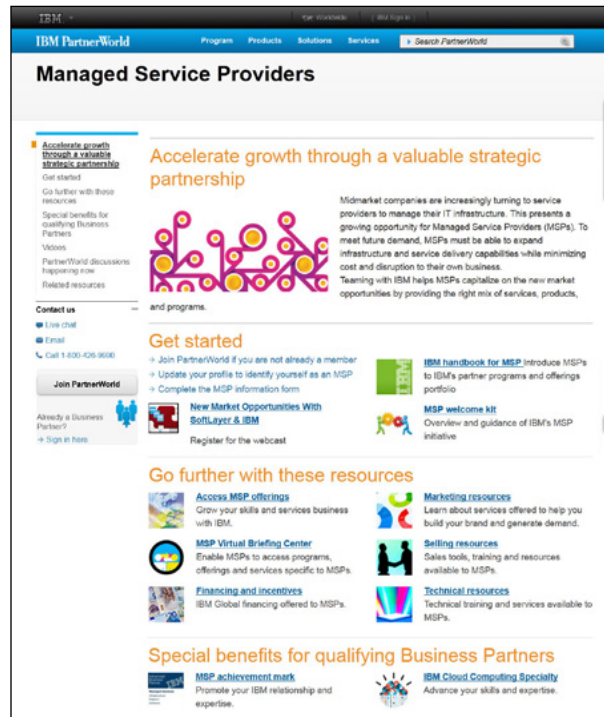
- IBM Global Financing
- Pay as you grow

### Leveraging the IBM brand

- Managed Service Provider achievement mark
- IBM co-branding

### Enhanced marketing

- Marketing planning
- Brand building
- Demand generation
- Marketing funding



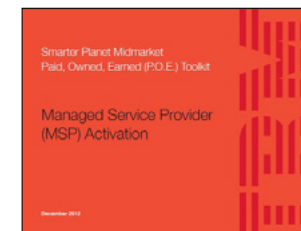
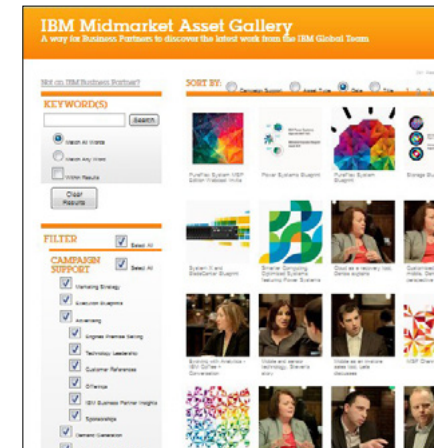
[ibm.com/partnerworld/msp](http://ibm.com/partnerworld/msp)



## PartnerWorld program benefits: Marketing

Program	Member	Advanced	Premier
<b>Demand generation</b>			
Create ready-to-execute campaigns	■	■	■
Digital marketing providers	◆	◆	◆
IBM Redbooks® sponsorship	×	■	■
Internet marketing lead generation process	◆	◆	◆
Market your solutions and capabilities with the Global Solutions Directory	■	■	■
Marketing Campaign Services	◆	◆	◆
Online sales lead and marketing research tool: Hoover's	◆	◆	◆
Outbound calling acceleration for your sales teams	◆	◆	◆
Publish an IBM Redguide™ to feature your solution	■	■	■
Sales pipeline demand creation: Frontline Selling	◆	◆	◆
Success story in a box	◆	◆	◆
Web content syndication	■	■	■
<b>IBM co-marketing benefits</b>			
Business Partner promotional merchandise	◆	◆	◆
Client events package	◆	◆	◆
Co-marketing funding	◆	◆	◆
Influencer marketing funding	◆	◆	◆

**Legend:** ■ = included    × = not included  
 ◆ = included with additional requirements



## PartnerWorld program benefits: Selling

Program	Member	Advanced	Premier
<b>Financing</b>			
IBM Global Financing	■	■	■
<b>Promotions and incentives</b>			
Incentives and promotions	■	■	■
Software value incentive	■	■	■
<b>Briefing centers</b>			
Briefing center	■	■	■
<b>Competitive resources</b>			
Competitive market intelligence	■	■	■
<b>Sales tools</b>			
Sales tools	■	■	■
Sales training	■	■	■
<b>Market intelligence</b>			
IBM Market Insights	X	■	■
Qualtrics Research Suite	◆	◆	◆

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## PartnerWorld program benefits: Technical

Program	Member	Advanced	Premier
<b>Technical sales</b>			
Configurators	■	■	■
Techline	Value package	■	■
<b>Technical support</b>			
Entitled email and voice technical support	◆	◆	◆
IBM Systems and middleware technical support options for SW development	Value option	Value option	Value option
<b>Develop and migrate</b>			
IBM Innovation Centers: Porting and testing	■	■	■
IBM technical validations	■	■	■
<b>Software access</b>			
IBM Evaluation Software Center for ISVs	◆	◆	◆
Software Access Catalog	Value package Value option	Value package Value option	Value package Value option
<b>Systems and storage access</b>			
IBM Hardware Mall	■	■	■
Virtual Loaner Program	■	■	■

**Legend:** ■ = included    ✕ = not included  
 ◆ = included with additional requirements



## PartnerWorld program benefits: Training and collaboration

Program	Member	Advanced	Premier
<b>IBM Education</b>			
IBM Innovation Centers: Training	■	■	■
Maximize your potential with Know Your IBM (KYI)	■	■	■
IBM PartnerWorld University	■	■	■
<b>Discounts, reimbursements and rewards</b>			
PartnerRewards program for education	■	■	■
Software sales mastery test vouchers	Value package	Value package	Value package
You Pass, We Pay — IBM certification reimbursement	Value package	Value package	Value package
<b>Collaboration resources</b>			
IBM Business Partner Locator	■	■	■
IBM SmartCloud for Social Business: Client trial accounts	■	■	■
IBM SmartCloud for Social Business: Demonstration accounts	■	■	■
<b>Awards and membership</b>			
Beacon Award Recognition Program	X	■	■

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Marketing services > Get the word out > Execute a campaign > Backed by IBM

## Marketing program

### Services to help you grow your business IBM Marketing “Launch Pad” for MSPs

The IBM marketing Launch Pad for MSPs is a comprehensive set of services designed to help you build your brand and generate demand for your services.



### MSP Concierge Service

Our MSP Concierge Service offers a single point of contact to answer your questions related to the IBM MSP program. The concierge is accessible through PartnerWorld, [ibm.com/partnerworld/msp](http://ibm.com/partnerworld/msp) (right nav bar). To learn more about marketing vendors, visit [Marketing Resources](#).

If you need help with:	IBM provides:
Navigating our MSP benefits and resources	A newly launched MSP Concierge Service.
Developing a marketing plan	Skilled marketing resources to collaboratively develop a marketing plan that fits your business.
Getting the word out about your business and building your brand	Social media expertise, so you can expand awareness of your brand.
Executing a lead generation campaign	Help to create the assets, acquire the leads and close the deals with your new prospects.
Identifying your best prospects	Analytics, propensity-to-buy insights and marketing trends to help you identify your best prospects.
Continuing to learn marketing best practices	Marketing education and materials to take your marketing to the next level.
Showing your customers you're backed by IBM	IBM Innovation Centers where you can host your clients.

## Get the word out about your business and build your brand

### Develop a marketing plan

IBM has strategic partnerships with marketing services vendors (MSVs) who, along with IBM, can work with you to build out a business and/or marketing plan.

- Lay the groundwork for marketing actions and objectives that tie back to your business goals.
- Articulate your value prop to end clients.
- Make marketing investment decisions.
- Further develop your brand in the marketplace.

### Brand-building training

IBM provides a step-by-step approach for using key social media tactics to help increase the reach and influence of your brand online. With the rapid expansion of social media, it is critical for MSPs to establish a social presence and leverage digital media to reach new prospects.

### Social media boot camp

### Brand-building content

Enhance the power of your company's web site with direct feeds of IBM product and marketing content from ibm.com, using the IBM Web content syndication service. Content includes videos, white papers, case studies, webcasts, analysts' research and reports and more.

### Web content syndication

Leverage the [IBM Customer Reference program](#) to promote your client's success stories and your role in supporting them.

### Innovation Center Social Media Workshops for MSPs

Intensive Social Media Workshop that provides MSPs a setting to work with key customers and prospects as thought leaders in Social Media through a focused, day long session working with social media coaches and strategists about how to leverage social and content marketing for their businesses.

### Promotion through IBM

Have your company name and solution added to IBM's repository of Business Partner Solutions so customers and other business partners can find you when searching for service providers.

### Global solutions directions

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*Did you know that 85 percent of IT decisions start with Google Search? IBM can help you build your brand presence on the web.*

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## Leverage IBM services to execute a marketing campaign

### Marketing campaign services

Plan and execute demand generation with one of IBM's strategic MSVs. Their services span the entire marketing spectrum, including strategy and planning, data lists, execution/demand generation and lead nurturing.

Learn how [co-marketing](#) is designed to maximize your investment with IBM.

### Materials

Access IBM campaign materials for Business Partners:

- The IBM [Midmarket Asset Gallery](#): Check out the available assets.
- [IBM Co-Marketing Center](#): Download Business Partner assets.
- [Success Story in a Box](#): Create a podcast and copy featuring a customer success story to post on your web, email to new accounts and use at virtual events

### Funding

- IBM Business Partners can apply for marketing funds to help defer the costs of campaign execution.

### Additional lead generation services available for a fee

- Place whitepapers, webcasts, podcasts, for example, on e-publication websites to generate new opportunities.
- Identify new sales opportunities by gaining appointments with high level execs and receive verbatim transcripts of the first call with prospects.
- Use fully integrated telemarketing support to ensure your sales reps will average 7 to 10 live conversations with named prospects on your list in one hour.
- Let highly skilled telemarketing agents navigate voice mail, phone directories and gate-keepers and "hot transfer" calls in milliseconds.

## Capitalize on your relationship with IBM Propensity to buy models

Leverage IBM's Propensity to Buy (PTB) models to target prospects who have the highest propensity to invest in solutions and services across key market opportunity areas (for example, Business Analytics, Security). These models are available when using an approved MSV for your marketing execution.

## Market intelligence and research

Tap into [IBM Market Insights](#) for access to critical marketplace reports on strategic business topics including customer buying behaviors, industry trends, competitive positioning and leading edge technologies and solutions.

## Hoover's

Get a significant discount on [Hoover's](#) business intelligence and access more than 32 million companies to research leads and identify decision-makers.

## Online marketing classes

Access special marketing training to help improve your marketing capabilities, particularly in the area of social media and social selling.

## Local business and marketing workshops

Take advantage of IBM expert-led workshops in business strategy and building marketing plans.

## IBM MSP Mark

Promote your IBM relationship and expertise with the IBM MSP Achievement Mark. This managed services mark signifies that the MSP:



- Utilizes technology and software from IBM in delivering the services
- Meets the standards of operational customer service and support
- Achieved skills and training using IBM technology

## Managed Service Provider Showcase

[The Managed Service Provider showcase](#) connects you to a variety of MSPs who have a strong partnership with IBM and have based their managed services offerings on IBM technology. Whether you are looking for IT management on the cloud or on premise, these Business Partners provide experience across IT infrastructure and cloud computing.

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*Access to Global Centers of Excellence enables MSPs to get hands-on technical expertise in building skills on technologies such as IBM SmartCloud, PureSystems, storage, security and collaboration.*

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## Access IBM Global Centers of Excellence

MSPs will have access to 40 IBM Innovation Centers in 33 countries for joint client engagements, and will launch a virtual briefing center to provide an ongoing forum for MSPs to share ideas and knowledge around industry challenges clients face today.

This community will enable ongoing engagement of MSPs, as well as allowing IBM experts to share best practices.

## Client events package

IBM will host a meeting with you and one or more of your clients at one of our [IBM Innovation Centers](#), [IBM Client Centers](#), or [IBM Business Partner Innovation Centers](#).



## Incentives and promotions

### Take advantage of IBM Global Financing Financing options

MSPs can acquire new technology solutions and services to support their growth with flexible, affordable payment plans for IBM systems, software and services, including 12-month, zero percent loans for IBM systems, storage and software.

A payment plan from [IBM Global Financing\\*](#) (IGF) can provide MSPs with low monthly payment options while avoiding large, up-front cash payments, providing the ability to upgrade their systems mid-lease and improving IT asset management.

MSPs that select PureSystems platforms may defer their first payment for 90 days. MSPs also can access high quality IBM certified pre-owned systems and storage solutions when new is not an option.

\*IBM Global Financing offerings are provided through IBM Credit LLC in the United States and other IBM subsidiaries and divisions worldwide to qualified commercial and government customers. Minimum transaction size USD 5,000, rates are based on a customer's credit rating, financing terms, offering type, equipment type and options, and may vary by country. Other restrictions may apply. Rates and offerings are subject to change, extension or withdrawal without notice.

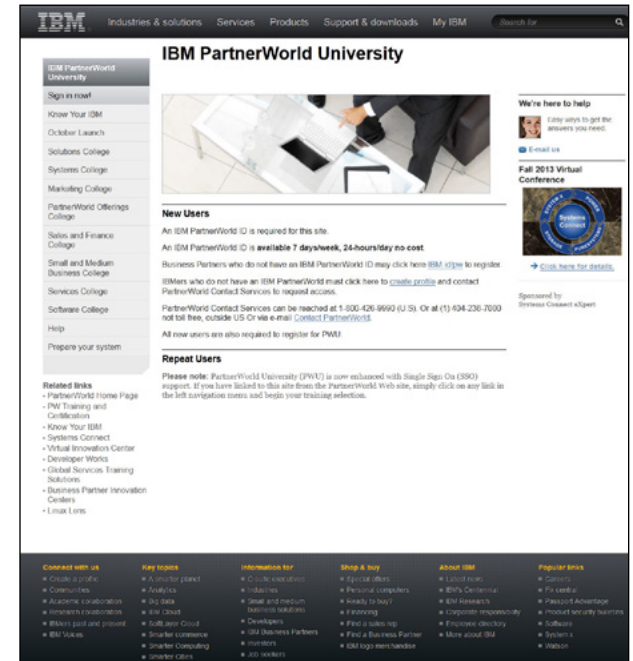


## Sales and technical support

### Education and training enhance sales and technical opportunities

#### Overview of education and training opportunities

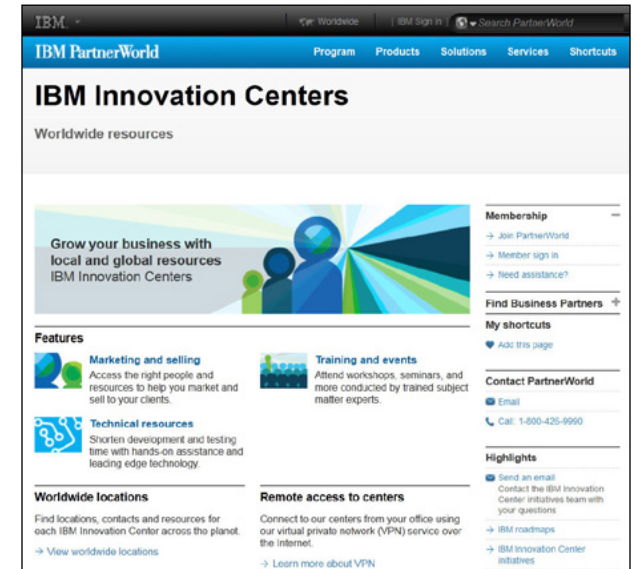
<a href="#">IBM product training</a>	Target the training you need from our comprehensive portfolio.
<a href="#">IBM PartnerWorld University</a>	Enjoy no-charge, online self-study to build sales and technical skills.
<a href="#">Get certified</a>	Show customers you have the skills to meet their needs.
<a href="#">Discounts and reimbursements</a>	Offset the expense of building technical skills and getting certified.
<a href="#">Sell or delivery IBM training</a>	Attach training to your sales to help clients get more from their investment.
<a href="#">Attend IBM technical events</a>	Upgrade your skills, try new technology, network with experts and customers.
<a href="#">Know Your IBM</a>	Learn more and earn rewards at your own pace with short online courses.



## Technical training opportunities add to your repertoire

### Overview of education and training opportunities

<a href="#">Virtual Loaner Program</a>	There is no charge for remote access to IBM hardware.
<a href="#">IBM PartnerWorld University</a>	Build skills quickly with more than 1,000 web lectures covering a full range of IBM products and services.
<a href="#">Training</a>	Target the sales and technical training and certification you need to reach your education goals.
<a href="#">Virtual Appliance Factory</a>	The factory is a self-enablement toolkit providing automated tools to help independent software vendors.
<a href="#">IBM Innovation Centers</a>	IBM Innovation Centers are designed to assist our business partners with porting and testing their solutions and services.
<a href="#">IBM technical validations</a>	Receive development and integration assistance during the validation process.



## Comprehensive sales plays and sales kits offer significant value

The following are examples based on how MSPs deliver services today.

Managed IT	Hosted	Cloud
IBM Storwize® V7000 Unified sales kit	Tivoli Usage Account Manager	Softlayer
IBM Tivoli® Storage Productivity sales kit	SmartCloud Storage Management	SmartCloud Virtual Storage Center
Tivoli Storage Manager Unified Back up Recovery	Cloud Computing asset library	SmartCloud Enterprise +
IBM PureFlex™ System sales kit	PureFlex System sales kit	IBM WebSphere® Cast Iron Partner Connect and sales kit
IBM Cognos® Express - Essential BI and Planning for Midsized Companies sales kit	Storwize V7000 sales kit	Cloud Computing asset library

*IBM develops comprehensive sales plays and sales kits that provide detailed information on offerings, products and services, including overviews, engagement processes, contacts, and more.*

## Attend webcasts and events to learn from the experts

### System z in the World of the Managed Service Provider

Original air date: November 19, 2013

The purpose of this analysis was to examine the real-world impact on MSP businesses that deploy IBM System z to host customer IT operations. The metrics used to analyze the differences in platforms were both objective and subjective. The objective metrics include reported data points on costs, run times, resource usages, and so on. The subjective metrics include responses on various levels and sources of customer satisfaction and perception.

### MSP Cloud profits from SoftLayer and IBM: Performance, speed and simplicity

Original air date: October 15, 2013

Join us for a webcast to learn how IBM has expanded its cloud portfolio with SoftLayer, the industry's only seamlessly unified global cloud computing infrastructure. As an MSP building a cloud business, you'll learn about SoftLayer's:

- High performance computing, networking and highly customizable environments
- Expansive, robust APIs that improve application control and overall customer experience
- The platform to build born-on-the-cloud and web hosted environments

Hosted by Joe Panettieri from MSPMentor

### Grow your cloud business—Leveraging the IBM acquisition of SoftLayer

Original air date: October 17, 2013

The availability of cloud offerings has changed the way technology is consumed. Clients are increasingly buying solutions as a service, to grow their businesses, innovate and optimize their cost structures. Clients are looking to MSPs to run applications in the cloud and reduce the day-to-day responsibility of keeping their IT infrastructures up and running. As a result, traditional Business Partners' skills and service delivery capabilities must transform to meet clients' needs, and we are seeing new partners emerging as a result of cloud computing. This session provides insights and examples of how Business Partners can capture the cloud opportunity working with SoftLayer, an IBM Company.

## Pure Editions for MSPs

Announced: February 5, 2013

For the first time, IBM is bringing to market offerings designed specifically for MSPs that accelerate cloud deployment platforms, minimizing business risk for you and speeding time-to-revenue. The IBM PureFlex and IBM Flex System® Managed Service Provider Editions combine compute, storage, networking, virtualization and management into a single system that is optimized for MSP environments. Also included are marketing support programs and powerful financing options that are designed for and available exclusively to MSPs.

## Turn on Managed Security Services with these five steps

Original air date: May 30, 2013

Cybercriminals are smart, funded and hungry... hungry for your client's data. For MSP's, this presents an opportunity to provide managed security services that reduces your customers' external, internal, and compliance threats. Protect your clients' information assets 24x7 at a fraction of the cost of their in-house security. IBM can help your MSP business do this through our Managed Security Services, which provides advanced analysis across a broad portfolio of security technologies.

Join this webcast to learn five fundamental steps you can take to be more profitable and attract new customers by offering Managed Security Services. You reduce the risks for your clients. IBM reduces the risks for you through benefits like guaranteed service level agreements and a USD 50,000 money-back warranty ensuring 100 percent accountable, reliable protection. Differentiate your business by offering services that help clients comply with government and industry regulations through ongoing security monitoring and documented security policies and procedures.

## Going beyond traditional DCIM—A new solution for Colocation Providers from IBM and Emerson Network Power

Original air date: June 20, 2013

Are you looking for increased efficiency, decreased risk, increased margins or value-add services to differentiate your Colocation and Service Provider company and transform your business? Attend this webcast and learn about a Colocation Provider solution that goes beyond what you see from traditional Data center infrastructure management (DCIM) vendors! This solution is affordable for small, medium, to large providers and grows with YOU.

Together, IBM and Emerson Network Power have partnered to provide an industry-leading, integrated DCIM and IT Service Management (ITSM) solution for Colos and service providers for holistic, predictive, real-time infrastructure management. The solution allows you to start where your greatest pain points are today and then grow at your pace.

Featuring presenters:

- Wayne Riley, Colocation and Data Center Management Specialist, IBM
- Sean Nicholson, VP, General Manager, Colocation and Data Center Management, Emerson

## Community

### Business Partner communities: connect, collaborate, innovate

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#### Community features connect you with the right resources

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<a href="#">Business Partner Dashboard</a>	Customize your own dashboard view of community activity.
<a href="#">Blogs</a>	Learn and share the latest with thought leaders.
<a href="#">IBM Business Partner locator</a>	Find an IBM Business Partner globally—or across the street. Take a test drive today.

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*PartnerWorld communities provide social networking and collaboration capabilities designed to help develop innovative solutions, reach new markets and broaden business opportunities.*

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#### Be social

##### Social savvy

- [Social Media Marketing Boot Camp](#) – Grow your business through increased awareness, loyalty.
- [Midmarket social networking](#) – Use social networking to expand your business opportunities.
- [Getting started with social media](#) – Get started. Make the following social media work for you.

##### Social sites

- [IBM PartnerWorld on LinkedIn](#)
- [IBM Partners on Twitter](#)
- [IBM MSP LinkedIn](#)
- [IBM MSP on Twitter](#)

## Resources

In addition to the program features and assets highlighted in this Welcome Kit, there are other resources available to you as an IBM Business Partner. Please take advantage of them!

### Partnerworld overviews:

- [IBM PartnerWorld](#)
- [Joining PartnerWorld](#)
- [MSP PartnerWorld](#)
- [PartnerWorld Guide](#)
- [PartnerWorld brochure](#)
- [MSP Resource Center](#)

### Campaign materials:

- [Midmarket execution blueprints](#)
- [Create campaigns](#)
- [Influencer marketing funding](#)
- [Midmarket Asset Gallery](#)

### Client references:

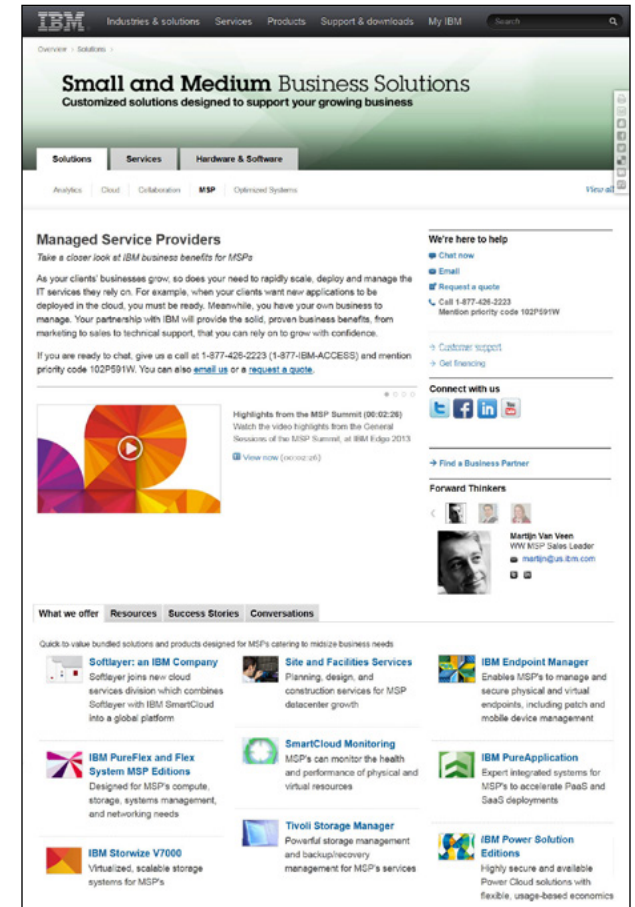
- [IBM Customer Reference Database](#)

### Market intelligence:

- [IBM competitive intelligence \(COMP\)](#)
- [IBM Market Insights](#)

### Market trends:

- [Forward View](#)
- [IBM Institute for Business Value](#)
- [C-Suite studies](#)





[Register in PartnerWorld](#) > [Update your profiles](#) > [Secure MSP mark](#)

## Getting started

### Register in PartnerWorld

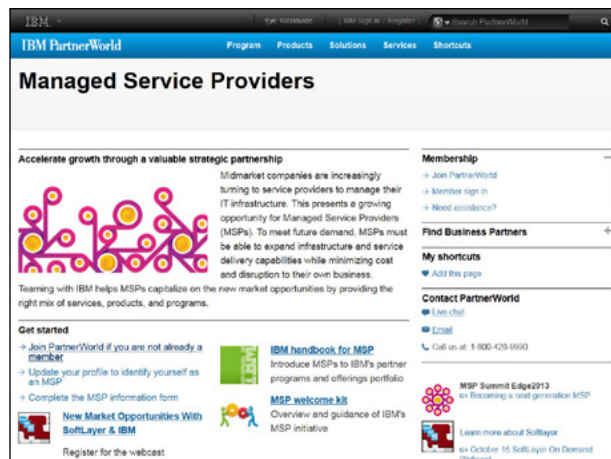
# 1

#### Register for an IBM ID

IBM ID is a single ID and password you can use across the ibm.com domain.

If you already have an IBM ID, advance to step 2.

[Register for an IBM ID](#)



# 2

#### Register your company

If your company is already registered in PartnerWorld, advance to step 3. If not sure, choose from the help resources listed in the “We’re here to help” box to contact your PartnerWorld team.

[Submit a PartnerWorld application for your company](#)

Applications must be completed by an individual authorized to sign agreements on behalf of the legal company. The individual registering the company will also register themselves during this step. Once you’ve applied for membership as a new company, allow two business days for email notification of approval.

[Apply to sell IBM products and services \(optional\)](#)

PartnerWorld membership allows you to access the information and support you need to work with IBM products and services. However, you must submit an additional application for your company to become authorized to sell or resell selected IBM hardware, software, services, training, and financing. Allow 7-10 business days for approval of the Reseller application.

# 3

#### Add employees to your company’s membership

If your company is already registered in PartnerWorld, you can add yourself to your company’s membership profile.

[Submit a profile application to add yourself to your company’s membership](#)

#### You must know your company’s unique token first

The 16 alphanumeric character token can be obtained from your company’s Authorized Profile Administrator (APA). The APA is the person within your company who is responsible for administering your company’s relationship with IBM.

Not sure who your APA is? Choose from the help resources listed in the “We’re here to help” box to contact your PartnerWorld team.

After your APA approves your association with your company, you will receive a welcome email from PartnerWorld.

Register in PartnerWorld > [Update your profiles](#) > Secure MSP mark

## Update your PartnerWorld Profile to MSP

An up-to-date PartnerWorld Profiling System (PPS) profile is key to maintaining your access to PartnerWorld resources.

Qualification for entitlement is based on the characteristics of your company's relationship with IBM such as contracts, country, PartnerWorld membership level, certifications, skills and solutions.

[Learn about the benefits of keeping your profile updated](#)

### Update your personal profile

If you are a Business Partner employee, you can update your information including skills, address, phone, interest areas and so forth.

### Update your company profile

Only the Primary Relationship Contact (PRC) or APAs can update company information. They can also add or update employee information.

As an APA, you may give users access to additional applications that require individual enablement. PartnerCommerce is an example of such an application. Please note that your company might not have any applications in this category.

### Update employee access to specific applications

[View a step by step tutorial on common profile tasks performed by APAs and PRCs.](#)

### Step by step instructions for updating to MSP

This must be done by the company APA:

1. Log on to [ibm.com/partnerworld](https://ibm.com/partnerworld); sign in with IBM ID / Password.
2. On the right navigation bar, click update your profile.
3. Click on update your company's profile (middle of page).
4. Under Select your Profile (middle of page), click your company name next to Worldwide Enterprise.
5. Click on your Country Enterprise ID.
6. Scroll down and locate the Option for General Information.
7. Find Business Models (middle of page) and from the dropdown menu, select the MSP or Managed Service Provider option.
8. Click Save.
9. You will receive a confirmation number, indicating the information has been saved. Please wait approximately two business days for the information to replicate in the system.

Register in PartnerWorld > Update your profiles > **Secure MSP mark**

## Secure your IBM Managed Services Provider mark

### Criteria to secure MSP mark

- A signed IBM Business Partner Agreement (BPA) with a managed service attachment or Advanced level in PartnerWorld
- Select Managed Service Provider in your PartnerWorld profile
- A verified Business Partner solution
- A verified client reference

### Steps to secure mark:

1. Obtain a signed BPA with a managed service attachment or Advanced level in PartnerWorld.
2. Update your PartnerWorld profile to reflect Managed Service Provider status.
3. Create a Global Solutions Directory (GSD) entry.
4. Submit a client reference.
5. Submit your nomination for the MSP initiative.

See details on following pages or [get started](#).



*As an MSP, you have exclusive access to the IBM Business Partner marks, which visually represent your relationship with the IBM company and the strength of the IBM information technology brand.*

Register in PartnerWorld > Update your profiles > **Secure MSP mark**

## Step-by-step instructions for securing the IBM MSP mark

# 1

### Obtain a signed IBM BPA

with a managed service attachment or Advanced level in PartnerWorld.

General Business Partner agreements:

- [Business Partner Agreement and attachments](#)
- [Business Partner Emblem Usage agreement](#)
- [Business Partner library](#)
- [PartnerWorld Agreement](#)
- [Value Package Attachment](#)

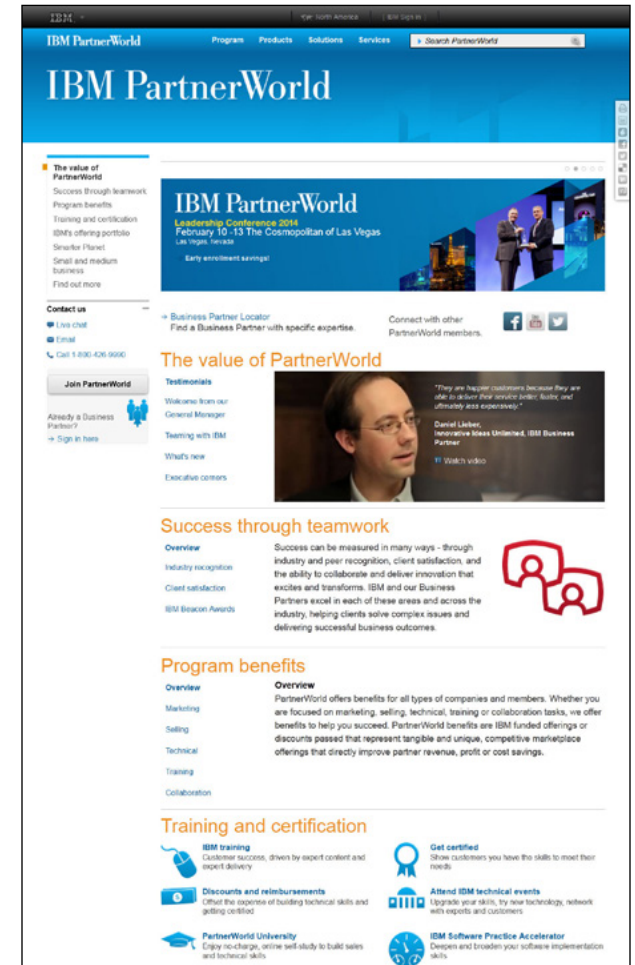
See also:

[IBM Business Partner Client Reference submission](#)

# 2

### Update your PartnerWorld profile to reflect Managed Service Provider status

1. Log on to [ibm.com/partnerworld](http://ibm.com/partnerworld); sign in with IBM ID / Password.
2. On the right navigation bar, click update your profile.
3. Click on update your company's profile (middle of page).
4. Under Select your Profile (middle of page), click your company name next to Worldwide Enterprise.
5. Click on your Country Enterprise ID.
6. Scroll down and locate the Option for General Information.
7. Find Business Models (middle of page) and from the dropdown menu, select the MSP or Managed Service Provider option.
8. Click Save.
9. You will receive a confirmation number, indicating the information has been saved. Please wait approximately two business days for the information to replicate in the system.



Register in PartnerWorld > Update your profiles > [Secure MSP mark](#)

# 3

## Create a Global Solutions Directory (GSD) entry

Go to [ibm.com/partnerworld/gsd](https://ibm.com/partnerworld/gsd)

Your GSD entry must be specific to your infrastructure or managed service. The solution description should:

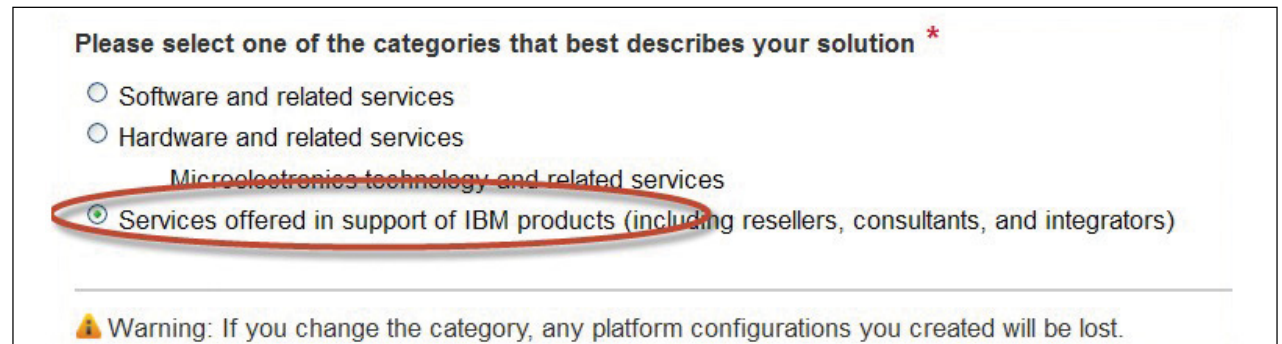
- Match what you call your solution on your website
- Include all the IBM technologies utilized in your infrastructure or managed service
- Be as specific and robust as possible
- Expand beyond your solution's generic description, highlighting the IBM partnership
- Select services solution as shown in Figure 1.

Consider this a marketing tool and make the entry as comprehensive as possible. It is searched both by IBMers and external clients who are looking for solutions and services.

Please attach to your GSD entry any marketing collateral you have that highlights the IBM components of your solution. This step in the verified business solution process can be accomplished here.

Next, select the company you would like to work with (if you are associated with multiple companies.)

And finally, scroll down the page to submit a solution for verification and/or a client reference. You can submit both a Verified Business Partner Solution and a client reference at the same time. Or you can just select one of the options. In either case, ensure that you've selected the hosted option.



**Please select one of the categories that best describes your solution \***

- Software and related services
- Hardware and related services
- Microelectronics technology and related services
- Services offered in support of IBM products (including resellers, consultants, and integrators)

**Warning:** If you change the category, any platform configurations you created will be lost.

Figure 1: An example of category options. Choose the category that best fits your solution.

Register in PartnerWorld > Update your profiles > [Secure MSP mark](#)

# 4

## Submit a client reference.

Please note: The client reference can be submitted with the Solution Verification or separately. Please complete the form. Your client will be contacted to verify the information.

# 5

## Submit your nomination for the MSP initiative.

From the [GSD page](#), select “Nominate your solution.”

1. Select your relevant MSP GSD entry.
2. Select the Managed Service Provider initiative.
3. Complete the few remaining questions and submit.



Send questions...

[gsdmail@us.ibm.com](mailto:gsdmail@us.ibm.com)



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Route 100  
Somers, NY 10589

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