



ISV and Developer Relations

Maximize your Relationship with IBM

Build your solutions

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Topics

- ▶ Introduction
- ▶ **Build your solutions**
- ▶ Market and sell your solutions
- ▶ Collaborate with IBM and other Business Partners
- ▶ Summary



In this section:

- ▶ Introduction
- ▶ Engaging technical resources
 - Step 1: Log a project on the VIC – personalized guidance
 - Step 2: Designing your solution – architect consultations and sizing guides
 - Step 3: Get customized help for port, test, proof of concept and beyond – hands on specialists
 - Step 4: Use live technical support for real-time help – text / e-chat
 - Step 5: Access to hardware and software when needed – loaning and discount programs
 - Step 6: Build your own technical skills – education to suit your needs

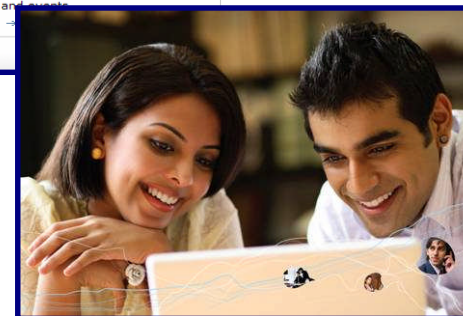


Access to resources physically or virtually

The screenshot shows the IBM PartnerWorld Support page. The navigation bar includes Home, Business solutions, IT services, Products, Support & downloads, and My IBM. The user is identified as Tim Robinson. The main content area is titled 'Support' and features a sidebar with various categories like Marketing, Selling, Technical, and Collaboration. The main content includes sections for 'Architectural consulting', 'Skills transfer', and 'Proof-of-concept'. A prominent section is titled 'IBM Innovation Centers for Business Partners', which states that these centers provide technical assistance and skills transfer to business partners throughout the application development cycle, typically at no charge. It also lists 'Locations' and 'Offerings'.



The screenshot shows the IBM Virtual Innovation Center page. The navigation bar includes Home, Solutions, Services, Products, Support & downloads, and My IBM. The user is identified as Denise H. Dumais. The main content area is titled 'IBM Virtual Innovation Center' and features a sidebar with categories like Selling resources, Technical resources, and News and announcements. The main content includes sections for 'Register now', 'What we offer', 'Online training', 'Technical support', and 'Competitions'. A prominent section is titled 'We're here to help', which lists various support options like technical support, online text chat, and e-mail support.



**Right Resource
Right Level
On Your Time**

Step 1: Personalized guidance

Partner Resource Managers guide you through your project

- ▶ Your personal IBM guide to direct you to the best technical enablement resource
- ▶ One-to-one guidance for development projects during all stages
- ▶ Skills roadmaps to help select courses and monitor and evaluate progress



Here's how:

Partner Resource Managers guide you through your project

- ▶ Visit ibm.com/partnerworld/vic
- ▶ Enter your PartnerWorld ID and password
- ▶ Select "Project support"
- ▶ Submit completed project form

The screenshot shows the IBM Virtual Innovation Center (VIC) website. The page is titled "IBM Virtual Innovation Center" and features a navigation menu with options like Home, Solutions, Services, Products, Support & downloads, and My IBM. A search bar is visible in the top right. The main content area includes sections for "Register now", "Update product selections", "News and announcements", "What we offer", "Online training", "Technical support", "Advanced membership", and "Competitions". A red arrow points to the "Project support" link under the "Technical support" section.

Step 2: Designing your solution

Make the right architectural decisions

► Architect consultations

- Customized plan and best practices advice for your solution
- One-on-one instruction on IBM's product portfolio
- Cross-product assistance
- Conducted by phone - benefit from wherever you are
- Chinese (Mandarin), English, French, Italian, Japanese, Korean, Portuguese, Spanish

► Hardware Sizing Guides

- Provide point-and-click access to software solution-specific hardware requirements and help maximize your sales opportunities for IBM systems.



Here's how:

Make the right architectural decisions

► Architect Consultation

- From the VIC Website, click on Architecture consultations
- Click register for an architecture consultation
- Enter your PW ID and password

► Sizing Guides

- <https://www-304.ibm.com/jct09002c/partnerworld/wps/sizing/sgkit.jsp>

The top screenshot shows the IBM Virtual Innovation Center website. The navigation menu includes Home, Solutions, Services, Products, Support & downloads, and My IBM. The sidebar on the left lists Virtual Innovation Center, Selling resources, Technical resources, News and announcements, and Product selections. The main content area features a banner for 'IBM Virtual Innovation Center' and a 'We're here to help' section with a search button.

The bottom screenshot shows the 'Create your Sizing Guide' page. The navigation menu includes Home, Business solutions, IT services, Products, Support & downloads, and My IBM. The sidebar on the left lists IBM Sizing Guides, Search Sizing Guides, Create your Sizing Guide, Deploy your Sizing Guide, Manage your Sizing Guides, List Sizing Guides, and Contact page owner. The main content area features a 'Process' and 'Deployment' tab, a 'Toolkit overview' section, and a 'Workload Estimator' section. The 'Toolkit overview' section describes the Sizing Guide toolkit and provides a link to download the Workload Estimator (21KB). The 'Workload Estimator' section describes the tool and provides a link to download the Workload Estimator (21KB). The page also includes a link to download Adobe Reader.

Step 3: Hands on specialists

Hands-on assistance throughout your application development cycle

- ▶ IBM IT specialists work with you throughout your development cycle
 - Guidance and advice
 - Skills transfer
- ▶ Proofs-of-concept through to scalability testing
- ▶ Customized cross-platform test environments
- ▶ Remote and onsite access
- ▶ Linkage to sales and marketing benefits



Here's how:

Hands-on assistance throughout your application development cycle

- ▶ From the VIC Website, click on IBM Innovation Centers
- ▶ Under the resources tab click Request Assistance Now
- ▶ Click Request engagement
- ▶ Enter your PartnerWorld ID and password

The screenshot displays the IBM Virtual Innovation Center (VIC) website. At the top, there's a navigation bar with the IBM logo and a search bar. Below that, a secondary navigation bar includes links for Home, Solutions, Services, Products, Support & downloads, and My IBM. The main header area says 'Welcome Denise H. Dumais [Not you?]' and 'IBM PartnerWorld IBM Virtual Innovation Center'. A left sidebar contains a 'Virtual Innovation Center' menu with options like 'Selling resources', 'Technical resources', 'News and announcements', 'Product selections', 'Projects', and 'Using the VIC'. Below this is a 'Related links' section with various external links. The main content area is divided into several columns: 'Register now' (announcing the Notes Domino V8 Cup Competition), 'Update product selections' (getting online training and support), 'News and announcements' (finding out what's new and view newsletters), 'What we offer' (online training, technical support), 'Advanced membership' (accelerating success with advanced level marketing and sales benefits), 'Competitions' (compete against other VIC members), and 'Shortcuts' (all courses by product, IBM Solutions Builder Express Information Center, feedback). A red arrow points to the 'Request Assistance Now' link in the 'News and announcements' section.

Step 4: Text / e-chat

Access subject matter expertise on demand

- ▶ Live chat and one-to-one e-mail support
 - 24/5, worldwide coverage, local time zones in 9 languages
- ▶ Complementary offering: 6 months e-mail support in English for more complex technical questions – to help you reach the advanced level



Here's how:

Access subject matter expertise on demand

For live technical support

- ▶ Visit ibm.com/partnerworld/vic
- ▶ Enter your PartnerWorld ID and password
- ▶ Select **“Text chat support”** or **“E-mail support”** in the Technical Support section

Six months e-mail support

- ▶ Visit ibm.com/partnerworld/industrynetworks
- ▶ Select **“E-mail technical support”** under the Technical Tab
- ▶ Your PartnerWorld ID and password are required

Step 5: Loaning and Discount Programs

Self-service, remote and onsite access to IBM hardware and middleware

- ▶ **Virtual Loaner Program**
 - Dedicated user environment is easy-to-use, secure and available 24/7

- ▶ **Software Access Option**
 - Use the Software Access Catalog and Run Your Business

- ▶ **Value Package**
 - Access to IBM software, reimbursement for IBM education leading to certification, IBM software technical support

- ▶ **Lease/Discount Program**
 - Systems can be used for development, test and demo purposes at your site



Here's how:

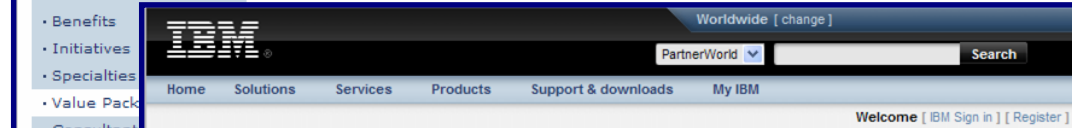
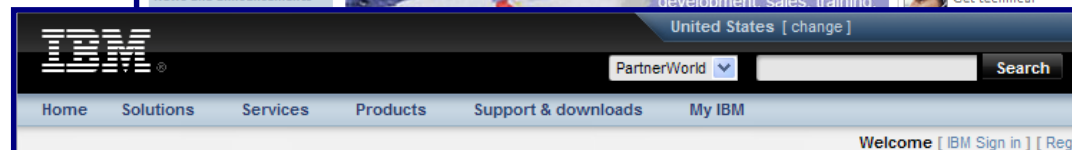
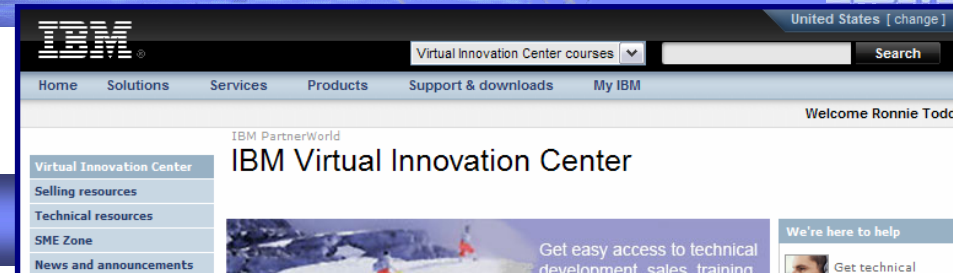
Access to Hardware and Software

- ▶ Virtual Loaner Program
 - From the VIC Website, click on Virtual Loaner Program
 - Click on the Reservation Management Tab

- ▶ Software Access Option
 - Go to IBM PartnerWorld Resources and Benefits for more information

- ▶ Value Package
 - Go to IBM PartnerWorld Resources and Benefits for more information

- ▶ Lease/Discount Program
 - <https://www-304.ibm.com/jct01005c/isv/business/membership/hw/na/us/hardwaremall.html>



IBM PartnerWorld > Benefits and resources > Value Package/Options > Value Package

IBM Business Partners have access to both no-cost and optional fee-based benefits. The Value Package is a fee-based bundle of high value benefits including IBM software licenses, education reimbursement, technical support and marketing assistance. As you achieve higher PartnerWorld membership levels, the benefits you receive from the Value Package also increase at no additional cost. IBM strongly recommends you purchase the Value Package and take advantage of this rich set of benefits offered at an annual fee of \$2,000 US. Business Partners who purchase the Value Package in their first six months of membership will be charged a special introductory rate of \$1800 US.

→ View the Value Package Overview presentation
 → Access Value Package Podcast
 → Access Value Package Podcast Transcript

Upon purchase of the Value Package you are entitled to all of the benefits listed below:

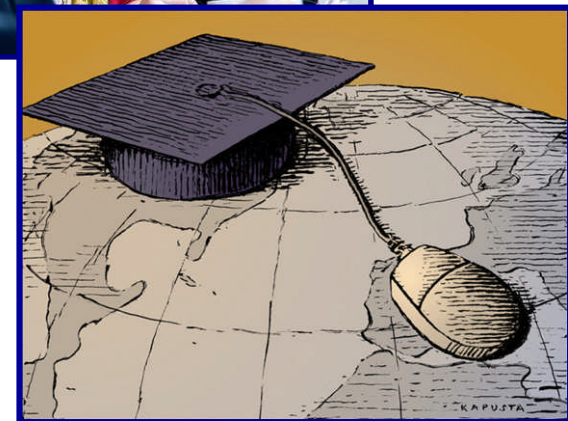
Benefits	Member	Advanced	Premier
→ We Pay Education reimbursement	\$6,000 cap	\$15,000 cap	\$50,000 cap
→ Software access	•	•	•
→ Software critical implementation support			2 instances
→ Software integration and implementation support	•	•	•
→ Solution assurance assistance (available in limited countries in AP)		•	•
→ Software technical sales consultancy		2 instances	4 instances
→ Technical sales support* (TechLine) (electronic/voice)	•	Available without Value Package	Available without Value Package

* For the European countries, this benefit only covers the Brands-STG (Systems & Technology Group) and System Z Software.

Step 6: Education to suit your needs

Flexibility to learn how you want—and when you want

- ▶ Interactive online courses (technical and sales)
- ▶ Instructor-led hands-on workshops available via the Web
- ▶ Traditional classroom-based instructor-led hands-on workshops and technical seminars
- ▶ Access to tools, code, training, forums, blogs, spaces, standards, IT samples, downloads and how-to documentation through developerWorks



Here's how:

Flexibility to learn how you want—and when you want

Interactive Online courses:

- ▶ Visit ibm.com/partnerworld/vic
- ▶ Enter your PartnerWorld ID and password
- ▶ Select "Online training"

Web-based and classroom-based workshops:

- ▶ Visit ibm.com/partnerworld/iic
- ▶ Select the Workshops tab
- ▶ Select "Virtual workshops" in the locations dropdown
- ▶ Or for classroom-based workshops, select nearest center in the locations dropdown, or select by topic

The screenshot shows the IBM PartnerWorld website interface. The top navigation bar includes the IBM logo, a search bar, and a dropdown menu for 'PartnerWorld'. Below the navigation bar, there are links for Home, Business solutions, IT services, Products, Support & downloads, and My IBM. A welcome message for Jennifer Mooney is displayed. The main content area is titled 'Training resources' and features a sidebar with a navigation menu. The 'Workshops' tab is selected, and a red circle highlights the 'View courses by location' section, which includes a dropdown menu for selecting a location and a 'Go' button. The page also displays a list of training resources, including 'Service-oriented architecture for ISVs', 'Lotus Notes 8 and Domino 8', and 'Cell Broadband Engine'. A 'Workshops and technical seminars' section is also visible, along with a 'View resources by topic' section.

Here's how:

Flexibility to learn how you want—and when you want

IBM developerWorks

Provides the content, code, and community for developers and IT professionals count on to stay abreast of the latest technical trends, build skills, solve technical problems and collaborate with their peers:

- ✓ **Content:** Hone skills with articles, demos, skill kits, solution roadmaps, and over 2,200 tutorials
- ✓ **Code:** Download and evaluate IBM products for free; search over 4 million lines of code in 31 programming languages
- ✓ **Community:** Maximize productivity, get recognized as an expert, and collaborate with peers via My developerWorks

*Available in English, Chinese, Korean, Russian, Vietnamese, and Brazilian Portuguese

The screenshot displays the IBM developerWorks website interface. At the top, there is a navigation bar with the IBM logo, a search bar, and a 'Country/region [select]' dropdown. Below this is a secondary navigation menu with links for Home, Solutions, Services, Products, Support & downloads, and My IBM. The main content area features a large orange banner for 'INTRODUCING My developerWorks' with a yellow exclamation mark and a 'Learn more' link. To the left is a vertical sidebar menu with categories like AIX and UNIX, Information Mgmt, Lotus, Rational, Tivoli, WebSphere, Architecture, Java™ technology, Linux, Multicore acceleration, Open source, SOA and Web services, Web development, XML, My developerWorks, About dW, Submit content, and Feedback. The main content area shows 'Featured content' with a date of '30 Apr 2009' and a list of articles, including one about 'Enhance business insight and scalability of XML data with new DB2 V9.7 pureXML'. On the right side, there are two boxes: 'My developerWorks' with a 'Welcome guest' message and links for 'Sign in' and 'Register (free)', and 'Spotlight' with news items about cloud computing, a webcast, and a conference. At the bottom right, a red-bordered box highlights the 'My developerWorks community' section, which includes the text 'Interact, share, communicate with developers worldwide.' and links for 'My Home' and 'Profiles'.

ibm.com/developerWorks

Here's how:

Flexibility to learn how you want—and when you want

► Solution Development Roadmaps

- <https://www.ibm.com/partnerworld/wps/pub/systems/technical/roadmaps>

► Additional Training/Web Education

- <https://www-304.ibm.com/jct09002c/partnerworld/wps/mem/training/finder>

► IBM Systems Technical Library

- <http://ibm.com/partnerworld/wps/pub/systems/technical/resources>

The top screenshot displays the 'Solution roadmaps' page on the IBM PartnerWorld website. The page features a navigation menu on the left with categories like Marketing, Selling, Technical, Training and certification, Collaboration, and Products. The main content area includes a 'Browse solution roadmaps' section with a dropdown menu for 'Hardware' and a search bar. A 'Welcome' sidebar on the right identifies the user as Ms. Sandra McIlorton (Henry) and offers options to update their profile or find a solution.

The bottom screenshot shows the 'Find training' page. It features a 'Browse training' section with multiple dropdown menus for categories such as Software, Hardware, Operating system, Services, Solution area, Job function, Business size, and Resource type. The 'Welcome' sidebar on the right is similar to the top screenshot but includes an 'E-mail us' link.

What you should do next...

- ▶ Introduction
- ▶ Build your solutions
- ▶ **Market and sell your solutions**
- ▶ Collaborate with IBM and other Business Partners
- ▶ Summary





ISV and Developer Relations

Maximize Your Relationship Reference Section

Tools and Resources

Websites for more information

- ▶ **PartnerWorld:**
ibm.com/partnerworld
- ▶ **News on the web:**
ibm.com/partnerworld/news
- ▶ **Build resources:**
ibm.com/isv/marketing/industry networks/technical.html
ibm.com/developerworks
- ▶ **Market resources:**
ibm.com/isv/marketing/industry networks/market.html
- ▶ **Sell resources:**
ibm.com/isv/marketing/industry networks/sell.html
- ▶ **Collaborate resources:**
<https://www-304.ibm.com/jct01005c/partnerworld/mem/col/collaboration.html>
- ▶ **Communities and Specialties resources:**
ibm.com/partnerworld/industry networks
- ▶ **Industry Frameworks resources:** ibm.com/isv/tech/validation/framework/
- ▶ **Infrastructure Solutions resources:**
ibm.com/businesscenter/smb/us/en/infrastructure

Build Resources

- ▶ Virtual Innovation Center: ibm.com/partnerworld/vic
- ▶ IBM Innovation Centers: ibm.com/partnerworld/iic
- ▶ IBM developerWorks: ibm.com/developerworks
- ▶ Architect Consultations:
ibm.com/isv/marketing/industry networks/benefits/ondemand_consult.html
- ▶ Reserve time with an IBM Innovation Center to migrate/test your solution:
ibm.com/partnerworld/wps/servlet/ContentHandler/isv/innovation_centers
- ▶ Virtual Loaner Program: ibm.com/partnerworld/wps/pub/systems/vlp/index

Sales / Marketing Resources

- ▶ Industry Insights: ibm.com/partnerworld/industrynetworks/benefits/industry_insights.html
- ▶ Marketing Resource Managers (MRMs):
ibm.com/partnerworld/wps/servlet/ContentHandler/isv/marketing_resource
- ▶ Marketing Navigator:
ibm.com/partnerworld/pwhome.nsf/weblook/mkt_navigator_overview.html
- ▶ Business Partner Application Showcase:
ibm.com//isv/marketing/industrynetworks/benefits/application_showcase.html
- ▶ e-Mail List services: ibm.com/partnerworld/imarketing
- ▶ Hoover's: ibm.com/partnerworld/imarketing
- ▶ Telemarketing: ibm.com/isv/marketing/industrynetworks/benefits/telemarket.html
- ▶ Client Events Package:
ibm.com/partnerworld/industrynetworks/benefits/hosted_customer.html
- ▶ Internet Lead Generator:
www.ibm.com/partnerworld/wps/servlet/ContentHandler/isv/lead_generator
- ▶ Web Conferencing: ibm.com/partnerworld/industrynetworks/benefits/web_conference.html
- ▶ Sales Connections: ibm.com/partnerworld/industrynetworks/benefits/sales_connections.html
- ▶ Search Engine Optimization:
ibm.com/partnerworld/industrynetworks/benefits/search_engine.html
- ▶ Software Value Incentive (SVI): ibm.com/partnerworld/softwarevalueincentive
- ▶ Solutions-daily.com: ibm.com/isv/marketing/industrynetworks/benefits/solutions-daily.html
- ▶ Publish Your Case Study:
ibm.com/partnerworld/industrynetworks/benefits/published_case_study.html
- ▶ LotusLive Meeting: ibm.com/partnerworld/isv/lotus/unyte.html
- ▶ IBM Value Net Connections: ibm.com/partnerworld/valuenet
- ▶ Connection Events : ibm.com/partnerworld/industrynetworks/connectionevents

Specialties and Communities Resources

- ▶ Communities and Specialties resources:
ibm.com/partnerworld/industrynetworks
- ▶ SOA Specialty:
ibm.com/partnerworld/soa
- ▶ Information on Demand Specialty:
ibm.com/partnerworld/InfoOnDemand
- ▶ Software as a Service Specialty:
ibm.com/partnerworld/saas
- ▶ Dynamic Infrastructure:
ibm.com/isv/pw_solutions/di/index.html
- ▶ Ready for Energy & Environment
ibm.com/isv/tech/validation/energy