



ISV and Developer Relations

Maximize your Relationship with IBM

Collaborate with IBM and
other IBM Business Partners

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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:

- ▶ Collaborating with the ecosystem
 - Step 1: Connect with IBM and other Business Partners – Collaboration benefits
 - Step 2: Go to market with a value net – ValueNet Connections
 - Step 3: Join an ecosystem of Partners with similar skills in emerging areas and get recognized for your expertise in a particular industry or solution area – Specialties and Communities



Step 1: Collaboration Benefits

Connect with customers and other Business Partners

► Connection Events

ibm.com/partnerworld/industrynetworks/connectionevents

- Face-to-face events that give you the chance to network with IBM and other Business Partners
- Features networking activities like speed partnering and networking round tables

► LotusLive Meetings

ibm.com/partnerworld/isv/lotus/unyte.html

- An intuitive, simple-to-use visual and audio conferencing service that is provided on a subscription basis



Step 2: Value Net Connections

Go to market with a value net

- ▶ What's a value net?
 - Consists of two or more Business Partners working together to create repeatable solutions designed to meet customer needs
 - You can enter new markets, create new business opportunities and increase your revenue

- ▶ Value Net Connections provides the resources and tools to help you create successful value nets, organized into an 8-step framework



ibm.com/partnerworld/valuenet

Step 3: Specialties and Communities

Join an ecosystem of Partners



ibm.com/partnerworld/industry networks

What you should do next...

- ▶ Introduction
- ▶ Build your solutions
- ▶ Market and sell your solutions
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- ▶ 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