

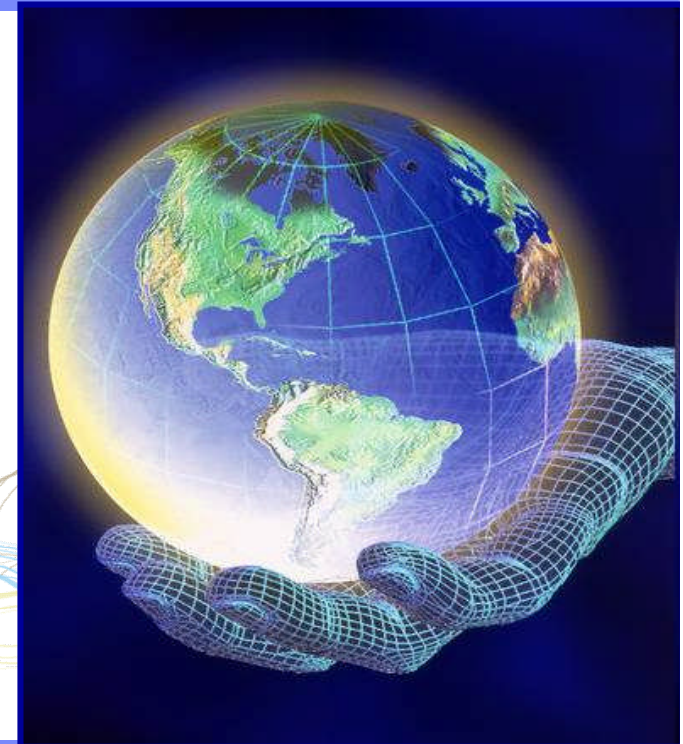


ISV and Developer Relations

Maximize your Relationship with IBM

Introduction

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ISV & Developer Relations



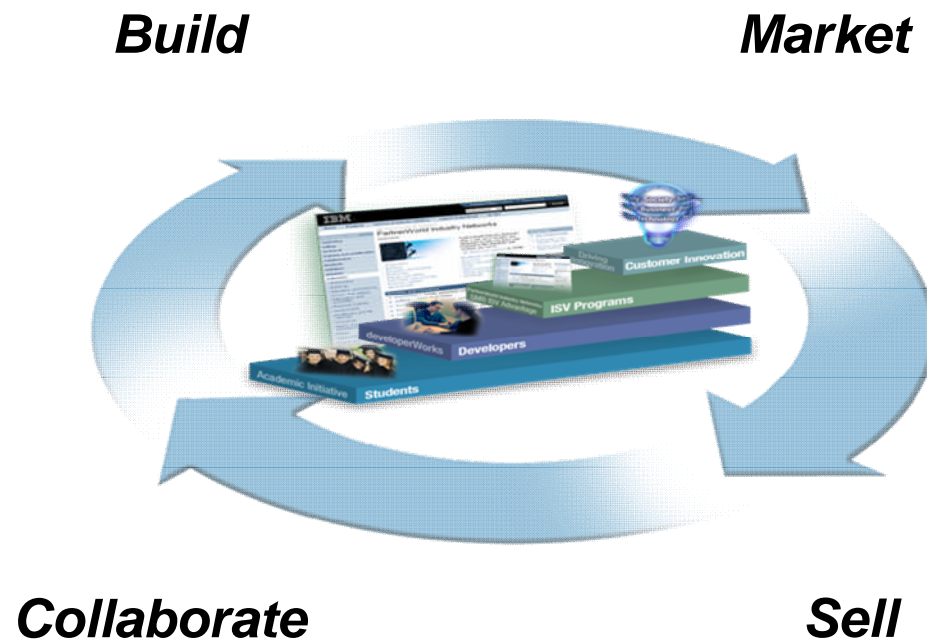
Topics

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



What you'll learn today

- ▶ How to build your solutions with IBM
- ▶ How to go to market with IBM
- ▶ How to sell with IBM and access our worldwide field teams
- ▶ How to collaborate with IBM and build your own partner ecosystem



IBM Innovation Centers serve the IT ecosystem - *locally*

Building skills to help our ecosystem remain relevant, competitive, and innovative with education resources



Helping partners **develop and build solutions** on a growth platform based on industry standards with technical expertise



Helping the community understand how to increase revenue with IBM through **marketing & sales support**

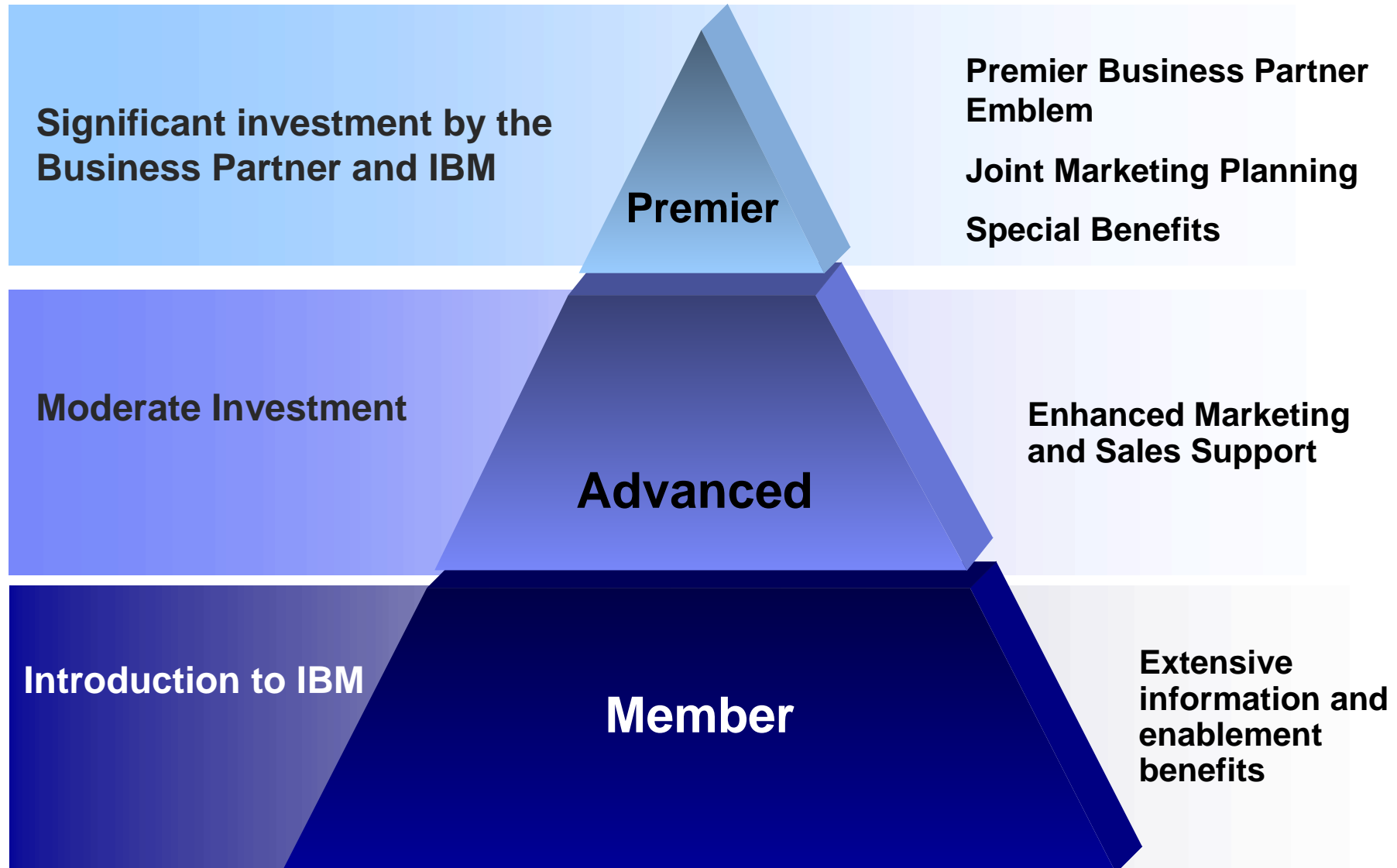


Promote **seamless collaboration** across a holistic community of business, technology, and academic innovators



PartnerWorld Program Design

Benefits tiered by Business Partner Investment / Achievement



PartnerWorld Program



PartnerWorld Communications

Get the news and information you want, the way you want it. PartnerWorld Communications delivers information according to your areas of interest -- by newsletter, e-mail and the web.



PartnerWorld Contact Services

Access the single point of contact for all Business Partners, providing a seamless experience with common practices, procedures, and tools.

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