



ISV and Developer Relations

Maximize your Relationship with IBM

Summary

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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 the analysts are saying...

“IBM’s efforts are a ‘best practice’ in the industry.”

IDC, Worldwide Independent Software Vendor Programs, March 2006

“The best overall Business Partner Program.”

Site IQ, IBM PartnerWorld Portal Best Practice Assessment, 2008

IBM was recently named best in class in 28 out of 31 categories as rated by Forrester Research.

Forrester, Choosing an ISV Program, June 2008

What the ecosystem is saying...

“This collaboration with IBM is a landmark event that propels Walton College into ‘world class’ caliber in the area of industrial strength enterprise information technology.”

-David D. Glass
Chair of Information
Systems
Sam M. Walton College of
Business
University of Arkansas

“IBM is helping us in so many areas, from the ‘speed-to-market’ technical resources to the ‘go-to-market’ marketing and sales benefits. The support is astounding!”

-Bruce Putman
General Manager
AquiTec

“I love developerWorks articles! Despite being a seasoned veteran of Unix and VMS for 20 years, it’s still a delight to see the basics being taught—and well.”

-Alistair Boyanich
Fujitsu Australia

Helping Business Partners succeed – Asia Pacific

IBM Innovation Centers, joint marketing, sales support



"About 60 percent of our 2008 revenue came as a direct result of our use of the marketing benefits and assistance from IBM sales teams."

Mochamad James,
Chief Executive Officer
PT Codephile Rekadaya Mandiri

- ▶ Marketing with IBM: Event participation and collaboration with IBM sales teams **resulted in USD\$600,000 in sales for 2008.**
- ▶ Selling with IBM: Pipeline generation campaign **yielded strong leads and prospect for USD\$500,000 worth of new business in future.**
- ▶ IBM Innovation Center Support: made solution testing and certification a **smooth and easy process.**

Helping Business Partners succeed – Americas

IBM Innovation Centers, integrated marketing campaign, client events



“IBM has helped give us a marketing discipline and a vision that gives meaning to our future.”

Michael Regentz
Managing Director

- ▶ IBM Innovation Center support helped new products **“breeze through”** rigorous certification process
- ▶ Marketing with IBM:
 - Client events produced **USD\$6million in revenue**. One event resulted in business being closed with four different customers as a result of a single event held at the IBM offices in New York City.
 - Using a Marketing Research Manager, created an integrated marketing campaign that **generated 40 active promising leads**.

Helping Business Partners succeed—EMEA

IBM Innovation Centers, event marketing



sparus-software.com

“We’ve only begun to leverage the potential capabilities, but we’ve already gotten great visibility within the IBM ecosystem of business partners and customers.”

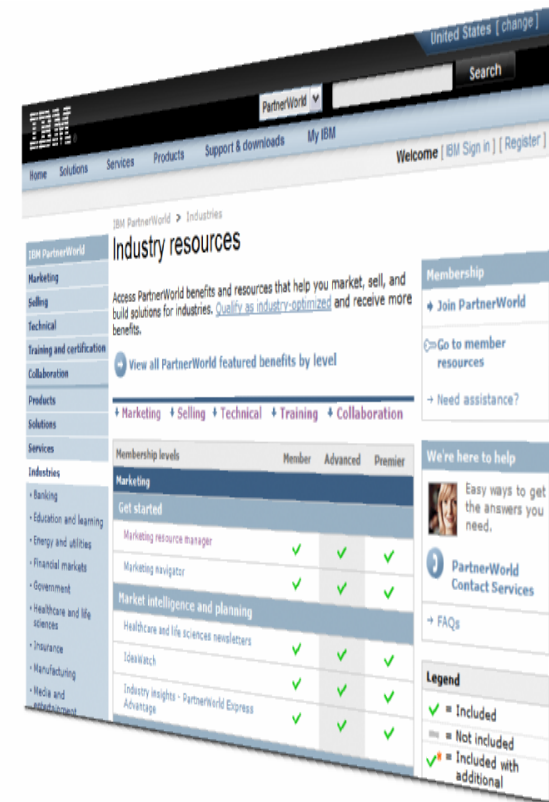
Didier Rochereau,
Chief Operating Office
Sparus Software

- ▶ Marketing with IBM: Joint IBM and Sparus seminars generated **20 qualified leads**, many valued in excess of **150,000 Euros (USD\$203,000)**
- ▶ IBM Innovation Center Support:
 - Ready for Lotus certification built credibility among Business Partners and customers
 - Lotusphere participation promoted Sparus to Lotus brand

What you should do next: Member level

Getting started

1. Review Advanced Level Criteria
2. Engage with Entry-Level MRM*
 - Explore Value Network Connections (VNC)
3. Register for the Virtual Innovation Center (VIC)
4. Generate demand for your solutions using IBM Co-Marketing Benefits *
5. Attend a Maximize your Relationship with IBM Seminar and a Connection Event



*MRMs and Co-Marketing for Member Level Partners is available in select markets. Please consult: ibm.com/partnerworld/industry networks/benefits/industry_advocate.html

What you should do next: Advanced level

Moving ahead

1. Request a Marketing Resource Manager (MRM)
 - Explore Value Network Connections (VNC)
2. List your solution on the Business Partner Application Showcase
3. Generate demand for your solutions using IBM Co-Marketing Benefits
4. Close more deals with IBM Sales Connections
5. Attend a Maximize your Relationship with IBM Seminar and a Connection Event



Boost Your Budget webcast series

Sign up
today!

http://ibm.com/partnerworld/pwhome.nsf/weblook/eac_a_webcasts_boost.html

What they are: A series of webcasts focused on helping you navigate today's economic climate by leveraging your relationship with IBM

Why you should attend: You'll learn how to stretch your marketing dollar further, build an effective pipeline of sales leads and potential clients, how to technically enable quickly and cost effectively, and how you can close the sale in challenging times

In this series:

1. **Effective strategies for marketing in tough economic times** (*Jan 29 – recording now available*)
2. **Cost effective technical enablement tools you can use today** (*Mar. 25 – recording now available*)
3. **Making the sale in tough economic times** (*May 21 – recording now available*)
4. **Collaborating: Doing more with less** (*June 23 – recording now available*)



Maximize your Relationship with IBM Seminar

A seminar to help you get to market faster and more effectively with IBM PartnerWorld

If you're new to IBM PartnerWorld, an established member, or thinking about joining, this seminar will show you how IBM brings together the people and the resources to help you build solutions, market them and shorten your sales cycle.



Register today at
ibm.com/partnerworld/iic/events



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