

Welcome

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IBM Business Partner Kick-off 2018

Welcome

Mark Baker
General Manager, Digital and Channel
New Zealand

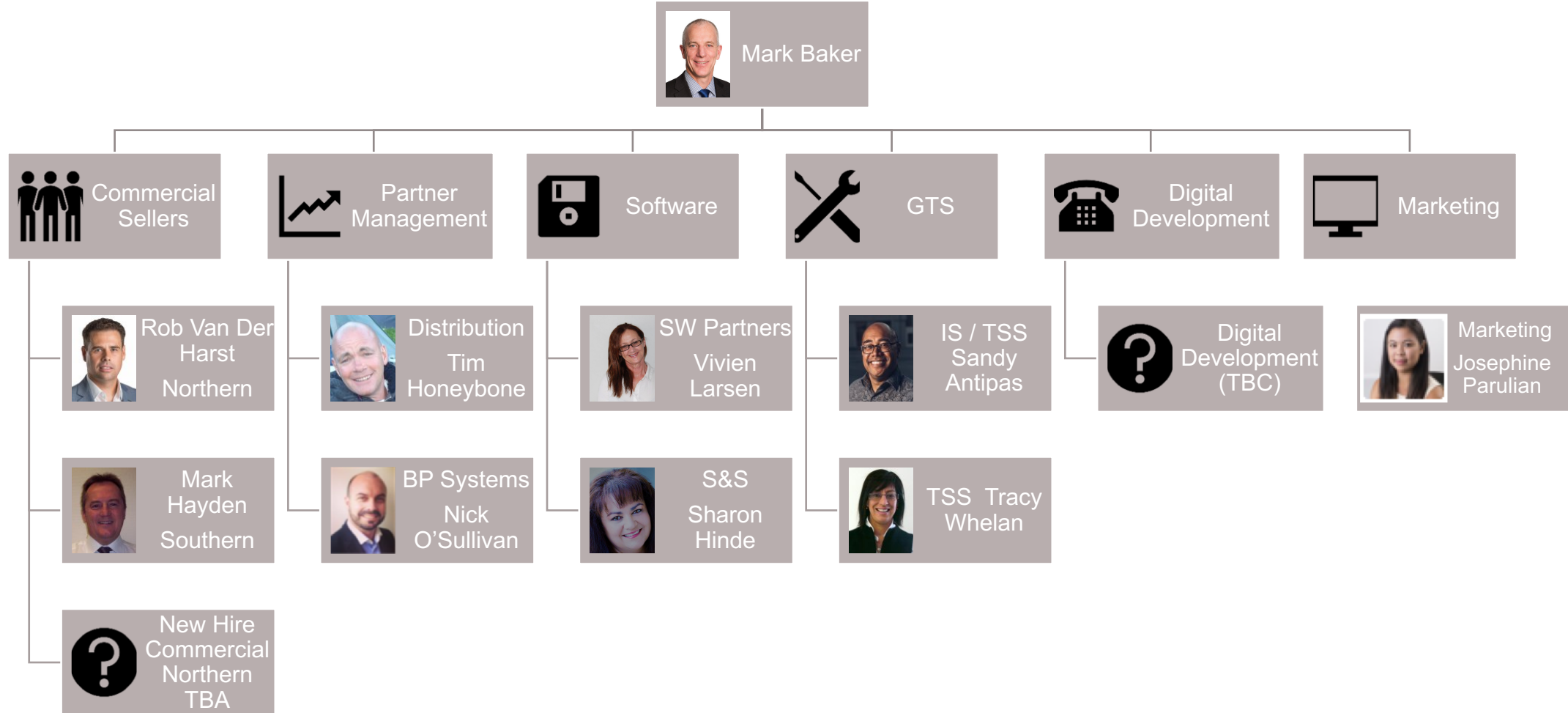
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IBM Business Partner Kick-off 2018

Business Partner Growth Aspiration

- IBM Coverage and Face Time “Enable”
- Ease of doing business with IBM challenge
- Build back support for the brand be predictable (Internal ROE)
- Support the value of VAD partnerships Educate and enable the channel – for deeper engagement and new opportunity creation
- Profit = Partnership (Business Partner Growth) Traditional and New
- Develop net new partnerships focused on Security, IOT, Cloud and Cognitive
- SaaS / ESA focus in market – meeting the demand
- IBM brand value
- Global technology leadership - 9043 patents in 2017
- Opportunity Identification / Development / Non Traditional GTS

New Zealand Digital Business Group & Business Partner Growth Team NZ



2018 NZ Leadership Focus for Business Partner Growth

Grow the Business Partner revenue

- Embed rules of engagement - embrace the success of channel
- Map partner competencies to the IBM go-to-market model
- Develop internal IBM support to maintain a healthy channel relationship
- IBM Executive coverage program
- New partner on-boarding and development initiative
- Gather and utilise channel feedback to ensure execution of critical success factors

**Trust | Predictability | Relevance | Support | Speed
Leading Edge Technology | Ease of doing business**

Growth Agenda

Topic	Speaker
IBM's Business Partner Strategy	Nick Day
Cognitive Solutions	Isuru Fernando
IBM Solutions for Growth <ul style="list-style-type: none">- Systems- Solutions- IoT- Cognitive and Cloud	Nick Milsom Nick O'Sullivan Mark Knightley Peter Hodgins Isuru Fernando
B R E A K	
Working with IBM: Making Money	Janice Willemssen
Working with IBM: Rules of Engagement	Mark and John
Working with IBM: Driving Demand	Mari Kauppinen
SaaS – IBM Ecosystems for Growth	Ant Withers
Summary, Social and Networking at Dr Rudi's	Mark Baker

IBM's Business Partner Strategy

Nick Day
Partner Client Executive – A/NZ

sbcd@au1.ibm.com

IBM Business Partner Kick-off 2018

The New IBM Architecture...engineered for Digital Disruption


Application [Industry Specific]

Watson Oncology	Watson Cyber Security	Weather	Watson Explore + Discover	Watson Virtual Agent	Watson Compare + Comply	IBM Industry Solutions	+ more...
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AI [Cognitive]

Conversation	Discovery	Personality Insights	Knowledge Query	Tone Analysis	AI Frameworks
Visual Recognition	Speech	Document Conversion	Nat. Language Understanding	Nat. Language Classifier	Deep Learning Frameworks



Data [Client Governed]


Ingestion → Storage → Analytics → Deployment → Governance

The Watson Data Platform



Cloud

Dev Services	Containers	Messaging	Blockchain	Logging	+ more...
Infrastructure	Storage	Compute	Physical Network	Infrastructure Mgmt	Cognitive Systems



Risk and Security: Highly Secure & Available by Design

IBM Hybrid Cloud Platform 2018

2018 IBM Cloud Portfolio Simplification		
IBM Hybrid Cloud	IBM Analytics	Hybrid Data Management <i>Db2, HDP for IBM, Db2 Warehouse, Informix, IBM Integrated Analytics System (IIAS)</i>
		Unified Governance & Integration <i>Information Server, Replication, Information Governance Catalog (IGC), Optim, Master Data Management (MDM), Information Lifecycle Governance (ILG)</i>
		Data Science & Business Analytics <i>Data Science Experience (DSX) Local, SPSS, Cognos Analytics, Watson Analytics, Planning Analytics, Decision Optimization, Watson Explorer (WEX)</i>
	IBM Hybrid Cloud Integration Software	Digital Business Automation <i>Enterprise Content Management (ECM), Business Process Manager (BPM), Operational Decision Manager (ODM), Robotic Process Automation (RPA), Blueworks Live</i>
		Integration & Development <i>MQ, Gateway Integration (Datapower), API Connect, Integration Bus, App Connect, Aspera</i>
		Management & Platform <i>WebSphere Application Server (WAS), IBM Cloud Private, Pure, ICO, Urban Code, App Insights (APM), Op Insights (Netcool)</i>
	IBM Hybrid Cloud Cross	IBM z Hybrid Cloud
IBM Watson & Cloud Platform	Watson & Cloud Platform <i>IaaS, PaaS, Cloud Object Storage, Watson, Watson Data Platform, Blockchain</i>	

Business Partner – Do we know your Industry solution value ?

Do you have repeatable Solution Offerings ?

Do you have case studies ?

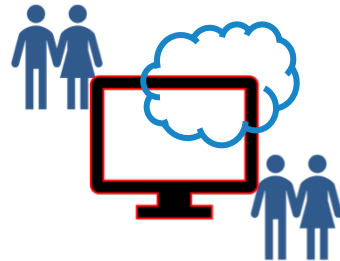
Are you maintaining your IBM skills ?

Smarter Cognitive Opportunity Recommendation Engine
SCORE

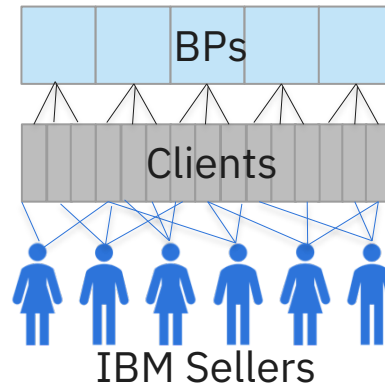
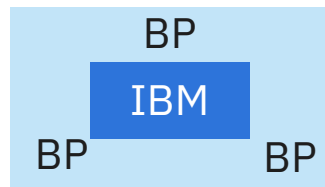
Let's build tomorrow - Together



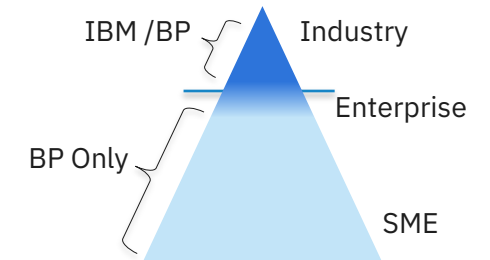
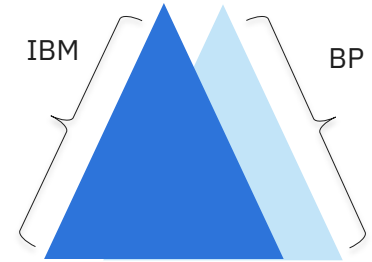
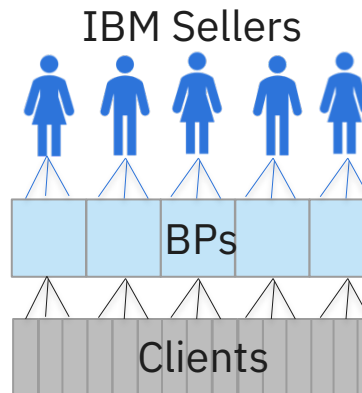
Past



Future

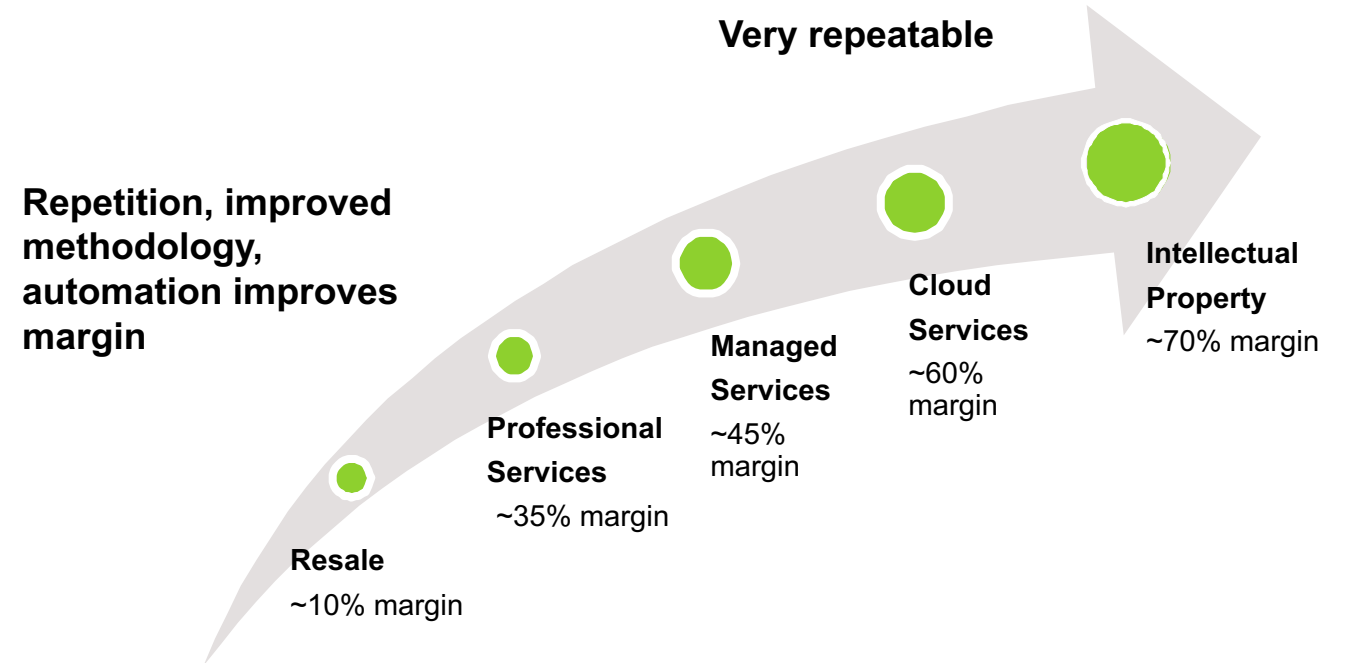


Go To Market



Welcome Summary

- ✓ Broad Solution Portfolio – Cognitive, Cloud, Security
- ✓ Wider Market Opportunity- Partner Led
- ✓ Industry and Repeatable Solution Focus
- ✓ SCORE-Cognitive Leads Passing- Keep Relevant in Partner World !
- ✓ Partner ECO System- Let's Build Tomorrow Together



Cognitive Solutions

Isuru Fernando
Analytics and AI leader
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IBM Business Partner Kick-off 2018

IBM Solutions – Panel Discussion

Nick Day
Partner Client Executive – A/NZ
sbcd@au1.ibm.com

Isuru Fernando
Analytics and AI leader – NZ
fernando@nz1.ibm.com

Nick Milsom
Storage Systems Sales Specialist – A/NZ
nmilsom@au1.ibm.com

Nick O’Sullivan
Systems Partner Manager – NZ
nicko@nz1.ibm.com

Peter Hodgins
IoT Solutions Executive – A/NZ
peterjh@au1.ibm.com

Mark Knightley
Channel Solutions Executive – A/NZ
mark.knightley@au1.ibm.com

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Q&A – IBM Solutions Panel

Issy Fernando

Analytics and AI leader – NZ

Nick O’Sullivan

Systems Partner Representative – NZ

Nick Milsom

Storage Systems Sales Specialist – A/NZ

Peter Hodgins

IoT Solutions Executive – Asia Pacific

Mark Knightley

Solutions Channel Executive – A/NZ

IBM Watson IoT enables companies to:

Engineer

Connected Products



Manage

Connected Operations



Engage

with people in new ways



As a result clients:

Increase revenue

with products
customers love

Drive efficiency

and improve quality
and yield

Build brand

and monetise the
connection

Q&A – IBM Solutions Panel

Issy Fernando

Analytics and AI leader – NZ

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Peter Hodgins

IoT Solutions Executive – Asia Pacific

Mark Knightley

Solutions Channel Executive – A/NZ

Get started now



Silver benefits

All Registered benefits PLUS:

- IBM Cloud credits - \$2400/year
- Education and training vouchers - 4 test and 2 class vouchers
- **IBM Cloud credits - \$US2400/year**
- Digital Content Marketing - 2,500 contacts
- Client success story development - 1/every other year
- Business Partner mark - Silver
- Sales coverage - VAD
- Business Partner (BP) Locator - 3rd Priority
- Competitive sales support - Eligible



Gold benefits

All Registered benefits PLUS:

- Event packages - 5% off sponsorship up to \$3500
- **IBM Cloud credits - \$US4200/year**
- Eligible
- PartnerWorld concierge support - Priority access
- IBM Cloud credits - \$4200/year
- Education and training vouchers - 6 test and 2 class vouchers
- Digital Content Marketing - Unlimited



Platinum benefits

All Registered benefits PLUS:

- Senior IBM executive roundtables - 1/quarter
- **IBM Cloud credits - \$US6000/year**
- Event packages - 10% off sponsorship up to \$5000
- Partnership Executive Program (PEP) - 1st priority
- PartnerWorld concierge support - Priority access
- IBM Cloud credits - \$6000/year

Build your ecosystem

To help you identify partners that interested in growing in areas that complement your solutions (or future solutions), look out for the coloured dot on the badges of other attendees...

Red – IBM Cognitive Systems

Blue - IBM Cloud Services

Green - IBM Solutions

Yellow - IBM Watson, Cognitive & Analytics

Please see the registration desk if you would like a coloured dot added to your badge to show others the areas you plan to grow in!



Introducing Think 2018

- March 19 – 22, 2018
Las Vegas, NV

Register today at
ibm.com/think2018

Think is a first-of-its-kind global IBM event that gathers the world's most inspiring inventors, leaders, and thinkers in one place, to ask:

What makes you **think**?

Join us for insightful answers to the most important questions: yours.

Learn more at ibm.com/think2018 >

Tomorrow is happening here.

No matter how you come to IBM – from AI to Cloud, IoT to Big Data, SaaS to Storage – we are inviting all of our partners and customers to think together.

What you'll find at Think:

- Communities of people with a shared vision.
- Technology that is changing the planet.
- Place to learn, to play, to build, to grow.
- Access to great minds and practical ideas.
- Training and certification.

Break

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- Training and certification.

Making Money

Janice Willemsen
Partner Sales Manager
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IBM Business Partner
Kick-off 2018

Making Money

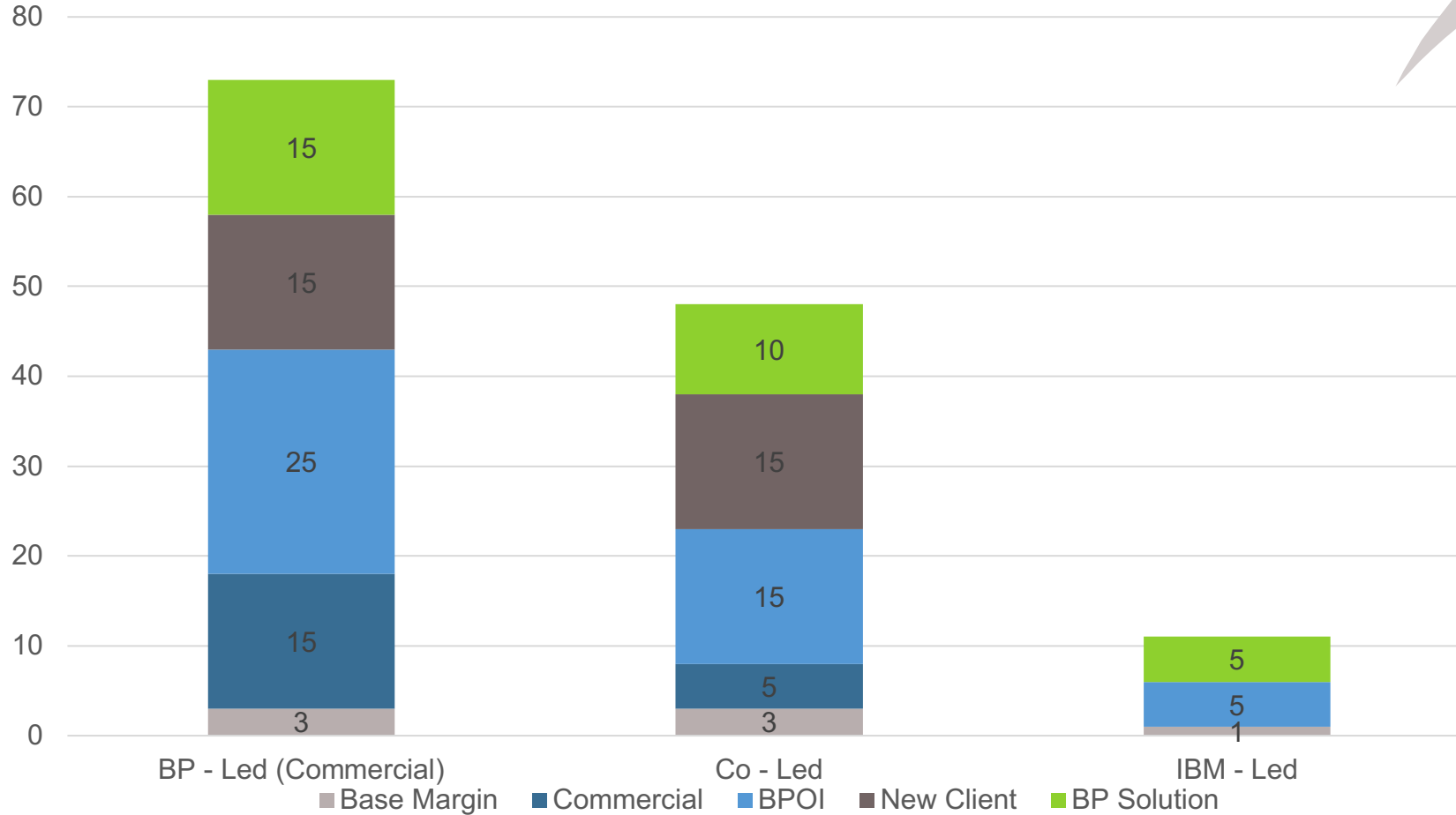
Very clear priorities for maximizing Software & Systems earnings...

- Identify, register deals (BPOI) and sell with value
- Focus on Commercial territory
- Win new clients
- Achieve and maintain competencies
- Leverage IBM marketing programs effectively
- Deliver solutions (IP)

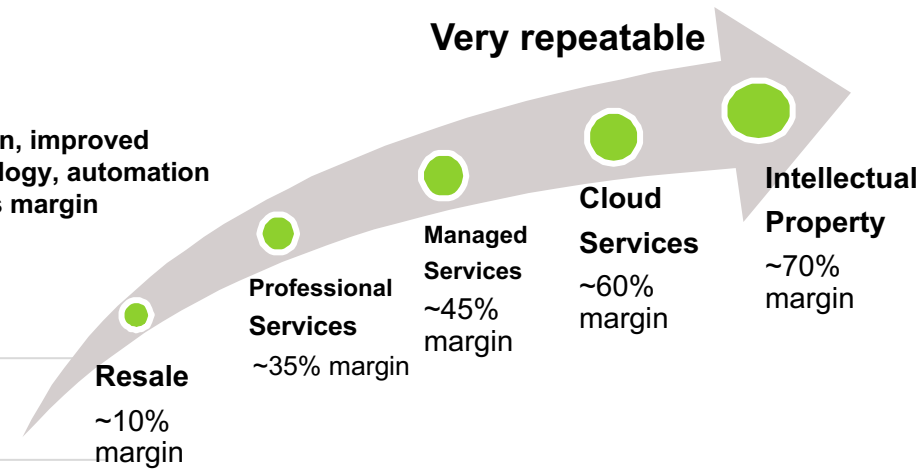
...Or set your own margins/profitability through the ESA program

Making Money – New License incentive rates

2018 IBM Software Incentives *



Repetition, improved methodology, automation improves margin



* Margins via Distribution- IBM Business Partner Terms and Conditions Apply



What do your customers want?

- Do your CUSTOMERS want to hear about solutions that deliver business outcomes ?
- Do they want to talk about industry best practices?
- Do your CUSTOMERS want to hear more about Software as a Service (SaaS)?

Making it easier to work with IBM

- Would you like to be able to sell your solution to ANY account ANYWHERE around the world unencumbered by IBM?
- Would you like to be able to charge whatever you want for your solution knowing you have a 100% predictable COST MODEL over time?

What should you do next?

- Think about embedding IBM capability while building out repeatable, scalable solutions
- Talk to your Channel team about ESA

“Successful Vendors and Partners have used SaaS to increase scale and value per customer while improving their upsell/cross-sell opportunities”

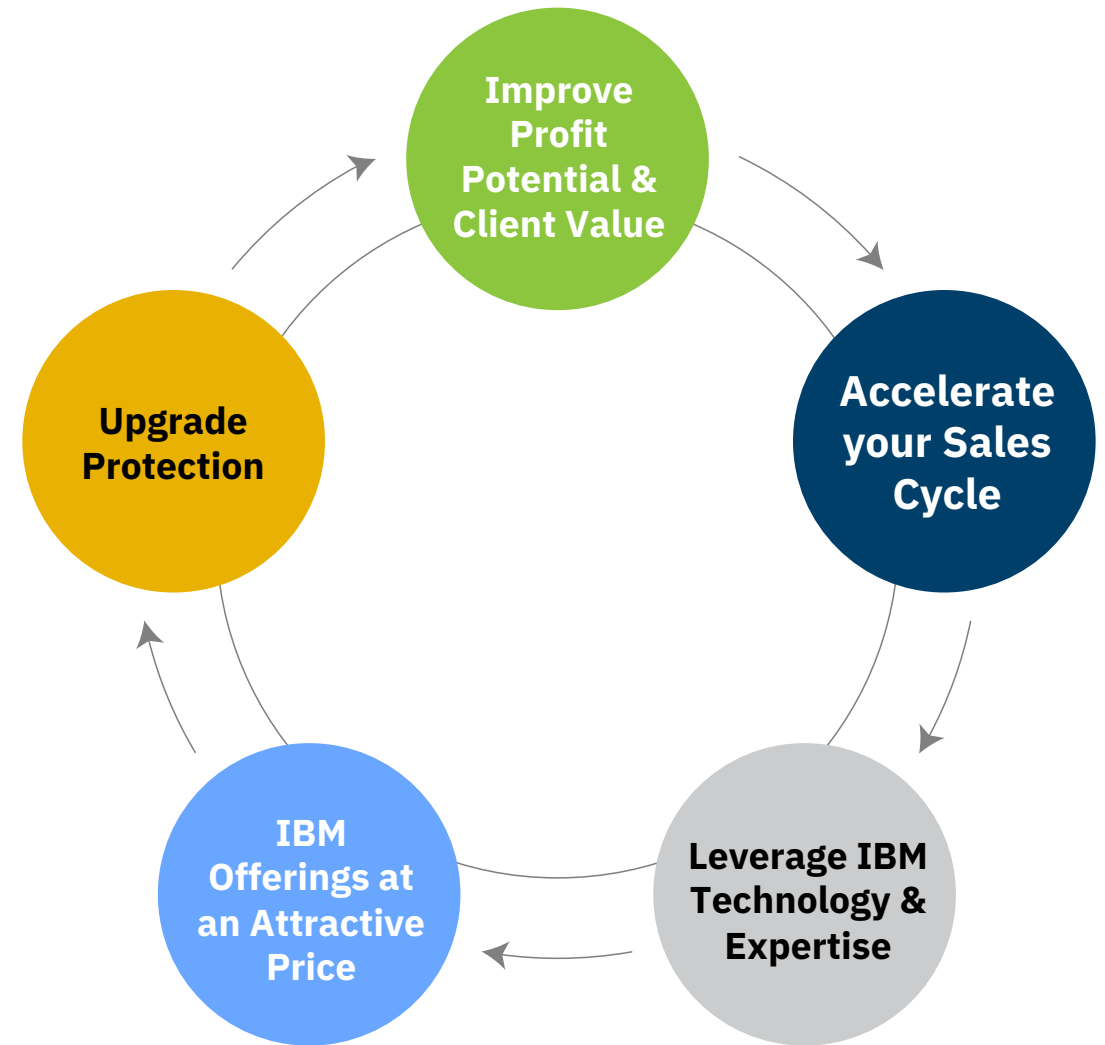
Making Money – Embedded Solution Agreement (ESA)

The ESA provides Technology Partners with a vehicle to **create unique solutions with IBM technology**, and market the solution to their down-stream customers

An **Embedded Solution** is the combination of IBM offerings and Technology Partner's Value Add that, when working together, create a commercially available BP branded solution that is distinct from the IBM offerings

ESA is not to be confused with resell as the IBM offerings cannot be separated from the Technology Partner branded solution or service

Technology Partners are Market Makers: Innovators, Developers, ISV's, SI's, other SW Vendors



Rules of Engagement

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John Guest
General Manager, Software and Systems, NZ
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A/NZ Business Partner Growth

Rules of Engagement - 2018



Marketing Update

Mari Kaupinnen
Head of Marketing, Demand Generation,
Digital and Channel

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IBM Business Partner Kick-off 2018

SaaS Transformation

Delivering business outcomes
powered by IBM Cloud & Watson

Anthone Withers
Head of SaaS
Australia and New Zealand

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What's new for 2018

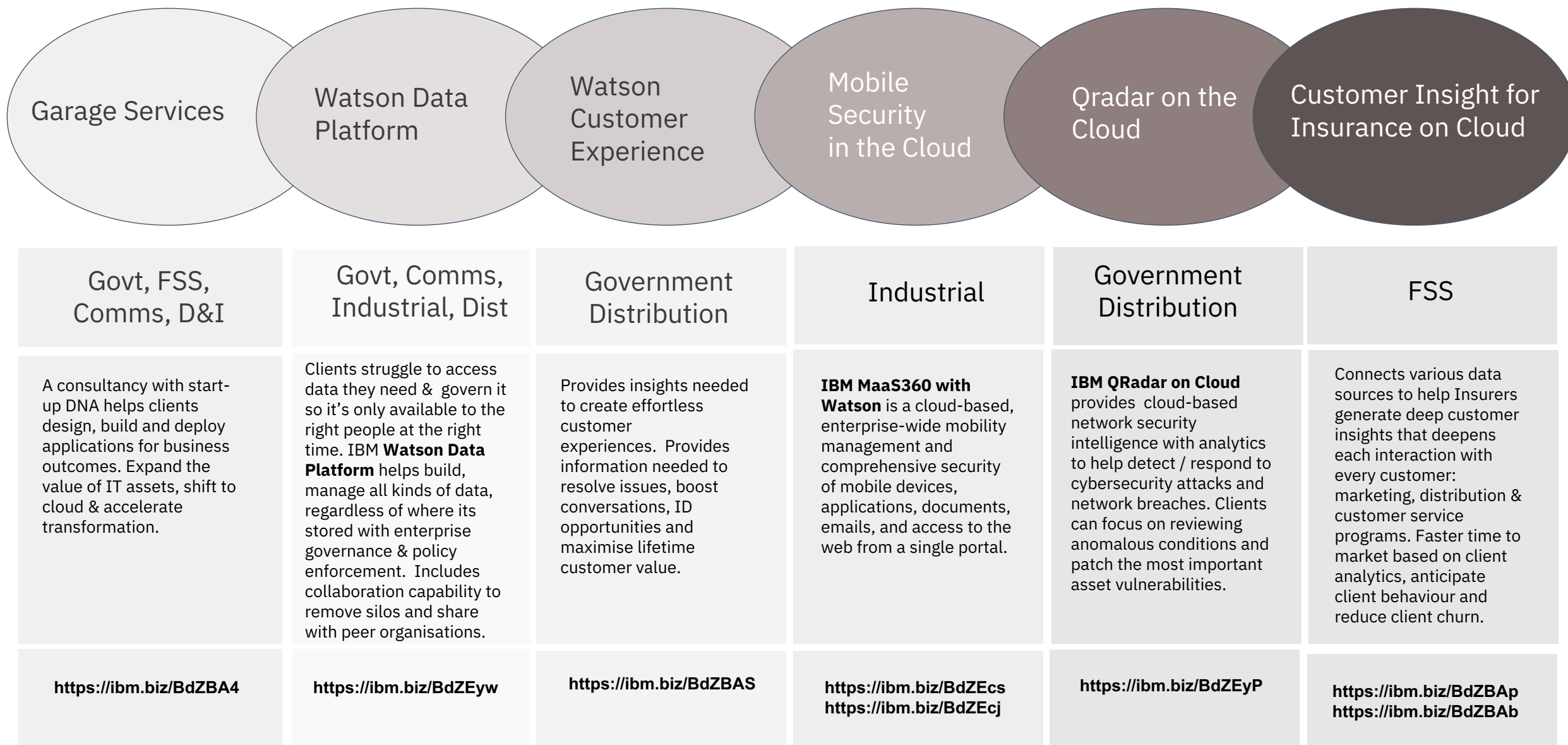
Transform to Solutions

- Focus on Market Ready, Industry aligned, delivering business outcomes
- STOP: Feature, Function
- Cross Brand
- Built on IBM Cloud, Delivering Cognitive, Secure by Design

SaaS Solution Providers

- Embedded IBM Software with SSP's to deliver competitive advantage
- Team within ecosystem to deliver additional value
- Together with IBM we sell value delivered, rather than cost plus

BAU plays in 1H 2018



• SaaS Solution Providers

- Embed IBM Software and Cloud within their solution
- Protect their costs as they scale
- Leverage IBM platform solutions for R&D, solution enhancement - AI, IoT, Security etc.
- IBM Hybrid Cloud – Public & Private options
- IBM & our BP Channel to scale fast
- Team with other SSP's within the eco-system

• SaaS Consulting Partners

Design Thinking, AI, Data Science

Sell Solution on value, rather than cost plus, percentage of revenue
ESA

Enable existing BPs to transform their business and enable them to sell market leading solutions





Identify and influence new SaaS business, IBM embedded

• SaaS Development Partners

- Development Partners build IP on top of SSP's Platform
- Direct relationship with SSP's to embed value in their platform
- Enable SCP's to resell joint platform
- Licensing fees for IP

• IBM SaaS Solution Group

- **SSG Sellers**
- **SSG Solution Architects**
- **Partner BDE's**
- **Partner Success Managers**
- **Eco System Lead**
- **SaaS Transformation Lead**

Partner	IBM offering	Value Delivered	Industries	Reference	IBM GTM Opp
	Cognitive Video Disruption	Anti Piracy	Media & Entertainment	Village Roadshow	SaaS Partner
	Cognitive Business Transformation	Intelligent Digital Transformation	Local, state and federal government agencies		SaaS Partner
	Cognitive Call Recording in the Cloud	Cognitive Call Insights for Innovation	Banking, Insurance, Government Telecommunication & Utilities	Vodafone, Optus, AT&T	SaaS Partner
	Cognitive Service Supply Chain	Real time management between internal and external employees	Intensive asset management industries	Downer EDI, Sydney Water	SaaS Partner

What does this mean for you?

Understand we are
transforming

Think about the
opportunities

As we build further
SaaS Solutions
think about how you
can wrap value
around them

This could be an opportunity
for you to transform
your organisation

Summary

Mark Baker
General Manager, Digital and Channel
New Zealand

mbaker@nz1.ibm.com

IBM Business Partner Kick-off 2018

Recap

- Commitment from the leadership to Business Partner growth
- Local Team / ANZ team support
- Areas to invest with IBM today
- Open and honest about engagement
- Profitable Business Partners and Distributors
- Sign up for IBM Cloud credits
- Join us at THINK

Let's build tomorrow. Together.

Build your ecosystem

To help you identify partners that interested in growing in areas that complement your solutions (or future solutions), look out for the coloured dot on the badges of other attendees...

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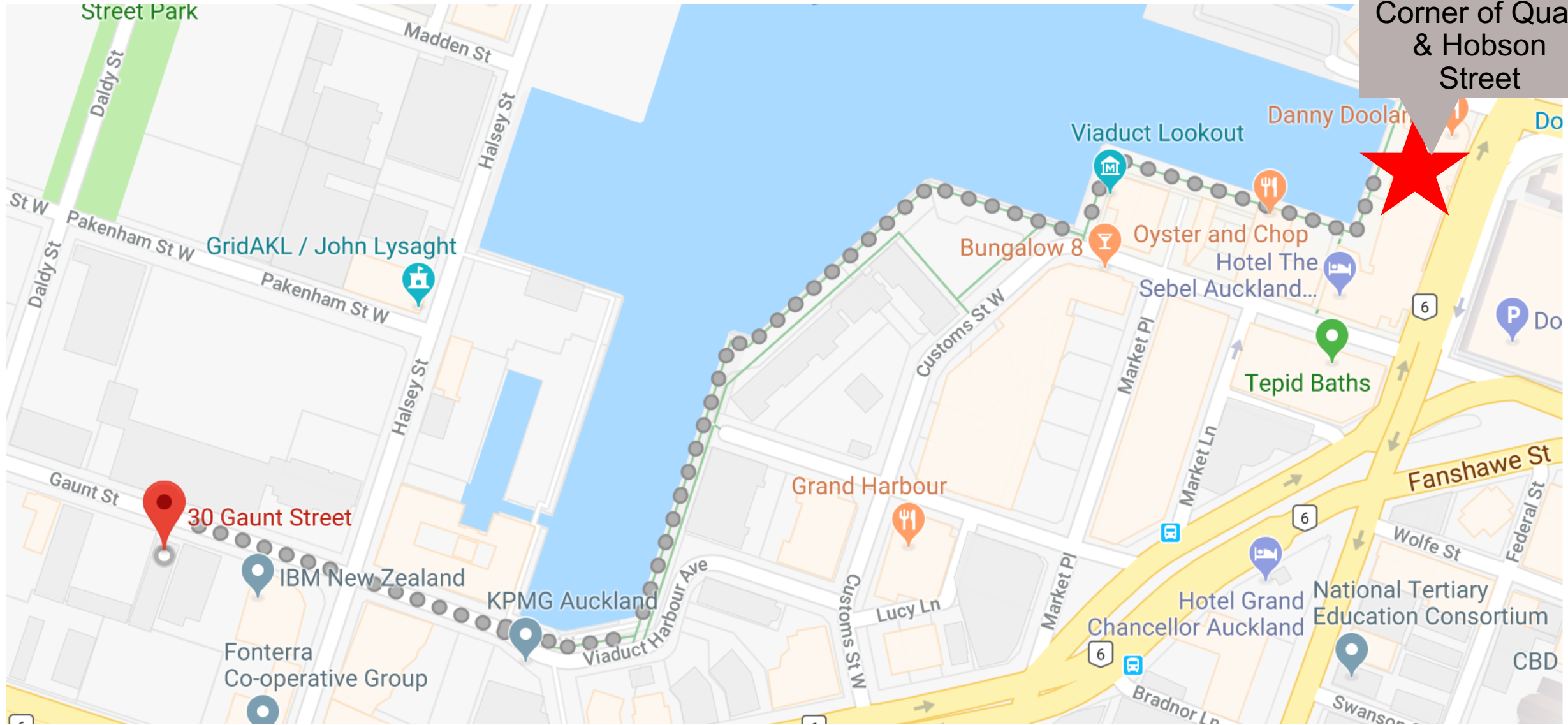
Yellow – IBM Watson, Cognitive & Analytics

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Drinks

**Your name badge will allow you to order drinks
on our tab, please keep it on at Dr Rudi's**

Drinks



Thank You