

Welcome

IBM Business Partner
Kick-off 2018

Welcome

IBM Business Partner
Kick-off 2018

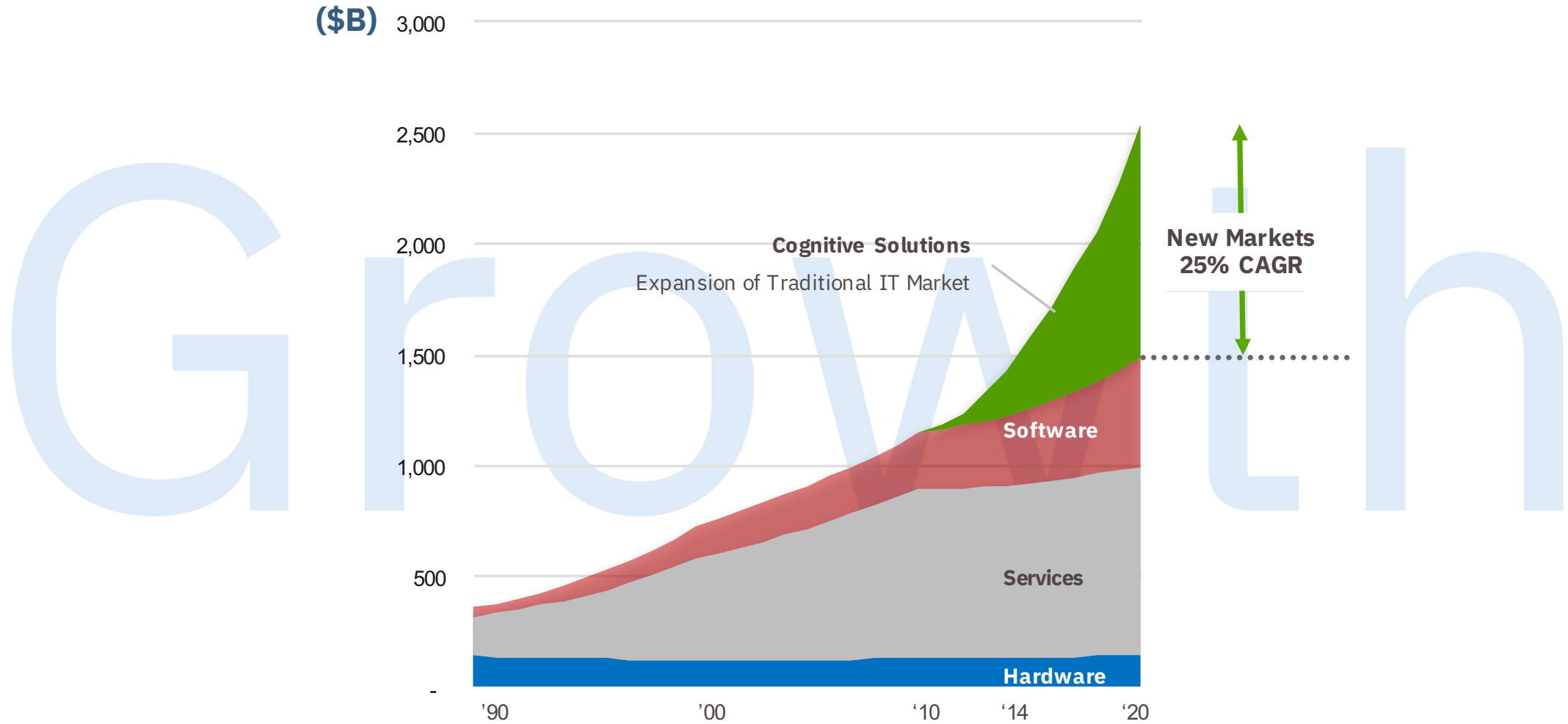
Nick Day
Partner Executive

sbcd@au1.ibm.com

Why are we here today?

Growth

Why are we here today?



Sources: '15-'16 Public Analytics estimates, IBM Market Development & Insights; IDC, Forrester, Gartner, McKinsey, Investment Bank Research, Company Reports

Why are we here today?

Solutions

Why are we here today?

The top 10 trends set to influence IT buyers in 2018 and beyond

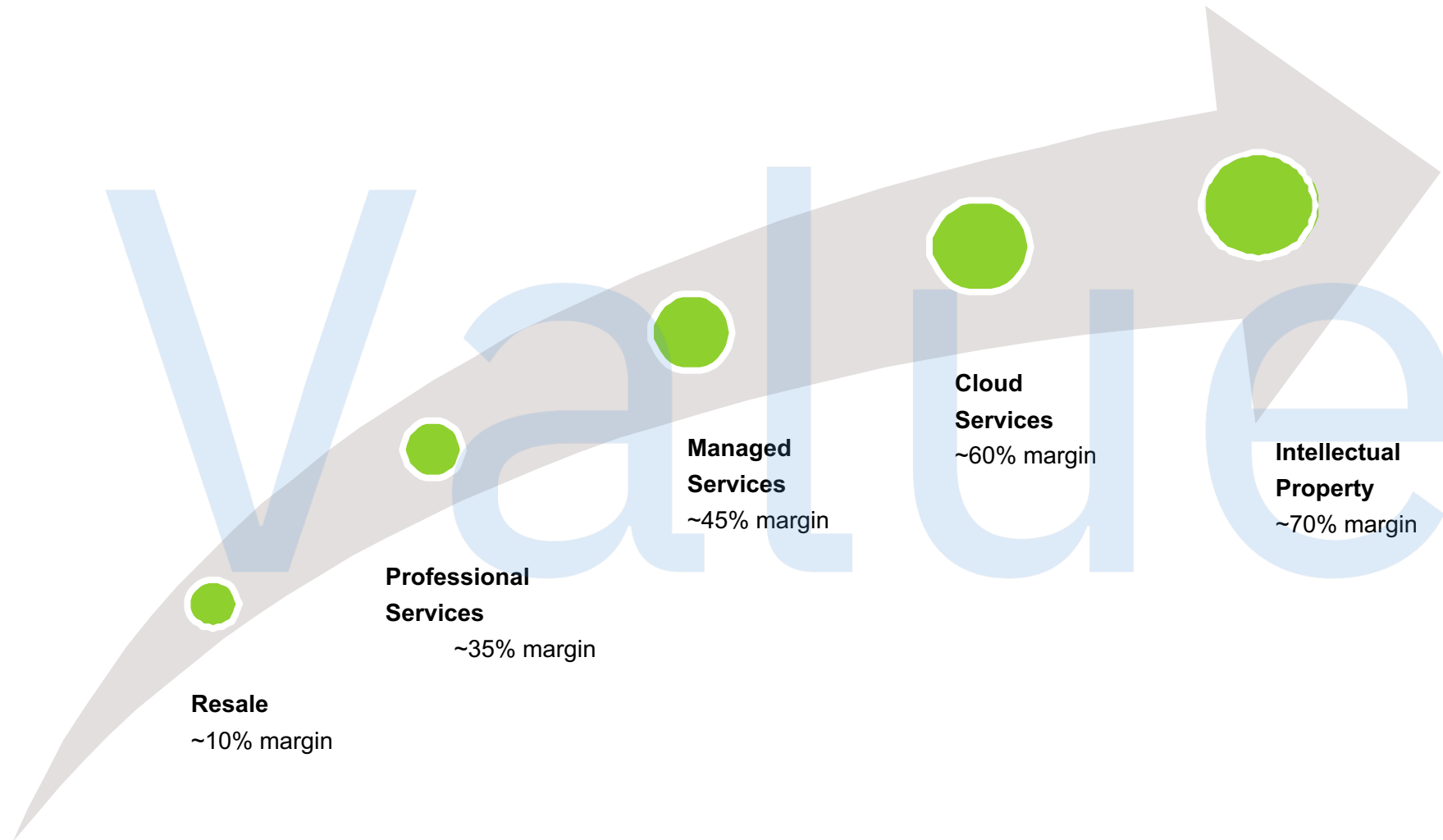
IDC Australia, January 2018

1. DX economy tipping point
2. DX platforms
3. Cloud 2.0 – distributed and specialised
4. AI everywhere
5. Hyper-agile apps
6. HD interfaces
7. Blockchain and digital trust
8. Everyone a data provider
9. Everyone a developer
10. Open API ecosystem

Why are we here today?

Value

Why are we here today?



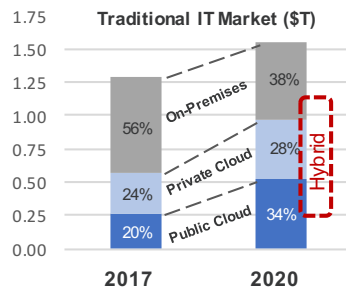
Why are we here today?

Ecosystems

Why are we here today?

Cloud

- Public Cloud a core piece of the client puzzle
- Enterprise & consumer cloud very different
- Enterprise IT = Public Cloud + Private Cloud + On-Premises ... Hybrid integrates
- ... a mix will continue for years



Cognitive

- AI has gone from “experimental” to strategic for transformation
- Enterprise & consumer AI very different
- Enterprise applications fueled by expert data - small data sets vs. general consumer world

Industry

- High value cognitive solutions must be built in the context of an industry’s commercial agenda, core processes and data
- The majority of the Cognitive Solutions market will be industry-specific

Growth Agenda

Topic	Speaker
Welcome and Introduction	Nick Day
Setting the Scene – IBM’s Business Partner Strategy	Nick Day
Working together to win in the Commercial market	Kylie McLean
Watson: What’s new in 2018	Dev Mookerjee
Panel Discussion – IBM Solutions for Growth <ul style="list-style-type: none">- Systems- Solutions- IoT- AI and Cloud	Nick Day Nick Milsom Mark Knightley Peter Hodgins Dev Mookerjee
Panel Discussion – Partner Solutions for Growth <ul style="list-style-type: none">- Carrington- ISW- Tridant	Nick Day Upjeet Singh Ian Warner Rob McConnochie
B R E A K	
Working with IBM: Making Money	Janice Willemsen
Working with IBM: Rules of Engagement	Kylie McLean
Working with IBM: Driving Demand	Mari Kauppinen
SaaS – IBM Ecosystems for Growth	Ant Withers
Summary and Networking drinks at Hophaus Bier Bar	Nick Day

IBM's Business Partner Strategy

Nick Day
Partner Executive

sbcd@au1.ibm.com

IBM Business Partner Kick-off 2018

Let's Build Tomorrow. Together.



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...
-----------------	-----------------------	---------	---------------------------	----------------------	-------------------------	------------------------	-----------



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>	

IBM Security Immune System

ON PREM | CLOUD | HYBRID



GDPR

May 25 2018

EU- General Data

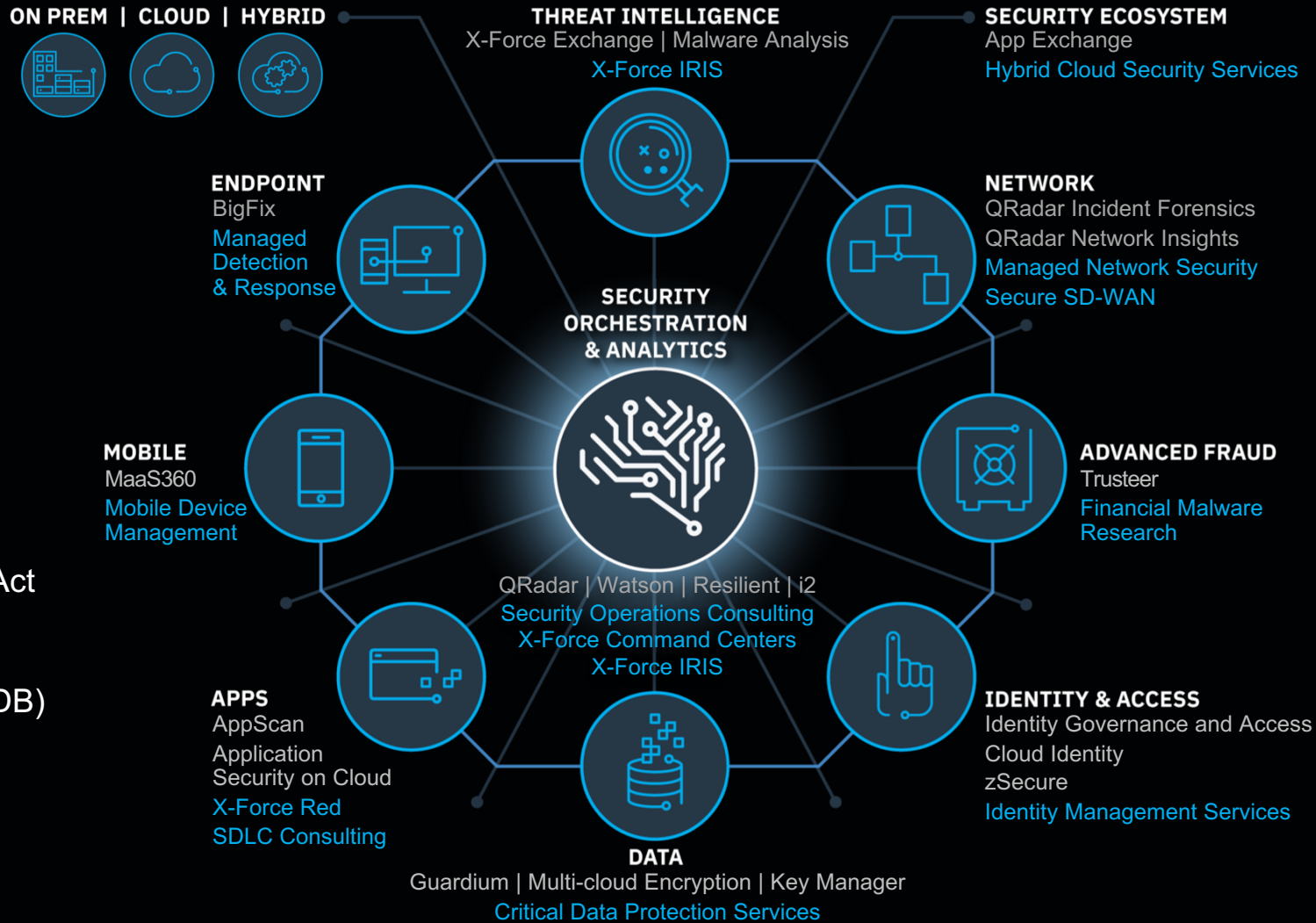
Protection Regulation

NDB Australian Privacy Act

February 22 2018

Notifiable Data Breach (NDB)

Scheme



Products
Services

IBM Cloud for VMware Solutions Portfolio





Automated Provisioning


Monthly subscription-based services with no commitment


Hardware and Software licenses included

Workload Migration – Hybrid Cloud Manager

Security

IBM Cloud Secure Virtualization  

Gateway & Load Balancing 

Firewall 

Business Continuity

Disaster Recovery 

Backup 

Storage



DaaS



Platform Services

VMware vSphere

VMware vCenter Server

VMware Cloud Foundation

IBM Cloud Bare Metal Infrastructure

Business Partner – Do we know your Industry solution value ?

Do you have repeatable Solution Offerings- by Industry ?

Do you have Case Studies ?

Are you maintaining your IBM skills ?

Are you up to date in Partner World ?

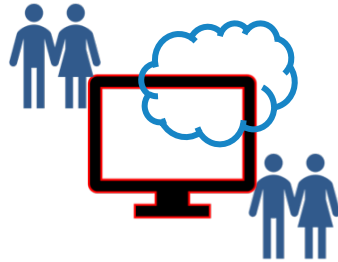
Are you open to Partner Networking ?



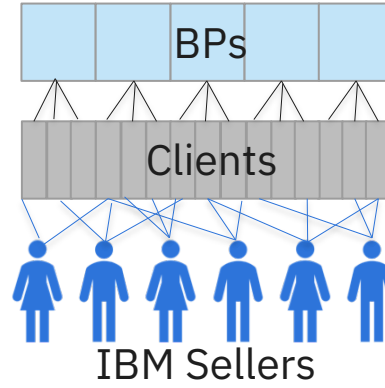
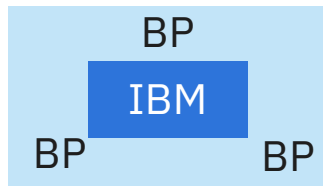
Smarter Cognitive Opportunity Recommendation Engine-SCORE

Let's Build Tomorrow- Together.

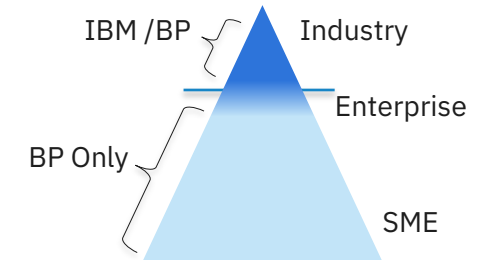
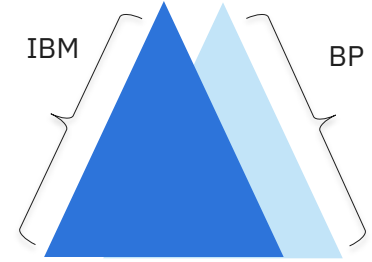
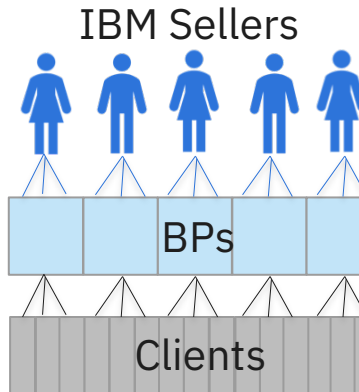
Past



Future

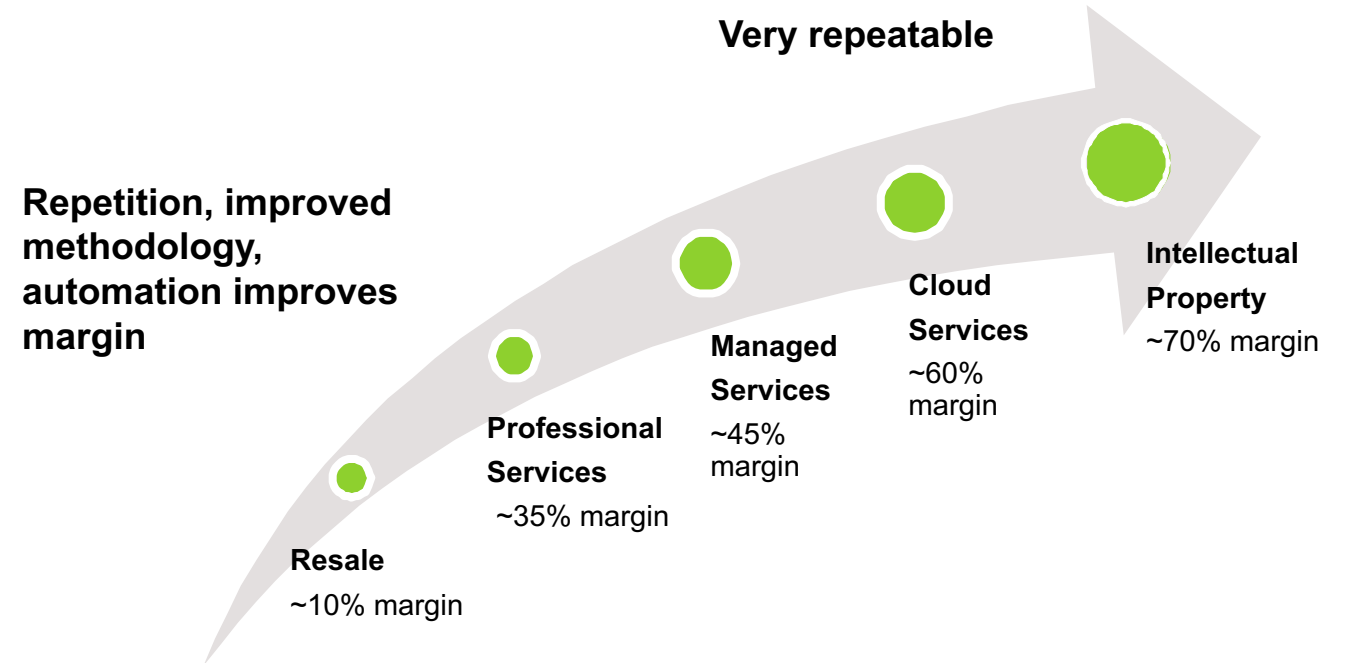


Go To Market



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



DBG...The opportunity

Kylie McLean
Chief Digital Officer

Kylie.mclean@au1.ibm.com

IBM Business Partner
Kick-off 2018



Growth

Clarity & Commitment

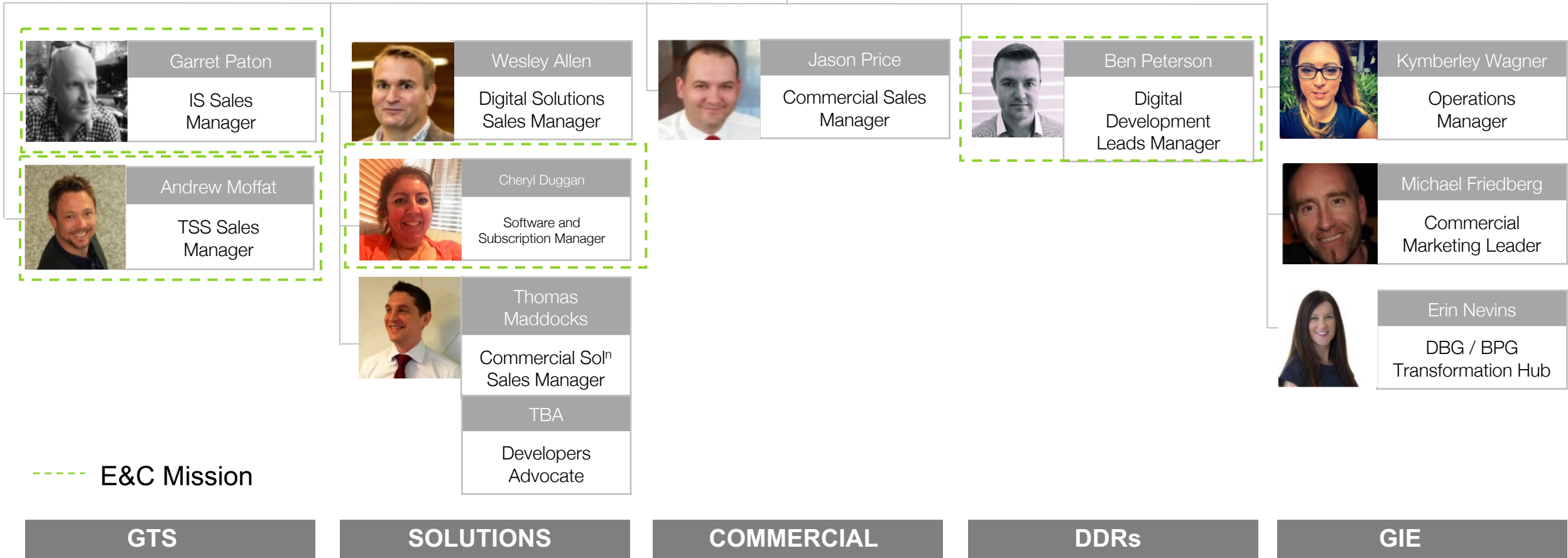
Clarity

- Strategy
- Focused offerings
- Market segmentation
- Coverage model





Kylie McLean
Chief Digital Officer



2018 DBG Strategic Imperatives

Grow **Commercial** Sales and New Logos

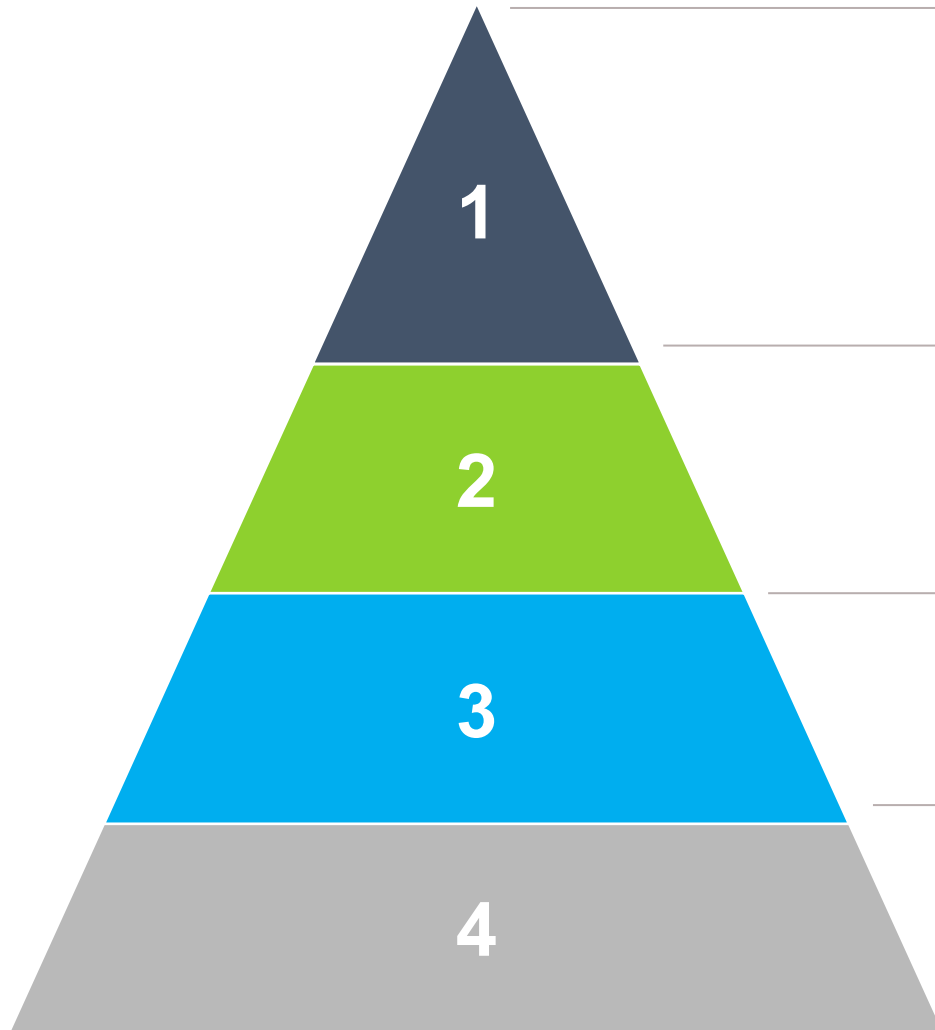
Grow Digital **Marketplace & Offerings** by 50%

Grow self service revenue & scale our **ISVs**

Win with **IBM Cloud** and **AI**

Win **Developers** and build overall ecosystem 2M in 2018

IBM Digital Business Group Segmentation



Tier 1: Highest Propensity

- Industry or Geographic Aligned
- 60% of ASX 300
- 1:50 Ratio, 10 Strategic Accounts
- Sell with BPG – solutions/industry focussed partners

Tier 2: 500 Dormant Accounts with >\$10m revenue

- Zero IBM spend in 2015, 2016, 2017
- Greater than \$10m turnover
- Sell with BPG – solutions/industry focussed partners

Tier 3: 2,000 pure IBM Whitespace with >\$10m revenue

- No IBM Installed offerings – competitive takeout focus
- Focus on Digital/Social Outreach

Tier 4: 30k+ Accounts: SaaS driven

- Digital Marketing
- Local Marketing Campaigns
- Repeat business

Building the New Client Engine – What’s the Foundation?

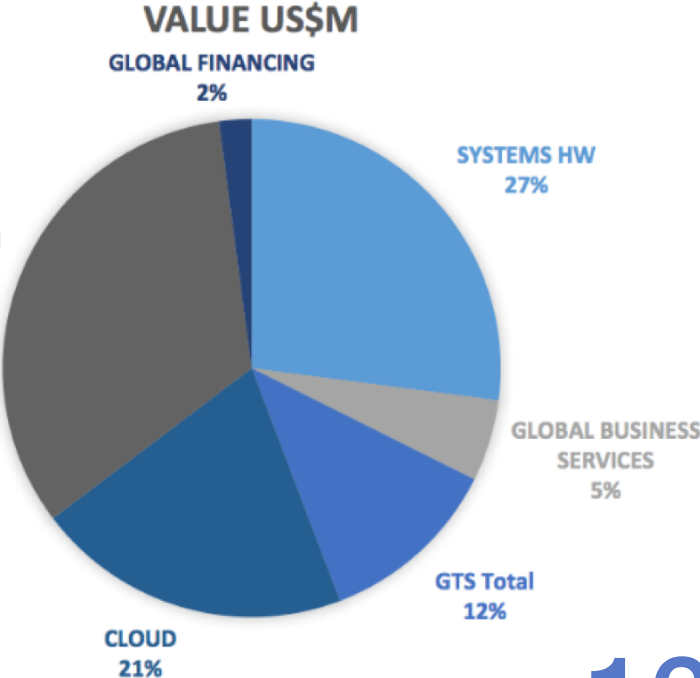
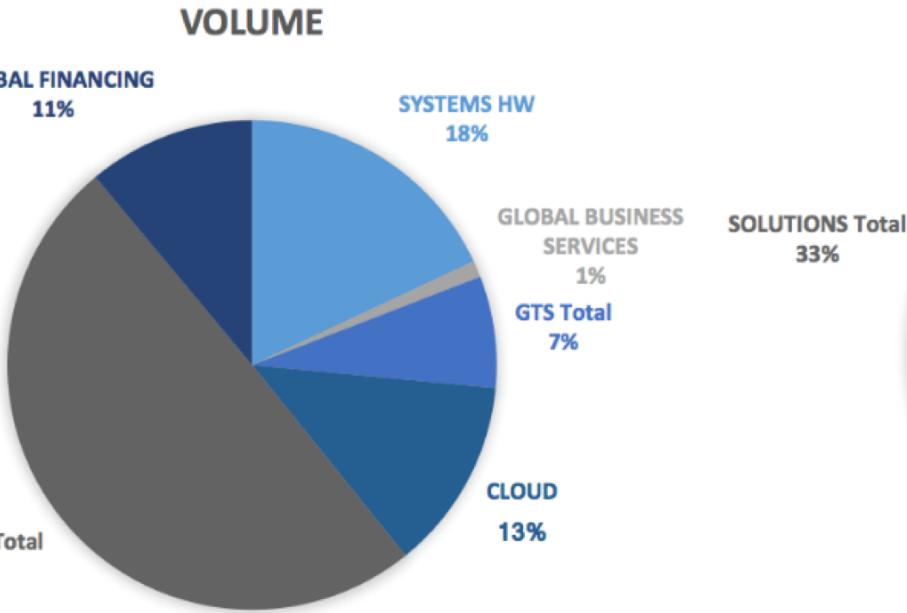
732

New Commercial Clients

2017

53%

Volume from SaaS



142

Talent Mgmt

130

Analytics

122

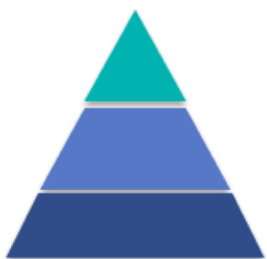
Storage



How will we win?

1

Segmentation



2

Offerings



3

Business Partners



4

Marketing



5

Management System/
Reporting



ANZ Commercial Landscape/Opportunity

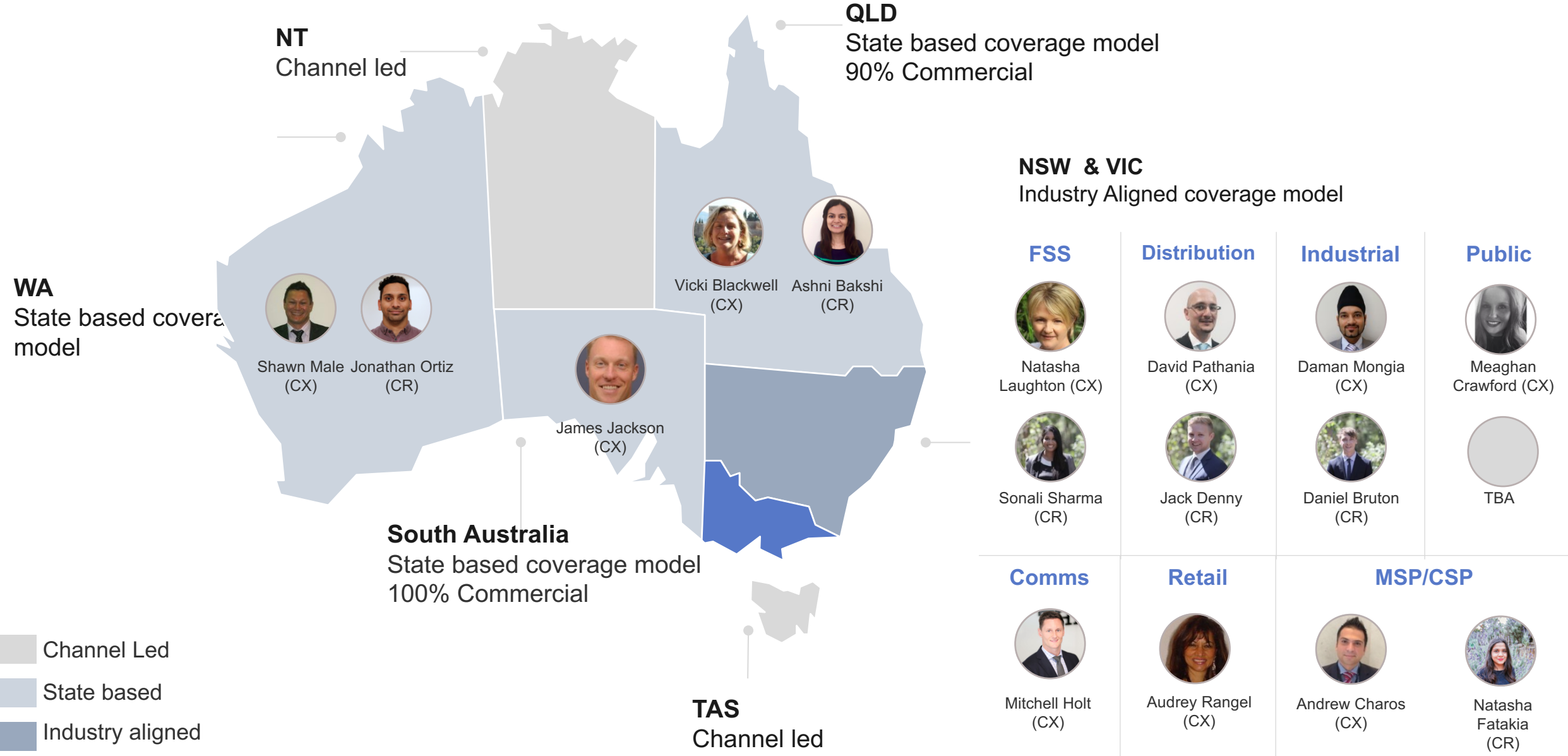


Target clients

32K

A company with \$10M turnover will have ~400K to spend on IBM offerings

2018 Commercial Coverage Model: **QLD, SA** and **WA** move to a state based model with local coverage, whilst **NSW/VIC** will remain as Industry Aligned Coverage





Commitment

- dCOI Program
- Rules of Engagement
- Lead Passing

For our Business Partners

Improved linkage and **integration** with IBM by being **connected** to IBM Digital Sales growth engine

Improved **learning and collaboration** of Business Partner and IBM

Dedicated IBM resource committed to building pipeline **with the partner for the partner**

Retention of leads generated from the program for sales engagement

Availability of high quality digital sales skills, designed for **pipeline generation**

dCOI Value

Faster **go-to-market** for IBM solutions

Delivering on a commitment to assist with pipeline demand generation benefiting partners to **co-invest**

Heightened awareness and understanding of Business Partner Client **engagement requirements and challenges**

Facilitation of improved and **enriched development** of IBM Digital Business Group

Generation of **incremental business** for IBM focused on critical campaigns

For IBM

Happy New Year #IBMWatson!
Whats new?

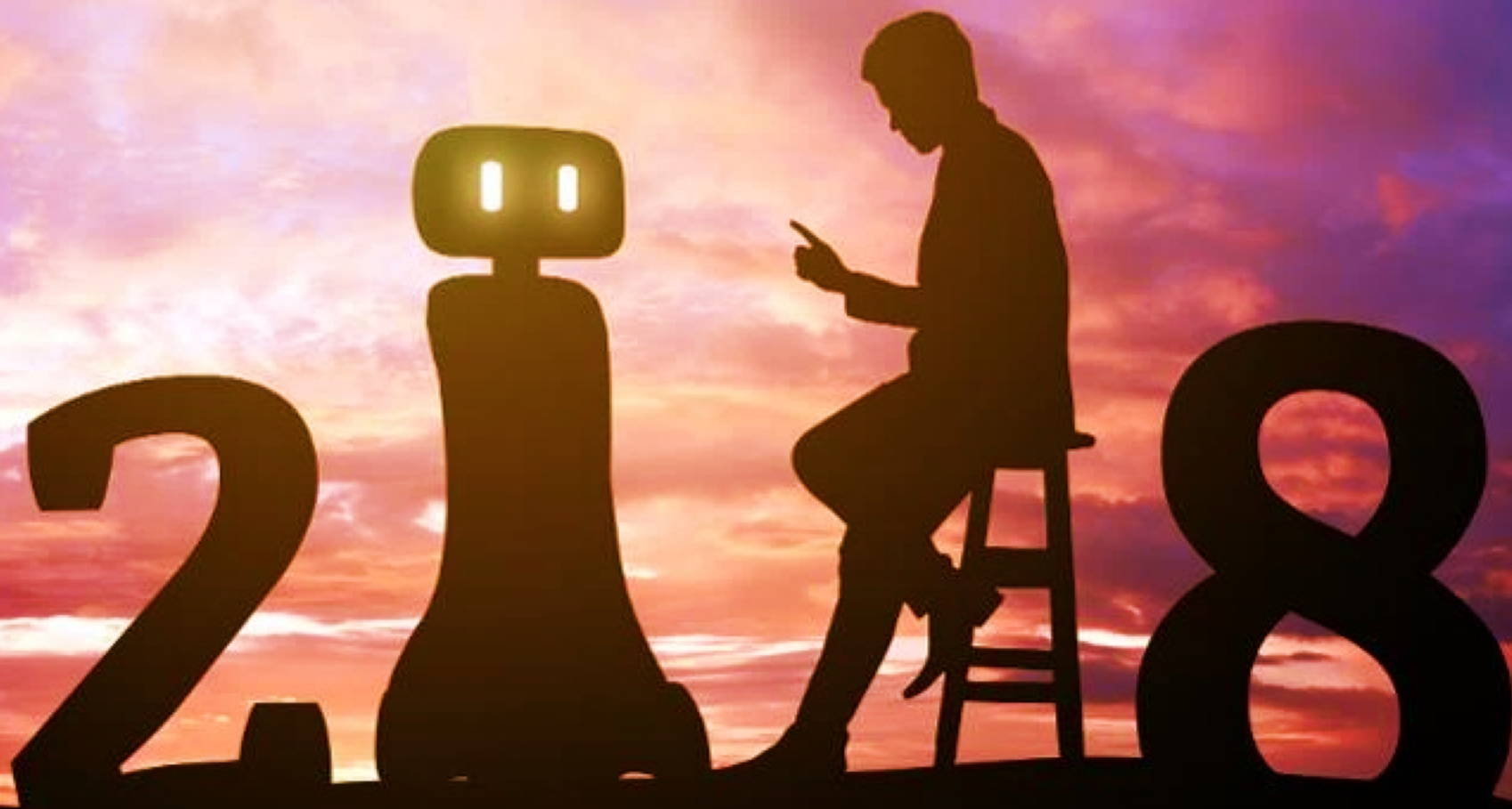
Dev Mookerjee
Technology Executive, IBM Watson
Asia Pacific

Dev.Mookerjee@au1.ibm.com

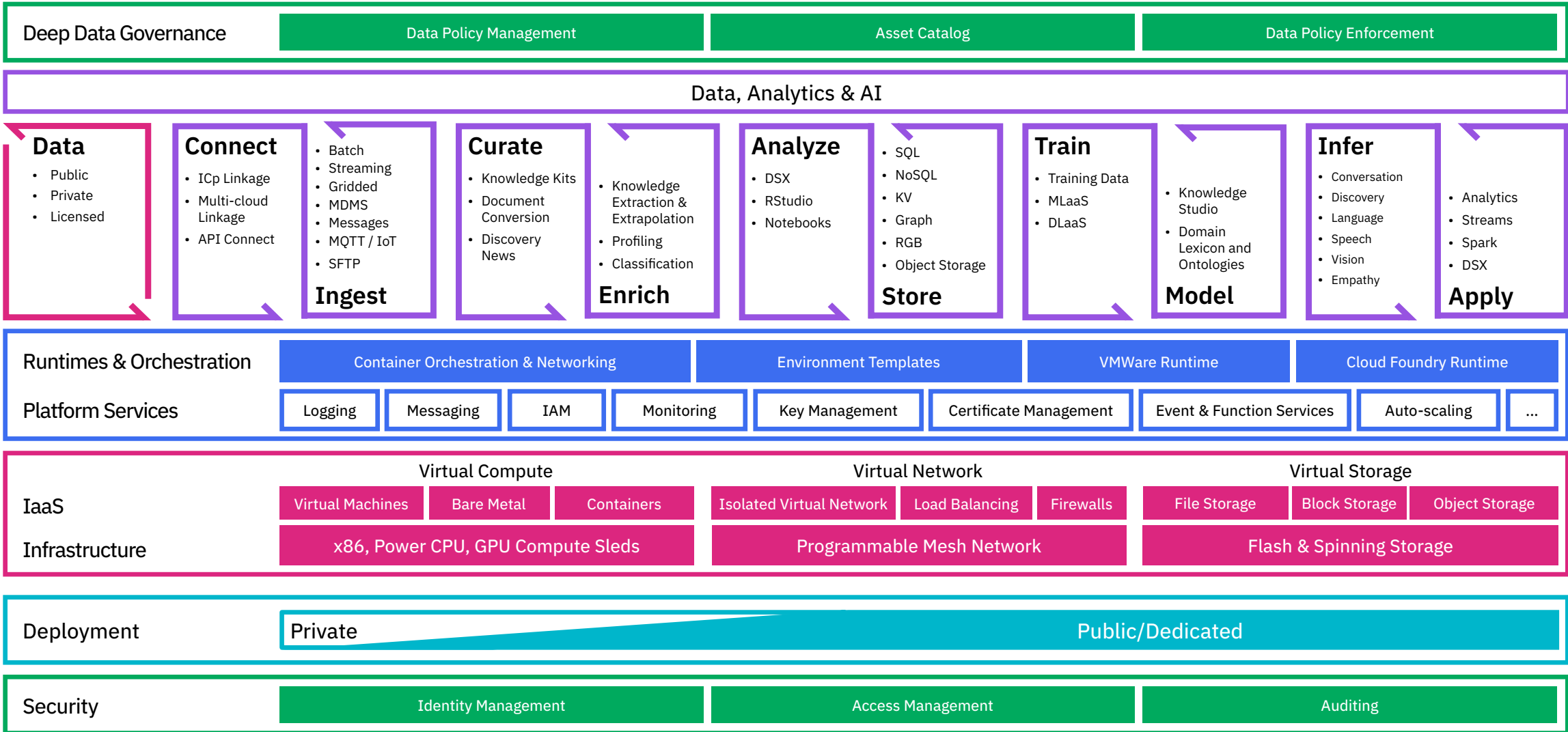
IBM Business Partner
Kick-off 2018

“2018 -The Year of AI”

CES 2018



IBM Cloud



IBM Cloud

Deep Data Governance

Data Policy Management

Asset Catalog

Data Policy Enforcement

Data, Analytics & AI

Data <ul style="list-style-type: none"> Public Private Licensed 	Connect <ul style="list-style-type: none"> ICp Linkage Multi-cloud Linkage API Connect 	<ul style="list-style-type: none"> Batch Streaming Gridded MDMS Messages MQTT / IoT SFTP Ingest	Curate <ul style="list-style-type: none"> Knowledge Kits Document Conversion Discovery News 	<ul style="list-style-type: none"> Knowledge Extraction & Extrapolation Profiling Classification Enrich	Analyze <ul style="list-style-type: none"> DSX RStudio Notebooks 	<ul style="list-style-type: none"> SQL NoSQL KV Graph RGB Object Storage Store	Train <ul style="list-style-type: none"> Training Data MLaaS DLaaS 	<ul style="list-style-type: none"> Knowledge Studio Domain Lexicon and Ontologies Model	Infer <ul style="list-style-type: none"> Conversation Discovery Language Speech Vision Empathy 	<ul style="list-style-type: none"> Analytics Streams Spark DSX Apply
---	--	---	---	---	--	---	--	--	---	---

Runtimes & Orchestration

Container Orchestration & Networking

Environment Templates

VMWare Runtime

Cloud Foundry Runtime

Platform Services

Logging

Messaging

IAM

Monitoring

Key Management

Certificate Management

Event & Function Services

Auto-scaling

...

IaaS

Infrastructure

Virtual Compute

Virtual Machines

Bare Metal

Containers

Virtual Network

Isolated Virtual Network

Load Balancing

Firewalls

Virtual Storage

File Storage

Block Storage

Object Storage

x86, Power CPU, GPU Compute Sleds

Programmable Mesh Network

Flash & Spinning Storage

Deployment

Private

Public/Dedicated

Security

Identity Management

Access Management

Auditing

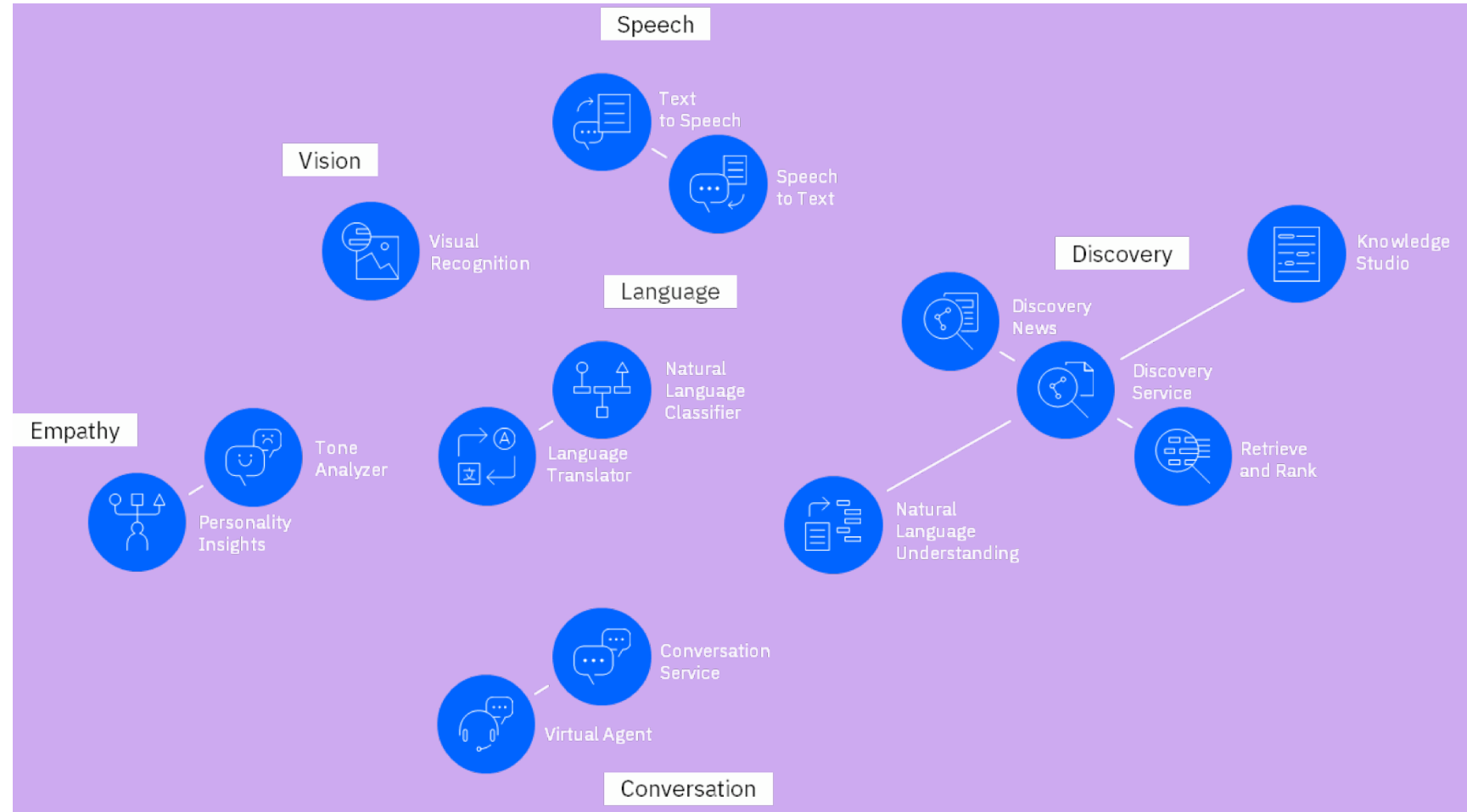
IBM Watson

Data & AI

Platform

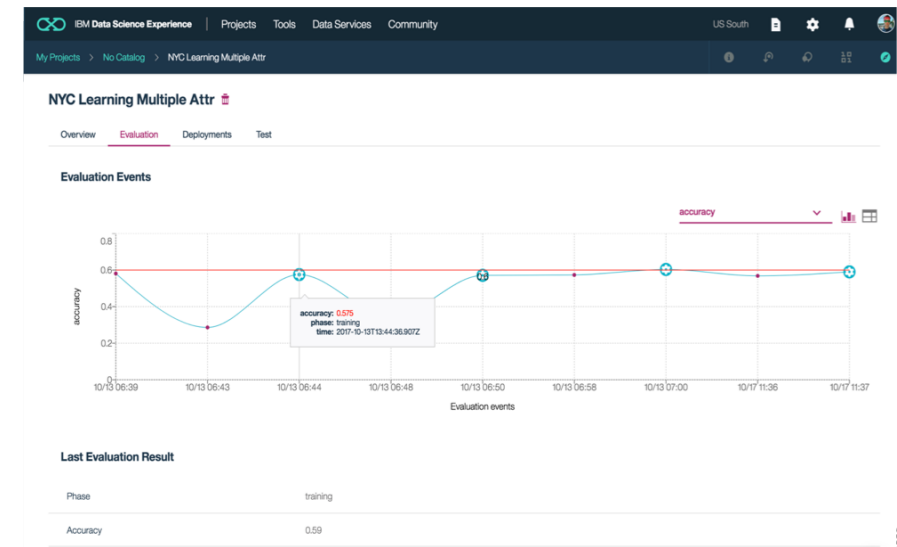
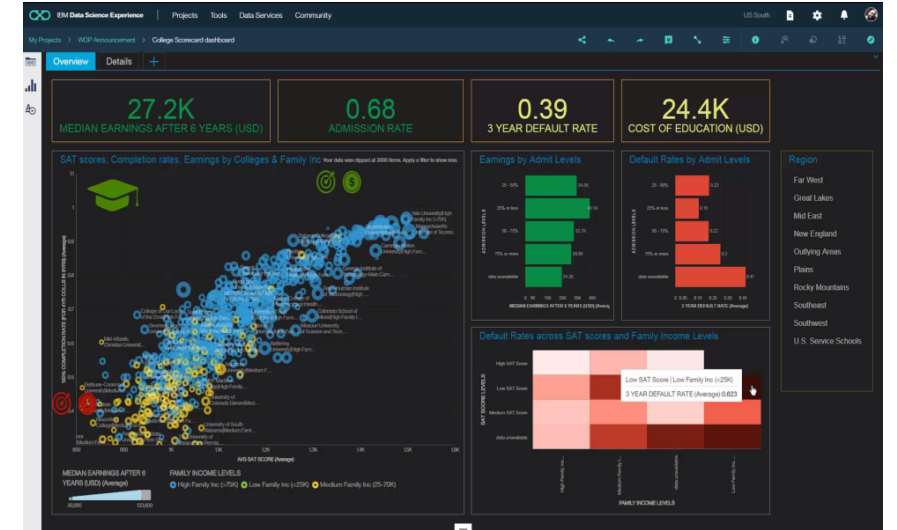
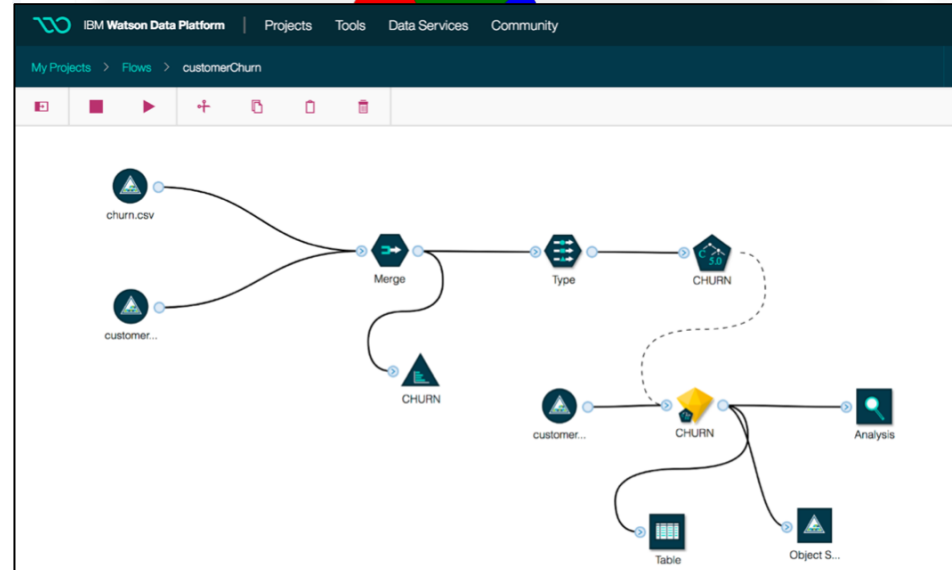
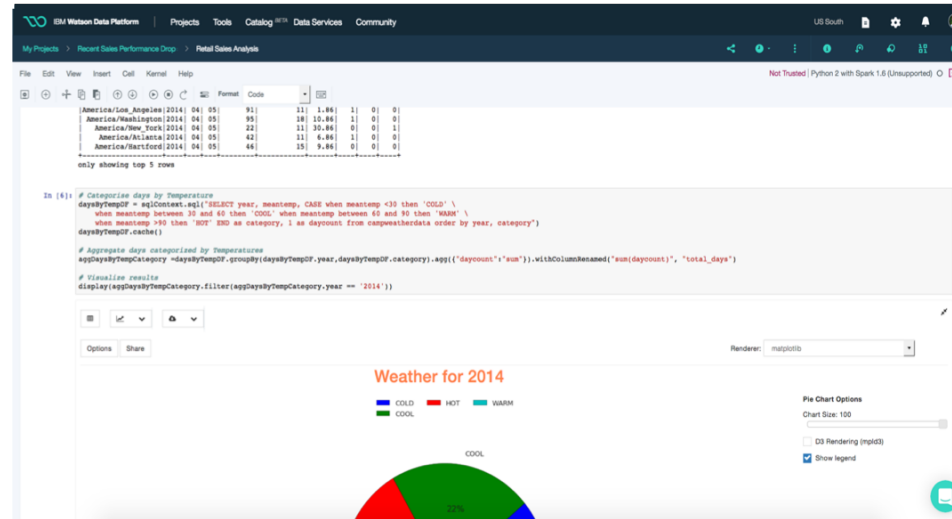
The AI for business: Your data – Your IP – Your Insights

- **Conversation**
- **Visual Recognition**
- **Speech to Text**
- **Text to Speech**
- **Personality Insights**
- **Natural Language Understanding**
- **Natural Language Classification**
- **Discovery**
- **Discovery News**
- **Knowledge Studio**
- **Tone Analysis**
- **Translation**



Integrated, unified self-service experience

- Shop for data
- Manage policies
- Shape data
- Build dashboards
- Auto model building
- Build ML flows
- Auto-optimize models
- Develop notebooks
- Streaming pipelines
- Build data apps



Why Watson AI?

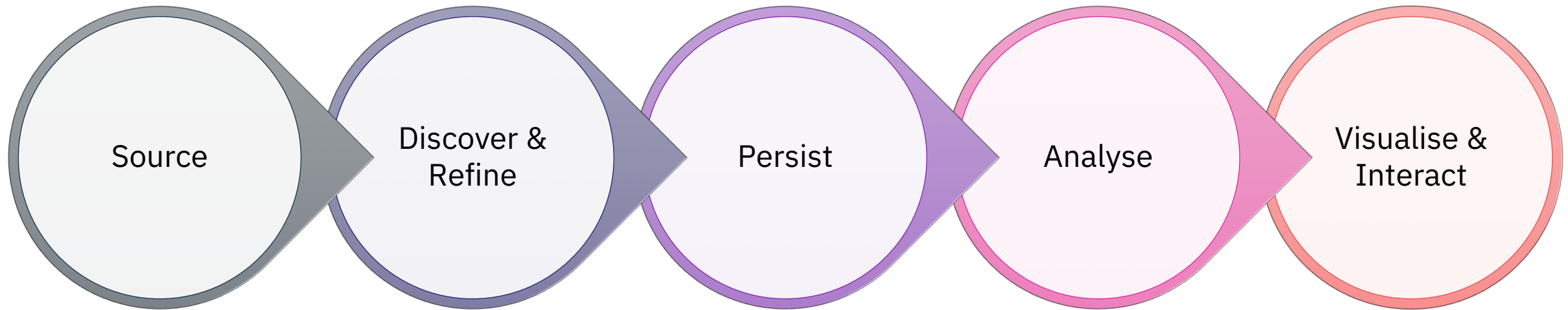
- **The AI platform for Business:** From pre-built enterprise to custom models, Watson AI provides you with the full range of AI capabilities for your enterprise's needs.
- **Your Data – your IP – Your Insights:** With Watson AI, you are assured that only you own your data and the IP that goes with it to train your models.
- **Start Small & Scale:** Watson AI's industry leading ML engines allows you to start your AI journey quicker with smaller quantities of big data.
- **Infuse in your Workflows:** Build stand alone AI applications or infuse AI into your workflows with Watson AI's secure microservice based framework.
- **One Cloud Platform:** Watson AI is part of the secure IBM Cloud. This ensures that when you are building your system with Watson, you have ALL your application building needs on one platform and do not need to log into various different systems. (Of course - you can indeed do so too if your design requires!)

Why Watson Data Platform?

- Remove Silos – Using WDP’s unique intelligent data fabric collaborate with your data and data scientists like never before – while using the same skills you know and love – from Jupyter, R, Scala and Python.
- Automatic retraining of the models
- Access all the Watson AI capabilities without ever leaving the site.
- Managing projects with governance across tooling, users, data, and versions
- Community and learning through tutorials, articles, datasets, code examples, and social media features
- **Gartner positions IBM as the leading Data Science platform**
- **IBM is the ONLY traditional vendor whose competitive position IMPROVED in 2017!**



Your single AI and Analytics platform on the IBM Cloud



- Structured Data
- Unstructured Data
- Prebuilt data sources
- Access data from other cloud services Salesforce, Amazon S3 and more

- Create Metadata
- Transform data and get ready for analytics
- Undo, redo, and delete steps
- Interactive data validation and automatic detection of anomalies
- **Use Watson AI to access unstructured content**

- Storage – on the cloud
- One-click database provisioning of production ready databases
- Fully Managed Services - high availability, auto-failover, daily backup, and scalability
- *Cloudant, Hadoop, MongoDB, PostgreSQL, Elasticsearch, RethinkDB, Redis etcd, RabbitMQ, ScyllaDB, MySQL*

- Interactive, collaborative, cloud-based Data Science Workbench
- RStudio, Jupyter, Python, Scala, Spark, IBM Watson Machine Learning, and more.
- Access Watson AI natively to analyse Unstructured Content
- Streaming analytics

- Start with a “hello”, an image or a query
- Easy Visualisations
- PixieDust and Brunel
- **Conversation layer with Watson**

Customer Virtual Agent (Customer Care)

In less than 2 months, empower your customers with a **production MVP** of a **virtual agent**. Allow your clients to interact in a **human-centric natural language manner** on the **channel of your choice**. Free up your call center employees from routine tier-1 support requests so they can focus on more complex tasks.

Looking for more?
Extend this use case further and improve it by explore the chat interactions, uncover temporal and behavioural trends & gain deeper insights with “Insights for conversations”!

Over 40 Live Production Watson instances:
<http://bit.ly/LiveWatson>

Ideal Customer Profile	Qualification Questions	IBM Unique Value
<ol style="list-style-type: none"> Customer Experience officers, Chief Marketing Officers Contact Center leaders of teams bigger than 100 people. Digital strategy leaders where there is a digital-first strategy in place Website and channel strategy team 	<ol style="list-style-type: none"> Are you evaluating automation in customer experience management? How many people do you have in your contact center? (Greater than 100 is good) Are you looking to improve your AHT , FCR and CSAT performance? Is your attrition in contact center high? What’s your cost reduction target vs. customer contact growth? Do you have a social contact center team? Do your competitors have better CSAT and NPS scores? Are you loosing customers/market share because you are not able to modernize your digital channels? 	<ol style="list-style-type: none"> Best in class Natural Language AI capabilities Client retains data ownership and IP from insights Data isolation with end to end encryption Self Service user contextual tooling <u>Pre built Industry assets</u> (Telco, Insurance, E&U, Retail Banking, General Customer service) Deeply personalised responses leveraging broader Watson AI capabilities, Automated training recommendations Handle complex humanistic interactions Interaction channel neutral

Pricing Considerations
Pre Approved Services SOW
APIs used: WCS, WDS [+ WDP]
+Starter UI, Orchestration
From total USD200 k (includes SaaS subscriptions for 1 year + 4 weeks training, configuration, 2 months implementation support)

Why Watson AI?
The AI platform for Business
Your Data – your IP – your insights
Start Small & Scale
Infuse in your Workflows
One Cloud Platform



Expert Assist

In under 2 months augment your organisation's SME's intelligence with **Watson AI powered search, discovery and analytics** capabilities to **find answers they need in seconds**. Expert Assist is **trainable for your business'** domain and learns and adapts to be increasingly relevant over time.



New EA Use Case- Compliance Assist:

Enable continual compliance and accelerate the time-to-value! Streamline contract analysis and identify discrepancies across documents visually.

Ideal Customer Profile	Qualification Questions	IBM Unique Value
<ol style="list-style-type: none"> Specialist teams who use various services within a business – HR, Policy, Claims agents, Sellers, Risk underwriters, Lawyers, Pilots, wealth managers, any role in any industry that requires them to consume large amounts of data and analyze it to take business critical decisions LOB leaders who are in charge of improving efficiency, reduce operating costs, improve quality of decisions and face expert skills shortage 	<ol style="list-style-type: none"> Are you facing throughput issues in your key business processes? Are you facing consistency and transparency issues in making key business decisions? Is it challenging to consume all data and facets in the given amount of time to come up with most optimal business decisions? What is the average attrition for your SME team? (20% or greater is good for this use case) Is your data controlled by regulatory policies (qualify out)? 	<ol style="list-style-type: none"> Data isolation with end to end encryption Client retains data ownership and IP from insights Best in class Natural Language AI capabilities including out-of-the-box language analysis Start from out-of-the-box to ML based deep domain knowledge training Handle complex humanistic interactions You don't need a PhD to use AI. Leverage pre-built accelerators

Pricing Considerations
Pre Approved Services SOW
APIs used: WCS, WDS, WKS [+WDP]
+ Starter UI, Orchestration, Data Layer
From total 200 k USD (includes SaaS subscriptions for 1 year + 4 weeks training, configuration, 2 months implementation support)

Why Watson AI?
The AI platform for Business
Your Data – your IP – your insights
Start Small & Scale
Infuse in your Workflows
One Cloud Platform



Voice of Customer Analytics

Finally listen to what your customers are trying to tell you in their own words.

Access call transcripts, customer emails, complaints & other **authored content** and use Watson to **evaluate customer needs & emotions, brand & product perceptions, identify patterns & trends and perform root cause analysis** to validate business hypotheses. VOC is **trainable for your business'** domain and learns and adapts to be increasingly relevant over time.

Looking for more? Extend this use case further and improve it by bringing in relevant structured data for even deeper insights with the Watson Data Platform.

Ideal Customer Profile	Qualification Questions	IBM Unique Value
<ol style="list-style-type: none"> Customer experience managers Customer engagement / strategy professionals Product Managers Campaign Owners Chief Marketing Officer 	<ol style="list-style-type: none"> Is knowing customer brand sentiment key for your business? Can you remember a last time a key customer satisfaction event that went unnoticed or came to your attention too late? Do you struggle to analyze and draw insights from all sources of customer interaction like emails, social media chatter, contact center logs? Do you want to regularly and quickly draw Insights into customer desires, pain points, preferences, expectations, and aversions? Are you measured on understanding the effectiveness of your brand campaigns? 	<ol style="list-style-type: none"> Best in class Natural Language AI capabilities Start with out-of-the-box natural language understanding and make it your own with custom trained models You don't need a PhD to use AI. Business user friendly language analytics front ends Industry leading emotion, tone, keyword, sentiment, relationship detection with your custom ML models Client retains data ownership and IP from insights Data isolation with end to end encryption

Pricing Considerations
Pre Approved Services SOW
APIs used: WDS, WKS [+WDP]
+ Starter UI, Orchestration, Data Layer
From total 200 k USD (includes SaaS subscriptions for 1 year + 4 weeks training, configuration, 2 months implementation support)

Why Watson AI?
The AI platform for Business
Your Data – your IP – your insights
Work with Watson AI and your analytics in one platform
Infuse in your Workflows
One Cloud Platform



Operationalize your Insights with Machine Learning on Cloud with Data Science Platform

The single platform that handles all your ML needs from data ingestion, refinement, storage, accessibility, model building and insights – all with the industry leading open source tools you are already comfortable with. Watson Data Platform with the Data Science Experience provides the most popular **Open Source tools and Watson ML** provided in the secure to the core **IBM's cloud platform**.



Gartner positions IBM as the leading Data Science platform - IBM is the **ONLY** traditional vendor whose competitive position **IMPROVED** in 2017

Ideal Customer Profile	Qualification Questions	IBM Unique Value
<p>Decision Makers: LOB: CDO Technical: CDO, CIO, CTO, COO</p> <p>Users: Common producers of data assets: Developers, data engineers Common consumers of data assets: Data scientists, business analysts</p>	<ol style="list-style-type: none"> Do you struggle to get access to the right data? Do your data scientists struggle to be effective with their existing toolsets? Can your data scientists deploy proven models into production to drive value for the business? Can your data scientists easily collaborate with other data professionals (e.g. data engineers, developers, etc.) in your organization? Do existing data science practices and tools feel burdensome to your users and business? Are you interested in understanding how data science and machine learning practices can impact your business, but you don't know where to start? Are you able to use various machine learning libraries with ease 	<ol style="list-style-type: none"> Watson Data Platform has a unique intelligent data fabric that empowers collaboration among data scientists and with other data professionals Automatic retraining of the models Access all the Watson AI capabilities without ever leaving the site. Use the same skills you know and love – from Jupyter, R, Scala and Python. Lift and shift your on-prem open source analytics to the IBM Cloud Pre-built access to over 30 types of data sources Gartner rates the solution as THE leader in Data Science Platforms

Pricing Considerations	
Small	MVP one month investment: \$10,000 Production annual contract: \$100,000 - \$250,000
Medium	MVP one month investment: \$15,000 Production annual contract: \$250,000 - \$500,000
Large	MVP one month investment: \$30,000 Production annual contract: \$500,000+

Why Watson Data Platform?
Collaborate and remove silos
Automatically re-train models
Work with your current skills
Work with Online WDP Communities
Manage & Govern across tooling, users, data, and versions



Metadata for Insights

With IBM Catalog

Democratise your data! Watson Data Platform provides an **easy way to build and index of all the data asset across your business**. It builds an intelligent model for those assets and provides context around those asset to make them easy to find and understand how that data should be used, accessed and managed.

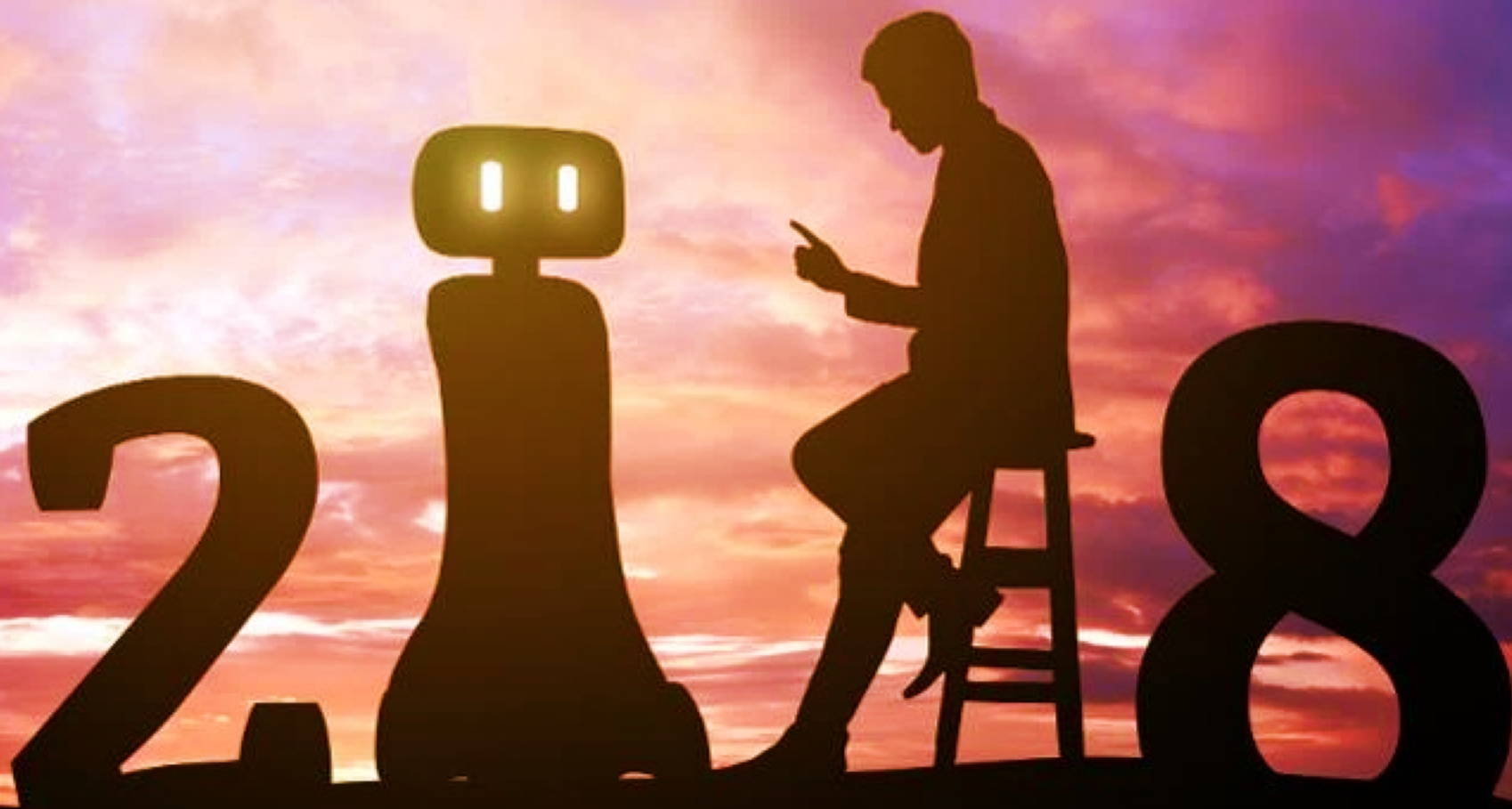
Ideal Customer Profile	Qualification Questions	IBM Unique Value
<p>Decision Makers: LOB: CDO Technical: CDO, CIO, CTO, COO</p> <p>Users: Producers: Developers, data engineers Consumers: Data scientists, business analysts</p>	<ol style="list-style-type: none"> 1. Do you struggle to get access to the right data? 2. Do you have a governance strategy to enable self service? 3. Do data scientists, business analysts, and developers struggle to locate or access the data they need? 4. Does the compliance office monetize their data, and ensure it is protected and governed at the same time? 5. Are you struggling to get value from your data lake initiatives? 	<ol style="list-style-type: none"> 1. With IBM Data Catalog you get Unlimited Catalogs and Unlimited catalog assets. Integrates Information Governance Catalog on-premises or in the cloud. 2. Intelligent automatic discovery of assets. 3. Intelligent algorithms detect over 150 data - Automatic detection of assets that are PII, SPI or tagged confidential. 4. Unique Authoring and management of governance policies and Rules Policy enforcement engine builder – allows you to turn policies from documentation into action.

Pricing Considerations	
Small	MVP one month investment: \$10,000 Production annual contract: \$100,000 - \$250,000
Medium	MVP one month investment: \$15,000 Production annual contract: \$250,000 - \$500,000
Large	MVP one month investment: \$30,000 Production annual contract: \$500,000+

Why Watson Data Platform?
Collaborate and remove silos
Automatically re-train models
Work with your current skills
Work with Online WDP Communities
Manage & Govern across tooling, users, data, and versions

“2018 -The Year of AI”

CES 2018



Speak AI. Do it confidently.
You are an IBM Watson Partner

Dev Mookerjee

Technology Executive, IBM Watson, Asia Pacific

Ph +418 721 704 | Email: Dev.Mookerjee@au1.ibm.com

IBM Solutions – Panel Discussion

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

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

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

Peter Hodgins
IoT Solutions Executive – Asia Pacific
peterjh@au1.ibm.com

Dev Mookerjee
Technology Executive, IBM Watson – Asia Pacific
dev.mookerjee@au1.ibm.com

IBM Business Partner Kick-off 2018

Q&A – IBM Solutions Panel

Growth

Nick Milsom

Storage Systems Sales Specialist – A/NZ

Solutions

Mark Knightley

Solutions, Channel Sales Executive – A/NZ

Peter Hodgins

IoT Business Solutions Executive – Asia Pacific

Value

Dev Mookerjee

Technology Executive, IBM Watson – Asia Pacific

Ecosystems

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

Growth

Nick Milsom

Storage Systems Sales Specialist – A/NZ

Solutions

Mark Knightley

Solutions, Channel Sales Executive – A/NZ

Peter Hodgins

IoT Business Solutions Executive – Asia Pacific

Value

Dev Mookerjee

Technology Executive, IBM Watson – Asia Pacific

Ecosystems

Partner Solutions – Panel Discussion

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

Upjeet Singh
Principal Consultant
Carrington Associates

Rob McConnochie
Executive Director
Tridant

Ian Warner
Managing Director
ISW

IBM Business Partner Kick-off 2018

Q&A – Partner Solutions Panel

Growth

Upjeet Singh

Principal Consultant
Carrington Associates

Solutions

Ian Warner

Managing Director
ISW

Value

Rob McConnochie

Executive Director
Tridant

Ecosystems

Growth
Solutions
Next Steps
Value
Ecosystems

Get started now



Silver benefits

All Registered benefits PLUS:

- IBM Cloud credits - \$2400/year
- Education and training vouchers - 4 test
- 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**
- Partnership Executive Program (PEP) - Eligible
- PartnerWorld concierge support - Priority access
- 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

<https://developer.ibm.com/code/>

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 Systems

Blue - IBM Cloud

Green - IBM Software Solutions

Yellow - IBM Watson & 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

IBM Business Partner Kick-off 2018

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.

Making Money

Janice Willemsen
Partner Sales Manager
janice.willemsen@au1.ibm.com

IBM Business Partner Kick-off 2018

Making Money

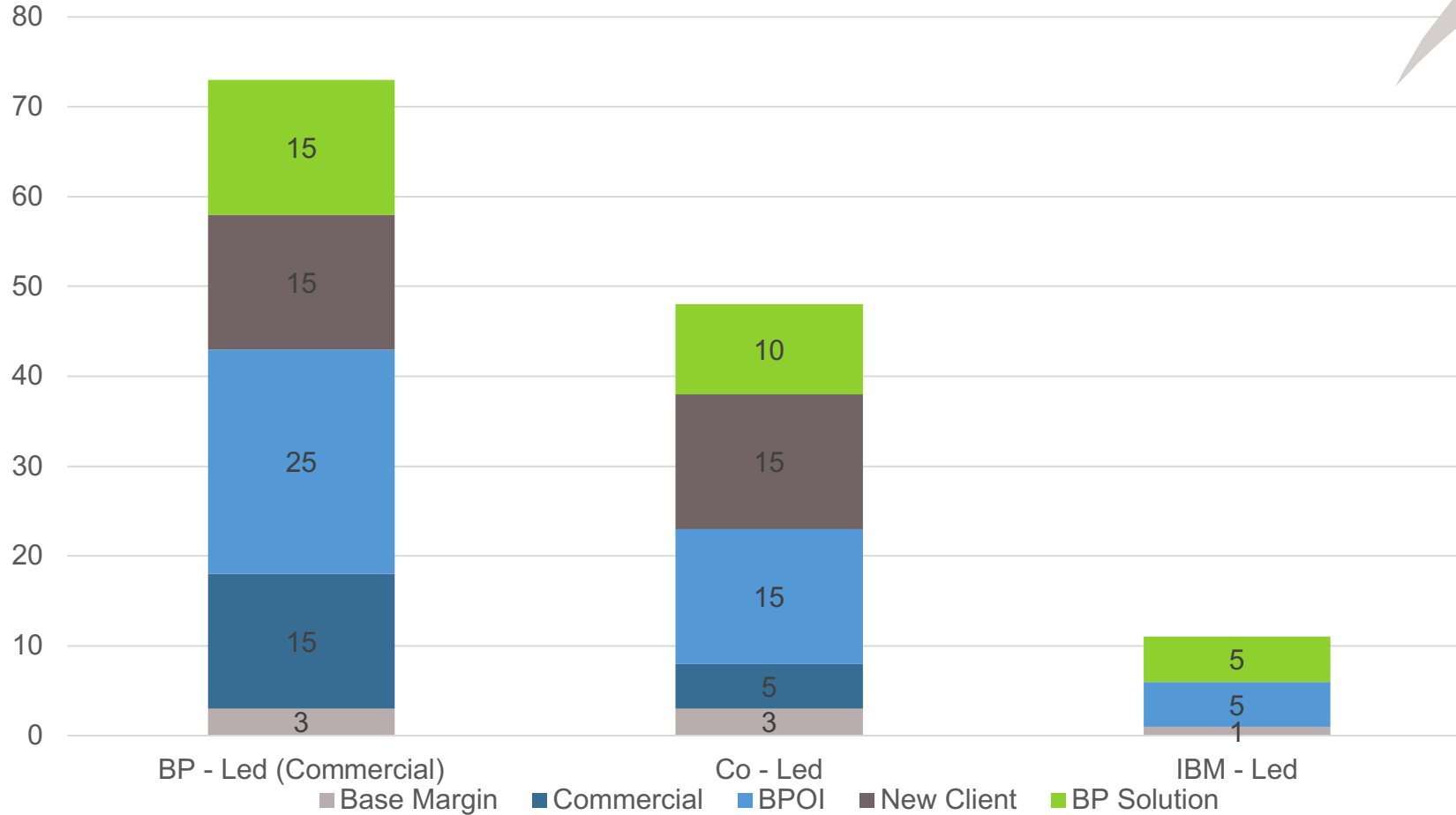
Very clear priorities for maximizing Software & Systems earnings...

- 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)

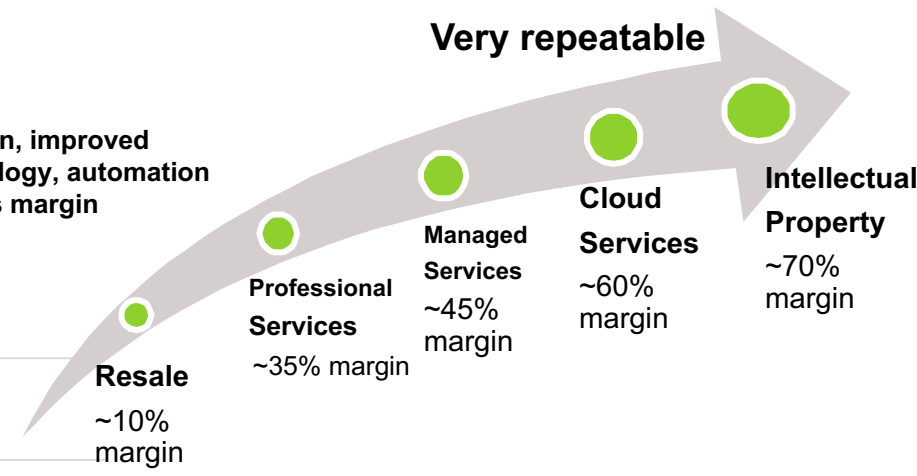
...Or set your own margins/profitability through the ESA program

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



Free Data Replication on IBM Cloud network



Companies want

- Do they want to hear about **business outcomes** ?
- Do they want to talk about **industry best practices**?
- Do they want to talk about **SaaS and/or Opex** Models?
- Do they want to work with **experts**?

What do YOU want

- What do YOU want to be **famous** for?
- Do YOU want to identify and **influence** new business?
- Do YOU want a **predictable** cost model?
- Do you want to **scale** fast?
- Do YOU want to be able to offer outcomes as a service?

ESA can help you

- Sell a **Repeatable** Solution to many companies
- This can include Hardware and Software
- Don't need certifications
- Can sell into any account
- Can sell anywhere in the world
- Talk to you Business Partner Manager

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

Rules of Engagement

Kylie McLean
Chief Digital Officer

Kylie.mclean@au1.ibm.com

IBM Business Partner Kick-off 2018

A/NZ Business Partner Growth

Rules of Engagement - 2018



Marketing Update

Mari Kauppinen
Head of Marketing, Demand Generation,
Digital and Partners

mari@au1.ibm.com

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

antwithe@au1.ibm.com

IBM Business Partner Kick-off 2018

What's new for 2018

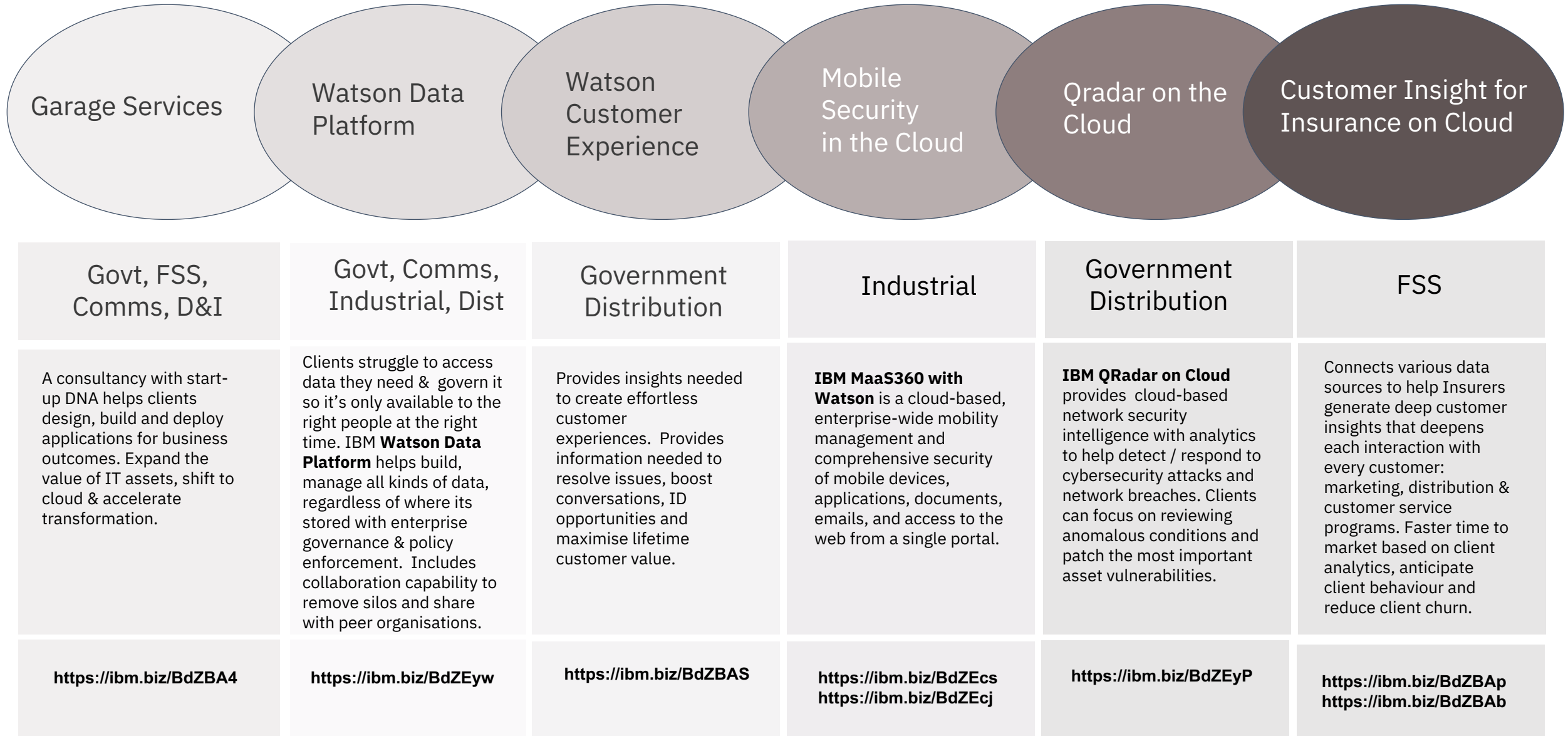
Transform to Solutions

- 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

Nick Day
Partner Executive

sbcd@au1.ibm.com

IBM Business Partner Kick-off 2018

Growth

Cognitive

Hybrid Cloud

Commercial Marketplace

SaaS

Summary

Solutions

Cloud Object Storage

Power9 (for Machine Learning and Graphics Processing)

IBM Cloud (with VMware)

Watson IoT Platform for Connected Services

Watson Explorer

Watson Customer Experience

Security

MaaS360 – BigFix – Guardium – Q-Radar – i2

Watson Developer Cloud

IBM Cloud API's

Value

Embedded Solutions Agreement (ESA)

Business Partner Identified Opportunities

Commercial Territory

New Clients

Solutions Focus (IP/Skills)

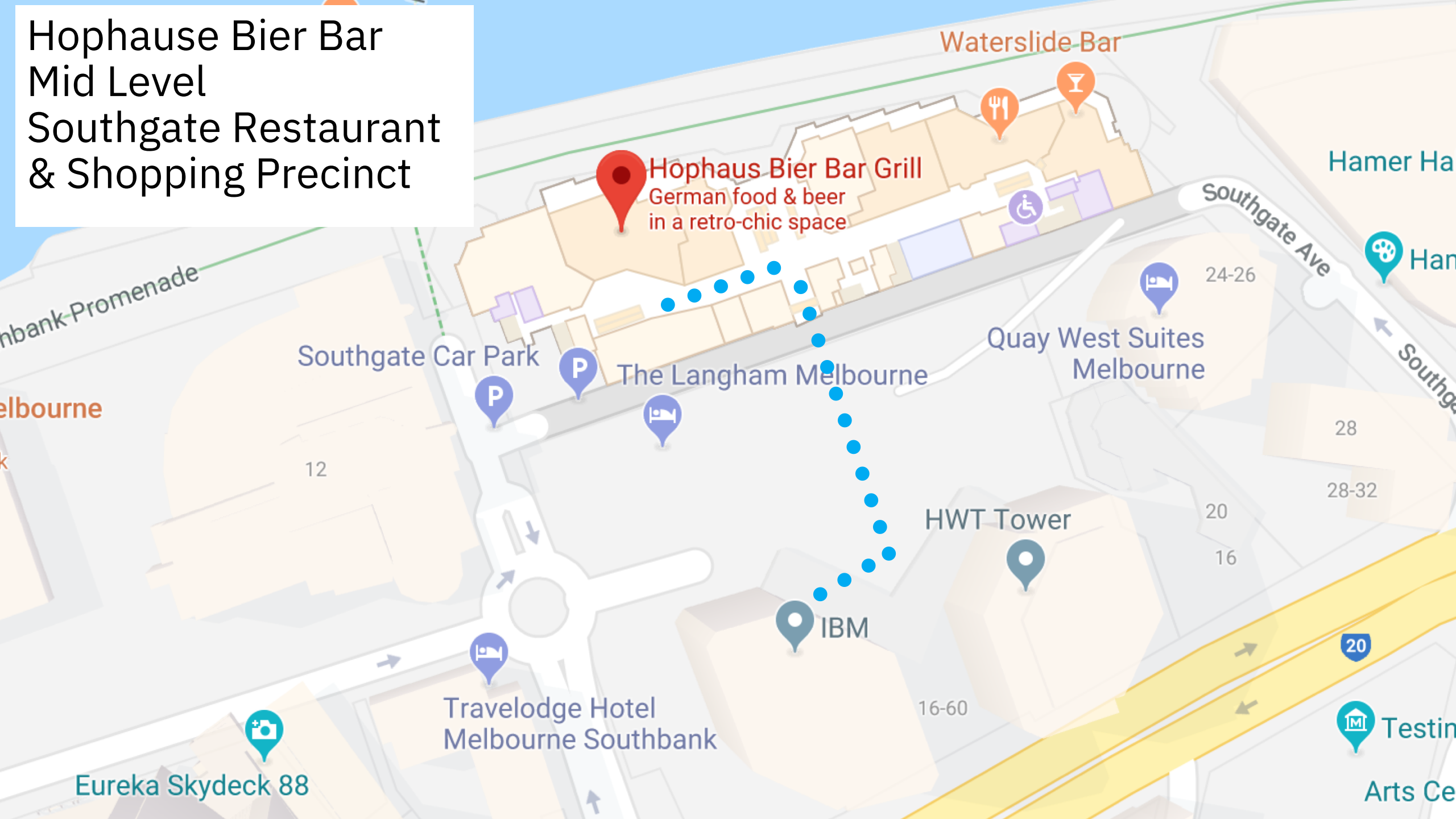
Marketing Programs

Ecosystems

Drinks

**Please keep your name tags on for networking
and to receive a wrist band to access the bar tab**

Hophaus Bier Bar Mid Level Southgate Restaurant & Shopping Precinct



Hophaus Bier Bar Grill
German food & beer
in a retro-chic space

Waterslide Bar

Southgate Car Park

The Langham Melbourne

Quay West Suites
Melbourne

HWT Tower

IBM

Travelodge Hotel
Melbourne Southbank

Eureka Skydeck 88

Testin

Arts Ce

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 Systems

Blue - IBM Cloud

Green - IBM Software Solutions

Yellow - IBM Watson & 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!

Thank You