

Welcome

IBM Business Partner
Kick-off 2018

Welcome

Nick Day
Partner Executive

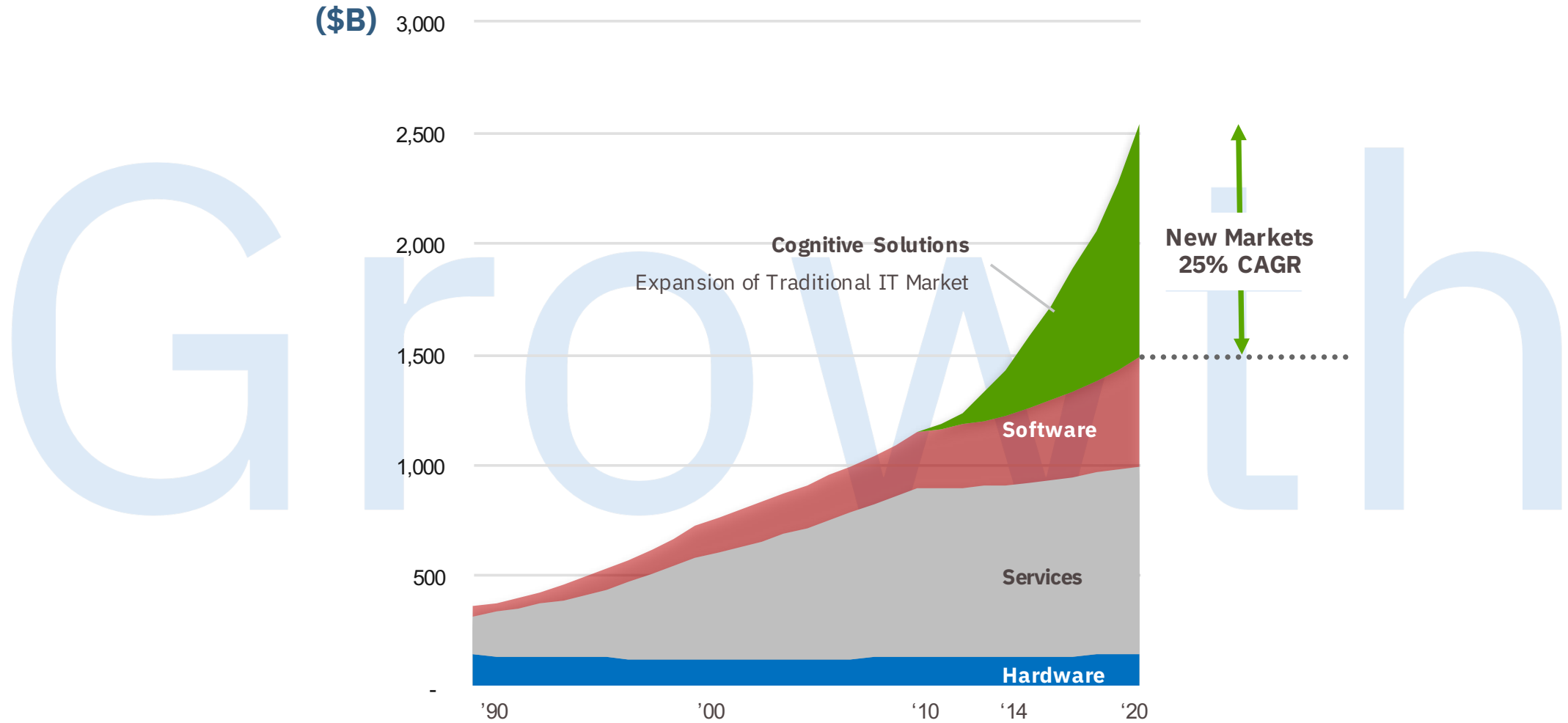
sbcd@au1.ibm.com

IBM Business Partner Kick-off 2018

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

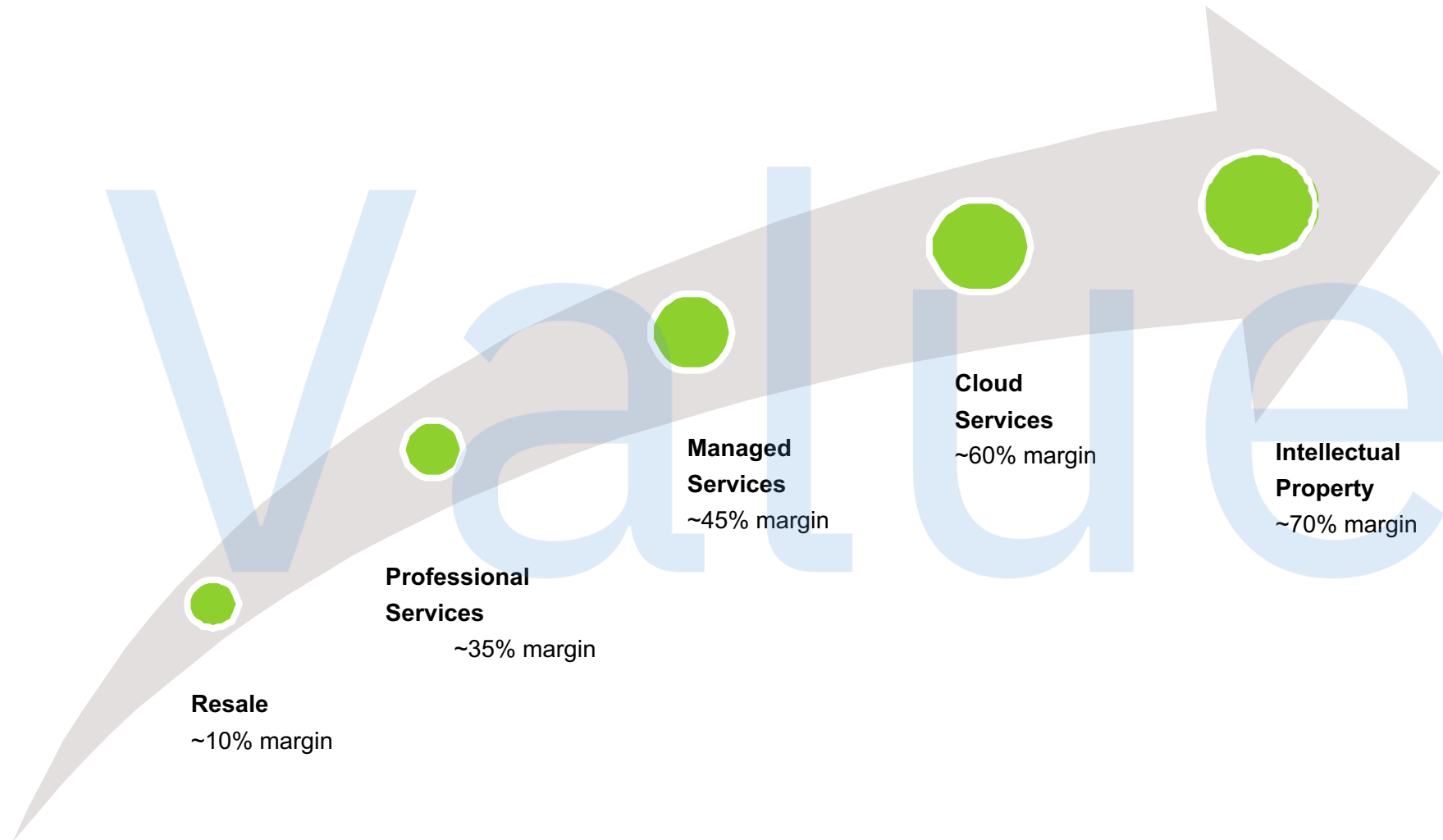
IDC Australia, January 2018

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?



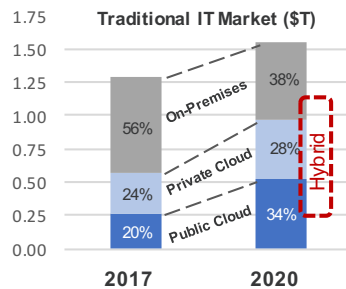
Why are we here today?

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
IBM Cloud, Cognitive and Commercial	Thomas Maddocks
Panel Discussion – IBM Solutions for Growth <ul style="list-style-type: none">- Systems- Solutions- IoT- Cognitive and Cloud	Nick Day Nick Milsom Mark Knightley Peter Hodgins Thomas Maddocks
Panel Discussion – Partner Solutions for Growth <ul style="list-style-type: none">- Carrington- Everledger- ISW	Nick Day Upjeet Singh Scott Austin Tim Royle
B R E A K	
Working with IBM: Making Money	Janice Williamsen
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	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

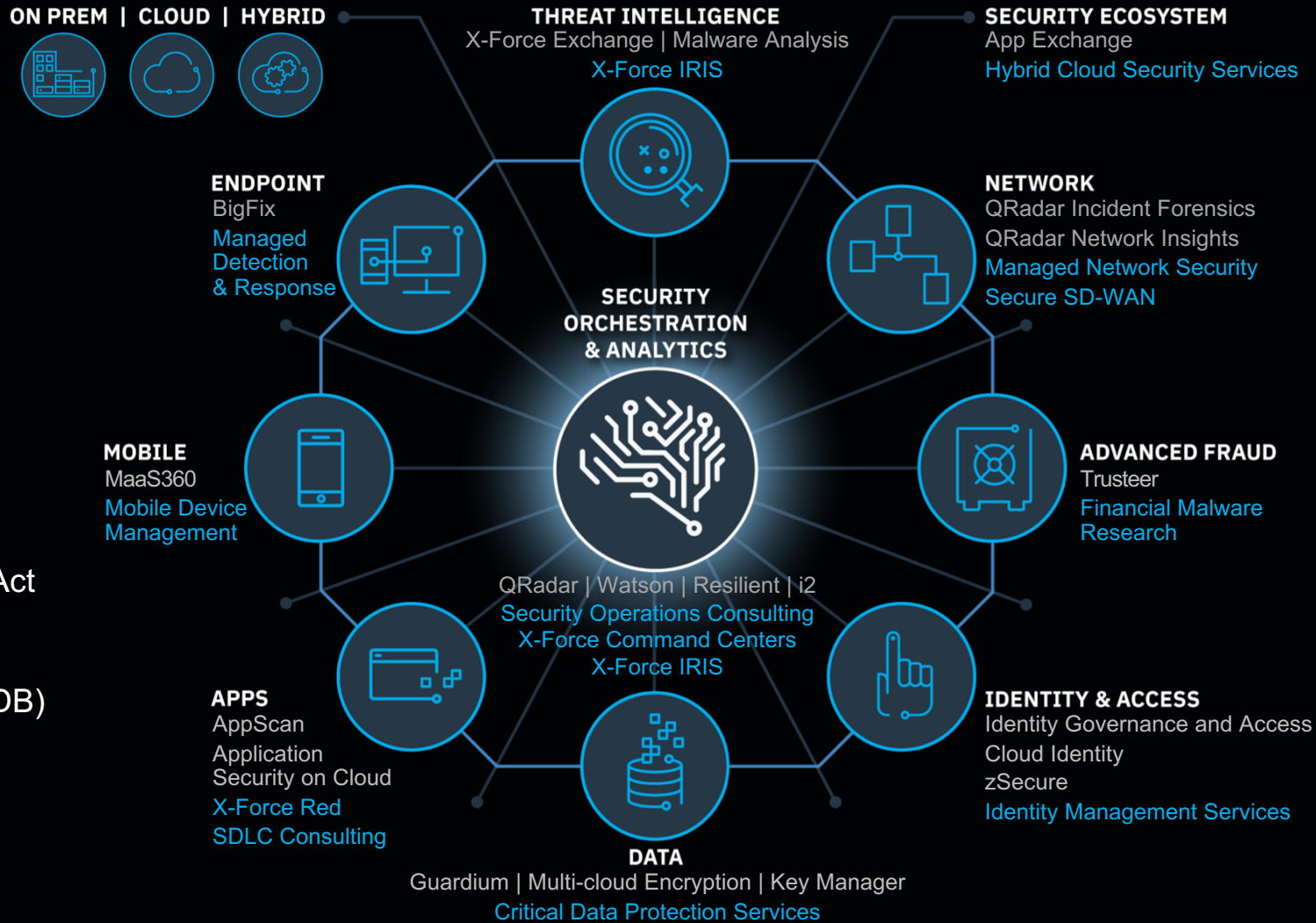
Protection Regulation

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 ?



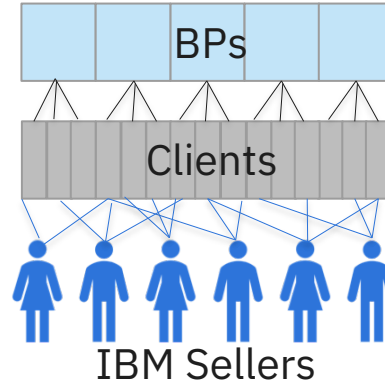
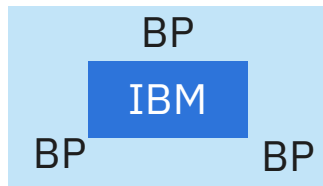
Smarter Cognitive Opportunity Recommendation Engine-SCORE

Let's Build Tomorrow- Together.

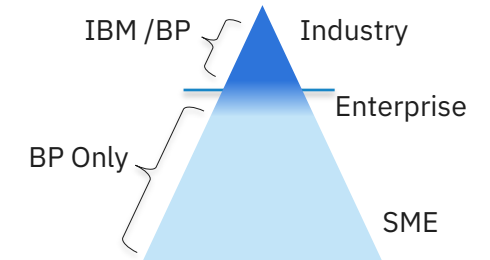
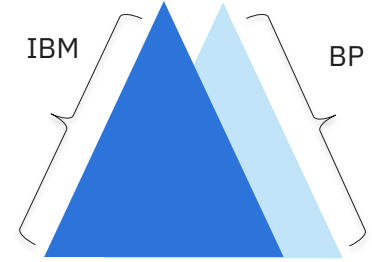
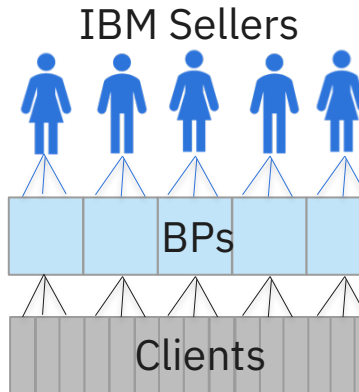
Past



Future

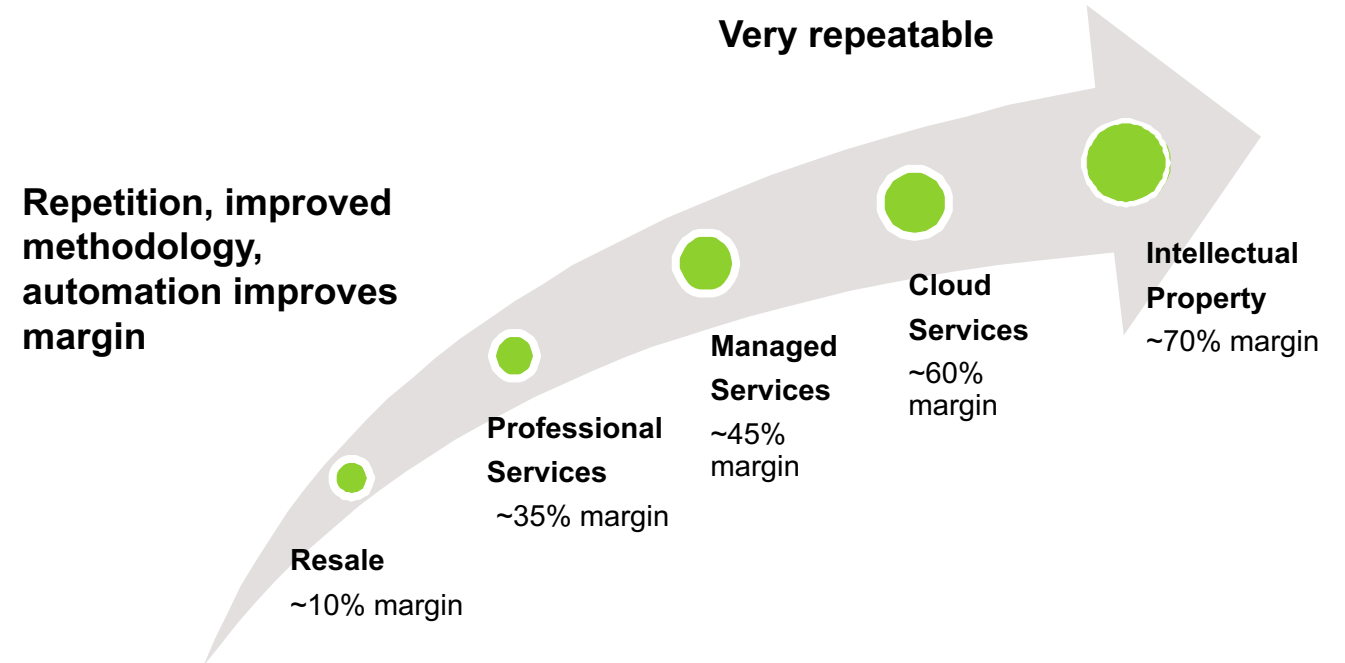


Go To Market



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

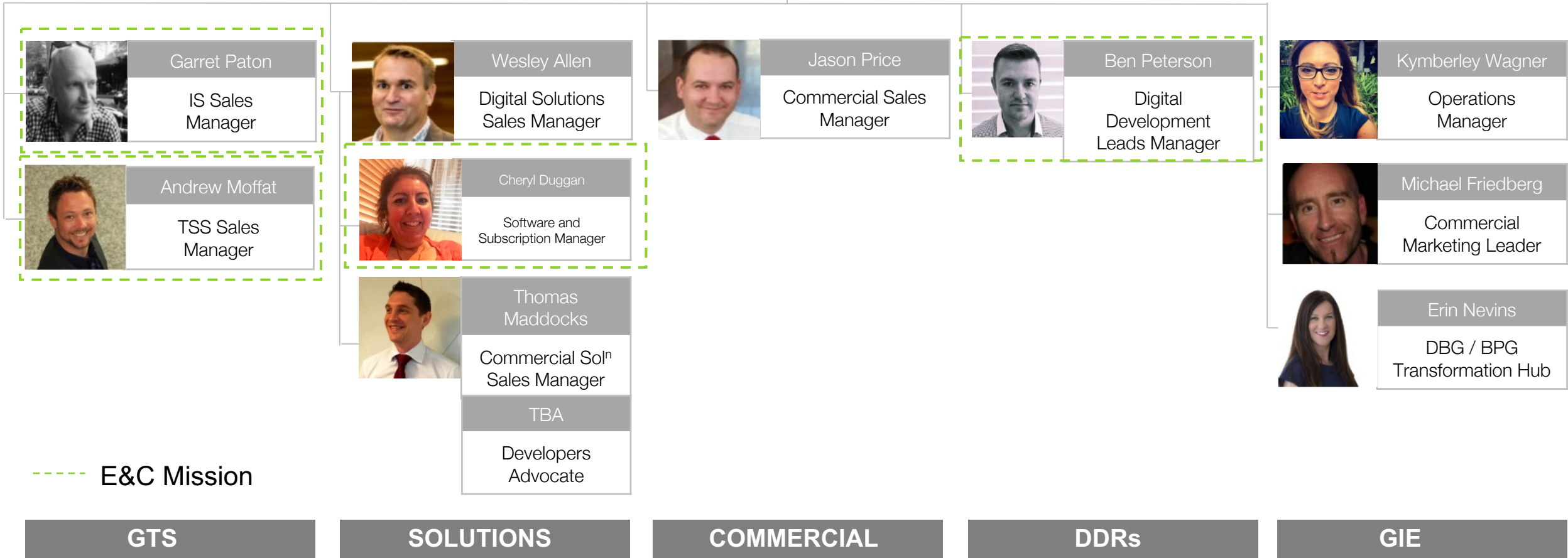
Clarity

- Strategy
- Focused offerings
- Market segmentation
- Coverage model





Kylie McLean
Chief Digital Officer



2018 DBG Strategic Imperatives

Grow **Commercial** Sales and New Logos

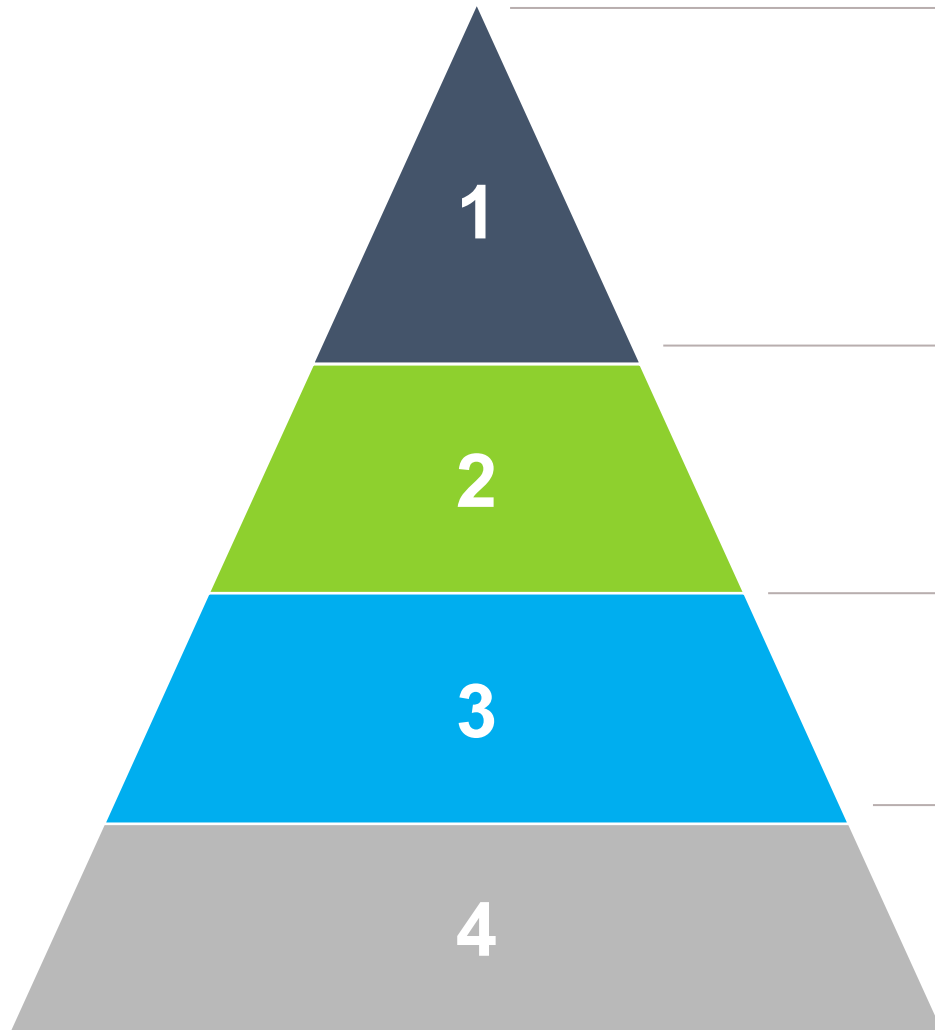
Grow Digital **Marketplace & Offerings** by 50%

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?

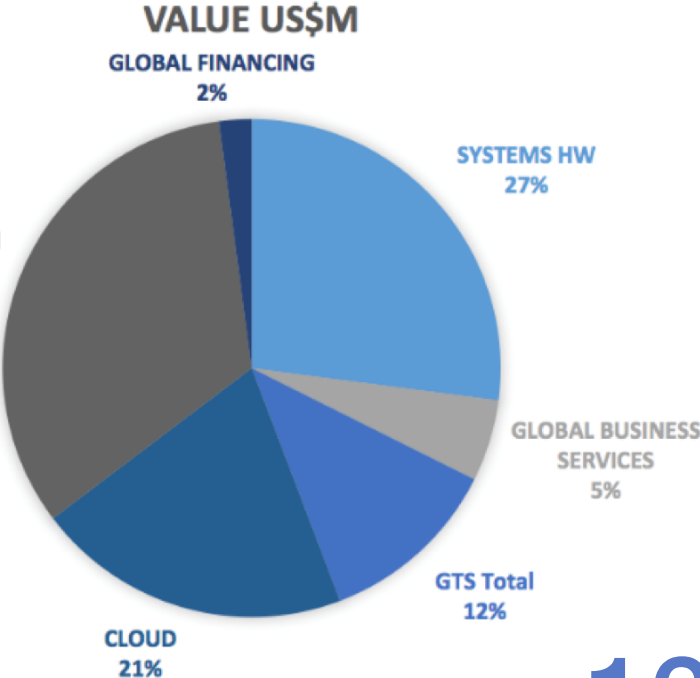
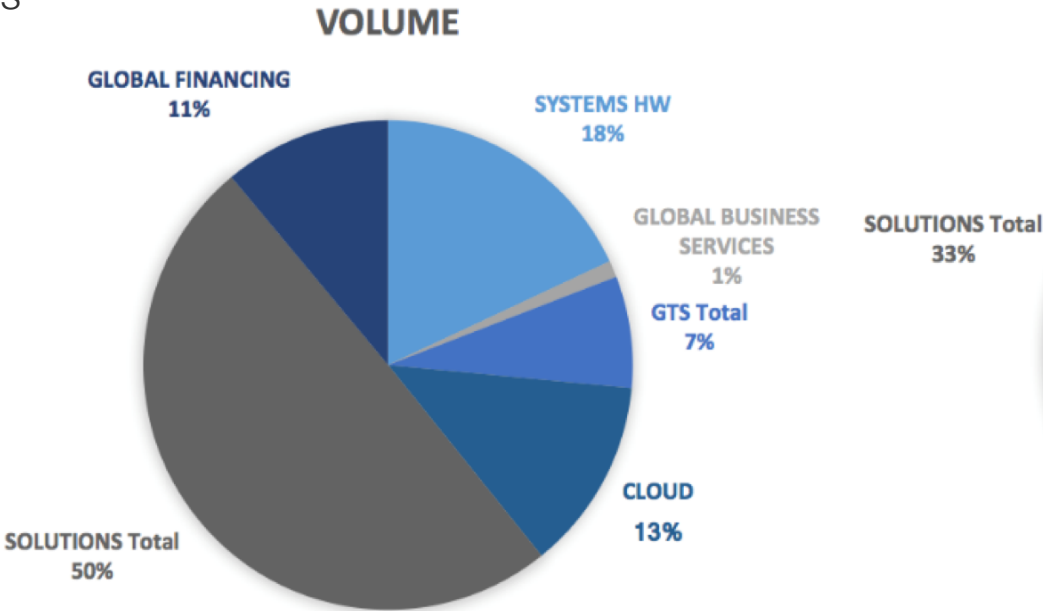
732

New Commercial Clients

2017

53%

Volume from SaaS



142

Talent Mgmt

130

Analytics

122

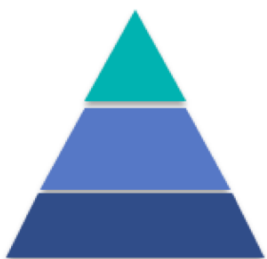
Storage



How will we win?

1

Segmentation



2

Offerings



3

Business Partners



4

Marketing



5

Management System/
Reporting



ANZ Commercial Landscape/Opportunity

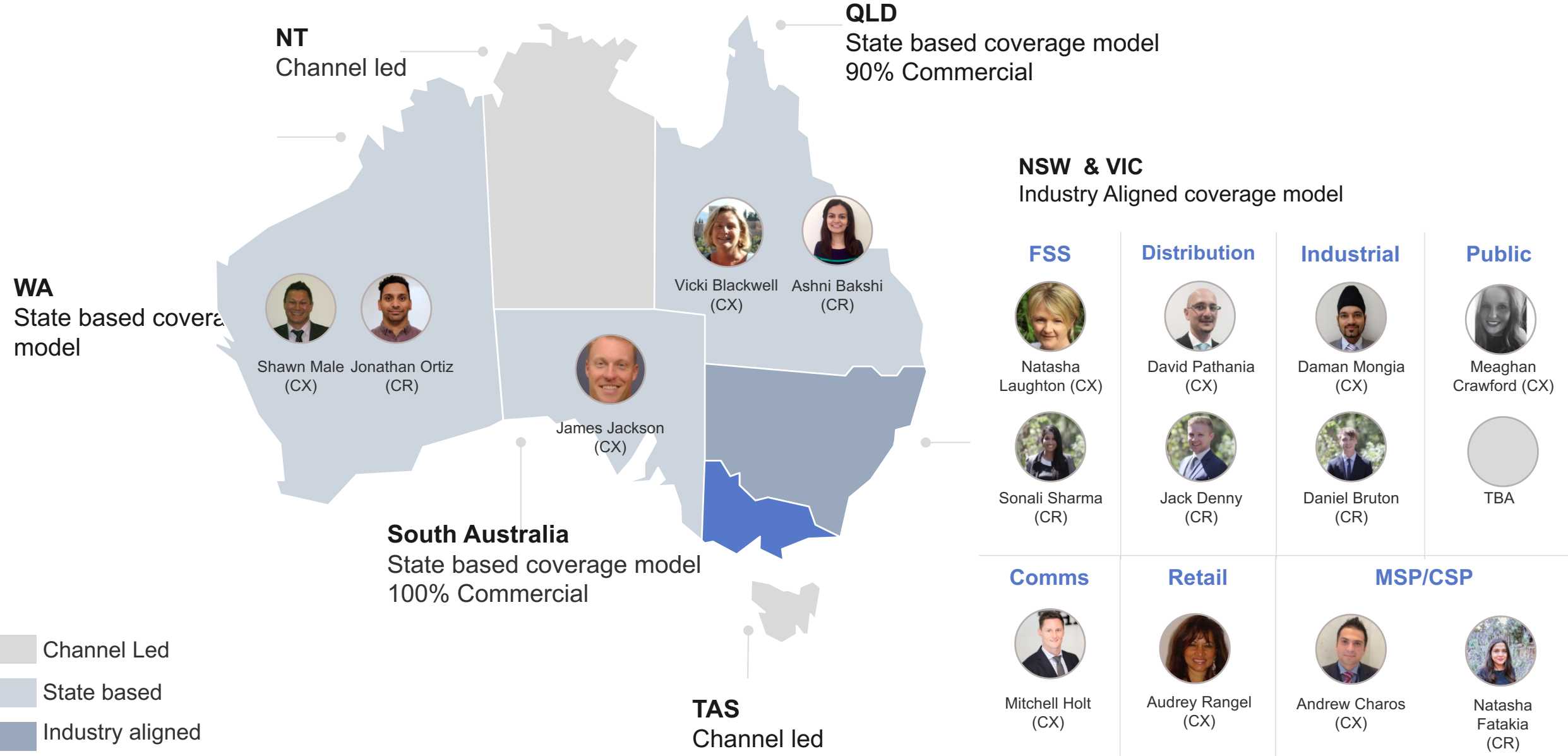


Target clients

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

IBM Cloud

Thomas Maddocks
ANZ Commercial Software Sales Leader

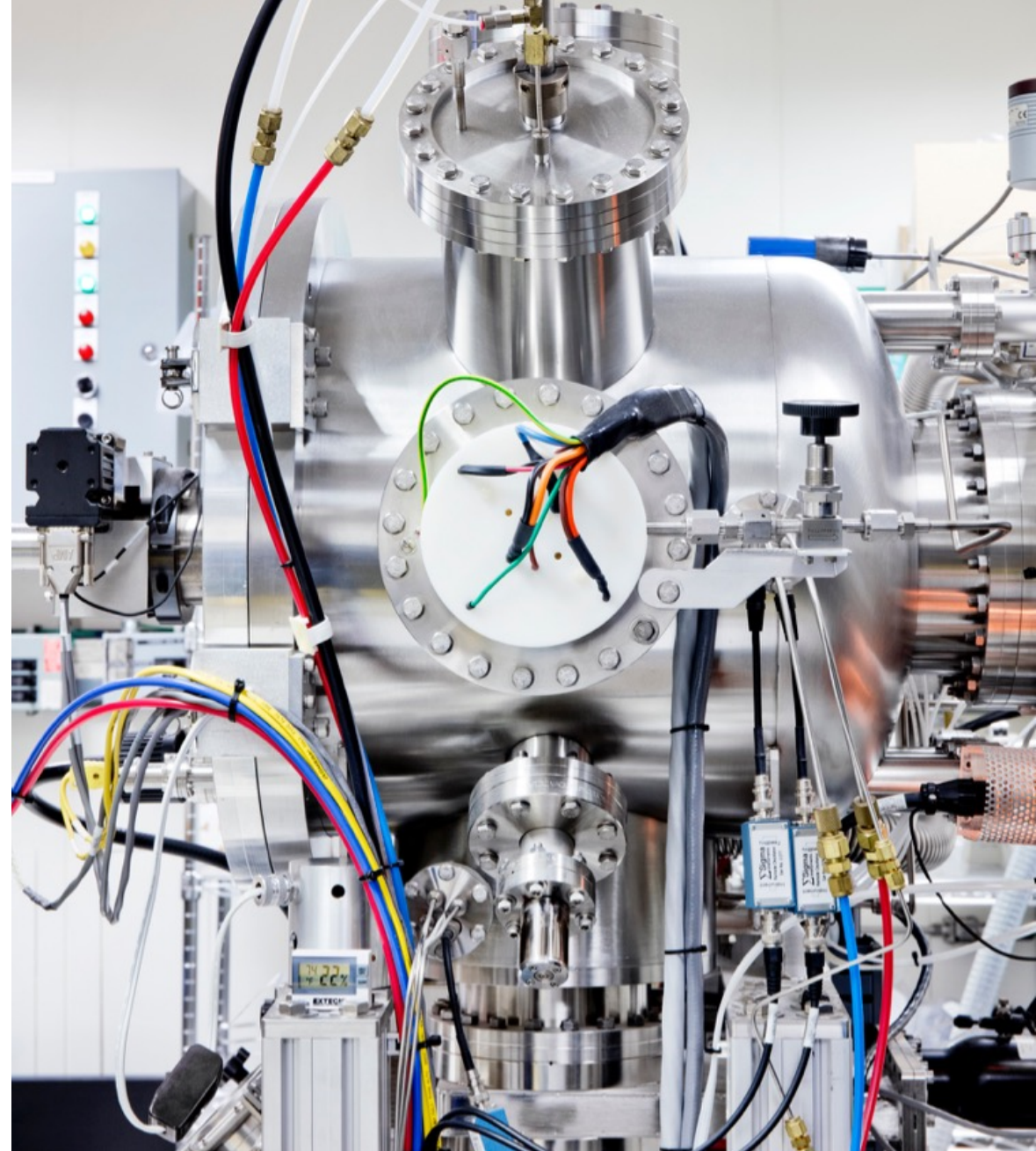
thomas.maddocks@au1.ibm.com

IBM Business Partner Kick-off 2018

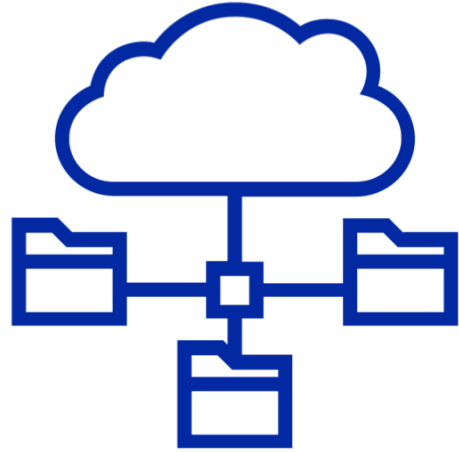


Built for data, ready for AI
and secure to the core...

THE Cloud for business.



Benefits for Customers



looking to build new
and cloud **native**



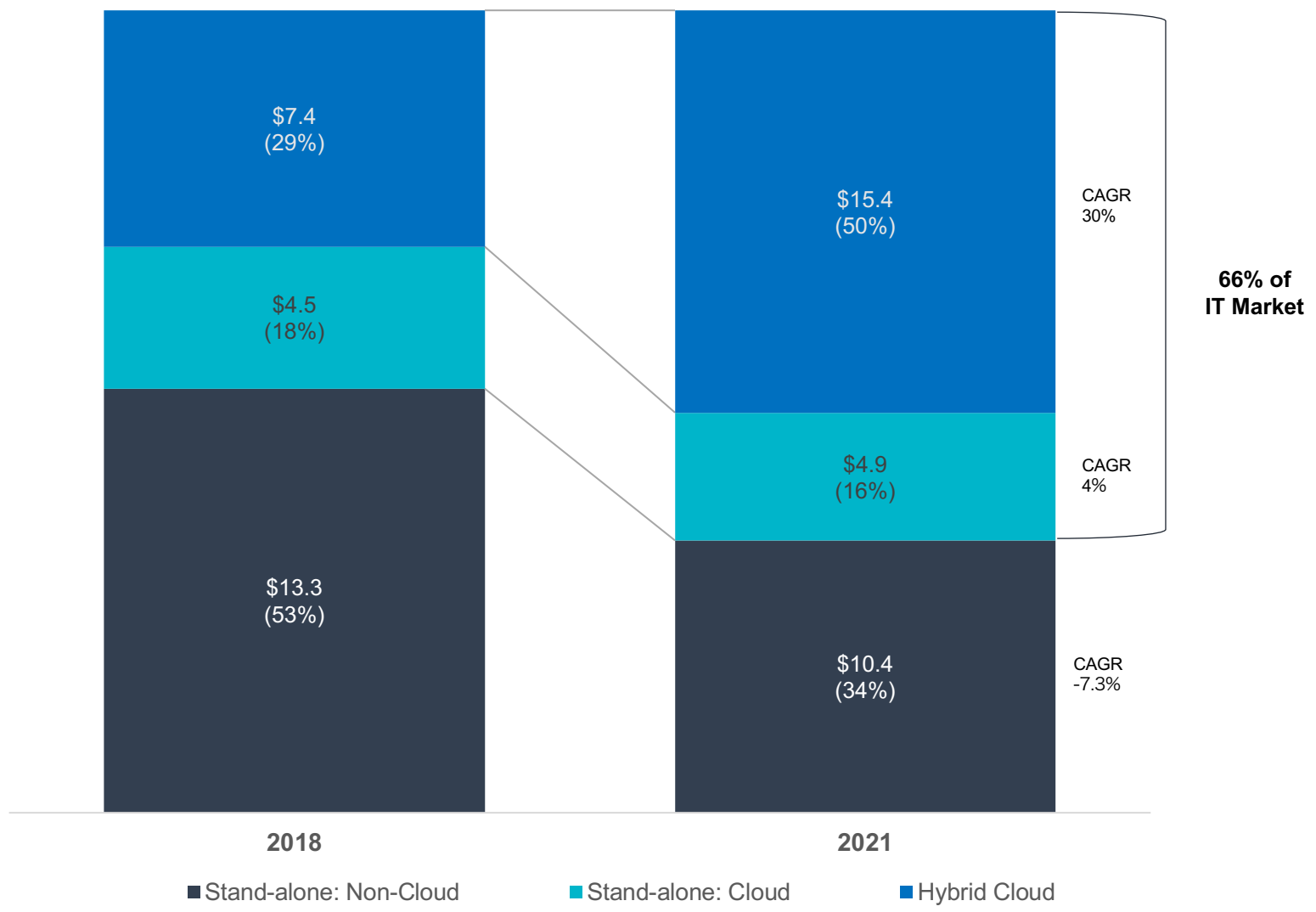
modernising their
existing applications
and IT



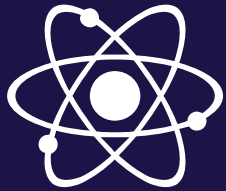
monetising their data
with better outcomes
across vast sources

40 Why should you care?

A/NZ Opportunity Mix (US\$B)



41 What's new for 2018



IBM Watson & Cloud
Platform Sales Team as
its own sales specialty



Simplifying the way
our customers buy



Simplifying the IBM
Cloud portfolio



Creating the new IBM
Cloud Digital Technical
Engagement (DTE) model

42 Simplified Portfolio



Manage

IBM Watson & Cloud Platform



Optimise

IBM Hybrid Cloud Integration



Analyse

IBM Analytics

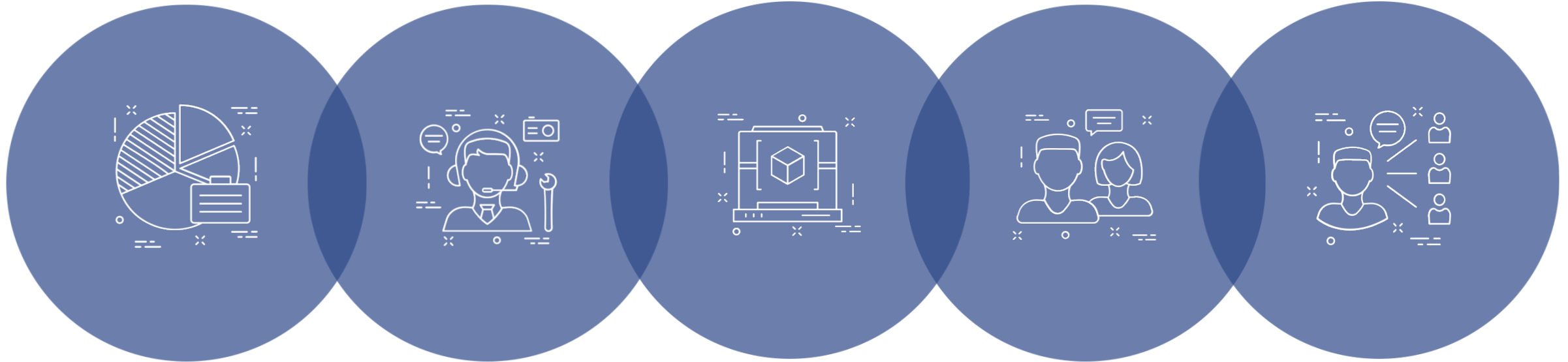


Create

IBM Watson & Cloud Platform

43 Commercial Sales Teams

Client Executives



Territory
Owners

DDRs

Software
Client Leads

Segment
Leaders

Outbound
Sellers

It isn't how fast you accelerate...

it is how quickly you start accelerating

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

Thomas Maddocks
ANZ Commercial Software Sales Leader – A/NZ
thomas.maddocks@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

Thomas Maddocks

ANZ Commercial Software Sales Leader – A/NZ

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

Thomas Maddocks

ANZ Commercial Software Sales Leader – A/NZ

Ecosystems

Partner Solutions – Panel Discussion

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

Upjeet Singh
Principal Consultant
Carrington Associates

Scott Austin
Investment and Partnerships
everledger

Tim Royle
Executive Director
ISW

IBM Business Partner Kick-off 2018

Q&A – Partner Solutions Panel

Upjeet Singh

Principal Consultant
Carrington Associates

Scott Austin

Investments & Partnerships
everledger

Tim Royle

Executive Director
ISW

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
- 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 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
ASL Channel Sales Manager
janice.willemsen@au1.ibm.com

IBM Business Partner Kick-off 2018

Making Money

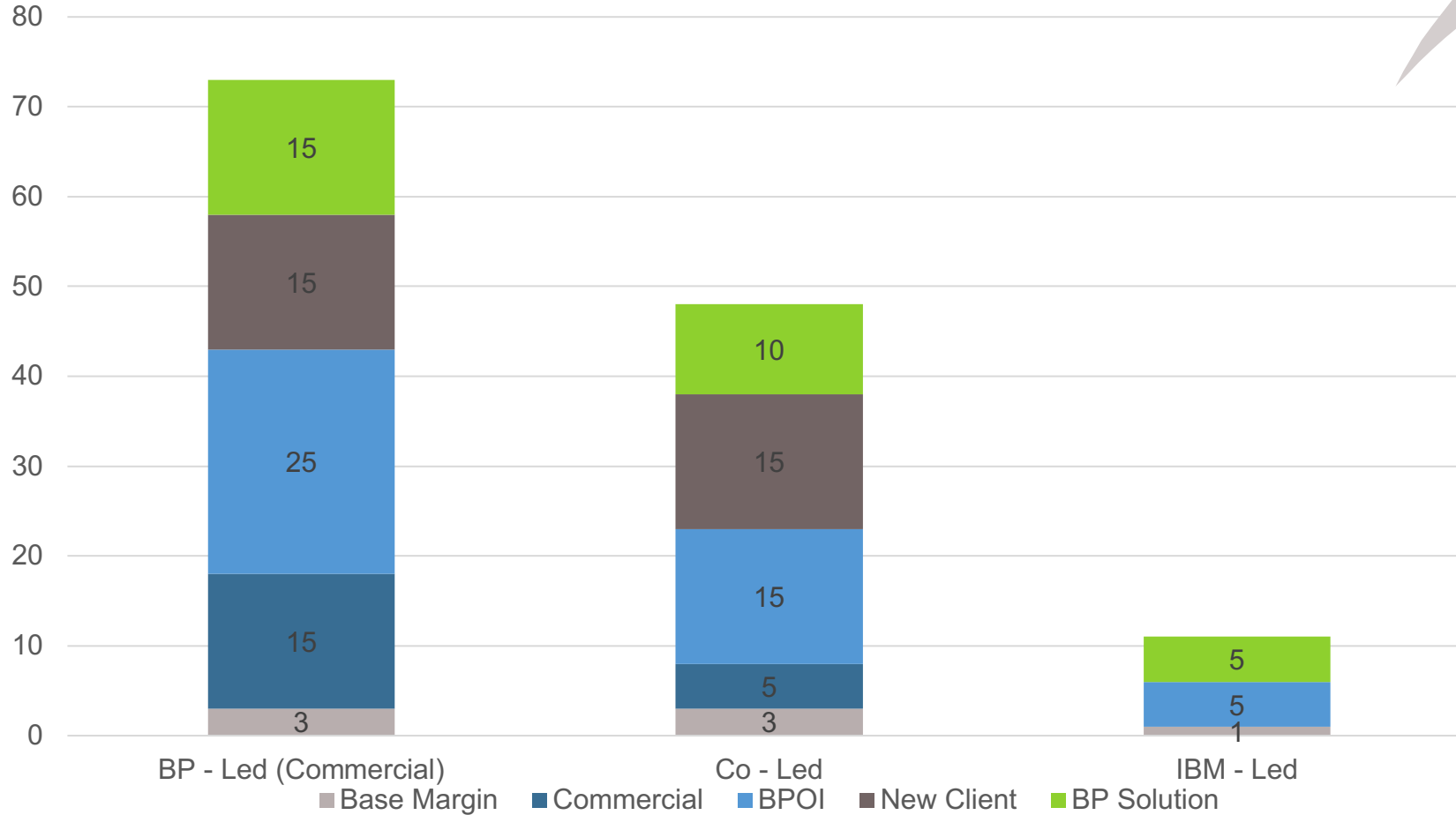
Very clear priorities for maximizing Software & Systems earnings...

- 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)

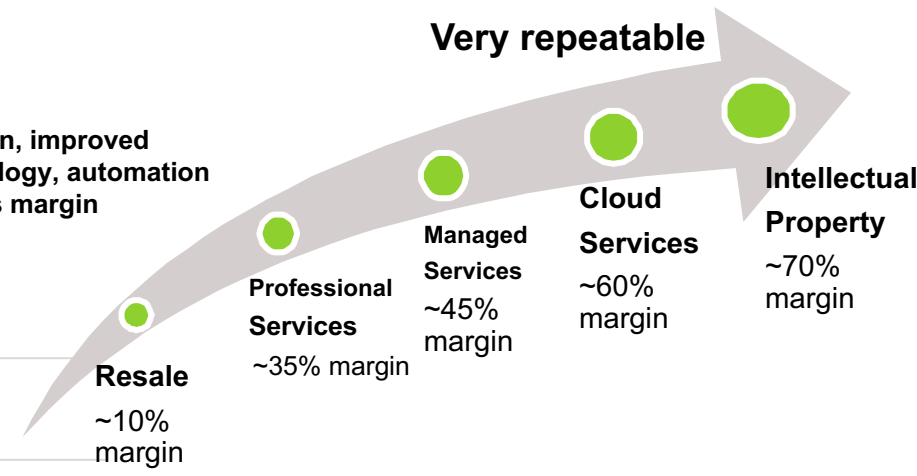
...Or set your own margins/profitability through the ESA program

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, A/NZ
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 Channel

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

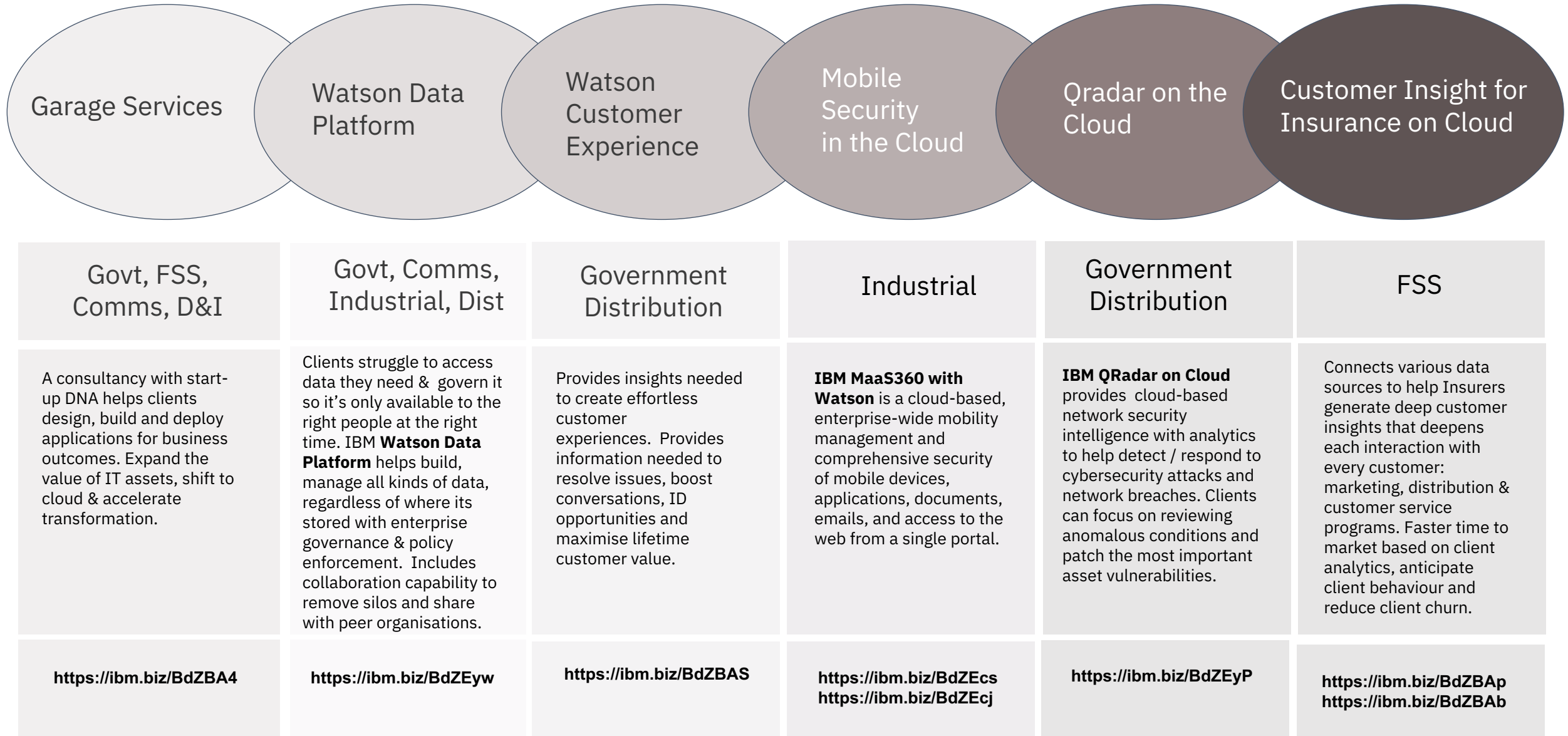
Transform to Solutions

- 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

Ecosystems
Drinks

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