



# INDEX

	page
■ What is the Success Story Program?	3
■ How to Participate?	8
■ IBM Business Partner Success Story Forms	17
■ Contacts	18



## What is the Success Story Program?

IBM Information Management Change the World!

### Success Story Program

- IBM Information Management Business Partners are helping to “change the world” by delivering innovative solutions for today’s pressing business challenges.
- The “IBM Information Management Change the World! Success Story Program” is open to IBM Business Partners worldwide who are members of the IBM Business Partner Information On Demand Specialty or the Information On Demand Community and who have achieved the Advanced or Premier level in the IBM PartnerWorld® program.



## What is the Success Story Program?

- The program provides a professionally developed two page, **no-charge** success story to share your Information Management solution to executives and prospects worldwide
- The Business Partner and Customer will need to complete an input template and Kinetic Business Applications (KBA). With the completed template KBA will write the story for their review/approval.
- Act quickly to take advantage of this special offer which expires September 30, 2009





## Who is eligible?

- Advanced / Premier Business Partners who are members in the Information On Demand Community and Information On Demand Specialty members

## What is the Business Partner value?

- Promote and showcase successful Business Partner and Customer implementations
- Receive a high-quality deliverable for use in many sales and marketing opportunities such as events, briefings, use on Business Partner web site, Customer proposals and more!
- Encourage others to team with IBM's Information Management Business Partners who are delivering leading edge solutions to win in the marketplace



## Requirements

At no cost to you, we will highlight your achievements with IBM Information Management solutions in a high quality marketing deliverable for you to use to create awareness and generate interest.

Your success story must:

- Describe a Customer solution using Information Management products
- Include a reference to membership in the Information On Demand Community or Information On Demand Specialty



## Resource

- Success Story Web page:  
[www.ibm.com/isv/pw\\_solutions/InfoOnDemand/success\\_offer.html](http://www.ibm.com/isv/pw_solutions/InfoOnDemand/success_offer.html)
- Published Success Stories web page:  
<http://www.ibm.com/software/data/partners/ondemand/read-stories/>



## How to Participate?

- Step 1
  - *Participate in the Information On Demand Community*
- Step 2
  - *Sign up for the success story*

Note: To participate in the success story you must be part of the Information On Demand Community or Information On Demand Specialty.





## Step 1: Participate in the Information On Demand Community

- To be a part of the community and receive quick, easy access to the latest innovative programs and technology to help you market and sell Information On Demand solutions:
  - Please go to [www.ibm.com/partnerworld/mem/manage/mem\\_update\\_profile.html](http://www.ibm.com/partnerworld/mem/manage/mem_update_profile.html) to start.



## Participate in the Information On Demand Community


- Sign in with your IBM ID and Password

### Sign in

Please enter your IBM ID and Password in the sign in area below. If you are not currently registered with our site please [register now](#).

IBM ID:

Password:

 Submit

## Participate in the Information On Demand Community

- Select “Update your company profile”.

IBM PartnerWorld > PartnerWorld program >

### Update your profile



Remember to keep your profile updated so you can access all of the available resources.

An up-to-date profile is key to maintaining your access to PartnerWorld resources. Qualification for entitlement is based on the characteristics of your company's relationship with IBM such as contracts, country, PartnerWorld membership level, certifications, skills and solutions.

#### Update your Company profile

##### → Update your company profile

Only the ~~Primary Relationship~~ Contact (PRC) or Authorized Profile Administrators (APAs) can update company information. They can also add or update employee information.

##### Add new employees

As an Authorized Profile Administrator, you can add new employees to your company's membership so they can access benefits. Add their IBM ID to their profile so they can access benefits. If an employee requests self-association (see For new employees, below), you can [review and approve](#) their request. If you need help, you can contact [PartnerWorld](#).

##### → Update employee access to specific applications

As an Authorized Profile Administrator (APA), you may give users access to additional applications that require individual enablement. **PartnerCommerce** is an example of such an application. Please note that your company might not have any applications in this category.

## Participate in the Information On Demand Community

- Go to “Select profile” in this page and click “Country enterprise” under Profile Type.

Select profile	
Title	Profile Type
<a href="#">GSD Testing Company (Austin) (ztzf5zn)</a>	Worldwide enterprise
<a href="#">GSD Testing Company (Austin) (ztzf5zp)</a>	Country enterprise
<a href="#">GSD Usability Test Company 7 (Atlanta) (19197289)</a>	Location
<a href="#">Roberson, Jennifer</a>	Employee
<a href="#">GSD Testing Company (Austin) (19154001)</a>	Location
<a href="#">Avery, Chris</a>	Employee
<a href="#">GSD Usability Test Company 1(None) (ztzfzp0)</a>	Worldwide enterprise
<a href="#">GSD Usability Test Company 1(None) (ztzfzp2)</a>	Country enterprise
<a href="#">GSD Usability Test Company 1 (None) (19197239)</a>	Location
<a href="#">Roberson, Jennifer</a>	Employee
<a href="#">J &amp; S Services - Test Co (Atlanta) (ztzefbn)</a>	Worldwide enterprise
<a href="#">J &amp; S Services - Test Co (Atlanta) (ztzefbo)</a>	Country enterprise
<a href="#">J &amp; S Services - Test Co (Atlanta) (19004961)</a>	Location
<a href="#">Roberson, Jennifer</a>	Employee

## Participate in the Information On Demand Community

- In this page, please click the option “Marketing Information”.

[← PartnerWorld](#)

[PartnerWorld Profile](#)

[Worldwide enterprise](#)

[Country enterprise](#)

- [Add a location](#)
- [General information](#)
- [Country enterprise list of locations](#)
- [Country enterprise list of employees](#)
- [PartnerWorld information](#)
- [Marketing information](#)
- [PartnerWorld level summary](#)

[Location](#)

[Employee](#)

[Agreements](#)

[Benefits and relationships](#)

[Add a benefit](#)

[Related links](#)

- [Contact services](#)
- [User manual](#)

[PartnerWorld Profile >](#)

### Country enterprise

GSD Usability Test Company 1 (ztzfzp2)

The fields indicated with an asterisk (\*) are required to complete this transaction; other fields are optional. If you do not want to provide us with the required information, please use the "Back" button on your browser to return to the previous page, or close the window or browser session that is displaying this page.

Please complete as many details as possible to get the most appropriate information for your company from PartnerWorld.

PartnerWorld summary	
Company full legal name	GSD Usability Test Company 1
Doing business as name	GSD Usability Test Company 1
Country enterprise ID	ztzfzp2
Country enterprise headquarters location	<a href="#">GSD Usability Test Company 1 - None - United States - 18197239</a>
Status	Active
PartnerWorld level	Member
Achieved Level	Member
Country	United States
PartnerWorld level summary	<a href="#">PartnerWorld level summary</a>

[Add a location](#)  
[General information](#)  
[PartnerWorld information](#)  
[Marketing information](#)  
[Country enterprise list of locations](#)  
[Country enterprise list of employees](#)  
[PartnerWorld level summary](#)

[→ Save](#)
[→ Save as draft](#)

## Participate in the Information On Demand Community

- Under “Services Provided” tab, in the “Solutions Provided” section, select “Information On Demand”.

**Services Provided**

→ Add or edit entry

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**Solutions Provided**

\*\*Multi-select list (press and hold the CTRL key while selecting/deselecting values)  
Solutions Provided (Please select from below)

- Grid Computing
- IBM Integrated Runtime
- Information Integration
- Information on Demand**
- Information Technology (IT) Management

**Market Information**

\*\*Multi-select list (press and hold the CTRL key while selecting/deselecting values)  
Market Information (Please select from below)

- Application Service Provider
- Authorized Service Provider
- Campus Computer Reseller
- Computer Dealer
- Computer Leasing/Rental Company

**Non- IBM program relationships**

\*\*Multi-select list (press and hold the CTRL key while selecting/deselecting values)  
Non- IBM program relationships (Please select from below)

- BEA Systems
- Brio Technology
- Business Objects
- Cognos
- Computer Associates Business Solutions Provider

## Participate in the Information On Demand Community

- After your selection, click “Save”. Your status will be recorded.

**\*\*Multi-select list (press and hold the CTRL key while selecting/deselecting values)**  
Solutions Provided (Please select from below)

Solutions Provided

- Grid Computing
- IBM Integrated Runtime
- Information Integration
- Information on Demand
- Information Technology (IT) Management

**\*\*Multi-select list (press and hold the CTRL key while selecting/deselecting values)**  
Market Information (Please select from below)

Market Information

- Application Service Provider
- Authorized Service Provider
- Campus Computer Reseller
- Computer Dealer
- Computer Leasing/Rental Company

**\*\*Multi-select list (press and hold the CTRL key while selecting/deselecting values)**  
Non- IBM program relationships (Please select from below)

Non- IBM program relationships

- BEA Systems
- Brio Technology
- Business Objects
- Cognos
- Computer Associates Business Solutions Provider

**General information**

Primary Target Audience: ... Select one ...

Number of Employees:

Number of Sales Employees:

Number of marketing employees:

Number of technical employees:

Next Save Save as draft Cancel and exit

## Step 2: Sign up for the Success Story

- Please send an e-mail to [aeramire@us.ibm.com](mailto:aeramire@us.ibm.com) with a brief overview of your company, the Information Management solution(s) and the Customer who will participate in the success story.
- You will receive a confirmation e-mail from IBM. This email will include a success story template which you must complete, along with consent forms to be signed by you and your Customer.
- Please email the completed success story template and consent forms to the following contacts.
  - John Cox, KBA
    - [john.cox@kineticapps.com](mailto:john.cox@kineticapps.com)
  - Albert E. Ramirez, IBM
    - [aeramire@us.ibm.com](mailto:aeramire@us.ibm.com)



## IBM Business Partner Success Story Forms

- Purpose

There are 2 input template forms to be completed by the Business Partner and Customer

1 - Input Template – provides the ability to capture the salient aspects of the solution that the IBM Business Partner develops and deploys to solve the key business and technology problems for the Customer

2 - Consent Approval Forms – must be signed by both the Business Partner and Customer to allow IBM to use the success story externally in IBM marketing activities

Return the completed forms to [aeramire@us.ibm.com](mailto:aeramire@us.ibm.com) , so KBA can begin to draft the success story.

The Business Partner and Customer will have opportunities to review and approve the story before it is published.



## Contacts

- Information On Demand “Change the World Success Story”
  - Albert E. Ramirez
    - [aeramire@us.ibm.com](mailto:aeramire@us.ibm.com)
- Kinetic Business Applications (KBA)
  - John Cox
    - Tel: 203-564-1909
    - [john.cox@kineticapps.com](mailto:john.cox@kineticapps.com)
- IBM Business Partner Information On Demand Specialty
  - Albert E. Ramirez
    - [aeramire@us.ibm.com](mailto:aeramire@us.ibm.com)
  - General Mailbox
    - [IODMark@ca.ibm.com](mailto:IODMark@ca.ibm.com)



# Change the World!

## InGrid Delivers High Availability

### for Customer Security

InGrid's systems expansion enabled by xkoto's GRIDSCALE™ Database Load Balancer working with IBM's DB2



InGrid's systems expansion enabled by xkoto's GRIDSCALE™ Database Load Balancer working with IBM's DB2



Building up from their Current System

"The team was able to affordably achieve that which we as before the reliable Digital Home Protection™ service that our customers expect."

IBM Digital Home Protection™ Service (DHP) is a key part of our system architecture that allows us to protect our customers' data.



Albert Lee  
CEO & Co-Founder

## DIMENSION-POLYANT dramatically reduces their data transaction times by 70%!

Data Consulting deploys the latest IBM Informix Dynamic Server providing high-speed online transaction processing performance



DIMENSION-POLYANT is an exceptionally powerful management of other systems and data, for high performance online transaction processing (OLTP) systems. DIMENSION-POLYANT is a high-speed online transaction processing (OLTP) system. DIMENSION-POLYANT is a high-speed online transaction processing (OLTP) system. DIMENSION-POLYANT is a high-speed online transaction processing (OLTP) system.

"DIMENSION-POLYANT was a complex business application that handles the entire process from manufacturing to shipping and selling. It has grown and proved itself over many years. When management in other applications like this can also grow with the computer changes that occur in a living system."



## Klaus Bachmann CEO



datacon  
intelligente IT-Lösungen



Ron Flannery  
President & CEO

## NetworkIP Builds Secure Platform for Future Expansion with IBM IDS 10

One Point Solutions provides IBM IDS 10 upgrade that increases efficiency, security, safety and saves money at NetworkIP



NetworkIP is a secure platform for future expansion. NetworkIP is a secure platform for future expansion. NetworkIP is a secure platform for future expansion. NetworkIP is a secure platform for future expansion. NetworkIP is a secure platform for future expansion.

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## Amit Okhandiar President & CEO



MLOGICA

## CNI increases competitive advantage with enhanced data access and Business Intelligence

mlogica, Inc. deploys the IBM Data Warehouse, Starter Edition to consolidate, manage and capitalize on diverse data sources



"The client was very concerned about the high cost and long implementation of data warehousing. Working with IBM Dynamic Warehouse, we were able to provide a fully functional data warehouse at a cost they could not believe. The client was amazed at how much this cost. They are now able to determine their client buying trends, which provides them a competitive advantage in the market."

