IBM IBM Solution Marketing for Information Management and Business Analytics
Solution Profile Template

Application and Content Submission Form
Information Management Solutions Portal

1. **IBM Business Partner Name**: _____

2. **Solution Name** – What is the unique name of your solution that differentiates it from other partner solutions and associates it with your company?

    _____

3. Solution Qualification – Is your solution qualified for inclusion based on the following criteria?

    Group A
    ☐ "Ready for DB2" validated or
    ☐ "Ready for Informix" validated or
    ☐ Data Management Capability Authorization or
    ☐ Information Integration & Governance Capability Authorization or
    ☐ Information Management Application-Specific License Agreement or
    ☐ Prior inclusion in Information Agenda Catalog on ibm.com

    AND
    GSD Listing
    ☐ Listing in IBM Global Solutions Directory (GSD)

    If your solution does not yet meet these criteria (at least one from Group A plus GSD listing), it is not yet ready for inclusion in the Information Management Solutions Portal. Please complete your validation or authorization as needed and submit your solution for listing in the GSD first, and then complete the remainder of this form.

3. **Company Contact –** Who is the person IBM can contact for further information about your submission?
    First Name: _____
    Middle Name or Initial: _____
    Last Name: _____
    Job Title: _____
    E-mail Address: _____
    Phone: _____
    Address Line 1: _____
    Address Line 2: _____
    City: _____
    Country or Region: _____
    State or Province: _____
    Postal Code: _____

4. **IBM Sponsor or Partner Manager**:
    First Name: _____
    Middle Name or Initial: _____
    Last Name: _____
    E-mail Address: _____

5**.** **Business Function** – What is the key functional area for your solution? Examples include Enterprise Communication, Enterprise Resource Planning, Human Resources, Claims Processing, etc.

_____

6. **Target Industry or Industries:** Check the **top two** industry sectors and up to two secondary sectors that best apply for your solution. If the solution applies to multiple industries, check Cross Industry.

☐ **Communications Sector**
   ☐ Communications Service Provider
   ☐ Energy & Utilities
   ☐ Media & Entertainment
☐ **Distribution Sector**
   ☐ Consumer Products
   ☐ Retail
   ☐ Travel & Transportation
☐ **Financial Services Sector**
   ☐ Banking & Financial Markets
   ☐ Insurance
☐ **Industrial Sector**
   ☐ Aerospace
   ☐ Automotive
   ☐ Chemical & petroleum
   ☐ Electronics
   ☐ Industrial Products
☐ **Public Sector**
   ☐ Government
   ☐ Education
   ☐ Health Plans
   ☐ Healthcare Providers
   ☐ Life Sciences
      OR
☐ **Cross Industry** (horizontal such as AP, legal, HR, data governance, regulatory compliance, contracts management, etc). No other industry sector can be chosen if you select Cross Industry.

7. **Tagline/Solution Objective** – A brief phrase/description that summarizes the key business benefit of the solution offering. This may be used as the "tagline" on the flyer. We suggest an **eye-catching phrase made up of 7-10 words (not a sentence).**

8. **Business Challenges Addressed –** Describe 3-5 key challenges that businesses in your target industry or industries are facing and that your solution addresses. Identify specific timeframes if there is a compelling (date-driven) event such as an impending or new government regulation. Please provide both bullet points and descriptions.

9. **Solution Description** - Provide a brief description of how the solution will address the key challenges identified above. Describe the key solution components and related benefits. Note the IBM Information Management and IBM Business Analytics products used. Maximum: 300-400 words.

10. **Value Proposition** – Summarize the benefits and competitive advantages to clearly demonstrate the business results of your solution. Describe how the benefits link together to address the key challenges.   The value proposition should answer the questions, "Why buy this solution from this IBM Partner?"   This section should be no more than 100-200 words and should not be a description of company services.

11. **Your Company Description** - 25-50 words

12. **Geography** – Where is your solution available?

    ☐ Asia/Pacific
    ☐ Central & South America
    ☐ EMEA – Central & Western
    ☐ EMEA – Northeastern
    ☐ EMEA – Southwestern
    ☐ Japan
    ☐ North America
    ☐ Worldwide (Global SIs and IBM GBS only)

13. **Contact for More Information** – Provide a URL, telephone number, etc*, for publication*, where interested parties can get additional information about your solution.
    _____

14. **LOGO –** As a ***separate file, not*** *embedded in this document*, provide your company logo in **Adobe Illustrator EPS format.**

15. **Product(s)** - Check the IBM Information Management or Business Analytics product(s) that your solution utilizes. Please also list other IBM products the solution may utilize.

    IBM Cognos offerings: _____

    IBM DB2 offerings: _____

    IBM Informix offerings: _____

    IBM InfoSphere Guardium offerings: _____

    IBM InfoSphere Optim offerings: _____

    Other IBM InfoSphere offerings: _____

    Netezza offerings: _____

    Other IBM offerings: _____