Client Services Partner Program Guide

Highlights

■ *An assortment of programs within each area designed to benefit both the Partner and IBM*

■ *A Shared goal of delivering excellent services to our Partners' end user community*

■ *Realize the financial advantage that can result from a pooling of business resources*

Unlock the value of enterprise data

Organizations face an information challenge. Where is it? How do I get it when I need it in the form I need? What does it mean? What insight can I gain from it? Can I trust it? How do I control it? The list goes on, and the challenges grow unceasingly if organizations cannot ensure they have access to authoritative, consistent, timely and complete information.

Services from IBM Information Integration Solutions complement the IBM WebSphere® Information Integration platform, which integrates and transforms any data and content to deliver information clients can trust for their critical business initiatives. Designed to ensure customer success with IBM solutions, IBM information integration services range from technical support to education to professional services.

Client Services Partner Program

The IBM WebSphere Information Integration Partner Program provides our North American Partners with the opportunity to work closely with IBM Information Integration Solutions Team in three Services areas: Customer Care, Learning Services and Consulting.

The Partner Program enables IBM and Partners to select a level of participation in each Services area that aligns with their business strategy.

Overview of Client Services Partner Program

	Reseller	Provider	OEM
Client Services			
Customer Care	Sells IBM Maintenance	Provides First Line Support	Provides First Line Support
eService	N/C	N/C	N/C
Premier Anytime Support (IBM provides Level 2)	Sells Maintenance to End User off Maintenance Pricelist	35% off List Maintenance Fee	24% of Product List Price
Premier Support (IBM provides Level 1 & 2)	Sells Maintenance to End User off Maintenance Pricelist	35% off List Maintenance Fee	18% of Product List Price
IBM provides Level 1 & 2)	Support Standard End User Pricing	N/A	N/A
Learning Services			
eLearning	N/C (2 Partner log-ons)	N/C (2 Partner log-ons)	N/C (2 Partner log-ons)
Ascential University Courses	Ascential University Courses	Ascential University Courses	Ascential University Courses
Learning Services * 30%	Learning Services * 30%	Learning Services * 30%	Learning Services * 30%
Consulting			
Professional Services	30% Off List (Partner)	30% Off List (Partner)	30% Off List (Partner)
Professional Services to Client* *IBM is Subcontractor	Resell to Client 30% Off List	Resell to Client 30% Off List	Resell to Client 30% Off List
Engineering Support from Center of Excellence (COE)*	Resell to Client 30% Off List	Resell to Client 30% Off List	Resell to Client 30% Off List

*IBM is Subcontractor

Integrated information you can trust

The IBM WebSphere Information Integration platform reduces risks and costs and supports key business initiatives by integrating and transforming all types of corporate data and content to deliver authoritative, consistent, timely and complete information, and governing its quality throughout its life cycle.

Automatically analyzing data, enhancing its quality, and delivering it in an understandable format, at the right time, to the systems and people who need it, this unique solution addresses a broad data spectrum. The IBM WebSphere Information Integration platform integrates complex business transactions coming from customers and partners as well as operational information moving within the enterprise and the analytical data that supports critical business decisions.

With the IBM WebSphere Information Integration platform, you can streamline your operations, improve customer support, expedite business transactions, and make your tactical and strategic decisions on the basis of the best available information.

The IBM WebSphere Information Integration Business Assessment is a rapid turn-around engagement that enables you to rapidly evaluate your organization's business processes and your readiness to proceed with your project initiative.

Customer Care Program levels

Reseller Partner – *Partners who sell IBM Support with IBM WebSphere Information Integration portfolio products.*

Provider Partner – *Partners who provide first level support to their end users, and also sell Support with IBM WebSphere Information Integration portfolio products.*

OEM Partner – *OEMs who provide first level support to their customers, and also sell Support with IBM WebSphere Information Integration portfolio products.*

Learning Services Program levels

Reseller Partner – *Partners who resell IBM Learning Services and register students in IBM University classes.*

OEM Partner – *OEMs who partner with IBM in the sale and delivery of classes, sharing facilities, trainers and courseware.*

Professional Services Program levels

Reseller Partner – *Partners who sell IBM WebSphere Information Integration Professional Services together with IBM WebSphere Information Integration portfolio products.*

OEM Partner – *OEMs who sell IBM WebSphere Information Integration Professional Services to their customers.*

Customer Care

The intent of the Customer Care Partner Program is to match a Partners resources and business strategy with a program that results in the most efficient Customer Support. An IBM WebSphere Information Integration Solutions Reseller Partner sells support along with product, but does not participate in the delivery of Customer Care. On the other hand, both the Provider Partner and the OEM Partner provide first level support to their customers.

Reseller Partner – Partners who sell an IBM WebSphere Information Integration portfolio Maintenance Agreement on the first year of initial support along with each IBM WebSphere Information Integration product license they sell. They also receive access to the eService web site.

Provider Partner – Partners who become first level Support Providers share in the annual support revenue collected for their new and existing customers. A Partner may provide support only to their own customers for products they have sold to these customers. Support Provider

Partners have Level 1 access to IBM WebSphere Information Integration Customer Support, along with the following benefits: cooperative marketing efforts, Learning Services discounts, access to the eService web site, and copies of IBM's Level One Trouble Shooting Guide.

To become a Customer Care Provider Partner, a Partner must:

- *have a current IBM WebSphere Information Integration Solutions Partner Reseller Agreement signed and in effect; sell their maintenance contract to the end user and undertake the ongoing administration of maintenance contracts for the purposes of renewal invoicing and providing specific end user information;*

- *maintain a minimum staff of two support analysts per shift of coverage sold to the end user e.g.; 8 X 5, 24 X 7. Each of the support analysts on staff must have successfully completed the IBM WebSphere Information Integration Solutions training track for each of the supported products. In addition, the Partner must maintain adequate staffing to handle the volume of calls; a ratio of 15 calls per week per analyst should be used in assessing volume capacity.*

- *be obligated to ongoing training of their staff. The Partner must send staff to a minimum number of days of IBM WebSphere Information Integration Solutions open enrollment or on-site classes per year. The minimum days required is based on the number of products the Partner is supporting. Training required to support new products is in addition to this ongoing product training. The ongoing training commitment commences one year after becoming a Provider Partner.*

- *provide a dedicated phone line for customer support;*

- *provide support coverage a minimum of Monday through Friday, 9AM to 5PM local time;*

- *have a system for tracking customer problems and performing entitlement checking;*

- *have sufficient hardware and software labs available to repro-duce reported problems; provide IBM WebSphere Information Integration Solutions with remote access to Partner systems and end user systems;*

- *be able to perform problem determination to the defect level. The defect that is passed to IBM WebSphere Information Integration Solutions must be well documented, reproducible, and include a test case.*

Provider Partners enjoy the following benefits:

Learning Services Discount –
Support Provider Partners receive a discount when enrolling their employees in IBM WebSphere Information Integration Solutions open enrollment and on-site classes.

Access to IBM's WebSphere Information Integration Solutions Customer Care eService Web Site –
This site includes a knowledge database, an issue search, on-line problem reporting, on-line update ordering, and the download area for product patches.

Copies of the Trouble Shooting Guide –
This document provides a template of information that should be compiled in order to diagnose a customer issue.

OEM Partner – Companies who embed IBM WebSphere Information Integration portfolio products into their software solutions must become an IBM WebSphere Information Integration Solutions Customer Care OEM Partner. IBM WebSphere Information Integration Solutions OEM Partners must have all the capabilities of the Reseller Partners as outlined above. OEM Partners will also receive the same benefits as Reseller Partners.

IBM WebSphere Information Integration Solutions reserves the right to a semi-annual review of a Partner's support performance in order to determine whether the Partner is meeting the education, staffing, performance and other criteria required for each level of Customer Care Provider. IBM WebSphere Information Integration Solutions will utilize the review process to determine the Partner's overall performance.

Learning Services

The intent of the Learning Services portion of the Partner Program is to match a Partner's resources with the level of involvement that will result in the most effective education solution for all parties. The focus of this program is to provide quality education to our shared customer base while increasing the education revenues realized by both the Partner and IBM WebSphere Information Integration Solutions. The program offers Reseller, Provider and OEM Partners two log-ons to IBM WebSphere Information Integration Solutions eLearning for no charge. In addition, the program provides discounts on IBM WebSphere Information Integration Solutions University Courses to Partners and their customers.

IBM WebSphere Information Integration Solutions eLearning program is a self-paced, interactive, Web-enabled training application that allows users to learn skills conveniently and cost effectively. Different than the eClassroom offering, eLearning is not a scheduled event and does not have a live instructor or classroom format. Learners launch eLearning at their own pace, on their own schedule, giving you the flexibility to take courses anytime, from anywhere.

IBM WebSphere Information Integration Solutions University is designed to teach learners how to leverage IBM's leading-edge technology to create a flexible, scalable solution. University offerings are divided into phases that align with IBM WebSphere Information Integration Solutions Iterations implementation methodology. Iterations methodology is a framework for successful implementation of a full-scale data warehouse implementation. The courses are mapped into these phases in an effort to provide the tools and techniques required to effectively move to the next stage

of your implementation cycle. Three phases exist in the IBM WebSphere Information Integration Solutions University program, Pre-Analysis, Pre-Design, and Pre-Construction. In addition to the Iterations phases, the University includes an Undergraduate phase that provides technical pre-requisite training in non- IBM WebSphere Information Integration portfolio product training.

Consulting Services
The Consulting Services portion of the Partner Program is designed to provide compensation to all Partners who utilize IBM WebSphere Information Integration Solutions Consulting Services in order to meet the specific needs of their customer base, varying from mentoring, performance tuning, and application development to full enterprise data integration project solutions. Consulting service can also provide assistance in imbedding IBM WebSphere Information Integration portfolio products into your solution. IBM WebSphere Information Integration Solutions offers a full range of consulting services to assist you

through any or all phases of a project. Based on proven methodologies, these services represent years of accumulated knowledge and experience, gained through hundreds of successful engagements in a wide range of industries and government.

The program offers Reseller, Provider and OEM Partners as well as their clients a discount on IBM WebSphere Information Integration Solutions Professional Services. In addition, all Partners receive a discount on Engineering Support from the Center of Excellence.

IBM WebSphere Information Integration Professional Services
To help you achieve success in meeting your business objectives through enterprise information integration solutions, and to accelerate your solution design and implementation, the IBM WebSphere Information Integration Professional Services team offers a broad range of planning, education, design and engineering, and implementation services. Whatever industry your company serves, our

Professional Services team can help you implement the right IBM WebSphere Information solution. For more information regarding this and other workshops or any of our service offerings, please visit the IBM WebSphere Information Integration Professional Services website at http://www.ibm.com/services.

For more information

For more information about this or any other Professional Services offerings, please contact your IBM marketing representative or visit http://www-306.ibm.com/software/data/integration

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