Sales Software Partner Day

Simplicity. Profitability. Growth.

16 octobre 2012

Introduction

AGENDA

SESSION PLENIERE

9h00	**Accueil Café**
9h30	**Introduction** *Isabelle Kahn, Directrice Channel et Alliances IBM Software France*
9h35	**Le Channel software à l'horizon 2015** *Christian Bonnafont, Vice-Président, Software Group, IBM Europe*
10h05	**La stratégie Channel par rapport à la stratégie Software** *Philippe Bournhonesque, leader Stratégie Software IBM France*
10h30	**Partenaires : étendez votre réseau aux PME-PMI !** *Anthony Cirot, Directeur BU Enterprise IBM Software Group*
10h50	**Comment conclure davantage de ventes au 4ème trimestre ?** *Isabelle Kahn, Directrice Channel et Alliances IBM Software France*
11h20	**Maîtrisez les règles du jeu pour optimiser vos ventes** *Régine Blanchard, Software Sales Business Solutions BP Manager, IBM France • **Philippe Desvignes**, Software Sales Middleware Solutions BP Manager, IBM France • **Jean-François Chanson**, Software Business Partner Manager, IBM France*
11h40	**Témoignage de 3 partenaires : le Dispositif gagnant mis en place pour clôturer Q4.** *Régine Blanchard, Software Sales Business Solutions BP Manager, IBM France • **Marc Le Roux**, Directeur Commercial ASI Informatique. **Philippe Bertrand**, Directeur Général 2B Consulting • **Dominique Gozard**, Directeur Général d'i-Seeds*
12h10	**Conclusion** *Isabelle Kahn, Directrice Channel et Alliances IBM Software France*
12h30	**Déjeuner**

Simplicity. Profitability. Growth.

AGENDA

ATELIERS

12h30 - 14h00	Déjeuner				
	Picpus et Convention	**Louvre**	**Rivoli**	**Concorde**	**Longchamp**
14h00		**Atelier A2** **Atelier Plays Q4 : les «quick wins» à Court Terme**	**Atelier A3** **Les programmes de rémunération.**	**Atelier A4** **Les outils et ressources IBM pour vendre**	**Atelier A5** **Plans Marketing et nouvelles ressources**
	Atelier A1 **Négociation Commerciale** Partie 1 et 2	**Louvre**	**Rivoli**	**Concorde**	**Longchamp**
15h30		**Atelier A2** **Atelier Plays Q4 : les «quick wins» à Court Terme**	**Atelier B3** **Les programmes de rémunération.**	**Atelier A4** **Les outils et ressources IBM pour vendre**	**Atelier A5** **Plans Marketing et nouvelles ressources**
17h00	Animation de fin de journée				

Simplicity. Profitability. Growth.

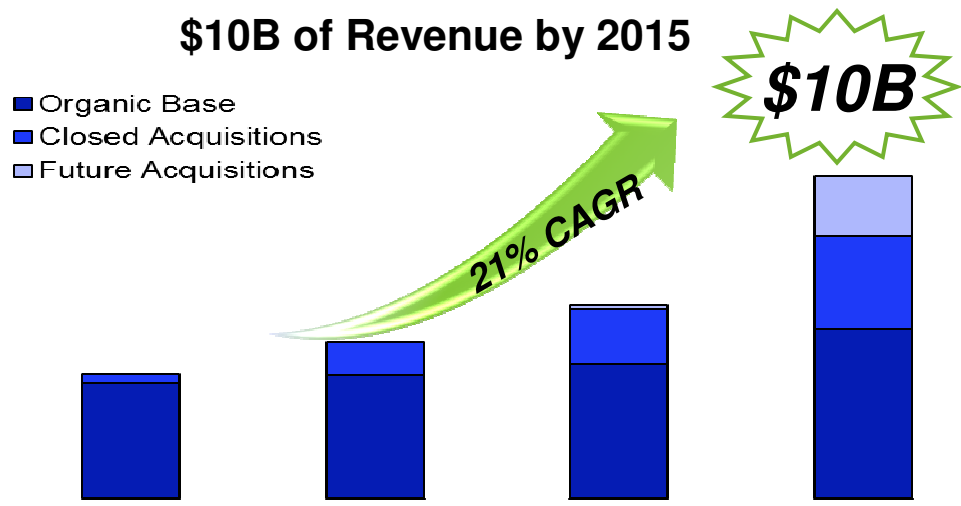# Le Channel software à l'horizon 2015

Software Solutions Group Mission

Our Mission To define and develop a new category of solutions software, leveraging IBM's overall capabilities, to deliver an industry-oriented value proposition to line-of-business users...**to make new markets**

Create and lead new markets: Smarter Analytics, Smarter Commerce, Social Business, Smarter Cities, Watson Solutions

Drive an **aggressive cluster-based acquisition strategy** in targeted areas that also adds the required industry and go-to-market skills needed to grow

Delivering our capabilities in an industry context allows our clients to achieve quantifiable business outcomes

$10B of Revenue by 2015

- Organic Base
- Closed Acquisitions
- Future Acquisitions

21% CAGR

$10B

SALES SOFTWARE PARTNER DAY 16 octobre 2012

IBM

La transformation de notre portefeuille de logiciels a pour objectif de satisfaire les besoins informatiques et métier des clients, par secteur et par rôle
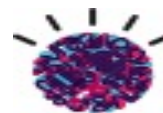
Secteurs

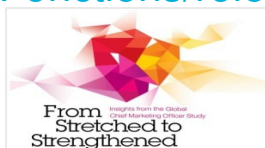| Banques	Énergie	Etat et collectivités	Santé	Education	Transport	Commerce	Communication

Fonctions/rôles

From Stretched to Strengthened — Directeur marketing

The New Value Integrator — Directeur financier

Working Beyond Borders — Directeur des Ressources Humaines

The Smarter Supply Chain of the Future — Directeurs de la chaîne d'approvisionnement

Capitalizing on Complexity — Président

The Essential CIO — Directeur informatique

Besoins informatiques et métier

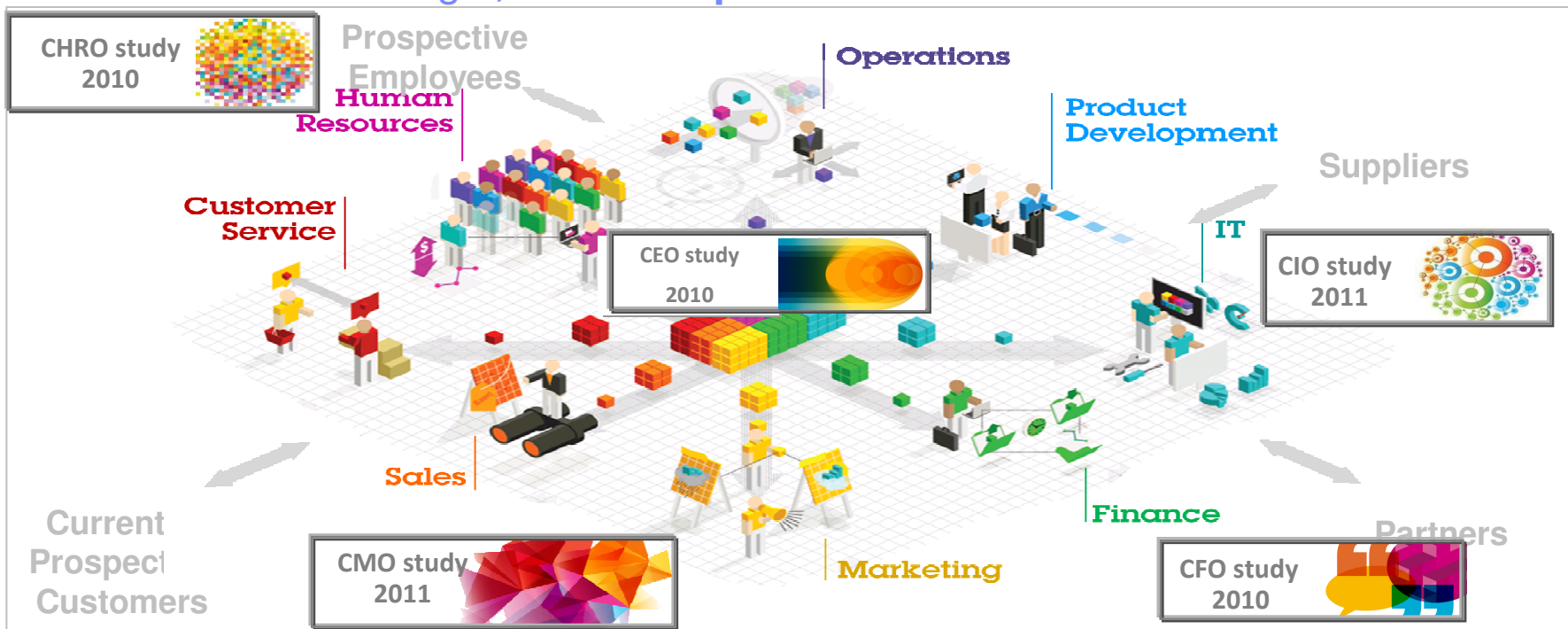| Transformer l'information en actions	Approfondir la relation avec les clients, partenaires, employés	Agilité des processus et des applications	Mobilité à l'échelle de l'entreprise	Accélérer l'innovation produits et services	Optimiser l'infrastructure informatique et métier	Gérer les risques, la sécurité et la conformité

Les acquisitions pour accélérer l'innovation et élargir notre couverture des besoins client

Besoins Métier	Acquisitions depuis 2010
Transformer l'information en actions	Algorithmics Aᵢ — Financial risk management · CLARITY SYSTEMS — Financial governance · NETEZZA — Data warehouse appliances · VARICENT — Sales Compensation Mgt · Initiate — Master data management · Datacap for Demanding Capture — Data and document capture · PSS An IBM Company — Legal and Information ... · Vivísimo Information Optimized — Enterprise Search
Approfondir la relation avec ses clients, partenaires et employés	Sterling Commerce — B2B integration, · unica — EMM · Coremetrics An IBM Company — Web analytics · Emptoris — Procurement and sourcing · DemandTec — Cloud-based analytics · CŪRAM SOFTWARE — Social enterprise mgt · tealeaf — Customer Experience Mgt · Kenexa — HR Mgt
Mobilité à l'échelle de l'entreprise	Worklight — Mobile computing platform
Agilité des processus et des applications	Lombardi — BPM for LOB · CAST IRON SYSTEMS — Cloud integration
Optimiser les infrastructures	TRIRIGA — Enterprise asset management · INTELLIDEN — Network automation · BigFix
Accélérer l'innovation produits & services	GREENHAT — Software testing for complex systems
Gérer les risques, la sécurité et la conformité, and Compliance	Q1 Labs — Security intelligence · OPENPAGES — Governance, compliance, risk management · i2 — Threat analytics

SALES SOFTWARE PARTNER DAY

16 octobre 2012

IBM

Parce que 65% des décideurs fonctionnels ne consultant pas la DSI avant un choix lié à la technologie, notre **complémentarité** est essentielle

CHRO study 2010

Prospective Employees

Human Resources

Operations

Product Development

Suppliers

Customer Service

CEO study 2010

IT

CIO study 2011

Current Prospect Customers

Sales

CMO study 2011

Marketing

Finance

Partners

CFO study 2010

SWG Europe : Increasing Channel Share to 2015 roadmap

Simplification

- Consolidate multiple partner offerings into a streamlined program (SVI, VAP, etc)
- Continue to improve channel acquisition integration – time to market
- Invest in IT to automate manual processes
- Enhance BP lead management tools to improve usability

BP Eminence

- Deepen BP skills in SWG Capabilities
- Increase BP technical sales support
- Enhance BP skills in new business offerings (MSP, etc)
- Enable BP to sell the full IBM portfolio

Productivity

- Continue to drive BP autonomy – optimize coverage, expand VAD role, "unstack"
- Accelerate BP lead passing execution
- Increase co-marketing for BPs
- Leverage VADs as primary recruitment and enablement engine

2015 BP Contribution

2011 revenue	2015 revenue
22% participation	35% participation

Simplicity. Profitability. Growth.
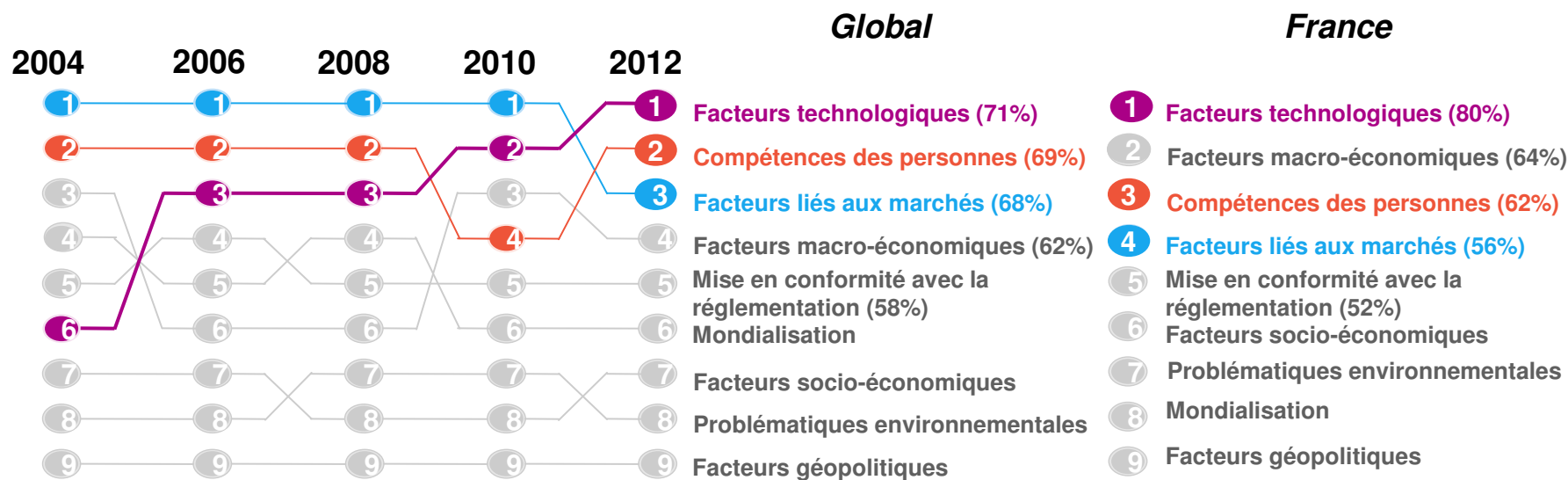
La stratégie IBM Software

Pour la première fois, les dirigeants considèrent la technologie comme le facteur externe qui impactera le plus leur organisation

2004   2006   2008   2010   2012

Global

1 **Facteurs technologiques (71%)**

2 **Compétences des personnes (69%)**

3 **Facteurs liés aux marchés (68%)**

4 Facteurs macro-économiques (62%)

5 Mise en conformité avec la réglementation (58%)

6 Mondialisation

7 Facteurs socio-économiques

8 Problématiques environnementales

9 Facteurs géopolitiques

France

1 **Facteurs technologiques (80%)**

2 Facteurs macro-économiques (64%)

3 **Compétences des personnes (62%)**

4 **Facteurs liés aux marchés (56%)**

5 Mise en conformité avec la réglementation (52%)

6 Facteurs socio-économiques

7 Problématiques environnementales

8 Mondialisation

9 Facteurs géopolitiques

Question : "Quels sont les principaux facteurs « externes » susceptibles d'influencer votre organisation dans les 3 à 5 ans à venir ?

Le nouveau paysage de l'informatique en entreprise

Acquisitions récentes
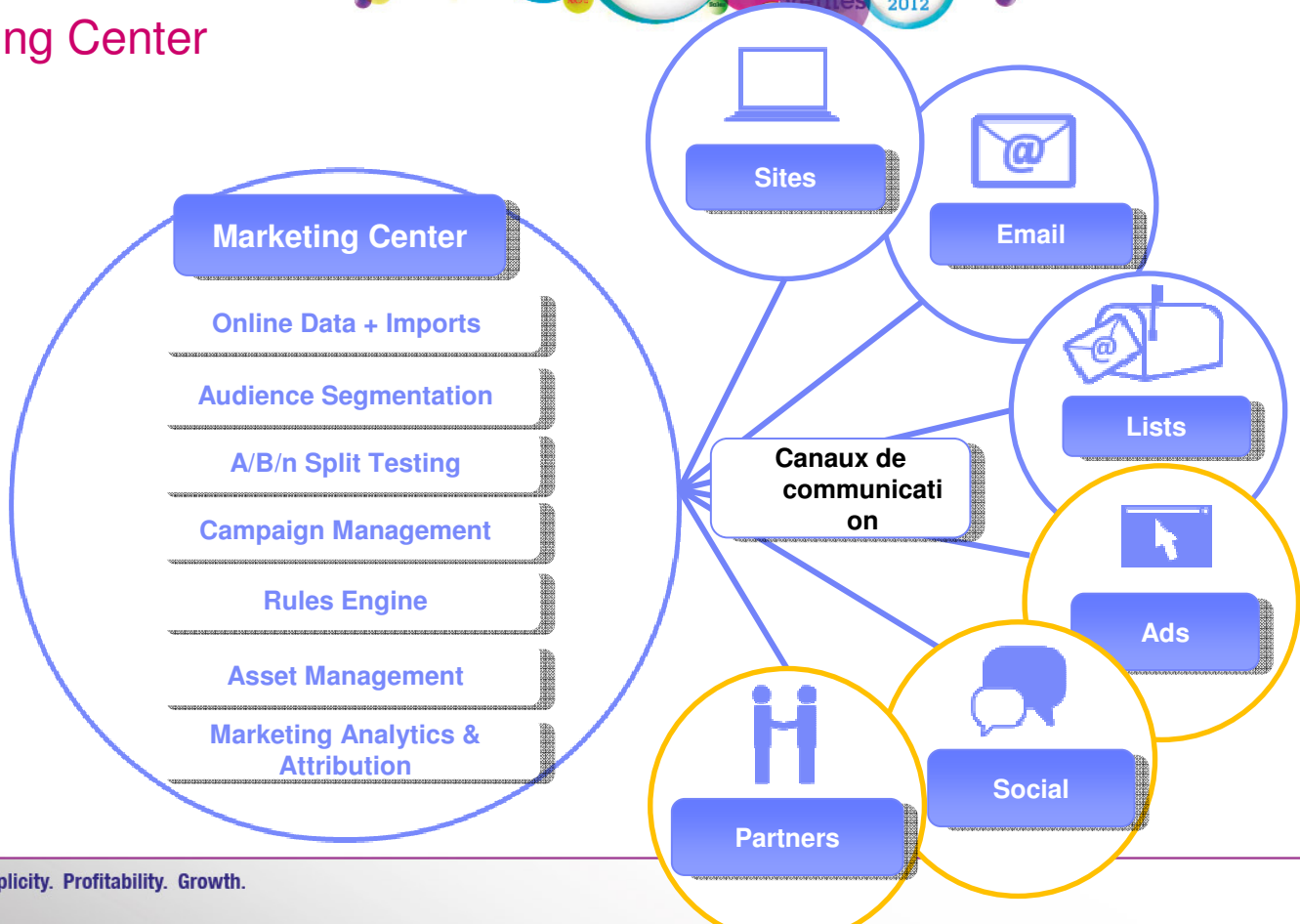
Transformer l'information en Action	Algorithmics A² — Financial risk management NETEZZA — Data warehouse appliances VARICENT — Sales Compensation Mgt Vivísimo Information Optimized™ — Enterprise Search
Approfondir la relation avec ses clients, partenaires et employés	Sterling Commerce — B2B integration, unica EMM Coremetrics An IBM Company — Web analytics Emptoris — Procurement and sourcing DemandTec — Cloud-based analytics CÚRAM SOFTWARE — Social enterprise mgt tealeaf — Customer Experience Mgt KeneXa — HR Mgt
Mobilité à l'échelle de l'entreprise	WorkLight® Mobile computing platform
Agilité des processus	Lombardi — BPM for LOB CAST IRON SYSTEMS — Cloud integration
Optimiser les infrastructures	TRIRIGA® — Enterprise asset management INTELLIDEN® — Network automation b — BigFix Butterfly AUTOMATED DATA MIGRATION — Storage Analytics & migration
Accélérer l'innovation produits & services	GREENHAT — Software testing for complex systems
Gérer les risques, la sécurité et la conformité, and Compliance	1 Labs — Security intelligence OPENPAGES — Governance, compliance, risk management i 2 — Threat analytics & investigation

IBM Marketing Center

SALES SOFTWARE PARTNER DAY

16 octobre 2012

Marketing Center

- **Online Data + Imports**
- **Audience Segmentation**
- **A/B/n Split Testing**
- **Campaign Management**
- **Rules Engine**
- **Asset Management**
- **Marketing Analytics & Attribution**

Canaux de communication

Sites

Email

Lists

Ads

Social

Partners

Kenexa : une plateforme intégrée de "Talent Management' en mode SaaS, permettant d'optimiser le trésor des entreprises : leurs collaborateurs.

- *Recrutement* - Automatise le cycle complet d'acquisition des talents
- *Compensation* – Automatisation des enquêtes sur les rémunérations, analyse des pratiques externes & internes, conception et mise en place des plans de rémunération
- *Formation* - Learning Management System (LMS), Learning Content Management System (LCMS) et solution de knowledge management on-site, virtuel, mobile et social
- *Enquêtes* – Automatise les enquêtes de satisfaction salariés et clients
- *Tests* (Assessments)– plus de 1.000 tests pour sélectionner et conserver les top performers
- *Performance Management* – Automatise la gestion de la performance et des rémunérations , du développement des carrières et des plans de succession

Acquisition Kenexa prévue au 4° trimestre 2012

Varicent - Sales Analytics & Commission Management

Une stratégie globale pour offrir toute liberté dans le mode de déploiement

IBMSmartCloud Foundation

Déployer vers *infrastructure existante*

IBMSmartCloud Foundation

PureSystems

Déploiements accélérés vers la famille des *expert integrated systems*

Platform as a Service Technologies

Application Lifecycle	Application Resources	Application Environments	Application Management	Integration

Infrastructure as a Service Technologies

Infrastructure Platform	Management and Administration	Availability and Performance	Security and Compliance	Usage and Accounting

IBMSmartCloud Services

Accès immédiat aux services managés

Source Software Architecture

Source Hardware Architecture

Source Client Environment

Backup Operations

Capacity Metrics

Butterfly AER Details

Document Name: Butterfly Analytic Engine Backup
Lloyds TSB
Author: Butterfly Analytic Engine v1r (release 6.0)

COPLEY/PUDSEY

Management Servers

PETERBOROUGH

Management Servers P3

Management Servers P2

Management Servers P1

Butterfly Differential Business Case

SOURCE Hardware Infrastructure

TARGET Hardware Infrastructure

Primary capacity

36 Month physical capacity

TOTAL COST OF OWNERSHIP 36 MONTHS

INFRASTRUCTURE	SOURCE		TARGET	

INFRASTRUCTURE SAVINGS $ 16,982,315 74%

RESOURCE REQUIREMENTS $ 21,649,661 63%

TOTAL MEDIA COUNT 36 MONTHS

Cumulative Media Count

Management Summary

TOTAL Capacity reduced by	10800 TB
Long Term capacity reduced by	2502 TB
Tape volume saving	54117
KVA Saving	672 KVA
Daily backup volume is reduced by	113.01 TB
Network load reduced by	47%
FTE Reduction by	43%
Growth rate applied	31%

Backup Capacity and OpEx Forecast

Backup Capacity and Total Costs Forecast (Cumulative)

Indicative Target Architecture

Target Software Architecture

Target Hardware Architecture

Transformation Benefits

Architectural Changes

COPLEY/PUDSEY

Management Servers

PETERBOROUGH

Management Servers

Operational Issues Resolved

Infrastructure Issues

Operational Issues

Butterfly Migration Engine™ Planning

Legacy Data Migration Planning

highland™

Logged in as **Frank Gelato** | Help

Home > GreenLeaf, Inc.

Vivisimo

Information transactions client

Purchase History

Date	Amount	Product	Contract
2011-04	23k	Juniper	#34-REF000-78123778
2011-01	25k	Willow	#67-MHY000-99123773
2010-10	18k	Mulberry	#89-HHJ000-21123774
2010-07	10k	Aspen	#65-QWE000-77612579
2010-04	11k	Fir	#11-GFE000-78123770

Support Tickets

Shipment Tracking Program
#1001901 - Open 1 day

New User Account Password
#1001855 - Open 7 days

Create Default Contacts
#1000082 - Open 10 days

Company Information

Phone: 412.422.2000

Stop Tracking

Information analytique structurée

Price Comparisons

Juniper Aspen Willow Breeze Cottonwood

- Wholesale Cost
- GreenLeaf Price
- Competitive Product Price

New Product Recommendations

- Oakland
- Spruce Two
- Redwood
- Douglas III
- Birch
- Laurestine

Orders

08/09/11	#00894314	Shipped ✓
07/20/11	#00754381	Blocked ⚠
03/02/11	#00634878	Pending ✓
01/26/11	#00454617	Pending ✓

Account News

How GreenLeaf Helps Hatch Next-Generation Energy Projects
The director of Advanced Research Projects Agency-Energy, lays out the...
Business Wire - 1 hour ago

GreenLeaf Installs Gypsum Project
Greenleaf Inc. has announced the development of a new project...
Environmental Leader - 5 hours ago

CEO of GreenLeaf, Inc. Honored for Entrepreneurial Excellence
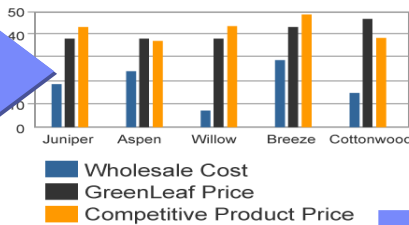His business, located in Pittsburgh, PA, ...ars he...

Information non structurée et contextuelle

Stock Information

GLI 11421.90 -474.54 (+3.99%)

10am 11 12 1 2 3 4pm

Account Activity Feed

Showing: All Activity | By Source | By Author   Filter Feed

What's new for this account?

Share

Charlotte Kroll updated the database Work Orders Q3 201... GreenLeaf, Inc.
Oracle Database - 2 hours ago

Irene Tambolin updated the document GreenLeaf Contact ...ation.
SAP - 3 hours ago

Flux d'activité pour informations temps réel
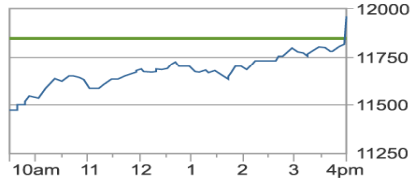
Associated Contacts

Janet Robertson
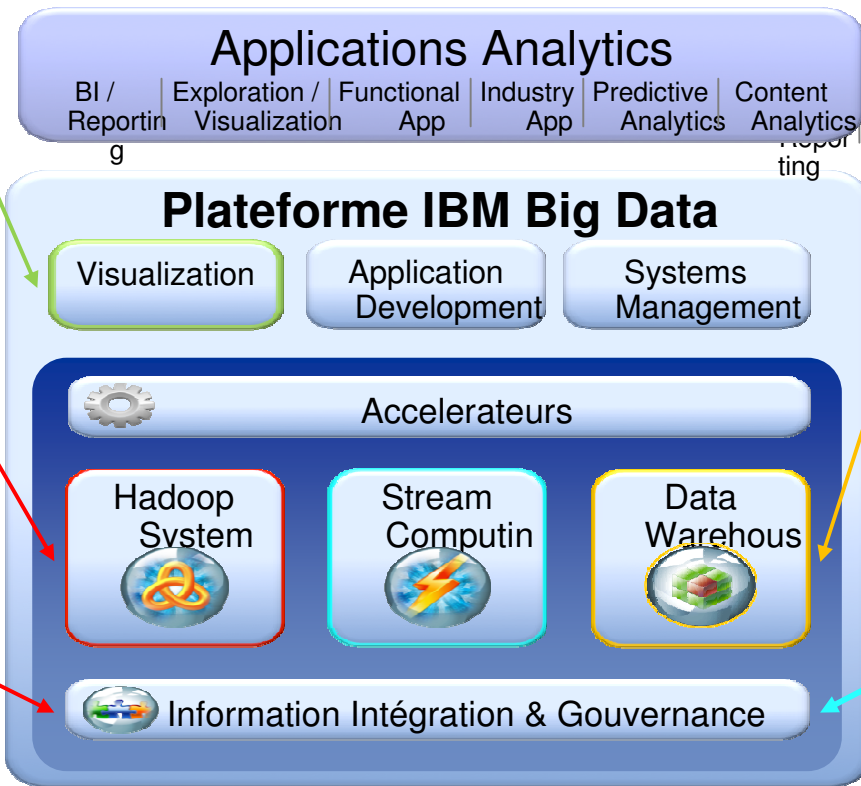*Senior Sales Manager*
jrobertson@greenleaf.com

BigData au coeur du SI

**1 – Explorer ses données
IBM Vivisimo**

**2 – Analyser les données brutes/non structurées
InfoSphere BigInsights**

**4 – Réduire les couts avec Hadoop
InfoSphere BigInsights**

Applications Analytics

BI / Reporting	Exploration / Visualization	Functional App	Industry App	Predictive Analytics	Content Analytics

Plateforme IBM Big Data

Visualization | Application Development | Systems Management

Accelerateurs

Hadoop System | Stream Computin | Data Warehous

Information Intégration & Gouvernance

**3 – Simplifier son datawarehouse
Netezza**

**5 – Analyser les flux de données en temps réel
InfoSphere Streams**

Simplicity. Profitability. Growth.

Une nouvelle famille de systèmes de la gamme PureSystems

Infrastructure	Plateforme Application	Plateforme Données

PureFlex
Delivering Infrastructure Services

PureApplication
Delivering Platform Services

New

PureData
Delivering Data Services

Différents Workloads de données requièrent différentes solutions

PureData
System for Transactions

- **5x** performance vs concurrents
- **30x** scalabilité
- **10x** économies stockage

- Support de 100+ databases
- Support applications DB2
- Support Applications Oracle

PureData
System for Analytics

- **10-100x** plus performant
- **24x moins** d'i/O
- **Workload mixtes**

- Pas de tuning
- Pas d'administration de stockage
- 200 fonctions analytics in-database

PureData
System for Operational Analytics

- **1000+** requêtes opérationnelles par seconde
- **10x** économies de stockage
- Chargement **continu** de données

- In-database analytics
- Support applications DB2
- Support applications Oracle

Simplicity. Profitability. Growth.

Satisfaire les besoins informatiques et métier des clients

Secteurs

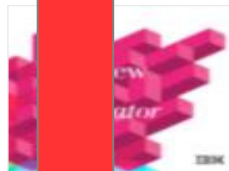| Banques | Énergie | Gouvernement | Santé | Éducation | Transport | Commerce de détail | Communication |

Fonctions/rôles
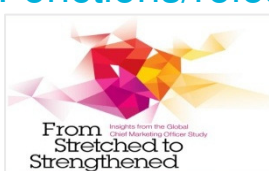
Directeur marketing | Directeur financier | DRH | Directeurs SupplyChain | Président | Directeur informatique

Besoins informatiques et métier

| Transformer l'information en actions | Approfondir la relation avec les clients, partenaires et employés | Agilité des processus et des applications | Mobilité à l'échelle de l'entreprise | Accélérer l'innovation produits et services | Optimiser l'infrastructure informatique et métier | Gérer les risques, la sécurité et la conformité |

IBM Mobile Foundation

IBM Mobile Foundation V5.0

Développer, Connecter, Gérer et Sécuriser l'entreprise mobile

- IBM Worklight
- IBM WebSphere Cast Iron
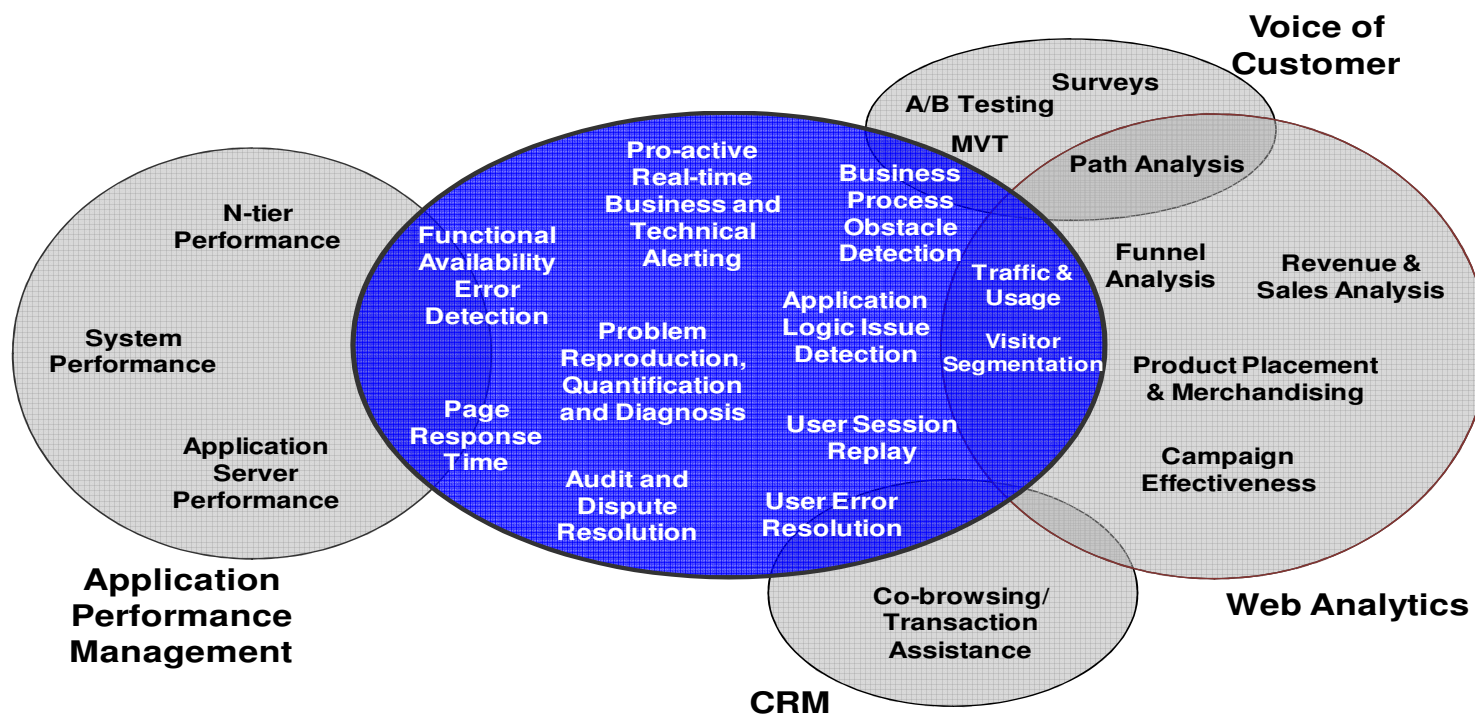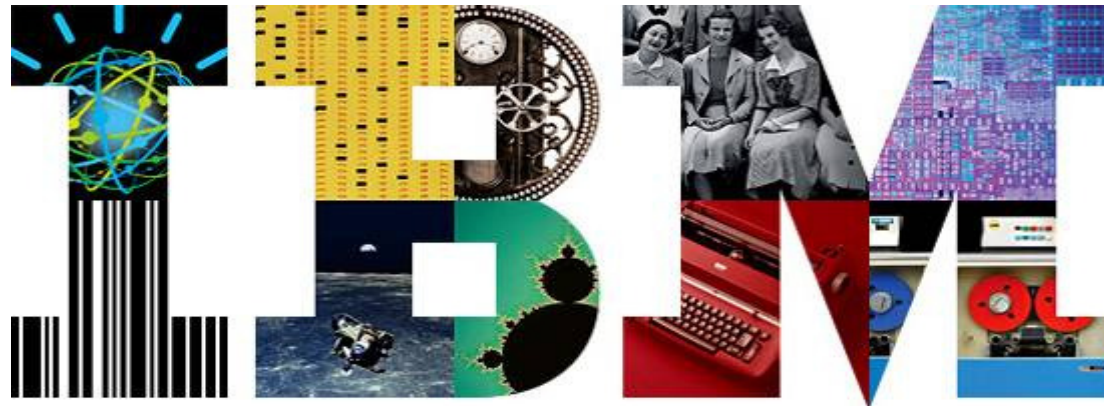- IBM Endpoint Manager for Mobile Devices

Simplicity. Profitability. Growth.

Une approche globale de la sécurité

Gouvernance d'entreprise, Gestion des Risques et de la Conformité		
Plateforme GRC (OpenPages)	**Risques Financiers (Algorithmics)**	**Management Investigations (i2)**

Portfolio Sécurité IBM

Sécurité IT et Compliance Analytics & Reporting

QRadar Siem	QRadar Log Manager	QRadar Risk Manager	IBM Privacy, Audit and Compliance Assessment Services

Infrastructure IT – Domaines de sécurité opérationnelle

Personnes	Données	Applications	Infrastructure	
			Réseau	Endpoint
Identity & Access Management Suite	Guardium Database Security	AppScan Enterprise Standard & Source	Network Intrusion Prevention	Endpoint Manager (BigFix)
Federated Identity Manager	Infosphere Optim Data Masking	DataPower Security gateway	SiteProtector Management System	Virtualization and Server Security
Enterprise Single Sign-On	Key Lifecycle Manager	Security Policy Manager	QRadar Anomaly Detection	Mainframe Security (RACF, zSecure)
Identity Assessment, Deployment and Hosting Services	Data Security Assessment Service	Application Assessment Service	Managed Firewall, Unified Threat and Intrusion Prevention Services	Penetration Testing Services
	Encryption and DLP Deployment	AppScan OnDemand SaaS		Mobile Device management

Simplicity. Profitability. Growth.

Tealeaf – Customer Experience Management

Voice of Customer

Application Performance Management
- N-tier Performance
- System Performance
- Application Server Performance

(center – blue region)
- Functional Availability Error Detection
- Pro-active Real-time Business and Technical Alerting
- Problem Reproduction, Quantification and Diagnosis
- Page Response Time
- Audit and Dispute Resolution
- Business Process Obstacle Detection
- Application Logic Issue Detection
- User Session Replay
- User Error Resolution
- Traffic & Usage
- Visitor Segmentation

Surveys
- A/B Testing
- MVT
- Path Analysis

Web Analytics
- Funnel Analysis
- Revenue & Sales Analysis
- Product Placement & Merchandising
- Campaign Effectiveness

CRM
- Co-browsing/ Transaction Assistance

Partenaires : étendez votre réseau aux PME-PMI !

Simplicity. Profitability. Growth.

Flash Back : Valentine Day

Simplicity. Profitability. Growth.

Où en sommes nous ?

?

50%

2011

Building a smarter planet

SWOT

Croissance @ double digits **S**	**Vitesse - Clinics** **W**
IM & Analytics	**Give 2 Really Get**
Install Base / New logos	**Regions**
Lead Passing **O**	**Faible win ratio** **T**
Think BIG	**Renewals Followers – Ingéniérie SW**
Autonomie	**Industry Solution - Security**

Value Creation : Génération de nos larges deals

Objectifs Clients

Ex :

Customer Focus

.... Risk management
.... Qualité
.... Compétences
.... R&D – Innovations

Tactiques

Qualité SAV

Stratégiques

Fidéliser les clients

4Q : go for 10 !!!

Comment conclure davantage de ventes au 4ème trimestre ?

On Your Mark

How is the French Channel Team measured?

FRANCE	Total BP			GB			ASL		
Brand	Target	PV	% of Plan	Target	PV	% of Plan	Target	PV	% of Plan
AIM			94%			74%			85%
Business Analytics			101%			86%			85%
ICS			53%			87%			14%
Industry Solutions			50%			104%			35%
Information Management			167%			84%			325%
Rational			38%			70%			62%
Security Systems			96%			148%			0%
Tivoli			104%			70%			31%
Total			89%			83%			84%
Current month (October)			100%			100%			120%

	Sub $100K			Midmarket		
	Target	PV	% of Plan	Target	PV	% of Plan
Total			93%			100%
Current month (October)			52%			90%

IBM

In 2012, we continued to transform our software portfolio to meet clients' needs by industry and role

Industries
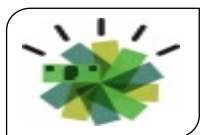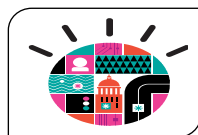
Banking   **Energy**   **Government**   **Healthcare**   **Education**   **Transportation**   **Retail**   **Communi-cations**
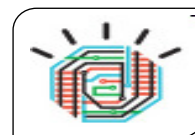
Functions/roles

Marketing CMO   **Finance CFO**   **Human resources CHRO**   **Supply chain CSCO**   **Executive CEO**   **IT CIO**

Business and IT needs

Turn information into insights

Deepen engagement with customers, partners and employees

Enable the agile business

Deliver enterprise mobility

Accelerate product and service innovation

Optimize IT and business infrastructure

Manage risk, security and compliance

Simplicity. Profitability. Growth.

Our IBM Business Partner strategy is pivotal to helping us meet diverse client needs

Turn information into insights
Deepen engagement with customers, partners and employees
Enable agile business
Deliver Enterprise Mobility
Accelerate product and service innovation
Optimize IT and business infrastructures
Manage risk, security, and compliance

IBM Software Capabilities

Reach Broader Markets

Grow High Value Revenue

Embrace New Business Models

Simplifying your IBM experience

SALES SOFTWARE PARTNER DAY

16 octobre 2012

IBM

As of September 2012, the results speak volumes

$1million+
in co-marketing funds available in 2012

+43%
YTY increase in co-marketing win revenue over 2011

>27K
leads passed to IBM Business Partners

+90%
YTY increase in leads passed over 2011

Acquisitions
in 2012 strengthens portfolio & opportunity

VARICENT
an IBM Company

Vivísimo
Information Optimized™

tealeaf

Worklight

GREENHAT

Butterfly
AUTOMATED DATA MIGRATION

Simplicity. Profitability. Growth.

Get Set:
Top actions to build your pipeline and generate demand

Take advantage of IBM co-marketing funds and execution support to drive leads

- Proven engine used by over 1,000 Business Partners

- Business Partners meet regional eligibility

- Business Partners match 1:1 funding on IBM investment

- Campaign execution support:
  - Co-marketing Center
  - Ready to Execute Campaigns
  - Midmarket Execution Blueprints

2012 Increase in co-marketing funding by 50%+

Simple Interface

One Location
- Activities
- Leads
- Funds spent
- Balance

Leverage Ready to Execute campaigns to quickly drive demand

What is Ready to Execute?

- No charge, simplified campaigns

- Target clients' top business needs

- Developed and proven by IBM worldwide marketing teams

- Out of the box, self-service simplicity

- Customizable for higher quality leads

- Consistent messaging, translated

We were able to quickly reach out to customers and add leads to our pipeline without a lot of the up front work. We started with the materials that IBM supplied, made a few updates of our own, and we were ready to go!

Lisa Minneci, Vice President of Marketing, Revelwood

Simplicity. Profitability. Growth.

1   2   3

SALES
SOFTWARE
PARTNER
DAY

16 octobre 2012

IBM

Harness the web and syndicate IBM digital media c

Web Content Syndication

- Compelling IBM web content

- Promote only products you offer and your expertise

- Save web and support costs

- Prospects stay on *your* Web site

- Available in eleven languages

> " We require far fewer resources to keep our Web site current, accurate, and relevant. If we had to manage and maintain all the content ourselves it would be a very expensive, burdensome task – now we can focus our time and resources on where we add value. "
>
> — Darrin Nelson, Vice President, Software Solutions Sales, Sirius Computer Solutions

Simplicity. Profitability. Growth.

Accept and progress IBM leads passed to you quickly

- Passing more, higher value leads faster - Clip level raised to **$100K**

- YTD $50K-$100K leads passed – **+243%** increase over 2011

- Profiles in PartnerWorld are key

- Help from VADs and iSR to progress and close deals

New! **Automated Lead Notification**

- Starts October 2012

- VAD notified of opportunity same time as Tier 2

- Real time visibility to help take action

Simplicity. Profitability. Growth.

Your role

1. Act quickly - accept leads within 2 days

2. Log and progress opportunities in Global Partner Portal every 14 days

3. Ask for help!

Go! Position yourself for 4Q success and grow revenue

Leverage 4Q sales plays to drive sales opportunities

Building the engines of a Smarter Planet:

When it comes to making the sale, you're not alone.

Sales plays

What We Offer:

IBM sales plays provide you with critical information that you need to reach your sales goals more quickly. The sales play kits contain a consistent set of ready-to-use materials and assets to help you learn about the sale plays that are aligned to our channel strategy and objectives. Sales plays are a prescribed program providing insights to your sales team that can accelerate success when used to generate leads and support selling ac You will need an IBM PartnerWorld ID to access some of the websites.

Power Advantage	Power Migrate
IBM Storage Efficiencies	Grow Your Revenue with High Volu (System x)
Mid-Market Competitive Assault	Making Retail Smarter for Mid-Mar
Power i for Mid-Market	

- Obtain critical information to reach sales goals quickly
- Sales kits contain ready-to-use materials and assets
- Aligned by brand areas and objectives

Business Analytics	IBM Collaboration	Industry Solutions
Information Management		Rational
Security	Tivoli	WebSphere

Position yourself for success and grow profit with key tools

Now in14 languages with PureSystems & Industry Solutions Content
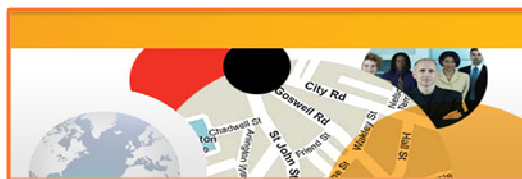
Business Partner Locator

- Find & collaborate with other partners to augment solutions
- Help prospective clients & IBM sales teams find you

Grow Your Business Tool

- Identify products for cross- & up-sell
- Estimate return on investment
- Find sales & marketing materials for each offering
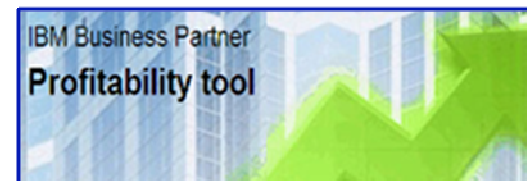
Profitability Tool

- Evaluate product configuration, average sales cycle, software price & service drag
- Tailor data for your business model

Simplicity. Profitability. Growth.

**SALES
SOFTWARE
PARTNER
DAY**

16 octobre 2012

IBM

Leverage new offerings to deliver client value and grow revenue

Expand your opportunities with IBM PureData System

Optimized for data services:

- Transactional
- Analytics

Expert integrated:

- Data platform
- Infrastructure
- Unified platform management
- Built-in expertise

PureData

New

Data Platform

Delivering Data Services

Workload optimized performance

Data load ready in hours

Integrated management

Automated maintenance

Single point of support

Take advantage of new IBM & Business Partner Hosted Software-as-a-Service models

Capture the $91B Cloud[1] Opportunity

Application
Service Provider

Your solution bundled with IBM software

NEW
IBM Primary Support Provider
Business Partner Hosted Software as a Service

Your custom solution built on IBM software

NEW
IBM Solution Provider
IBM Software as a Service

Your "value add" with IBM-hosted SaaS

NEW
Managed Service Providers

Your managed service using IBM Software

Join the **IBM Webcast Series** to learn more:

October 16 - October 23 - October 30

Simplicity. Profitability. Growth.

[1] IBM Market Insights Dec 2011 Total IT Hardware, Software (Middleware + Application SW), Services 2012 Opportunity

Grow revenue with software sales incentives

Software Value Incentive

Rewards certified product skills

5%-20% in additional incentives

Software Value Plus Solutions

Industry and Capability Authorization

20%-60% earning opportunity

Competitive Incentive

Displace Microsoft, Oracle, Sybase, HP

3%-20% incremental payout for approved deals

SaaS for SVP IBM BPs

Resell sales incentives for SVP BPs*

20%+ Sales incentives in selected countries

Simplicity. Profitability. Growth.

SALES SOFTWARE PARTNER DAY

16 octobre 2012

IBM

IBM Global Financing can help you differentiate and close 4Q deals faster

0%* for 12 months for IBM Software

- Simple predictable payments
- No interest charged

IGF Software Reseller Incentive

Bundle financing to earn up to 1% in most countries*

> " *IGF has become a great tool for us to provide creative payment terms for new software licenses , S&S and even our implementation services. The IGF Channel team is very responsive and innovative in the way they approach every deal. The added bonus of up front payment to Perficient is icing on the cake! We encourage our sellers to propose IGF financing with every deal.* "
>
> -Lori Gianattasio, Perficient Inc, National Sales Director

Cross-Sell and Earn Even More

Earn **8% to 20%** of deal value

Solution Accelerator Incentive

▪**Base Incentive** for selling eligible **IBM hardware + eligible IBM software** products

▪**Solution Bonus Incentive** for selling IBM defined solutions alone or with a peer

▪**Expanded portfolio** - all new license Passport Advantage products now eligible

▪**Increased claim time**
  – from 30 days to 60 days

> *The IBM Solution Accelerator Incentive allows us to drive new growth and profitability from both Hardware and Software. It has the attention of our Hardware Sellers who now look for IBM Software opportunities, and our Software Sellers are asking about IBM Hardware and Storage opportunities.*

- Kelli Chastonay, Director Software & Services Solutions, Thinksis

Simplicity. Profitability. Growth.

Tap into resources to help close the sale

CRM
Cloud
Security
Virtualization
Business Analytics
IBM PureSystems

IBM bCase Application

- Present customer solutions on your iPad with the bCase application

- Access case studies, whitepapers, videos & demos

- Create custom slides instantly

Deal Clinics

- Collaborate with Subject Matter Experts
- Define win plan with actions and incentives
- Get help from your Value Added Distributor

Take advantage of PartnerWorld resources

Know your market

- Grow Your Business Tool
- IBM Business Partner Profitability Tool
- Competitive Market Intelligence

Get enabled

- IBM PartnerWorld Software Quick Start
- Get skilled and certify
- IBM Value Package

Drive demand

- IBM Co Marketing Center
- Ready to Execute Campaigns
- IBM bCase Application on iTunes
- Getting Started with Social Media

Sell and grow revenue

- Software as a Service, Application Specific License
- IBM Software Story
- Sales Plays
- Global Partner Portal
- Incentives: SVI, VAP, SAI

Sprint to the year end finish line!

Call to Action:

1. Update your PartnerWorld profile

2. Maximize co-marketing to drive demand

3. Progress leads quickly

4. Leverage enhanced incentive programs, offerings and tools

5. Access dedicated technical resources and empowered VADs to help you

6. Download PartnerWorld Resources file with live links to more information

Simplicity. Profitability. Growth.

Maîtrisez les règles du jeu pour optimiser vos ventes

LE PARTNER PLAN

- Vous devez créer et soumettre le PartnerPlan dans PartnerWorld.
- Le PartnerPlan doit contenir entre autres :
- Vos objectifs de ventes par Product Group pour l'année.
- Vos compétences techniques et commerciales (Certification)
- Vous devez l'approuver puis le soumettre à IBM pour approbation.

Ces informations sont également disponibles dans le Dashboard.

Simplicity. Profitability. Growth.

© 2012 IBM Corporation

CERTIFICATIONS

- Vous devez avoir des certifications actives et enregistrées dans PartnerWorld.

- Par Product Group:

  1 Certification commerciale

  +

  2 Certifications techniques

- Ces informations sont également disponibles dans le Dashboard.

Simplicity. Profitability. Growth.

SVI SVP

- Une fois les certifications enregistrées dans PartnerWorld, vous devez vous assurez d'avoir fait la demande **SVI puis SVP et non l'inverse.**

- Si vous générez plus de 200 000$ de revenue NEW LICENCE, vous devez réaliser au moins 10% de votre chiffres d'affaires via les programmes SVI ou/et VAP.

Simplicity. Profitability. Growth.

Le contrat ASL

- **Les "devoirs" de nos partenaires ASL**

  - ➢ Assurer la commercialisation de leur solution

  - ➢ Intégrer le prix des licences IBM au prix de la solution

  - ➢ Déclarer les licences IBM commercialisées

  - ➢ Assurer le support de 1er et 2ième Niveau

  - ➢ Obtenir les Certifications sur les produits commercialisés

  - ➢ Accéder directement au support IBM

  - ➢ Renouveler la maintenance

Your solution. Your customer. Your profit.

Simplicity. Profitability. Growth.

Maîtrisez les règles du jeu pour optimiser vos ventes

Témoignage de 3 partenaires :
le dispositif gagnant mis en place pour clôturer Q4.

ASI

ASI : qui sommes-nous ?

Entreprise 2.0

Messagerie, Agenda

Portail d'entreprise, intranet, extranet

Sites web : e-commerce, institutionnel, événementiel…

Réseaux sociaux d'entreprise

GED

CRM

Webdesign et ergonomie

Business Intelligence

Gestion des données :
Intégration de données, qualité de données et gestion des données de références

Restitution :
Reporting, analyse, dashboarding et pilotage de la performance

Projets financiers :
Elaboration & simulation budgétaire, consolidation de gestion et reporting groupe

Ingénierie

Ouverture des services du SI

- Construire de nouveaux services métiers

- Permettre à l'existant de s'ouvrir sur le web et les mobiles pour vos clients, vos fournisseurs et vos collaborateurs.

Mise en œuvre de solutions spécifiques Web :
OpenSource ou éditeurs (IBM, Microsoft)

Génie logiciel : Industrialisation / qualité / pérennité / évolutivité

Conseil et Performance du SI

Gouvernance et urbanisation du SI

Audit du SI et schéma directeur

Aide au choix de solution (BI, CRM, ERP…)

AMOA et conduite du changement

Amélioration des processus et pratiques (CMMi, COBIT, ITIL, pilotage projet, SCRUM…)

Gestion de portefeuille de projets (PMO, ABC/ABM)

BREST
PARIS
RENNES
NANTES
TOURS
NIORT
LYON
BORDEAUX
TOULOUSE
MARSEILLE

330 collaborateurs
10 sites

Partenaire d'IBM depuis 1993 : un partenariat qui se travaille chaque jour !

- Une offre complète :
  - Portail d'entreprise, outils collaboratifs, Réseaux sociaux, GED, Business Intelligence, Mobilité.
- Un savoir faire marketé et " up to date "
- Des collaborateurs experts certifiés
- De nombreuses opérations de génération de leads co-marketées
- Un CRM à jour et un interlocuteur "Portefeuille "
- Un interlocuteur support avant vente pour les commerciaux
- La maitrise des programmes (SVI , VAP ..)

Premier Business Partner

Authorized Software Value Plus
Business Analytics
Enterprise Content Management
Information Management
Lotus
Rational
WebSphere

Simplicity. Profitability. Growth.

2BConsulting

IBM

2B CONSULTING

- Création en 1998

- Business Intelligence et Pilotage de la Performance
  - Business Analytics
  - Information Management

  - +1000 Projets, +650 Clients

- +200 Certifications obtenues par nos Consultants

- +1500 personnes formées par nos équipes

Cognos software
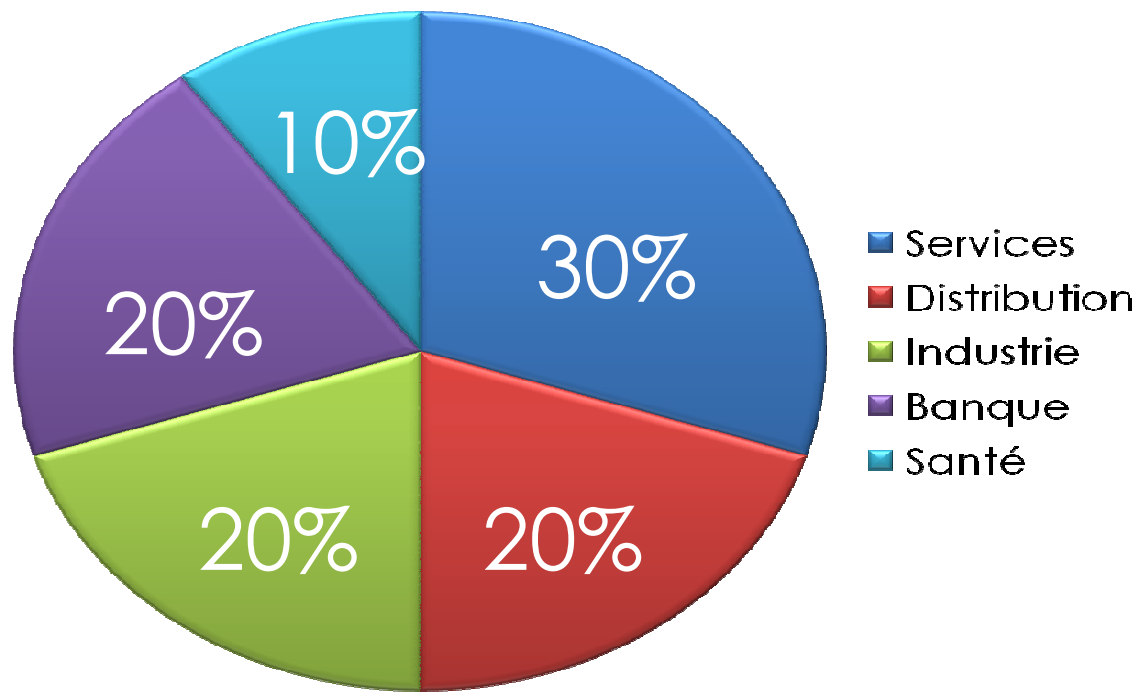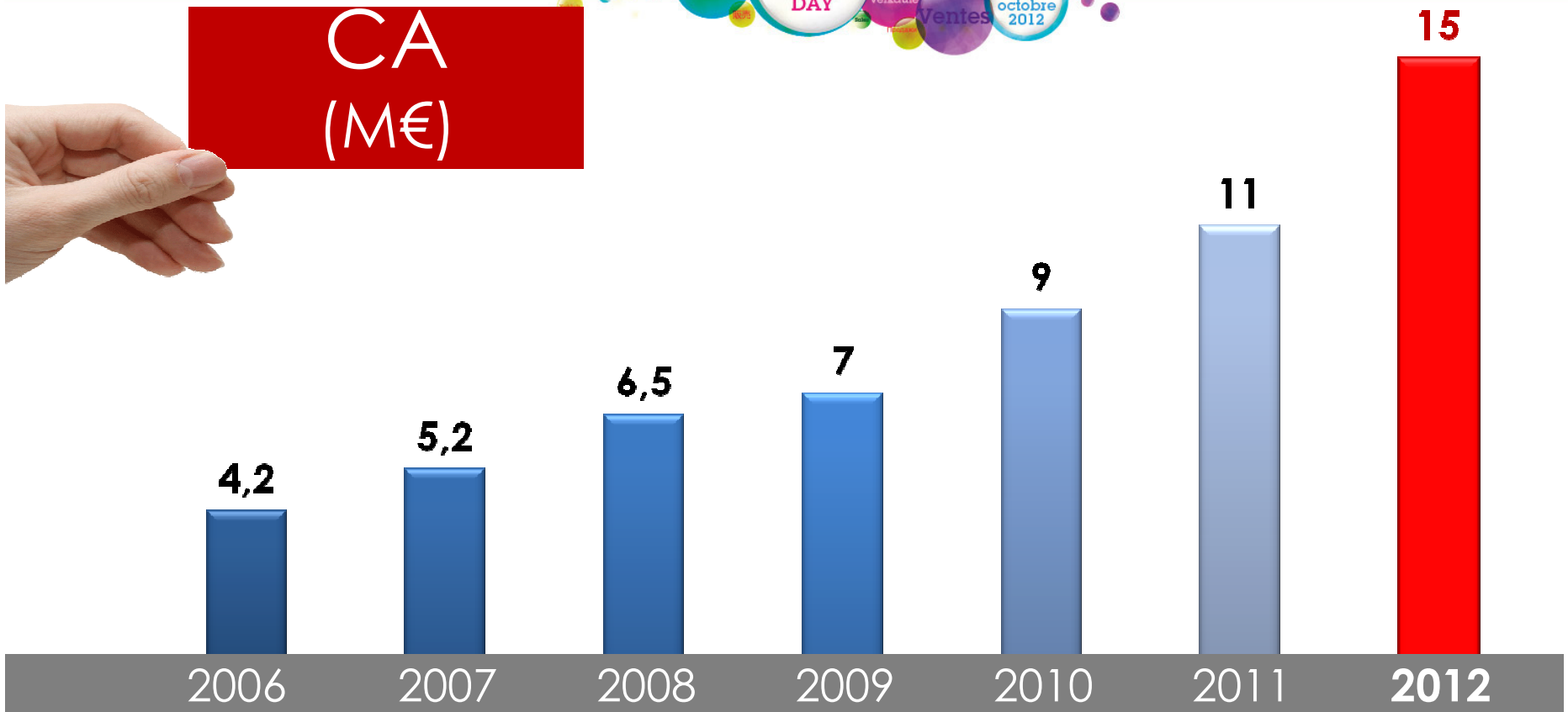
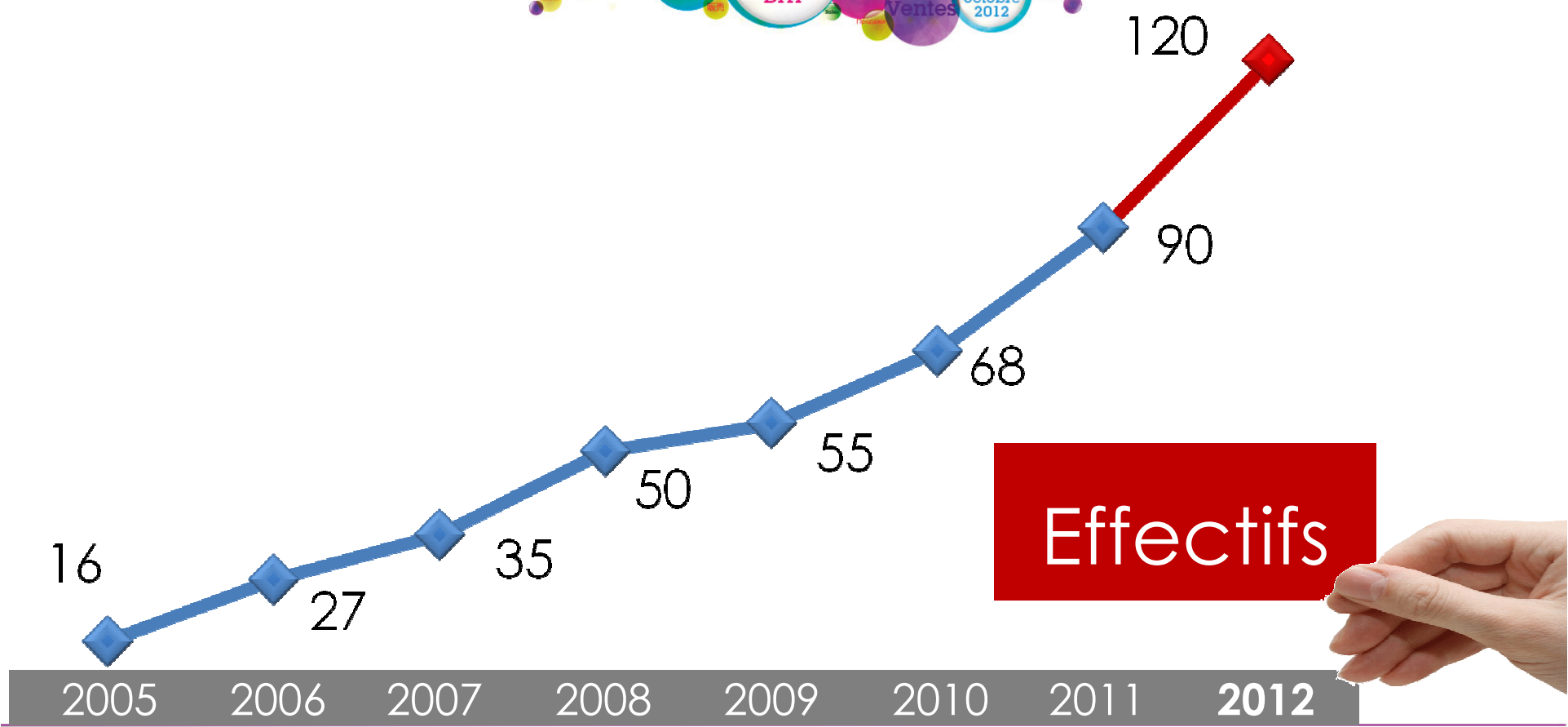InfoSphere software

CLARITYsystems

NETEZZA
an IBM Company

Simplicity. Profitability. Growth.

Expérience multisectorielle

- Services
- Distribution
- Industrie
- Banque
- Santé

10%

30%

20%

20%

20%

Simplicity. Profitability. Growth.

CA
(M€)

Année	Valeur
2006	4,2
2007	5,2
2008	6,5
2009	7
2010	9
2011	11
2012	15

Simplicity. Profitability. Growth.

120

90

68

55

50

35

27

16

Effectifs

| 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | **2012** |

Simplicity. Profitability. Growth.
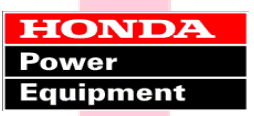
i-Seeds

Qui sommes nous ?

iSeeds software
THE SERIOUS APPS FACTORY

iSeeds Software est une société spécialisée dans le conseil, le développement et l'intégration de solutions mobiles pour les professionnels en BtoB et BtoBtoC.

" At the **cross-road** of Information Systems Web & Mobile convergence "

Proxym IT

Proxym-IT est une Société de services informatiques Near Shore (Tunisie) spécialisée dans les technologies mobiles et Web 2.0.

apptiv it
Active apps for business

Apptiv-IT est une société d'édition de logiciels, filiale de Proxym-IT, spécialisée dans le développement de solutions professionnelles pour mobiles.

7 ans de retour d'expérience, +100 Apps et +170 projets délivrés avec succès dans les domaines du e-commerce, du web et de la mobilité .
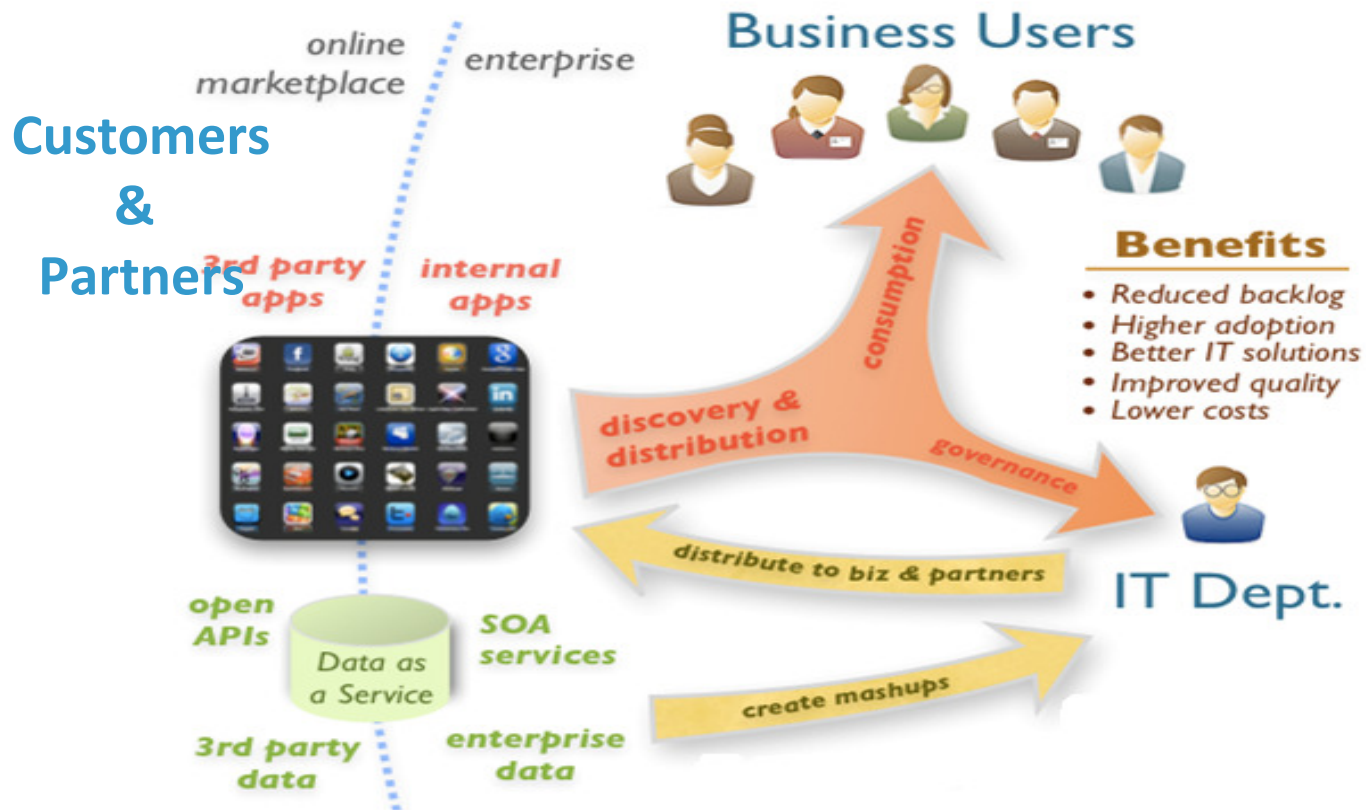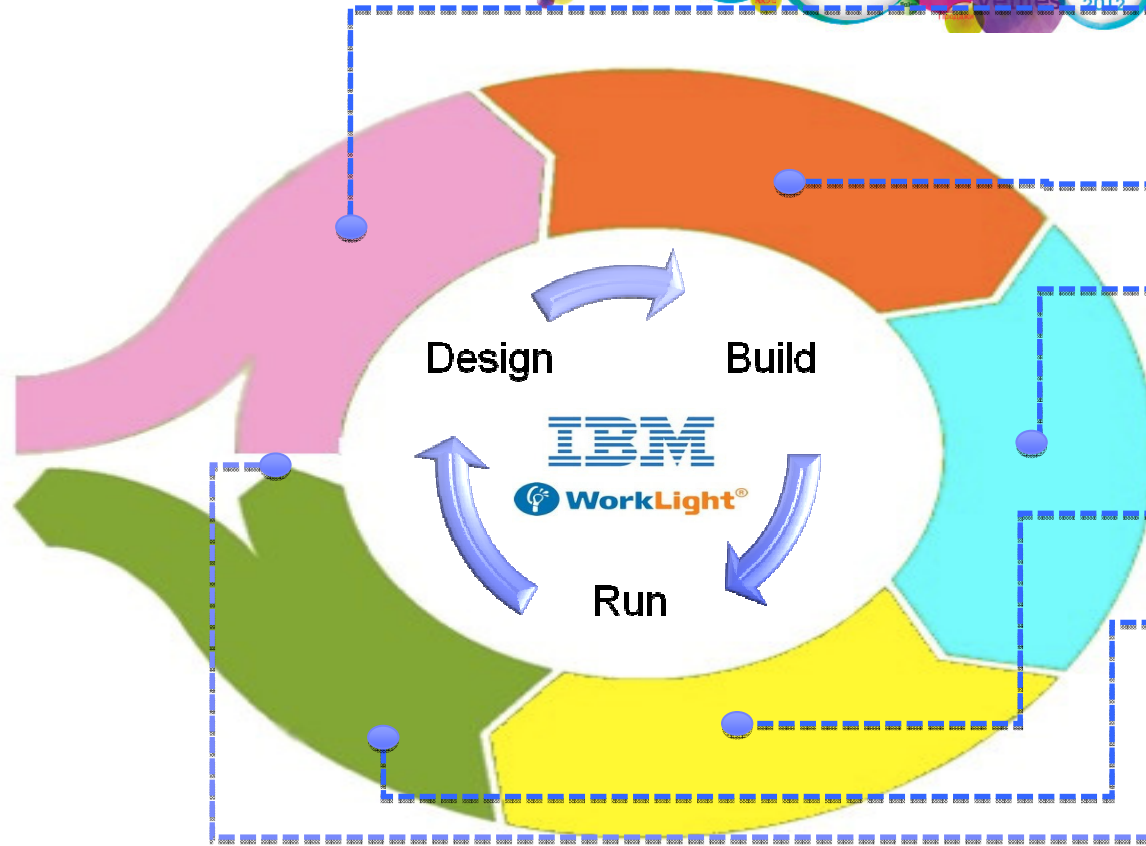
Stratégie

Comprenant l'accompagnement à la définition de la stratégie mobile et au suivi de la roadmap

Graphisme et UI

Comprenant la charte graphique et les UI multi OS

Développements

Comprenant l'architecture technique et le développement en mode industriel multi OS

Distribution

Comprenant la mise en oeuvre d'un store privé

Support

Comprenant l'accompagnement des Users, la gestion des tickets et des demandes

Analyse

Comprenant le tracking des usages et la mise en place d'un outil de suivi

Design   Build

Run

IBM WorkLight®

BYOD

Développements Multi OS

Natif Hybride

Expérience utilisateur

Architecture Mobile

Persistance

Web services

Convergence SI

MDM   Gestion des contenus

Evolutions   Sécurité des données

Support aux utilisateurs

Stores Privés

Distribution inHouse
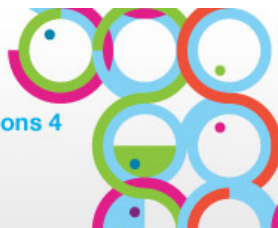
Stores public

Mais c'est Surtout ça!

Conclusion

Vos événements au 4ème trimestre

l.aunch Social Business
23 octobre 2012 - Hôtel Sangri-La

Formation sur les offres Security Systems
24 octobre 2012
IBM Forum, Bois-Colombes

Du Big Data à la Big Value
14 décembre 2012

IBM Rational Day
25 octobre 2012 – Hôtel Pullman Bercy

Club des Directeurs Marketing
23 novembre 2012 – IBM Forum, Bois-Colombes

Vos réalisations valent la peine d'être partagées

- **Programme de Références Clients** vous aide à promouvoir et à valoriser les projets déployés chez vos clients.

- **Bénéfices**
  - Gagner en visibilité et gagner en part de marché (utilisation des références en réponse aux appels d'offre…)
  - Illustrer la force de votre partenariat avec IBM

- **Comment soumettre une référence?**
  - Le client précise les activités de communication auxquelles il souhaite prendre part, en remplissant l'accord de référence. Tous les documents relatifs au projet sont soumis à l'approbation finale du client
  - Enregistrer le détail du projet dans la base de données interne de Références Clients

- **Exemples d'activités de communication**
  - Appels ou visites de référence
  - Présentations lors d'événements IBM ou tiers
  - Etudes de cas
  - Témoignages vidéo ou audio
  - Communiqués de presse, entretiens avec les média/ analystes, publicité

- **Call to action**: venez en discuter avec Stéphanie Gautier sur le plot "Références"

Simplicity. Profitability. Growth.

AGENDA

IBM.

ATELIERS

12h30 - 14h00	Déjeuner				
	Picpus et Convention	**Louvre**	**Rivoli**	**Concorde**	**Longchamp**
14h00	**Atelier A1** **Négociation Commerciale** Partie 1 et 2	**Atelier A2** **Atelier Plays Q4 : les «quick wins» à Court Terme**	**Atelier A3** **Les programmes de rémunération.**	**Atelier A4** **Les outils et ressources IBM pour vendre**	**Atelier A5** **Plans Marketing et nouvelles ressources**
		Louvre	**Rivoli**	**Concorde**	**Longchamp**
15h30		**Atelier A2** **Atelier Plays Q4 : les «quick wins» à Court Terme**	**Atelier B3** **Les programmes de rémunération.**	**Atelier A4** **Les outils et ressources IBM pour vendre**	**Atelier A5** **Plans Marketing et nouvelles ressources**
17h00	Animation de fin de journée				

Simplicity. Profitability. Growth.