



Welcome to Software ValueNet

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Today's Agenda

- 1. IBM Information Management Strategy**
Tony Mignardi – WW IM Sales Executive
- 2. Software ValueNet Overview and Strategy**
Chas Kunkelmann - VP, IBM Software ValueNet
- 3. Partner Opportunities in Software ValueNet**
Louise McEvoy - Program Director, IBM Software ValueNet
- 4. Enabling Partners for Success in 2009**
Louise McEvoy - Program Director, IBM Software ValueNet
- 5. Software ValueNet Support Provider Program**
Ronen Lamdan – IM Channels ASEAN
- 6. Software ValueNet Processes, Pricing & Licensing**
Mick Nguyen - Program Director, ECM Pricing & Product Marketing Operations

Economic Crisis = Opportunity for You

Cut **Cost**

Reduce **Risk**

Business **Agility**

Increase
Productivity



Simplify Complexity

Business **Insight**

Integrate M&A

Restore Balance Sheet Health

Business Model
Innovation

Unify **Information Access**

Your Customers' Reality

A different kind of downturn ... traditional cost management will not suffice



- Accelerated growth of new threats, internal and external
- Access to capital and credit crunch
- Unprecedented constraints on access to credit and capital
- Falling demand, increased price sensitivity as consumers and enterprises cut back
- Disruptions in supply chains, partner and customer arrangements

- Rapid growth in data
- Information explosion and risk/opportunity growth
- Compliance mandates driving costs and spending
- New customer demands and business models



Opportunity For You With IBM ECM

- Improve productivity
- Reduce cost & risk
- Accelerate integration of mergers & acquisitions
- Increase revenue
- Competitive advantage
- Optimize processes

IBM Information Management Offerings & Key Business Drivers

Offering	IM Segment	Reduce costs and risks	Increase revenues	Increase productivity	Accelerate integration of mergers & acquisitions
No Paper Weight	ECM	✓		✓	
eDiscovery	ECM	✓		✓	✓
ECM Standardization	ECM	✓		✓	
Accelerate implementation of enterprise applications	InfoSphere	✓	✓	✓	✓
Drive real-time business insight with lower operational costs	InfoSphere	✓	✓	✓	
Data Growth	Data Mgmt	✓		✓	✓
Lower the Cost of Data: Ask Me How	Data Mgmt	✓		✓	✓
Cognos Reporting	Cognos	✓	✓	✓	✓
Cognos Financial Performance Management	Cognos	✓	✓	✓	✓

Follow a Few Sound Principles

- **Understand** the client strategy - financial and market positions, cash flow, stress level, etc
- Understand **priorities** - Cost? Risk? Customers?
- **Add value** in the current environment
- **Business cases** need to be complete, thorough and sound - metrics of success, savings, benefits, etc
- **Qualify** hard





Differentiate

Develop Repeatable Solutions

Solution Selling can drive more to your bottom line

- Increased deal size
- Addition of complementary products
- Higher margin - services



Solution Selling enables evolution of your business model

- Opportunities for market expansion
- Increased customer loyalty
- Increased sales productivity

Use IBM to promote your solutions via the Partner Solution Handbook, co-Marketing, ibm.com



Up/Cross Sell Opportunities for IM Partners

Primary Offering – Primary product focus for offers
 Secondary Offering – Cross-sell opportunities

Profile	Solution Focus Areas	DM	ECM	Info-Sphere	Cognos	AIM	Rat	Tivoli	WPLC
Leverage IOD	IOD & Information Agenda Initiatives								
Enterprise Data Management	Data Management Innovations								
	Integrated Data Management								
Enterprise Content Management	Content-based Business Transformation								
Trusted Business Information	Data Warehousing for Business Insight								
	Trusted Information Solutions								

Creating more value for you In order to become your partner of choice

- **IBM Software ValueNet**
- **Growth Through Skills**

- Solution Leadership
- Flexible Teaming Models
- Positioned for profitability
- Aligned for client value
- Invested in enablement

Aligning Models, Products and Business Partners

IBM Software Distribution Strategy Overview

Growth Through Skills

Controlled distribution with Passport Advantage pricing
controlled distribution

Unique controlled distribution with discount-off-list pricing and a model for Support Providing Partners
Software ValueNet

Product lines with unrestricted broad partner access for resale and fulfillment (no change)
open distribution

WEBSHERE						RATIONAL
SOA Foundation	Connectivity	Business Process Management	Commerce	SOA Appliances	Enterprise Trans Solutions (z)	All
INFORMATION MGMT		LOTUS	TIVOLI			
Data Management		Portal	Storage Management	Security & Compliance Management	Automation	Enterprise Asset Management

				Heritage IBM CM
July 2008	Jan 2009	Feb 2009	May 2009	July 2009

WEBSHERE	Unified Messaging for WebSphere Voice Response	TIVOLI	All Appliances	LOTUS	All Express Products
	WebSphere App Server Community Edition		All Express Products		LotusLive ("Bluehouse" beta SaaS offering)
	WebSphere App Server		Tivoli Continuous Data Protection for Files		Lotus 1-2-3; Lotus Organizer; Lotus SmartSuite
	WebSphere App Server For iSeries		Tivoli Monitoring for MS Apps		Lotus Connections
	WebSphere Application Server - Express		Tivoli Monitoring for Servers		Lotus Domino; Lotus Domino Document Manager
	WebSphere Application Server ND		Maximo Essentials		Lotus Expeditor
	WebSphere Business Modeler		Tivoli Storage Manager (entire product family)		Lotus Foundations Start
	WebSphere Homepage Builder		System Storage Productivity Center (SSPC)		Lotus Mobile Connect
	WebSphere sMash		System Storage SAN Volume Controller Entry Edition		Lotus Notes Client; Lotus Notes Extensions
	WebSphere Translation Server		Tivoli Access Manager for Enterprise Single Sign-On		Lotus Protector for Mail Security
WebSphere Voice Response	TotalStorage Productivity Center Basic Edition*	Lotus Quickr			
RATIONAL	Rational AppScan Express	Tivoli Provisioning Manager for OS Deployment	Lotus Sametime (Entry, Standard & Unyte)	Lotus Symphony	
	Rational Buildforge Express	Tivoli Storage Manager FastBack Center	WebSphere Everyplace Custom Environment	WebSphere Everyplace Micro Environment	
	Rational Quality Manager Express	IM	DB2 Express		
	Rational Team Concert Express		Informix Express		

Get Trained, Get Certified

- **Deadline for TSP certification – June 30**
- **Use the FREE online training**
- **ECM Intensive Workshop for Partners:**
 - **May 5-7 Jakarta | May 11-13 KL | June 3-5 Bangkok**
 - Topics: ECM Platform, Concepts, Demo & PoC, Making the components work together
 - Before: Pre-requisites & preparation
 - After: Followup & certification

Our Promise:

IBM's Software Business Partners receive industry leading products and access to world-class enablement and technical support, best-of-breed incentives and sales capabilities, and proven go-to-market programs that will allow you to...


- ***grow revenue***
- ***increase margins***
- ***deliver innovative solutions to our customers***



How to Win With Information Management

- **Capability and Capacity**
 - Get trained, sign up for the newsletter, use the portal
 - Change the game: sell IBM Software – no one can match us!
- **Enhance value-based selling skills**
 - Understand your customer
 - Articulate and demonstrate your value to solve their business requirements
 - Develop & offer differentiated solutions
 - Qualify hard
- **Collaborate**
 - Network with Partners and IBM
 - Update your business plan
- **Leverage IBM resources**
 - SVI
 - Lead generation
 - Co-marketing
 - IBM Innovation Centres

Together, We are Well Positioned in 2009 and Beyond



Lead in capturing
the biggest and
most sustainable
opportunity in IT in
a generation

- IBM + partners provide concrete, differentiating value to the businesses and institutions of a growing world
- IBM has major differentiating capabilities:
 - Global reach and scale
 - Stronger in high-growth segments
 - Able to deliver complete solutions
 - Mature, experienced and disciplined
 - Financial strength and flexibility

