



# Partner Opportunities in Software ValueNet

Louise McEvoy  
Program Director – Worldwide Software ValueNet

# Agenda

- **New Program Announcements**
  - Partner Exchange Program
  - Technology Leverage Program
  - Marketing Funds Opportunity
- **Program Kits**
  - Welcome Kit
  - Training/ Certification Kit
- **Communications**
  - Partner Success Stories
  - Online
  - Newsletter
- **Partner Solutions**
  - Development
  - Marketing



## Worldwide Partner Exchange Program

**A collaboration network to help foster the exchange of solutions, ideas, resources to help you find and be found by other SWVN partners.**

- Ability to take existing solutions and re-purpose for a specific region without signing new country agreements
- Quickly search, connect and collaborate with the right partner with the right business focus, technology expertise, and applications, to help you grow your business
- Consultants and technical resources can be shared across the SWVN portfolio
- Exchange of ideas can help you with customer engagements, building new markets, developing strategic partnerships, and expanding your partnerships worldwide
- Partner profiles in the collaboration area promote your company's capabilities to ensure you will be found by other partners

***This program differentiates your expertise, industry, geographic focus and other details of your company in this highly competitive market!***

### How to get involved:

Send an email to [kimlund@us.ibm.com](mailto:kimlund@us.ibm.com) to receive an invitation to join the networking site. (launch Q209)



## Worldwide Technology Leverage Program

**An opportunity for Software ValueNet partners to promote their repeatable tools, utilities, plug-ins and software components.**

Ensures customers and sales reps have easy access to Business Partner information that will help drive more business.

Partners who qualify for program will receive:

- Co-branded collateral to help market their offerings
- Participation in our Technology Leverage Program Business Partner Handbook
- Exposure and promotion on the IBM website for IBM sales personnel, prospects and customers to access
- A microsite dedicated to these offerings (expected in near future)



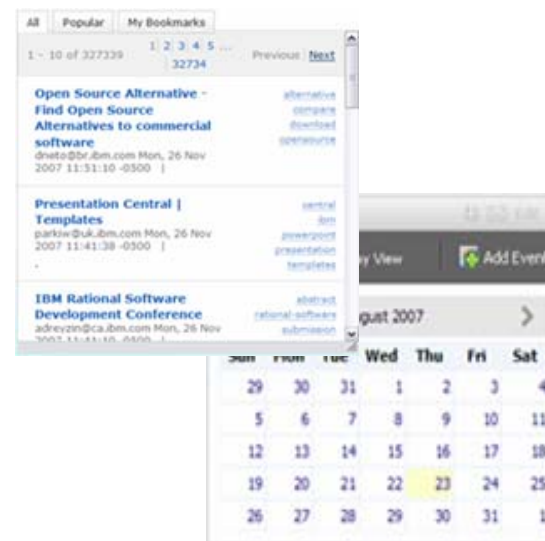
### How to get involved:

Send an email to [jbeckner@us.ibm.com](mailto:jbeckner@us.ibm.com).

Business Partners will be required to fill out a template summarizing their offering.

## Agile ECM - iWidgets

- A key characteristic of Agile ECM is the ability to deliver solutions rapidly to solve complex business problems using technologies like widgets
- A widget is a small application or piece of dynamic content that can be easily placed into a web page
- Business Partners are building out libraries of components, such as widgets, that express their unique domain expertise
- Content-centric Business Process Management (BPM) supports rapid application development of widgets and promotes the reuse of these assets



### Learn how to build ECM iWidgets today!

Enroll in: IBM FileNet P8 BPM v4.5 Product

Implementation and Maintenance Training (PIT/PMT)  
(220090) which reviews "ECM Widgets 4.5.0 -

Constructing a BPM Solution using ECM Widgets"

Send email to: [tgerken@us.ibm.com](mailto:tgerken@us.ibm.com) for more information



## PartnerWorld Co-Marketing Funds/ Vendor Support

- **NEW: TSL Marketing** – a PartnerWorld vendor will work with partners in Asia Pacific to educate you on the process for applying for funds, building campaigns within Campaign Designer and more
  - There is no charge to our partners for their service
  - They have expertise in locating funds and building programs with partners
  - Check to see if you have PartnerWorld funds
- **Funds available for campaigns, solutions promotion, events and more**

**Plan • Develop • Manage**

**TSL Marketing**

<http://www.tslmarketing.com>



## Software ValueNet Program Kits

### Welcome Kit

- How to get a PartnerWorld ID
- How to get an IBM Customer Number (ICN)
- How to get your Access Key to download software
- How to download the Quote Tool
- How to get access to the SWVN secure partner portal
- Contact information
- And more

### Enablement Kit

- How to access the training portal
- How to register for training and certification
- Delivery methods
- Early Education Program
- Sales Expertise Program
- On Demand eLabs
- Contact information
- And more



<http://www.ibm.com/partnerworld/ecmvaluenet>

# Partner Success Story Program

IBM Business Partners worldwide are delivering innovative solutions to help solve their customers' most pressing business challenges.

This offer entitles an eligible IBM Business Partner to a professionally-developed success story that showcases a customer implementation in a high-quality marketing piece, ready for use in sales opportunities.

Success Stories are linked to the IBM Client Reference database, the tool all IBMers use to find references.

## Eligibility:

You must be part of the Information On Demand community and Advanced or Premier level in PartnerWorld.

Success stories are limited. Act by 30 June 2009!

**CNI increases competitive advantage with enhanced data access and Business Intelligence**  
 logica, Inc. deploys the IBM® DB2® Warehouse Starter Edition to consolidate, manage and capitalize on diverse data.

**In Banca Alpi Marittime le risposte ai clienti passano da cinque giorni a cinque secondi.**  
 Banca Alpi Marittime risolve i problemi critici legati al recupero dei documenti con CM Retrieve & Barcode, soluzione di Soave, basata su IBM Content Manager Enterprise Edition.

**Religious organization Editorial San Paolo simplifies commercial systems improving efficiency**  
 IBM Consulting integrates IBM Content Manager OnDemand allowing instant access to entire sales cycle across five continents.

## Get Started Now!

- Send a brief overview of your company and the customer success story to [aeramire@us.ibm.com](mailto:aeramire@us.ibm.com).
- You will receive a confirmation e-mail that includes a success story template and consent form to be signed by you and your customer.



# Software ValueNet Home Page

**IBM PartnerWorld®**

**Benefits and membership**

**Products, services and solutions**

- Services
- Software
- Solutions
- Systems, servers and storage

**Industries**

**Small and medium business**

**News and events**

**Contact PartnerWorld**

## IBM Software ValueNet

Overview
Criteria
Apply

IBM Software ValueNet (SWVN) is designed to reward Business Partners who invest in skills and high value software solutions for customers to leverage.

**Benefits**

- **Places a premium on your skills and solutions.**
- **Protects your investments** through controlled distribution of selected products in the IBM Passport Advantage portfolio.
- **Provides continuity and a clear line of sight to expected Business Partner compensation** through its support for fixed price discounting within the IBM Passport Advantage portfolio.
- **Rewards the role you play and the value you bring throughout different stages of the sales cycle** through the innovative incentive program known as IBM Software Value Incentive (SVI).
- **Gives you the flexibility to choose your level of engagement** through a variety of Business Partner relationships.
- **Enables you to accelerate your growth** by working with experienced Software Value-Add Distributors.

You must [join PartnerWorld](#) to access details on SWVN requirements and to [apply](#). To view this information including the application, you must [sign in](#) to PartnerWorld as an IBM Business Partner.

At this time, these products available under the SWVN program may only be sold by IBM and approved IBM Business Partners for SWVN.

**Welcome**

- [Update your profile](#)
- [Find a Business Partner](#)
- [Find a solution](#)

<http://www.ibm.com/partnerworld/swvaluenet>

**IBM S**

- IBM
- [Frequently Asked Questions \(548KB\)](#)
- [Partnering with IBM Cognos](#)
- [Partnering with IBM FileNet](#)
- [Partnering with IBM InfoSphere](#)
- [Partnering with IBM Optim](#)
- [Software ValueNet for IBM Cognos \(106KB\)](#)
- [Announcement: IBM expands IBM Software ValueNet - January 6, 2009](#)

# Software ValueNet Partner Portal - ECM

IBM PartnerWorld > Products > Software > Information Management >

## IBM Software ValueNet partners for ECM

Benefits, resources and support for IBM Business Partners

**IBM PartnerWorld®**

- Marketing
- Selling
- Technical
- Training and certification
- Collaboration
- Products
  - Find product resources
  - Software
    - Systems, servers, and storage
    - Semiconductors
    - Point-of-sale and self-service
    - Printing systems
    - Operating systems
    - Certified used equipment
    - Equipment removal
- Solutions
- Services
- Industries
- Small and medium business
- Orders and fulfillment
- Forms and agreements
- Events
- News
- PartnerWorld program
- Contact PartnerWorld

**Information Management**

Welcome

- Update your profile
- Find a Business Partner
- Find a solution

**We're here to help**

- Easy ways to get the answers you need.
  - PartnerWorld Contact Services
- Worldwide ECM Partner Solutions Handbook
- IOD 2008: Download presentations
- 2-5 June, Berlin, IOD EMEA Conference 2009

**Why IBM Software ValueNet for ECM** - The IBM Enterprise Content Management portfolio is designed to help transform business with improved productivity and streamlined compliance.

| Benefits and resources  | Shortcuts  |
|---|--|
| <ul style="list-style-type: none"> <li>Marketing</li> <li>Selling</li> <li>Technical</li> <li>Training</li> </ul> | <p><b>Most popular</b></p> <ul style="list-style-type: none"> <li>SWVN FileNet Product list in Passport Advantage</li> <li>SWVN WW Tier 1 Reseller Ops Guide for FileNet Products</li> <li>SWVN WW Tier 2 Reseller Ops Guide for FileNet Products</li> <li>Authorized user value unit conversion tables</li> <li>ECM recorded demonstration portfolio</li> <li>ECM software download</li> <li>ECM Incentive Program Guide</li> <li>SWVN WW Program Guide for FileNet Products</li> </ul> |

**Software ValueNet offerings**

- Materials

**ECM Learner portal**

- ECM Training and certification

**ECM Technical support**

- IBM FileNet products

<http://www.ibm.com/partnerworld/ecmvaluenet>

**ECM Partner Solutions Program**

The Software ValueNet Solutions Program is designed to enable ECM partners to focus on the repeated delivery of industry-specific solutions that are built on IBM FileNet P8 technology.

→ ECM Solutions Program

This portal is a resource for Software ValueNet partners to access information and tools, such as IBM Quote Tool, partner solutions, IBM product information and more.

# Software ValueNet Partner Portal - Optim

**IBM PartnerWorld®**

- Marketing
- Selling
- Technical
- Training and certification
- Collaboration
- Products**
  - Find product resources
  - Software
    - Systems, servers, and storage
    - Semiconductors
    - Point-of-sale and self-service
    - Printing systems
    - Operating systems
    - Certified used equipment
    - Equipment removal
- Solutions
- Services
- Industries
- Small and medium business
- Orders and fulfillment
- Forms and agreements
- Events
- News
- PartnerWorld program
- Contact PartnerWorld

## IBM Optim Integrated Data Management Solutions

Benefits, resources and support for IBM Business Partners

**Why IBM Optim Integrated Data Management Solutions** - IBM Optim Integrated Data Management Solutions gives you the power to solve your client's enterprise management needs.

**Benefits and resources**

- ➔ Marketing
- ➔ Selling
- ➔ Technical
- ➔ Training

**Shortcuts**

**Most popular**

- History of Optim and IBM's purchase
- Proof of Technology sessions (PoTs)
- ROI Calculator
- Optim events in your region
- Optim software downloads

**Information Management**

Welcome

- Update your profile
- Find a Business Partner
- Find a solution

We're here to help

Easy ways to get the answers you need.

**PartnerWorld Contact Services**

About Optim Solutions

<http://www.ibm.com/partnerworld/optim>

**Optim delivers value**

Optim Business Partner

Optim technical support

Understand the big picture for managing your Enterprise Data

**Products and services**

- Optim Data Growth - Custom Applications
- Optim Data Growth - JD Edwards
- Optim Data Growth - Oracle ebusiness
- Optim Data Growth - PeopleSoft
- Optim Lab Services

# Product Kits on the SWVN Partner Portal

The screenshot shows a web browser window displaying the IBM FileNet Business Process Manager Sales kit page. The page is titled "IBM FileNet Business Process Manager Sales kit" and includes a navigation menu on the left, a main content area with tabs for Overview, Guidance, Sales assets, and Marketing materials, and a Welcome sidebar. The main content area features a description of the product, a quick reference guide, and a table of product kit components.

| Identify   | Qualify and present  | Propose  | Win and support   |
|--|--|--|---|
| <ul style="list-style-type: none"> <li>Announcement letter</li> <li>Brochure</li> <li>Data sheet</li> <li>Education - skills and knowledge building</li> <li>Executive brief</li> <li>Offering description</li> <li>Presentation (external)</li> <li>Solution / Product guide</li> </ul> | <ul style="list-style-type: none"> <li>White paper - thought leadership</li> </ul> | <ul style="list-style-type: none"> <li>Client presentations</li> <li>Solution brief</li> </ul> | <ul style="list-style-type: none"> <li>Configuration support</li> <li>Demos</li> <li>Technical sales support</li> <li>White paper - thought leadership</li> </ul> |

The product kits are an example of the types of information available on the portal.

The kits include information such as:

- White Papers
- Presentations
- Competitive Data
- Brochures
- ... and more.

**Product Kits**



## ePartner Connection Newsletter for SWVN Partners

- Currently, ePartner Connection is a monthly newsletter sent to all Software ValueNet ECM partners
- Goal: make available with specific information to all Software ValueNet partners
- Information is specific to Software ValueNet and does not typically include material in PartnerWorld communications
- Includes information such as: pricing updates, updates to the SWVN partner portal, product releases, industry white papers, event opportunities and more
- If you are not receiving this newsletter, please complete the online form (link below) which will ensure that you're added to our contact database



### Events

#### Special Business Partner Programme at the IOD EMEA Conference

On Tuesday afternoon, 2 June 2009, we will be hosting a special Business Partner Programme at IOD EMEA in Berlin exclusively for IBM Business Partners. The programme has been designed to provide critical business information to help you maximise business results. We will provide details of the latest Information On Demand developments in our PartnerWorld and Software ValueNet Programmes, and ways to improve your sales strategy, build on your existing skills and help you define marketing plans for 2009. This will be followed by a Business Partner appreciation evening reception. To find out more about the Business Partner Programme and about Sponsorship and Exhibitor options, contact [Melanie Bessem](mailto:Melanie.Bessem@ibm.com) at +31-20-5138499. You can also follow us on [twitter](#).

#### Singapore Business Partner Enablement Event

IBM will be hosting an Information Management Business Partner Enablement event in Singapore on April 22-23. All Information Management partners are welcome to attend. The location is still being confirmed and invitations will be sent to our AP partners shortly. If you have any questions, send us an [email](#).

March 2009

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- » Training

For distribution to IBM Software ValueNet Business Partners only. Published by IBM ECM Marketing, ePartner Connection is a cooperative effort among the marketing teams to improve communications to our worldwide Business Partners.

[Click here to Opt In to SWVN communications](#)



# Worldwide Partner Solutions Handbook



**125**  
*Contributing  
Partners*

**11**  
*Industries*

**179**  
*LOB  
Solutions*

**63**  
*Technology  
Solutions*

**Solutions**

**242**  
*solutions*

# Software ValueNet Opportunities Summary

|  |  |
|--|--|
| <p>Partner Exchange Program</p> <p>Technology Leverage Program</p> <p>Co-Marketing Funds</p> <p>Program Kits</p> <p>Solutions Development</p> <p>Solutions Marketing</p> <p>Partner Solutions Handbook</p> | <p>Partner Training Opportunities</p> <p>Partner Success Stories</p> <p>Software ValueNet Online Information</p> <p>Home Page</p> <p>Portals</p> <p>Product Kits</p> <p>Newsletter</p> |
|--|--|

For all questions & comments: [AskSoftwareValueNet@us.ibm.com](mailto:AskSoftwareValueNet@us.ibm.com)

