# IBM Software ValueNet

Protecting and growing a high value channel with Software ValueNet partners

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1

SWVN Business Partner Types

SOFTWARE VALUENET BUSINESS PARTNER TYPES

Independent SW Vendor (ISV)	Services Provider	Value Added Reseller (VAR)	Solution Provider
Partner delivers after-market, independent software applications that work with IM technology and enhance the IM product functionality or administration.	Partner delivers post-sale consultative services to customer, including installation, configuration, performance tuning, application development and customizations.	Partner resells the Software ValueNet portfolios and performs the same post-sale services as a Services Provider.	Partner creates repeatable, industry or segment focused solutions that are based primarily on Information Management software, but add considerable Partner intellectual property. *This partner type can also be an approved Support Provider.*

Low   **Value**   High
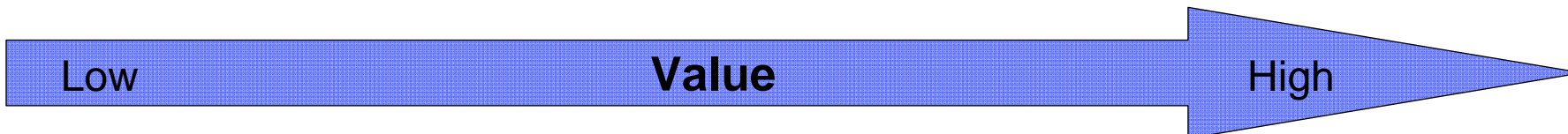
SWVN Support Provider Overview

Two types of Support Providers:

- First Level support

  - Partner receives first contact from customer; provides triage, diagnosis and first contact resolution, where possible, on license they sold

- Second Level support (specific to SWVN)

  - More complex issues, including engineering or development support with product code level understanding and access

Support Provider Criteria:

- Must be accepted into SWVN as a Reseller or Solution Provider

- Satisfy a marketplace need

  - Solution support, market reach, customer insight

- Meet additional Support Provider entry criteria &/or performance metrics

SWVN Support Provider option will be available in 2H 2009
ALL Business Partners (new and existing) must apply and meet criteria to be a SWVN Support Provider

Business Partner Key Features and Benefits

Feature	Benefit	Feature	Benefit
1. Controlled Distribution	Business Partners with investment in IBM Software as a business will not be competing in the market with unqualified, uncertified partners that simply compete on price.	7. Technical Training	You will be provided discounts on in- class instructor-led training and have access to free* online self paced training material. InfoSphere provides free BP training through education courses.
2. Fixed Price Discount	Predictability of pricing with a fixed discount off list price for software.	8. Exclusive Content *	You will be kept up-to-date with relevant information through specific communication vehicles, plus gain access to wealth of online supportive content.
3. Financial Rewards through IBM Software Value Incentive	Partners can protect leads by registering them with IBM, and in the event IBM direct sales is needed to assist with deal closure, Partner is ensured margin.	9. Sales Training	Specific online and face-to-face programs and resources are available to give you the information and tools you need to reinforce and grow your sales proficiencies, and your business!
4. Channel Neutralization	Incentive for direct sales to compete with Partners is reduced or removed (in some markets and segments) through compensation to IBM direct sales on Business Partner sales.	10. Participation in Partner Events	You will be invited to exclusive IBM Business Partner events where valuable sales, pre-sales, and product knowledge and training will be communicated in detail.
5. Variety of Partner Types	Focused yet broad ecosystem – many places for Partners to contribute and make money.	11. Solution Development/Lead Generation	Joint integrative marketing programs including collateral development, lead generation and qualification. Broad marketing campaigns where leads are turned over to the partner. Co-funded to support the partner solution program.
6. Software Support *	You can gain access to IBM Pre-Sale / Pre-Deployment Technical Support, both online and assisted services, to resolve product issues and further your product knowledge.		

* With IBM Value Package

Key Participation Criteria

Criteria	Description
1. PartnerWorld Membership	**You must become a member of IBM PartnerWorld in every country in which you plan to apply for Software ValueNet.**
2. Business Plan	**You must submit a business plan for approval, including revenue plans and associated resources.**
3. Technically Certified Resources	**To ensure your qualifications, partners must hold technical certifications specific to the Software ValueNet portfolio that you sell.**
4. Trained Sales Resources	**You must have a minimum of one trained sales resource at the time that you submit your application for Software ValueNet and maintain current, trained resources.**
5. Lead Generation	**You must maintain resources, marketing budget and a process capable of generating sales opportunities, such as: customer webinars, advertising, participation in IBM customer events.**
6. Business Partner Value Add	**Partner must contribute to program with technical and/or domain expertise, and appropriate marketing collateral to drive net new sales.**

IBM Software ValueNet Partner Revenue Opportunities

Revenue on Support

Partner IP support &

InfoSphere Software Support

Partner's Intellectual Property (IP)

Solution or Technology Framework

Revenue on SWVN Services

3-5 times

Revenue and margin on

SWVN Software Sales

Partner revenue grows with increased participation

Actual Partner Profiles

Partner #1

	Revenue	GPM
Intellectual Property	10%	5%
ECM Software	13%	10%
Services	77%	85%

Partner #2

	Revenue	GPM
Intellectual Property	4%	10%
ECM Software	31%	10%
Services	65%	80%

Partner #3

	Revenue	GPM
Intellectual Property	22%	45%
ECM Software	18%	10%
Services	60%	45%

Partner #4

	Revenue	GPM
Intellectual Property	9%	30%
ECM Software	18%	6%
Services	68%	60%
Maintenance	5%	4%
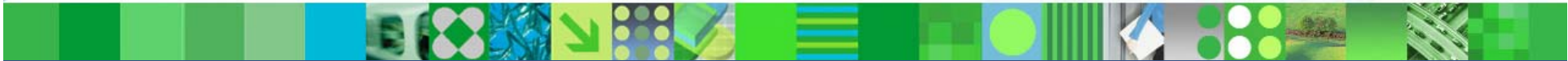
Getting Started with the SWVN Portfolios

ECM: Update & Action Items

- **Update**

  - July 1, 2009 brings new changes:

    - All ECM deliverables will map to SWVN2 initiatives
    - All products in the ECM portfolio move to controlled distribution, including heritage IBM products
    - The new SWVN2 ECM agreement will be available
    - Resellers will work through selected VADs
    - Support Providers will work through selected VADs (date to be determined)
    - Improved discount/ margin structure
    - Eligible for Software Value Incentive (SVI)

- **Action Items**

  - Review/ sign SWVN2 agreement by Q309
  - Ensure that Support Provider requirements are met by June 1, 2009
  - Pick the VAD you choose to work with

Optim: Update & Action Items

- **Update**
  - Announcement sent to partners January 19, 2009
  - Extension letter sent March 30, 2009
  - Optim portfolio went into SWVN on February 3, 2009
  - SWVN agreement due by May 28, 2009

- **Action Items**
  - Begin process of SWVN application and business plan, starting May 10
  - Complete technical certifications (2) and sales training (1) (minimum requirements); work with Optim team to schedule enablement
  - Review/ sign SWVN2 agreement by May 28, 2009

InfoSphere: Update & Action Items

- **Update**
  - Announcement letter sent to partners on January 27, 2009
  - 30 day announcement sent to partners on April 3, 2009
  - InfoSphere portfolio goes into SWVN on May 5, 2009
  - Partner margins on active bids will be protected at switchover to SWVN on May 5, 2009
  - Software Value Incentives (SVI) changes effective May 18, 2009
  - SWVN agreement due in Q309

- **Action Items**
  - Submit SWVN application and business plan
  - Review SWVN Operations Guide for InfoSphere
  - Complete technical certifications (2) and sales training (1) (minimum requirements); work with InfoSphere team to schedule enablement
  - Review/ sign SWVN2 agreement
  - Review the InfoSphere partner Webinar (from April 20, 2009), recorded version will be sent to partners this week

For More Information on Software ValueNet

Go to the Software ValueNet website:

> **www.ibm.com/partnerworld/swvaluenet**

Send an email with your question:

> **AskSoftwareValueNet@us.ibm.com**
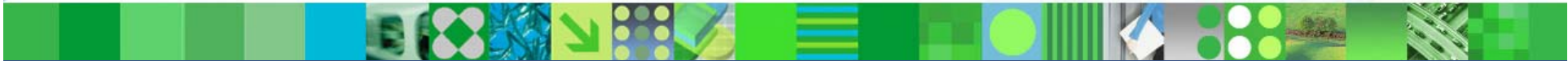
Addendum

ECM Certification

- Software ValueNet ECM partners are required to get certified on the ECM product portfolio

- Certification allows you to demonstrate that you have attained the highest level of ECM knowledge and expertise and is a crucial selling point when submitting a Request For Proposal (RFP)

- IBM offers two certification programs depending on product portfolio:

  - IBM Content Management

  - IBM FileNet P8

ECM Early Education Program

- The Early Education Program provides critical training for Sellers and Technical Sellers on new products and product versions

- Training is organized by discipline (P<u>x</u>T):

  - Product Selling Training (PST)

  - Product Architecture Training (PAT)

  - Product Implementation Training (PIT)

  - Product Maintenance Training (PMT)

- All new training is announced in ePartner Connection, a monthly newsletter sent to Software ValueNet partners for the ECM portfolio

ePartner connection
News for ECM business partners

Download the ECM PxT Reference Guide

Optim - IBM Certifications Accepted

- **Optim is accepting Optim and other IBM Database Certifications**

- **Link to IBM Certifications**

  - http://www-03.ibm.com/certify/certs/dm_index.shtml

- **Link to Certification Policy & Conduct**

  - A professional level of conduct is expected of someone who holds a certification from IBM. Please review the **IBM Certification Agreement** to understand IBM's terms and conditions of certification.

    - http://www-03.ibm.com/certify/process/agreemnt.shtml

- **Link to Optim Technical Mastery Class & Certification Test**

  - http://www-03.ibm.com/certify/mastery_tests/eduM31.shtml

- **Optim online Sales 1 Day Class**

  - http://www-306.ibm.com/software/data/partners/ondemand/training.html

- **Technical Product Implement Certification**

  - Available Q2 2009

Optim - IBM Certifications Accepted

- **IBM DB2**
  - **IBM Certified Database Associate**
    - IBM Certified Database Associate - DB2 9 Fundamentals
    - IBM Certified Database Associate - DB2 Universal Database V8.1 Family

  - **IBM Certified Database Administrator**
    - IBM Certified Database Administrator - DB2 9 DBA for z/OS
    - IBM Certified Database Administrator - DB2 9 DBA for Linux, UNIX and Windows
    - IBM Certified Database Administrator - DB2 Universal Database V8.1 for z/OS
    - IBM Certified Database Administrator - DB2 UDB V8.1 for Linux, UNIX and Windows

  - **IBM Certified Advanced Database Administrator**
    - IBM Certified Advanced Database Administrator - DB2 9 for Linux UNIX and Windows
    - IBM Certified Advanced Database Administrator - DB2 Universal Database V8.1 for Linux, UNIX, and Windows

  - **IBM Certified System Administrator**
    - IBM Certified System Administrator - DB2 9 for z/OS

Optim Worldwide Channel Team by Geo

Contact	Role / Title	Region
Aidan Mongan/Princeton/IBM	Optim Worldwide Channels Lead	Worldwide
Bryan Vogus/Los Angeles/IBM	Manager Worldwide Channels-GB	Worldwide
Christy Stevens/Santa Teresa/IBM	Optim WW Channel Manager, OEM and Data Studio	Worldwide
optimkey@us.ibm.com	Optim License Key Inquiries	Worldwide
Tania Chalhoub/Somers/IBM	Optim Pricer	Worldwide
Dave Munson/Somers/IBM	Worldwide Optim Lead	Worldwide

InfoSphere - Certifications – Technical Resources

You must have a minimum of two (2) or more technical certifications from the list of qualifying certifications, at the time of your application.

Qualifying Technical Certifications:

Additional certifications are being added to the IBM InfoSphere Technical certification program which currently includes the following:

❑ **IBM Certified Solution Developer *– InfoSphere DataStage v8.0**

❑ **IBM Certified Solution Developer *– WebSphere IIS QualityStage v7.5**

❑ **IBM Certified Solution Developer *– WebSphere Information Analyzer v8.0**

❑ **IBM Certified Solution Developer *– WebSphere IIS DataStage Enterprise Edition v7.5**

❑ **IBM Certified Solution Designer* – InfoSphere Warehouse v9.5**

❑ **MDM Server In-class training and mentorship completed**

❑ **IBM InfoSphere Technical Sales Mastery Test (M21)**

Note: The IBM authorized certifications are meant to ensure that you have adequate implementation capabilities within your firm. For more information on certifications please click here: http://www-03.ibm.com/certify/index.shtml

InfoSphere - Training – Sales Resources

You must have a minimum of one (1) trained sales resource at the time of your application. A trained sales resource is someone who has completed one of the following qualifying sales training activities.

<u>Qualifying Sales Training Activities:</u>

Additional resources are being added to the IBM InfoSphere Trained Sales program which currently includes the following:

- **Complete and pass two (2) of the following Sales courses in the IBM Virtual Innovation Center (VIC) with a plan to complete all give (5) by annual review:**

    ❑ DataMirror Training Sales Enablement

    ❑ Information Integration and Data Quality Sales Enablement

    ❑ Information Server: Transforming Data into Information with DataStage

    ❑ Solutions Builder Express Business Intelligence Starting Points

    ❑ Information Management 201: Selling Information On Demand Solutions

- **IBM Information Management Top Gun Sales Training Completion (online or face-to-face)**

- **IBM Top Gun Virtual Learning Information Agenda Foundations**