



Enabling Partners For Success in 2009 – *Phillip Jones*

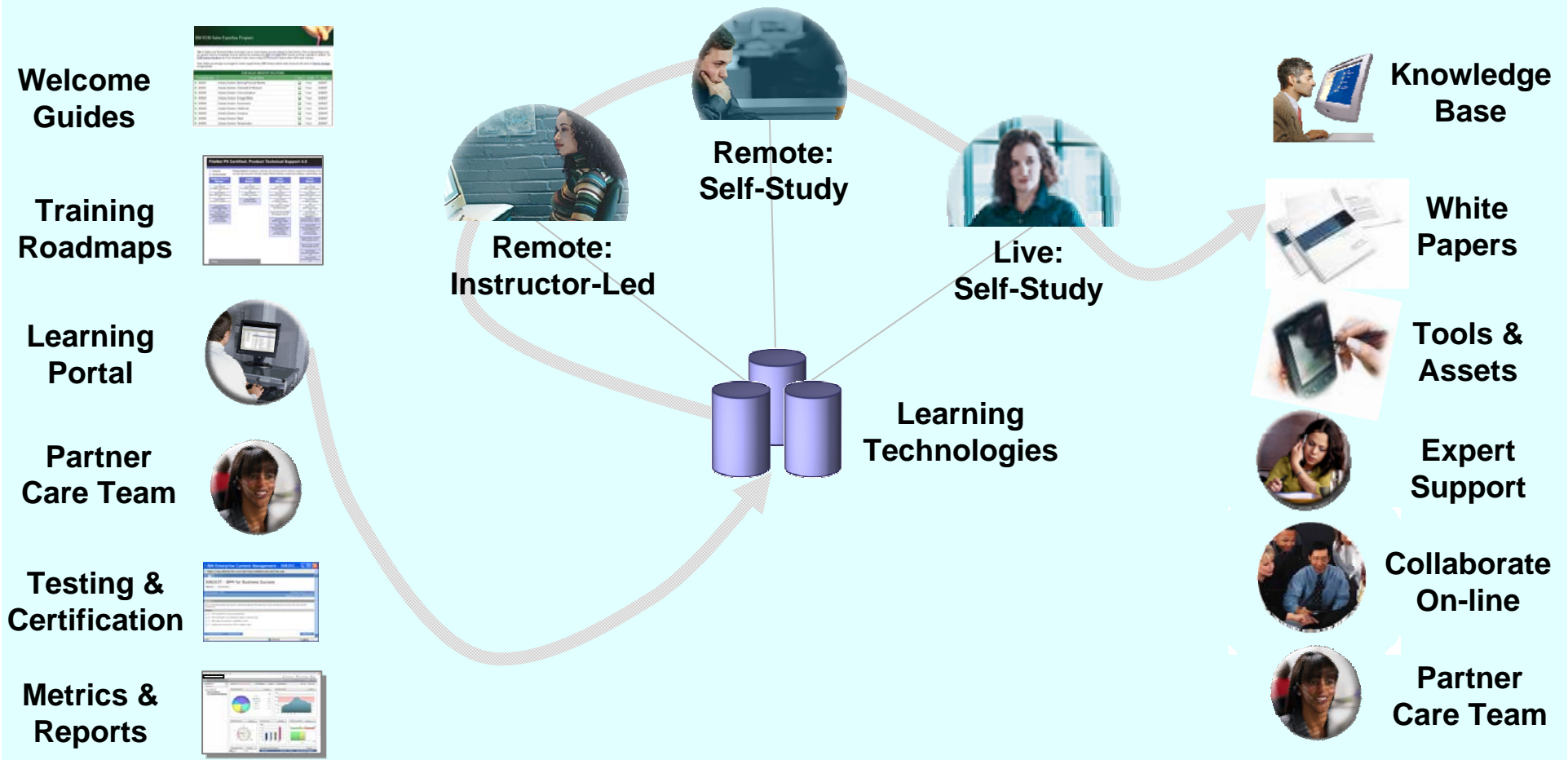
April 2009

Our Enablement Goals

Prescribe/Enforce Learning Goals

Convenient and Useful Training

Effective Self-Sufficiency



The (*Virtual*) ValueNet Partner Enablement Team



The broad enablement needs of Software ValueNet partners are met through a coordinated, virtual team linking multiple IBM teams

* IM Education Has The Lead Role

Accessing Partner Enablement Tools and Information

The screenshot shows the IBM PartnerWorld website interface. At the top, there is a navigation bar with the IBM logo, a search bar, and a dropdown menu for 'PartnerWorld'. Below this is a secondary navigation bar with links for Home, Solutions, Services, Products, Support & downloads, and My IBM. A welcome message for Louise McEvoy is displayed. The main content area is titled 'IBM Software ValueNet partners for ECM' and includes a sub-header 'Benefits, resources and support for IBM Business Partners'. A large banner image features the text 'Software ValueNet' over a background of business people and charts. The page is organized into several sections: a left-hand navigation menu, a central content area with 'Benefits and resources', 'Shortcuts', and 'ECM Partner Solutions', and a right-hand sidebar with 'Information Management', 'Welcome', and 'We're here to help'. The 'ECM Learner portal' link in the 'Benefits and resources' section is highlighted with a red rectangular box.

IBM PartnerWorld®

Worldwide [select]

PartnerWorld [dropdown] Search

Home Solutions Services Products Support & downloads My IBM

Welcome Louise McEvoy [Not you?] [IBM Sign out]

IBM PartnerWorld > Products > Software > Information Management

IBM Software ValueNet partners for ECM
Benefits, resources and support for IBM Business Partners

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
- IOD EMEA 2009 Conference 2009

Benefits and resources

- Marketing
- Selling
- Technical
- Training

Software ValueNet offerings

- Materials
- ECM Learner portal** (highlighted)
- ECM Training and certification
- ECM Technical support
- IBM FileNet products

Shortcuts

Most popular

- SWVN FileNet Product list in Passport Advantage
- SWVN WW Tier 1 Reseller Ops Guide for FileNet Products
- SWVN WW Tier 2 Reseller Ops Guide for FileNet Products
- Authorized user value unit conversion tables
- ECM recorded demonstration portfolio
- ECM software download
- ECM Incentive Program Guide
- SWVN WW Program Guide for FileNet Products
- IOD 2008 - ECM Meeting Presentation
- Partner Quote & Order Tool (PQO)
- Software product trials and demos
- Software ValueNet PQO Training (.exe, 57.7MB)

ECM Partner Solutions

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
- ECM Solutions Profile template
- ECM Solutions Exchange Program

Industry Training

- 203010 ECM in the Financial Services Industry
- 203015 ECM in the Chemical and Petroleum Industry
- 203020 ECM in the Communications Industry
- 203025 ECM in the Energy and Utility Industry
- 203030 ECM in Government
- 203040 ECM in the Healthcare Provider Industry
- 203045 ECM in the Insurance Industry
- 203050 ECM in the Retail Industry



Solution and Value Selling - *Products*

- **202070 Selling IBM CommonStore**
- **201705 Selling Records Manager**
- **201706 Selling Email Manager**
- **202025 Selling OmniFind**
- **202075 Selling Content Manager OnDemand**
- **202130 Selling IBM Content Collector**
- **202135 Selling eDiscovery**
- **202009 Key Product Plays**

- **Selling the Value of IBM ECM (*Sales Class*)**



Solution and Value Selling - *Expertise*

- **201877 Six Sigma Consulting Skills**
- **201878 Process Standards**
- **202019 Quality Methodologies and Six Sigma**
- **201701 Compliance Standards Basics**
- **201702 Litigation Basics and Discovery**
- **201703 Compliance Infrastructure**
- **201775 Physical Records Management**



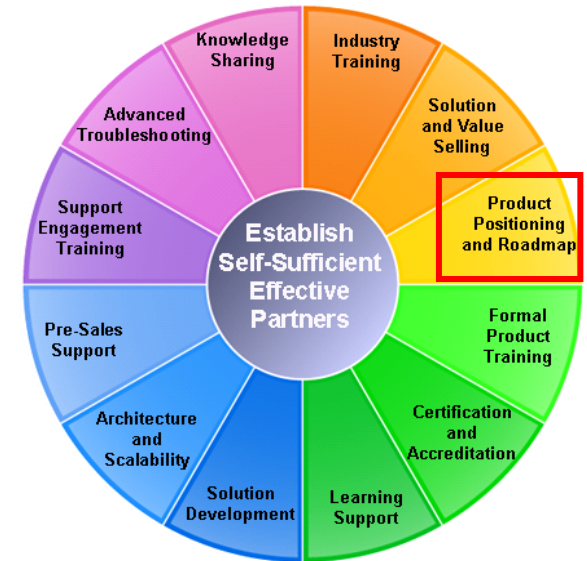
Solution and Value Selling - *Solutions*

- 204010 Mobilizing Government-Case Management
- 204020 eDiscovery Process Manager
- 204030 Enterprise Communications for Retail Banking & Lending
- 204040 Sovera Suite for Healthcare Providers
- 204050 BPF For Underwriting in Insurance
- 204060 Rate Case Submission Management
- 204070 Core Horizontal ECM Applications
- 204080 Contracts Management
- 204090 Utilities Solution Suite
- 204100 Docket Manager
- 204110 New Account Processing
- 204120 Healthcare New Business and Enrollments
- 205130 Selling ECM in Recessionary Times



Product Positioning and Roadmap

The screenshot shows the IBM PartnerWorld website interface. At the top, there is a navigation bar with 'Home', 'Solutions', 'Services', 'Products', 'Support & downloads', and 'My IBM'. Below this is a search bar and a welcome message for 'Louise McEvoy'. The main content area is titled 'ECM benefits and resources' and includes a sidebar with navigation links like 'Marketing', 'Selling', 'Technical', and 'Training'. The main text describes IBM's Enterprise Content Management (ECM) benefits and resources, including links to product selling resources, sales tools, and related resources. A 'Back to top' link is also present.



Formal Product Training - *Basic*

- 201789 ECM Essentials: IBM ECM Services
- 201790 ECM Essentials P8 Platform
- 202021 ECM Essentials: IBM CommonStore
- 202022 ECM Essentials: OmniFind
- 202023 ECM Essentials: IBM Content Manager OnDemand
- 202039 ECM Essentials: Content Manager V8
- 202060 ECM Essentials: IBM FileNet Capture
- 202026 OmniFind Portfolio Technical Overview
- 202027 OmniFind Enterprise Edition
- 202028 Insight Solutions w/ OmniFind Enterprise Edition
- 202029 IBM Classification Module



Formal Product Training - Core

The screenshot shows the IBM website interface for Enterprise Content Management. The main heading is "P8 Platform (Content Manager)". Below it is a legend for exam statuses: Accessible (blue arrow), Not Available (red X), Passed (green checkmark), Failed (red X), and Incomplete (yellow triangle). A list of exams follows, including "201679T - CFS Administration" (Accessible), "201745T - FileNet P8 Platform Administration" (Incomplete), "201747T - CM Java API Programming" (Accessible), "201756T - FileNet Web Application Toolkit" (Accessible), and several "F002G" exams for FileNet P8 Platform Administration 4.0 in various languages (Accessible), and "F005G - IBM FileNet CM Java API Programming 4.0" (Accessible).

sample



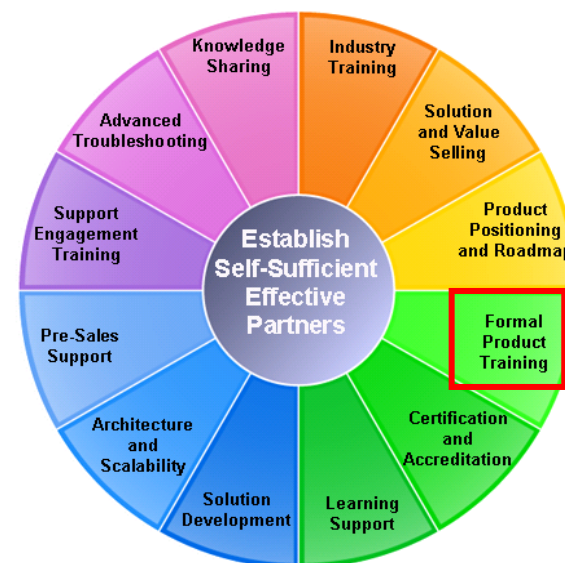
Formal Product Training – *Localization*

- **F002 - IBM FileNet P8 Platform Administration**
 - In Japanese, Korean, Chinese (simplified and traditional)
- **F007 - IBM FileNet BPM Administration Add-on**
 - In Japanese, Korean and Traditional Chinese
- **Fixed fee of \$15k USD for a new course**



Formal Product Training – *New Products*

- **ECM Early Education Program (PxT)**
 - Product Selling Training (PST)
 - Product Architecture Training (PAT)
 - Product Implementation Training (PIT)
 - Product Maintenance Training (PMT)
- **ECM Business Partner Technical Team**
 - Face to face training sessions

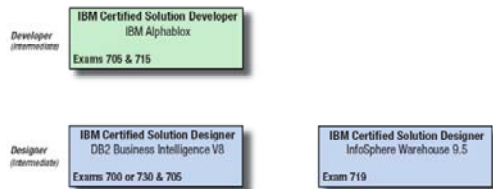


Certification and Accreditation

Either:

IBM Business Intelligence Certification Roles

IBM Professional Certification Program for Information Management Software



- Managed by a third party (Prometric)
- One exam for entire curriculum

Or:

FileNet P8 Certified: Product Technical Support 4.0

Required
 Recommended

Primary Audience: Employees, customers, and business partners looking to expand their knowledge on the P8 and help desk personnel; those who support FileNet customers including new installation, implementation, troubleshoot and support.







Business Process Manager ¹	Content Manager ¹	Email Manager ¹	Forms Manager ¹
Exam F002G P8 Platform Administration 4.0	Exam F002G P8 Platform Administration 4.0	Exam F002G P8 Platform Administration 4.0	Exam F002G P8 Platform Administration 4.0
Exam F007G BPM Administration Add-On 4.0	Course F007G P8 Platform Installation 4.0	Exam F007G BPM Administration Add-On 4.0	Exam F007G BPM Administration Add-On 4.0
Course F007G P8 Platform Installation 4.0	Course F007G P8 Platform Installation 4.0	Course F007G P8 Platform Installation 4.0	Course F007G P8 Platform Installation 4.0
Course F021G BPM Process Design 4.0	Exam F894G or 201680T EM Administration	Exam F894G or 201680T EM Administration	Exam F021G BPM Process Design 4.0
Course F010G Process Analyzer/Simulator for Administrators 4.0	Course 201716 or F020G EM Installation Add-On	Course 201716 or F020G EM Installation Add-On	Exam F016G eForms Design for P8 Workplace 4.0
Course F679G CFS Administration	Course F021G BPM Process Design 4.0	Course F021G BPM Process Design 4.0	Course F894G or F890G EM Administration Add-On
	Course F010G Process Analyzer/Simulator for Administrators 4.0	Course F010G Process Analyzer/Simulator for Administrators 4.0	Course F016G eForms Design for P8 Workplace 4.0
	Course F679G CFS Administration	Course F679G CFS Administration	Course F709G or F017G RM Installation Add-On
			Course F710G or F020G EM Installation Add-On
			Exam F022G Business Activity Monitor 4.0
			Course F018G RM Administration Add-On 3.7

NOTES:



- Online tests (hosted on IBM CAS)
- Typically one test for each course



IBM Software ValueNet Roles

Official ValueNet Roles	Business Development 	Technical Sales Specialist 	Architect 	Designer 	Developer 	Technical Support Provider 
Other Related Job Titles	<ul style="list-style-type: none"> - Sales - Seller - Account Exec. 	<ul style="list-style-type: none"> - Presales - System Consultant - Sales Support 	<ul style="list-style-type: none"> - Enterprise Architect - Application Architect - Solution Architect - Systems Analyst - Solution Analyst 	<ul style="list-style-type: none"> - Data Modeler - Forms Builder - Process Modeler - App. Designer - Software Analyst 	<ul style="list-style-type: none"> - Programmer - Engineer - Coder 	<ul style="list-style-type: none"> - Administrator - Installer - Field Engineer

Note: Two Internal IBM Roles

Channel Sales Manager	Channel Support Manager
	

Learning Support (Partner Care)



- **New 24 x 7 service**
 - All IM SWVN partners worldwide (pending, active or expired)
- **Phase 1 - User Access Management (live on May 4th)**
 - Grant/remove access to the ECM Learner Portal
 - Annual revalidation
- **Phase 2 – Learning Support Services (2H 2009)**
 - Respond to certification, training questions
 - Navigate learning opportunities
 - Learning system support (CAS, LP, eLabs etc.)
 - Progress tracking, certificates, metrics and report
 - Transfer of records (e.g. joining a new company)



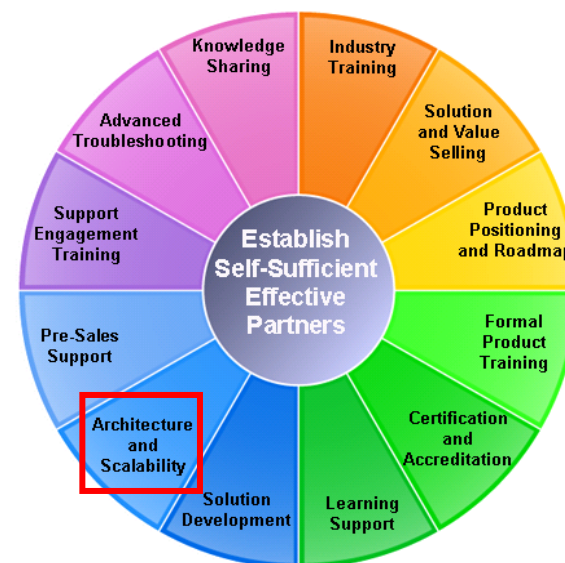
Solution Development

- 201876 FileNet Imaging Essentials
 - 308203 BPM for Business Success/Cons Skills-Fundamentals
 - 308202 BPM for Bus./Sys. Analysts/Consulting Skills-Applied
 - 308201 BPM for System Implementers/Consulting Skills-Advanced
 - 201776 RM/EM Change Management Best Practices
 - 202085 No Paper Weight Solution Assessment Cons. Skills
 - 201815 Solution Assessment Consulting Skills
 - 202065 ECM Lab Services Sales Training
- **Business Partner Technical Enablement Team**
 - Solution design and development
 - Application migration
 - Installs and upgrade



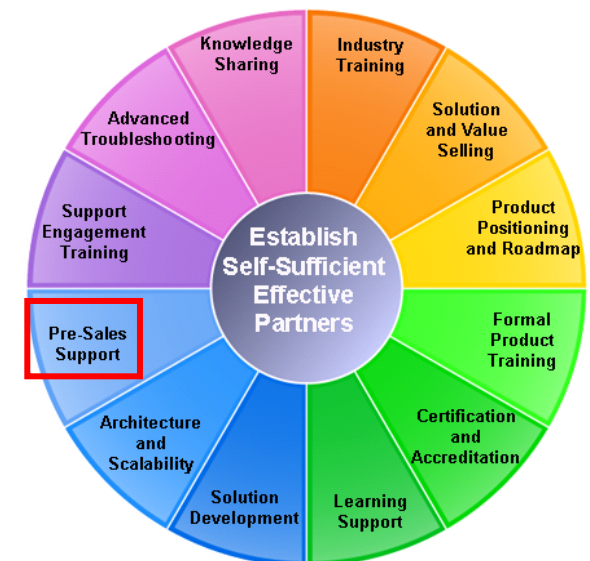
Architecture and Scalability

- 201777 Enterprise Architecture and Platforms
 - 201778 FileNet P8 Sizing and Capacity Planning (Scout)
 - 201812 Business Continuity Planning
 - 201813 IBM FileNet High Availability and Disaster Recovery
 - 201814 IBM FileNet and Storage
 - 201916 IBM FileNet Security: P8 Authentication, SSO
 - 201965 IBM FileNet P8 4.0 APIs
-
- **Business Partner Technical Enablement Team**
 - Solution performance evaluation
 - Scalability testing
 - Performance diagnosis and resolution



Pre-Sales Support

- **Channel Technical Sales Team**
 - Proof of Concepts
 - Proof of Technology
 - RFP responses
 - Demos



Support Engagement Training

- **New on-line course**
- **Understand IM support organization**
- **Processes, procedures, requirements**
- **Mandatory**



Advanced Troubleshooting

Software > Information Management >

Information Management support

Overview

Welcome to Information Management support, your technical resource gateway. Use the support task navigator to find the information you need.

Choose from one of the following Information Management products:
Select a category

Select one

Search Information Management support

Your focused search in Information Management support can be refined on the results page. You can also access advanced options by choosing Search in the support task navigator.

Enter search terms

Information Management support

- Overview
- Download
- Troubleshoot
- Search
- Documentation
- Forums & Communities
- Plan
- Install
- Use
- Open service request
- Assistance

Building client-focused electronic support

We would like to hear from you!
Are you interested in taking a 5-10 min. feedback questionnaire on improving the support experience?
→ Participate in questionnaire

Stay informed

Subscribe to receive support notifications
My notifications

System availability

→ Last updated
Sunday, March 01, 2009 4:00:00 AM

Support feedback

Help us improve online software support

Translate my page

Select a language

→ Translate

Other support sites

- Lotus
- Rational
- Tivoli
- WebSphere
- Software A-Z

Additional support links

News

- IBM Cognos Customer Center
- IBM Cognos Support Communications
- IBM Optim Support Communications
- IBM News and Subscriptions

Stay up to date

- RSS feeds of support content
- Request e-mail updates

Support tools

- Product Support Lifecycle
- IBM Support Assistant
- Software Support Toolbar
- Software Support Handbook
- IBM Education Assistant

Featured

- New to IBM Information Management
- developerWorks for Information Management

Related

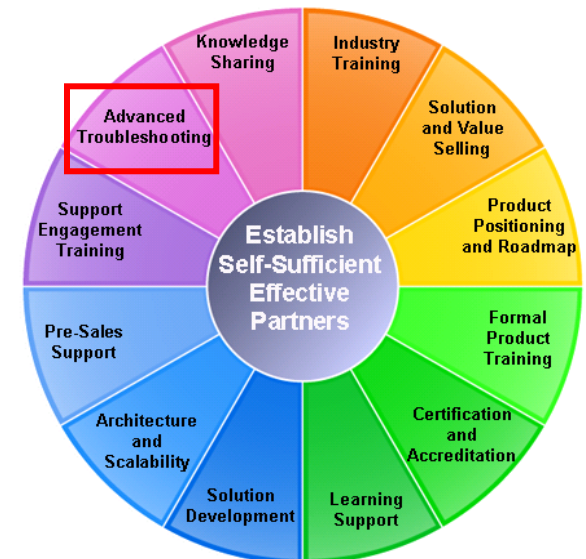
- Information Management Events
- Information Management Software Services

Buying and managing support

- Support Offerings
- Why renew your Support?
- Software Subscription and Support
- Passport Advantage
- ServiceLink/IBMLink

Related links

- IBM Business Partners
- ISVs
- Developers



Knowledge Sharing

The screenshot shows the IBM Education Assistant page. The main heading is "IBM Education Assistant". Below it, there's a "Description" section explaining that it's a collection of multimedia educational modules. A list of content types follows: Presentations, Demonstrations, Tutorials, and Additional resources. A section titled "IBM Education Assistant content (by brand)" lists various software brands and their associated products, including Lotus, Rational, Tivoli, and WebSphere. On the right side, there are links to "Learn more about IBM software" and "Information Management".

Knowledge Now!

Knowledge Base

Discussion Groups



In Summary

Prescribe/Enforce Learning Goals

Convenient and Useful Training

Effective Self-Sufficiency

