



Help drive new business, gain competitive advantage  
and reduce project risk in the on demand era



**The IBM Software Development Platform  
Value-Add Business Partner Program**

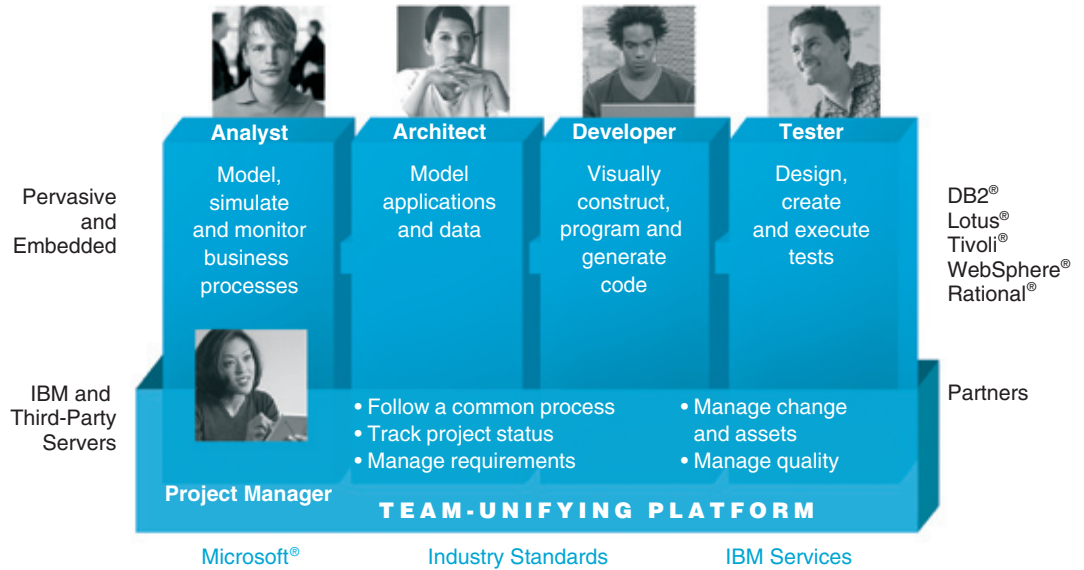
In recent years, e-business has transformed key processes in enterprises worldwide. To remain competitive, companies must respond dynamically to environmental and market changes, adopt variable cost structures, focus on core competencies and become highly resilient to threats. Your customers—and your competitors—are meeting these challenges by leveraging the power of IT, making software development a key strategic corporate initiative with the potential to differentiate their businesses.

For this reason, the quality and capability of tools used for software development—as well as the development process itself—are essential to furthering your business goals. The IBM Software Development Platform offers an open, modular solution that can automate and integrate the software development process to help you and your customers deliver innovative products and services that set them apart from competitors.

In addition, you can offer your clients the systems integration services needed for successful IT projects. By becoming an IBM Business Partner, your company can leverage IBM tools and services to better serve your clients.

- Reach new customers by aligning with an industry leader
- Reduce costs by speeding your internal software development processes while delivering high-quality software
- Replace chaos with predictability to reduce project risk and deploy reusable applications with confidence

## The IBM Software Development Platform



With flexible, modular capabilities, the IBM Software Development Platform can help you speed software development while maintaining quality and reducing costs.

Joining the IBM Software Development Platform Value-Add Business Partner Program also can extend the skills of your staff through IBM support and training initiatives, including:

- Technical enablement programs
- Sales enablement programs
- Go-to-market and demand-generation programs
- Market awareness programs
- Recognition and reward programs

*“Rational tools have been an important part of our growth path. These tools have extended our world-class operation so that we can expand our reach into new markets and continue to be a place where developers aspire to work.”*

—Paul Grey  
Chief Technology Officer  
Peace Software, Inc.

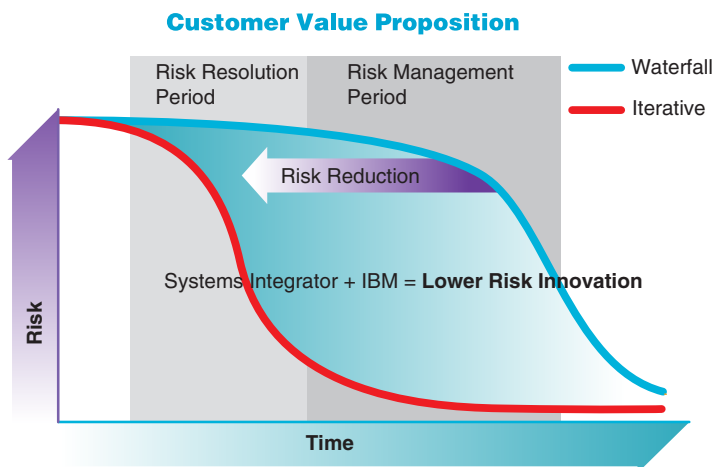


## Grow your business with the IBM Software Development Platform

The IBM Software Development Platform provides all the tools, services and best practices you need to build, integrate, extend, modernize and deploy reliable and flexible software and software-based systems. The ability to increase your software development efficiency and create custom software more quickly can help you broaden your offerings portfolio and improve your overall time to value—making your service offerings more compelling.

The IBM Software Development Platform enables unprecedented flexibility by providing support for major programming languages and operating platforms, along with a broad portfolio of highly integrated, industry-leading tools for several areas within the software development life cycle:

- Analysis, modeling and design <sup>1</sup>
- Software configuration management <sup>2</sup>
- Embedded testing <sup>3</sup>



The IBM Software Development Platform uses compatible methodologies to help designers and developers collaborate effectively—resulting in innovative software and reduced project risk.

## Help lower your costs and enhance profitability with the IBM Software Development Platform

By providing a complete, open, modular and proven platform that supports heterogeneous operating environments and open standards-based technologies such as the Eclipse framework, the IBM Software Development Platform can help your company innovate fast and enhance your ability to leverage existing expertise and applications—thereby reducing time to value.

By combining software engineering best practices, industry-leading tools and expert professional services—all designed to drive rapid and continuous improvement in software development capability—organizations can better respond to competitive and customer requirements in today's on demand world. Together, IBM and its Business Partners enable clients to achieve outstanding development efficiency and quality while keeping costs low.

The IBM Software Development Platform can improve your team's efficiency, responsiveness and resilience—resulting in software that truly supports on demand business models. To maximize your chances of success, the IBM Software Development Platform has adopted four key principles:

- **Develop iteratively:** Helps reduce project risk by leveraging software development best practices
- **Focus on architecture:** Helps developers create highly resilient systems
- **Continuously ensure quality:** Helps prevent project failure by applying standards throughout the software development life cycle
- **Manage change and assets:** Helps protect critical assets by supporting virtual teams and parallel development



## Partner Benefits and Services

Benefit	Examples
Technical enablement programs	<ul style="list-style-type: none"> <li>Subject matter expert (SME) qualification program</li> <li>Technical hands-on boot camps</li> <li>Extensive product training and certification roadmaps</li> <li>Access to IBM Virtual Innovation Centers</li> <li>Enhanced technical support</li> </ul>
Sales enablement programs	<ul style="list-style-type: none"> <li>IBM Software Development Program sales workshops</li> <li>Access to IBM Innovation Centers</li> <li>Access to IBM Software Sales and Marketing Information portal</li> <li>Sales briefings and seminars</li> </ul>
Go-to-market (GTM) and demand-generation programs	<ul style="list-style-type: none"> <li>Cosponsored technical client briefings</li> <li>Technology seminars</li> <li>Access to GTM funding (select partners)</li> </ul>
Market awareness programs	<ul style="list-style-type: none"> <li>Industry speaking opportunities</li> <li>Community-expertise events</li> <li>Industry-focused events</li> <li>IBM user groups and trade shows</li> </ul>
Recognition and reward programs	<ul style="list-style-type: none"> <li>Influence fees for driving incremental revenue</li> </ul>

### Extend your skills with the IBM Software Development Platform

By teaming with Rational® through the IBM Software Development Platform Value-Add Business Partner Program, you gain access not only to the industry-leading platform, but also to product training, comarketing programs and sales and technical support programs.

To gain access to the benefits of the IBM Software Development Platform through IBM PartnerWorld, your company must join the IBM PartnerWorld® for Software program. This program offers three levels of participation—Member, Advanced or Premier—to help reward your investment in IBM Rational and to empower you to include IBM in the e-business solutions you recommend and resell.

### For more information

To learn more about the IBM Software Development Platform, please visit [ibm.com/software/developmentplatform](http://ibm.com/software/developmentplatform)

### Get started with the IBM Software Development Platform Value-Add Business Partner Program

For more information on becoming an IBM Business Partner focused on the IBM Software Development Platform, please send an e-mail to [sdpbbp@us.ibm.com](mailto:sdpbbp@us.ibm.com).

*"I have tried numerous Java™ development environments—if we had used something other than IBM Rational Rapid Developer, it would have taken at least three to four months to complete this project. Rapid Developer enabled us to deliver the application much faster. I cannot imagine doing this with any other tool available."*

—Shyam Jayakumar  
Lead Developer  
Information Builders, Inc.









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Software Group  
Route 100  
Somers, NY 10589  
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- 1 *Worldwide Analysis, Modeling, and Design Tools Forecast and Analysis, 2002-2006*, IDC #27248, June 2002, p. 7.
- 2 *Worldwide Analysis, Modeling, and Design Tools Forecast and Analysis, 2002-2006*, IDC #27248, June 2002, pp. 5, 8.
- 3 *The Embedded Software Strategic Market Intelligence Program 2001/2002 Volume IV: Embedded Operating Systems, Software Development Tools, Design Automation Tools, and Test Automation Tools*, Venture Development Corporation, February 2002, pp. 103-104.

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