

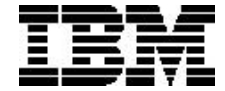
A vertical column of ten solid blue horizontal bars is positioned on the left side of the slide, serving as a decorative element.

PartnerWorld for Software 2003: *Richer benefits with greater ease*

Dan Albertson
Director,
PartnerWorld for Software - Worldwide

PartnerWorld for Software

Why Change?



■ Business Partner Feedback

BP said they needed:

- ✓ excellent sales, marketing and technical support
- ✓ more skills development opportunities and funding
- ✓ ease of doing business with IBM

■ PartnerWorld for Software Actions

In 2003, we'll:

- ✓ simplify membership criteria
- ✓ move to company (w/i country) membership
- ✓ enhance benefits for skilled Business Partners

Changes to PWSW Criteria in 2003

Red text -- Criteria removed Blue text -- New

Criteria Category	Advanced	Premier
<u>Sponsorship</u>	<ul style="list-style-type: none"> Sponsorship by IBM Sales Management 	
<u>Business Relationship</u>	<ul style="list-style-type: none"> Approved Business and Marketing Plan Monthly Forecasts and Quarterly Business Reviews 	
<u>Contribution</u>	<ul style="list-style-type: none"> \$300K (USD) of Enterprise plus Midmarket Revenue OR \$100K (USD) of Midmarket Revenue - Resellers Only 	<ul style="list-style-type: none"> \$450K (USD) of Enterprise plus Midmarket Revenue OR \$150K (USD) of Midmarket Revenue - Resellers Only
<u>Competency</u>	<p>3 Skilled Individuals</p> <ul style="list-style-type: none"> 2 Technical Certifications 1 Sales Skill / Certification <p>Capability to demonstrate at least one Power Brand</p>	<p>8 Skilled Individuals</p> <p>Resellers</p> <ul style="list-style-type: none"> 5 Technical Certifications (at least 2 Power Brands) 3 Sales Skills / Certifications <p>Influencers</p> <ul style="list-style-type: none"> 6 Technical Certifications (at least 2 Power Brands) 2 Sales Skills / Certifications <p>Capability to demonstrate at least one Power Brand</p>
<u>Customer Satisfaction</u>	<ul style="list-style-type: none"> 3 Customer References NSI Score 	<ul style="list-style-type: none"> 5 Customer References Target NSI Score (TBD)

PWSW 2003 Criteria

for Business Partner *Country Enterprise*

2003 Criteria for PartnerWorld for Software Membership

Criteria Category	Advanced	Premier
<u>Competency</u>	3 Skilled Individuals <ul style="list-style-type: none"> • 2 Technical Certifications • 1 Sales Skill / Certification 	8 Skilled Individuals <ul style="list-style-type: none"> • 5 Technical Certifications • 3 Sales Skills / Certifications

Criteria for PartnerWorld for Software Membership - Under development for 2003

Criteria Category	Advanced	Premier
<u>Customer Satisfaction</u>	Survey Participation	Survey Participation and Minimum Score (minimum score TBD)
<u>Contribution</u> (Resellers only)	\$100K (USD) of workstation software revenue tracked via Passport Advantage	\$150K (USD) of workstation software revenue tracked via Passport Advantage

**Solution Assurance
Assistance***



Voice technical support for complex solutions and product installations

**IBM Executive
Briefing Centres**

Access to IBM's 7 Worldwide Software Centers



**Onsite Critical
Implementation
Support***

Assistance at the customer location



***New / Significant
Advanced &
Premier Benefits***

Education*

*"We Pay" Offering Reimbursements:
Advanced 15K (USD)
Premier: 50K (USD)*

PR Support

Support for joint announcements

**Onsite Technical
Mentoring***

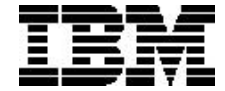
Assistance in solution design and development for a significant sales opportunity

New / Enhanced Benefits for 2003

** Value Package for Software purchase required*

Value Package Benefits For 2003

Rolling 12 Months from Date of Purchase



Increased We Pay Education Reimbursements

*6K for Skilled Member
15K for Advanced
50K for Premier (no change)*

Existing Value Package Benefits

*Demo & Evaluation Software
Technical Sales Support
On-site Technical Mentoring
Solution & Integration Support*

On-site Critical Implementation Support



Run Your Business Software

*More selection for Skilled Member
Greater Selection for Advanced
(no change)*

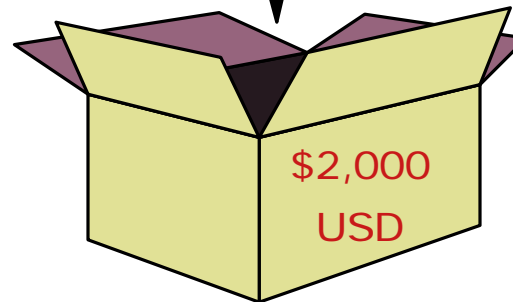
*Comprehensive Selection for Premier
(no change)*



Solution Assurance Assistance

Voice technical support for complex solutions and product installations for Premier

Country Enterprise



Price subject to change without notice
Benefits dependent on membership level

Estimated ROI on Purchase of Value Package

- Member \$100,000 USD
- Advanced \$300,000 USD
- Premier \$400,000 USD

IBM Executive Briefing Centers

▶ *Access to IBM's 7 Worldwide Software Executive Briefing Centers for qualifying Premier Partners*

- ✓ Use customized briefings from subject matter experts for significant opportunities
- ✓ Close the sale, accelerate the sales cycle, increase the sale

Toronto

Austin

San Jose



Raleigh

Cambridge

Hursley

Rome

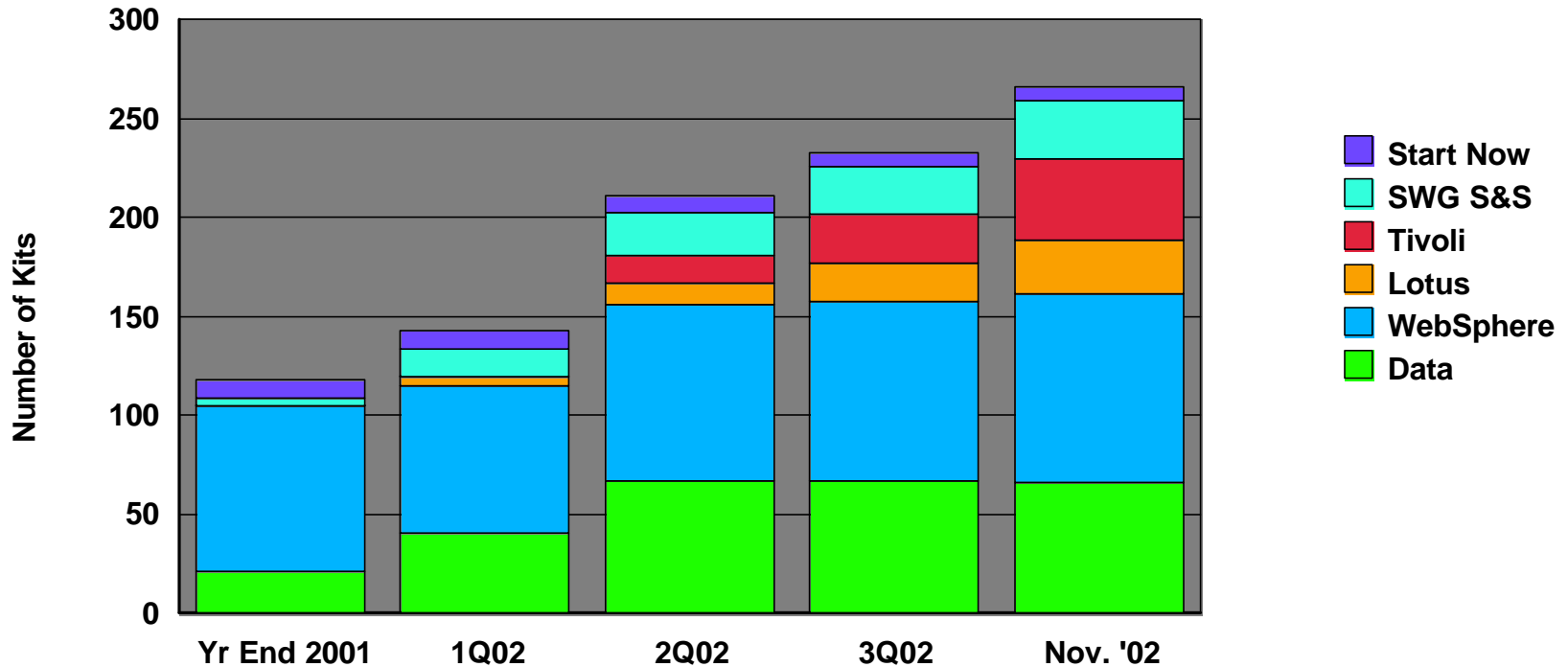
Software Sales and Marketing Kits

Consistent Across All Brands



What are they?

- ▶ **For over 250 of SWG's top middleware:** why sell, why buy, presentations, demos, competition, success stories, awards, descriptions, announcement letters, press releases and articles
- ▶ **Customer-ready materials** like brochures, spec sheets, white papers, copy, graphics and more



Access To The Same Information As IBM Sales Reps



"In Sales and Marketing Kits, I find everything in one place presented in a consistent format."

Sometimes the "simple" questions are the hardest to get an answer to -- "What It Is / How It Works" answers many of these questions.

The most valuable part for me is the Usable Copy -- it saves a huge amount of time in creating documents for customers.

*Mike Blake, Data Management Technical Sales Manager
IBM Software Business, EMEA Northern Region (UK/IRL/NL)*

2003 Benefits Overview

PartnerWorld

Software Software

for Business Partner Company within Country



	Member	Advanced	Premier
Software <ul style="list-style-type: none"> Demo & Evaluation Software Run Your Business Software 	Unlimited downloads Limited selection* (Ex: 25 Lotus Clients, 1 Lotus Domino Server)	Unlimited downloads Greater selection (Ex: 50 Lotus Clients, 2 Lotus Domino Servers)	Unlimited downloads Comprehensive selection (Ex: 100 Lotus Clients, 3 Lotus Domino Servers)
Education <ul style="list-style-type: none"> We Pay Offerings 	\$6,000 Cap*	\$15,000 Cap	\$50,000 Cap
Technical Support <ul style="list-style-type: none"> Pre-sales Support Web-based Q & A - Solution Support Onsite Technical Mentoring Solution Assurance Assistance Onsite Critical Implementation 	Unlimited Yes*	Unlimited Yes Yes (2 instances)	Unlimited Yes (private dialogue) Yes (4 instances) Yes (3 instances) Yes (2 instances)
Marketing and Sales Support <ul style="list-style-type: none"> Signature Sales Resource Marketing Tools and Kits IBM Software Brand Marks** Listings in Partner- and Customer-facing Publications Major Events Beacon Awards Participation TCI Participation IBM Business Partner Logo IBM Executive Briefing Centers PR Support 	Yes Yes Yes Yes*	Yes Yes Yes Yes (listed second) Yes Yes Yes Yes	Yes Yes Yes Yes (listed first) Yes (priority) Yes Yes Yes Yes

Estimated Value Package ROI

\$100,000

\$300,000

\$400,000

Value Package benefits denoted in green text.....\$ 2,000 Value Package for Business Partner country enterprise.

*Members must have an accepted technical certification to qualify for this benefit.

**Business Partners must have an accepted technical certification in a brand.