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## 2010 Business Partner Strategy Update







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- Name, picture
- Primary Focus
- What you got out of meeting



# Business Partners Drive Growth - Thank You!

Double Digit General  
Business Growth

**+11%**

in 2H '09

Gained Market Share  
in ASL/OEM

**+25%**

2H '09  
transactional growth

Continued Ecosystem  
Growth

**+6%**

Systems Integrators  
YTY growth

IBM Software Growth

Organic

Business Partners

Acquisitions



We know what it takes to solve our clients' biggest challenges, and we've spent the last 50 years delivering software that is fueled by expertise, built for change, and ready for work.



## Fueled by expertise

### Business

- Deep industry knowledge
- Applying our deep understanding of client needs

&

### Technology

- Deep knowledge of software
- Heritage of integrating hardware, software and systems

## Built for change

### Prepared

- Designed to help predict and embrace change

&

### Open

- Flexible
- Easily integrated with current and future infrastructure, inside and outside organization

## Ready for work

### Dedicated

- IBM delivers the personal service to apply software to
- Working with clients to anticipate the needs of their business

&

### Proven

- Robust
- Industrial strength
- Ready to scale
- Efficient & Secure



# Smarter software built for change.



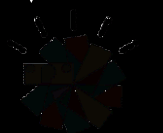
The Carrefour Group, the premier retailer in Europe, has been able to use IBM Software for Business Intelligence to leverage its customers' consumption patterns to establish the most popular loyalty program in France, with nearly 14 million members.



We deliver software that provides clients the **capabilities** required to transform their **industries**.



Smarter Health



Smarter Banking



Smarter Traffic



Smarter Food



Smarter Retail



Smarter Cities

Messaging and Collaboration

Unified Communications

Social Software

Data Management

Analytic Applications

Analytics, Business Intelligence  
and Performance Management

Information Integration and  
Master Data Management

Enterprise Content  
Management

Application Infrastructure

Connectivity and  
Integration

Electronic Commerce

Portals and Mashups

Business Process  
Management

Asset Management

Network and Service  
Assurance

IT Service Management

Storage Management

Security

Software Design and  
Development

Business Planning and  
Alignment

Product and Project  
Management

Product and Software  
Lifecycle Management



# Software Group Aligning to Market Demands



## IBM Software Solutions Group

Business Analytics

Lotus

Industry Solutions

## IBM Software Middleware Group

WebSphere

Information Management

Rational

Tivoli



# IBM Software Business Partner Priorities

**1** Deliver Great Client Value

**2** Drive Incremental Growth

**3** Focus on Solutions

**4** Embrace New Infrastructure Models

**5** Business Partner Success



**Business  
Partners**



Our Goal: Continue to be the most profitable vendor to partner with

**36%** more profit on middleware

**60%** more associated revenue

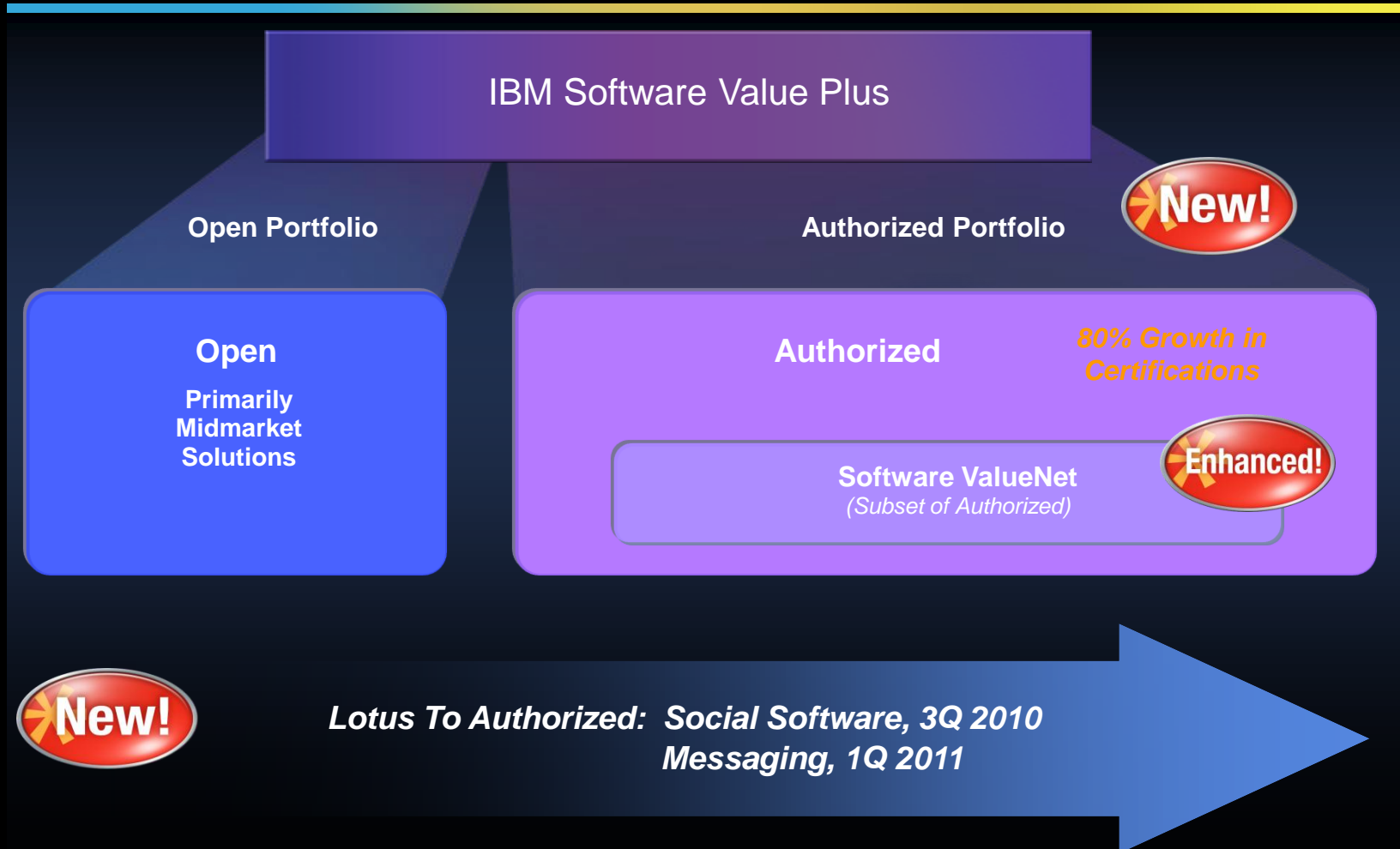
**39%** less start up

**34%** less ongoing costs



# 1. Software Value Plus

**Launched January 25.... 5000+ Partners!**





# 1. SVP: Lab Advocate Program



- Facilitates Flow of Information
- Assistance With Strategies and Architecture
- Insights on Performance and Migrations
- Communicate Your Requirements to Labs
- Complements Existing Support Programs



Phase I: Now!  
Pilot Participants

Phase II: May 2010  
All SVP Authorized Business Partners



## 2. Incremental Growth: Small Deal Engine

### Lead Pass Rules & Engine (LPDE)

Europe lead pass guidelines:

- Leads under \$50K
- Most midmarket deals

Supports SVP & Software ValueNet

The screenshot shows the LPDE search results interface. At the top, it says 'LPDE search results' and 'Recommended Sales Channel: Business Partner'. Below this, there's a search bar and a table of results. The table has columns for 'Select One', 'Rank', 'BP Name', 'BP Contact', 'Job Contact', 'Phone', 'Address', 'City', 'State', 'Zip', 'Country', 'Lead Score', 'Lead Type', 'Lead Status', and 'Lead Date'. The table lists several results, including 'RYJAC Computer Solutions', 'EMA, Inc.', 'Control ESE Inc DBA: SeS', and 'LiveBolt Identity, LLC'.

Select One	Rank	BP Name	BP Contact	Job Contact	Phone	Address	City	State	Zip	Country	Lead Score	Lead Type	Lead Status	Lead Date
<input type="radio"/>	1	RYJAC Computer Solutions	RYJAC Computer Solutions	RYJAC Computer Solutions	RYJAC Computer Solutions	RYJAC Computer Solutions	RYJAC Computer Solutions	RYJAC Computer Solutions	RYJAC Computer Solutions	RYJAC Computer Solutions	RYJAC Computer Solutions	RYJAC Computer Solutions	RYJAC Computer Solutions	RYJAC Computer Solutions
<input type="radio"/>	2	EMA, Inc.	EMA, Inc.	EMA, Inc.	EMA, Inc.	EMA, Inc.	EMA, Inc.	EMA, Inc.	EMA, Inc.	EMA, Inc.	EMA, Inc.	EMA, Inc.	EMA, Inc.	EMA, Inc.
<input type="radio"/>	2	Control ESE Inc DBA: SeS	Control ESE Inc DBA: SeS	Control ESE Inc DBA: SeS	Control ESE Inc DBA: SeS	Control ESE Inc DBA: SeS	Control ESE Inc DBA: SeS	Control ESE Inc DBA: SeS	Control ESE Inc DBA: SeS	Control ESE Inc DBA: SeS	Control ESE Inc DBA: SeS	Control ESE Inc DBA: SeS	Control ESE Inc DBA: SeS	Control ESE Inc DBA: SeS
<input type="radio"/>	2	LiveBolt Identity, LLC	LiveBolt Identity, LLC	LiveBolt Identity, LLC	LiveBolt Identity, LLC	LiveBolt Identity, LLC	LiveBolt Identity, LLC	LiveBolt Identity, LLC	LiveBolt Identity, LLC	LiveBolt Identity, LLC	LiveBolt Identity, LLC	LiveBolt Identity, LLC	LiveBolt Identity, LLC	LiveBolt Identity, LLC

### 2010 Enhancements



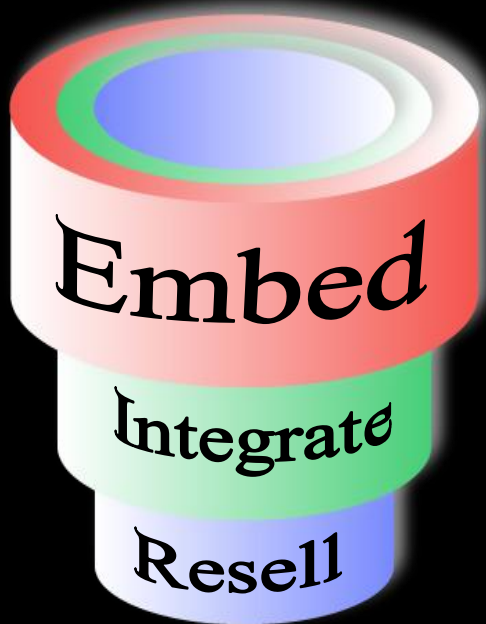
Improved management system

Help Business Partners progress deals faster

2009, Global 70K Qualified leads would have been passed ,  
30K in EMEA



## 2. Application Specific Licensing - ASL



### Revenue Opportunity for Business Partners

**10%**

of middleware market

**\$10B**

opportunity

### Enhancements in 2010



- Increased sales coverage
- Marketing and press focus
- Improved operational support
- Defined brand sales plays

**\$3B of opportunity in EMEA**



## 2. Incremental growth with BPLM

- BPLM running WW under two models – VAD and Tier 2 BP Direct
- VAD Model launched in eight IMTs:
  - ANZ, Asean, GCG (3), ISA, Korea and CEE (Bulgaria)
- Tier 2 BP Direct Model launched in six:
  - Canada (3), Italy (Lotus), RCIS, SADC, US East (2) & US West (Tivoli)
- March Target:
  - Japan (VAD), SW France & Spain, LA

First win in US EAST came one week into the program





## 3. Focus on Solutions

# Get ready!

Today → March → SVP 2.0

Industry Framework  
Validation:

ISV Solutions

[URL](#)

SWG Industry  
Virtual Summit

Industry  
Certification

130 Sessions

17 Industries

VAP-Gov't:

Rewards for Public sector  
“SVI” like process with rebate,  
based on Certifications

Industry Sales Mastery Tests: June – English;  
July - Simplified Chinese, Korean, Japanese, French, Spanish,  
German, Portuguese, Russian, Polish, Italian



Smarter Health



Smarter Banking



Smarter Traffic



Smarter Food



Smarter Retail



Smarter Cities



## 4. Embrace New Infrastructure Models

White Paper Available Now!



Profiting from the cloud:  
A new opportunity for IBM Business Partners

Workshops Available Now!



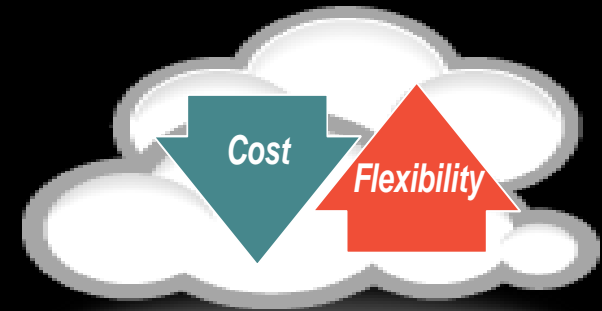
Cool cloud cash workshop

Coming in June



First cloud computing architecture certification

### *Cloud Computing*



*\$60+B Cloud Computing  
IT Opportunity by 2012*

\* Source: IBM Market Insights



## 4. POWER7 and IBM Software

- Shifts Conversation From Capacity to Capabilities
- IBM Software Exploits Available Threads to Improve Performance and Value
- Clients Can Leverage Processing Power Without Rewriting Their Applications



### 40% Lower Cost

Lotus Domino on POWER7  
vs. Microsoft Exchange on Nehalem

### 38% Lower Cost

DB2 pureScale on POWER7  
than Oracle RAC on Nehalem

### 73% Better Performance

WebSphere on POWER7  
vs. competitive application server on Nehalem



## 5. Business Partner Success



Authorization  
Readiness  
Dashboard



Comarketing  
Expansion



Principles of  
Engagement



ELA – SRA work

**Enable**

**Market**

**Sell &  
Deploy**

**Reward**

*Ease of Doing Business Ranked in Top 5 of Considerations*



# 5. Authorization Readiness Dashboard

Coming in April

SVP Business Partner Summary 12 - Cognos Viewer - Windows Internet Explorer

https://b03ciwascd002.ahe.boulder.ibm.com/transform/bicc/cognos/ServletGateway/serv

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## SVP Business Partner

**Report notes**  
 Certification data current as of: Feb 25, 2010

**Compliance dates**  
 Today's date: Feb 25, 2010  
 Certification compliance review date: Jun 1, 2010  
 Revenue compliance review period: Jan 1, 2010 - Dec 31, 2010

**Legend:**  
 ✓ Currently in compliance and approved  
 ⚠ Will be non-compliant at next review date  
 ✗ Currently out of compliance  
 ★ Meets SVP criteria

**Partner contracts**  

Contract	Status	Expires
Software Value Initiative Contract		
Value Advantage Plus Contract		
Partner Plan		
Software Value Plus Contract		

**ELMI S.R.L.**  

		Reseller authorization groups			
		Lotus	Tivoli		
		Portal	Automation	EAM	Security & Compliance Mgt
Overall readiness status		⚠	✓	✓	✓
Certifications	Total	4S/0T	4S/0T	4S/0T	4S/0T
Value revenue ratio (SVI+VAP/Total Revenue)	%				
SVI Readiness	Status	✓	✓	✓	✓
VAP Solution	Status	✓	✓	✓	✓

**Language Support**  
 English, French, German, Italian, Spanish,  
 Brazilian Portuguese, Russian, Korean,  
 Simplified Chinese, Japanese



## 5. SVI “Ease of Use” Enhancements

### Enhanced B2B Tool - Excel Add-In

Fast entry for multiple opportunities



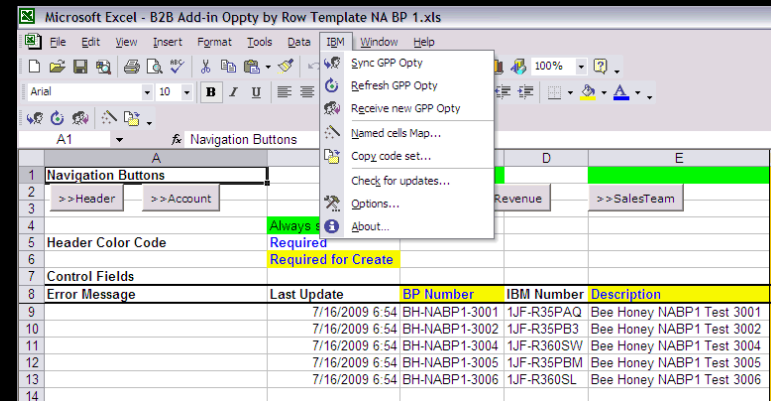
### Simplified Customer Opportunity Form

Eliminates redundant data requests

### Sales Documentation Wavier Limit Raised

Now \$100K in selected countries

### “2 Way Communication” Documentation Requirement Eliminated





# SVP 2.0: What's Coming....



New Business  
Partner Types

Partnering With  
Partners

Accreditation

Industry Certification



IBM Confidential



# 1. Software Value Plus 2.0

New Business Partner Types

Facility  
Manager

Hosting  
Partner

?

Partnering With Partners

- SVI teaming
- More local teaming events
- GPP teaming enhancements

Accreditation

AAA

+xx References

AA

10 References

A

5 References



# 1. SVP 2.0: Industry Certification

Today



**IBM Certification**

ISV Industry Framework Validation

Tomorrow



**IBM SVP  
Industry Certification**

Example:

External industry certifications  
Verified customer references  
Review board approval

## SWG Industry Certification Retreat

### What

- Review Proposals
- Provide Input
- Validate Plan

### When

- Impact, Las Vegas May 2010
- IOD, Rome May 2010



## Offers You Should Know About

### Business Partner Hosted Virtual Events for Demand Generation

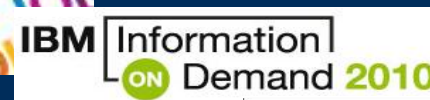


### Certification Testing Discounts

Impact: May 2 – 7 Las Vegas, NV

IOD EMEA: May 18 – 21 Rome, Italy

Innovate: June 6 – 10 Orlando, FL



### Free 1 Year LotusLive Account

[www.ibm.com/partnerworld/software/lotus](http://www.ibm.com/partnerworld/software/lotus)



### Free Web Content Syndication





# Extending Our Leadership With...

## Best Profit Model for Business Partners



Zero defects!



# Three Key Takeaways

3

- You Talk, We Act
- Skills Are The #1 Competitive Advantage
- IBM Software Most Profitable Vendor for You









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