



IBM Software Group

IBM Q1 Fast Start Co-Marketing

Teleconference for IBM Americas Software Business Partners

February 5 – 6, 2004



 business on demand software

Agenda

- 2004 IBM Software Marketing Programs . . . Peggy Hart
- 2004 Q1 Fast Start Co-Marketing . . . Shawn James
- Using Partner Plan . . . John Curran



2004 IBM Software Marketing Programs

February 5-6, 2004

Peggy Hart
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Middleware Buyer Behavior

- What drives middleware buying?



60% of the time, it's specific applications...

- How do customers buy?



65% of the time, it's cross-brand capabilities...

- What influences their decision?



80% of the time, it's solution providers...

What Partners Are Telling Us They Need

...and how we ENGAGE you in 2004

**Market
Opportunity**

Market Pull

**GTM
Assistance**

**Support and
Incentives**

Advertising Dollars +400% *

Demand Generation Dollars +50% *

Co-marketing Dollars +200%*

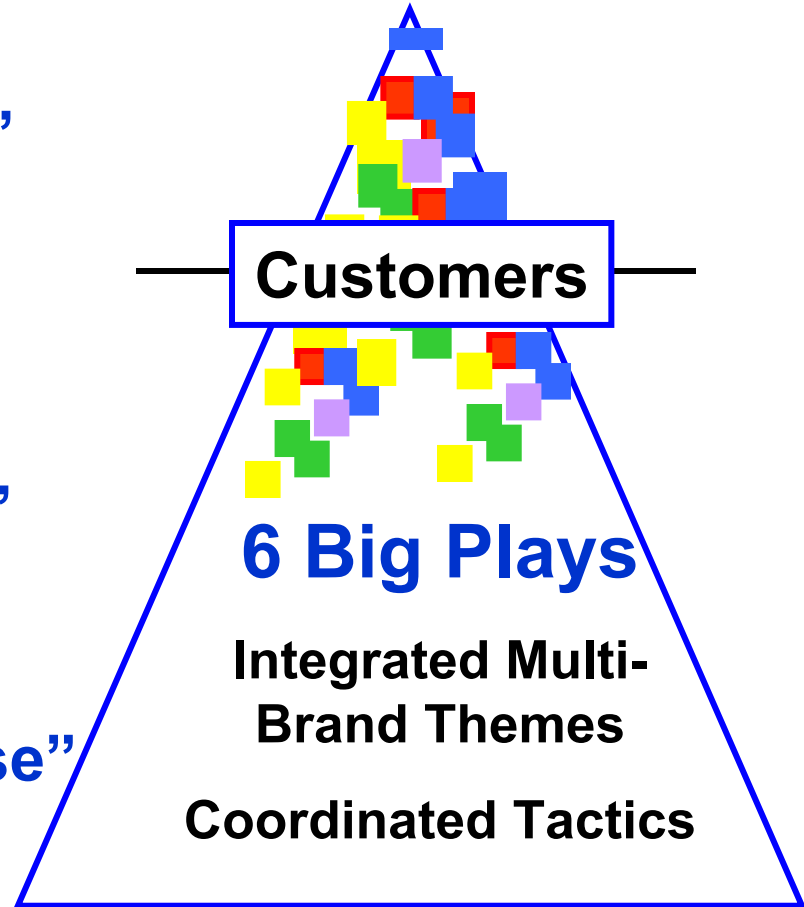
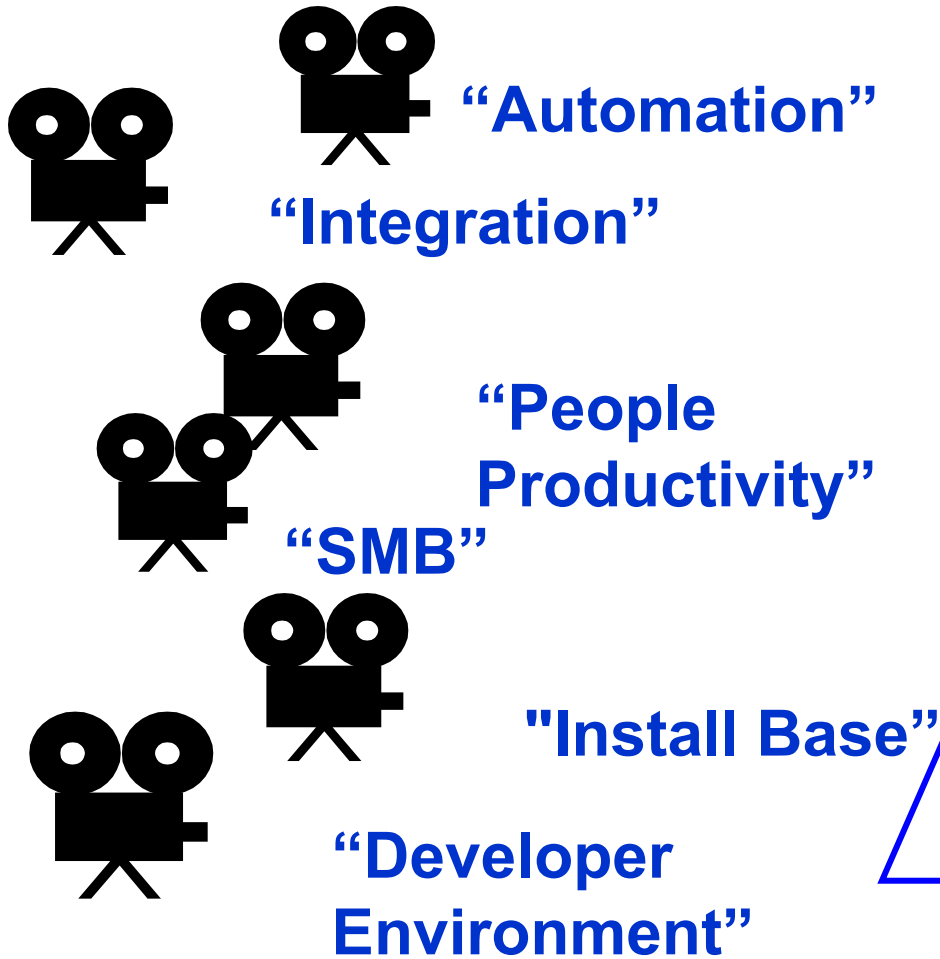
BP Marketing programs to build pipeline:

6 Big Plays

Industry and Solution Focused

* Worldwide

Demand Generation in 2004 - "Message Efficiency"



Middleware is Everywhere.

Can you see it?

Middleware is Everywhere. Can you see it?

1

2

3

4

5

KEY	MIDDLEWARE
1. Automatic overview of operation.	MIDDLEWARE makes the on demand world on demand. And Middleware is powerful IBM software like Tivoli, DB2 and WebSphere. Open, behind-the-glass technology that can integrate it all - IBM, Microsoft, Oracle. Problems are foreseen and solved before they occur. IT resources are directed to core business needs. Costs are reduced. It's automation. On demand. And it makes your customers happy. Very happy.
2. Automatic shipping of sale.	• business on demand. See it at ibm.com/middleware
3. Automatic password protection.	
4. Automatic updating of inventory.	
5. Automatic tracking of delivery.	



Midsize Business Customers

Each industry faces its own challenges

Retail



Automotive



Banking



**Consumer
Packaged Goods**



Electronics



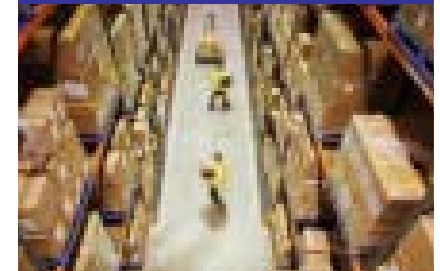
Financial Markets



Insurance



Wholesale



Midsize Business Customers

Each industry faces its own challenges

Retail



Supply Chain Integration

B2C e-commerce Management

Digital Media/Content Management

Customer Analytics

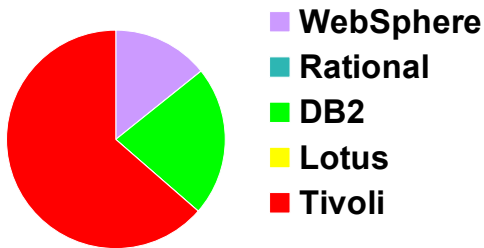
Wireless Inventory Management

On Demand “Big Play” Programs for 2004:

**Better use of assets,
improve availability,
resiliency, cost reduction**



Automation

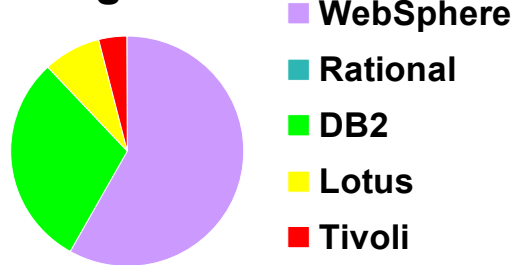


- System Availability
- IT Orchestration
- Optimization

**Info & application
access, mgmt &
collaboration**

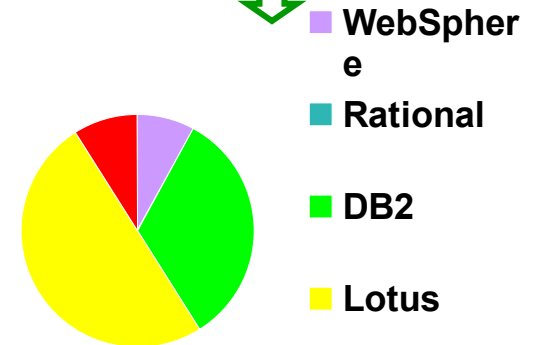


Integration



- Integrated operations
- Consolidated data view

**Connectivity &
collaboration -
anytime, anywhere,
from any device**



- Portal
- Content Mgmt
- Collaboration
- Messaging

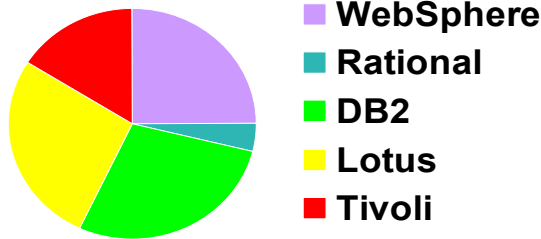


Other “Big Play” Programs for 2004:

**Growth & expansion,
regulatory compliance,
business pressures**



SMB

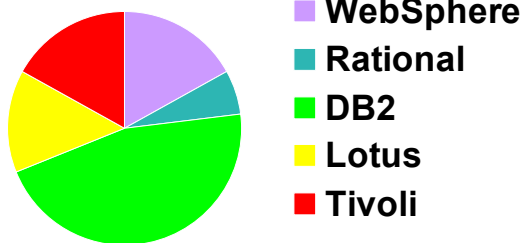


- Industry solutions**
- Delivered by BPs
 - Powered by Express

**Infrastructure &
app integration**



Install Base

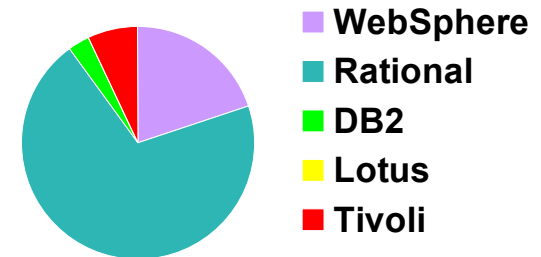


- Install base growth via cross selling/up selling
- Harmony pairs

**Developer productivity
& flexibility**



S/W Dev Platform



- Build, deploy & maintain quality software in less time
- Open source dev environment



Helping Grow Your Business

- Increased market awareness of IBM solutions for solving customer problems
- Focused, coordinated tactics to deliver the messages to the marketplace
- Packaged materials for you to use to leverage the IBM “air cover.”
- Co-marketing programs to assist you in delivering your message



2004 Q1 Fast Start Co-Marketing

February 5 -6, 2004

Shawn James
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skjames@us.ibm.com



2004 Q1 Fast Start Co-Marketing Program

- Q1 Fast Start Co-Marketing is a co-funded program to generate Q1 leads
- GET OFF TO FAST START – execute in Q1
- Invitation Only
- Focused on SMB



Program Details

- Eligible Partners – TCI OR VAP
 - TCI – 2003 SMB Revenue greater than \$50k software
 - VAP – 2003 SMB Revenue greater than \$50k software or 3 or more SMB transactions
- Criteria
 - Co Funded by Business Partner 50/50
 - Funded at \$2,500 maximum
 - Focus on SMB
 - Apply via PartnerPlan
- Deadlines:
 - Submit co-marketing application by February 29
 - Complete execution of tactic by March 31, 2004
 - Submit claim by May 30, 2004



Approved Tactics

- **Seminars and Events**
 - seminars, events, webinars, teleconferences, e-meetings, executive breakfast
- **Direct Marketing**
 - direct mail, advertising, web banners, e-mail
- **Multi-touch**
 - Combination of tactics into a single campaign (most effective)
- **Telemarketing**
 - Telemarketing campaigns, telemarketing invites and follow-up
- **Closing Events**
 - For select set of customers tied to a deal in final stages
 - In Innovation Center or IBM facility



Marketing agencies

- Looking for some professional help to develop and execute your marketing campaign? One of these marketing agencies may meet your needs. You are encouraged to use one of these agencies to get a quick start building a marketing campaign to increase your revenue pipeline.

<http://www.ibm.com/partnerworld/software>

Sign in and go to marketing agencies



Marketing agencies

The screenshot shows a Microsoft Internet Explorer browser window displaying the IBM PartnerWorld for Software Business Partner Zone website. The page is titled "Marketing resources" and "Marketing agencies".

Navigation and Search: The top of the page features the IBM logo, a search bar with the text "This site" and a "Search" button, and a navigation menu with links for "Home", "Products & services", "Support & downloads", and "My account".

Left Sidebar: A vertical sidebar on the left contains a "Select a country" dropdown, a "PartnerWorld for Software" link, and a "Business Partner Zone" section. Below this, there is a "Switch Location" section and a list of "Marketing resources" including:

- 2004 Marketing programs
- Market planning and research
- Campaigns
- 2004 Co-marketing funding
- 2003 Co-marketing funding
- Collateral and logos
- Channel communications
- Marketing training
- Marketing materials
- Connecting Business Partners
- IBM Start Now Family of Solutions
- 2004 Awards programs
- Marketing agencies

Main Content Area: The main content area is titled "Marketing agencies" and includes a "NEW" icon. The text reads: "Looking for some professional help to develop and execute your marketing campaign? One of these [marketing agencies](#) may meet your needs. You are encouraged to use one of these agencies to get a quick start building a marketing campaign to increase your revenue pipeline."

Right Sidebar: A "Shortcuts" section on the right lists several links:

- DB2 Information
- Management highlights
- Pervasive Computing Highlights
- Lotus Highlights
- Rational highlights
- Software Sales and Marketing Kits - United States
- Update your Business Partner Profile
- IBM PartnerWorld News: Software edition
- Subscribe to this newsletter and tailor it to your specific interests.
- Tivoli highlights
- IBM Start Now Solutions for e-business
- Download the NEW Selling Start Now Sales

Browser Status Bar: The bottom of the browser window shows a status bar with "Discussions not available on https://www-100.ibm.com/" and a "Local intranet" icon.



Support Materials

- At: <http://www.ibm.com/partnerworld/software/zone>
- Marketing materials/templates
 - Direct marketing: executive letter, e-mail, web copy
 - Telemarketing: sales training presentation, telescripts
 - Seminar solutions: invitation, welcome letter copy, customer presentations
- Marketing How-To Guides
 - Direct marketing, seminars and events, telemarketing



Marketing Calendar of Events:

<http://www.ibm.com/partnerworld/software/zone> >Mktg Resources >Mktg Planning

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Integration Email on Process Integration Sub theme - IT Mgrs. IBM.com/ Websphere	3 Integration Web Services on Wall Street Conference NYC IBM.com/events	4 IBM Rational Eclipse Con Conference Anaheim, CA IBM.com/rational	5 IBM Tivoli Product Launch Monitoring for Business Integration 5.2.1 IBM.com/Tivoli	6 People Productivity Direct Marketing Introduction – IT and LOB IBM.com/Lotus	7
8	9 Automation Direct Marketing Introduction to Automation - IT Specialist IBM.com/Tivoli	10 Integration Outbound Telemarketing Via Vendor to Banking Industry	11	12 Install Base Three Web Casts TBD - IT Mgrs.	13	14
15	16 IBM Rational Outbound Telemarketing To leads. IBM.com/rational	17	18 Automation Outbound Telemarketing Business Agility IT Specialists	19 IBM Lotus Product Launch Domino 6.5.1 IBM.com/Lotus	20	21
22	23 People Productivity Workplace Audio Conference IBM.com/events	24 IBM DB2 Product Launch Portlets II IBM.com/DB2	25	26 IBM Rational Product Launch Application Analyzer (new) IBM.com/rational	27 Install Base Direct Marketing High Propensity Security and IT IBM.com/DB2	28
29 PartnerWorld Conference 2/29 – 3/03 IBM.com/events						

Get Details On 2004 IBM Software Marketing Programs

- Special eMeeting on February 17, 2004
- Overview of 2004 IBM Software marketing programs:
 - what are the programs
 - why go-to-market this way
 - how will IBM execute the programs
 - what is the Business Partner opportunity
 - how do you participate
- Get eMeeting details by RSVP: kristi_schaffner@us.ibm.com by February 16, 2004



Using PartnerPlan to Execute Q1 Fast Start Co-marketing

February 5-6, 2004

John Curran

972-280-1230

jdcurra@us.ibm.com



Topics

- What is PartnerPlan Tool?
- What Do I Need for a PartnerPlan Session?
- Who Needs a PartnerPlan?
- What are the Benefits for a Business Partner?
- How is the PartnerPlan Tool Easier to Engage?
- How Do I Create A Co-Marketing Application?



What is the PartnerPlan Tool?

- PartnerPlan is an IBM process for managing, communicating and documenting a business partner's end-to-end business plan to achieve revenue objectives
- PartnerPlan tool has 2 planning templates:
 - PartnerPlan – New 1-page template
 - PartnerPlan Pro – Robust multi-page template



PartnerPlan or PartnerPlan Pro

- **PartnerPlan:**
 - Simple 1-page template to set revenue objectives and collect profile data
 - Available for all IBM Software Partners
 - Leverage when Partner is targeting to install base to grow software revenue
 - Leverage with software-only partners and/or simple solutions
- **PartnerPlan Pro:**
 - More robust multi-page plan template
 - Basis for jointly-developed solutions – oriented business plan for partners who have a solution with 1 or more IBM products
 - Use when Partner is targeting net new customers and new markets
 - Use when Partner has coverage from more than 1 IBM business unit (software, hardware, services)



Who Needs a PartnerPlan?

- All TCI and VAP Business Partners
- Any Business Partner eligible for IBM Software Co-Marketing Funds



What are the Benefits for a Business Partner?

- Increased revenue
- Clear picture of IBM support and programs
- Regular reviews and access to ensure good communication and action
- All business planning in 1 document
- Create co-marketing applications
- Driving end-to-end marketing activities to increase pipeline



How is PartnerPlan Tool Easier to Engage?

- New V. 10 1-page, easier-to-use template
- Access PartnerPlan via the Internet
- Quick links to the IBM Software co-marketing program, offering and co-marketing application



How Do I Create A Co-Marketing Application?

- Find PartnerPlan Tool on PartnerWorld web site
- Enter Your PartnerPlan
- Clear other team members (if necessary)
- Open co-marketing application
- Complete and submit co-marketing application



Where Do I Find PartnerPlan?

The screenshot shows the IBM PartnerWorld website interface. At the top, there is a search bar with a dropdown menu set to 'PartnerWorld' and a 'Search' button. Below the search bar is a navigation menu with links for 'Home', 'Products & services', 'Support & downloads', and 'My account'. A sidebar on the left contains a 'Select a country' dropdown and a list of resource categories: Selling resources, Marketing resources, Products and technologies, Technical resources and support, Training and certification, Order and track products, Events and conferences, News and newsletters, PartnerWorld membership, and Contact PartnerWorld. The main content area features a 'PartnerWorld' logo and a list of articles, including 'Register today to attend PartnerWorld 2004', 'SSM for Business Partners', and 'e-business on demand assessment tools'. A 'Previous articles' link is also present. Below the articles is a section for 'About PartnerWorld membership' with links for 'Join to become an IBM Business Partner', 'IDs and passwords', 'Benefits', 'Update your profile', and 'Welcome new systems Business Partners'. A 'Shortcuts' section provides a categorized list of resources: Selling and marketing (Campaign Designer, Lead management, PartnerPlan, Collateral and logos), Technical resources (Configurators, Online Technical Request, Technical support, Developer resources, IBM Redbooks), Products and technologies (Announcement letters, Downloads, Hardware orders and status, PC Catalog, Server discounts), and Other resources (IBM forms, Value Packages and Options, Education reimbursements, Certifications, Small and Medium Business Advantage). On the right side, there are additional navigation elements: 'Work with Business Partners' with links to 'Find an IBM Business Partner' and 'Find a solution', a 'Team with other Business Partners' link, another 'Select a country' dropdown, and an 'SMB overview' dropdown. At the bottom right, there is a promotional banner for 'PartnerWorld 2004' in Las Vegas, featuring a 'WELCOME to LAS VEGAS' sign and the dates 'Feb 29 - Mar 3', with a 'Register Today!' link.

What Do I See Entering PartnerPlan?

PartnerPlan welcomes, Joe Stapleton.

PartnerPlan is IBM's process for creating a joint marketing plan with an IBM Business Partner. It has one overriding objective, and that is to generate incremental revenue. PartnerPlans are always created from the Business Partner's point of view.

PartnerPlan works by...

1. Establishing a revenue objective target we want to achieve.
2. Developing a solid marketing plan for achieving the objective.
3. Implementing the marketing plan and measuring the results.

The IBM PartnerPlan tool is designed to keep the team focused, foster collaboration, and link to the major IBM Marketing Programs. To ensure results, a progress meeting is held once a month to review the status of the PartnerPlan see that it is on schedule, within budget, and bringing in the expected revenue.

Once again, welcome to PartnerPlan.

PartnerPlan Version 10.30 Copyright (c) 1997-2003, International Business Machines Corp. All Rights Reserved

What is the View of My PartnerPlan?

IBM®

View PartnerPlans

- o Home Page
- o Setup/Education
- o Create PartnerPlan
- o View PartnerPlans
- o Help

A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |

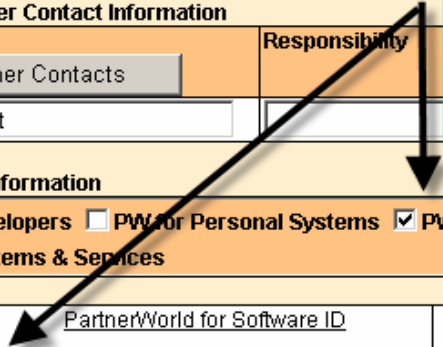
Refresh ← Previous Next →

- ▶ [-1 Danielburg Data \[Pro\]](#)
- ▼ [-2 Danielburg Data V10](#)
 - [SWG Co-Marketing Application: eCRM xPERT -](#)
 - [SWG Co-Marketing Application: Software Sales seminar 6 cities Software Sales seminar 6 cities -](#)
- ▶ [007 Dave's Test \[Pro\]](#)
- ▶ [Curtis Consulting co. \(Test by Curt\)](#)
- ▶ [Danielburg Data \(CH:Draft\) \[Pro\]](#)
- ▶ [Danielburg Data \(CH:Draft\) - *** Copy *** \[Pro\]](#)
- ▶ [Danielburg Data \(Training Sample\) \[Pro\]](#)
- ▶ [Danielburg Data \(Training Sample\) - 2004 \[Pro\]](#)
- ▶ [Danielburg Data *\(CH:Curran\)* 2003 \[Pro\]](#)
- ▶ [Foresight Technology Group & Guide Technologies \[Pro\]](#)
- ▶ [PartnerName](#)
- ▶ [Test for Jan](#)
- ▶ [Viaduk-Telecom SW Part II, 2003 \[Pro\]](#)
- ▶ [Viaduk-Telecom \(SW - 2004\) \[Pro\]](#)

Where Do I Put Our PWSW ID Information?

Save	Delete	Close				
End Date	12/30/2003	Alison Windsor	44-1582-462266	IBM Software	Americas - South	Americas
Business Partner Company Information						
*Company Name (Full legal firm name)			BP's Home Page URL			
-2 Danielburg Data V10			www.danielburg.com			
*Primary BP Type		Second BP Type		Third BP Type		
IBM HW Reseller		IBM SW Reseller		Independent Software Vendor (ISV)		
Street Address		City	Province/State	Postal Code/Zip	*Country	
Elbstrasse 23		Hamburg			Germany	
Business Partner Contact Information						
*Name Show Other Contacts		Responsibility	First Phone	Second Phone	Email	
Dieter Schmidt			5291871		dieter.schmidt@dd.com	
PartnerWorld Information						
<input type="checkbox"/> PW for Developers <input type="checkbox"/> PW for Personal Systems <input checked="" type="checkbox"/> PW for Software <input type="checkbox"/> PW for Systems & Services			Enter your PartnerWorld Community ID. For example PartnerRewards ID in Systems & Services.			
Reset	PartnerWorld for Software ID	PartnerWorld Level	Date Level Attained	Renewal Date		
	C4XJKKB	Premier	01/01/2004	07/02/2004		

PWSW ID is required for an application to be processed



How Do I Add Team Members to View My PartnerPlan?

5. Access Control

Overall PartnerPlan Ownership

PartnerPlan Owner	Owner's Manager	Owner's Second Line Mgr	Owner's Manager Override	Reason for Override
John Curran/Dallas/IBM	*Manager Overriden Thomas	Scott	CN=Curt Hoopingarner/OU=Atlanta/O=IBM	test
	*<-Owner's I			*Manager overridden by Curt Hoopingarner/Atlanta/IBM on 12/18/2002 9:02:25 PM

Team Member Access

Here you state who has access to your PartnerPlan. Confidential. Only individuals specified by the PartnerPlan can be added.

Enter the names of others who should have access to your PartnerPlan.

Team Members	Email Address
Ginger Merkle/Raleigh/IBM	
Ciro Falanga/ITW421086	
Joe Stapleton/USM919191	
Ginger Merkle/Raleigh/IBM	
Ciro Falanga/ITW421086	
Joe Stapleton/USM919191	

Team Member Access -- Web Page Dialog

1. Team Member:

2. Team Member Email:

3. Business Unit: ->Select Business Unit<-

4. Access Right: Read and Edit Read Only

5. Create Action Plan and Solution & Revenue pages? Yes No

http://d03bpi07.partner.boulder.ibm.com/src/partpl Internet

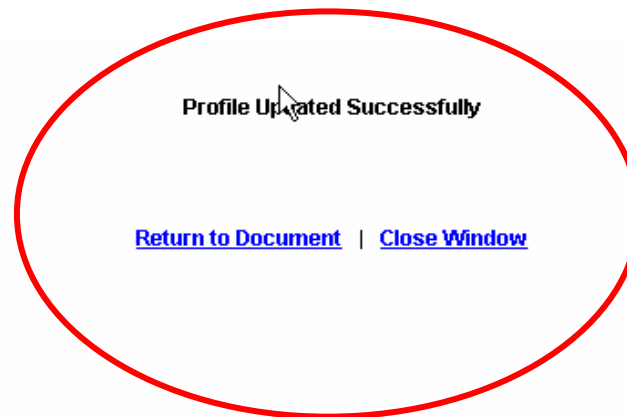
Funding Program Approval Status*

Partner	Edit Rights	Create Pages?
	Edit	No
	Edit	No
	Edit	No
	Edit	No
	Edit	No
	Edit	No



How Do I Know I Successfully Added Team Members?

This is the updated screen once completed



What is the View of My Co-Marketing Application?

Edit

Close

-2 Danielburg Data V10

Software Group Co-Marketing Application Form - eCRM xPERT

1. Basic Information

Client Representative Information Required fields marked with red *. Click on [blue field labels](#) for more information.

Start Date	01/06/2003	*Rep Name (i.e, John Doe)		Rep Phone-external		*Business Unit		*Region		Geography	
End Date	12/30/2003	Alison Windsor		44-1582-462266		IBM Software		Americas - South		Americas	

Business Partner Company Information

*Company Name (Full legal firm name)		BP's Home Page URL	
-2 Danielburg Data V10		www.danielburg.com	

*Primary BP Type	Second BP Type	Third BP Type
IBM HW Reseller	IBM SW Reseller	Independent Software Vendor (ISV)

Street Address	City	Province/State	Postal Code/Zip	*Country
Elbstrasse 23	Hamburg			Germany

Business Partner Contact Information

*Name	Responsibility	Phone	Second Phone	Email
Show Other Contacts				
Dieter Schmidt		0049 40 5291871		dieter.schmidt@dd.com

PartnerWorld Information

	Enter your PartnerWorld Community ID. For example PartnerRewards ID in Systems & Services.
--	--



You Complete All Fields of Co-Marketing Application and Submit

PW for Developers
 PW for Personal Systems
 PW for Software
 Enter your PartnerWorld Community ID. For example PartnerRewards ID in Systems

-2 Danielburg Data V

Note all fields below **MUST** be complete to submit this form. (You can save a form in progress.)

Application Submitted by:

* Product Name	* Phone	* EMail
<input type="text"/>	<input type="text"/>	<input type="text"/>

Funding Information (US Dollars) *Are you applying for the Linux Software Incentive? Yes No

* Funding Source	* Total Expense for Activity/Event	* Maximum IBM Reimbursement	* SW Revenue expected as a result of the activity/event
----	\$15,000	\$10,000	\$5,000,000

Activity/Event Information

* Product Name	* Type of Activity/Event	* Location of Activity/Event
----	n.a.	<input type="text"/>
* Starting Date =>	<input type="text"/>	* Ending Date =>
		<input type="text"/>
* What will the "call to action be"?	* Estimated size of Audience or Mailing	<input type="text"/>
* Executive Assessments? <input type="radio"/> Yes <input type="radio"/> No	* Estimated number of Responses	<input type="text"/>
* Innovattion Center? <input type="radio"/> Yes <input checked="" type="radio"/> No	* Estimated number of leads	250
* Other? Describe: <input type="text"/>		

Business Case

* What is the objective of this Activity/Event?	<input type="text"/>
* How does this fit into your overall Marketing Plan?	<input type="text"/>

* All fields must be completed in order to save this form.



Where Can I Find Help In PartnerPlan?

The screenshot shows the IBM PartnerPlan help interface. On the left is a blue navigation sidebar with the IBM logo and a 'Help' section containing links: Home Page, Setup/Education, Create PartnerPlan, View PartnerPlans, and Help. The main content area has a yellow background. At the top, it says 'For telephone support call.' followed by phone numbers for Americas (800-426-9990) and EMEA (44-1256-344500). Below this is a list of help topics, each preceded by a blue triangle icon: SUPPORT, GET STARTED, GET ACCESS, CREATE PARTNERPLANS, FIX PROBLEMS, FUNDING PROGRAMS AND PROCESSES, MANAGER'S PAGE AND VIEWS, PARTNERPLAN ON THE WEB FOR BPs, PARTNERPLAN RELEASE INFORMATION, and FIND OLD BULLETINS. A green callout box with white text points to the 'SUPPORT' and 'GET STARTED' items, containing the text: 'Help Screen in PartnerPlan with Phone Number and Built in Help support'. At the bottom, there is a feedback prompt: 'Did you get an answer to your question? Let us know if help is working for you. ->' followed by a small icon.

Next Steps

- Meet with your IBM Business Partner Rep to plan a demand generation activity
- Submit co-marketing application to utilize Fast Start Co-marketing Funds
- Execute demand generation activity

