IBM Software Group

IBM Q1 Fast Start Co-Marketing

Teleconference for IBM Americas Software Business Partners

February 5 – 6, 2004

e business on demand software

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Agenda

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

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2004 IBM Software Marketing Programs

February 5-6, 2004

Peggy Hart
512-286-2198
peghart@us.ibm.com

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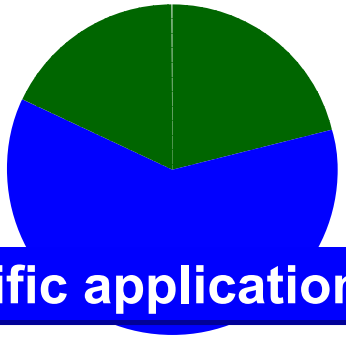
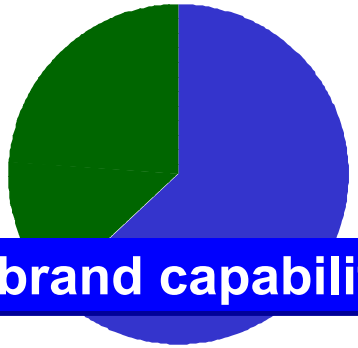
Middleware Buyer Behavior

- What drives middleware buying?



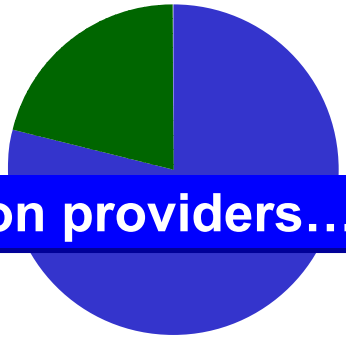
60% of the time, it's specific applications…

- 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…

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What Partners Are Telling Us They Need

…and how we ENGAGE you in 2004

* Worldwide

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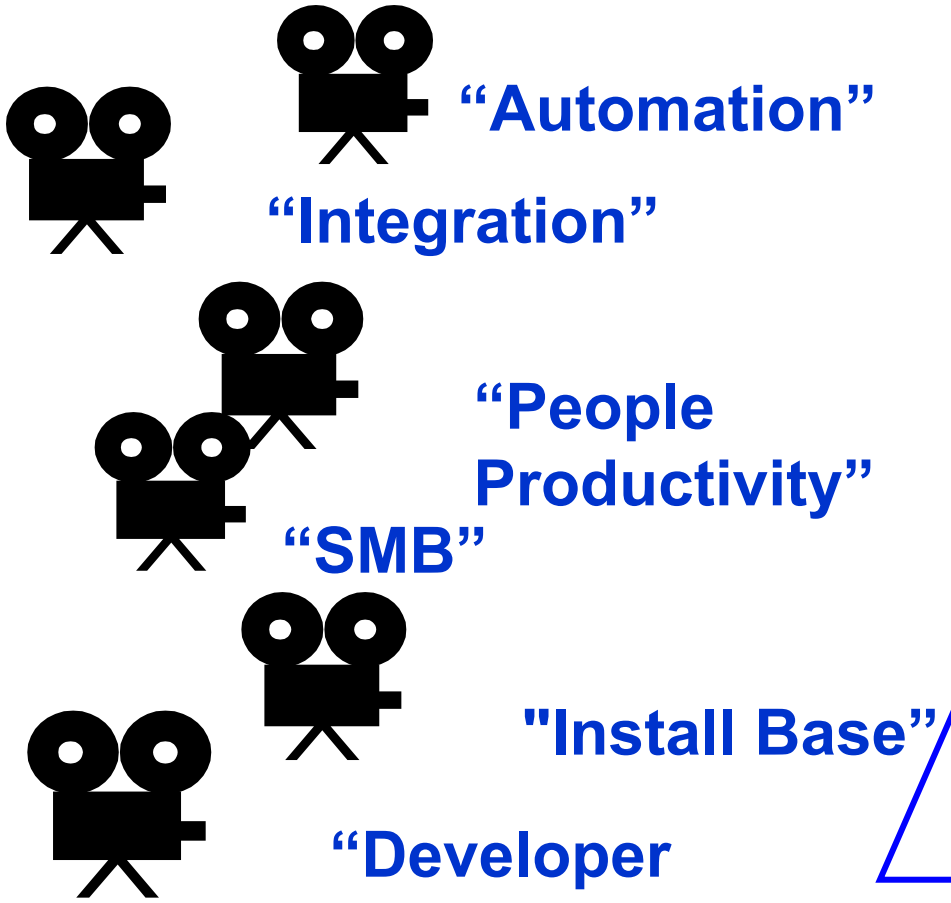
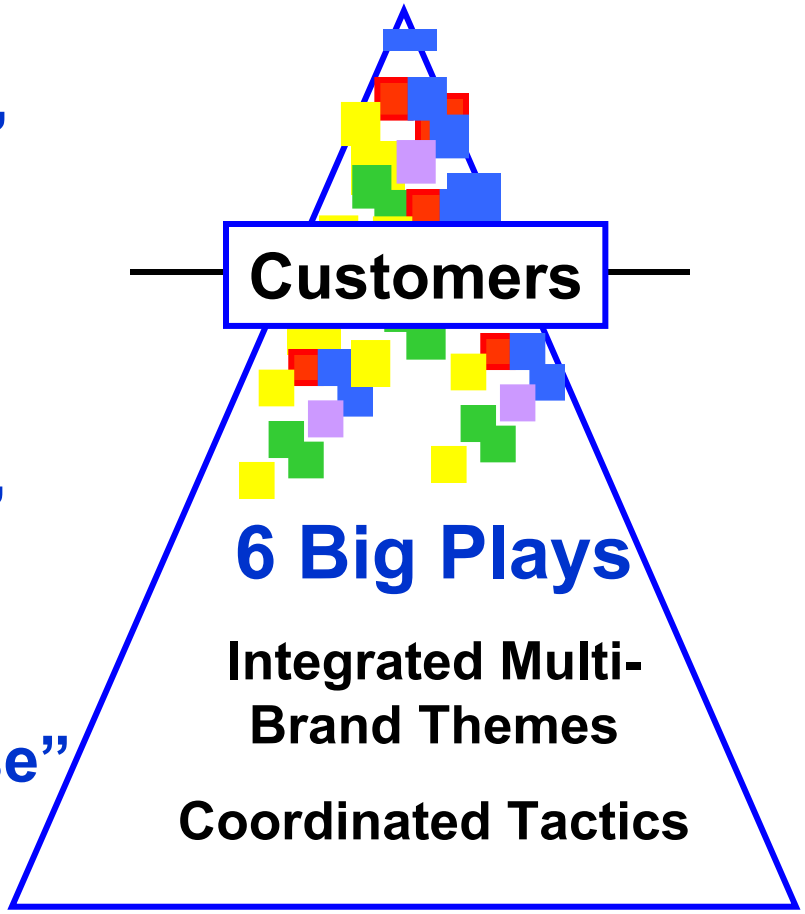
Demand Generation in 2004 -"Message Efficiency"





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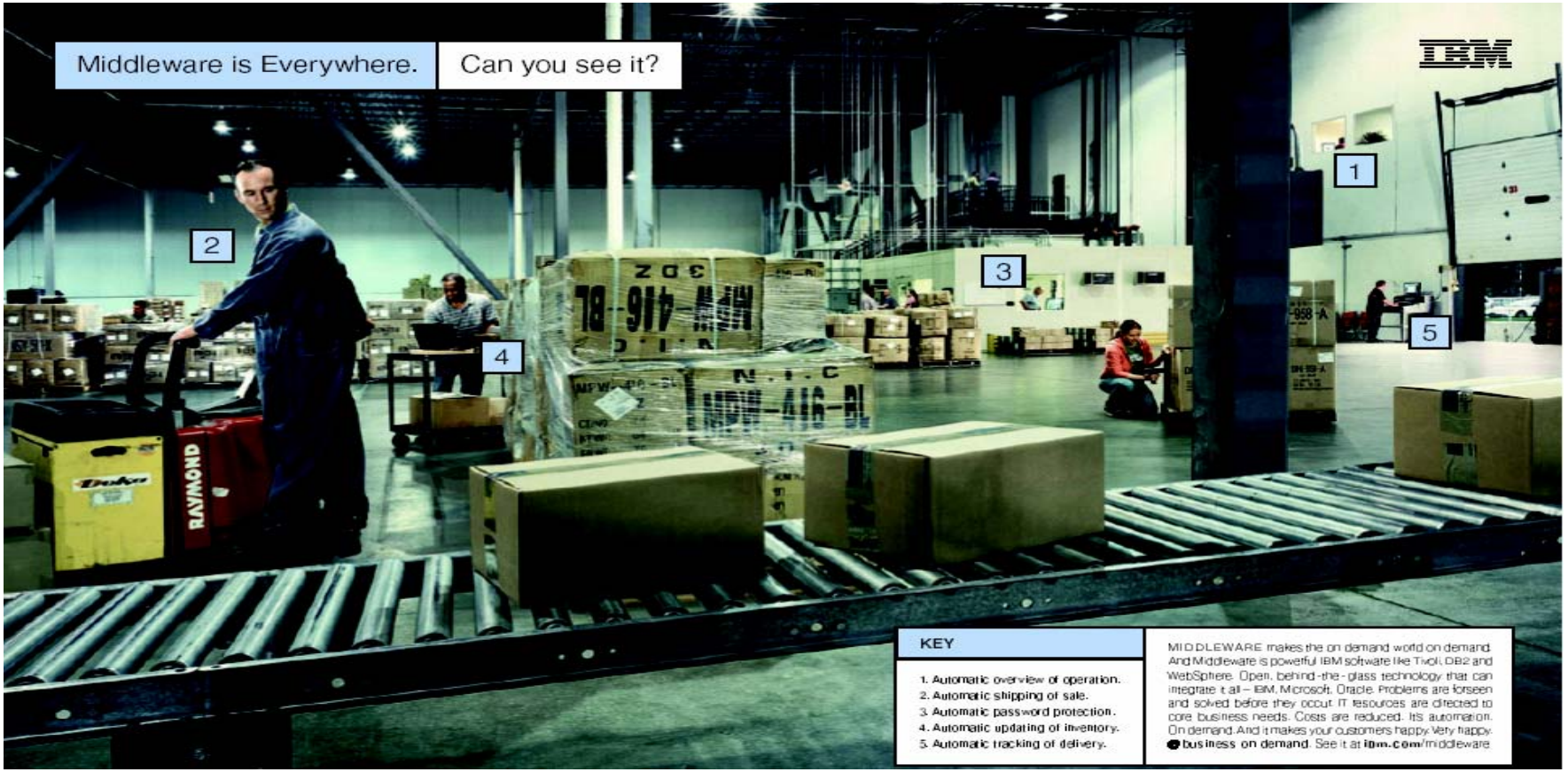
Middleware is Everywhere. Can you see it?



Midsize Business Customers

Each industry faces its own challenges

Retail

Automotive

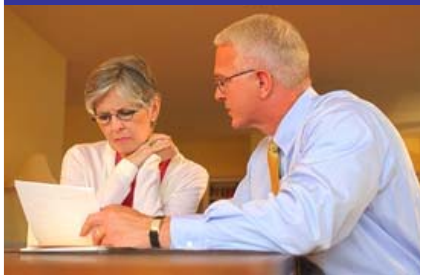
Banking

Consumer Packaged Goods

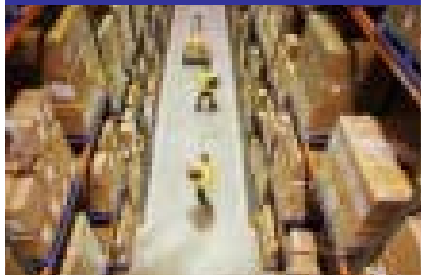
Electronics

Financial Markets

Insurance



Wholesale



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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**

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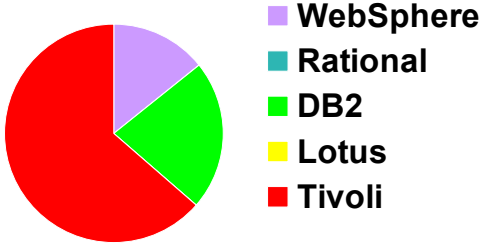
On Demand "Big Play" Programs for 2004:

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

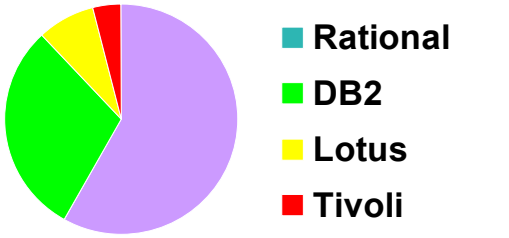
Automation



- System Availability
- IT Orchestration
- Optimization

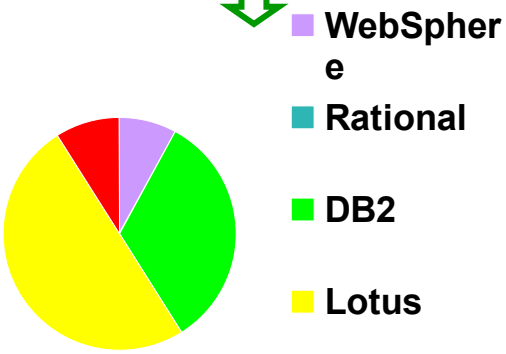
Info & application access, mgmt & collaboration

Integration



- Integrated operations
- Consolidated data view

Connectivity & collaboration - anytime, anywhere, from any device



- Portal
- Content Mgmt
- Collaboration
- Messaging

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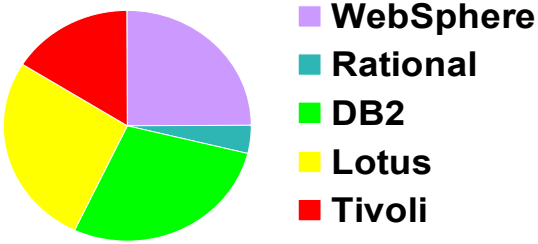
Other "Big Play" Programs for 2004:

Growth & expansion, regulatory compliance, business pressures

SMB

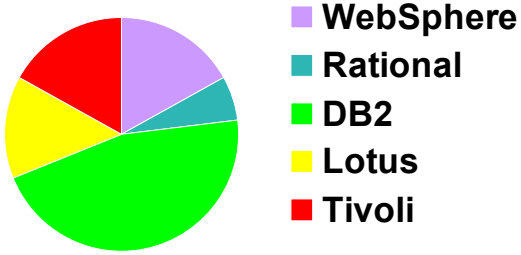


Industry solutions

- Delivered by BPs
- Powered by Express

Infrastructure & app integration

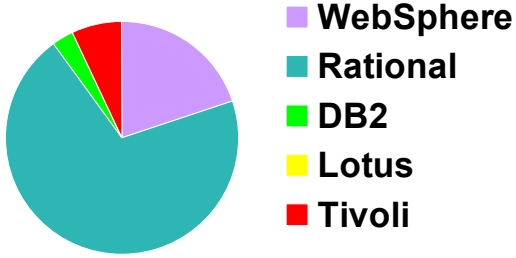
Install Base



- 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

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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

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2004 Q1 Fast Start Co-Marketing

February 5 -6, 2004

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skjames@us.ibm.com

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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

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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

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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

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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

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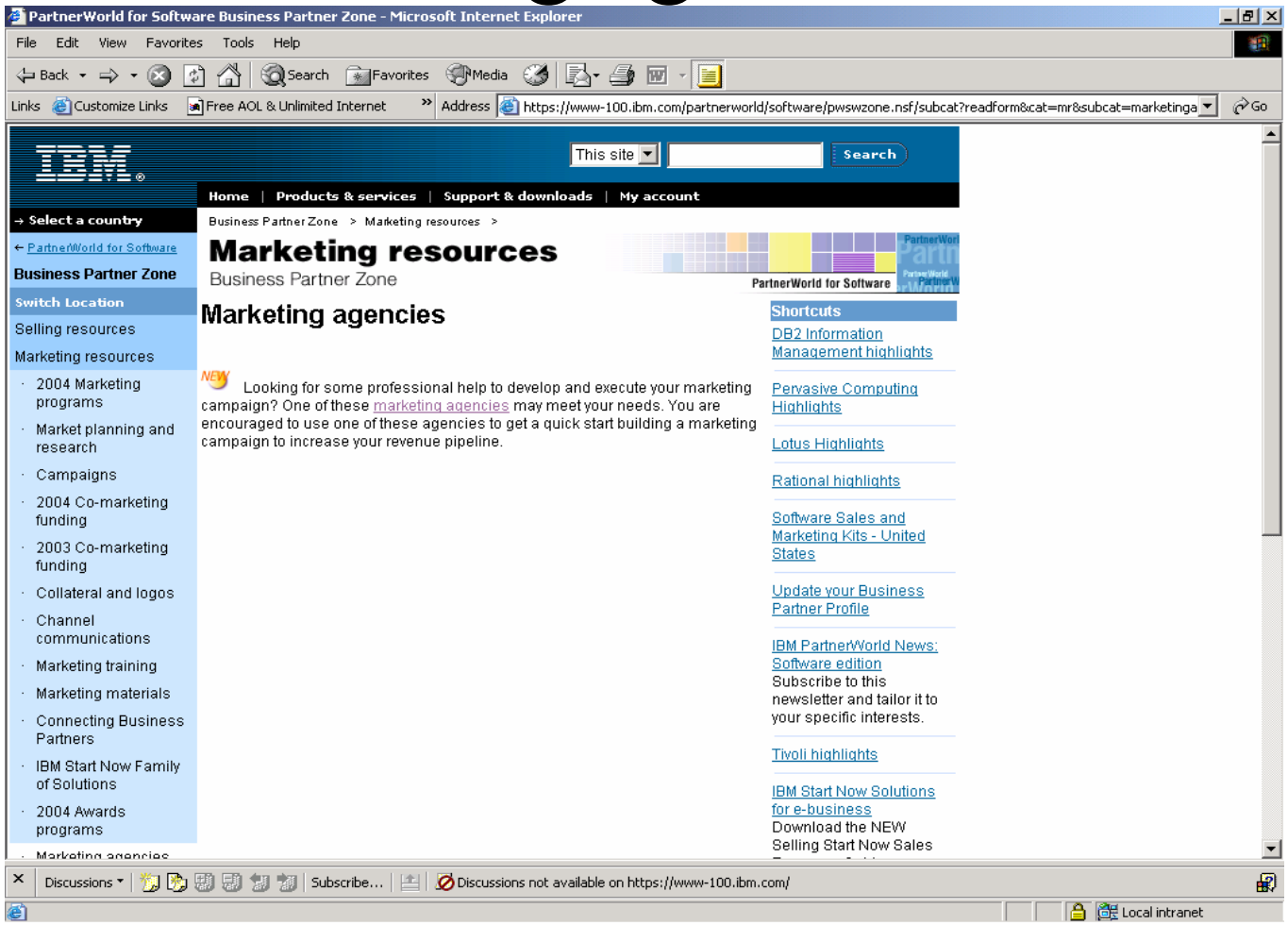
Marketing agencies



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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

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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						

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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

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Using PartnerPlan to Execute Q1 Fast Start Co-marketing

February 5-6, 2004

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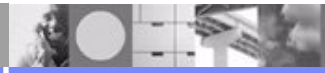
972-280-1230
jdcurra@us.ibm.com



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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?

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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

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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)

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Who Needs a PartnerPlan?

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

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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

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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

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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

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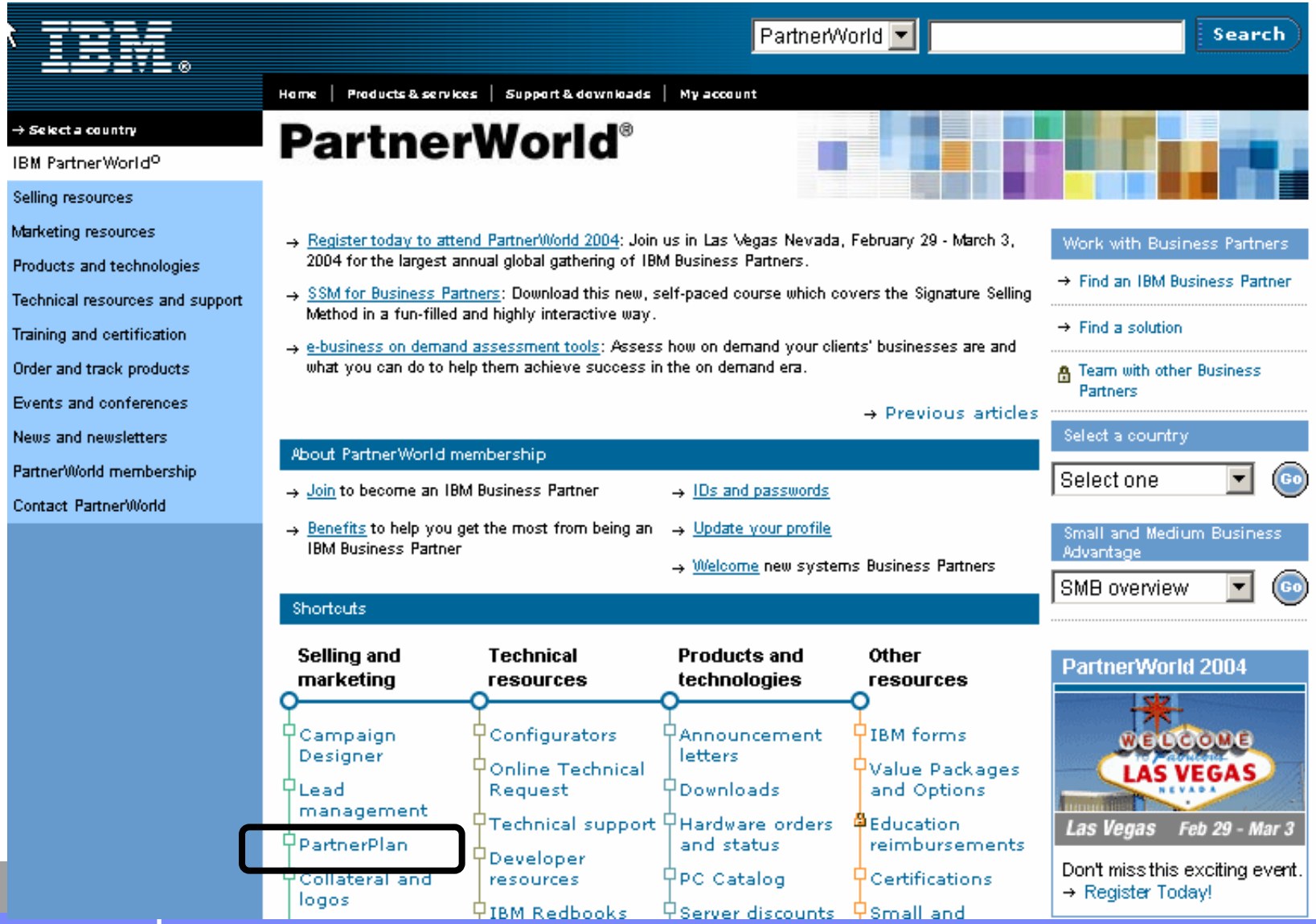
Where Do I Find PartnerPlan?



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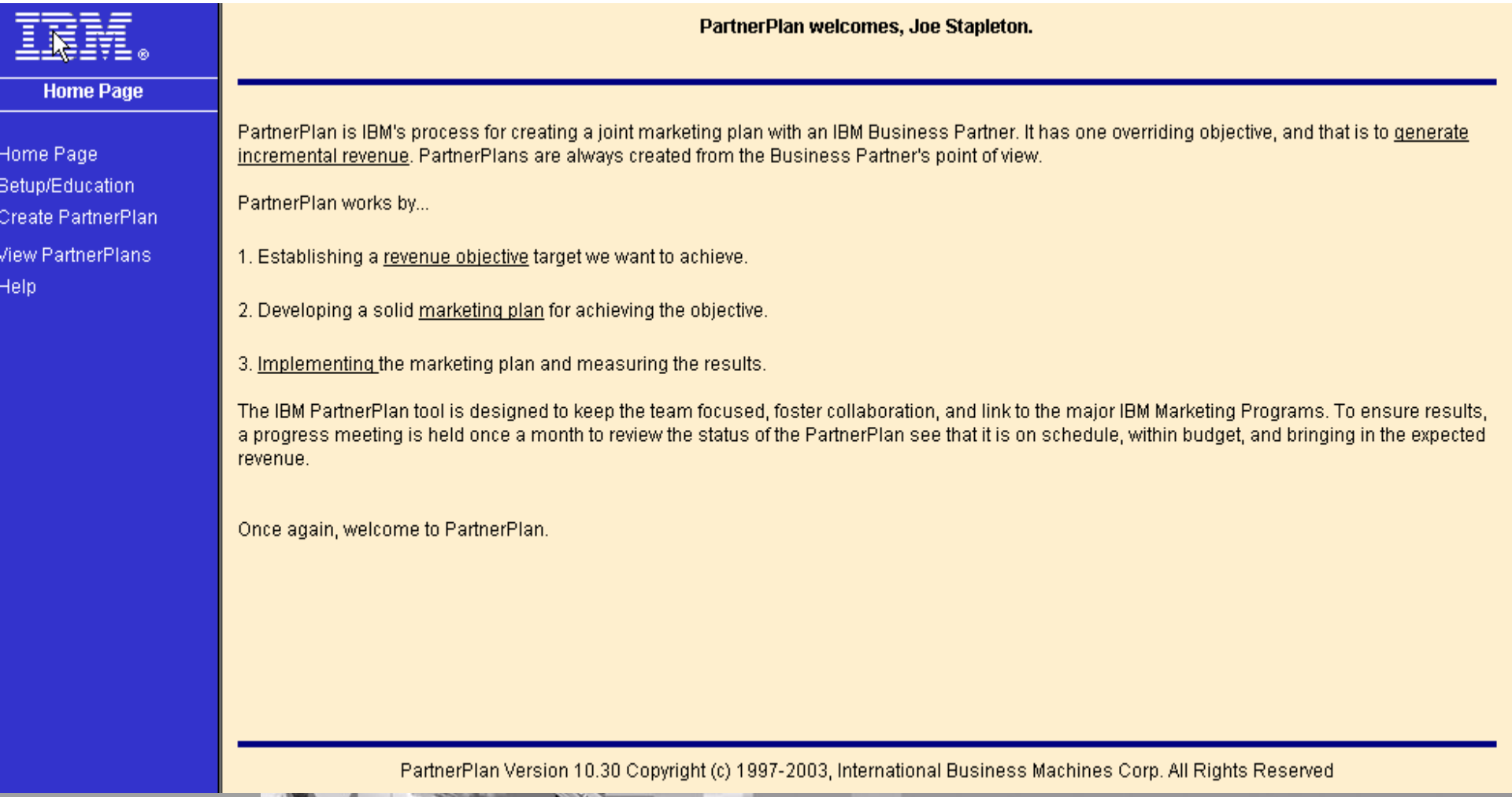
What Do I See Entering PartnerPlan?



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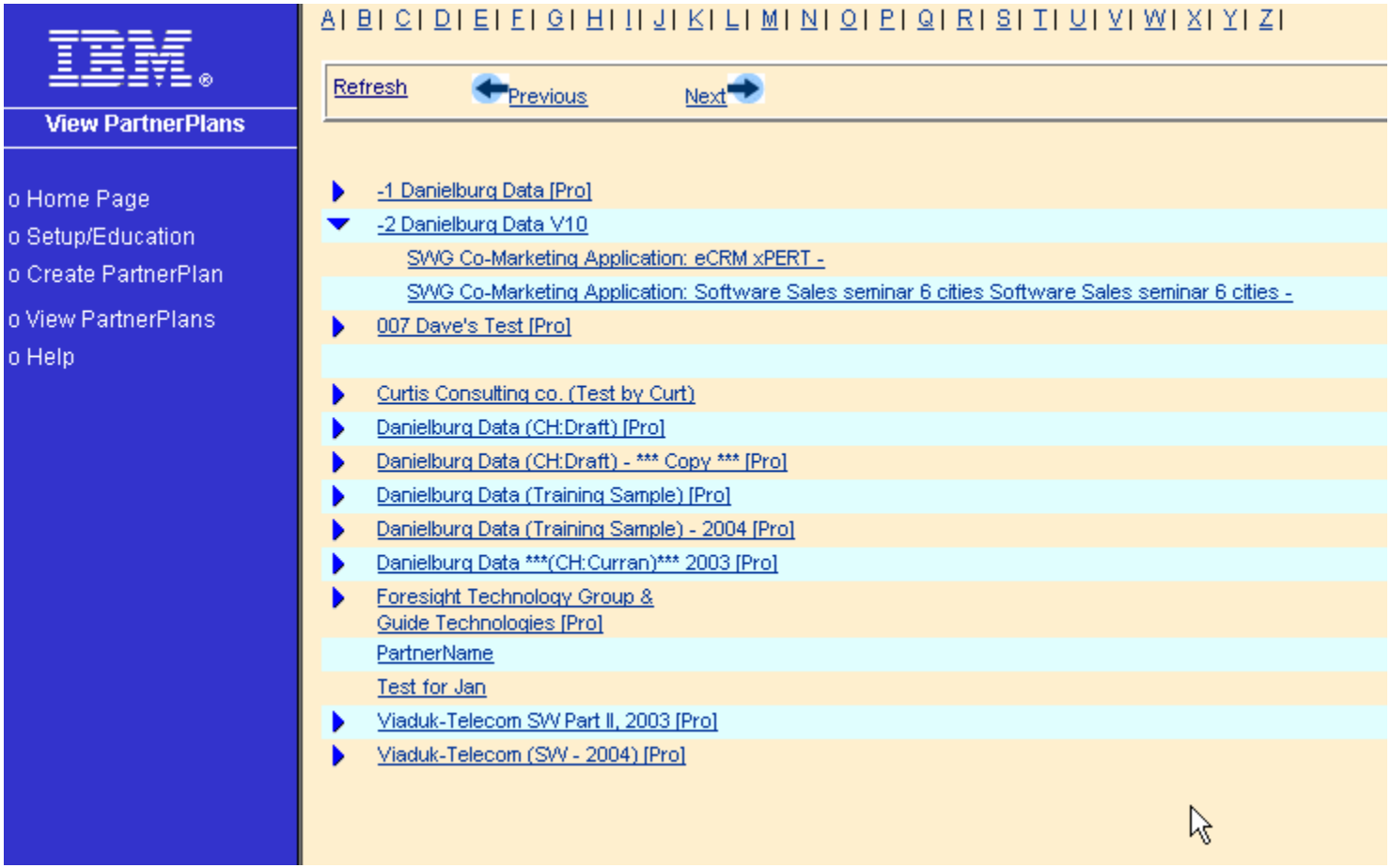
What is the View of My PartnerPlan?



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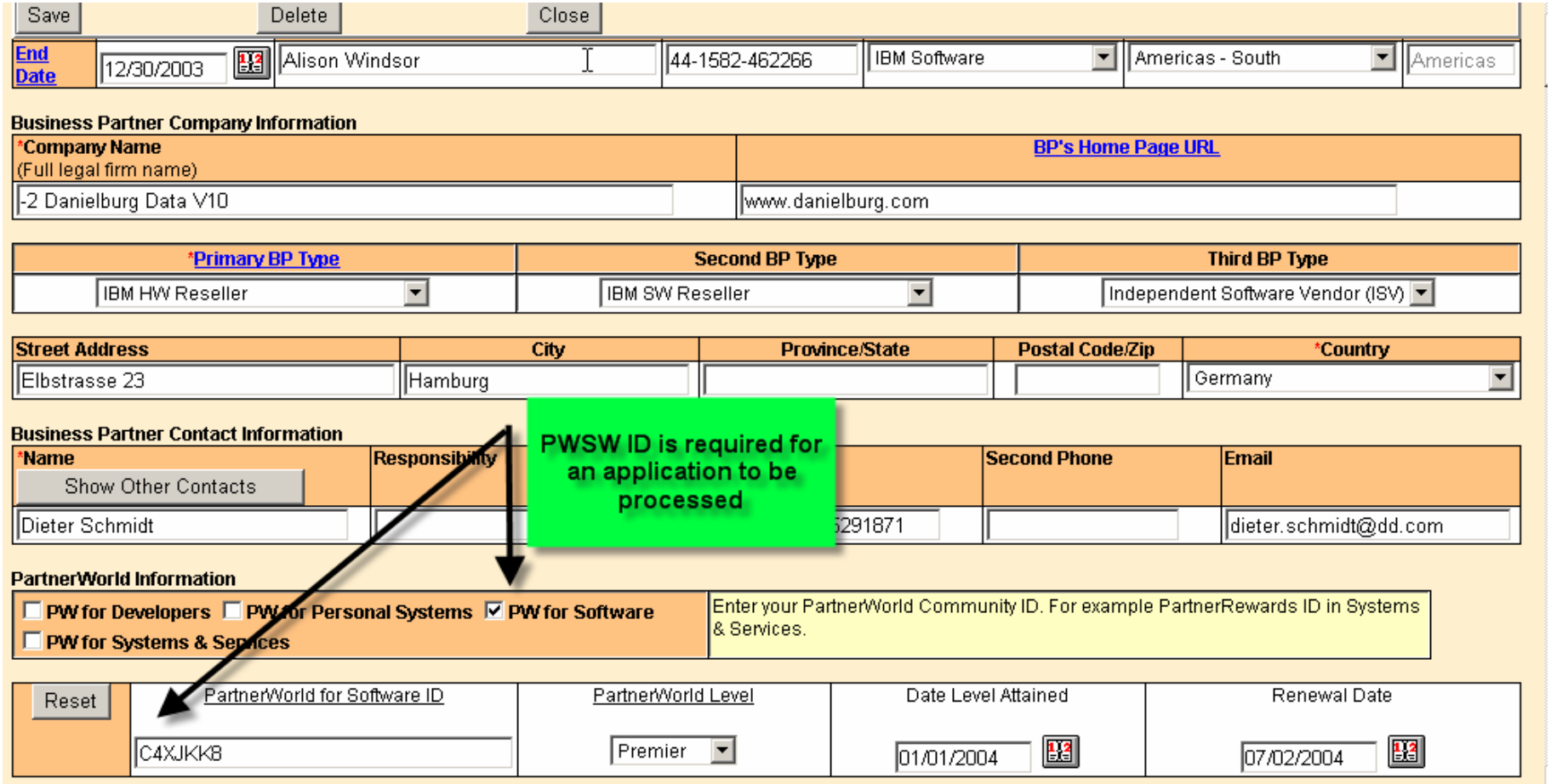
Where Do I Put Our PWSW ID Information?



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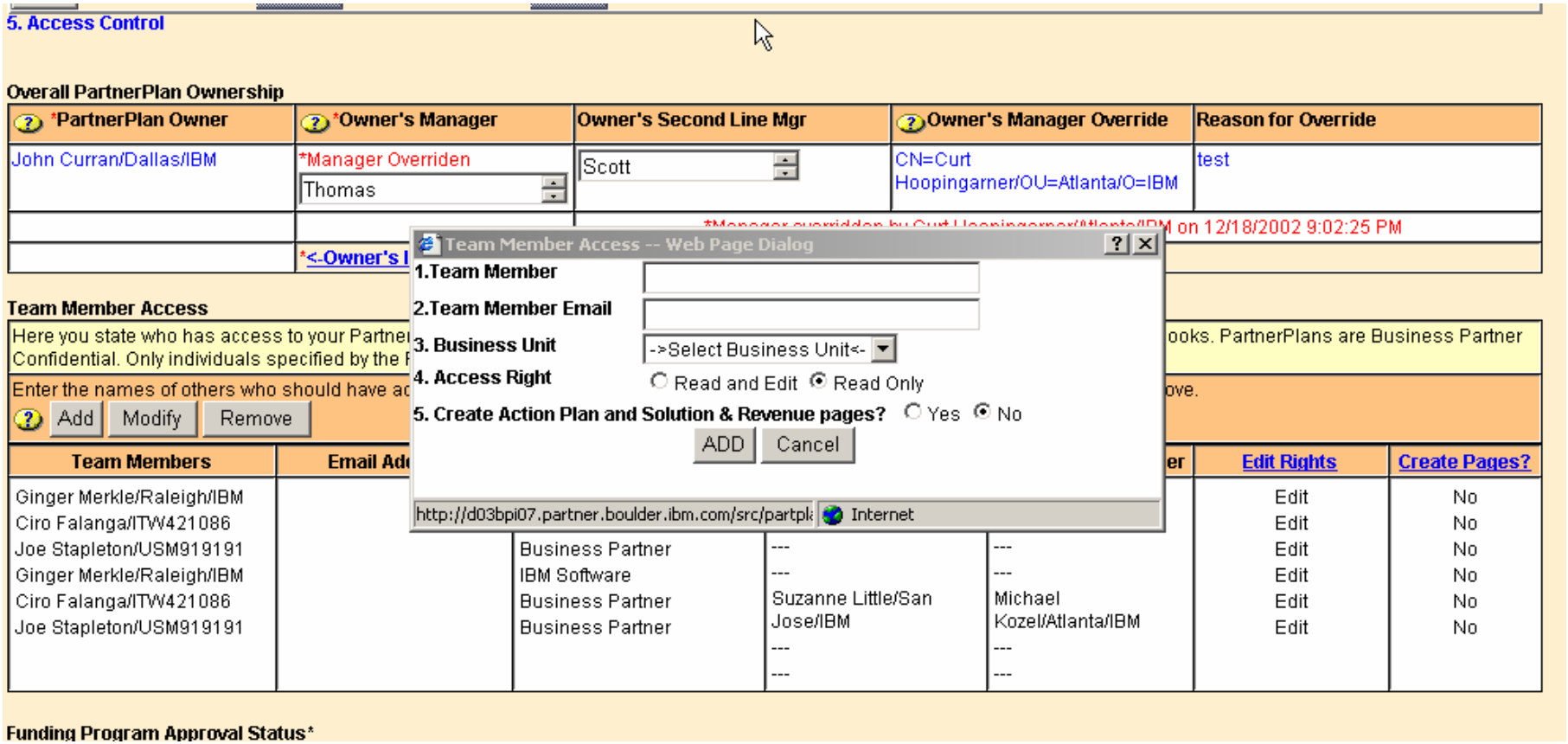
How Do I Add Team Members to View My PartnerPlan?



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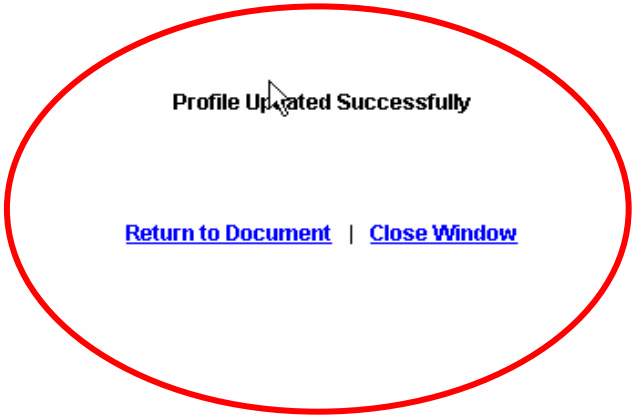
How Do I Know I Successfully Added Team Members?

This is the updated screen once completed



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

PartnerWorld Information

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

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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

Save | Submit | Delete | Close | -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

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.		
* Starting Date =>		* Ending Date =>	
* What will the "call to action be"?		* Estimated size of Audience or Mailing	
* Executive Assessments? ○ Yes ○ No		* Estimated number of Responses	
* Innovattion Center? ○ Yes ◉ No		* Estimated number of leads	250
* Other? Describe:			

Business Case

* What is the objective of this Activity/Event?	
* How does this fit into your overall Marketing Plan?	

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

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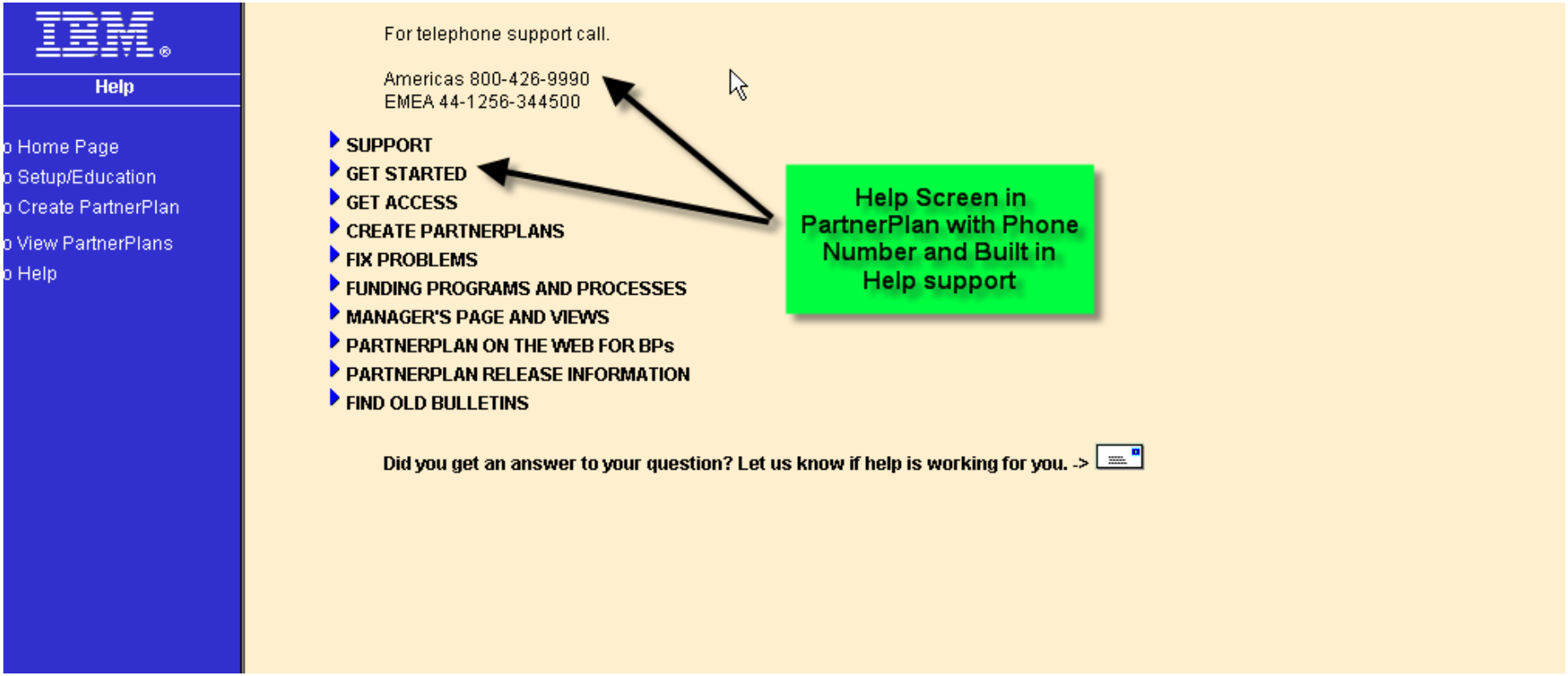
Where Can I Find Help In PartnerPlan?



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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

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