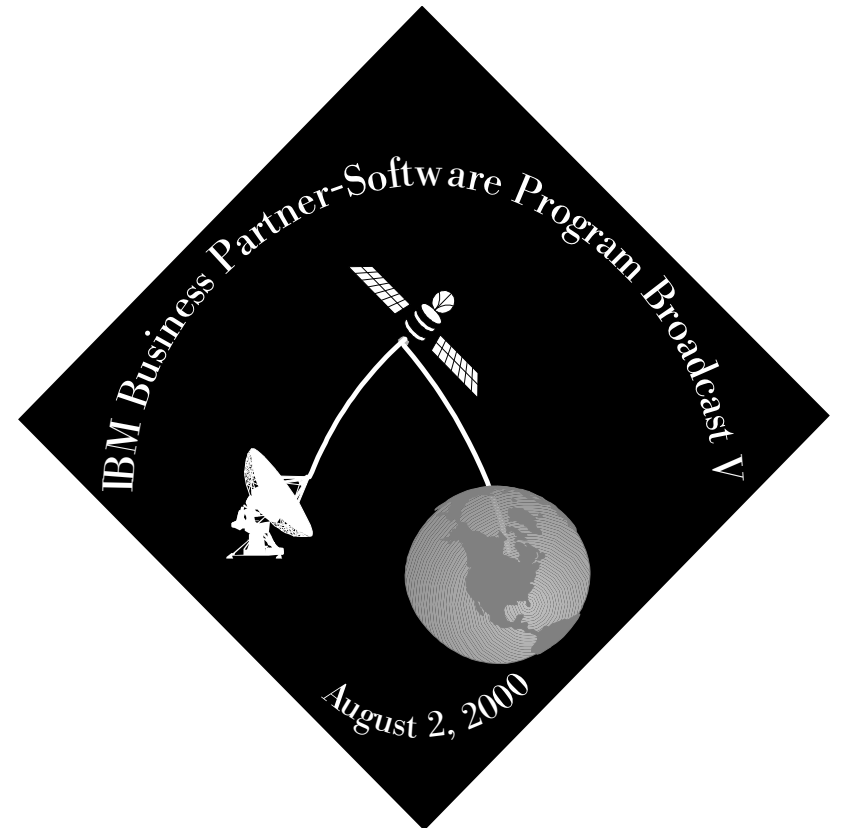*PartnerWorld for Software*

Broadcast V

2000 Series

Marketing Incentives and
Rewards for IBM and Lotus
Business Partners

August 2, 2000

IBM Business Partner-Software Program Broadcast V

August 2, 2000

IBM

PartnerWorld

Remote TV Participants Only
Broadcast V - Marketing Incentives and
Rewards for IBM and Lotus Business Partners

Name: _____ **Location:** _____ **Phone:** _____

We value your input!

Please circle your answers to the questions asked on the broadcast and return this form immediately by either Fax or Mail.

FAX

    Ann Barnhart, IBM Business Partner Software Program at 972-280-6394

MAIL

    IBM Corporation
    Attention: Ann Barnhart
    5th Floor
    1507 LBJ Freeway
    Dallas, TX 75234
Thanks for your cooperation.

Question 1	A	B	C	D	E	**Evaluation Question 1**	A	B	C	D	E
Question 2	A	B	C	D	E	**Evaluation Question 2**	A	B	C	D	E
Question 3	A	B	C	D	E	**Evaluation Question 3**	A	B	C	D	E
Question 4	A	B	C	D	E	**Evaluation Question 4**	A	B	C	D	E
Question 5	A	B	C	D	E	**Evaluation Question 5**	A	B	C	D	E
Question 6	A	B	C	D	E						
Question 7	A	B	C	D	E						
Question 8	A	B	C	D	E						
Question 9	A	B	C	D	E						
Question 10	A	B	C	D	E						

IBM

PartnerWorld

Broadcast V - Marketing Incentives and Rewards for IBM and Lotus Business Partners

Name: _____

Company: _____

Program #: _____

Voice #: (Must be included) _____

FAX # (Must be included) _____

E-mail: _____

Please limit your questions to the subjects discussed in today's broadcast.

_____

_____

_____

_____

_____

_____

_____

IBM

Agenda

2:00 • **Introduction and Welcome**
  – Sheryl Ball, Manager IBM NA Business Partner Software Program

• **IBM and Lotus Sales Assistance Program**
  – Miles Stitt, Program Manager Worldwide Channels Strategy

• **Start Now Program**
  – Jeff Howard, Program Director IBM Software SMB Products and Solutions

• **Olympic Games Co-marketing**
  – John Woloson, Communications Program Manager, IBM Global Business Partners

• *now you* **Incentive**
  – Colleen Campbell, Program Manager, IBM Business Partner Software Program

4:00 • **Q&A**

• **Close**

IBM

Lotus and IBM Sales Assistance Program

**Miles Stitt**

Program Manager, Worldwide Channels Strategy

IBM

The IBM and Lotus Sales Assistance Program is Focused on Pre-Sales & Closure

Customer Need	Demand/Lead Generation	Pre-Sales	Lead Closure	Fulfillment	Post-Sales Support
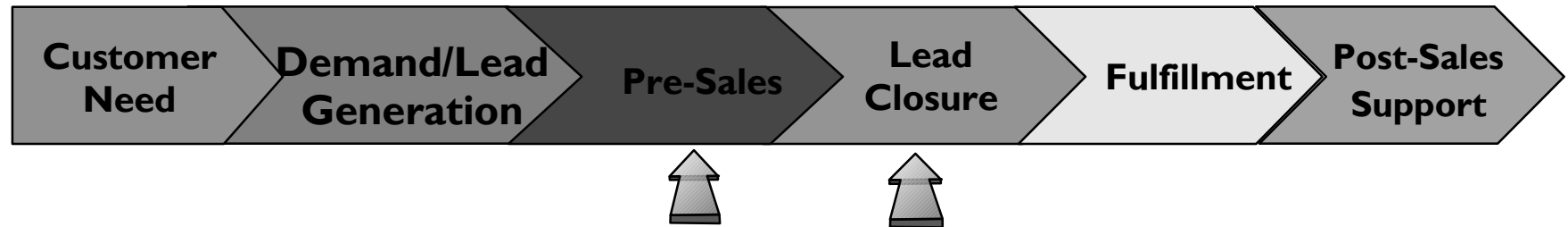
1. Demand Generation (Create Customer Need)
2. Understand Customer Need
3. Lead Generation
4. Pre-sales Activities (proposals, demos, pilots/prototypes, financial justification)
5. Lead Closure (Customer says, "Yes"!)
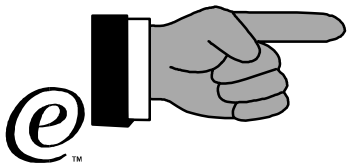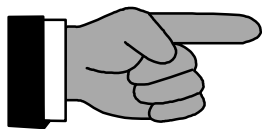
Audience

- TODAY...Independent firms, IBM and/or Lotus Workstation Software Business Partners and Systems Business Partners, consultants, remarketers, ISVs, ISPs, educators, systems integrators...
  - "Face to face" relationships with customers
  - Perform pre-sales activities:
    - ▸ Conducting Custom Demonstrations
    - ▸ Presenting Proposals
    - ▸ Implementing Pilots
    - ▸ Other pre-sales activities...

Qualification Requirements

- Proof of competency in each product area for which BPs apply for Compensation, in the form of:
  - approved certifications (for all products with certification, typically IBM workstation
    (PC & UNIX) and Lotus software) OR
  - three customer references plus approved education (for all products without certification, typically IBM S/390 and AS/400 software)
  - Membership in the IBM Business Partner - Software Program and/or the
    Lotus Business Partner Program

What products are included?

- Application Development
- Data Management
- Industry and Cross-Industry Applications
- Lotus
- MQSeries
- Network Systems
- Operating Systems
- Systems Management
- Telephony
- Transaction Systems

Selected products across the broad, award-winning IBM/Lotus software portfolio are included!

IBM

North American Compensation Structure

Environment

- IBM Workstation
  (PC & UNIX) and All Lotus

- IBM AS/400

- IBM S/390 New
  - S/390 Upgrade
  - OS/390 New
  - OS/390 Upgrade

Compensation Calculation

- 5% in Large Customers
  15% in Midmarket

- 11%

- 15% x 24 months MLC

- 3% x 24 months MLC

- 7.5% x 24 months MLC

- 1.5% x 24 months MLC

MLC = Monthly License Charge
SVP = Suggested Volume Price
SRP = Suggested Retail Price
Effective 7/1/00.

NA S/390 & AS/400 rewards are based on list price.
Passport Advantage IBM workstation/Lotus software
rewards are based on Passport Advantage SVP Level C
whereas shrink-wrap IBM workstation/Lotus software
rewards are based on SRP less 20%.

IBM

Midmarket Accelerator

- Motivation for Business Partners to focus on Small and Medium size businesses (IBM Workstation & Lotus SW only).

- Compensation Calculation:
  5% Base Reward + Midmarket Accelerator =
  15% !

- Midmarket designation is based on accounts not covered IBM.

- Business Partners will be notified of account eligibility upon opportunity registration.

IBM

Applying to the IBM and Lotus Sales Assistance Program

Application:

The firm submits an application form with the required documentation, requesting approval for specific product categories.

Contract:

Once the firm is approved to participate in the program, the firm is sent an Agreement to sign and return to IBM.

IBM

<u>Opportunity Registration:</u>

Using the ILSAP project form, the Business Partner registers each opportunity in advance. The form includes end user information, a basic forecast and other information such as a declaration of whether the participant wants to be compensated in hard dollars or soft dollars. (IBM S/390 and AS/400 software are only eligible for hard dollar rewards.

<u>Customer Notification:</u>

For hard dollar opportunities, IBM sends a letter to the customer describing the Business Partner's value and the process.

IBM

Sales Confirmation

Sales Confirmation:

Once the Business Partner gets the customer to say, "Yes", the Business Partner submits a Sales Assistance Confirmation form. This form must be supported by required transaction information. Hard dollar claims also require a customer signature.

Validation & Calculation:

IBM validates the Business Partner's eligibility to claim the sale and authenticates the sale using the supporting documentation and internal systems. IBM calculates the Compensation amount.

IBM

Payment of Compensation

Hard Dollar Payment:

IBM cuts a check to the Business Partner for the Compensation amount.

Soft Dollar Posting:

IBM posts the Compensation amount to the Business Partner's ILSAP BDF account.

Partner Activity List (PAL):

If the Business Partner is approved for the flexible PAL process, they must complete a PAL and have it approved by the ILSAP Program Manager. Otherwise, they use the streamlined PAL process which uses a predefined PAL.

Soft Dollar Claims

Soft Dollar Claim:

The Business Partner submits a claim for actual expenses incurred for pre-approved activities. IBM verifies that the expenses are eligible for reimbursement. If sufficient funds are in the Business Partner's ILSAP BDF account, payment is authorized.

Soft Dollar Payment:

IBM cuts a check to the Business Partner for the reimbursable amount.

IBM

What gets reimbursed using soft dollars?

- Examples:
  - IBM BP - Software Program - Value Package
  - Lotus Business Partner Program Fees
  - Seminar in a Box
  - Selected Conference Fees (BPEC, Lotusphere)
  - Education Fees (including travel & living)
  - Sales campaigns and customer seminars
  - IBM Demonstration Products (ThinkPads)
  - IBM/Lotus promotional merchandise

Note: Eligibility may vary by a firm's level in the IBM Business
Partner - Software Program and the Lotus Business
Partner Program. Additional terms may apply.

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IBM

Sales Assistance Program Process

IBM S/390 Software

IBM AS/400 Software

IBM Workstation & Lotus Software
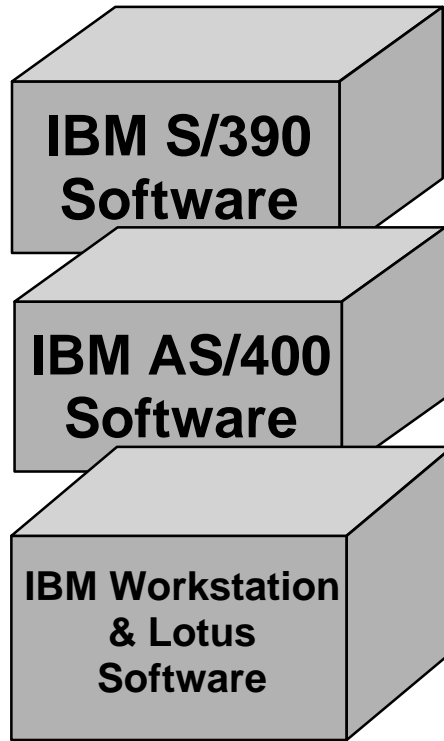
Hard dollar rewards
- opportunity registration
- customer notification
- sales confirmation with proof of purchase and customer signature
- payment

Soft dollar rewards
- opportunity registration
- sales confirmation with proof of purchase
- dollars posted to ILSAP BDF account

e-business Application

IBM Workstation & Lotus Software
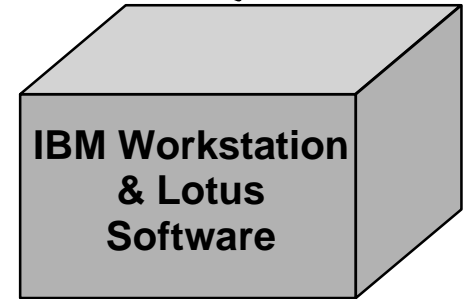
- create PAL
- claim expense
- payment

IBM

PartnerWorld

IBM and Lotus Sales Assistance Program North American Compensation Eligibility By Level *

Hard Dollars

IBM S/390, AS/400,
Workstation (PC & UNIX),
and Lotus Software

IBM S/390, AS/400 and
"Cross Platform" **
IBM Workstation
(PC & UNIX) Software

IBM S/390 and
AS/400 Software

Soft Dollars

IBM Workstation
(PC & UNIX)
and Lotus Software

IBM Workstation
(PC & UNIX)
and Lotus Software

Not Eligible

Premier

Advanced

Member
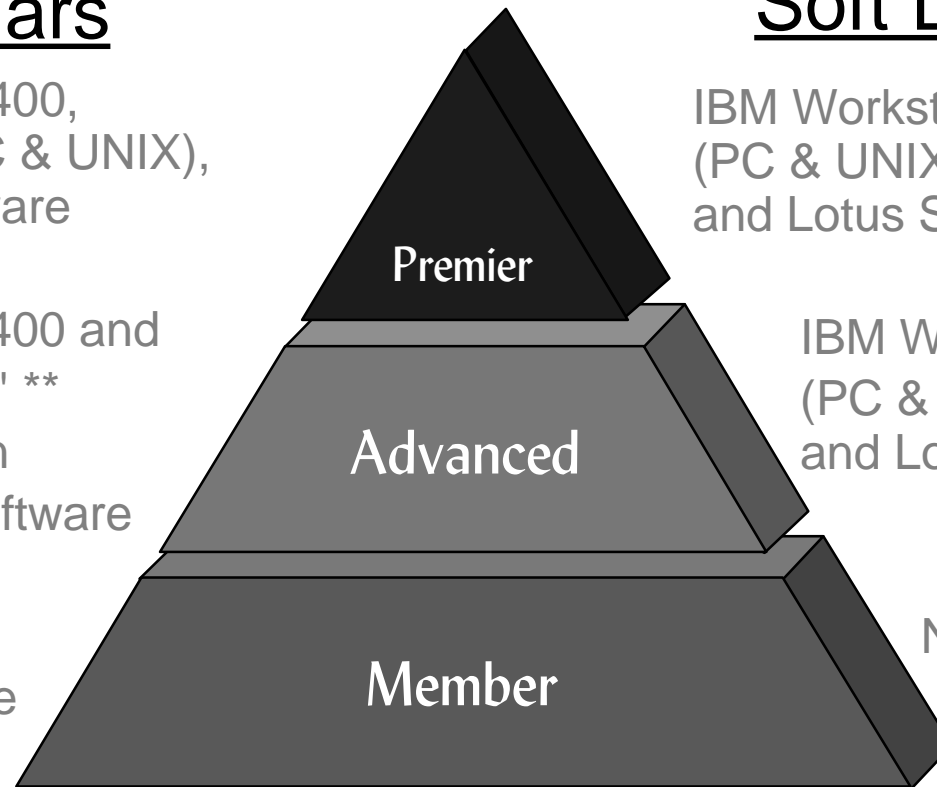
* Rewards eligibility is based on being approved for product categories.

** "Cross Platform" = certified in IBM workstation and approved for corresponding S/390 or AS/400 software product categories.

IBM

To Learn More About The Program and to get an Application...

- Visit the IBM and Lotus Sales Assistance Program Web Site:
  - http://www.ibm.com/software/partners/salesassistance

- Other Useful Web Sites:

- IBM Business Partner - Software Program:
  - http://www.ibm.com/software/partnerweb

- Lotus Business Partner Program:
  - http://www.lotus.com

- Software PartnerInfo:
  - http://partnerinfo.software.ibm.com
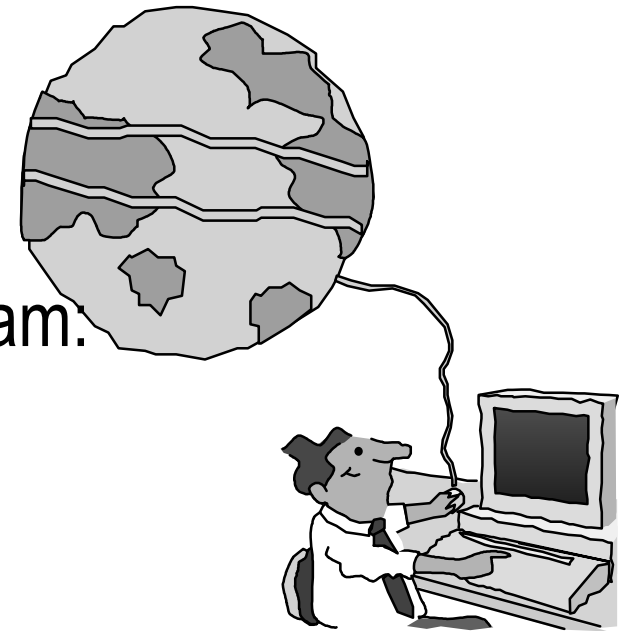
IBM Start Now e-Commerce Solutions--The Next Generation of Partner-Delivered e-Commerce Solutions

Jeff Howard
Program Manager, IBM Software SMB Products and Solutions

IBM Business Partners are faced with integrating many piece parts
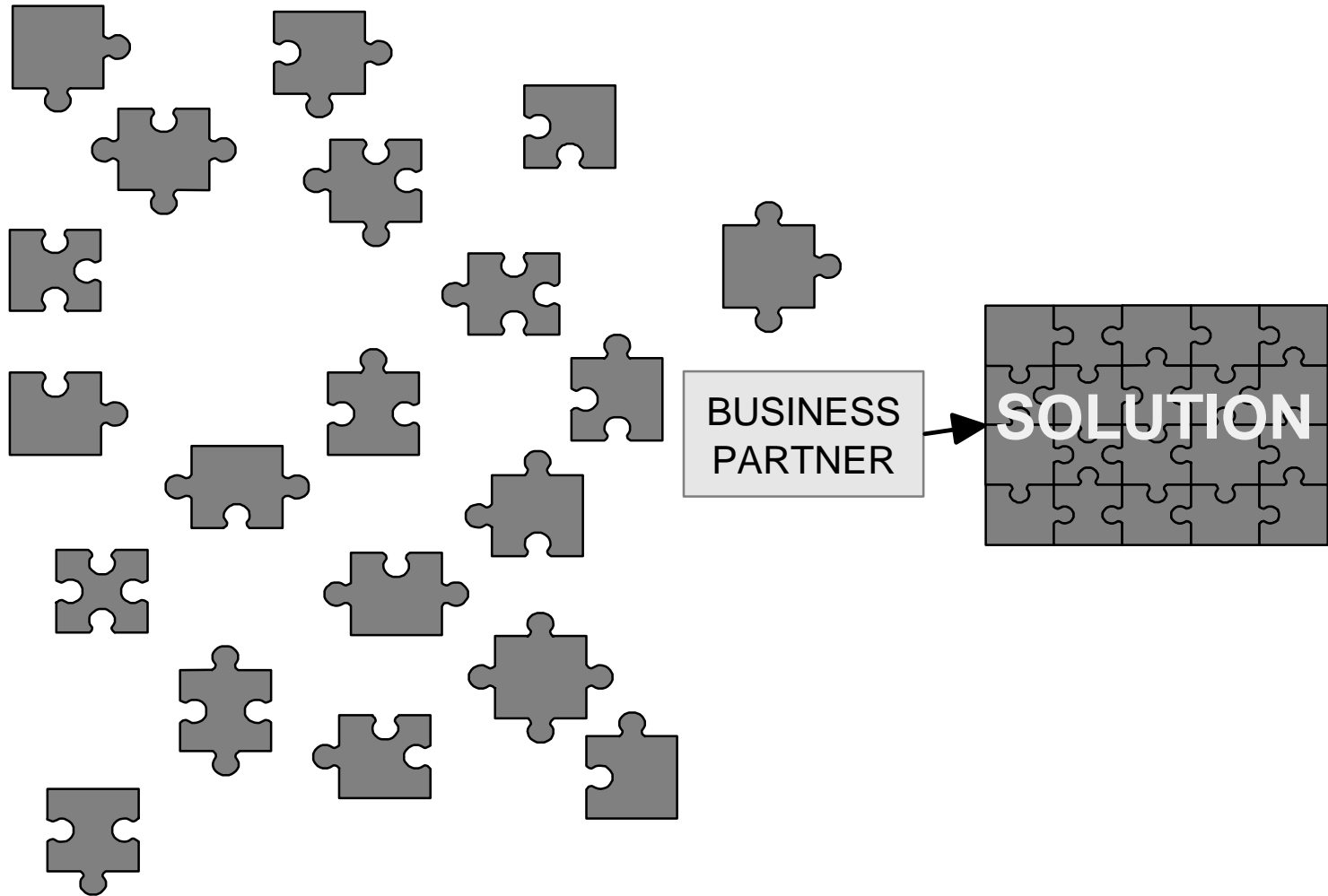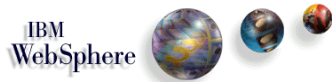
PartnerWorld

Lotus

Global Services
Global Services

IBM
WebSphere

BUSINESS PARTNER → **SOLUTION**

IBM

IBM Start Now Solutions for e-business

Lotus

Global Services
Global Services

IBM WebSphere

IBM DB2 Universal Database

IBM
Start Now
Solutions
for
e-business
Program

IBM

BUSINESS
PARTNER

SOLUTION

gives Business Partners a set of easy to configure solution building blocks

IBM

PartnerWorld

IBM Start Now Solutions for e-business Program Goals

Attract More SMB Customers

Shorten Sales Cycle

Improve Business Partner Productivity

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IBM
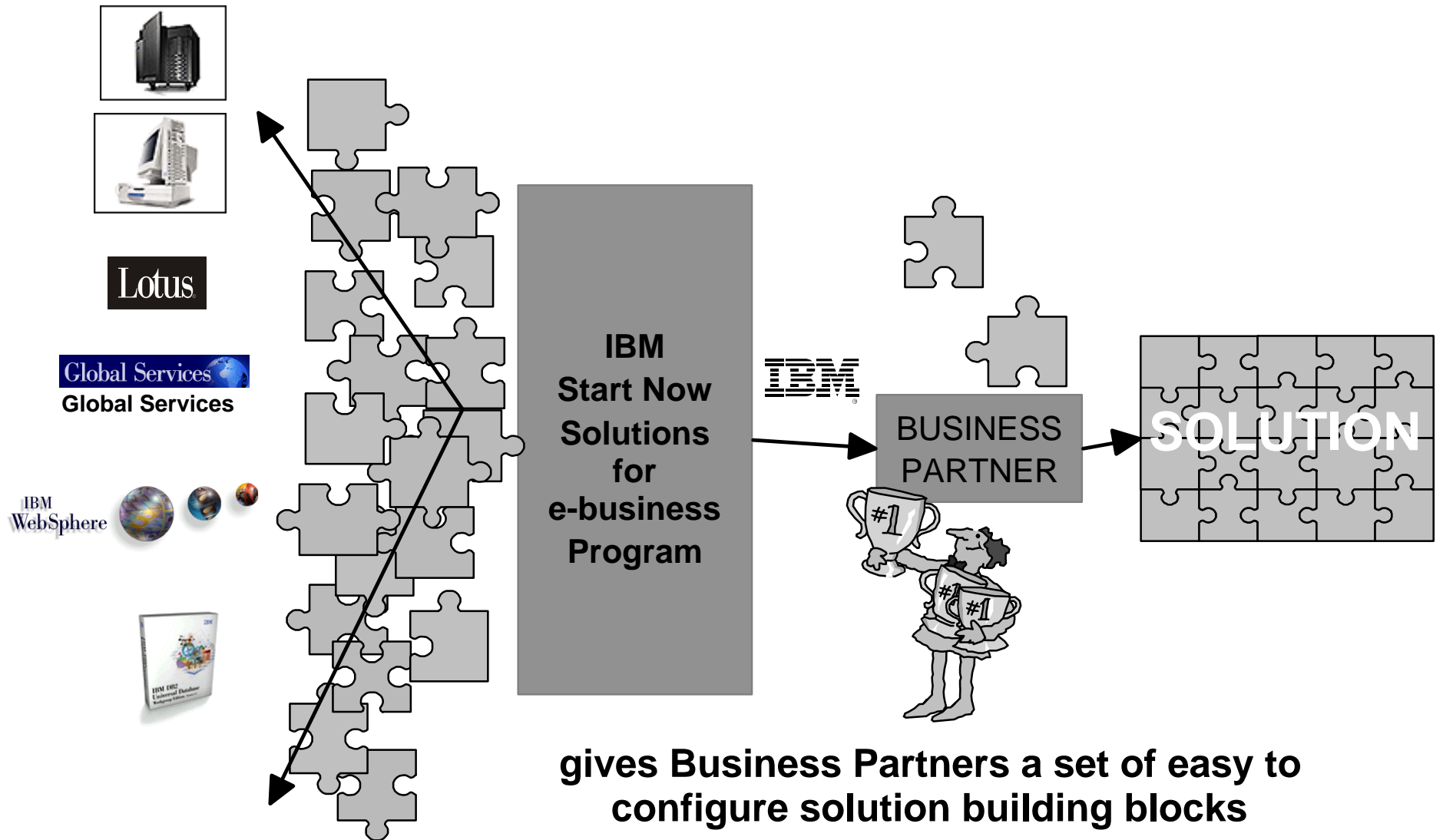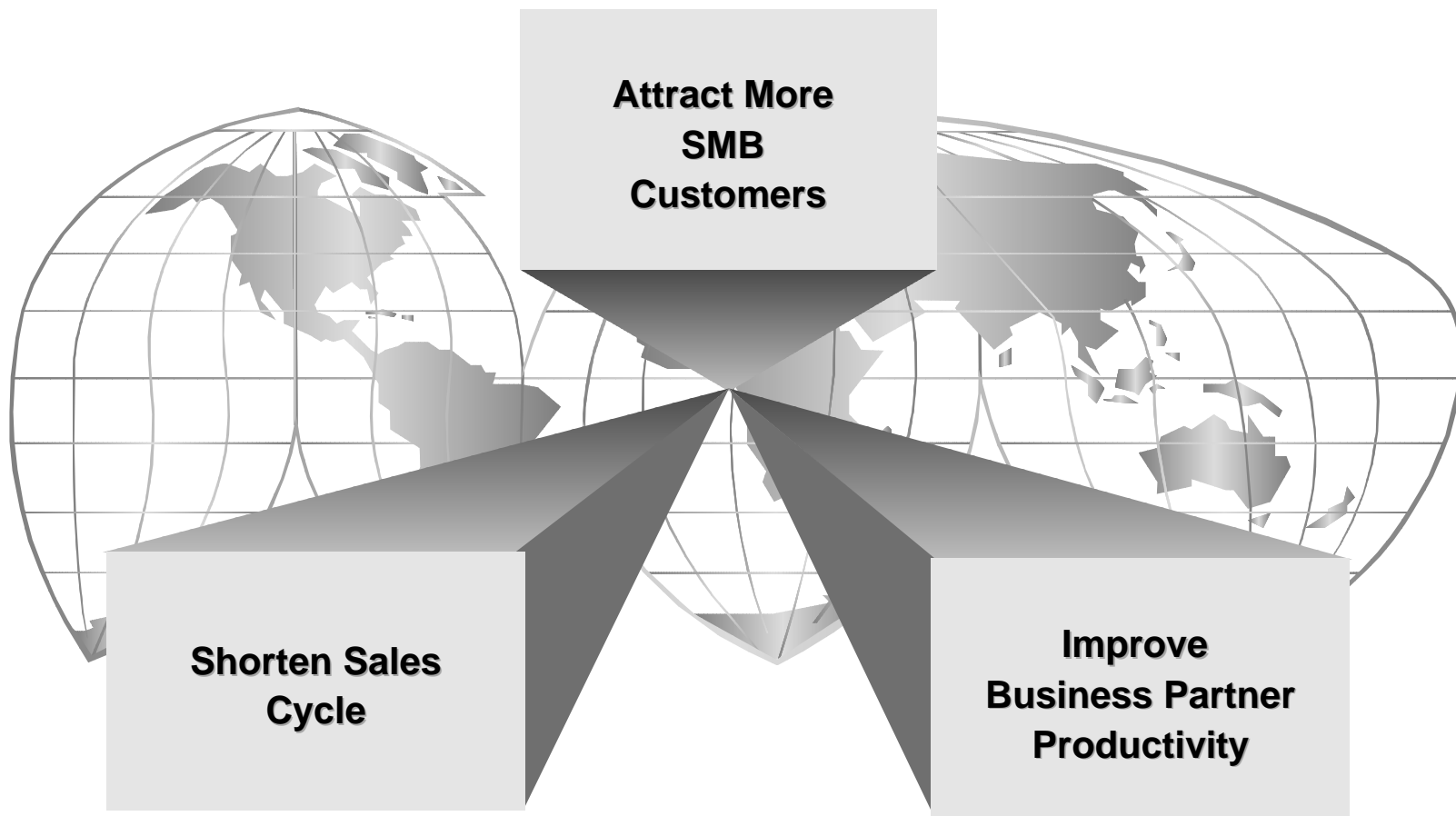
The IBM e-Commerce Campaign

- Significant IBM marketing investment in 4th Quarter
  - Multi-faceted campaign targeting line of business functional executives
  - Cross-industry focus
  - Includes small and mid-market Business focus

- Campaign Objectives
  - Position IBM and its Business Partners as the leading resource for providing business-to-business e-commerce solutions
  - Premise: B2B commerce is complex and ever-changing. Companies that are best positioned to connect with suppliers, customers, and partners will gain competitive advantage.
  - Proposition: Solutions from IBM and its Business Partners can quickly and efficiently facilitate the development of sustainable relationships with customers and trading partners

IBM

What the Business Partners have told us

- IBM needs to:
  - Be easy to do business with
  - Provide partner service revenue opportunities
  - Market and have co-marketing support
  - Provide financial support
  - Help with building skills (technical and sales)

- Provide solutions not bundles

- Accelerate time-to-market for e-business solutions

- Reduce return-on-investment (ROI) cycle, increase profitability of solutions offerings

- Provide "ease-of-everything"
  - Installation, Configuration, Customization and ongoing Relationship

IBM Start Now Solutions for e-business

Collaboration
- Web Presence
- Messaging & Teaming

Technology Management
- Security and systems management

Web Self-Service
- Build e-relationships with customers and suppliers
- Customers help themselves

Business Intelligence
- Mine CRM & commerce data
- Target tuning

e-Commerce
- Expand business relationships
- Reach new customers
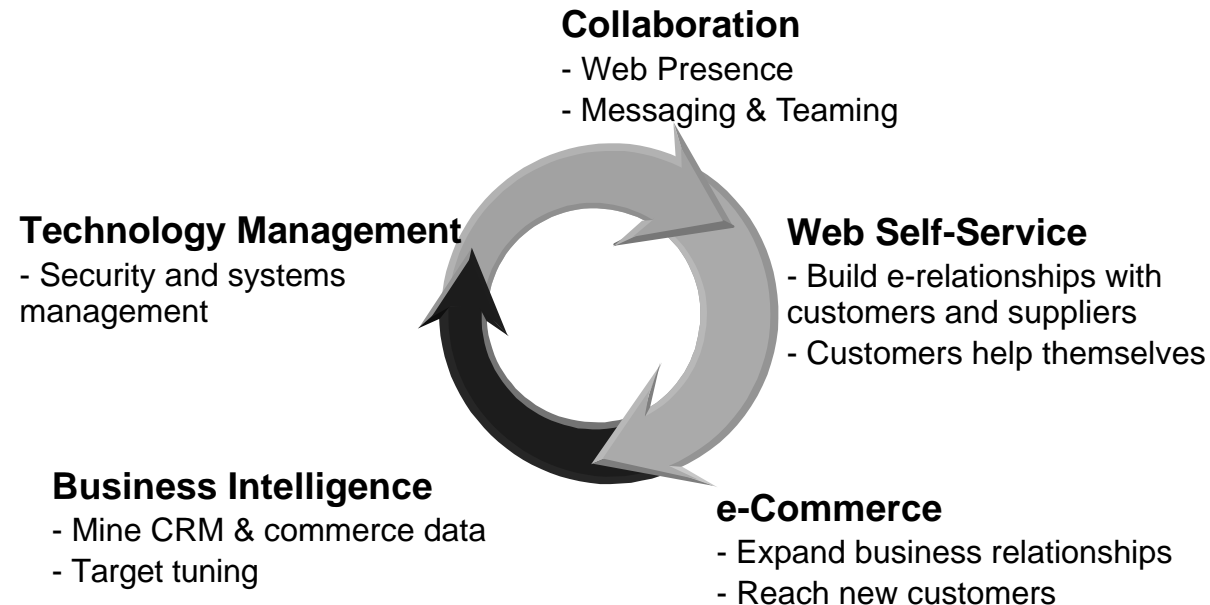
- IBM Start Now Solutions for e-business :
  - e-Commerce Start Now (1999)
    - first implementation of Start Now solutions (based on net.commerce)

- Web Self- Service   (Feb, 2000)
  - WebSphere, DB2®, Domino

- e-Commerce (NEW, July 2000)
  - WebSphere Commerce Suite 4.1

- Business Intelligence (NEW, September 2000)
  - DB2 Universal Database V7.1

7

IBM Start Now Solutions for e-business

AS/400

RS/6000

ISV Tools & Applications

Program Manual

Statement of Work

IBM Business Partner

Software is the **soul** of **e-business**.™

Sample Applications

Netfinity

IBM Marketing Support
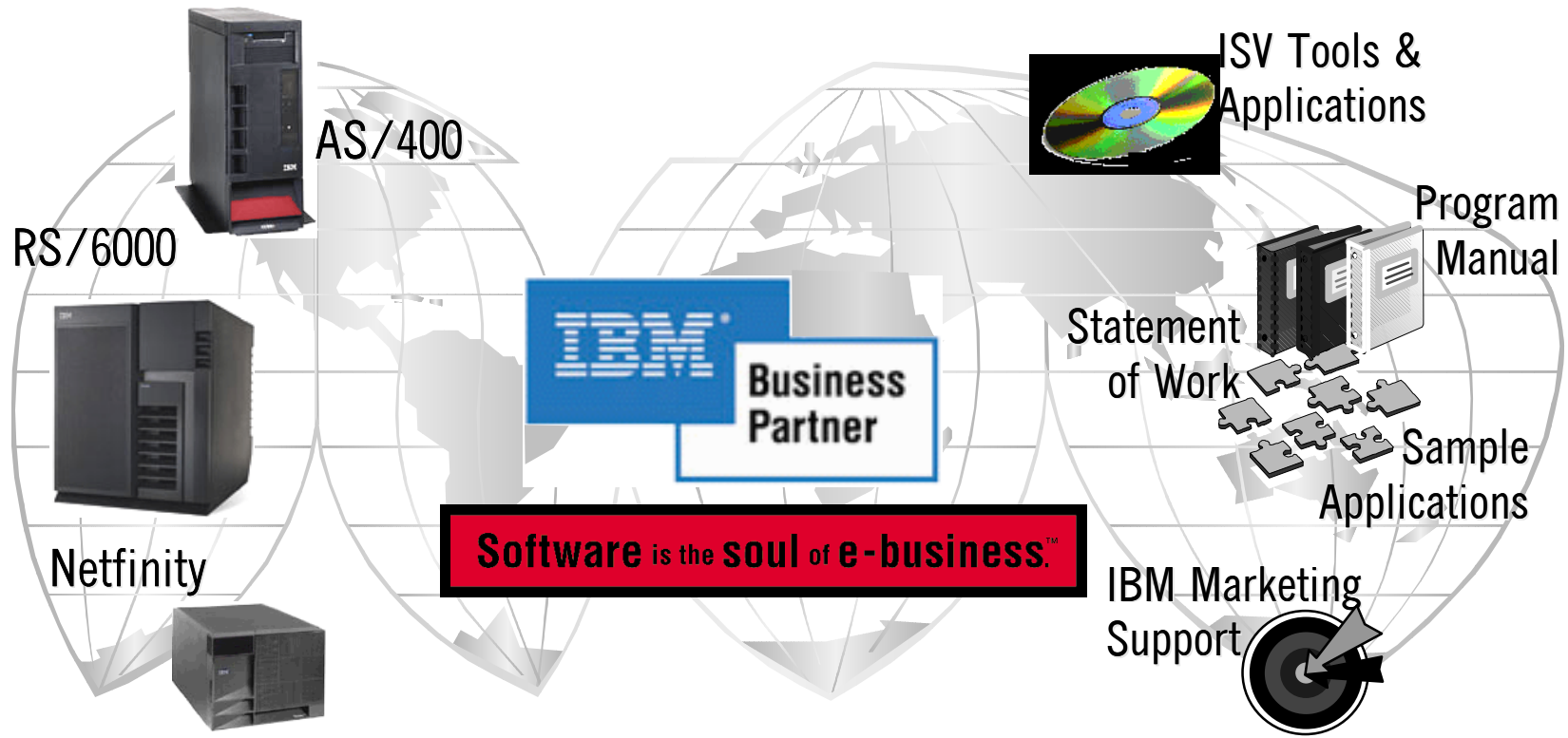
...for Small and Mid-sized Businesses

How it works

Solution Provider

IBM *e*
an e-business solution

"Soul of e-business"

Application Framework for e-business

| Development Tools and Components | Application Servers and Integration Software | Secure Network and Management Software |

Solution Provider Services:
- ✓ Consult
- ✓ Install
- ✓ Customize
- ✓ Test
- ✓ Train
- ✓ Support

Total = 104 hrs

IBM $ Financing

wss
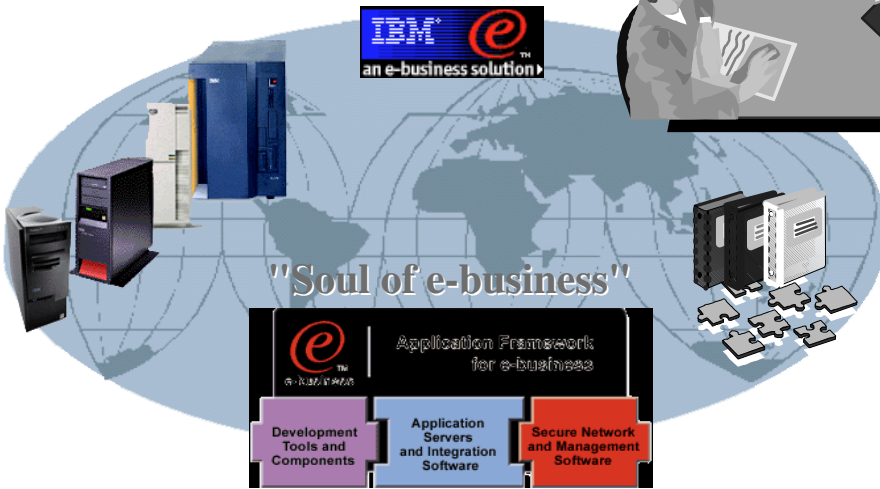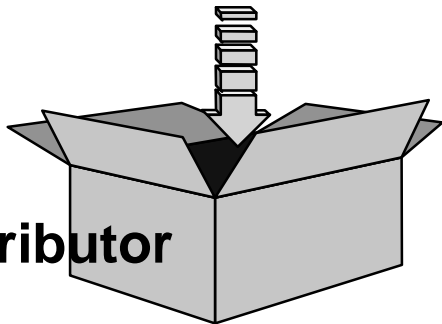
Distributor

Distributor Services:
- ✓ Pre-load & Configure
- ✓ Test & Ship direct

Total = 8 hrs

Customer

Netfinity Starting Price ~$30K

IBM

Web Self-Service Solution Options

IBM Hardware

Netfinity 5000, Model 8659

RS/6000 43P Model 140

AS/400e 170, feature 2291

IBM Software

The Soul of e-business
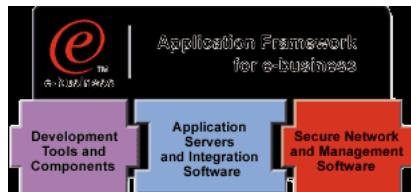
IBM Suites for e-business

- *Websphere Standard Edition*
- *Domino*
- *DB2 UDB*
- *SecureWay Directory*
- *Communication Server*
- *Tivoli Agents*
- *IBM Suites e-business demo application tools*

IBM Suites for e-business

ISV Tools

IBM
an e-business solution

Drumbeat 2000 JSP by Macromedia

- *Drumbeat Quickstart Self-Study Guide*

Drumbeat Starting Points

- *CRM/WSS oriented sample code*

macromedia
DRUMBEAT 2000
The Visual Solution for Web
Application Development

Web Self-Service Solution Options (Continued)

IBM Tools

- Program Manual
  - *How-to-Guide*
- Sample "Statement of Work"

Business Partner Services

- Total minimum Value = 104 hrs:
  - *Consult*
  - *Build Solution*
  - *Install, Configure, Test, and Maintain*

Total Customer Value

- Starts at ~ $30,000 USD (NT)

IBM

CRM/WSS Sample Applications

- Drumbeat Starting Points:

- Macromedia
  - Asset Management
  - Employee Directory
  - E-Mail
  - Guest Book
  - Search Engine
  - User Login

- IBM
  - Customer Registration
  - Customer Contact Management
  - Campaign Management
  - Login

- IBM Suite for e-business - Demo Applns. (requires an advanced skill/tool set)
  - Buyers Club
  - Employee Information Management
  - Product Service/Registration Information

IBM

IBM Start Now e-Commerce Solutions Typical Entry Solutions

IBM Hardware
THE MAGIC BOX
(minimum)

Netfinity®
5600

RS/6000®
44P Model 170

AS/400e®
170

IBM Software
The Soul of e-business

IBM Guide

IBM Guide extended

Acquisition

ISV Tools

Services

Value

- IBM WebSphere Commerce Suite V4.1
  - Start and Pro Editions (depends on platform)
  - Developer and Professional Developer (depends on Level of Customization)

- Enablement Kit
  - Statement of Work
  - Sample Applications
  - How-to and planning Guide
  - Skills Roadmap

- Extensions (planned)
  - Networking Hardware
  - ISP Internet Services
  - e-Marketplace Suppliers
  - Enabling Shipping Information

- Buying and Financing
  - IBM Passport Advantage Program
  - IBM Financing option

- Macromedia's Drumbeat 2000 JSP
  - Drumbeat Quickstart Self-Study Guide
  - IBM / Macromedia Tools Alliance

- Business Partner Services*
  - Total =160 hrs @ $150/hr. = $24,000 USD
    ‣ Executive Assessment,Consult
    ‣ Install, Configure, Customize Solution, Test, and Maintain

- Total Customer Value (Entry Solution)
  - Starts at ~ $40,000 USD or ~ $50,000 CAD (based on Netfinity® server, IBM SW, BP Svcs)
  - plus IBM Global Financing option

* Service hours and hourly rate are estimates based on input from our Business Partners. The estimated 160 hours is based on the implementation of one WCS 4.1 application. **Actual price is established by Business Partners and these prices may vary. IBM Global Financing rates may be withdrawn or changed without notice.

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IBM Start Now Business Intelligence Solutions

Integrated, pre-tested Business Intelligence Starter solution for IBM e-Commerce customers

- Analysis for e-Commerce
  - Hardware: Netfinity, RS/6000, AS/400
  - Software: DB2 UDB EE v7.1, DB2 Warehouse Manager v7.1
  - Services: 160 hours
  - Application: Commerce datamart (sourced from WCS tables)
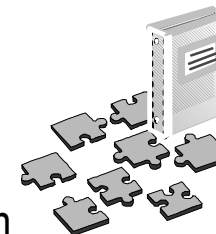 - Query tools:BrioQuery v6 -or- BusinessObjects v5
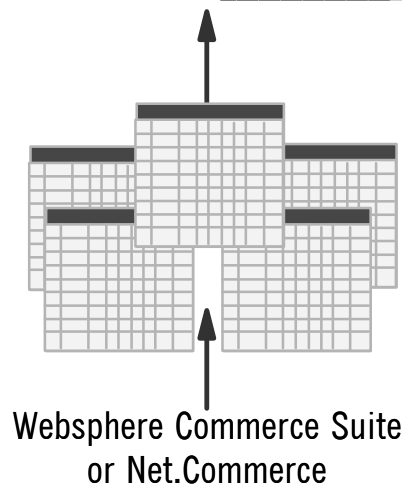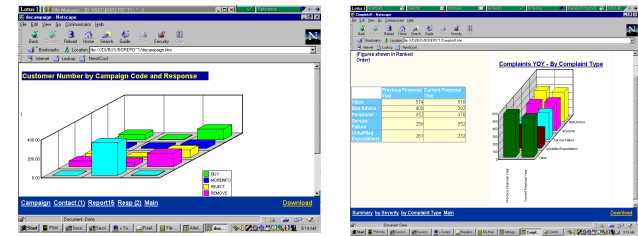
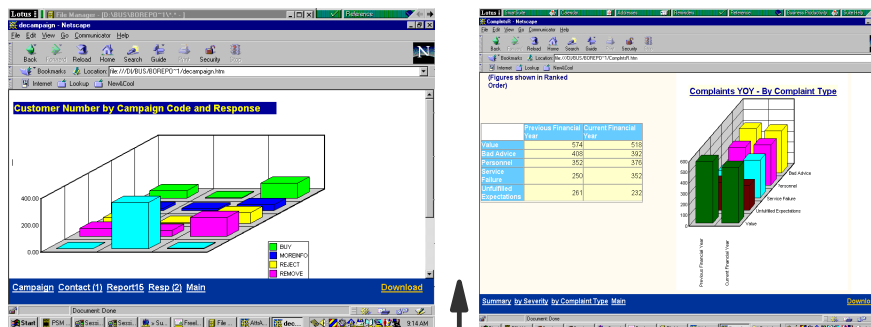Starting price - $65,000

Netfinity-base   - all prices are preliminary

Websphere Commerce Suite or Net.Commerce

...the simple & essential e-Commerce upsell !

PartnerWorld

Sample Start Now BI Applications

- **Analysis of e-Commerce**
  - Provides understanding of sales results and purchaser demographics from an IBM e-commerce store

- **Starter Application Reports**
  - by geography, time, shopper, product, "clicks", promotions, sales impact, ...
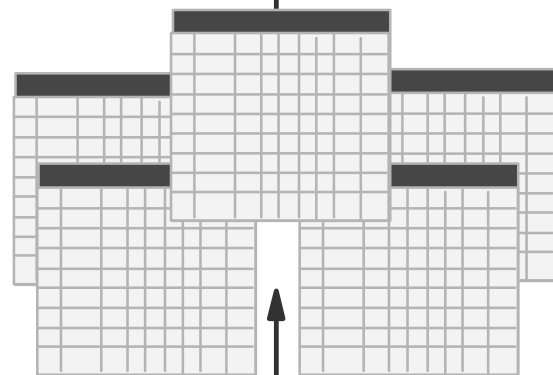
- **Starter Data Models**
  - e-Commerce Mart for e-Commerce Analysis

- **Sample Data**

Websphere Commerce Suite
or Net.Commerce

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IBM

Program Deliverables

- Enablement Kit
  - Pre-release Softcopy
  - Final Hardcopy

- Selling Tools (planned, available August)
  - Field Sales Guide
  - Customer Solution Brochure
  - Web-based selling resource
  - Executive Assessment

- Co-marketing Tools (planned, available September)
  - Sample e-mail copy
  - Solution message points
  - Customizable by Business Partner
    - ‣ Direct Mail Piece
    - ‣ Customer solution presentation
    - ‣ Creative assets, Sample Images

IBM

Start Now Value for SMB Customers

- ## Return on Investment
  - Reduced service costs
  - Reduced customer turnover
  - Increased customer loyalty and cross-selling opportunities

- ## Growth Potential
  - Scalable solutions for all platforms allow to grow with the customers business

- ## Rapid Implementation

- ## Reliability, Availability and Scalability
  - Highly dependable solution
  - Grows as you do

- ## Security
  - Minimizes risk of fraud and theft

- ## Open Standards
  - Standard-based approach ensures compatibility with a wide-range of current and future products

IBM

IBM Start Now e-Commerce Solutions Business Partner Value Proposition

- **Significant revenue opportunity**
  - Large, fast growing market
  - Important services component
  - Clear, measurable justification

- **Attract new SMB Customers**

- **Integrated offering**
  - To build customer solutions with room to grow and maintain the customer relationship

- **Up-sell opportunity**
  - Starting with the minimum specification of HW, SW, and Services -- this offering provides up-sell for all three components to meet your customer's needs

- **Cross-sell**
  - Opportunity additional software and hardware components (e.g., RAID)

- **Demand Generation support**
  - IBM will provide various demand generation marketing activities to make customer aware of the IBM offerings

- **Maximize the IBM and Lotus Sales Assistance Program**

- **"now you" Partner Sales Contest**
  - Reward partner sales to mid-market and Small Business Customers

- **Electronic Tech Support**
  - Application development support

- **Part of IBM corporate e-Commerce campaign**
  - Awareness for IBM Start Now e-Commerce Solutions and the certified IBM Business Partners

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IBM Start Now Solutions for e-business minimum Participation Requirements

- When the Business Partner ...
  - Joins IBM Business Partner-Software Program
  - Orders Enablement Kit
  - Completes Start Now Sales and Technical Education
  - Completes Start Now Specialty Test
    - ‣ Signs-up online for Start Now program

- The Business Partner receives ...
  - Powerful Sales Tools and Co-marketing materials
  - Free Tools or Sample Applications
  - Exclusive Technical pre- and post-sales support
  - Free 120 days ETS* Application Development Support

* - Electronic Technical Support

IBM

IBM Start Now Solutions for e-business
The bottom line...

- SMB customers can affordably implement the industry's leading e-business solutions on the industry's leading e-business Servers

- Flexible roadmap with tools and information to help IBM Business Partners deliver e-business solutions to SMB customers
  - Shorten sales and implementation cycle with great services opportunities

- IBM continues its' commitment to help partners serve the SMB customer set
  - Flexible offerings that are easy to talk to customers about - focus on the solution and not piece parts
  - Supports the Value Compensation announcement that reward partners who focus on SMB customers

- IBM is listening to its Business Partners and Customers and is providing e-business solutions that get to return-on-investment faster and provide for better customer relationships

IBM

Legal Notices

PartnerWorld

Olympic Games Co-marketing Plans

John Woloson

Communications Program Manager, IBM Global Business Partners

IBM

IBM Olympics Sponsorship

- Strategy: focus on showcasing the 2000 Sydney Olympic Games as an IBM e-business.

- Co-marketing opportunity: This year Business Partners can take advantage of IBM's Olympics sponsorship and marketing momentum

Business Partner Eligibility

- IBM Business Partners who deliver solutions or products that have been used to transform the Sydney Olympics into an e-business.
  - e-Commerce
  - Customer Relationship Management
  - Collaboration
  - Integration

- IBM Solutions Providers and Tier Two Resellers/Dealers.

IBM

Co-marketing Tools

- Tools will be delivered via the PartnerWorld Web site to include a set of the following:
  - Direct Mail
  - Print Ads
  - Web Banners

- Business Partner customization to include:
  - Solution area and product set
  - Headline (several options to be provided)
  - Photography (several options to be provided)
  - Business Partner logo
  - Offering

IBM

Creative Example - Print Advertising

Customizable Area

Solutions Story

Business Partner Product Tie-in

Customizable Area

Creative Example - Direct Mail

at the games:

he pours
it on for
45 seconds.

Billboard Panel

Olympics.com
keeps on
selling 24x7.

Now you can depend on the same
e-commerce solutions used by the
Olympic Games.

Payoff

IBM

Creative Example - Direct Mail

PartnerWorld

Solutions Story

Business Partner Product Tie-in

Customizable Areas

Campaign Execution

Awareness

Engagement

Execution

January 22, 2000
Announce
co-marketing
opportunity at
PartnerWorld 2000

June 2000
IBM Reps to present
co-marketing
cookbook to
Business Partners

June 2000
Business Partners
register for program

July 2000
Web-based
co-marketing engine
goes live

July - September 2000
Customization takes
place

September - November
BP co-marketing
activities launch

IBM

Planned Media Activity

	M	A	M	J	J	A	S	O	N

olympics.com
Q4 '99 - Dec '00

ibm.com/ olympics
Mar - Dec

Brand Ad - web
Q2 - Oct

FanMail
July - Oct

Division Ad - Print & web
mid-Aug - Oct

Brand Ad - TV
Sept - Oct

BP Co-mktg Program
BP Launch at Peak of Campaign
Sept - Nov

e-connect activities -

e-solutions activities -

PartnerWorld

Enhanced Co-marketing Tool

- The Olympics Co-marketing Campaign is available via PartnerWorld Web site:
  - www.ibm.com/partnerworld.
  - Select "Olympics Co-marketing Campaign"

- Enhanced Web functionality will help you manage your co-marketing efforts like never before:
  - Enhanced customization.
  - Online preview/ordering.
  - Pre-selected 3rd party POD production and mail houses

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PartnerWorld

Sign up today

- Available to IBM BPs who are certified in one or more products being promoted through this campaign.

- If you are registered for TeamPlayers, you are ready to participate.

- If you are NOT already registered for TeamPlayers, register today at www.teamplayersprogram.com

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Appendix:

(In hand-outs only)

Olympic Solutions Summary

IBM Solutions	Sample Customer Challenges and Proof Points	Product Summary
e-Commerce	*Customer Challenge* - Opening new sales channels to make customer access easier and more efficient. *Olympics Proof Point* - To expand sales potential, SOCOG used olympics.com to sell millions of dollars of merchandise online.	WebSphere Commerce Suite DB2 Universal Database RS/6000 SP Netfinity S/390 AS/400 NUMAQ
Customer Relationship Management	*Customer Challenge* - Allowing customers to get the informatoin they need, easily and when they want to. *Olympics Proof Point* - SOCOG has simplified communications, like schedule changes to athletes via self-service applications on an Intranet called INFO.	WebSphere Application Server DB2 Universal Database Lotus Domino RS/6000 SP Netfinity S/390 AS/400 NUMAQ
Collaboration	*Customer Challenge* - Enable team members to communicate and collaborate better. *Olympics Proof Point* - IBM software allowed a virtual team from the US, Australia and Spain to work together seamlessly.	Lotus Notes Lotus Domino VisualAge Team Connection RS/6000 SP Netfinity S/390 AS/400
Integration	*Customer Challenge* - Integrating disparate systems for greater organizational effectiveness. *Olympics Proof Point* - IBM integrates the complex, diverse systems at the Olympic Games, including multiple platforms and technology from other Olympic sponsors.	MQ Series Tivoli Technology Management RS/6000 SP Netfinity S/390 AS/400 NUMAQ

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Communications Activities - Web

Fan Site www.olympics.com - e-connect strategy	■ <u>Function</u> - deliver the Olympic games to the fingertips of the fans around the world. ■ <u>Marcom</u> - banner advertising to complement TV ads and to generate interest in official Web Site/Fan Mail. ■ <u>Target</u> - fans, sports enthusiasts.
Solutions Site www.ibm.com/olympics - e-solutions strategy	■ <u>Function</u> - highlight IBM's role as an Olympics Worldwide Partner by showcasing the Olympic Games as an IBM e-business. ■ <u>Marcom</u> - use banner advertising to introduce e-business solutions and drive traffic for www.ibm.com/olympics. ■ <u>Target</u> - strategists and implementors.
Fan Mail/SurfShack www.ibm.com/fanmail - e-connect strategy	■ <u>Function</u> - increase fan involvement. ■ <u>Target</u> - techno-savvy fans.

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Communications Activities - IBM Brand

Television - e-connect strategy	• <u>Function</u> - show how IBM touches the lives of the individuals connected to the Olympics. • <u>Target</u> - addresses fans first, business people (strategists and implementors) second.
Business Unit **Print and Online Advertising** - e-solutions strategy	.<u>Function</u> - reinforce the Olympics e-business solutions messages within existing divisional campaigns. • <u>Target</u> - strategists and implementors.
Advertising Insert (TBD) - e-solutions strategy	• <u>Function</u> - show how IBM transformed the Games into an e-business over a 40-year relationship and draw synergies between the Games and traditional businesses. • <u>Target</u> - strategists and implementors.

now you Incentive

Colleen Campbell

Program Manager, IBM Business Partner Software Program

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Sales Incentive Program

- Sales incentive program that rewards Business Partners for selling / influencing workstation software into non-named accounts
  - Participants earn points based on dollar value of sale
  - Must be a member of the IBM or Lotus Business Partner Program to earn points
  - Distributors not eligible
  - Prizes will be awarded for full year eligible reported sales

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Prizes

- Rio de Janeiro & the Amazon Jungle
  - 3 nights in Rio and 2 nights in the Amazon Jungle
  - 24 prizes available
  - Awarded to Business Partner Principle (and guest)

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Points

- Eligible reported shrink-wrap sales

- Influenced sales reported through ILSAP

- Fulfillment sales reported through Passport Advantage
  - Only sales into non-named accounts will earn points

- US - $1 = 1 point, CA/LA $1 converted = 2 points

- Effective 1/1/00 - 12/31/00

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General T&Cs

- Each location must enroll seperately
- Enrollment is done at nowyou.com
- Partner must be Advanced or Premier level to claim prize
- Questions should be directed to headquarters@nowyou.com

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Web Sites Referenced

- **IBM Business Partner Software Program Information**
  - http://www.ibm.com/software/partnerweb/na
    - ‣ Select Program Information

- **Technical Support**
  - http://www.ibm.com/software/partnerweb/na
    - ‣ Select Technical Support, Worldwide Support, Web-based Technical Support-North America
    - ‣ Registered Users - select Technical Support
    - ‣ Unregistered Users - select Register Now to register

- **Value Package**
  - http://www.ibm.com/software/partnerweb/na
    - ‣ Select Program Information then Value Package

- **Business Partner Operational Profile System (BPOPS)**
  - http://www.bpops.com

- **You Pass/WePay Offerings**
  - http://www.ibm.com/software/partnerweb/na
    - ‣ Select Education then We Pay Offerings

- **e-business Infrastructure Campaign**
  - http://www.ibm.com/partnerworld/na
    - ‣ Select Marketing and Sales, then Campaigns

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Web Sites Referenced cont.

- **IBM Learning Services Network**
  - www.ibm.com/services/learning/satellite, or
  - www.etnetworks.com

- **IBM WebSphere Announcement**
  - http://www.ibm.com/websphere/announcement
    - ‣ Select News, then press release

- **IBM Technical Developer Conference**
  - www.ibm.com/ibmsolutions

- **Data Management Co-marketing**
  - http://www.partnerinfo.software.ibm.com
    - ‣ Select geography, Sales and Marketing, Co-marketing

- **Signature Selling Method**
  - http://www.ibm.com/software/partnerweb/na
    - ‣ Select Education, Training Sources, Sales Education at bottom of list

- **Calendar of Events**
  - http://www.ibm.com/software/partnerweb/na
    - ‣ Select Education then Events by Date, then month

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Web Sites Referenced cont.

- **Lotus Business Partner Program**
  - http://www.lotus.com/bpzone

- **IBM and Lotus Sales Assistance Program**
  - http://www.ibm.com/software/partners/salesassistance

- **Olympic Games Co-Marketing**
  - http://www.ibm.com/partnerworld

- **TeamPlayers**
  - http://www.teamplayersprogram.com

- ***now you***
  - http://www.nowyou.com

- **Solution Sales Resource**
  - http://www.ibm.com/software/partnerweb/na
    - ‣ Select Marketing and Sales, Sales Tools, Solution Sales Resource

- **Start Now Deliverables**
  - http://www.ibm.com/partnerworld/startnow

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Remote TV Sites (TEN-TV, PartnerWorld I)

- Input from remote TV sites
  - Fax answer sheets to 972-280-6394

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Thank You

- Thank you for your attendance and support of IBM Business Partner Software Program and Lotus Business Partner Program

- We appreciated your input today
  - Additional input
    - ‣ Membership Centre at 1-800-IBM-1822
    - ‣ FAX 1-972-280-6394
    - ‣ E-mail
        IBMSWNA@US.IBM.COM

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