



Leveraging Information Channels Marketing Plan IBM North America

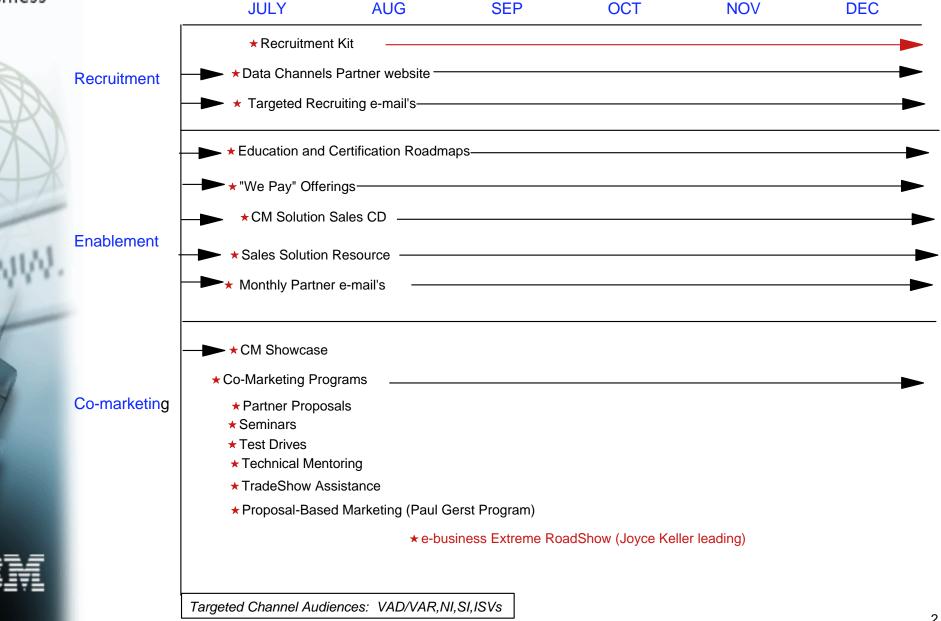
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Content Management Channel Programs









Name of tactic:	NA Data Channels	Partner Website

Tactic Summary: A recruiting focused channels website for Data

Management

Tactic Focus: Recruitment _X__ Enablement _X_ Co-marketing ____

Brand Focus: Content Management All Brands X

Objective of Tactic: Provide a convenient point of entry to all the information

partners might need to understand the Content

Management business opportunity, understand the value

proposition, business case and marketing programs information. Partners can also branch from this site to

see available education for Content Management or apply to the business partner program. Partners are also able to request the Content Management recruiting kit from this

website.

Target Channel Audience: SI ISV VAR/SP2 X VAD X

Volume Dist. _X__ ASP ___ ISP ___

Timeframe of Tactic Execution: Feb. though end of year - ongoing

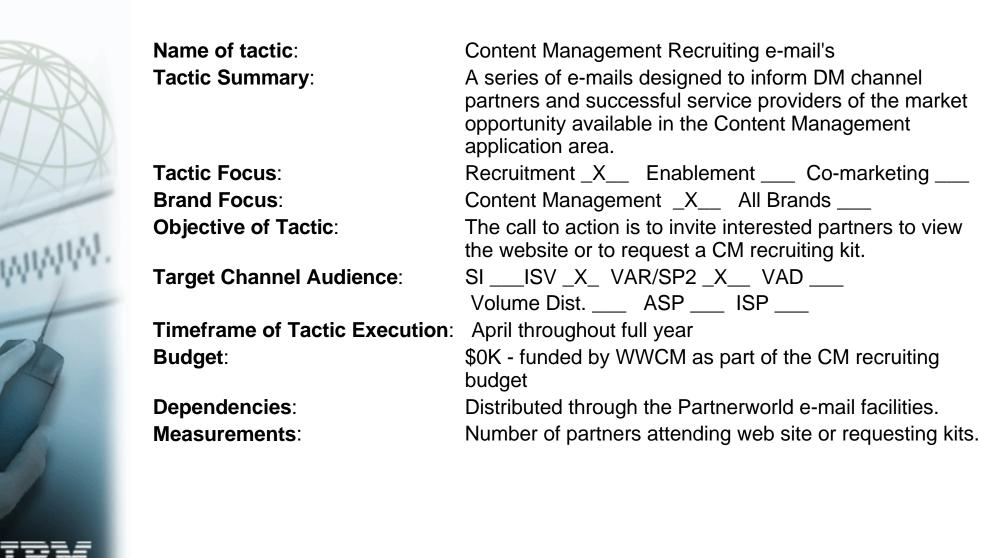
\$0K **Budget**:

Dependencies: DM CM is responsible to maintain the website.

Measurements: Number of partners visiting the website



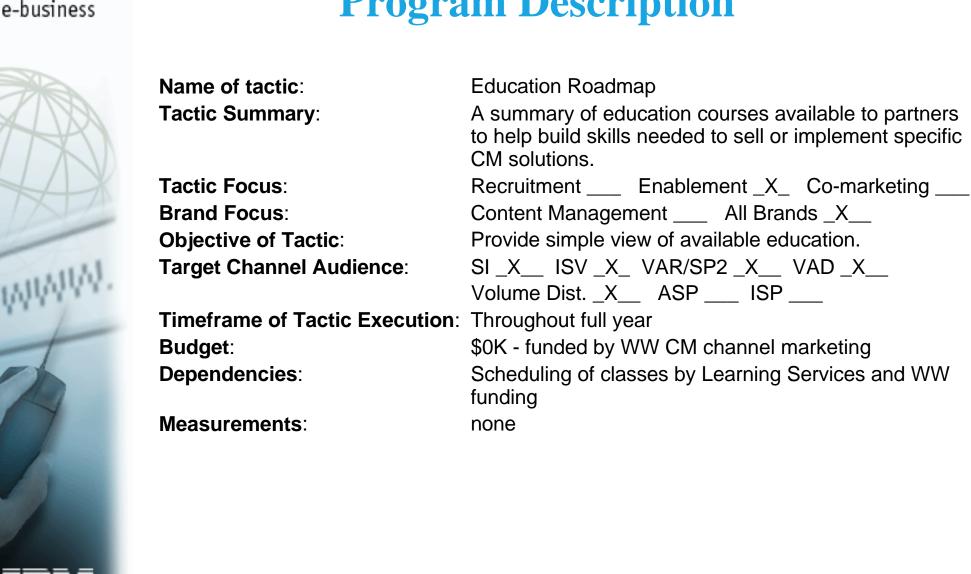




















Name of tactic:	Certification Roadmap

Tactic Summary: Roadmap to illustrate the four paths available to

partners intent on certifying in the Content Management

product areas.

Tactic Focus: Recruitment ___ Enablement _X_ Co-marketing ___

Brand Focus: Content Management _X__ All Brands ____

Objective of Tactic: Simplify the certification process for partners

Target Channel Audience: SI _X__ ISV _X_ VAR/SP2 _X__ VAD _X__

Volume Dist. X ASP ISP

Timeframe of Tactic Execution: Throughout full year

Budget: \$0K - funded by WWCM

Dependencies: WW CM funding and scheduling of classes,

maintenance of web site

Measurements: none





Name of tactic:	"We Pay Offerings"

Tactic Summary: Funds payable to partner when they attend specific classes

pass certification tests. Partner must have Value Pack to

qualify.,

Tactic Focus: Recruitment ___ Enablement _X_ Co-marketing ___

Brand Focus: Content Management ___ All Brands _X__

Objective of Tactic: Reduce cost to partners to participate in education

Target Channel Audience: SI _X__ ISV _X_ VAR/SP2 _X__ VAD _X__

Volume Dist. _X__ ASP ___ ISP ___

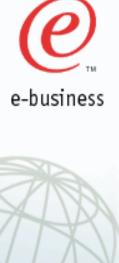
Timeframe of Tactic Execution: Throughout full year

Budget: \$0K

Dependencies: Funding by WW DM CM

Measurements: Number of partners who participate.





Name of tactic: Tactic Summary:	Content Management Solution Sales CD Assist partners developing sells skills for the Content Management solutions areas.	
Tactic Focus:	Recruitment Enablement _X_ Co-marketing	
Brand Focus:	Content Management _X All Brands	
Objective of Tactic:	Develop or refine the solution selling skills of our IBM	
	CM business partners.	
Target Channel Audience:	SI _XISV _X_ VAR/SP2 _X VAD _X	
	Volume DistX ASP ISP	
Timeframe of Tactic Execution:	June throughout Jan 2001	
Budget:	\$0K	
Dependencies:	Availability of CDs.	

None



Measurements:







Name of tactic:	Sales Solution Resource ((SSR)

Tactic Summary: The IBM Solution Sales Resource is a website that

provides sales tools, presentations, competitive information, and marketing collateral to help sales

people and marketers sell IBM software. Information is presented at each step of the solution selling process,

thereby offering sales people the information they need,

when they need it to close IBM sales.

Tactic Focus: Recruitment ___ Enablement _X_ Co-marketing ___

Brand Focus: Content Management ____ All Brands _X__

Objective of Tactic: Help partners build skills to sell our products.

Target Channel Audience: SI _X__ISV _X_ VAR/SP2 _X__ VAD _X__

Volume Dist. _X__ ASP ___ ISP ___

Timeframe of Tactic Execution: Website live June 30 - ongoing

Budget: \$0K- funded by WWCM

Dependencies: WW funding, maintenance of web site and brands

providing current updates to maintain currency of

material

Measurements: Number of partners attending web site







Tactic Summary: Monthly e-mail designed to inform partners of key

activities and actions.

Tactic Focus: Recruitment ___ Enablement _X_ Co-marketing _X__

Brand Focus: Content Management _X__ All Brands ____

Objective of Tactic: Provide partners with timely information on marketing

programs and activities.

Target Channel Audience: SI ___ ISV __ VAR/SP2 _X__ VAD _X__

Volume Dist. ___ ASP ___ ISP ___

Timeframe of Tactic Execution: Feb. through full year

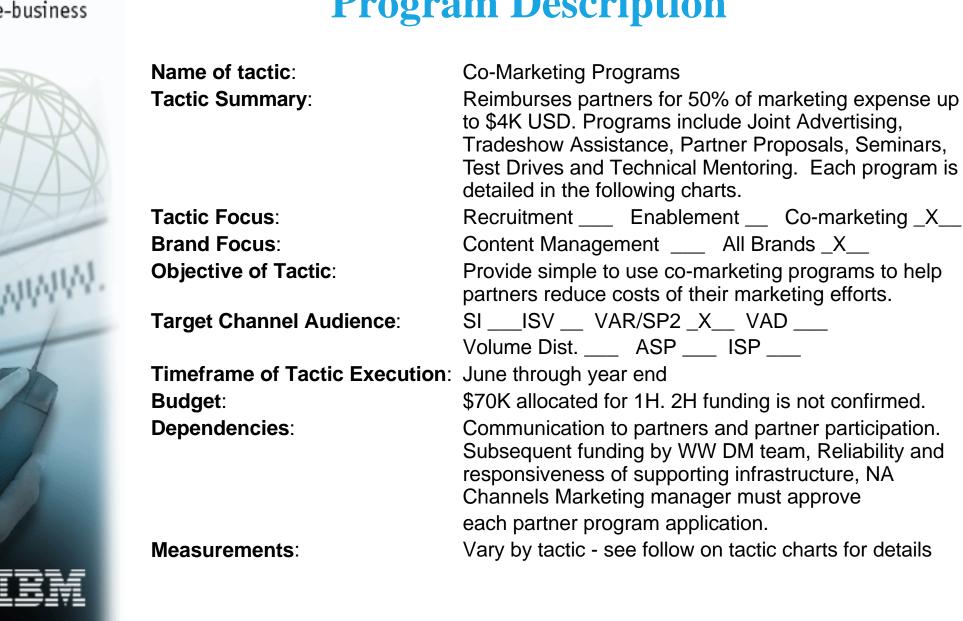
Budget: \$0K - funded by DM brand

Dependencies: Availability of content and the Partner World

communications structure.

Measurements: Number of partners reached.













Name of tactic: Partner Proposals

Tactic Summary: Reimbursement of half the cost, up to \$4,000, of approved

activity. To Enroll, Partners Submit: Detailed plan, Estimated revenue/leads to be generated, List of IBM

products to be involved

Tactic Focus: Recruitment ___ Enablement __ Co-marketing _X__

Brand Focus: Content Management ____ All Brands _X__

Objective of Tactic: Allows Partners flexibility in lead-generation co-marketing.

Target Channel Audience: SI ___ISV __ VAR/SP2 _X__ VAD ___

Volume Dist. ___ ASP ___ ISP ___

Timeframe of Tactic Execution: June through year end

Budget: see Co-Marketing program chart for breakdown details

Dependencies: Communication to partners and partner participation.

Subsequent funding by WW DM team, Reliability and

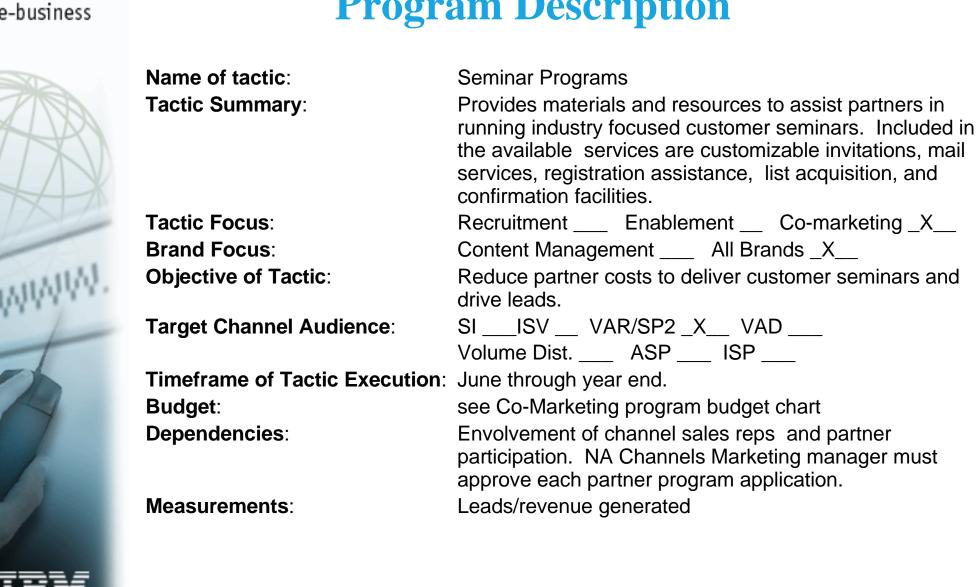
responsiveness of supporting infrastructure, NA Channels Marketing manager must approve each partner program

application.

Measurements: Leads or revenue generated, One page report of project

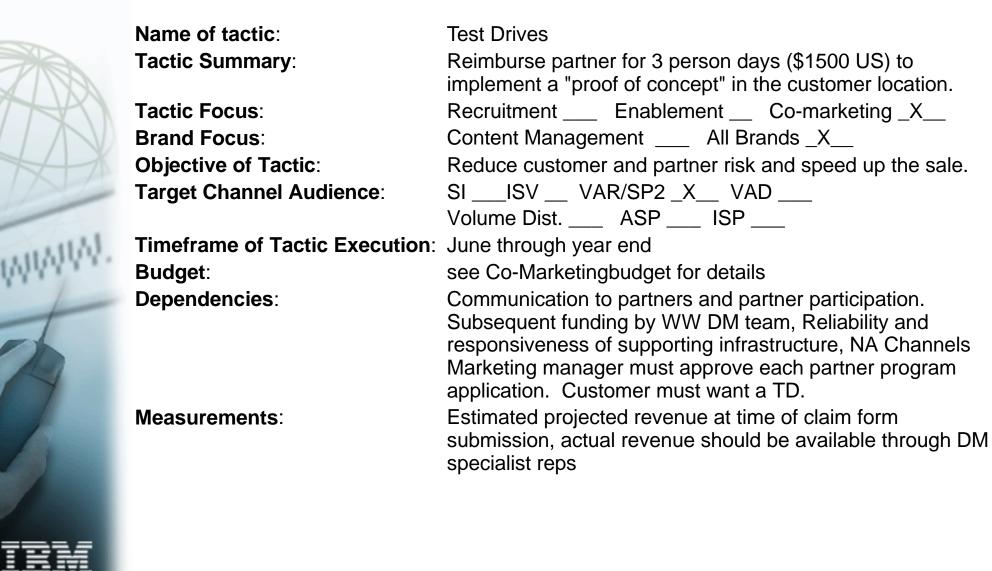
status and feedback

















	Name of tactic:	Technical Mentoring
	Tactic Summary:	
A/1/01	Tactic Focus:	Recruitment Enablement _X_ Co-marketing
7	Brand Focus:	Content Management All Brands _X
X	Objective of Tactic:	Provide skills transfer to business partners to help spee partner skill development and gain early success.
	Target Channel Audience:	SIISV VAR/SP2 _X VAD
		Volume Dist ASP ISP
with Mr.	Timeframe of Tactic Execution:	June through year end
MALL	Budget:	see Co-Marketing program chart for details
3	Dependencies:	Mentoring support provided through the application form on website. Communication to partners and partner participation. Subsequent funding by WW DM team, Reliability and responsiveness of supporting infrastructure, NA Channels Marketing manager must approve each partner program application.
	Measurements:	Number of partners participating and partner feedback
TPM		



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Name of tactic:	TradeShow Assistance	
Tactic Summary:	Reimbursement of half the cost, up to \$4,000, for approved show participation. Web-content: Schedule of IBM sponsored tradeshows, Schedule of other tradeshows to be considered for Partner reimbursement (non-exhaustive), Brand collateral available for order. To Enroll, Partners Submit: Estimate of show size and lead potential, Description of show attendee demographics, Description of solution to be featured.	
Tactic Focus:	Recruitment Enablement Co-marketing _X	
Brand Focus:	Content Management All Brands _X	
Objective of Tactic:	Provide an opportunity for Business Partners to represent IBM/Partner Solutions at tradeshows at reduced marketing costs to the business partners.	
Target Channel Audience:	SIISV VAR/SP2 _X_ VAD Volume Dist ASP ISP	
Timeframe of Tactic Execution:	June through year end	
Budget:	see Co-Marketing program chart for details	
Dependencies:	Communication to partners and partner participation. Subsequent funding by WW DM team, Reliability and responsiveness of supporting infrastructure, NA Channels Marketing manager must approve each partner program application.	

Number of leads generated



Measurements:





