PartnerWorld
for
Software

Steps to Success

A Guide to Exploiting PartnerWorld for Software

Benefits Through-Out the Sales Cycle

Introduction

Welcome to PartnerWorld for Software!

This guide is a companion document to the PartnerWorld for Software "track guide." It is designed for Business Partners who have already achieved the Advanced or Premier level and who have invested in the Value Package for Software. It provides guidance on leveraging the valuable benefits you will receive at these levels and through the Value Package, which is a key indicator of the strong value-oriented relationship between you and PartnerWorld for Software.

It's worth noting that once your company has purchased the Value Package for Software, you can enjoy an array of valuable benefits. The Value Package for Software includes "demonstration and evaluation" and "run your business" software, plus education and technical support reimbursements. It delivers numerous benefits at a price far below the value of its total contents. As you grow your business, you will receive the marketing, technical and education support that you need, when you need it. As you review the structure of the Value Package, you will see that it has been carefully assembled to facilitate your movements through the levels of the program; and as you move, the greater benefits of each newly attained level are immediately available to you, without your having to purchase another Value Package. Think of this document as a "how-to" guide, providing insight into how and where to deploy benefits in the sales cycle to maximize opportunity. Keep in mind, it was written for PartnerWorld for Software participants who have made the investment to achieve Advanced or Premier status. As a result, many of the benefits highlighted are available only at Advanced and Premier levels and through the purchase of a Value Package for Software. If you require more information on a specific benefit or on the criteria required for another level, please refer to the PartnerWorld for Software Web site. Here you can obtain the latest edition of the PartnerWorld for Software track guide, which includes criteria and benefits information.

A Quick Reference Card has been provided at the end of this document, giving you contact information at a glance for each benefit provided through PartnerWorld for Software. Also, you can find the latest version of the PartnerWorld for Software Track Guide at www.ibm.com/partnerworld/software in the Membership Centre.

Again, welcome to PartnerWorld for Software.

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The Sales Cycle -- Five Steps to Success

We provide many of the tools you may require to close new business and build on your e-business strengths. In fact, each benefit we deliver through PartnerWorld for Software fits into the framework of a five-step, e-business sales cycle. This cycle includes the following essential activities and embraces a variety of benefits that we provide to make you more successful:
- Developing skills
- Marketing
- Selling
- Implementation
- Recognition

The following subsections of this guide describe each step in the cycle and provide insight into the specific PartnerWorld for Software benefits you can leverage at each step. In addition to high-level information, short cuts are provided in each section that direct you to URLs where you can obtain additional information.

DEVELOPING SKILLS - STEP 1

Education and training are key factors in providing you with the skills necessary to sell and support the IBM and Lotus portfolio of software products.   As a result, PartnerWorld for Software gives you easy access to a wide array of education and training offerings that help you develop or refine your skills.

Education and training benefits offered through PartnerWorld for Software embrace three key areas: sales training, technical education and business skills. Inside each of these core areas we provide access to skills planning information, roadmaps that help you define your path and curricula that will enable you to embark on an opportunity-filled journey.

Likewise, the IBM Professional Certification Web site will allow you to review and select a desired certification role. After clicking on the desired role, you can review the education roadmaps that will help you prepare for the test. In some cases, you can select from a choice of elective tests that is best suited to your abilities and needs. Some roles also offer a shortcut by giving credit for a certification obtained in other industry certification programs.

"We Pay" Offerings

PartnerWorld for Software provides education reimbursement through our unique family of **We Pay** offerings**,** which help you offset the expense of building sales, technical and business skills. Indeed, these offerings underscore our strong commitment to you and to assisting you in acquiring the skills and training you need to increase your success. We Pay offerings include:
- *"You Pass, We Pay,"* which encourages you to build advanced product skills by reimbursing some or all of your tuition fees when eligible certifications are achieved.
- *"You Test, We Pay,"* which assists you in achieving certification by reimbursing test fees for eligible certification tests.
- "*You Attend, We Pay*," which reimburses you for attending specific courses. Eligible courses are ones that may not have an associated certification role, but still offer significant skill enhancement opportunities.

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Sales Training
With a continued emphasis on delivering you the most up-to-date sales training, PartnerWorld for Software offers the new **Signature Selling Training**. Formerly known as Solution Selling, the Signature Selling method is a worldwide approach to selling our portfolio of solutions for all IBM and Business Partner sales professionals. It embraces a seven-step framework that corresponds to steps customers go through in making a purchase decision.

Signature Selling and e-business certification are two key skills initiatives for Business Partners. It is a key element in preparing for the IBM e-business Sales certification. In addition to improving the sales and e-business solutions expertise of the sales professional, e-business Sales helps Business Partner firms advance toward the new IBM Certified for e-business - Business Partner designation. This entitles the firm to use the new "e-business Partner" emblem, and provides access to a range of other new and enhanced benefits.

Technical Education
Through the **Professional Certification Program**, a range of technical education initiatives are available to help you develop or sharpen technical expertise in a variety of key areas. These areas include e-business, application development, data management, networking software, Internet and Web tools, transactions systems and speech recognition.

Moreover, you can gain technical skills in IBM- and Lotus-specific technologies such as DB2, Websphere, MQSeries, and Domino. You can also select certification paths for Lotus and Tivoli software, as well as complementary certifications on different IBM hardware platforms.

Technical education can be funded through aspects of the *We Pay* family of offerings, including *You Pass, We Pay* and *You Test, We Pay.* As a participant, you are also entitled to a 25-percent discount off of advanced technical training offered by IBM Learning Services and selected Lotus education through the Lotus Authorized Education Centers (LAECs).
IBM Learning Services also provides an **education discount card**. This card can be purchased for an annual fee and allows an individual Business Partner employee to attend an unlimited number of classes and conferences at no extra charge.

Business Skills
As a participant in PartnerWorld for Software, you are eligible to enroll in the **Business Partner Executive Institute**, an exclusive, world-class educational opportunity for executive development. The institute focuses on key aspects of helping you grow and expand your business. IBM and university experts lead courses in the areas of organization and technology strategy, leadership, customer service, knowledge management, and e-business solutions. You can select from an impressive array of both business seminars and teaming education. Previous offerings have included:
- Becoming a Successful e-business Solution Provider
- Financial Management for Growing Companies
- IBM Business Partner Owner's/President's Program

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- The Leader's Challenge
- Strategy Planning Workshop

How we Deliver Education and Training

Education is delivered in many formats -- from traditional classroom settings to seminars and satellite broadcasts. PartnerWorld for Software not only enables you to choose the subject matter that best fits your needs -- that is, technical, sales or business -- but also lets you select the delivery format for your education. A range of courses are delivered in classrooms and, in some geographies, through satellite TV. Training and education are available worldwide with courses delivered through IBM Learning Services and Lotus Authorized Education Centers.

Run Your Business Software

We offer a variety of IBM and Lotus strategic software solutions through the **Run Your Business** software offering for your internal use . This offering enables you to install and run strategic software offerings such as IBM SecureWay and Lotus SmartSuite at no charge. This not only strengthens your skill base on various IBM technologies and solutions, but also demonstrates our strong, tangible commitment to you.

Did You Know ....

- *Through computer-based training, IBM Learning Services and Lotus Education provide more than 500 titles of computer-based training modules on IBM and Lotus products and skill areas. Additional titles are available on other key industry product offerings.*

Short cuts: begin at www.ibm.com/partnerworld/software

Developing Skills - Step 1	Web category / Subcategory
We Pay Offerings	Education / Tuition and Test Reimbursement
Signature Selling Training	Education / Sales Education
Professional Certification Program	Education / Technical Education
education discount card	Education / Skills Planning
Business Partner Executive Institute	Education / Business and Executive Education
Run Your Business Software	Marketing and Sales / Software for Business Partners

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<u>*MARKETING - STEP 2*</u>
After you've acquired a solid base of skills or while you are developing them, you can move onto the next step in the sales cycle: Marketing. Indeed, the marketing support we provide through PartnerWorld for Software is a key benefit category. As a result, numerous offerings are available to assist you in marketing your firm as an IBM Business Partner and to help you better market your IBM-based e-business solutions.

Branding
As a participant in PartnerWorld for Software with certified skills, your firm location can now use the **IBM Business Partner Emblem** to represent your location. This is a highly recognized designation and is familiar to customers and other Business Partners. Moreover, Lotus Business Partners who possess the required Lotus certifications can use the appropriate Lotus Business Partner logos.

You may even be eligible to make use of the **IBM e-business Logo.** This serves as an umbrella to position our breadth of offerings and you, our Business Partners, as the leaders in providing advanced Internet solutions. The IBM e-business logo functions as a distinctive unifying visual element that can be used in e-business communications to support this focused positioning. It may be included in qualified communications about e-business or on materials developed to promote e-business enabling offerings.

You also can nominate your qualified e-business sites to host the **IBM e-business Mark** as a symbol of e-business solutions at work. You may nominate either your own sites or customer sites. To grow the e-business industry, IBM is allowing the IBM brand and e-business trademark to be used by qualified customers in the largest branding initiative ever undertaken.

The e-business Mark is intended to indicate that a site is conducting e-business, is using IBM products or services, and that these products and services can be used to help make the site more reliable, scalable or secure.

Marketing Tools
In support of channel brand campaigns, **co-marketing** deliverables are offered to you such as e-mail blasts, promotional messages, customizable direct mail, and Web banners. These deliverables make it easier to understand, position, market, and sell IBM's broad range of products, services, and e-business solutions.

In addition, we also avail our **Marketing Support Advantage** to those of you that have achieved the Premier level and have purchased a Value Package for Software. IBM has leveraged its buying power and current relationship with Harte-Hanks, a business-to-business marketing firm, to make this benefit available to you. The Marketing Support Advantage gives you the capability to purchase marketing services from Harte-Hanks at the same discount (25%) they offer IBM. Essentially, this benefit gives you the same level of service, including pricing, that Harte-Hanks offers large corporations such as IBM.

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You may choose from a variety of marketing services Harte-Hanks offers, including:

- Database Access Program
- Database Clean-up (outbound service)
- Direct Mail Services
- E-mail Marketing
- Event Management Services
- List Services
- Market Analytics
- Print Services
- Teleservices (inbound and outbound telemarketing)
- Webinar Services

Through **Business Partner Connections** you can find other Business Partners with complementary skills for teaming. Business Partner Connections provides tools to help you build the necessary skills to successfully team with other Business Partners and also lists you in a worldwide Business Partner directory that gives you exposure throughout IBM's global network of Business Partners.   Other features include the Business Partner and Solution Search, which enables you to search for a Business Partner by attribute or solution needed.   Connection Tools give you the information you need to learn how to successfully team with another firm. Four unique tools help you define your purpose for connecting, assess your readiness to team with another firm, know your value to and requirements for another Business Partner and divide roles and responsibilities.

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Did You Know ....

- *Trade show display booths, both tabletop and floor models, are available on a loaner basis to Advanced and Premier Business Partners to support trade show activities.*

- *IBM leads revenue rankings in the following e-business software segments: Collaborative Server, Web Server, Web Application Development, e-commerce Web Server, and Security Management.* IBM was named the world's top messaging middleware vendor* and the best of the hardware/software vendors in delivering end-to-end, integrated e-commerce solution.**

  And there's more: Business Partners surveyed in North America's VARBusiness Annual Report Card (ARC) 2000 voted IBM DB2 Universal Database as best overall Database Software and first in all three sub-categories for Products/Pricing, Support and Partnership. IBM WebSphere Commerce Suite was also voted as best Internet Software, and first in the Support and Partnership sub-categories. **

  * These distinctions were awarded respectively by the Gartner Group, Aberdeen Group and Giga Group. ** These distinctions were awarded by CMP - VARBusiness ARC.

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Short Cuts: begin at www.ibm.com/partnerworld/software

Marketing - Step 2	Web Category / Subcategory
IBM Business Partner Emblem	Marketing and Sales / Naming and Emblem Usage
IBM e-business Logo	Marketing and Sales / Naming and Emblem Usage
IBM e-business Mark	Marketing and Sales / Naming and Emblem Usage
Co-marketing	Marketing and Sales / Marketing Tools
Marketing Support Advantage	Marketing and Sales / Marketing Tools
Business Partner Connections	Marketing and Sales / Connecting Business Partners with Business Partners

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SELLING - STEP 3
Through the **Signature Sales Resource** Web site, for instance, you can download presentations, competitive information and marketing collateral to help you prepare for sales calls or seminars. Information is presented at each step of the signature selling process, offering you the exact information you need, when you need it.

Deliverables integrate IBM, Lotus and Tivoli information. In fact, the Web site includes Lotus Sales Tools with information about Lotus families of products and services. These tools include data sheets, white papers, presentations, demos, creative tool kits, and frequently asked questions (FAQs). Additionally, you can view Executive Briefing Center presentations and access enablement tools such as archives for hot topics, HEADS UP and LotusTalk announcements.

So, if you are about to approach a prospect with an e-business solution built on the IBM Websphere framework , for instance, or you are closing a Websphere sale, you have immediate access to all of the information and marketing collateral you may require. This includes competitive analyses, case studies, presentations and a range of marketing collateral. No matter where you are in the sales cycle, we have the materials you require to make the sale.

Demonstrating software to a client is a critical step in the selling process. Thus, you have the option to electronically order or download **demo and evaluation software** on an unlimited basis. You can also order multiple sets of the CD-based software. This not-for-resale (NFR) software is provided for demonstration and evaluation purposes only. It is available across the IBM and Lotus portfolio and includes more than 100-plus products such as Lotus Notes, DB2 UDB, VisualAge Java and the IBM Small Business Suite.

You may also be eligible to receive **sales leads** generated by marketing campaigns, trade shows, or through sales centres. Lead distribution is based on your skill sets. It is critical that you maintain your PartnerWorld for Software profile. This ensures that you receive leads based on yours skills, capabilities and strengths.

And, when you require pre-sales support, **Techline** provides technical sales support to assist you in selling IBM, Lotus, and Tivoli products and solutions. This means you have a knowledgeable source for answers to specific questions that will assist you in closing sales. Think of it, no more research. No more time-consuming calls to find the right resource. You are just a phone call away from all of the technical sales support you require.

In addition web-based self-help technical support is available 24X7 on IBM, Lotus and Tivoli technologies. This includes answers to Frequently Asked Questions (FAQ's), white papers, IBM Redbooks and other information.

What's more, Web-based solution and application development support is also provided, ensuring that you have a forum through which to receive solution-focused support. In the context of solution development and pre-sales support, this level of individualized support gives

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you access to the answers you require in order to more effectively develop and market your IBM-based solutions.

Through PartnerWorld for Software, a variety of **financing** offerings are also available to assist you in winning software sales. IBM Global Financing offers one-stop shopping for all of your customers' software financing requirements. This includes even non-IBM software. Flexible terms and conditions are offered along with creative solutions to unique IT financing problems, simple contracts and hassle-free paperwork.

Did you know...

- *Even software only and non-IBM software may be financed through IBM Global Financing.*
- *For pre-sales technical support via Techline and Web-Based Technical Sales Support, over 60 IBM, Lotus and Tivoli products are support covering IBM Websphere, IBM WebSphere Commerce Suite, DB2, Lotus Domino/Notes, MQSeries, MQSeries Workflow, Tivoli Secureway, Transaction Server (CICS), Enterprise Information Portal (EIP), Host Integration (formerly SecureWay), Content Manager, VisualAge and Java Development*

Short Cuts: begin at www.ibm.com/partnerworld/software

Selling - Step 3	Web Category/Subcategory
Signature Sales Resource	Marketing and Sales / Sales Tools
Sales leads	Marketing and Sales / Lead Management
Demo and evaluation software	Marketing and Sales / Software for Business Partners
Techline	Technical Support / Telephone Based Support
Web-based solution and application development support	Technical Support / Web-Based Support
Financing	Financing

IMPLEMENTING - STEP 4

So, you've marketed your solution and won the sale. What's next? A variety of benefits provide assistance with implementing your solution.   Keep in mind, while we offer both telephone *and* Web-based support, our goal is to empower you via the Web to access the support you need, exactly when you want it.

Web-based self-help technical support, for instance, is available 24X7 on IBM, Lotus and Tivoli technologies. This includes answers to Frequently Asked Questions (FAQs). Browse or search through thousands of questions and answers which are loaded with hints and tips on IBM products, platforms and e-business technologies.

For telephone-based installation and usage technical support, you can purchase technical support contracts from the Lotus and IBM technical support organizations. And, from our **We Pay** family of offerings, you can purchase technical support contracts from the Lotus and IBM technical support organizations. *You Call, We Pay* enables you to submit invoices for reimbursement up to a capped dollar amount. Remember, reimbursement amounts vary by geography. A You Call, We Pay alternative is available in North America

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Did You Know ....

- *Through the Web, you have immediate access to information maps linking you directly to sources of technical data, software fixes, databases of fixed problems, bulletin boards, integration starter kits for e-business, sample code, white papers, red books and other e-support services. Want to learn more about accessing these resources? Just visit PartnerWorld for Software.*
- *Last year, over 12,000 calls were made worldwide for PWSW Business Partners via Techline covering product, pricing information, publications, currency, compatibility and initial solution design, among other information available.*

Shortcuts: begin at www.ibm.com/partnerworld/software

Implementation - Step 4	Web Category/Subcategory
Web-based self-help technical support	Technical Support / Web-Based Support
"You Call We Pay" (alternative available in NA)	Technical Support / Telephone Based Support

RECOGNITION - STEP 5
The last step in the sales cycle is recognition. We want our relationship with you to be as rewarding as possible, so that we both -- you and IBM -- continue to reap the benefits. Incentives and offerings are flexible so that you can decide how to use the funding to streamline your business processes and increase revenue.

Through the **Sales Assistance Program**, we reward you for influencing sales. You can receive a Fee (hard dollars) or Business Development Funds (soft dollars) based upon the software that your customer acquires, when you were the Business Partner who inspired the customer to make the purchase.

Passport Advantage II is the single, simple way to make the most of your customers' investment in software technology. This volume licensing program from IBM and Lotus includes software, software subscription, and support for any size organization, anywhere in the world.

As a participant in PartnerWorld for Software, you also can take advantage of a ground-breaking global incentive program called ***now you.*** This offering is designed to recognize outstanding contributions toward the success of our software sales and influenced sales performance focused on the mid-market/small-sized and medium-sized business market. You and your guest could be on your way to winning an exciting trip to an exotic destination!

Lastly, the **Beacon Awards** recognize Lotus and IBM Software Business Partners who have excelled at providing quality products, innovative solutions, and superior services to customers.

> ### *Did You Know ....*
>
> Did you know that you can receive compensation for influencing a customer to buy IBM or Lotus software?

Short Cuts: begin at www.ibm.com/partnerworld/software

Recognition - Step 5	Web Category / Subcategory
Sales Assistance Program	Incentives / Sales Assistance Program
Passport Advantage II	Incentives / Passport Advantage II
now you	Incentives / Sales Incentives
Beacon Awards	Relationship Management / Recognition of Business Partners

Conclusion

At the heart of PartnerWorld for Software is our commitment to support opportunities for you and the community of Business Partners with whom we cultivate collective successes. This is the foundation of PartnerWorld for Software. The benefits we provide are designed to support you in reducing your operating expenses and in turn raise your bottom-line profits. Moreover, they create unprecedented opportunities, enabling you to develop and deliver best-of-breed e-business solutions. So, be sure to take full advantage of the comprehensive support we provide at each step of the sales cycle, encompassing skills development, marketing, selling, implementing and recognition.

Where to Go for More Information:

Need up-to-date information on PartnerWorld for Software and the benefits to which you are entitled? All the information you need is in one place: http://www.ibm.com/partnerworld/software in the Partner Zone. To learn more about other aspects of IBM PartnerWorld (Developers, Personal Systems, and Systems and Services), visit the PartnerWorld Web site at: www.ibm.com/partnerworld

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- Tivoli is a registered trademark of Tivoli Systems, Inc.
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QUICK REFERENCE CARD

Place this Quick Reference Card on your desk where you can readily find the contact information you need on PartnerWorld for Software.   Benefits are organized in the sales cycle format to give you insight into when you should engage each offering.

Start at the PartnerWorld for Software Home Page	**www.ibm.com/partnerworld/software**
Developing Skills - Step 1	
We Pay Offerings	Education / Tuition and Test Reimbursement
Signature Selling Training	Education / Sales Education
Professional Certification Program	Education / Technical Education
Education Discount Card	Education / Skills Planning
Business Partner Executive Institute	Education / Business and Executive Education
Run Your Business Software	Marketing and Sales / Software for Business Partners
Marketing - Step 2	
Marketing - Step 2	Web Category / Subcategory
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Web-based solution and application development support	Technical Support / Web-Based Support

Financing	Financing
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now you	Incentives / Sales Incentives
Beacon Awards	Relationship Management / Recognition of Business Partners

If you have any questions, please contact our Membership Centre hotline. You can locate the phone number for your area by visiting www.ibm.com/partnerworld/software, select Membership Centre, then How to Contact Us, and choose your appropriate geography.