



**Mark Ouellette**  
Vice President, Worldwide SMB  
Software Sales

## Ten Questions for Mark Ouellette

*Mark Ouellette was recently named vice president of worldwide SMB software sales. A 25-year-veteran of IBM, Ouellette has extensive experience in financial and Software sales business operations. He recently met with SW Business Partner e-News to talk about the importance of Business Partners to IBM's SMB strategy.*

**Q:** You feel very strongly about IBM's ability to win in the Midmarket space. Why?

We have proven to ourselves — and to the industry — that to grow at a sustainable, attractive rate, we have to take the Midmarket very seriously. All of IBM — not just Software — is making a very serious commitment to this goal. There are two reasons I feel so strongly about this opportunity: we can't grow without it, and there is no clear leader. Lots of players, but no clear leader.

**Q:** What needs to happen within your organization to do this right?

We need to create a unique culture around the people in Software Group who support Business Partners. I want our people and our Business Partners to feel the same way Global Services did during its explosive growth phase. To feel confident, victorious, to share a unique esprit de corps.

**Q:** As VP of SMB Software Sales, how much of your role involves Business Partners?

[continued on page 4](#)

### In This Issue

<b>Top Contributor Initiative</b>	<b>2</b>
<b>Education &amp; Training</b>	<b>2</b>
<b>Co-Marketing</b>	<b>3</b>
<b>Midmarket News</b>	<b>3</b>
<b>Knowledge &amp; Networking Events</b>	<b>4</b>
<b>PartnerWorld for Software</b>	<b>5</b>
<b>News from the Power Brands</b>	<b>5</b>
<b>Business Partner Successes</b>	<b>8</b>

## New and Enhanced Start Now Solutions Expand Top Contributors e-business Portfolio

During the end of April and early May, we held calls with each geography announcing New and Enhanced Start Now Solutions. The enhancements and new offerings are designed to accelerate the expansion of your e-business portfolio beyond your current skills or time limits. Your sales representatives can be quickly trained to understand a greater range of opportunities for selling e-business solutions. The technical teams can benefit from an array of tools

to implement e-business solutions from entry to advanced without immediate commitments to extensive education and certifications.

Here's a quick summary of what's new:

- **Scenarios that cover entry to advanced solutions** - Start Now Solutions include new scenarios that provide advanced levels of deployment and complexity so even the most experienced Business Partners will find

[continued on page 7](#)



## e-business Roadshow Extended; 'We Pay' Reimbursements Keep Business Partners Learning

As you know, the Top Contributor Initiative (TCI) Education Program's free education coupons expired March 31, 2002. However, TCI Business Partners still need to continue to develop their skills to meet the new PartnerWorld® for Software 2002 criteria. Are you aware that the You Pass We Pay program offers reimbursements to defray some of your education costs? Business Partners at the Advanced level in PWSW are eligible to claim up to \$9,000 USD in reimbursements and Premier Business Partners are eligible for up to \$50,000 USD.

Take advantage of the We Pay offerings and meet the new 2002 criteria. When you enroll in an IBM Learning Services class, make sure you mention the 25% discount Business Partners receive. Also, check the Business Partner Zone for the updated schedule.

[http://www100.ibm.com/partnerworld/software/pwszone.nsf/Cat?ReadForm&cat=e&login\(Enter userid and password\) > Sales education](http://www100.ibm.com/partnerworld/software/pwszone.nsf/Cat?ReadForm&cat=e&login(Enter%20userid%20and%20password)>Sales%20education) > e-business Sales Roadshow

Please note that to take advantage of the We Pay offerings, you must have a 2002 Value Package:

[http://www-100.ibm.com/partnerworld/software/pwszone.nsf/Cat?ReadForm&cat=mc&login\(Enter userid and password\) > Value Package for Software](http://www-100.ibm.com/partnerworld/software/pwszone.nsf/Cat?ReadForm&cat=mc&login(Enter%20userid%20and%20password)>Value%20Package%20for%20Software) > Value Package for North America - 2002

## Education & Training

### Power Brand Sales Education

This year, an Advanced level Business Partner must obtain one sales skill; a Premier Consultant and Integrator Business Partner must obtain two sales skills; and a Premier Reseller Business Partner must obtain three. The Power Brand Sales 201 follows the Power Brand Sales 101 and Signature Selling Methodology (SSM) workshops with an instructor-led, interactive, two-day class. In this class you will learn how to identify a qualified opportunity, gather customer information using SSM, design the solution and advance the sale; all which are practically applied by a case study or an interactive customer scenario review.

After the Power Brand Sales 201 workshop, you will be ready to take a Web-based mastery test that covers the content of the Sales 201 class. These classes will enhance your selling skills and help you increase your revenue opportunities. After passing the mastery test, you will be recognized as a Solution Sales Professional. In addition, passing this test will count towards your sales skills criteria for the Advanced and Premier membership levels.

The Web-based mastery test is now available — stay tuned for additional details. Register today for the Power Brand Sales 101 and 201 workshops held in various cities across North

America. Workshop details and schedules for each Power Brand are available on the Business Partner Zone.

[http://www100.ibm.com/partnerworld/software/pwszone.nsf/Cat?ReadForm&cat=e&login\(Enter userid and password\) > Sales education](http://www100.ibm.com/partnerworld/software/pwszone.nsf/Cat?ReadForm&cat=e&login(Enter%20userid%20and%20password)>Sales%20education)

The class is available at no charge; however, pre-registration is required to confirm seating. Space is limited, so register today by sending an e-mail to [salesed@us.ibm.com](mailto:salesed@us.ibm.com) and include the following information in the e-mail:

- Name
- Title
- Company Name
- PartnerWorld for Software Membership Level (Member - Advanced - Premier)
- Mailing Address
- e-mail Address
- Phone Number
- Fax Number
- Class you would like to attend (DM 201, WS 101, etc)
- Location and date of the class

## Co-Marketing Web Site Enhancements

The Co-marketing Web Site has recently been updated to reflect the new 2002 co-marketing menu of offerings. Use this Web site as a reference tool as you build your 2002 PartnerPlans and marketing plans. Complete your PartnerPlans as soon as possible so you can get a fast start with the new Co-marketing Pre-approval Process and updated brand co-marketing tactics. This will enable you to begin executing your Business Partner co-marketing tactics which drive your 2002 software revenue.

Visit the Co-marketing Web Site at:

<http://www.ibm.com/partnerworld/software/zone> > [Marketing and sales support](#) > [Co-marketing Program](#) > [Co-marketing Program Opportunities for Business Partners](#)

## Campaign Designer is Smart Marketing

Campaign Designer is IBM's unique demand generation tool on the Web that makes it fast, simple and affordable for you to create your own end-to-end marketing campaigns by leveraging

many of the IBM advertising campaigns, including the e-business infrastructure and SWG Visitors campaigns. Software Business Partners have now mailed more than 100,000 pieces since mid-2001.

Campaign Designer now has six new templates to support the e-business infrastructure campaign, with Phase 1 launching in April. Included in the new templates are new self-mailers, postcards and telemarketing scripts. Phase 2 will follow in August. SWG will also launch new "Play to Win" campaign templates in late May focusing on WebSphere®, SMB and Lotus® solutions.

Take advantage of the affordable and effective demand generation that is at your fingertips with Campaign Designer. Visit: <http://www.ibm.com/partnerworld> > [Marketing and Sales](#) > [Campaign Designer](#)

continued on page 6

## Midmarket News

### Start Now Solutions Proven

The Family of Start Now Solutions for e-business is growing — substantially. On May 9 at DeveloperWorks Live!, IBM Software formally announced Start Now Solutions Proven — a new set of solutions to meet almost every conceivable business need, including Customer Relationship Management (CRM), Enterprise Applications, Business Operations, Supply Chain and much more.

IBM Solution Developer Partners have developed literally hundreds of application solutions, the best of which are being enhanced to fit into the Start Now program. That means you will get the same flexibility, customizability, quick and easy installation and configuration, and rapid

implementation that comes with every Start Now Solution.

Start Now Solutions Proven offerings provide our Business Partners with the improved ability to meet their customers' business needs, increased service revenue opportunities, and additional opportunities to sell IBM middleware. All Start Now Solutions Proven offerings include the resources Business Partners need to customize and deploy robust, scalable, "line-of-business" solutions for their customers while opening doors to new ISV relationships.

The first nine of these solutions are already available; over 20 Start Now

Solutions Proven offerings are becoming available in May, with more to come throughout the year. If you need a Sales Force Automation, Expense Management, Customer Service, Human Resources, Project Management, Project Costing or other application, check out the new Start Now offerings from IBM and our best Solution Developers.

For Top Contributor Initiative (TCI) Business Partners, each ISV Start Now Solutions Proven sale may count toward your 2002 revenue targets. Visit:

<http://www.ibm.com/partnerworld/software/zone> > [Marketing and sales](#) > [IBM Start Now Family of Solutions](#)

continued from page 1

A big part. Business Partners play a pivotal and critical role in the success of growing IBM share in the Midmarket customer set. Because of that, I work closely with Gérald Karsenti, the vice president of worldwide distribution channels management [editor's note: see April's issue for the Karsenti interview]. Together we run this area as a single organization.

**Q: Are you working to ensure that IBM's Software offerings are attractive to Midmarket customers?**

Yes; IBM is very serious about this. In fact, for the first time ever, we just announced a development executive and business development executive position, who are responsible for making sure that our offerings — across the four brands — are tailored to meet market requirements. Not only customer requirements but Business Partners, too. We will be forming an advisory council of customers, solution providers and ISVs that will help us rationalize the process and test our ideas. I'm very excited about these developments.

**Q: Price is important to Midmarket customers, but profitability is important to Business Partners. How do you balance these two?**

When IBM middleware is packaged with applications and services, it provides demonstrable value to customers, and they recognize that. But Business Partners cannot earn revenue from middleware without the necessary skills. My job is to make it easier and more financially rewarding for Business Partners to sell middleware to the Midmarket. Passport Advantage is an example of this. We enhanced it late last year to include Tivoli and Informix, to provide a standard set of services and support, and to offer bigger margins to Top Contributor Initiative members for selling to SMB customers.

**Q: So price matters?**

It's my intention never to lose on price. Our channel program is more competitive than Oracle's, for example, when you compare what we provide to Top Contributor Initiative Business Partners to sell in this space. Sure, we can always be more competitive, but you can't sell middleware without skills. We invest in the Business Partners who invest in us.

**Q: What's the biggest challenge that IBM Software Business Partners are facing?**

I think it's services. We need to strike the right balance between how we leverage Business Partners' services capabilities versus IBM Global Services. We're providing more access, Start Now offerings, and financial incentives to help Business Partners sell software, but we also do a fair amount of work to make sure we're not impeding their ability to sell their services.

**Q: You've seen a lots of new technology come to market. Which one most impresses you these days?**

The pure research IBM is doing in supercomputing. The amount of density we can put on a chip is mind-boggling.

**Q: What do you like doing in your spare time, assuming there is any?**

When I'm not busy with my two kids, I like sports — mainly golf and basketball.

**Q: Who do you like for the NBA Championship?**

I grew up in New Hampshire so I'm a diehard Celtics fan. But the Lakers will be tough to beat.

## Knowledge & Networking Events

### **VARBusiness 500 Awards Event: June 25, New York**

The SWG Distribution Channels Management team is a sponsor for this year's 2002 VARBusiness 500 Awards Event to be held in NYC on Tuesday, June 25th at Rockefeller Center. This year's co-sponsorship with the Personal Computing Division is for the Small and Medium Business category. The event is a one-of-a-kind networking event that brings together executives from top VARBusiness 500 firms, sponsoring vendor companies and VARBusiness editorial and management teams. In addition to the exclusive networking opportunity, awards will be distributed to VARBusiness 500 companies during a formal sit-down dinner. Robert C. DeMarzo, VP/Editorial Director, will also present topline from the 2002 VARBusiness 500 research.

## 2002 Criteria/Qualification Deadlines

This is a reminder of some key dates coming up for PWSW Business Partners:

### 1. May 30, 2002

This is the last day for Business Partners to qualify for Advanced and Premier level membership against the following PWSW 2002 criteria:

**Revenue attainment** – 2001 revenue and this applies to Resellers only.

- **Advanced** – \$300K (USD) Enterprise plus Midmarket or \$100K(USD) Midmarket
- **Premier** – \$450K (USD) Enterprise plus Midmarket or \$150K(USD) Midmarket

**Customer References** – these must be current references

- **Advanced** – Three
- **Premier** – Five

**Skilled Individuals** – minimum of one certification per individual

- **Advanced** – Three skilled individuals (Two Technical, One Sales)
- **Premier** – Eight skilled individuals
- \* **Resellers** – Five Technical (minimum two IBM software brands; three Sales)
- \* **Influencers** – Six Technical (minimum two IBM software brands; two Sales)

### 2. June 3, 2002

This is the date when the new 2002 criteria outlined above will be implemented and PartnerWorld for Software Business Partners will be re-leveled accordingly.

Stay in contact with your Business Partner Sales Managers to ensure that you have your Partner Marketing Plan completed and have achieved the 2002 criteria before June 3, 2002.

## News from the Power Brands

### Planet Tivoli 2002: June 3-5, Washington, D.C.

Planet Tivoli will be held in Washington, D.C., June 3-5, 2002. Be sure to attend and sponsor a booth so you can meet with some of IBM's top customers, generate leads, and preview your solution at Tivoli's premier customer event.

For a limited time, Tivoli is offering a promotion for 50% off the sponsorship price of \$7000. Sponsorship includes a pedestal in the Tivoli Solution Showcase, with signage highlighting your solution. Leads captured will be provided to you on-site. Act quickly, as sponsorships are limited and will be fulfilled on a first-come, first-serve basis. Two full conference passes are available so you can take advantage of all the benefits of Planet Tivoli.

For more information on Planet Tivoli sponsorship opportunities and to request a sponsorship package, please send an e-mail to [jana@emgroup.com](mailto:jana@emgroup.com).

For information on Planet Tivoli and what this exciting event has to offer, go to: [http://www.tivoli.com/news/planet\\_tivoli/pt2002/](http://www.tivoli.com/news/planet_tivoli/pt2002/)

### Tivoli Business Continuation Seminar Solution

Tivoli Business Partners: leverage the new Tivoli Business Continuation Seminar Solution. Access a seminar overview as well as downloadable content including customer presentation, seminar activities checklist including a seminar attendee evaluation form, sample invitation, telemarketing scripts and supporting collateral. To access the Tivoli Business Continuation Seminar Solution, go to:

[www.ibm.com/partnerworld/software/zone](http://www.ibm.com/partnerworld/software/zone) (Enter userid and password) > Select Marketing and sales support > Co-marketing Program. From this page, click on Co-marketing Program Opportunities for Business Partners; then select Seminar Solutions and from there select Tivoli Business Continuation Solution from the left-hand navigator list of all seminar solutions.

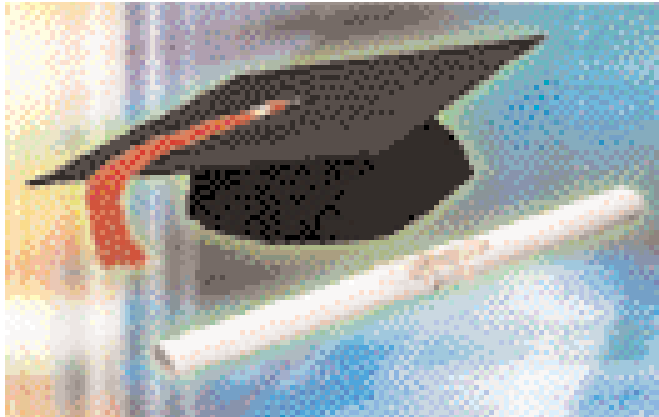
### Tivoli Knowledge Call Replay

The first major Tivoli announcement of 2002 took place as a knowledge call on March 21. The information presented is the foundation of Tivoli developments for 2002 and is valuable information for all IBM Business Partners selling Tivoli products. A replay of the call is available at:

[https://www.tivoli.com/secure/bpprogram/tips/sales/resources/product\\_knowledge\\_presentations.html](https://www.tivoli.com/secure/bpprogram/tips/sales/resources/product_knowledge_presentations.html)



## PartnerWorld University Helps You Develop Effective Marketing Campaigns



Drive opportunities, identify prospects, and strengthen customer relationships with the new learning session at PartnerWorld University — “Having the Right Game Plan — Executing Multi-Touch Campaigns.” This education module is part of the Marketing Skills Development Series and consists of an online audio presentation and tools that will help you build a 30-day action plan to drive responses, leads and sales.

You will learn how to create a successful demand generation campaign in nine steps and gain access to the following

articles and worksheets — “Target Audience Planner”, Return on Investment (ROI) Calculator, “How to Choose the Right Tactics” and “Closed-Loop Campaign Management”.

You will be able to apply new knowledge to your marketing plan by learning how to effectively identify your target audience, select the right tactics to best reach your market, measure results and calculate ROI. In addition, you will learn how to create a compelling offer, understand why it's so important to have one and get to market faster.

You will also see how to best leverage IBM. With its depth and breadth of Co-Marketing offerings such as PartnerPlan, Campaign Designer, Business Partner Events and Business Partner Connections, IBM can help Business Partners streamline their marketing processes and reduce cost.

Get started today. Register at the top of the PartnerWorld University welcome page if you are not already registered. Your e-mail address will become your User ID. The next time you enter, you will simply click on Sign On. The Marketing Skills Development Series can be found under the PartnerWorld Offerings College heading.

## Co-Marketing

continued from page 3

### New Executive Assessment Collateral Available

Executive Assessment has been a very popular sales and marketing tool with Business Partners. Now, due to popular demand, IBM has created two new collateral pieces for the Executive Assessment. Business Partners are using these pieces to spread the word about Executive Assessment within their own companies and to their prospects.

The Executive Assessment helps you to quickly identify, gather and document the information needed to build a business case, present your proposal, and close a software sale. Since launching the Executive Assessment sales tool, over 3,390 modules and over 1,300 marketing and demand generations tools have been downloaded worldwide. New modules are



coming in the area of Start Now Infrastructure and Access Manager for Business Integration, with more to come.

Visit the Executive Assessment Web site and start to use this affordable and effective tool:

<http://www.ibm.com/partnerworld/software/zone> (Enter userid and password) > Select Marketing and Sales > Tools for Selling our Software > Tools for Selling our Software Cross - brand

continued from page 1

technical information to help them deliver a more sophisticated solution depending on customer need

- **Start Now Solutions Proven** - IBM Solution Developer Partners are developing hundreds of application solutions, the best of which are being enhanced to integrate with the Start Now program. This means you will have a broad range of business applications with the same flexibility, capability to customize, quick and easy installation and configuration, and rapid implementation that comes with every Start Now solution
- **New advanced scenarios address needs of customers from 100 to 5,000 employees** - designed for companies who want more sophisticated solutions. This opens up additional service hour opportunities. These scenarios make Start Now even more attractive and profitable to Top Contributors
- **Greater focus on solutions covering multiple IBM software brands** - more solutions showing how to integrate multiple IBM software brands — DB2®, Lotus, Tivoli®, and WebSphere

- **2002 Start Now Technical Specialties count toward PartnerWorld for Software Premier level as a Complementary Certification** - the 2002 Start Now Technical Specialties will be available on the Web in late May and June, and will be added to the PartnerWorld for Software Complementary Certification list. PartnerWorld for Software Business Partners may use one Complementary Certification to help achieve the number of technical certifications needed to qualify for PartnerWorld for Software Premier membership level
- **Start Now Solutions Sales 201 classes and Software Sales Skill Assessment test** - classroom courses and a skills assessment test will be available in June for IBM Business Partners. Passing this test will meet the criteria for Sales certifications to obtain PartnerWorld for Software Advanced and Premier membership level
- **Content Management has been enhanced** - it now includes new

products in the solution, making it more attractive to a wider range of customers. The solution will include a full Enablement Kit as well as all supporting Start Now enablement tools

- **New Start Now Infrastructure Management Solution** - helps you deliver security solutions to protect a customer's e-business infrastructure and improve the ability to manage the infrastructure. It also enhances the ability for additional business solutions by offering upsell and cross selling to cover the security and infrastructure management needs for either new or establish infrastructure environments.

Make sure you are committed to and authorized for at least one Start Now Solution, so you are ready and able to leverage sales and co-marketing tools and IBM demand generation around the Start Now and SMB Brand leadership offerings.

Visit <http://www.ibm.partnerworld/startnow> often for more information on IBM Start Now and Solutions Proven.

## Midmarket News

continued from page 3

### New IBM Software Offerings for Small and Midmarket Businesses

Middleware spending in Small and Midmarket Businesses (SMB) continues to outpace that of large enterprise customers. IBM Software is pleased to announce SMB focused offerings for DB2, Lotus, Tivoli and WebSphere in addition to our Start Now Solutions.

A booklet that has been developed for each offering includes

a solution overview, target audience, customer pains, typical solutions, benefits, competition, and products comprised in the offering. These booklets are available at:

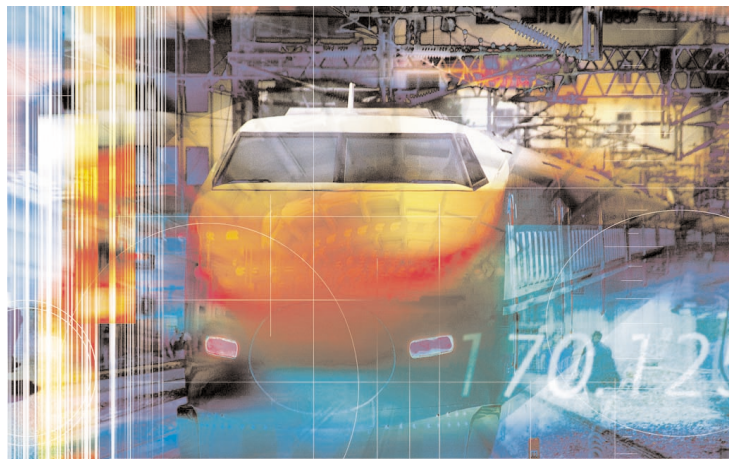
<http://www.ibm.com/partnerworld/software/zone> (Enter Userid and Password) > Marketing and sales > Tools for Selling > Tools for Selling Software SMB Offerings.

You will also find on this Web page the complementary Start Now solution(s) for each SMB Brand Offering.

## Dynax Helps Rail Transit & Bus Auctioneer Get On Track in Record Time

iRail.com was formed to establish a central online presence that would provide a full-featured e-marketplace for the procurement and sale of railroad equipment, materials, and services. Less than a year after the initial implementation, iRail.com realized that its Microsoft Windows® NT-based Web site was at the end of the line for capacity and scalability. IBM Business Partner Dynax Solutions rapidly delivered a comprehensive solution that is based on IBM WebSphere Commerce Suite Marketplace Edition, IBM e-business Hosting Services and IBM Quick Launch.

There are now more than 2,500 leading industry members in iRail.com's online community. Three hundred are doing active transactions, including over 30 transit authorities. An e-marketplace for the bus industry, iBusXchange, was also launched successfully. "We found IBM and Dynax to be very proactive and prompt. Despite the fact that the WebSphere technology



was new to us, all these products have been launched in almost record time," said Dave Sharma, CEO, iRail.com.

For the complete story, visit <http://www.ibm.com/software/success> and search for "Dynax"

## Convergent Solutions Helps Health Claims Processor Boost Efficiency

Due to tremendous growth in staff and business volume, Brokerage Concepts Inc., a third-party administrator for health claims, found that its plans for future growth were being stalled by its manual processes and infrastructure bottlenecks. BCI was distributing activity reports on paper, a process that grew increasingly slow and unreliable. BCI's goal was let the group department capture and distribute the required information electronically and provide employees with online views of the information. BCI also wanted to streamline and automate the workflow and collaboration process to bring on and enroll a new group. IBM Business Partner Convergent Solutions developed the Group Activity Process (GAP) System, an information management and workflow collaboration solution built with Lotus Notes and Domino.

Since the solution was implemented, it has saved BCI at least \$1 million and increased worker productivity dramatically. BCI can now capture all the information in the activity report electronically and route it according to electronic distribution lists. GAP also lets the company secure information that in the past could not easily be secured.

"Of all the applications we have in our business, the GAP system is by far the most significant in terms of impact on employees. ROI studies show that the system has saved at least one million dollars in its first two years. We now have 500 users answering questions in minutes instead of days, and we are able to query data in a myriad of new ways. It's impressive," said Kevin Chapman, BCI IT Manager.

For the complete story, visit <http://www.ibm.com/software/success> and search for "Convergent"

Copyright © 2002 IBM Corporation. All rights reserved.

IBM, the IBM logo, PartnerWorld, WebSphere, Tivoli, and DB2 are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both.

Lotus, Lotusphere, Lotus Notes, and Domino are trademarks or registered trademarks of Lotus Development Corporation and/or IBM Corporation in the United States, other countries, or both.

Other company, product, and service names may be trademarks or service marks of others.