

## The Value Package for Software – what's in it for you?



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### Highlights

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- *ROI of up to 200:1*
- *A wide variety of 'Run Your Business' and 'Demo and Evaluation' software*
- *Reimbursements for eligible education activities*
- *On-site, voice and Web-based technical support*
- *Access to a range of marketing and sales resources*

### Why the Value Package?

Would you like to improve customer satisfaction, boost sales and reduce business operation expenses? The Value Package for Software can help you do it all!

### What it offers

PartnerWorld for Software (PWSW) offers a wide variety of benefits to help you expand your skills, accelerate your speed to market and boost your profitability. The basic benefits are mainly self-help, Web-based and available to you free of charge. However, if you are genuinely committed to a working relationship with IBM, you will want to exploit the more valuable benefits which you can only access through the Value Package for Software.

The Value Package is a rich combination of offerings with four components: Software; Training and certification; Technical support; and Marketing / selling. Each of these components has been carefully designed to help you:

- Raise profitability
- Work more easily with IBM, other Business Partners and customers
- Get to higher levels within PartnerWorld for Software.

And as your PWSW membership level increases, so does the value of the benefits available to you through your Value Package.

### Facts and figures

- Available to all Business Partners for the approximate local equivalent of \$2,000 US
- Valid for twelve months from the date of purchase.
- Estimated value is over \$400K for Premier Business Partners, over \$300K for Advanced Business Partners and over \$100K for Member level Business Partners
- Benefits can be shared between all company locations registered in PWSW.

## Software benefits <sup>1</sup>

- **'Demo and Evaluation' software:**  
The latest software releases for demonstration and evaluation purposes.
- **'Run Your Business' software:** <sup>2</sup>  
Software licences for your internal business use.
- **DeveloperWorks Toolbox:** One-stop access to over 1000 IBM tools, middleware, and technologies for open standards-based Web services and application development.

'Run Your Business' and 'Demonstration and Evaluation' software will help you reduce business operation expenses while keeping you and your customers up to date on IBM software. 'DeveloperWorks Toolbox' will help you build the best customer solutions.

## Training and Certification benefits

- **'We Pay' offerings** <sup>2</sup>: Reimbursement for tuition, test and course fees. IBM will reimburse the fees (up to a specified amount) of employees who become certified in an eligible IBM certification, pass an eligible test and / or attend an eligible course.

By taking advantage of the 'We Pay' offerings, you can increase your skills and close more sales.

## Technical Support benefits

- **TechLine:** Pre-sales voice support from skilled specialists. Sales strategy advice, technical recommendations and more.
- **IBM Software Support – Secured Content Access:** Pre- and post-sales Web-based self-help technical support.

- **Web-based Question & Answer** <sup>2</sup>:  
Submit an unlimited number of public forum questions and receive a response from skilled technical resources.
- **Web-based Private Question and Answer (remote & local):** Submit an unlimited number of private questions and receive a response from a skilled technical resource.
- **Technical Mentoring:** On-site technical sales support for significant sales opportunities.
- **Critical Implementation Support:** On-site implementation assistance for significant engagements.

The Value Package technical support offerings will enable you to provide the best IBM solutions to your customers and improve levels of customer satisfaction.

## Marketing / Selling <sup>3</sup>

A range of 'Go-to-market' tools, including access to Executive Briefing Centres (for IBM expert speakers and customer briefing facilities), eligibility for the Beacon Awards (recognition and promotion opportunities), Executive Assessment (the consultative selling tool) and Start Now Solutions Advantage tools (to help you market, sell and deploy the repeatable IBM Start Now solutions for e-business).

Marketing/selling support will help you get to market quickly, efficiently and cost-effectively. And once there, it will help you promote your offerings and get you the recognition you deserve.

## Interested?

To learn more and to buy your Value Package for Software, visit:  
**ibm.com/partnerworld/software/zone** and click on 'Software membership', then 'Value Package for Software'



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<sup>1</sup> Member level Business Partners ordering software on CD will be charged a fee to cover production and distribution costs. Electronic software download will be free of charge

<sup>2</sup> Available to Member level Business Partners when one accepted technical certification is obtained

<sup>3</sup> Being developed for the Value Package in 2003

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