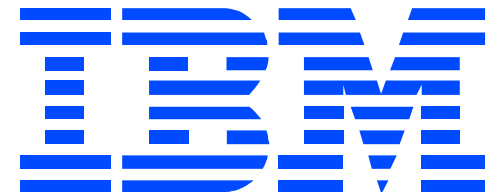


IBM Solution Specialty for E-commerce

Owner: Aurora Boschker
amboschk@us.ibm.com
(919) 254-6162
Date: April 6, 2000



Our commitment to e-business ?

- IBM continued commitment to e-business!
 - ▶ IBM continued leadership in e-business
 - dominant share position in these markets
 - ▶ IBM's commitment to win!
 - strong executive focus on e-business solutions
 - new organizational solution focus
 - new cross industry focus tied to Solutions
 - ▶ Y2K is behind us and customers are more relaxed and ready to invest in e-business solutions
 - ▶ The market for e-commerce is growing faster than ever...

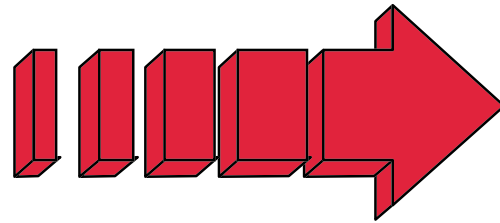
Why consider e-commerce Solution Specialty ?

- Does your firm carry **IBM products certifications**?
- Does your firm carry any IBM Value Added Enhancements(**VAEs**)?
- Does your firm have deep e-commerce selling **skills**?
- Does your firm want to be on a track to achieve **e-business** firm certification?
- Help take the next step by achieving the "new" **e-commerce Solution Specialty Designation!**

"Get on the road to becoming e-business certified!"

Recognizing Partner Value

Enable
Identify
Recognize
Promote



IBM e-business
Leadership

e-business
capable

IBM e-business
Transformation
Sell

(e-business partners)

IBM Solution
Sell

**Solution
Skills**

Integrated solution
and industry skills
(Solution Specialties)

IBM Product
Sell

**Value
Add**

Defined levels of competence
(Business Partner capability)

**Individual
Product Skills**

Basic platform and product skills
(professional certifications)

IBM Product
Implementation



IBM Solution Specialty

Recruit

- Develop a qualified channel to sell solutions by leveraging the total IBM portfolio
- Recruit expert partners to sell, influence and implement IBM's Leadership solutions

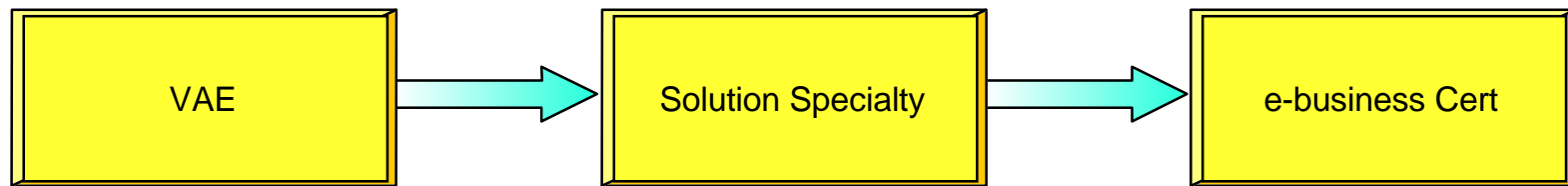
Enable

- Ensure channel readiness of cross-brand solutions
- Coordinate solution-specific enablement
 - Education
 - Co-marketing
 - Incentives
 - Technical support

Sell

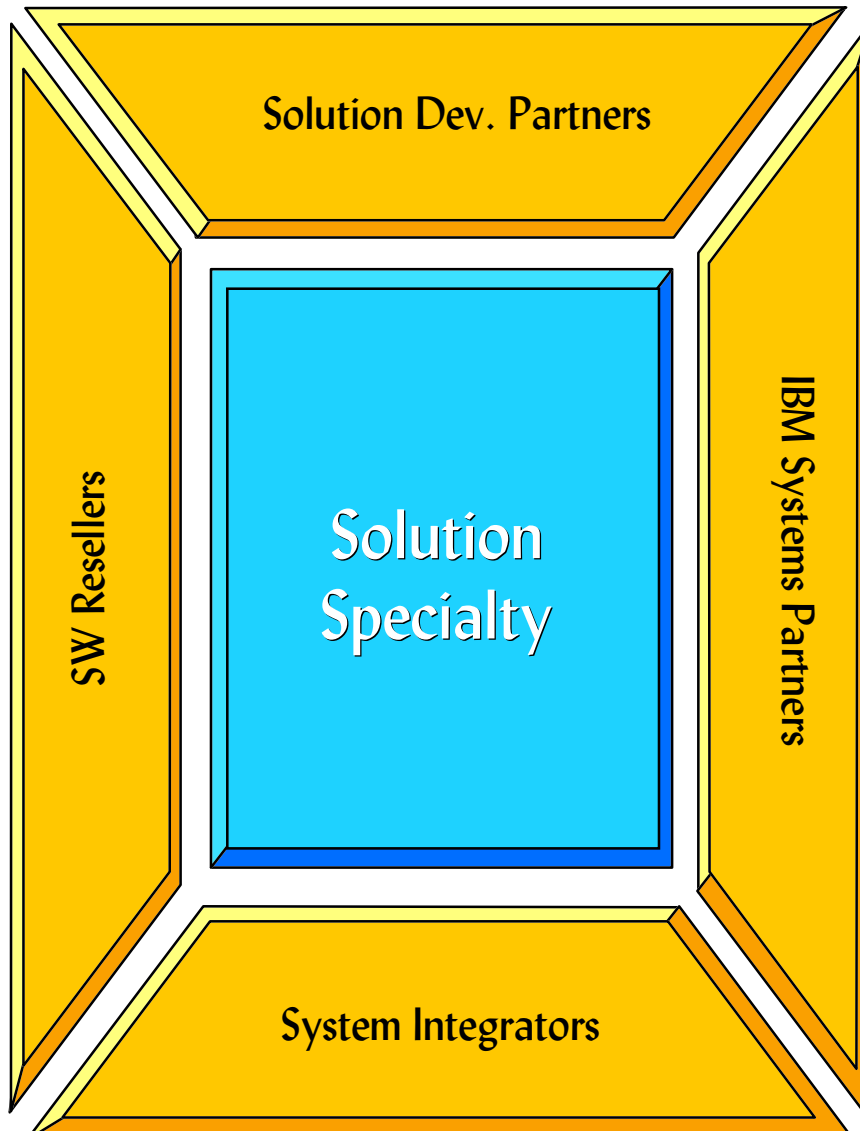
- Ensure business partner infrastructure supports each solution plan
- Develop sales support tools and campaigns (Web, Team Players)

The e-business road to success!



VAE Mission	Solution Specialty Mission	e-business Accreditation Mission
Enable partner to deliver channel-ready multi-brand offerings	Enable partner to deliver channel-ready e-business solutions - ERP/SCM BI e-comm. CRM	Commitment to sell or influence e-business solutions using IBM Application Framework
Deep technical skills of our partners by product area Product certs Solutions Assurance	Deep solution skills of our partners by solution area Product certs Solution selling Solutions Assurance	Develop broad e-business sales and design skills
Increase integrated offerings of IBM hardware and software	Increase IBM content in e-business solutions	Proven e-business track record - External - references - Internal - Use themselves
Increase cross-brand skills of partners	Increase Solutions skills of partners	Extend e-business brand value through these partners

Audience for Solution Specialties



- ✓ Committed to IBM
- ✓ Serious about e-business
 - ▶ Selling
 - ▶ Recommending
 - ▶ Installing
 - ▶ Maintaining
 - ▶ Enhancing
- ✓ Skilled in e-commerce segment

PartnerWorld Objective

- You must be a member of PartnerWorld
 - ▶ Objective:
 - Support the Growth of IBM Revenue through Communities of Business Partners who Optimize Market Coverage and Penetration for IBM's Technologies, Products, Services, and Solutions



PartnerWorld

- **Tiered marketing and enablement program based on our value strategy**
 - ▶ Rewards Business Partners who invest in IBM solutions, products, services and technologies
 - ▶ Three membership levels.....Member, Advanced, Premier
 - ▶ Consistent Business Partner differentiation (i.e., Qualification Criteria) and benefit attainment levels
 - ▶ Focuses on customer-facing Business Partners delivering value-add
 - ▶ Global in scope and delivers support for all of IBM's channel-ready portfolio

E-commerce Solution Specialty Firm Criteria

- **IBM Business Partner - Software Program**

- ✓ one e-business certification -Solution Advisor

and

- ✓ two IBM Software Product Certifications (1 must be WebSphere Commerce Suite V4.1)

and

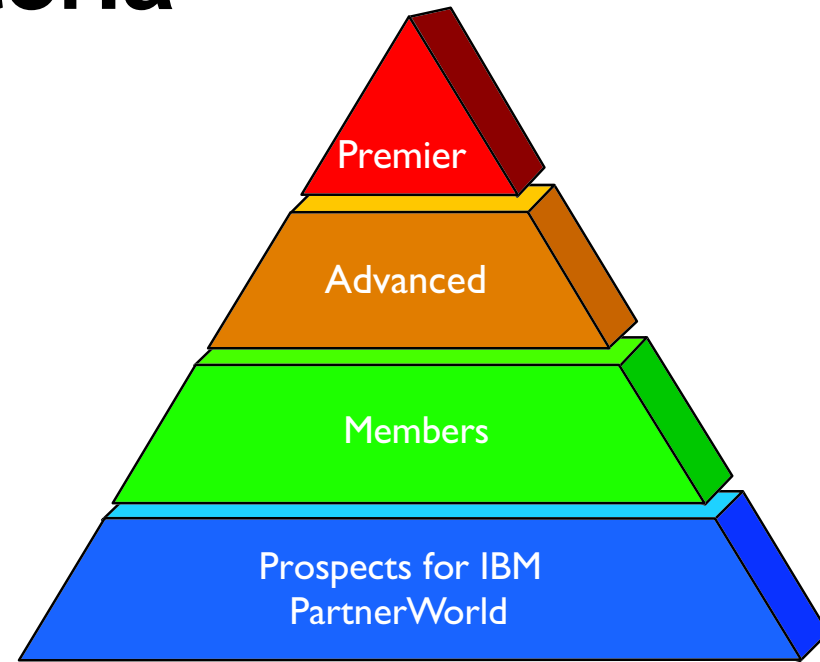
- ✓ two employees who have successfully completed e-commerce Solution Selling

and

- ✓ one employee who has successfully completed e-commerce Sales Essentials (web based)

and

- ✓ one employee who has reviewed the WebSphere Commerce Suite Overview Web Book



PartnerWorld Program

E-commerce Solution Specialty Firm Criteria

- IBM Business Partner - Systems

- ✓ one e-business Certification - Solution Advisor

and

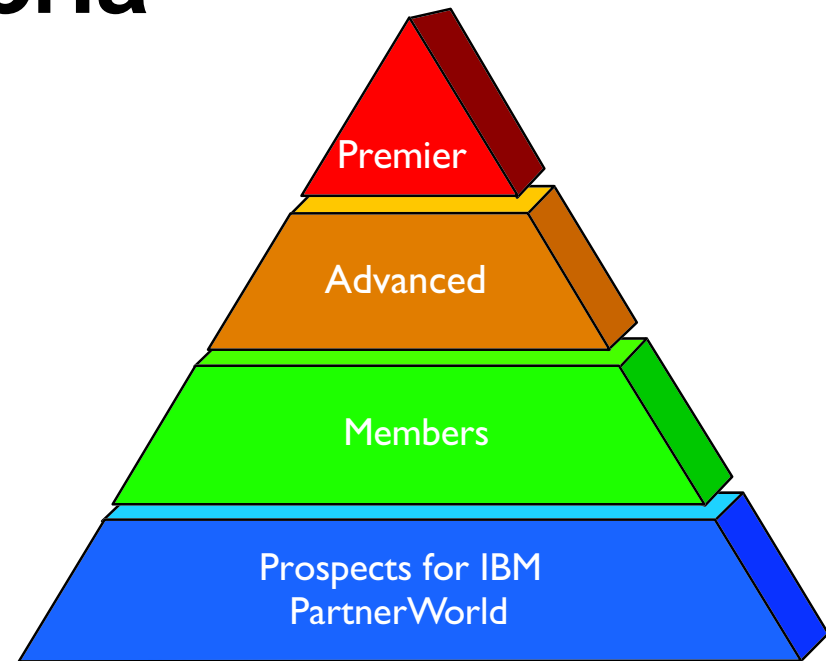
- ✓ approval for e-business Electronic Commerce/Web Application Solutions VAE (T021)

and

- ✓ two employees who have successfully completed e-commerce Solution Selling

and

- ✓ one employee who has successfully completed e-commerce Sales Essentials (web based)



PartnerWorld Program

E-commerce Solution Specialty Firm Criteria

- **IBM Business Partner - Netfinity and Personal Computer Resellers**

- ✓ approval from IBM or an IBM Distributor to sell Netfinity

and

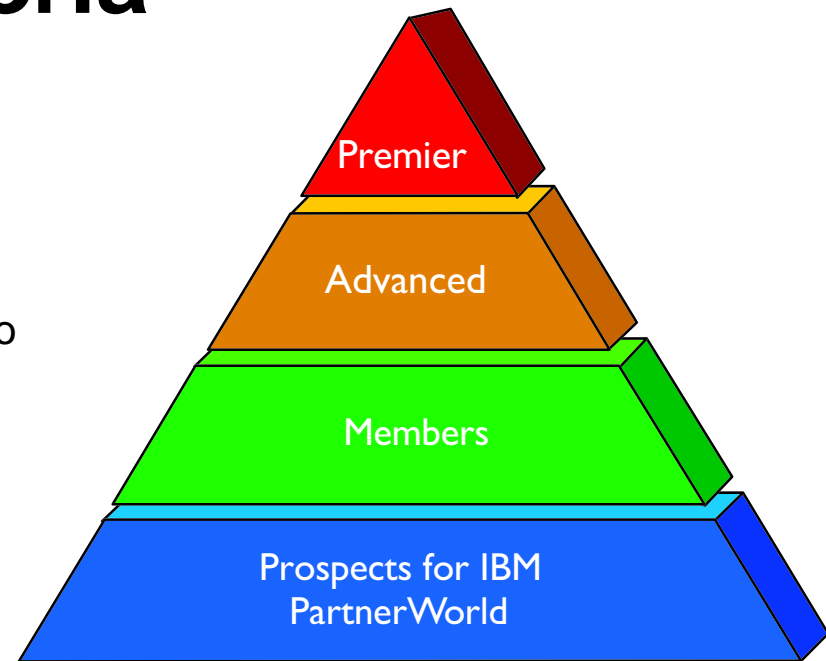
- ✓ one e-business Certification - Solution Advisor

and

- ✓ two employees who have successfully completed e-commerce Solution Selling

and

- ✓ one employee who has successfully completed e-commerce Sales Essentials (web based)



**PartnerWorld
Program**

E-commerce Solution Specialty Firm Criteria

■ ISV Software Reseller and Integrators

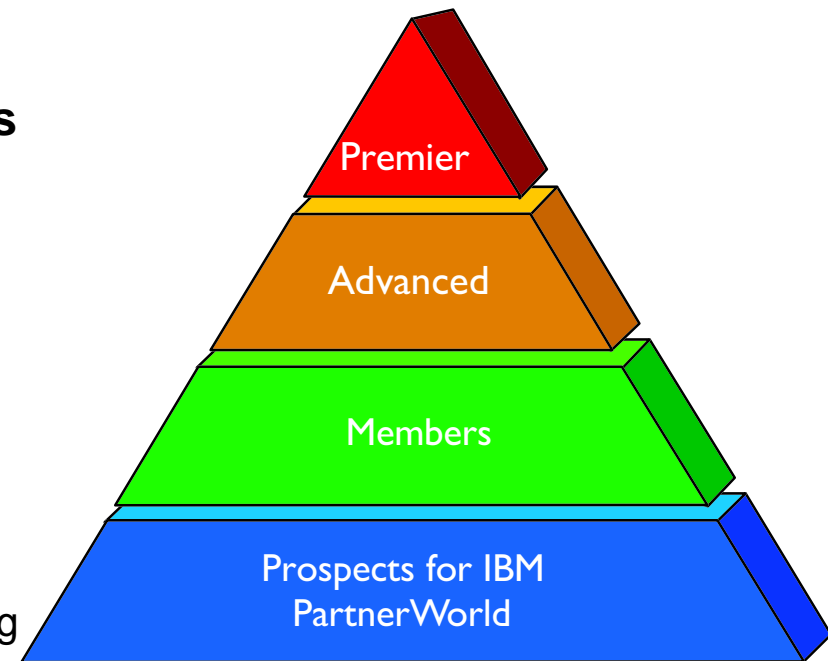
- ✓ Nomination and approval from e-commerce ISV who is Advanced or Premier Level in PartnerWorld for Developers

and

- ✓ one sales and marketing employee who has successfully completed an IBM hardware or software product sales training course

and

- ✓ two employees who have successfully completed e-commerce Solution Selling



**PartnerWorld
Program**

Note: Over the next few months, we will add a few Solution Developers(aka ISV) to this specialty. At that time, the e-commerce solution specialty will also target the downstream partners of those Solution Developers. A separate announcement will follow as the education, and support is complete.



E-commerce Solution Specialty Benefits

- Access to "new" Private e-commerce Solution Specialty web site which contains e-commerce Sales & Marketing tools (all brands participated in development of this new site!)
- Invitation to IBM e-commerce Partner Connections events
- Firm will be added to public listing of e-commerce Solution Specialists
- Advanced notice to all IBM e-business Campaigns and events
- Invitation to e-commerce Web Seminars or Technology Reviews
- Priority consideration for leads requiring e-commerce solutions expertise
- Access to IBM Sales Team
- Access to e-commerce Technical Support
- 1% Leasing Option for Demo/Evaluation Equipment
- more to come.....

IBM will continue to enhance these benefits based on feedback from our partners !!!

BP Connections

partnerinfo.software.ibm.com/bpconnections



Web Integrators

Lotus Partners

Tivoli Partners

Server Partners

Solution Developers

Point of Sale Partners

IBM Software Resellers

Service Providers for
e-business

Personal Systems Group
Partners



Customer Solution

- ✓ Need Fast Results
- ✓ Need Extra Resource
- ✓ Need expert e-business skills

Leverage diverse skill base:

- ✓ Cross PartnerWorld tracks
- ✓ Cross Solutions
- ✓ Cross Industry
- ✓ Cross Brand

Build Strategic Partnerships

- Web Based Searches
- Matching Capabilities
- Meet & Greet Events
- Reduce Time in Locating
Complementary Partner
- Shorten Solution Sales Cycle

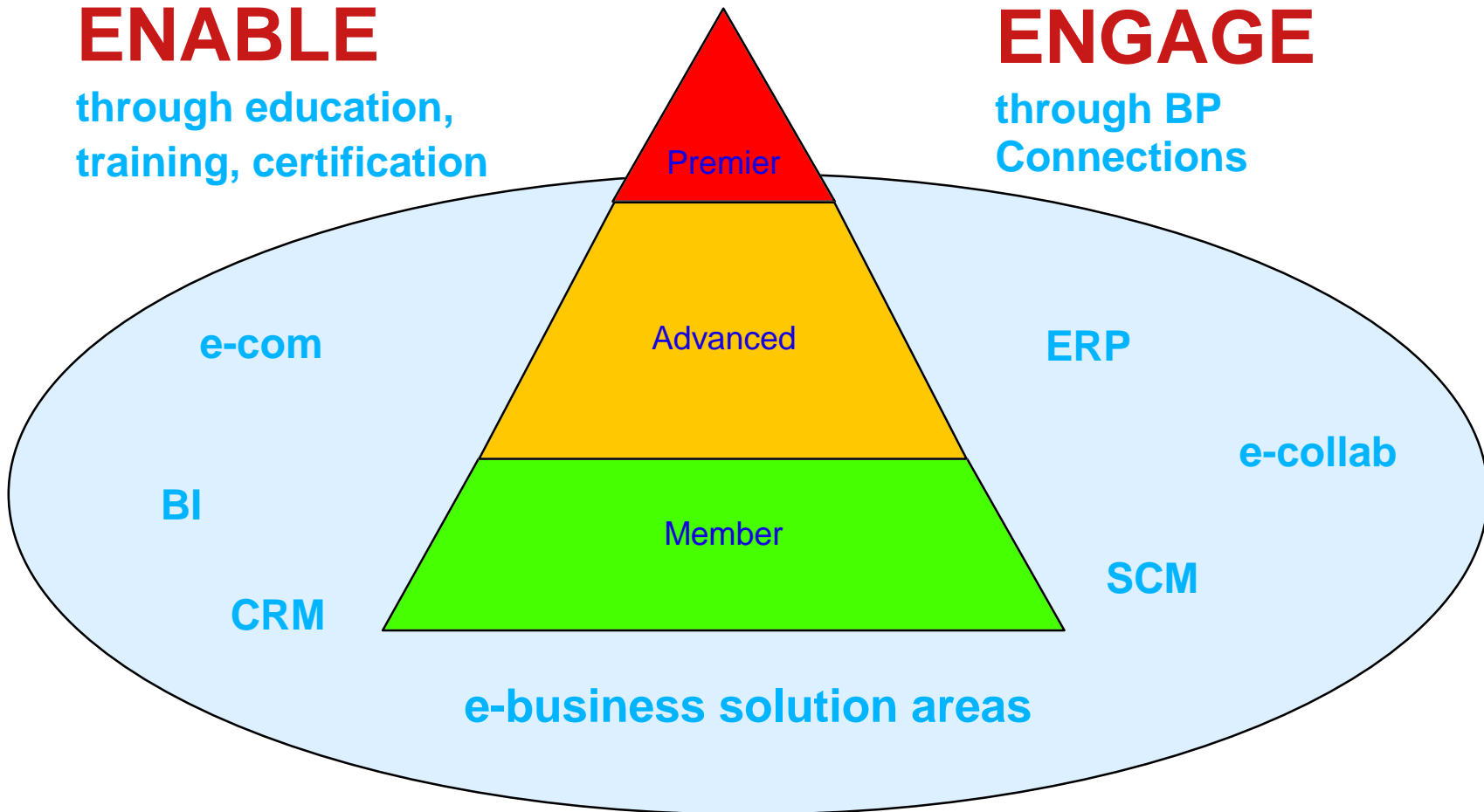
Create Solution Communities

ENABLE

through education,
training, certification

ENGAGE

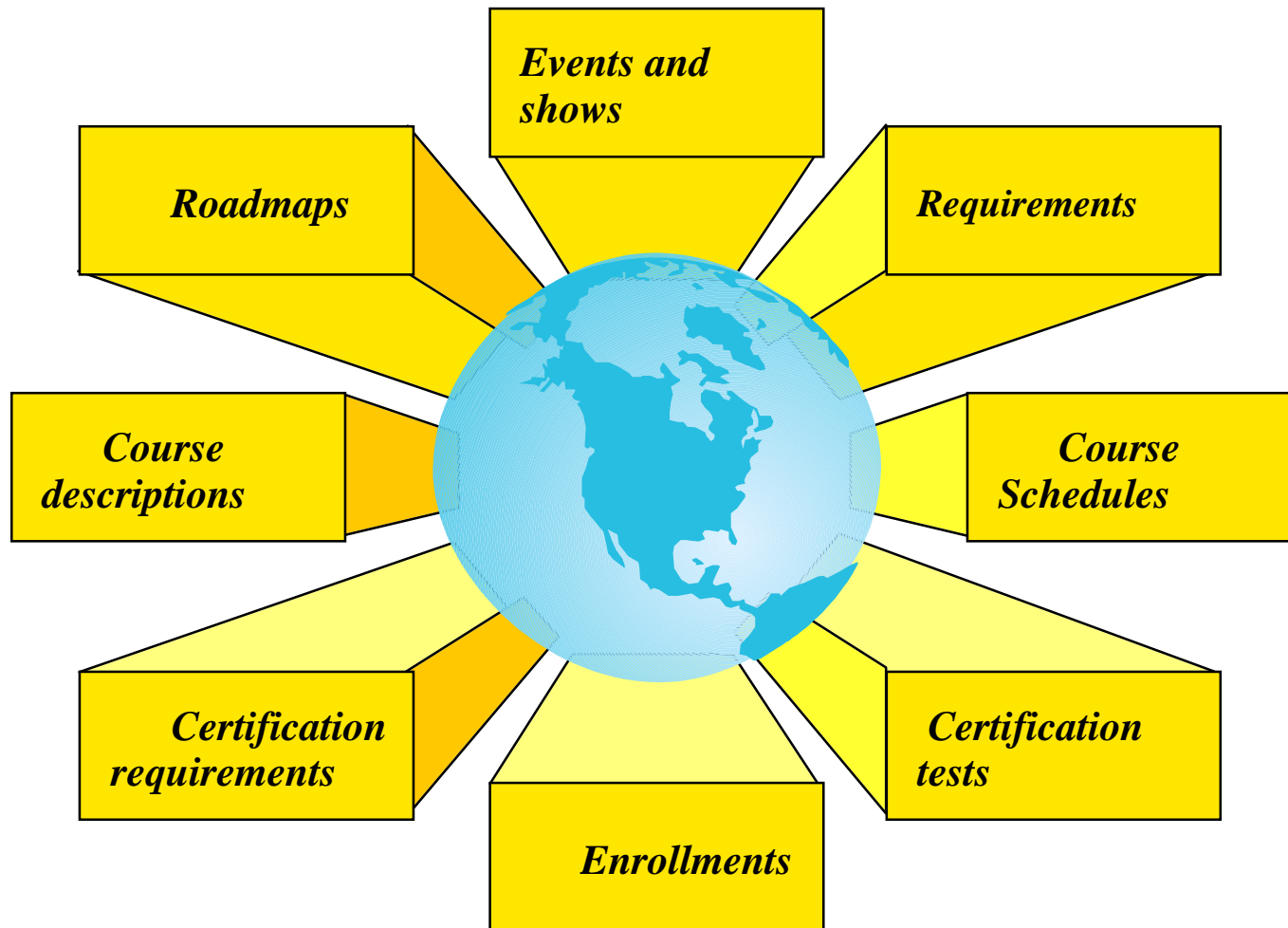
through BP
Connections



MARKET JOINTLY

New PartnerEducation Web Site

www.ibm.com/partners/education



Value Proposition

- **Accreditation towards e-business firm certification**
- **Add value to customer by offering whole solution**
- **Offset cost of training/certification**
- **Local Marketing programs**
 - ▶ **Seminar-in-a-Box specific to Solution**
 - ▶ **Team Players**
- **IBM - Large Portfolio - designed to shorten sales cycle**
- **Aggressive Financing from IGF - Cash Flow**
- **Access to demo/evaluation equipment**
- **Business Partner Connections - Extend reach**
- **Tech support at solution level**
- **Access to briefing/testing centers**
- **Access to IBM sales team**



What you can do now?

- **Identify solution areas** in which your company wants to be active:
 - ▶ determine required skill
 - ▶ determine required project capacity
 - ▶ schedule training for staff
- **Identify companies** who complement your company's skills, knowledge and project capacity in selected areas with whom to partner:
 - ▶ Server platforms,
 - ▶ SW/Middleware
 - ▶ Applications
- **Watch for communication and announcements** on solution marketing programs and campaigns
 - ▶ Single Voice Letter, PartnerInfo,..
- **Enroll, proactively 'play'**

What can you do now?

- **Visit us at:**

- <http://www.ibm.com/partnerworld/solutionspecialty>**

- ▶ Learn more about Solution Specialties
 - ▶ Sign up for the e-commerce Solution Specialty
 - ▶ Pre-register today for future Solution Specialties
 - ▶ RS/6000 and AS/400 e-commerce, e-mail and collaboration, security, and Web applications; and RS/6000 Business Intelligence candidates will be registered for Solution Source also

- **Explore skills roadmaps on Education Web site**

- ▶ <http://www.ibm.com/partners/education>

- **Sign up for Solution Selling classes**

- ▶ Available worldwide

How will you hear about specialty?

- IBM Business Partner **Announcement Letter (500-050)** distributed on 4/4/2000
- IBM PC Reseller **Announcement Letter** to follow shortly
- **Press Release** sent on 4/4/2000
- Today's Business Partner **Conference Call** - 4/6 at 3pm EST
- **We are launching an e-commerce Solution Specialty direct e-mail campaign**
 - **Who:** All IBM System Partners, PC Resellers and Software Partners
 - **When:** Campaign targeted to begin on April 24, 2000
 - **Where:** NA
 - **What:** We will distribute a variety of emails to our you telling you all about the new e-commerce solution specialty.



e-commerce Solution Specialty Welcome Letter

Shortly after you achieve the e-commerce Solution Specialty designation, you will receive a **Welcome Letter** to remind you of your accomplishment. The letter will include the following:

- Welcome message!
- Review of e-commerce solution specialty designation
- Recap of e-commerce Solution Specialty benefits
- Review of private web site and how to access
- Single point of contact for e-commerce solution specialty related questions