

Software Marketing Information

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Information Overload?

Scavenger Hunt - Too many sites to keep track of -- and they keep changing!

Downsizing
I can't find my IBM rep!

Need Standard Design
Content on every web site is organized and categorized differently!

Information Overload - Too many products! Are they channel ready?
15,000 new products per quarter
([VAR Business](#))

Speed - Internet is too slow to "surf"; I'm searching for critical answers while
my customer is ON HOLD!

Timing - I want to be ready to launch when IBM does, but
I get this stuff too late!



PartnerWorld for Software can help you cope!

What's Available for each Product?

Marketing / Sales Information

Product Description

- ▶ Current Market / Customer Situation
- ▶ What It Is / How It Works
- ▶ What It Works With
- ▶ Competition

Ordering Information

- ▶ Pricing
- ▶ Packaging
- ▶ Publications

Sales Support & Program

Information such as

Education / Certification

Technical / Marketing Support

Accessing Demonstration & Evaluation Code

Links to Related Sources such as:

Selling Tools

Financing

Customer Success Stories

Software Partner Directory

Ready-to-Use Materials

Usable Copy

- ▶ Product Descriptions (25/50/100 words)
- ▶ Testimonials

Usable Graphics

- ▶ Awards and Award Artwork
- ▶ Box Shots
- ▶ Diagrams / Illustrations
- ▶ Pre-approved Advertisements
- ▶ Screen Captures

Usable Multimedia

- ▶ Demos
- ▶ Presentations

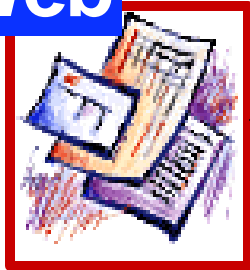
Printable Materials

- ▶ Announcement Letters
- ▶ Application Profiles
- ▶ Article Reprints / Abstracts
- ▶ Brochures
- ▶ Fact Sheets
- ▶ Press Releases
- ▶ White Papers

for key IBM channel-ready products

How Can You Access Software Marketing Information?

Web



PartnerWorld for Software

* **Internet** (password restricted for IBM Business Partners) at Software PartnerInfo
<http://partnerinfo.software.ibm.com>

or

<http://www.ibm.com/software/partnerworld>
in Business Partner Zone under Marketing and Sales category; Sales Tools section

* **Intranet** (used by IBM sales and marketing) at <http://swpi.boulder.ibm.com>



Notes



Notes Replication

- Global PartnerInfo
- IBM internal Notes network

CD



PartnerWorld for Software CD Library

- order extra copies via Web site

Advantages

- ▶ One-Stop Shopping for IBM channel-ready software
- ▶ Easy to Access ... Where and when you need it!
 - PartnerWorld for Software CD Library
 - Web - PartnerWorld for Software or IBM Business Partner sites
 - Lotus Notes
- ▶ Easy to Use
 - A consistent design for all software information
- ▶ Customized by geographical area for worldwide use

***IBM offers the world's most complete set of business solutions.
Now you can prove it to your customers, by giving them the
information they need, when they need it.***