



# PartnerWorld for Developers

Who, What, Where and Why  
for Kiosk Training



# WHAT - PartnerWorld for Developers

- PartnerWorld is IBM's unified marketing and enablement program for all Business Partners while PartnerWorld for Developers (PWD) is one of the tracks offered within PartnerWorld.
- PartnerWorld for Developers is a worldwide program supporting developers who build solutions using IBM products and technologies.

# WHAT - PartnerWorld for Developers

PWD reinforces IBM's commitment to the developer community by providing what developers need to succeed in a rapidly changing and expanding e-business marketplace. It is dedicated to increasing developers use of IBM platforms and technology.

- ▶ faster time to market: information, education, e-business tools, technical support and a highly-integrated, cross-platform product set
- ▶ lower cost of doing business: discounts and offerings enabling members to develop applications and services using IBM products
- ▶ broader business opportunities: new e-business market opportunities resulting in new customers

# WHO - Should join PartnerWorld for Developers

- Developers who wish to utilize Retail Store Solutions POS and Kiosk technology in creating new solutions for the marketplace should join PartnerWorld for Developers.

Utilizing PartnerWorld for Developers, which is designed to meet the specific needs of the developer business partner, makes it simpler to capitalize on IBM's technologies and expertise. Retail Store Solutions is leveraging PWD programs and infrastructure for a world wide consistency with IBM's other brands and offerings.

# WHY - Join PartnerWorld for Developers

## ■ StoreProven

- ▶ Compatibility testing program in which IBM licenses the StoreProven emblem to designate solutions that have completed the testing process
  - Builds customer confidence in your tested solution
  - Fewer problems during roll out
  - Easier to find compatible solutions
  - Increased exposure and sales leads from IBM marketing activities
  - Higher customer satisfaction

<http://www.developer.ibm.com/retail/storeproven/index.html>

## ■ Global Solutions Directory

- ▶ Web based catalog of IBM & Business Partner solutions. The ultimate resource for promoting developer products and services worldwide.
  - Extensive search capabilities
  - e-published in 9 languages
  - over 1.7 million hits per month
  - Direct link from IBM home page
  - Delivers sales leads directly to developer via a-mail

<http://www8.software.ibm.com/solutions/isv/igssg.nsf/LanguageSelector>

# WHY - Join PartnerWorld for Developers

## ■ Hardware Mall

- ▶ PWD's Hardware Mall supports developers needs with very attractive terms on hardware and software when used for solution development
  - Cost effective and timely access to the latest IBM POS & Kiosk technologies as well as other IBM brand technologies
  - Significant discounts that are unique by country participation
  - Attractive lease terms/offers also unique by country participation

## ■ Communications

- ▶ PWD Developer News is a bimonthly electronic newsletter while e-mail's are sent as needed to only those that care to receive certain information
  - Customize the news you receive via Developer News when you register
  - e-mail's are translated and can be customized by geography
  - Receive news on a timely fashion and only that news you really want

<http://www.developer.ibm.com/sdp/business/hwmall.html>

# WHY - Join PartnerWorld for Developers

- Porting assistance for POS and Kiosk
  - ▶ Retail Store Solutions porting centers and PWD Solution Partnership Centers (SPC) help developers port, enable, test and even become StoreProven
    - Solution Partnership Center with POS in Hursley via EMEA nomination
- And Much More
  - ▶ Check out the web site at: [www.developer.ibm.com](http://www.developer.ibm.com) for all the benefits of being a member of PWD

# WHERE - To Join PartnerWorld for Developers

- PartnerWorld for Developers  
[www.developer.ibm.com](http://www.developer.ibm.com)

(IBMers at [w3.developer.ibm.com/sdp/ibmreg](http://w3.developer.ibm.com/sdp/ibmreg))

Hot lines

+1-770-835-9902

worldwide

1-800-426-9990

North America

[pwdline@us.ibm.com](mailto:pwdline@us.ibm.com)

e-mail