messages:

An IBM Software Business Partner Newsletter

IBM Cloud Computing

Reduce costs.

Improve service delivery.

Enable business innovation.

EVENTS
Happenings for Q4

IBM SOFTWARE
Why IBM Software

WHAT'S NEW IN CHANNEL ENABLEMENT
Growth Through Skills

IBM Business Partner

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Cover Story

Columns

Sandeep has been with IBM since 1998 and held sales leadership positions in the channels and brand organizations. With over 18 years' experience in sales and sales operations, Sandeep has led teams at Worldwide, Asia Pacific and ASEAN levels. Prior to this role, Sandeep was the Business Unit Executive for Lotus Software in ASEAN. Sandeep has a Bachelor of Engineering in Computer Science from the University of Bombay and has been in Singapore since 1991.

Dear IBM Business Partner

Welcome to the inaugural issue of Messages, an IBM Software Business Partner newsletter, packed with useful articles and insights to help you build opportunities for growth in the ASEAN region.

We've designed the overall look of the newsletter to be an easy reading and referral tool to enable you to learn more about new products, kept abreast with launches & events and peppered with some informative articles, it brings balance to what Messages is envisioned to be. Also there are announcements, quizzes, success stories and testimonials to aid and motivate you to close business deals and achieve your targets.

In this inaugural issue, our cover story highlights IBM Cloud Computing. Learn how this new era of information technology is able to reduce costs, improve service delivery and enable business innovation. Flip to Page 8 for this paradigm shift in the consumption and delivery of IT services.

Then on Page 7, there is further excitement as we begin the countdown to the New Year, not only looking forward towards 2010 but also the upcoming annual Business Partner Software University. Check out the dates in the respective countries.

I hope you will enjoy the newsletter, created in line with the IBM Business Partner Charter, that is, to continue our commitment to our relationship, which is more important today than ever before. Together, as Sam Palmisano has preached, we can shape a new era of leadership and growth.

As this is our inaugural issue, we welcome your feedback–from content to medium–on how we can be better and more useful. Email to us at studio@thumbprint.com.my for your comments. I'll sign off and thank you in advance for your support so far this year.

Sandeep Bakhshi
Business Unit Executive,
ASEAN Software Group Channels

Latest in the Market

To keep you informed with what is out there and available.

IBM Cognos Express Available since September!

In September, the IBM Cognos Express was launched. It is the first and only integrated reporting, analysis and planning solution purpose-built and priced for mid-sized companies – it lets them start small, deliver immediate value and expand as they grow. With IBM Cognos Express, you can help your mid-market customers to manage costs and improve efficiencies; find new opportunities and trends, deliver better customer service, drive profitability and more.

Be a Fan of IBM Rational on

facebook®

Join us at http://tiny.cc/ IBMRational360

SuperBiz Partner Campaign

A service lifecycle solution for IBM Business Partners to offer to the market.

The SuperBiz campaign was conceptualized to help you increase your reach to your customers and enhance your company and solutions through the use of attractive yet practical marketing approaches. Go-to-market with IBM to strengthen your relationship with your customers. We help you add POWER to your business, reduce costs and improve efficiencies; find new opportunities and trends, deliver better customer service, drive profitability and more.

New Co-Funding Option for VADs and Resellers to team together

New Model for flexibility and ease to drive business opportunities.

Recently, IBM announced a new co-funding option called "VAR-VAD Shift Funds" – starting July 1, 2009 in participating countries – which enables a qualifying reseller to have their Distributor conduct marketing tactics on their behalf. With a simple one page authorization form, Business Partners, eligible for IBM Software co-funding dollars, can shift a designated amount of co-marketing funds to their Distributor to execute a mutually agreed-to demand generation campaign.

This new model provides flexibility and makes it easier for our Distributors and Business Partners to team together to drive business opportunity. Distributors are empowered to further deliver value-added marketing services beyond their traditional transaction, fulfillment and enablement business. For our Business Partners, this helps provide them with the ability to maximize their co-funding dollars, with the ease of leveraging their Distributor as a valued marketing resource.

For further details, contact your local IBM Software Co-marketing Team or VADs can visit the VAD Portal at **www.ibm.com/partnerworld/vad**

Channel Activities in a Calendar View

Q4 activities at a glance for easier planning!

Country Reference:

- Malaysia
- Singapore
- Indonesia
- Thailand
- Philippines
- Vietnam

October 2009

1	Thur	HW+SW Bundling
2	Fri	
3/4	Sat/Sun	
5	Mon	
6	Tue	
7	Wed	Coffee On Me
8	Thu	SuperBiz and SPSS 5 Partners
9	Fri	
10/11	Sat/Sun	
12	Mon	PSMB conference exhibition
13	Tue	PSMB conference exhibition
14	Wed	Coffee On Me
15	Thu	SuperBiz Media
16	Fri	
17/18	Sat/Sun	
19	Mon	Coffee On Me
20	Tue	Coffee On Me
		Data Management Technical
		CPO: Lotus
21	Wed	Cognos Event
		Lunch On Us
22	Thu	
23	Fri	
24/25	Sat/Sun	
26	Mon	
27	Tue	
28	Wed	
29	Thu	
30	Fri	
31	Sat	

Indonesia*: 1) Launch of new solution for mid market, 2) Winning SQL Server/Oracle Marketshare with SAP on DB2, 3) Coffee On Me

Malaysia*: 1) Lotus ATL campaign, 2) Lotus/ Rational/IM Business Exploration, 3) LotusLive BP event

Singapore*: 1) LotusLive, 2) Lotus Foundation, 3) Tivoli Fastback hardbundle with System x

November 2009

1	Sun	
2	Mon	
3	Tue	Dynamic Infrastructure (Tivoli)
4	Wed	Tivoli enablement classes
5	Thu	
6	Fri	
7/8	Sat/Sun	
9	Mon	
10	Tue	
11	Wed	
12	Thu	WMB & Datapower enablement
13	Fri	
14	Sat	
15	Sun	SuperBiz Media
16	Mon	
17	Tue	Coffee On Me
18	Wed	
19	Thu	
20	Fri	
21/22	Sat/Sun	
23	Mon	
24	Tue	
25	Wed	
26	Thu	
27	Fri	
28/29	Sat/Sun	
30	Mon	

Indonesia*: 1) IMPOTs, 2) Seminar with ISV, 3) Seminar with Anabatic, 4) Coffee On Me

Malaysia*: 1) Superbiz: Dynamic, 2) Superbiz: Integrated, 3) Superbiz: Proactive, 4) IM: Automated Managed Solutions with Persys

Thailand*: 1) AppScan workshop, 2) How to optimize your business with iLog, 3) Intelligence Debt Manager Solution

December 2009

1	Tue	Coffee On Me
2	Wed	
3	Thu	
4	Fri	
5/6	Sat/Sun	
7	Mon	
8	Tue	
9	Wed	
10	Thu	
11	Fri	
12/13	Sat/Sun	
14	Mon	
15	Tue	SuperBiz Media
16	Wed	
17	Thu	
18	Fri	
19/20	Sat/Sun	
21	Mon	
22	Tue	
23	Wed	
24	Thu	
25	Fri	
26/27	Sat/Sun	
28	Mon	
29	Tue	
30	Wed	
31	Thu	

Malaysia*: 1) Patimas Partner Bootcamp
Thailand*: 1) Financial Solution for Insurance

Contact your local IBM representatives for more information.

*Event dates subject to confirmation

You Pass, We Pay

A key feature of the Value Pack available to IBM Business Partners.

The 'You Pass, We Pay' offering is designed to help BPs build technical skills by reimbursing some, or all, of the tuition and test fees when the eligible certifications are achieved.

Premier Business Partners can claim up to US$50,000 per annum (amount dependent upon PartnerWorld membership level) as they build the technical skills of their team. This clearly demonstrates the return on the investment for BPs when they purchase the Value Pack each year for US$2,000 (excluding tax).

However, the 'You Pass, We Pay' offering has some strict requirements that must be followed:
• Not all IBM Education courses are part of 'You Pass, We Pay'. The list of eligible courses is updated quarterly, so please check PartnerWorld regularly – current details are at https://www-304.ibm.com/jct01005c/partnerworld/mem/learn/tac_wepay_reimb_sched2_ap.html
• Your staff have 60 days to pass the corresponding exam after completing the course, to meet 'You Pass, We Pay' requirements.

Reimbursement is simply a matter of gathering together the invoices for the courses and tests you wish to claim reimbursement for, proof of successful completion of the exam, as well as bank account details where the reimbursement is to be paid. Complete and submit the 'We Pay' claim form from PartnerWorld and follow the instructions for sending copies of your invoices to the We Pay Administration Center.

If you have any questions, please contact your local Channel Team before your staff attends any course.

Countdown To The New Year

As we wrap up 2009, 2010 holds many new exciting things ahead, namely the annual Business Partner Software University (BPSWU) event. Mark your calendar for these dates in your respective country.

MALAYSIA
19 JAN

THAILAND
2 MAR

SINGAPORE
20 JAN

Watch this space for further announcements on BPSWU!!!

VIETNAM
26 JAN (HCMC)
29 JAN (HANOI)

PHILIPPINES
4 FEB

INDONESIA
9 FEB

IBM Cloud Computing

Reduce costs.
Improve service delivery.
Enable business innovation.

A New Era is Here

The role of information technology is changing rapidly, and now forms an invisible layer that increasingly touches every aspect of our lives. Power grids, traffic control, healthcare, water supplies, food and energy, along with most of the world's financial transactions, all now depend on information technology.

An emerging compute model–cloud computing–has evolved to address the explosive growth of Internet-connected devices, and to complement the increasing presence of technology in today's world. Cloud computing focuses on the user, and offers highly efficient acquisition and delivery of IT and information services. Cloud computing is massively scalable, offers a superior user experience, and is characterized by new, Internet-driven economics.

IBM Smart Business
For IBM, cloud computing represents a true paradigm shift in the consumption and delivery of IT services. Built on the foundation of a dynamic infrastructure, IBM Smart Business cloud solutions are workload-centric, offering sophisticated service management capability with new choices in IT service deployment.

IBM Smart Business Services
Standardized services on the IBM cloud or private cloud services, IBM Smart Business Services cloud portfolio offers workload solutions designed to turn complex business processes into simplified services. IBM will quickly get your cloud solution installed and running in a secure environment, behind the firewall or on the IBM Cloud. Reduce expenses, improve service quality, or explore innovative business models–all with IBM Smart Business Services.

Development and Test Workload Offerings
• **IBM Smart Business Test Cloud** - Creates a more efficient testing in a secure cloud environment that improves productivity and reduces costs behind your corporate firewall. Integrates with IBM CloudBurst or existing systems.

    Features and benefits
    ~ Automated, self-service provisioning sharply reduces IT labor cost for configuration, operation, and monitoring
    ~ Simplified management reduces risk and improves quality
    ~ Significant license cost reduction and elastic scaling with advanced virtualization ensures better capital utilization
    ~ IBM CloudBurst allows rapid, cost-effective setup of cloud environment and management infrastructure.

• **Smart Business Development and Test on the IBM Cloud** - Interact with the Development and Test Cloud directly from IBM Rational tools to quickly create and manage complex IT topologies. Complimentary technology preview is now available.

    Features and benefits
    ~ IBM Cloud, UI/API accessibility fosters open development
    ~ Integration with the Rational Software suite ensures significant acceleration of development and test
    ~ Access IBM Software with only a few mouse clicks– No local installation needed!
    ~ Compatible with IBM CloudBurst family.

Desktop Workload Offerings
• **IBM Smart Business Desktop Cloud** - Transforms your distributed client installation, providing "anytime, anywhere" access to applications, information and resources. Connect to a virtual machine operating system on a central server, using a thin-client or PC, running Java™ and an Internet browser. Security-rich and scalable, the IBM Smart Desktop Cloud delivers a resilient, standards-based desktop environment and system image (Windows or Linux).

    Features and benefits
    ~ Rapidly scale IT infrastructure to meet changing business requirements
    ~ Improved asset management and utilization, operational flexibility, and increased energy savings
    ~ Return on Investment and lowers Total Cost of Ownership
    ~ Consumption-based pricing matches operational cost with business demand
    ~ Available with IBM Project Based Services or IBM Managed Services, depending on your installation and management needs.

Collaboration Workload Offerings
• LotusLive! - A suite of hosted online technologies that combines world-class social networking services and online collaboration tools, including file sharing, Web conferencing, and instant messaging–all through a Web browser. Anytime, anywhere.

Infrastructure Services Workload Offerings
• **IBM Computing on Demand (CoD)**™ - An IBM Smart Business on the IBM Cloud Computing infrastructure offering. Provides access to IBM compute clusters (IBM System x, BladeCenter, System p, and Storage) on an hourly, weekly, or yearly rental basis. Available on the IBM cloud–or private cloud, behind your corporate firewall. IBM CoD offers a highly flexible computing infrastructure on a "pay for use" basis.

Business Services Workload Offerings
• Business Continuity and Resiliency Services - Validate the resiliency of any company or service provider delivering applications or services.

"Always connected, always on. Doing business globally and transparently, on any device–that's the way we work today."

IBM Smart Business Systems

Integrated service delivery platforms that include hardware, storage, networking, virtualization and service management software. These workload-optimized systems are designed to create a private cloud environment, transform data centers, and build dynamic infrastructure to deliver new levels of service at reduced costs.

IBM Smart Analytics System

The most complete analytics solution in the industry. Integrated, optimized, and ready-to-use. IBM Smart Analytics System is designed to accelerate your business by quickly and flexibly delivering insight where and when needed.

Features and benefits
~ Broad range of analysis, dashboards and reporting
~ Deep analysis of multiple business variables
~ Data mining and unstructured information analytics
~ Advanced workload management - consolidate warehouses/marts

IBM CloudBurst™ Family

Jumpstart or grow your private cloud environment with IBM CloudBurst. A complement to your existing IT infrastructure, IBM CloudBurst™ includes hardware, software and services, and provides secure, reliable, private cloud computing. Fit-for purpose and self-contained, IBM CloudBurst dramatically reduces capital and operational costs, accelerating investment payback.

• **IBM CloudBurst 1.1** - Built on the IBM BladeCenter® platform, IBM CloudBurst 1.1 provides pre-installed, fully integrated service management capabilities across hardware, middleware and applications.

Features and benefits
~ Faster time to value - Prepackaged and self-contained, IBM CloudBurst 1.1 delivers cloud value immediately
~ Flexibility - Platform scales for changing business needs
~ Ease of use - Self-service portal for rapid access to cloud services
~ Simplified systems administration - Manage physical and virtual workloads and systems through a single interface
~ Superior reliability - Multiple layers of redundancy built into the hardware platform, virtually eliminates single points of failure
~ Energy efficiency - Integrated power management lets you actively manage server power consumption

• **WebSphere CloudBurst Appliance** - IBM WebSphere CloudBurst Appliance provides easy access to WebSphere virtual images and patterns. Quickly create, deploy and manage application environments in a secure private cloud.

Features and benefits
~ Fast application deployment - Dramatically reduce setup time for WebSphere environments to only minutes
~ Predefined patterns and virtual images - Cost-effective, rapid, and repeatable application deployment

~ Track usage for chargeback - Cost-effectively share software–pay only for what you use
~ Self-contained, secure appliance - Ensure data security and environments in the "encrypted vault" of an appliance

The IBM Cloud Value

Always connected, always on. Doing business globally and transparently, on any device–that's the way we work today. The data we access and produce in this environment is not in a single device or network; it's everywhere. Providing reliable, flexible, and cost-effective access to all that data is the challenge being faced by countless organizations today.

Representing a true paradigm shift in the way we see and exploit technology, IBM cloud computing brings together the building blocks of technology and skills that IBM has defined, invented, and delivered for decades. IBM cloud computing offers you these critical advantages:

• Workload-centric solutions driving efficiencies and innovation across the business (Development, Test, Analytics, Infrastructure, etc.)
• Superior service management providing visibility, control and automation across IT and business services
• New deployment choices over the IBM cloud, behind your firewall or as an integrated service delivery platform
• Transparent availability of massively scalable IT resources– on demand, regardless of time zone or device
• Reduced capital expenditures on quickly outdated equipment and applications
• Reduced labor costs, and potentially reduced physical space requirements.

IBM's pioneering work and leadership in virtualization, standardization and automation provide clients with a valuable opportunity to take full advantage of cloud computing. IBM has deployed clouds of all sizes, supported by hundreds of thousands of hours of testing, feedback and refinement. The resulting portfolio of secure, flexible, and resilient cloud solutions can be specifically tailored to the needs of each client.

IBM Cloud Labs

Strategically located in both major markets and growth markets, IBM Cloud Labs represent IBM's unambiguous commitment to cloud computing. Through this extensive network of recognized cloud experts and fully-equipped cloud labs–IBM is addressing the specific needs of customers who are increasingly shifting IT requirements to the cost-effective cloud model:
• Dublin, Ireland
• Beijing, China
• Tokyo, Japan
• Bangalore, India
• Hanoi, Vietnam
• Johannesburg, South Africa
• São Paulo, Brazil
• Seoul, Korea

Find out more: **ibmcloud@us.ibm.com**

Software Sales and Technical Certification Day

IBM is conducting the IBM Software "Sales Certification Day" and "Technical Certification Day" almost at your doorsteps. Workstations and the class/lab managers will be assigned to assist you during this time. It is hassle free, just bring yourself and take the certification.

Malaysia

Software Sales Certification Day
Date   : 10 & 11 Sept 2009
Venue   : IBM Plaza

Software Technical Certification Day
Date   : 21 Oct 2009

Indonesia

Software Sales Certification Day
Date   : 10 Sept 2009
Venue   : IBM Office – GBS Room

Date   : 11 Sept 2009
Venue   : IBM Office – TEC Room

Software Technical Certification Day
Date   : 22 Oct 2009

Thailand

Software Sales Certification Day
Date   : 9 Sept 2009
Venue   : Ingram Micro

Date   : 11 Sept 2009
Venue   : Computer Union

Software Technical Certification Day
Date   : 19 Oct 2009

Singapore

Software Sales Certification Day
Date   : 4 Sept 2009
Venue   : IBM City Centre

Software Technical Certification Day
Date   : 20 Oct 2009

Vietnam

Software Sales Certification Day
Date   : 16 Sept 2009
Venue   : Sunshine
Date   : 17 Sept 2009
Venue   : FDC

Software Technical Certification Day
Date   : 10 Nov 2009

Philippines

Software Sales Certification Day
Date   : 10 & 11 Sept 2009
Venue   : Technopaq's Training Room

Software Technical Certification Day
Date   : 20 Oct 2009

For updates and RSVP, please contact your IBM Channel Representative.

Business Partners are a key conduit for communicating our smarter planet message and realizing the potential of our Express Advantage strategy.

Smarter planet and our Business Partners

Something meaningful is happening… the world is flatter, the world is smaller and the world is getting smarter. We live on a smarter planet. A planet that is becoming more interconnected, instrumented and intelligent. Can mid-sized organizations grow or even survive in this climate? Yes. The key is to work smarter, finding new value in the use of technology and resources. It's a fundamental shift in the way we all live, work and do business.

Why is the smarter planet message important for you?

Smarter planet can help Business Partners not just survive, but thrive. It gives you a way to differentiate yourself, initiate new conversations with your customers and play a consultative role. It expands IBM leadership in the marketplace and protects your investment in IBM technologies. You can capitalize on the rapid changes happening in the marketplace if you act now and engage with IBM to uncover the opportunities in today's environment. Embrace and communicate the IBM smarter planet value proposition and the related IBM midmarket offerings (new, refreshed and existing) to create selling opportunities with new and existing customers. Leverage on PartnerWorld® Express Advantage™ and the PartnerWorld program to run a smarter business.

Our relationship is a win-win-win – for customers, Business Partners and IBM alike. You know your customers better than anyone and have focused, local expertise. IBM brings leading technology, deep industry knowledge and global reach. Customers get the best of both worlds... a trusted local partner and the power of IBM, with a personalized customer experience marked by high-touch concierge service. Business Partners get access to a portfolio of IBM offerings designed for the midmarket, plus a toolkit full of education and enablement resources, plus incentives that help drive profit. IBM gets direct access to midmarket customers through highly capable partners that deliver unique value-add.

Working together is critical to the success for all concerned. IBM has invested in your success, and when you do well, we both win. We back you with dedicated offerings for the midmarket, direct support, financing, incentives, enablement tools and much more. We're making our relationship smarter with the following:
- working on numerous initiatives to make it easier to do business with IBM
- expanded support from local IBM industry experts in the field
- new co-marketing model
- rules of engagement
- integrated lead management system
- investment in demand generation
- attractive, simplified incentive program
- competitive pricing.

IBM and Business Partners Serving the midmarket

IBM Financing Advantage: Affordable, simple, accessible, complete financing options

IBM Financing Advantage is designed to help you capture the high-growth, midmarket opportunity with accessible, simple processes and complete financing options. Financing IT acquisitions can help your clients by deferring upfront investment costs, conserving cash for higher-yielding investments and protecting against technology obsolescence.

- Rapid Online Financing, a Web-based tool, simplifies and accelerates the finance process, delivering credit, price and contract in under ONE hour
- Leases and loans for IBM and non-IBM hardware, software and services
- Lower the price point on technology equipment acquisition with IBM Certified Used Equipment™ instead of (or with) new

- Working capital for partners through our Receivables, Inventory and Payables financing options
- Safe, secure and environmentally-compliant disposal of your clients' old equipment with IBM Express Asset Recovery Solutions. IBM Financing Advantage helps you in many ways
- Decrease discounting by making your proposals more affordable by leading with a monthly payment
- Reduce Days Sales Outstanding, improving Business Partner cash flow
- Build loyal clients
- Increase follow-on sales opportunities
- Earn fees for selling financing to customers.

Customer Success Story

An optical device manufacturing company keeps its communications clear and focused.

The client is a Japanese company that specializes in the manufacture of optical devices such as telescopes, binoculars and microscopes. With headquarters in Japan, manufacturing in China and offices around the world, the client relies heavily on e-mail for communications. However, the company found itself burdened with large amounts of spam e-mail and needed a way to control the problem.

With only one employee dedicated to systems management at its centrally located corporate IT facility, the company chose to seek a cost-effective, service-based approach to protect its data and e-mail communications. The client engaged IBM Global Technology Services-Integrated Technology Services to provide on-demand remote data protection services. Now, mission-critical data is secured and the client's communications flow much more freely.

Growth Through Skills

Premium Skills, Premium Results with IBM Software.

Customers want to work with experts who understand their business and can help them achieve their objectives. IBM Business Partners who have expertise across the IBM Software portfolio are well positioned to deliver high client value.

IBM Software is announcing the next step in our Business Partner channel strategy focused on Growth Through Skills. In October 2009, IBM started enrolments for the new controlled distribution model which maximizes value to our Business Partners and customers.

A subset of the IBM Software portfolio will continue to be offered through the open distribution model or via Software ValueNet.

Benefits
- Protects and maximizes your ROI in the technical, sales and marketing skills you've developed
- Places a premium on your skills and solutions, differentiating your ability to offer your customers guidance in a tough economy
- Rewards the value you bring throughout the sales cycle through the lucrative IBM Software Value Incentive (SVI)
- Provides financial rewards for integrating IBM Software with your business solutions through the Value Advantage Plus (VAP) incentive
- Accelerates your growth with experienced software Value Added Distributors (VADs)
- Improves access to IBM resources including industry-leading sales, technical, and marketing.

Q&A

Answer all 4 questions correctly and you'll receive a Mystery Gift!
Send your answers and contact details to **studio@thumbprint.com.my**.

Q1 Which of the IBM software brand provide the software for SOA environments that enables dynamic, interconnected business processes, and delivers highly effective application infrastructures for all business situations?

_____

Q2 The three style of collaboration are document-centric, people-centric and...
a) society-centric
b) community-centric
c) culture-centric
d) population-centric

Q3 Which one of the following is NOT contained in the LotusLive portfolio?
a) LotusLive Notes
b) LotusLive Engage
c) LotusLive Meeting
d) LotusLive iNotes
e) LotusLive Portal
f) LotusLive Events

Q4 How long does it take for a customer to enjoy the benefits of a Web Portal with IBM WebSphere Portal NOW?
a) 30–60 days
b) 60–90 days
c) 90–120 days
d) forever....

iWIN

Online marketing and loyalty program to reward you for your leads. Join now and everybody wins!

iWin is an IBM Software permission-based online marketing and loyalty program, jointly brought to you by IBM and IBM's Value Added Distributors. With every sales you close on IBM Software, you accumulate points which you can redeem for exciting gifts from a wide selection of local merchants.

Who is Eligible?
All IBM Tier 1 and 2 Software Partners from Singapore, Malaysia, Thailand Philippines, Indonesia and Vietnam. So what are you waiting for? With IBM's iWin, it really is that easy to win!

To join this program you must be an IBM PartnerWorld member.

Register and join NOW!
http://www.iwinprogram.com/

To learn more about the program click on **www.iwinprogram.com** or contact Anna at **+65 6293 5670** or email **anna@iwinprogram.com**

IBM WANTS TO REWARD YOU 2.5 TIMES FOR YOUR LEADS!

Unveil the Sales Leads* (Sales Stage 4-6) Immediately to be Rewarded Handsomely!

#1 - Reveal Your Validated Leads
#2 - WIN in the next 30 days

IT REALLY IS THAT SIMPLE.

HOW DOES IT WORK AND WHAT DO YOU GET?
- Enter the leads into GPP or submit DET to IBM BPRs the new net opportunities (as BPOI) and must be sales stage 4 to 6

- To earn double iWIN points for closure you have to close these opportunities in the next 30 days

For example, for every US$1,000 lead you will receive 12 points (even if the sale is not closed yet)
Close the lead in the next 30 days and you will receive 48 points!

IT ALWAYS PAYS TO SELL IBM

Just ask these two iWin members who have redeemed thousands of dollars worth of rewards!

"IBM has always been a fantastic partner, their loyalty program, iWIN, is just another example of their commitment to our relationship. My experience with iWIN is very positive. It is easy to redeem. Good move IBM!

Stuart MacDonald
Managing Director,
Global PTM Pte Ltd, Singapore

"I registered with IBM's iWIN loyalty program because of the many attractive rewards offered, just for selling IBM's software products. With iWin, I have redeemed USD2,000 worth of shopping vouchers so far. Thanks IBM! I intend to sell more and redeem for more rewards. Perhaps the next reward I claim is a customized holiday of my dreams. Or an all expenses paid trip for my partner and I to watch the FIFA World Cup in South Africa next year."

Ratchada Chantisingh
Marketing Communication Executive,
Business Solutions Provider Co. Ltd., Thailand

"I was rewarded with iWin shopping vouchers for selling IBM products and had requested to redeem the vouchers in a traditional local supermarket located in a non-urban part of Vietnam. IBM not only granted my request, I was pleasantly surprised at how quickly they did it. Thank you IBM."

Phung Thi Chinh
Tan Duc Technical Development and Trading Joint Stock Company, Vietnam

Terms & Conditions:
Share with us your progress by entering your stage 4 to 6 leads into the GPP system OR provide the contents using DET. Promotion is valid through September 30th 2009. Last submission for customer closure is October 15th 2009.

Why IBM Software

Open. Scalable. Secure. Industry focused. IBM software products help you innovate and become more flexible, while making the most of current resources and controlling costs.

IBM Lotus Live™
Working together just got easier

Get In Action with LotusLive™

LotusLive is the destination for world-class online collaboration services. Discover, connect and interact with your customers, partners and colleagues.

LotusLive is an inter-company collaboration platform delivered via the Web that enables you to expand your business reach. It offers a variety of online solutions for your business ranging from e-mail and Web conferencing, to an integrated suite of collaboration solutions all in a security-rich environment. Share documents, meet online with potential customers without the hassle of firewalls, and build your network by connecting with companies relevant to your business.

Check it out at **www.lotuslive.com** to sign up for a free 30-Day trial today!

Accele8 to IBM Lotus Notes & Domino 8.5 & Secured Collaboration

The IBM® Lotus® Protector for Mail Security solution helps protect your IBM Lotus Domino® e-mail infrastructure from spam, viruses, and other threats originating on the Internet.

It is designed to defeat e-mail threats at the network edge, preserving network and computing resources, while helping to keep offensive content out of the workplace.

Features:
• Spam and virus management
• Intrusion prevention
• Flexible and easy to use.

IBM Cognos Express Essential BI and planning for midsize companies

IBM Cognos® Express is the first and only integrated business intelligence (BI) and planning solution purpose-built to meet the needs of midsize companies. It delivers the essential reporting, analysis, dashboard, scorecard, planning, budgeting and forecasting capabilities that midsize companies need at a price they can afford. Everything is included in a pre-configured solution that is easy to install, easy to use and easy to buy.

IBM Cognos Express provides midsize companies with consistent, reliable information to answer three critical business questions: How are we doing? Why? and What should we be doing? With insights drawn from answering these questions, managers can make better, faster decisions to drive greater efficiencies, reduce costs and identify new growth opportunities.

For organizations that are beginning to embark or expand on a BI and planning strategy, IBM Cognos Express includes everything needed to get started right away. It offers powerful, yet easy-to-use, capabilities for both novices and advanced users to encourage broad adoption throughout a company.

IBM Cognos Express

Express Reporter	Express Advisor	Express Xcelerator
Query & Reporting	Analysis & Visualization	Excel-based Planning & Analysis

Centralized Administration & Data Management

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PrivilegeONE

The IBM PrivilegeONE Program is an exclusive program of special privileges for business partners, all aimed at providing comprehensive go-to-market support for your organization. This program is proof that IBM will continue to aggressively invest in our key business partners to allow us to win in the marketplace; and more importantly to catch the wave early in the next phase of economic growth.

PrivilegeONE

Contacts
Agencies Details

IBM PartnerWorld
Joining IBM PartnerWorld is your first step to a world of resources and benefits including those under the PrivilegeONE Program. If you are not a member yet, please enrol at **www.ibm.com/partnerworld**

Program at a glance

Sales Privileges

IBM Partner Representative
High caliber IBM Partner Representative assigned to help you build and execute a comprehensive joint business plan with IBM; and to support you on immediate business opportunities.

Lead Passing
Your organization will be featured in IBM's Lead Passing Decision Engine (LPDE) which will ensure that opportunities identified by IBM

sellers and marketing are passed to the P1 Business Partners.

IBM ASEAN Velocity Center
This center provides rapid configuration and pricing support for IBM server & storage products to the partners. Your organization will be given priority access to ensure rapid turnaround to facilitate your response to customers.

IBM ASEAN Techline
Priority access to IBM ASEAN Techline which provides advanced technical sales support including design, configuration and sizing of IBM products.

IBM BP Innovation Centers
Priority access to well-equipped IBM BP Innovation Centers to conduct proof-of-concepts and testings for your customers.

IBM Tools
Access to cutting-edge IBM tools

that can help you in engaging your customers to identify areas for technological or IT cost improvements.

Marketing Privileges

Co-Marketing Support
Priority access to co-marketing funds and other vital marketing support infrastructure from IBM to support you in reaching out more effectively to targeted market segments.

Feature on IBM Country Websites
P1 Business Partners will be specially highlighted on all IBM country websites across the region which attracts thousands of customers every single day.

And with skills/enablement support, management privileges and incentives, PrivilegeONE puts the power of IBM behind your business.

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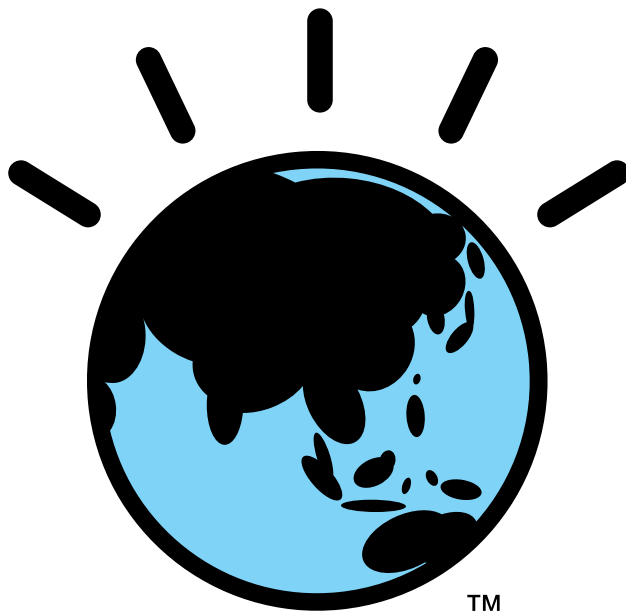
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A call for change is a call for smart.

The political leaders of the world are not the only ones who are being called upon to create change. Leaders of businesses and institutions everywhere are also finding themselves compelled to think deeply about changing the way the world works.

We have arrived at this moment because the crisis in our financial markets has jolted us awake. We are seriously focused now on the nature and dangers of highly complex global systems. And this isn't our first such jolt. Indeed, the first decade of the twenty-first century has been a series of wake-up calls with a single theme: the reality of global integration.

The problems of global climate change and energy, global supply chains for food and medicine, new security concerns ranging from identity theft to terrorism – all issues of a hyper-connected world – have surfaced since the start of this decade.

The world continues to get "smaller" and "flatter." But we see now that being connected isn't enough. Fortunately, something else is happening that holds new potential: the planet is becoming smarter.

That is, intelligence is being infused into the way the world literally works – into the systems, processes and infrastructure that enable physical goods to be developed, manufactured, bought and sold. That allow services to be delivered. That facilitate the movement of everything from money and oil to water and electrons. And that help billions of people work and live.

How is this possible?

First, the world is becoming instrumented. Imagine, if you can, a billion transistors for every human being. In reality, we're almost there. Sensors are being embedded everywhere: in cars, appliances, cameras, roads, pipelines…even in medicine and livestock.

Second, our world is becoming interconnected. Soon, there will be two billion people on the Internet – but systems and objects can now "speak" to each other, as well. Think of a trillion connected and intelligent things, and the oceans of data they will produce.

Third, all of those instrumented and interconnected things are becoming intelligent. They are being linked to powerful new backend systems that can process all that data, and to advanced analytics capable of turning it into real insight, in real time.

With computational power now being put into things we wouldn't recognize as computers, any person, any object, any process or service and any organization – large or small – can become digitally aware, connected and smart.

With so much technology and networking available at such low cost, what wouldn't you enhance? What wouldn't you connect? What information wouldn't you mine for insight? What service wouldn't you provide a customer, a citizen, a student or a patient?

The answer is, you will do all these things – because you can. But there is another reason. We will do all these things, because we must. Consider:

> According to published reports, up to 10% of the energy we generate on the planet never reaches a single lightbulb, even in developed countries.

> The average basket of food has travelled the equivalent of two and a half times around the continent before it comes to rest on a supermarket shelf.

> Our healthcare system really isn't a "system". It fails to link diagnoses, medicine delivery, healthcare providers, insurers and patients – as waiting lists lengthen and costs continue to escalate.

> One in five people living on the planet today lacks safe drinking water.

> And, of course, we continue to witness the unravelling of the global financial markets, a system in which institutions could spread risk, but not track it.

Yet all of these things are solvable on a smarter planet.

Smart systems are transforming energy grids, supply chains and water management. Smart healthcare systems can dramatically lower the cost of therapy. Smart food systems are using RFID technology to trace meat and poultry from the farm through the supply chain to store shelves.

There is an overwhelming need – and demand – for positive change in the world. And together we can make this happen. In the coming weeks, you'll be hearing more from IBM® on the specific ways we can make our planet work better. Let's build a smarter planet. Join us and see what others are thinking at **ibm.com/think**