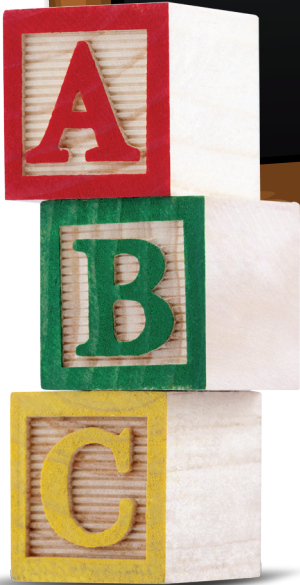


FOR ASEAN REGION

ABC

Partnering
with IBM
- it's about
simplicity



Doing Software
Business with



www.ibm.com/software

3RD Edition | January 2012

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It is not intended for client distribution or use with clients.**

Partnering with IBM - it's about simplicity

Doing Software Business with IBM



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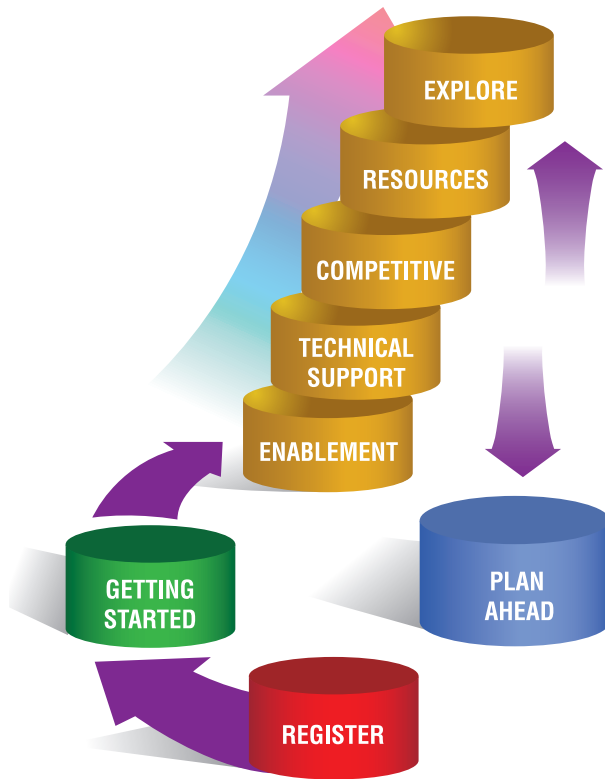
About IBM



IBM (International Business Machines Corporation) operates as an information technology company worldwide. The company was founded in 1910, formerly known as the Computing-Tabulating-Recording Co., IBM changed its name to International Business Machines Corporation in 1924. IBM is based in Armonk, New York, with offices worldwide.

At IBM, we strive to lead in the creation, development and manufacture of the industry's most advanced information technologies, including computer systems, software, networking systems, storage devices and microelectronics. We translate these advanced technologies into value for our customers through our professional solutions and services businesses worldwide.

Partnering with IBM - Flow Chart



GETTING STARTED on the Road to Profitability	REGISTER in IBM PartnerWorld	PLAN AHEAD
Easy Access to PartnerWorld Benefits & Resources	Easy Access to PartnerWorld Benefits & Resources	<ul style="list-style-type: none"> – Prepare For Success With IBM PartnerPlan – Roles and Responsibilities

EXPLORE Sales Tools to Help Close Business <ul style="list-style-type: none"> – Grow Your Business Tool – Express Seller Toolkit – IBM DEMOzone – IBM Global Financing – Software as a Service – Global Partner Portal
Review IBM Marketing RESOURCES <ul style="list-style-type: none"> – Co-funded Marketing – IBM Marketing Center – Marketing Tools – Access Business Partner
Be COMPETITIVE <p>Positioned for Competitive Advantage</p> <ul style="list-style-type: none"> – PartnerWorld Industry Networks – Express Advantage – Value Net Connections
TECHNICAL SUPPORT <ul style="list-style-type: none"> – IBM DeveloperWorks – IBM Technical Tools – IBM Virtual Loaner Program – IBM Innovation Centers – Solution Builder Express
ENABLEMENT <p>Get Enabled with Skills to be Successful</p> <ul style="list-style-type: none"> – Software Value Plus – Software ValueNet – Virtual Innovation Center – We Pay

Grow Your Business with IBM Software



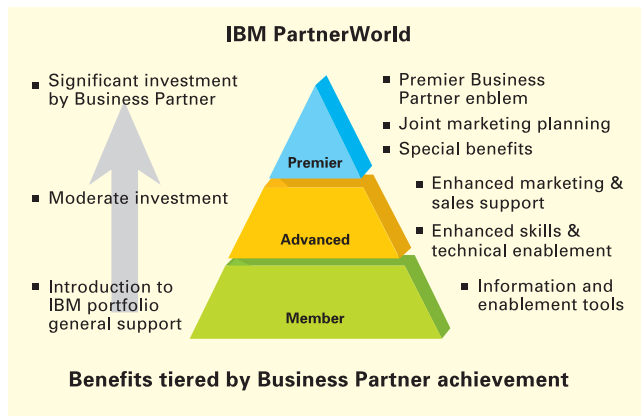
Step 1: Registering with IBM PartnerWorld

A: Enroll in [PartnerWorld](#), or update Company profile and communications options.

www.ibm.com/partnerworld

Joining IBM Partnerworld is your first step for accessing a vast array of IBM Software resources and benefits to assist with your enablement and go-to-market activities.

PartnerWorld, the IBM Business Partner program, is designed to deliver valuable benefits to help you succeed in the marketplace and strengthen our mutual relationship. Business Partners who invest the most in IBM receive higher value benefits and resources. This investment is recognized through three PartnerWorld membership levels - Member, Advanced and Premier.





To become part of the global PartnerWorld network, simply visit <http://ibm.com/partnerworld> to register. Should you have any enquiries or face problems working on PartnerWorld, please contact the hotline most convenient to you for or email your queries to pwcs@au1.ibm.com for assistance.

PartnerWorld Contact Hotlines:

Malaysia	1-800-80-1999
Singapore	800-6-161-468
Thailand	001-800-611-2159
Philippines	1-800-1611-0265
Indonesia	001-803-614-23
Vietnam	61-7-3032-6860

B: Easy Access to PartnerWorld Benefits & Resources

www.ibm.com/partnerworld/pwhome.nsf/weblook/pubbenefits.html

- **Marketing:** Access to marketing campaign building tools, kits, resources, market intelligence, and other lead generation opportunities
- **Selling:** Access to sales training and tools to help you identify, qualify, present, propose, and win
- **Training and Certification:** Access to a variety of sales and technical education, certification, and reimbursement benefits. Develop a plan-of-action by IBM product and/or skill through instructor led classes, workshops, e-learning conferences and more
- **Technical:** Access tools for product development and support
- **Software Products:** Access to information, benefits, resources, support, offerings and more to help you sell IBM Information Management, Lotus, Rational, Tivoli and WebSphere products
- **Collaboration:** Build teaming relationships with IBM and other solution providers by attending PartnerWorld events, Partner Innovation Centers, IBM Innovation Centers, Business Partner connection initiatives and e-teaming resources.

Step 2: Getting Started on the Road to Profitability

2.1 Review [Profitability Estimator & Planning Tool](#) - quantify your IBM investment using this handy tool.

The Business Partner Profitability Tool was designed specifically for IBM Software Business Partners to help in understanding required incremental investment and potential return regarding investments in IBM Software solutions.

To learn more about why IBM is offering this tool, how it can help you in your business planning activities, and how to use and customize, play it and try!

(This is a standalone exe file which can play on any Windows operating system)



2.2 Purchase Value Package option and benefits.

www.ibm.com/partnerworld/valuepack

PartnerWorld® membership gives you access to a wide variety of valuable resources to help you attain your business goals more quickly, easily and effectively. In addition, you can add a rich set of high-value benefits with the optional PartnerWorld Value Package for an annual charge of US\$2,000.

The PartnerWorld Value Package includes education reimbursement, technical support, sales and marketing support and unlimited access to IBM software for customer demonstration and evaluations, proof of concept, software development and testing, and even internal use of selected software in your company. These benefits provide the education, technical support and software you need to help you build your skills, bring your products and solutions to market and achieve your business profitability objectives.

Value Package
\$2000 new
\$1800 renewal

3 Keys to Business Partner Success

Education, Software, Support

Benefit	Member	Advanced	Premier																				
Benefits Retail Value for the price of \$2000	\$100,000	\$300,000	\$400,000																				
1 Tuition Reimbursement	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #0056b3; color: white;">You Pass We Pay</td> <td style="text-align: center;">\$6,000 cap</td> <td style="text-align: center;">\$15,000 cap</td> <td style="text-align: center;">\$50,000 cap</td> </tr> <tr> <td style="background-color: #0056b3; color: white;">You Test We Pay</td> <td></td> <td></td> <td></td> </tr> </table>			You Pass We Pay	\$6,000 cap	\$15,000 cap	\$50,000 cap	You Test We Pay															
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You Test We Pay																							
2 Access to IBM Software	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #0056b3; color: white;">Software Downloads and CDs</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> </tr> <tr> <td style="background-color: #0056b3; color: white;">Run Your Business Software</td> <td style="text-align: center;">Limited Selection</td> <td style="text-align: center;">Greater Selection</td> <td style="text-align: center;">Comprehensive Selection</td> </tr> </table>			Software Downloads and CDs	✓	✓	✓	Run Your Business Software	Limited Selection	Greater Selection	Comprehensive Selection												
Software Downloads and CDs	✓	✓	✓																				
Run Your Business Software	Limited Selection	Greater Selection	Comprehensive Selection																				
3 Pre-Sales Technical Support	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #0056b3; color: white;">Middleware Critical Implementation Support</td> <td></td> <td></td> <td style="text-align: center;">✓</td> </tr> <tr> <td style="background-color: #0056b3; color: white;">Middleware Integration and Implementation Support</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> </tr> <tr> <td style="background-color: #0056b3; color: white;">Middleware Solutions Assurance Assistance</td> <td></td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> </tr> <tr> <td style="background-color: #0056b3; color: white;">Middleware Technical Sales Consultancy</td> <td></td> <td style="text-align: center;">✓</td> <td style="text-align: center;">✓</td> </tr> <tr> <td style="background-color: #0056b3; color: white;">Technical Sales Support (Electronic/Voice)</td> <td style="text-align: center;">✓</td> <td style="text-align: center;">Available without value Package</td> <td style="text-align: center;">Available without value Package</td> </tr> </table>			Middleware Critical Implementation Support			✓	Middleware Integration and Implementation Support	✓	✓	✓	Middleware Solutions Assurance Assistance		✓	✓	Middleware Technical Sales Consultancy		✓	✓	Technical Sales Support (Electronic/Voice)	✓	Available without value Package	Available without value Package
Middleware Critical Implementation Support			✓																				
Middleware Integration and Implementation Support	✓	✓	✓																				
Middleware Solutions Assurance Assistance		✓	✓																				
Middleware Technical Sales Consultancy		✓	✓																				
Technical Sales Support (Electronic/Voice)	✓	Available without value Package	Available without value Package																				

Substantial BP savings
Every \$ from purchase - reinvested back into GEO
Key attribute of Top BPs

2.3 Close deals faster and increase profit potential by enrolling in **Passport Advantage**.

www.ibm.com/software/passportadvantage

Passport Advantage and Passport Advantage Express are simple, comprehensive IBM offerings that cover license acquisition including Fixed **Term** Licenses and Software Subscription and Support [also referred to as Software Maintenance] product upgrades and technical support under a single, common set of agreements, processes and tools.

Passport Advantage is designed for larger enterprises, while Passport Advantage Express, a transaction-based offering, is designed to meet the needs of medium-sized businesses.

Both Passport Advantage offerings let you:

- Acquire new IBM software licenses
- Renew Software Subscription and Support and Fixed Term Licenses
- Buy and renew technical support for Selected Open Source and other non-warranted applications



2.4 Software Value Incentive (SVI) - Earn rewards for identifying, selling and/or fulfilling software.

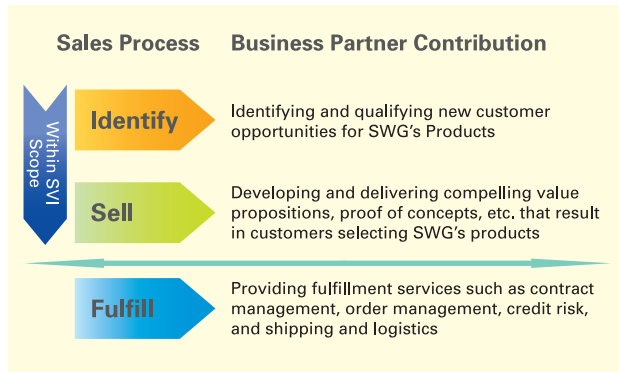
www.ibm.com/partnerworld/softwarevalueincentive

Software Value Incentive (SVI) is an IBM initiative designed to reward Business Partners for the value that they contribute across different phases of a sale of IBM Passport Advantage Middleware licenses.

SVI allows IBM Business Partners participating in the Identify and Sell phases to earn a fee payment (paid directly to the IBM Business Partner) for demonstrating a contribution in these phases. These fee payments are independent of any discounts and rebates earned by Business Partners participating in the Fulfill phase (paid through their Value Add Distributor). The following table illustrates the components of the middleware sell cycle:

SVI can provide your business with...

- **Greater flexibility.** Earn incentives at the stage in which you elect to contribute to the sales process.
- **Enhanced profitability.** When you add value, you can earn more incentives, and with deal registration you can retain more margin.
- **Increased ROI.** Once you are approved for identify-and-sell, you can earn incentives regardless of who fulfills the purchase.
- **Greater simplification.** SVI replaces multiple existing Business Partner programs, reducing the difficulty of understanding and tracking each program.



2.5 Value Advantage Plus (VAP) Program

www.ibm.com/partnerworld/valueadvantageplus

Value Advantage Plus is an IBM Initiative designed to financially reward Business Partners that deliver IBM software as part of their value-adding solution to a customer.

For the Value Advantage Plus Incentive to be awarded, a Business Partner must:

1. Have an IBM approved value-adding solution.
2. Sell new licenses of IBM middleware products sold through Passport Advantage (PA) or Passport Advantage Express products (PAX) targeted to either SMB (small to mid-size) or Enterprise market customers.



2.6 i-Win Program

www.iwinprogram.com

i-Win is an ASEAN-wide IBM Software online marketing and loyalty program jointly brought to you by IBM and IBM's Value Added Distributors. In essence, i-Win rewards you for selling IBM Software. In return, you earn points which can be exchanged for attractive gifts from a wide selection of local merchants.

This program is specially designed for all qualified business partners who are already PartnerWorld members, selling eligible IBM Software products. All qualified business partners representatives must be nominated by the Business Partner Principal.

Log on to www.iwinprogram.com to find out more about the latest promotions and updates exclusively available to you!

Step 3: Get Enabled with Skills to be Successful

https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/pw_com_tac_index

3.1 What is Software Value Plus?

<https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/svp>

IBM enables Business Partners to set themselves apart and deliver comprehensive solutions. Business Partners who invest in skills and expertise with the IBM software portfolio and team with IBM are well positioned to deliver greater client value. Working together we help clients experience these benefits:

- faster time-to-value with the right solutions
- reduced risk in solutions development
- increased return on investment over time.

Software Value Plus offers a list of software products to determine which business models are associated with the IBM Software products your company intends to sell. Learn more about how you can maximize your opportunities to expand your support, increase your upsell opportunities, make sales cycles more productive, increase revenue and sharpen your business focus.



3.2 We Pay program

http://www-304.ibm.com/partnerworld/mem/learn/tac_wepay_main.html

Skills drive increased profits and revenue which is why we've created the You Pass, We Pay certification reimbursement benefit, available with purchase of the **Value Package**. Through this unique offering, you can effectively offset the expense of building your technical skills.

Certifications assist you in achieving a higher program level in PartnerWorld, therefore, gaining access to increased IBM benefits. Certifications are also one of the elements used in passing leads to our Business Partners.

PartnerWorld understands the investment required to build a successful team, and You Pass, We Pay can help you balance that investment.

You Pass, We Pay reimburses for some, or all, of your tuition and test fees when you achieve eligible certifications. Refer to the tables below to determine which certifications and optional preparatory courses are reimbursable. Note that these tables are updated quarterly.

Reimbursement maximums depend on your Country Enterprise's program level within PartnerWorld, as listed in the PartnerWorld Profile System. Maximums include all claims submitted by all employees at all of your Locations within the Country Enterprise that purchased the 12-month Value Package.

3.2.1 **IBM product training:** Obtain training information in the format you need from our comprehensive portfolio of education offerings.

3.2.2 **Find training:** Search and filter sales and technical training from multiple categories to narrow your results.

3.2.3 **Certification:** Acquire skills to meet client requirements in IT today. Be IBM Certified to differentiate you and your firm from others based on validated skills. We provide:

- **Discounts and reimbursements** to offset the expense of building technical skills and getting certified.
- **Training paths** to identify appropriate courses and plot course sequences to help you reach your training goals.
- **IBM Technical Conferences** to upgrade your skills, try new technology, network with experts and customers.

No-charge online training resources

- **Know Your IBM** offers focused, meaningful, easy-to-use quick interactive e-learning modules. Learn more and earn rewards at your own pace with short online courses.
- **PartnerWorld University** build skills quickly with over 1,000 web lectures covering a full range of IBM products and services. Now enhanced with additional resources!
- **Virtual Innovation Center** is your source for technical and sales resources for IBM products and services. Select from over 800 interactive courses and resources to help you build skills, develop applications and complete technical projects as well as sales support from IBM.
- **developerWorks** allows you to access IBM's premier technical resource for software developers providing articles, online tutorials, development tools, software code, and much more.



3.3 Create personalized profile in the **Virtual Innovation Center (VIC)** for sales/tech education courses and support.

www.ibm.com/partnerworld/vic

The Virtual Innovation Center is your source for technical and sales resources for IBM products and services. Get easy access to technical development, sales, training, and marketing resources from IBM.

Enablement Offerings 24/7

- Develop and port remotely over the secure VPN
- On-line chat, email support, discussion forums
- Project support and architect consultations
- Remote virtual loaner equipment to test/solutions
- Evaluation software for qualified ISVs at no charge.

Educational Offerings

- Over 650 online courses covering over 65 software, hardware and services offerings
- No-charge technical seminars and workshops
- Traditional classroom and virtual workshops offered as distance learning.

Step 4: Understand Your Technical Support Options

4.1 IBM DeveloperWorks - the technical resource of choice for millions

www.ibm.com/developerWorks

This Web site is IBM's premier technical resource for software developers and IT professionals. Here you'll find a wide range of tools, code, and education on AIX and UNIX®, Information Management, Lotus®, Rational®, Tivoli®, and WebSphere®, as well as on open standards technology such as Java™ technologies, Linux®, SOA and Web services, XML, and more.

By providing focused and relevant technical information for developers, we offer choices you can apply to building and deploying applications across heterogeneous systems. Using developerWorks, you can take full advantage of open standards and the IBM Software Development Platform in an on demand world

4.2 IBM Technical Tools for product development and support.

www-304.ibm.com/jct01005c/partnerworld/mem/support/trs_index_global.html

- **Self Help**
 - > Online resources, including guides and knowledge bases
- **Technical assistance and services**
 - > Entitled and fee based partner support
- **Technical enablement**
 - > Site based or online skill building and consultation resources
- **Hardware access**
 - > Virtual or site based access and acquisition of IBM Hardware
- **Software access**
 - > Free and fee based IBM Software code.



4.3 IBM Virtual Loaner Program

www-304.ibm.com/jct09002c/partnerworld/wps/pub/systems/vlp

The Virtual Loaner Program (VLP) offers no-charge remote access to IBM hardware, including IBM POWER6™ and IBM POWER5™ processor-based servers on IBM AIX®, IBM i and Linux® operating systems.

Benefits of the Virtual Loaner Program VLP

- Reduced Developer and Integrator costs, by providing high-function hardware access without the associated costs of on-site physical servers – floor space, power, cooling, network, sysadmin headcount, etc.
- Access to a broad range of hardware systems, including larger and better-configured systems than most Developer and Integrators have available on-site.
- Flexibility to work with multiple system configurations, operating systems (OSes), and OS levels, without requiring multiple physical servers.
- Data Security through use of current technologies such as VPN and AES encryption.

4.4 IBM Innovation Centers

www.ibm.com/partnerworld/iic

IBM Innovation Centers are at the heart of the greater technology community and serve as physical and virtual “storefronts” for technology, business, and academic innovators. Our centers are designed to assist anyone with a great idea to grow their business and reach new clients.

With more than 40 locations around the globe, the experts at our centers can help you build solutions, solve real problems in real time, and grow cutting-edge skills. These globally networked centers mean growth opportunities, as you can work with local experts around the world to reach new markets.

Use our worldwide centers to help grow your business locally and globally:

- Training and one-to-one technical assistance to build and test your solutions
- Linkage to IBM’s sales support for sales opportunity assistance
- Collaboration opportunities with IBM, other Business Partners, IT professionals and academia.



4.5 Evaluate **Solution Builder Express** a portfolio of technical tools and implementation assets for the Small-Medium Business market.

www-01.ibm.com/partnerworld/pwhome.nsf/weblook/pub_strategies_smb_sbe.html

Solutions Builder Express (SBE) is a set of integrated solution sales and technical enablement assets that are developed exclusively for IBM Business Partners. SBE combines IBM products with Business Partners high value services to help partners deliver industry leading IT solutions that will make innovation happen.

IBM Solutions Builder Express also includes a consulting tool with everything you need to sell and deliver solutions to mid-sized companies. These robust, easy-to-use tools for solutions built on IBM software can help you expand your mid-market customer base, and sell more – and sell it faster.

Step 5: Positioned for Competitive Advantage

5.1 Access PartnerWorld Industry Networks (PWIN) to build vertical market capabilities.

www-304.ibm.com/jct01005c/isv/marketingindustrynetworks/

IBM recognizes the complex nature of the environments you face, regardless of your proficiency in a single industry or multiple industries, or if you are serving SMEs or large enterprises. The PartnerWorld Industry Network (PWIN) program is specially designed to address the different needs of Independent Solution Vendors (ISV) and Solution Integrators (SI) partners across the world.

It provides access to a rich set of industry insights, technical resources and marketing and sales benefits to help ISV and SI partners develop repeatable and robust solutions, target customer opportunities and increase sales. Benefits are accessible to the partners based on the depth of their relationship and engagement with IBM.

Advanced and Premier Members on the PWIN program have access to a wider range of benefits. PWIN can help you in five crucial aspects of business operations:

- 1) marketing
- 2) selling
- 3) technical support
- 4) training
- 5) collaboration & networking.



5.2 Focus on mid-market with **Express Advantage (EA)** tools and resources.

www-1.ibm.com/partnerworld/pwhome.nsf/weblook/pub_strategies_smb_my.html

IBM Express Advantage is IBM's strategy to help Business Partners capture significant opportunities in the high-growth mid-market. The PartnerWorld Express Advantage website offers you an easy-to-use view of the offerings, tools, education, incentives and resources you need to effectively sell products, solutions and services.

IBM Express Advantage gives you the support you need, with programs designed to make it easier to sell products, solutions and services to help your mid-sized clients solve business problems and innovate to achieve competitive advantage.

5.3 Growing your business through **Value Net Connections**

www-01.ibm.com/partnerworld/pwhome.nsf/weblook/pub_ben_sel_lead_vn_reg.htm

It used to be that selling point products was enough. But now, solution selling is outpacing point product sales by more than double. Today, the mid-market solution opportunity is estimated at \$141 billion. That's why Business Partners are teaming with other Partners – building value nets to deliver comprehensive solutions.

A value net consists of two or more Business Partners who work together to create repeatable solutions designed to meet customer needs. A successful value net can help you enter new markets, create new business opportunities and increase your revenue.

Step 6: Planning Ahead

Use IBM **PartnerPlan** tool to help you define solutions, identify key markets, develop marketing tactics and manage execution.

www.ibm.com/partnerworld/partnerplan

PartnerPlan is IBM's resource for creating a joint business plan designed to help drive demand and increase profitability for our Business Partners. This tool provides information in one document to help define how you and IBM will work together to achieve your business objectives. Revenue objectives are documented with specific tactics identified to help you meet your objectives - everything from telemarketing and seminars to trade shows and telesales.

IBM is confident that PartnerPlan can help drive incremental revenue and for that reason it is often a requirement for IBM co-marketing funding.

Business Partner benefits:

- Generate demand for your solutions and services with this single repository of extensive marketing resources
- Drive business and better ensure your quotas are met
- Fine-tune your business process activity each quarter by using the activities display Expense/Revenue ratios
- Save time and money. Enter your information only one time to apply for multiple incentives from over forty funding programs
- Access built-in project management features.

6.1 Prepare for Success with IBM PartnerPlan

It is important to plan ahead to ensure every step of the way, implementation is within the projected target. Here are the steps to guide you to a greater market opportunity.



Background Information of Business Partner

Name of Partner			
Contact Person:	Position:	Phone:	Email:
RESOURCES:	Sales:	Technical:	HISTORY:
Marketing:	Other:		Years with IBM:
BUSINESS:	Key Product Focus:		2010 Annual Revenue:
Key Market Focus:		Notes:	
Vendor Focus:			
BUSINESS GOALS:			
<ul style="list-style-type: none"> • A • B • C 			

Business Partner Revenue Information (2010, 2011 & 2012)

Partner's Sales Revenue to Market [By Company]

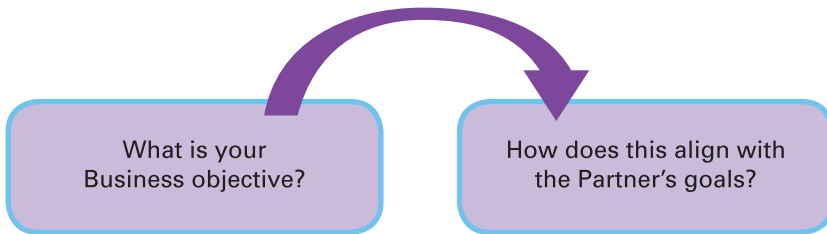
Revenue Source	2010 Actual Revenue	% of Total Revenue	2011 Forecast Revenue	% of Total Revenue	2012 Forecast Revenue	% of Total Revenue
IBM						
Other Partner						
Other Partner						
Other Partner						

Partner's Sales Revenue to IBM [By Product]

IBM Revenue Summary	2010 Actual Revenue	% of Total Revenue	2011 Forecast Revenue	% of Total Revenue	2012 Forecast Revenue	% of Total Revenue
Product A						
Product B						
Product C						
Product D						



What do we want the BP to do in 2012?



Benefit for Partner:
Benefit for IBM:

Resources Required

Category	What will IBM provide?		What is needed from the Partner?	
Product		Cost		Cost
Pricing				
Sales				
Technical				
Marketing				
Other				



Marketing Plan

Key Objective	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Identify key prospects		→										
Sales Kick-off		→										
Seeding program			→									
End user promo campaign				→								

Training Plan

Dept.	Training	Target	Q1	Q2	Q3	Q4	Cost
Sales	IBM Product	Sell-thru team					
	Value-based Selling	Sell-thru team					
Marketing							

Action Plan

Action/Support	Start Date	End Date	Name	Responsibility



Executive Summary - ROI

Business Opportunity
How will the opportunity be addressed?
The Partner's benefit
IBM's benefit
Investment required
Proposed outcome

6.2 Roles and Responsibilities

Define sales roles/responsibilities				
	Awareness	Pre-sales	Transaction	Post-sales
IBM	<ol style="list-style-type: none"> 1. Web Site 2. Public Relations 3. IBM High Impact Events (LCTY, IOD) 	<ol style="list-style-type: none"> 1. References 2. Pricing 3. POC/POT 4. Product Version updates (BP Enablements) 5. Quarterly Business Reviews 	<ol style="list-style-type: none"> 1. Special pricing 2. Financing 3. Contract terms for VAD 4. Deal Clinics 	<ol style="list-style-type: none"> 1. Delivery 2. Customer Satisfaction 3. Level 3 Support
Valued Added Distributor	<ol style="list-style-type: none"> 1. Company Website 2. Recruit T2 3. Joint marketing for T2 4. Co-marketing for T2 	<ol style="list-style-type: none"> 1. T2 Enablement 2. Demo 3. Pricing 4. QBRs with T2 and IBM 	<ol style="list-style-type: none"> 1. Special pricing 2. Financing 3. Contract terms for T2 	<ol style="list-style-type: none"> 1. T2 SAT. 2. Level 1 and 2 support
Tier2 Business Partner	<ol style="list-style-type: none"> 1. BP Website 2. Leads 3. End-user Bundle 4. Cross/Upsell to installed based 	<ol style="list-style-type: none"> 1. Demo 2. References 3. Validate/Qualify leads 4. Proposal 5. Configuration 	<ol style="list-style-type: none"> 1. Transaction 2. Order entry 3. Implementation plan 4. Scheduling 	<ol style="list-style-type: none"> 1. Customer Sat. 2. Installation 3. Level 1 and 2 support 4. Warranty 5. Training



Step 7: Review IBM Marketing Resources

Put the power of IBM marketing resources to work for you. There are several areas of focus: co-marketing, IBM Business Partner marks, marketing assets, marketing intelligence, IBM Marketing Center and marketing tools.

https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/pw_com_mkt_index

- 7.1 **Co-funded Marketing:** leverage on co-marketing funds and campaign tools to grow your business. IBM is pleased to offer co-funded marketing funds to eligible Business Partners who have contributed to the success of IBM. Please see your IBM representative or PartnerWorld Contact Services for more details on your qualification.
- 7.2 **IBM Business Partner Marks:** use the IBM Business Partner marks to visually represent your relationship with IBM to your clients.
- 7.3 **Marketing assets:** gain easy access to all of the marketing tools and resources to generate demand.
- 7.4 **Market intelligence:** align with IBM's high impact marketing programs based on client needs .

7.5 IBM Marketing Center

All the marketing resources to make a plan, create demand, and promote your successes.

https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/pw_com_mkt_index

As your IBM relationship grows and your PartnerWorld status evolves, you will also gain access to co-marketing tools like the Marketing Center.

The Marketing Center initiative is designed to make it easier for you to execute marketing campaigns based on IBM solutions. It allows you to select an approved IBM marketing vendor to work with to develop and execute your marketing campaign from a selection of co-marketing bundled options.

Whether it is a direct mail campaign, a series of informational events, a telemarketing direct response promotion or an integrated approach, the IBM Marketing Center and IBM's authorized marketing vendors can help.

Choose from a list of IBM approved vendors to execute your marketing campaign; the selected vendors will help you design and customize a campaign using IBM campaign and brand materials.



7.6 Marketing Tools

Use Campaign Designer and other tools, copy, and image to communicate with leads, opportunities, and client.

www-304.ibm.com/jct01005c/partnerworld/mem/mkt/mkt_camp_execute.html#tools

- ↻ **Campaign Designer:** Design a customized, multi-touch marketing campaign to generate more leads and engage more clients.
- ↻ **Emblems, logos, guidelines:** Download the IBM Business Partner emblem, validation marks, and IBM logos.
- ↻ **IBM Business Partner emblem merchandise:** Boost business visibility with promotional merchandise featuring your logo, IBM logos, or a combination of both.
- ↻ **Web content syndication tool:** Improve your Web presence at no additional cost by including self updating syndicated Web content from IBM.
- ↻ **Worldwide Image Library:** The IBM Worldwide Image Library (WWIL) is your one-stop shop for IBM promotional photos and graphics.
- ↻ **Sales kits:** Access all the latest IBM Sales Kits.
- ↻ **Internet marketing:** A set of benefits designed to help you leverage the web to generate leads and drive sales.
- ↻ **Demo database:** Filter the list of demos by hardware, software, industry, or search terms you choose.

7.7 Resources by phase

Understand your market and plan

- Market intelligence
- Market trends
- PartnerPlan
- Product resources
- View client references

Execute your plan and create demand

- Campaign support funding
- Create campaigns
- Midmarket execution blueprints
- Co-marketing funds
- Lead generation resources
- Marketing tools
- Post your solution online
- Web content syndication

Promote your success

- Beacon Awards
- Publish your case study
- Submit a client reference
- Success stories



7.8 Why IBM PartnerWorld midmarket?

Discover the single destination for resources, assets and solutions specific for the midmarket.

https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/pw_com_smb_index

7.8.1 Small and medium business resources

https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/pw_com_smr_index

7.8.2 Midmarket products and services *Midmarket Sales Play Quick Reference Guides (ORGs)*

https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/pw_com_pas_index

7.9 Access Business Partner product resources including sales kits, marketing materials, technical documents and education.

https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/pw_com_pdt_index

Step 8: Explore Sales Tools to Help Close Business

8.1 Up-sell with the [Grow Your Business tool](#)

A tool designed to help quickly identify and evaluate cross-software sell scenarios, to help expand customer install base and reach new prospects.

www.ibm.com/partnerworld/growyourbusiness

Explore New Options for Growth: Open new doors with your existing customers, and close more sales with the prospects you are cultivating now. The Grow Your Business With IBM Software tool helps you evaluate cross-software sell scenarios so you can leverage the IBM software portfolio for your maximum advantage.

Start with your current install base – or the brand and product your company has the most expertise with – and works from there to identify software pairings that address your customers’ growing needs. The Grow Your Business With IBM Software tool delivers all the information you need in one place to help you, including:

- Market and customer needs
- Skill and resource requirements
- Engagement resources
- Estimated return on investment.

Explore product-to-product scenarios based on your existing skill set and the greatest needs in the marketplace.



8.2 **Express Seller Toolkit** - Helps accelerate sales of solutions to small and medium clients.

www-01.ibm.com/partnerworld/pwhome.nsf/weblook/pub_strategies_smb_express_seller.html

Express Seller Toolkit provides a complete set of materials to help you learn about Express Seller and generate sales inquiries and follow up on them with select offerings from the IBM Express Advantage Offerings.

You'll discover how Express Seller can help you grow your business with targeted products, competitive terms, IBM-driven marketing tactics to customers and customizable materials you can use to drive demand for the products. The toolkit contains:

- information on terms and conditions
- features of Express Seller and its benefits to you
- details on the featured offerings
- information on the marketing tactics for the program including customizable materials to help you market and sell the products.

Remember, you must be an IBM Business Partner to access and use the Express Seller Toolkit.

8.3 **IBM DEMOzone** - Wide portfolio of customer-ready demos.

www.demos.ibm.com/solutions/

Demonstrate the value of IBM software in action which help your business become more efficient, responsive, and competitive.

8.4 Take advantage of IBM Global Financing (IGF) options.

www-03.ibm.com/financing/partner/ap/about/

With over \$38 billion in assets and operations in more than 50 countries, IBM Global Financing is the world's leading provider of multivendor IT financing solutions. That means not only the most comprehensive, competitive IT financing offerings for your clients, but also sophisticated commercial financing solutions for you and your resellers.

What IGF Does

From IT and commercial financing solutions to asset management, certified used equipment and even asset disposal, IBM Global Financing offers the world's most comprehensive selection of financing offerings and services for the Information Technology industry. The flexible financing options, easy-to-understand agreements and commitment to client service make IBM Global Financing an easy sell to your clients.



8.5 Software as a Service (SaaS)

www-304.ibm.com/jct01005c/isv/marketing/saas/index.html

The Software as a Service (SaaS) business model is impacting the software industry and how your customers acquire business functionality and solutions. In this model, application functionality is delivered through a subscription model over the Internet. The customer does not take ownership of the software, but instead rents a total solution that is delivered remotely.

With the SaaS model, you can reduce up-front support costs because you no longer need to support multiple platforms and versions. This rapidly emerging delivery model can help you, as an ISV, enter new markets.

To help you become a successful player in this fast growing business opportunity and launch and run a future-oriented SaaS business in addition to your existing business model, IBM offers leading-edge hardware, software, and infrastructure technologies. The SaaS community and SaaS specialty provide valuable benefits, resources, technical enablement, and marketing support to grow your business.

Regardless of your state of adoption, IBM can help you enable, deliver, and market your SaaS solutions.

8.6 Apply for **Global Partner Portal (GPP)** to become enabled, facilitate collection and tracking of sales leads, and qualify for incentives.

www-304.ibm.com/jct01005c/partnerworld/mem/sell/sel_gpp_home.html

Global Partner Portal is both a tool and an IBM initiative designed to provide Business Partners with a single location to engage IBM in the sales process.

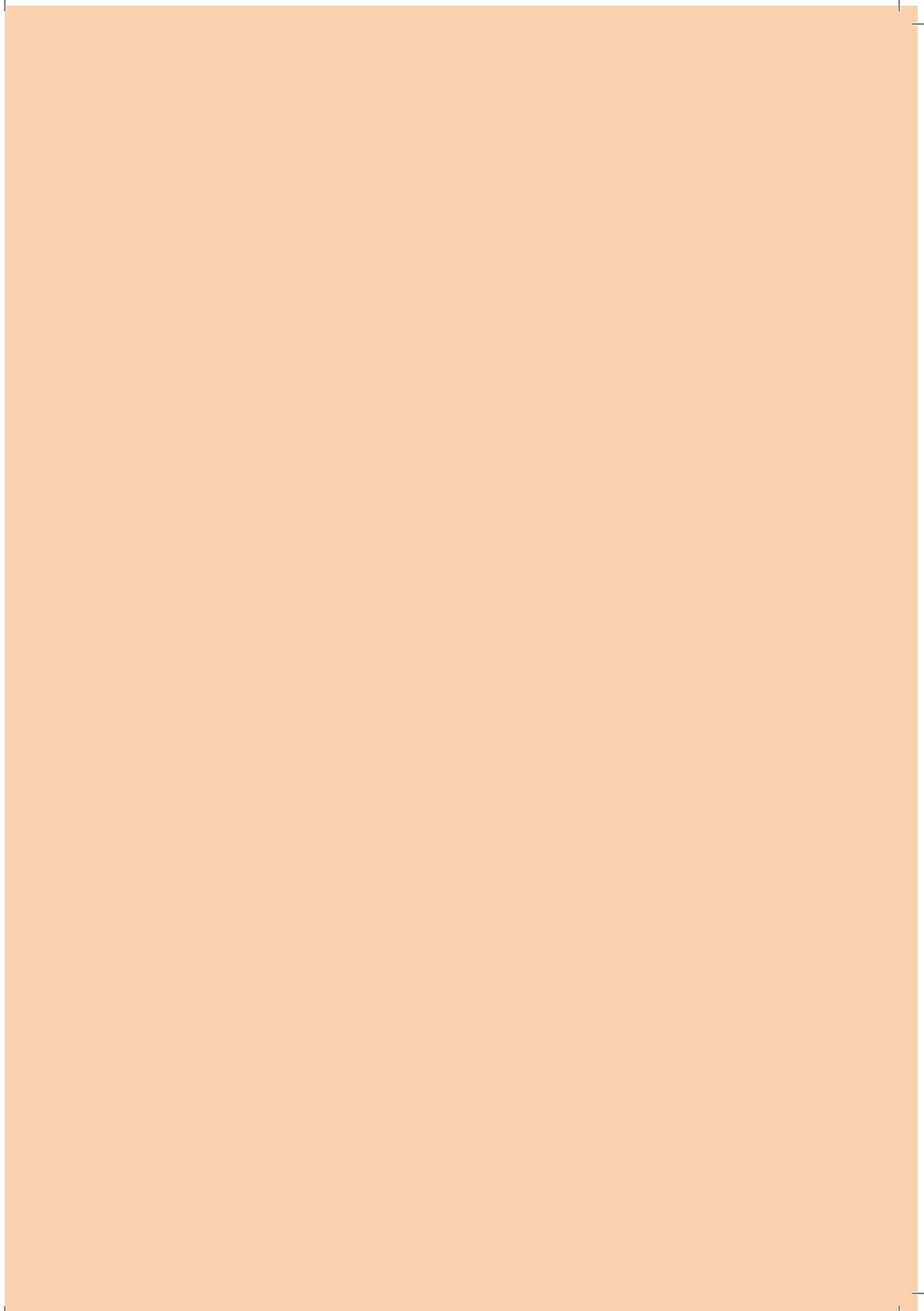
Through Global Partner Portal, opportunity creation, exchange and management of sales information, access to catalogs and configurators, multi-brand order entry and order status, sales reporting, disbursement processing, sales pipeline tracking within IBM, and some Business Partner incentives, will be facilitated.

Each of these functions will be integrated via the Global Partner Portal tool, with a key design goal being that an IBM Business Partner never has to re-enter a piece of information. Logging on to the Global Partner Portal interface, Business Partners can place an order, work more efficiently with IBM and their sales team, and, among other things, have a better view on the rewards system.

Is This Opportunity for You?



- Ready? Join the IBM Business Partner Community, please link to www.ibm.com/Partnerworld today... and start opening new growth and profitability opportunities!
- Sounds like an opportunity for your company, but still not sure? Review details of the latest Go-To-Market programs!
 - ▶ Use the Business Partner Profitability Calculator to quantify various opportunities as you decide on the best approach for your company
- Still not sure? Please let us know your concerns. IBM believes its Business Partner Program (PartnerWorld) is the industry standard, and we are happy to provide additional proof points as needed to help you make your decision.



IBM is fully committed to cultivating strong relationships with our Software resellers around the globe. Our goal is to empower you with access to IBM technology, resources and support to help grow your business, improve profitability and deliver cost-effective solutions to address your clients' needs.

- ✓ Very Comprehensive
- ✓ Easy Reference
- ✓ It's About Simplicity



www.ibm.com/software