Gain Leadership in
the New Era of Smart.

Softlayer for IBM Business Partners

Dilip Subramanian
Executive- Cloud Ecosystems
IBM Global Technology Services
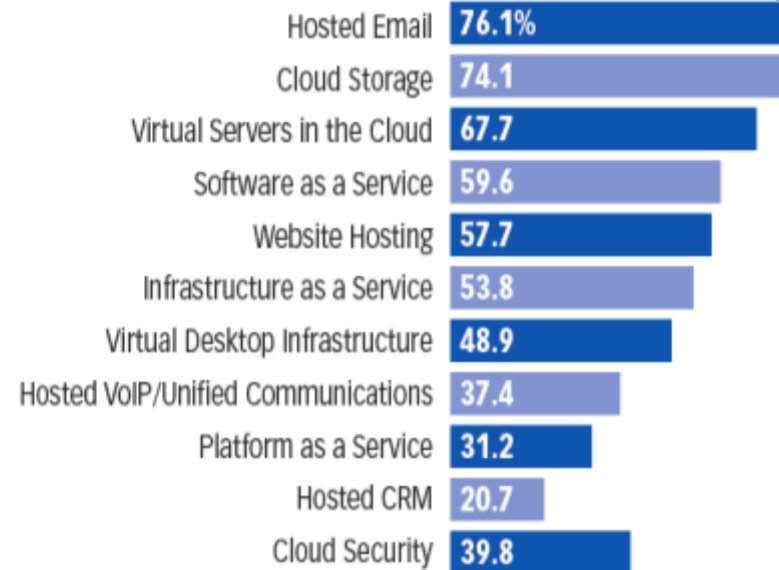
SOFTLAYER®
an IBM Company

Simplicity. Profitability. Growth.

Business Partners **are shifting to a** Managed Service Providers model **for higher** margin opportunities

Managed Services

Remote Monitoring	96.6%
Managed Storage, Backup, Disaster Recovery	93.6
Help Desks	93.0
Patch Management	91.4
Managed Security Services	91.2
Software License Management	76.5
NOC (Network Operations Center) services	73.3
Mobile Device Management	72.7
Warranty Management	70.9
Hardware as a Service	51.3
Managed Database Services	35.0
Managed Print Services	29.1
Managed Video/Telepresence	19.5
Managed Video Surveillance	11.8

Cloud Services

Hosted Email	76.1%
Cloud Storage	74.1
Virtual Servers in the Cloud	67.7
Software as a Service	59.6
Website Hosting	57.7
Infrastructure as a Service	53.8
Virtual Desktop Infrastructure	48.9
Hosted VoIP/Unified Communications	37.4
Platform as a Service	31.2
Hosted CRM	20.7
Cloud Security	39.8

The top 100 MSP's grew at 28% over last year (MSPmentor, Feb. 2012)

Partners who have transitioned to cloud have 2.5 times the revenue growth and close deals twice as large as partners who have not moved to cloud1
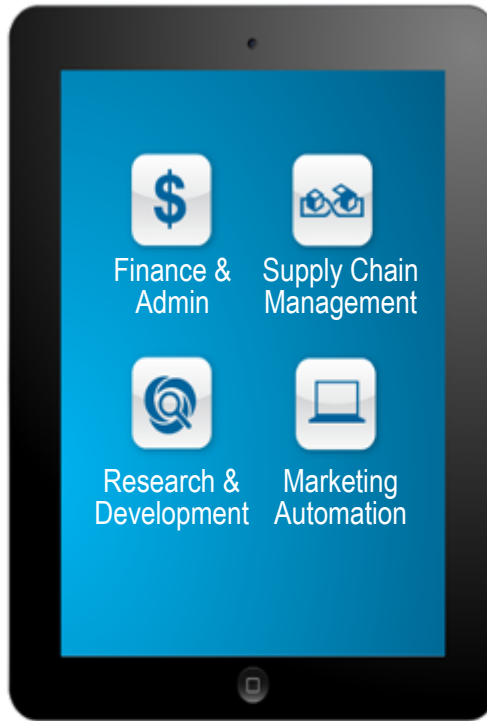
~50%

of IT budgets will be allocated to operationalizing around cloud technology within 2 years.

Source: IDC, CloudTrack 2012 Summer Survey, Part 1: Costs Savings in the Cloud, doc #237693, November 2012

~80%

of survey respondents currently use or plan to implement (by year-end 2013) cloud services for Applications; 45% for Business Processes.

Source: Gartner G00229304 (Figure 2)

Finance & Admin

Supply Chain Management

Research & Development

Marketing Automation

~80%

of U.S. buyers indicate that they will have transformed 50% of their internal application/infrastructure environment to mimic a cloud delivery model in 5 years.

Source: IDC, 2012 U.S. Buyer Requirements for Outsourced Cloud Services Part 1: Road Map of Transformation, doc #234737, May 2012

~7%

Growth rate of all external services in 2016 (better than GDP), and driven largely by cloud adoption, at >13% in 2016.
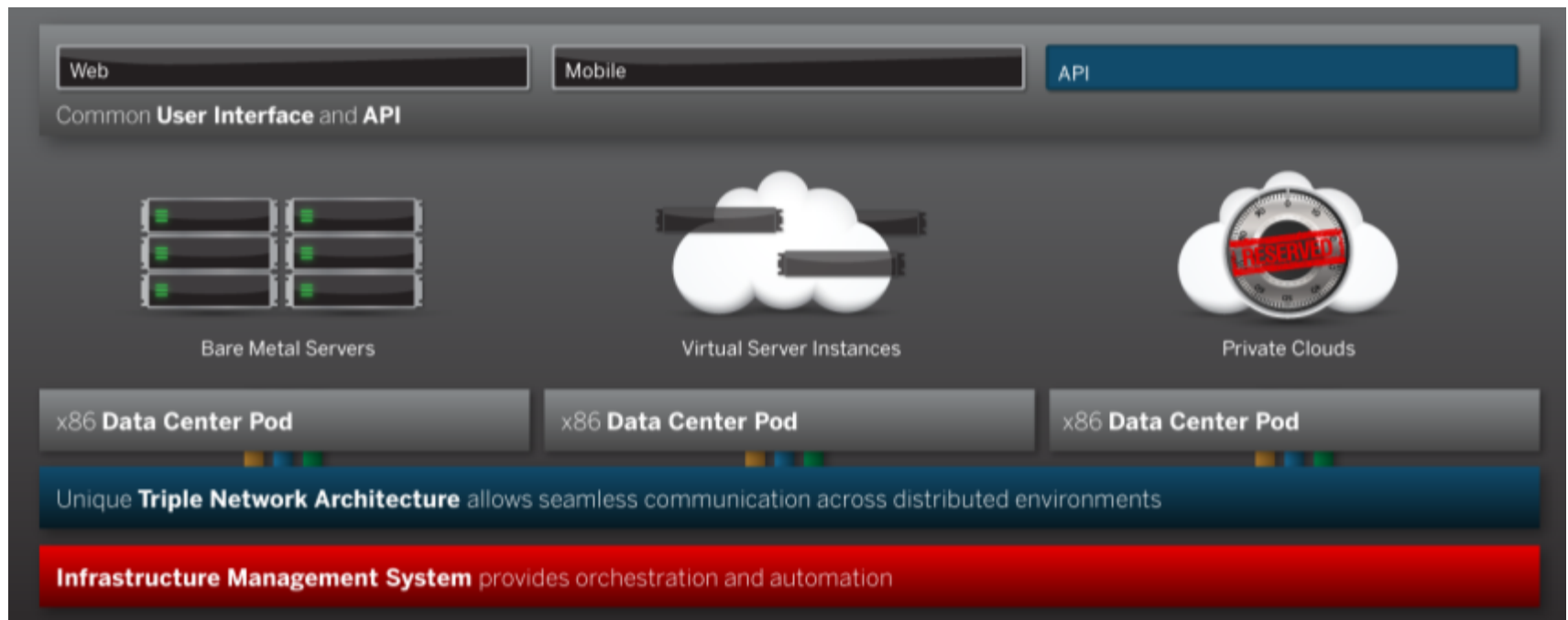
Source: IBM

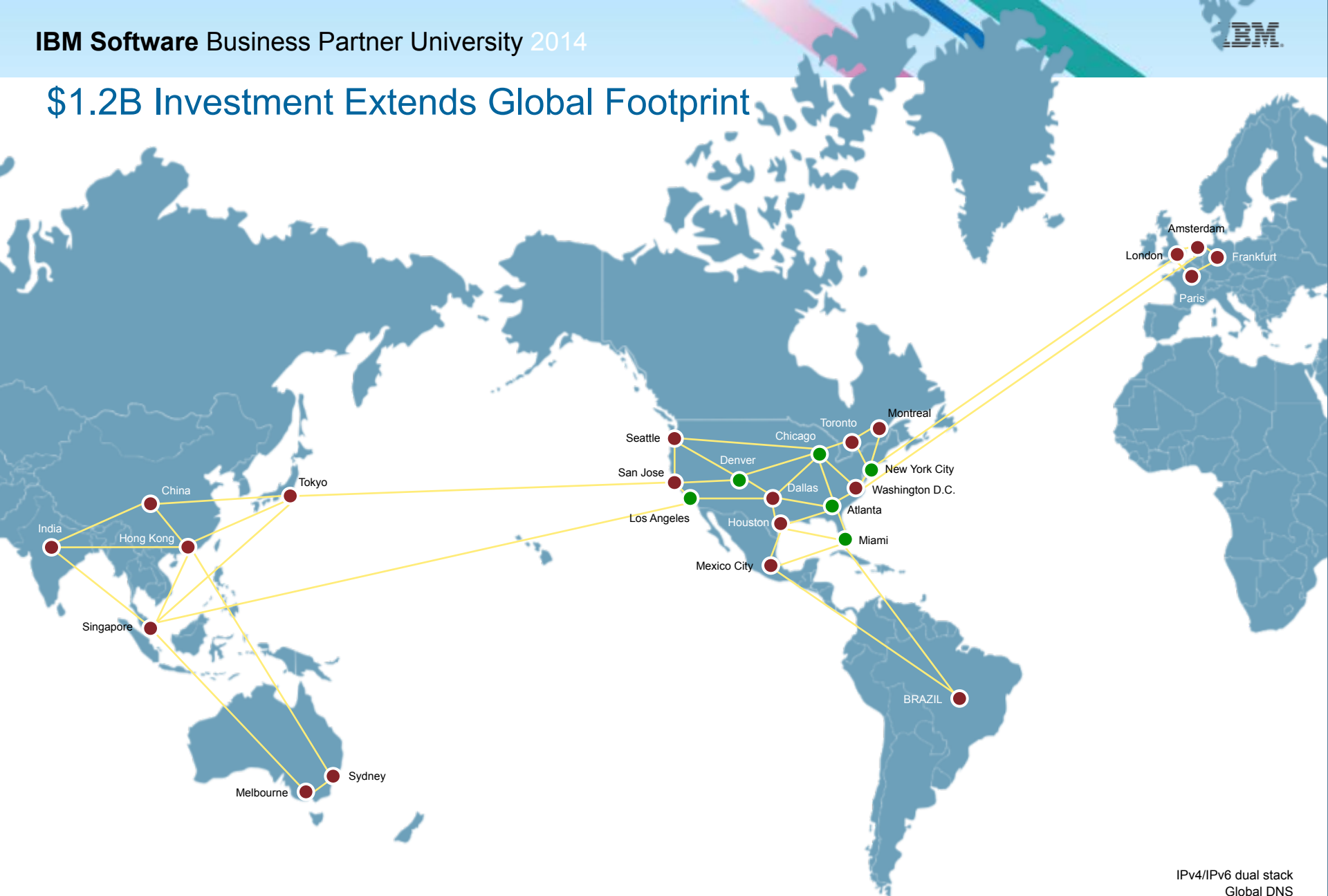1. IDC: Worldwide channel and alliances 2013 top 10 predictions, January 2013

Softlayer – A global cloud platform

- Only infrastructure solution with a common management interface and API across a unified architecture

- Mix and match bare metal servers, virtual server instances, and turnkey private clouds, and manage them from a single control pane or API

- All deployed on-demand and provisioned automatically in real-time

Unified architecture enabled by powerful software

| Web | Mobile | API |

Common **User Interface** and **API**

Bare Metal Servers   Virtual Server Instances   Private Clouds

x86 **Data Center Pod**   x86 **Data Center Pod**   x86 **Data Center Pod**

Unique **Triple Network Architecture** allows seamless communication across distributed environments

Infrastructure Management System provides orchestration and automation

4

IBM

$1.2B Investment Extends Global Footprint

Amsterdam

London · Frankfurt

Paris

Montreal

Toronto

Seattle · Chicago

Denver · New York City

San Jose · Dallas · Washington D.C.

Los Angeles · Atlanta

Houston · Miami

Mexico City

China · Tokyo

India

Hong Kong

Singapore

BRAZIL

Sydney

Melbourne

IPv4/IPv6 dual stack
Global DNS
Global DDOS Mitigation
Global Internet Exchanges & Peering

● DATA CENTER & NETWORK POINT OF PRESENCE

● NETWORK POINT OF PRESENCE

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What makes SoftLayer different?

- Softlayer differentiates itself along three main axes – Workload I/O intensity, infrastructure control, and our ability to provide and integrated platform along multiple architectures

- High I/O intensity is typically required from customers working in High Performance computing, or managing very large databases
    - Example customer segments include online gaming, mobile applications and digital marketing
    - Important to emphasize SoftLayer's performance of dedicated architecture and ease of provisioning as superior to RAX and AWS

- For customers needing a high level of infrastructure control, emphasize SoftLayer's ability to customize hardware and/or network, and control infrastructure via APIs
    - Requirements likely for enterprise customers
    - Emphasize SoftLayer's customizable hardware and/or network, and the ability to control infrastructure via APIs

- SoftLayer's integrated platform approach allows for easy integration across dedicated, virtualized and cloud servers
    - While SoftLayer has a unified integration & control panel for multiple cloud architectures, Rackspace requires paid bridge, different control interfaces

Who could benefit the most from the Softlayer IaaS?

MSP's

Build?

- Partner vs Build. Target MSP's who plan to partner for IaaS rather than build and manage their own infrastructure. Gartner recommends MSP's with < $20 M in annual sales DO NOT build their own infrastructure

- Utilize IaaS. Target companies with services that utilize IaaS (top cloud or managed services such as e-mail hosting)

- Operational expertise. Resellers need to provide Level 1 support to provide the quality of service to end users.

ISV's

Born on Cloud?

- Cloud native. Target companies that have applications already developed to leverage cloud delivery (i.e. SaaS or BPaaS)

- Key workloads. Focus on the key workloads to leverage SoftLayer strengths (i.e. ecommerce, big data)

Infrastructure Resellers

- Sell cloud today. Partners who have transitioned to cloud have 2.5 times the revenue growth and close deals twice as large as partners who have not.

- Managed service business. Familiarity providing managed services will make it easier to provide Level 1 support as a SoftLayer reseller.

Ask 3?

- What is the Cloud Project / Workload being considered for SoftLayer by the prospect?
- What are the high level specifications i.e. number of servers, amount of storage and network capacity?
- What is the timeframe for a decision (e.g., Q2 2014)?

Where do business partners add value to SoftLayer?

Solutions

Build and develop

Solutions "as a service"

- Mobile apps
- Big data / Analytics/ HPC
- Social
- e-commerce
- Industry workloads
- Gaming, ERP, email

Refer Clients

Existing cloud enabled

and new cloud centric

- Opportunity Identification and qualification to extend IBM's reach

Services

Drive consumption and ease customer adoption of IaaS

Professional Services
- Migration, design, compliance, regulatory, etc

Technology Services
- Callable Services, usually via API

Reselling Services
- Localization Language, Currency, Support and RTM

SoftLayer's industry leading BP programs deliver benefit for value

Referral Partner Program

Targets: Customer Leads

- 10/8/6% Commission (year 1/2/3+)
- BP finds deals and passes to SL
- SoftLayer supports the end customer

	Business Partner	SoftLayer
Sell	**X** (OI)	**X** (OO)
Support		**X**
Deliver		**X**

Reseller Program

Targets: Solutions & Services BPs

- 5-15 % earned volume discount
- BP owns the solution and embeds SoftLayer
- BP supports the end customer

	Business Partner	SoftLayer
Sell	**X**	
Support	**X**	
Deliver		**X**

SoftLayer Hosting Reseller Program

Reseller Discounts

Level	Total Monthly Revenue	Total Discount
Tier 1	$1,500 - $3,000	5%
Tier 2	$3,000 - $5,000	8%
Tier 3	$5,000 - $15,000	10%
Tier 4	$15,000+	15%

Benefits
- Infrastructure footprint for immediate access to potentially global customer base
- Volume discounts on software, infrastructure, and setup
- Preferential pricing on Windows Server licensing
- Preferential delivery on limited, overstock, and promotional inventory
- Preferential cancellation policy and flexible payment options
- Priority server delivery (1–4 hours)
- Published reseller information for all IP addresses with RWhois/SWIP/reverse DNS
- License manager for Helm, Parallels Plesk Panel, and cPanel
- Comprehensive API for simplified operations, eliminating layers of management systems
- Microsoft WebsiteSpark and BizSpark programs for providers offering Web design and development services
- RescueLayer® for clean reboots
- Global private network

Requirements
- Provide verifiable website, company name, and address
- Provide first-level technical support
- Provide billing and accounting support
- Assume responsibility for resolving spam, DMCA, and abuse reports for customers

Resellers must price servers at or above SoftLayer's current online pricing. Reseller discounts do not apply to SoftLayer weekly specials or sales pricing. We reserve the right to reject non-qualified reseller applications.

SoftLayer Referral Partner Program

Target partners:

- The SoftLayer Referral Partner Program lets you connect customers with reliable, reputable hosting and earn monthly recurring commission payments for doing so.

- It's ideal for application developers, MSPs, SIs, and consultants who don't want to be in the hosting business, but work with and know companies that need hosting services.
  - Also used for Distributors who refer their T2 resellers to SoftLayer

Advantages

- **High Earnings Potential.** Earn greater rewards for your referrals from one of the industry's most generous and flexible commission structures.
- **Convenient Referral Portal.** Use the convenient and intuitive online portal to easily: Submit referrals, Access an online Marketing Materials Warehouse, Track commission history and future payments, Monitor/update active referrals
- **No Ongoing Commitment.** Refer and earn on your own terms, with no referral volume minimums or maximums or required duration.
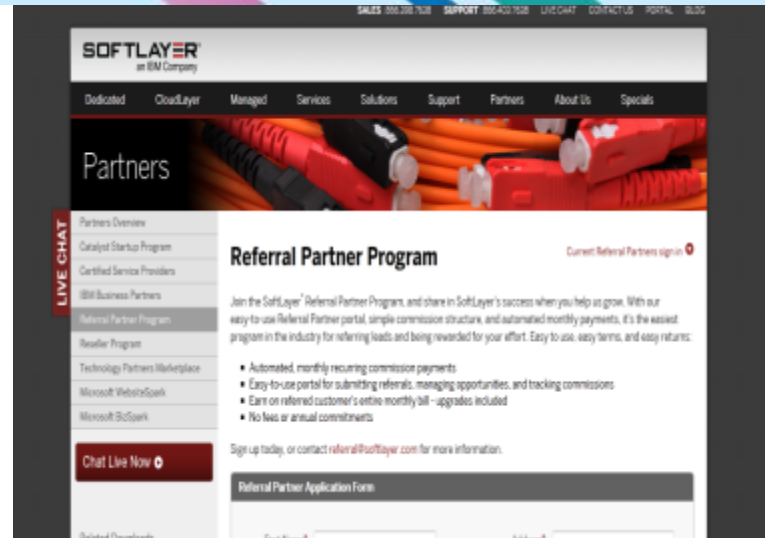
Monthly Recurring Commissions (payable to a Referral Partner)

- 10% for Year 1

- 8% for Year 2

- 6% thereafter

Commission Structure

The SoftLayer Referral Partner Program is a non-exclusive program available to participants worldwide. Virtually no restrictions are placed on customer referrals—simply refer single or multiple accounts of at least $150 per month in customer billings. Each referral will qualify regardless of the number of accounts referred, purchase volume, or length of customer relationship. In addition to paying for new customers, SoftLayer also pays commissions for:

- Entire length of referred customers' time with SoftLayer
- Upgrades that referred customers make after their initial order
- Customers/orders that are placed on a month-to-month basis

For details on our commission schedule, email referral@softlayer.com

Scenario 1 – High Performance Computing

Client Scenario
- **IT Managers requiring high compute power for data mining, numerical and seismic analysis**

Client Situation
- **Temporary/Permanent high computing hardware is required for calculation**
- **Not accounted within their IT budget**

Proposed Solution
- **Softlayer HPC servers provide an accessible, on-demand solution for clients looking to meet the most compute-intensive requirements**

Advantage
- **Avoid heavy capital expenditure for computational requirements.**
- **Immediate start-up by avoiding hardware order and setup cost**

Additional IBM Product/Services pull through
- **SWG Product Sales (Example Cognos, SPSS).**

http://www.softlayer.com/dedicated-servers/high-performance-computing

Scenario 2 – Cloud Bursting

Client Scenario
- **Clients looking at temporary compute power to meet peak periods**

Client Situation
- **Having to size and procure hardware to meet peak demands. This leads to wastages due to unused capacity during non-peak period.**

Proposed Solution
- **Rapidly deploy virtual machines as Web or application servers to meet sudden spikes in user demand**
- **Using Flex Images to quickly provision the new systems based on images captured from physical or virtual systems.**
- **When demand has receded, spin down the cloud servers, and only incur costs based on your temporary cloud utilization rather than purchasing a permanent surplus of expensive, in-house hardware.**

Advantage
- **Avoid the unnecessary hardware cost – just to meet peak periods.**

The SoftLayer Difference

Dedicated Server + Virtual Machine 1, Virtual Machine 2, Virtual Machine 3 — Virtualized Environment

http://www.softlayer.com/solutions/hybrid-environments

Scenario 3 : Temporary Dedicated Servers
For clients just looking for temporary but dedicated to meet their hardware requirements

Scenario 4 – Disaster Recovery (DR)

Client Scenario
- **CIO's looking for a DR solution for applications that has no budget for additional equipment.**

Client Situation
- **Typical DR solution will need standby equipment.**
- **Not all application will have the budget to have spare equipments for standby**

Proposed Solution
- **Use Softlayer to build the required DR for the application. Once built and tested, store the entire DR landscape off-line to save $ $**
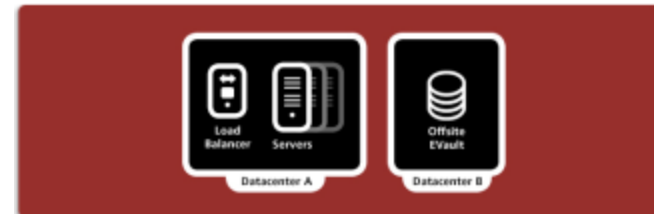
Advantage
- **A DR solution with no capex required.**
- **Cost incurred only during development of DR solution, annual DR testing and actual DR situation**
- **Softlayer has several locations around the world for client to choose.**

Additional IBM Product/Services pull through
- **DR Consulting Services**
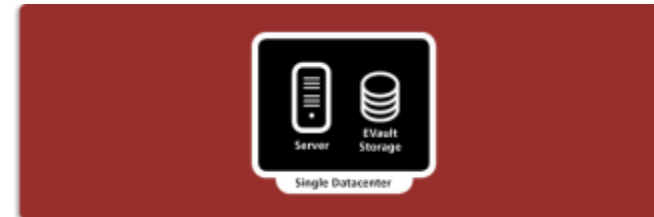
Basic

Advanced

Premium

Tap Into SoftLayer Technical BP Skills 1Q Schedule

100 Webinars and Lab Sessions!

Course Outline

Day 1

- Lesson 1 – Changing the Landscape Without Changing the Definition
- Lesson 2 – Defining SoftLayer Cloud Architecture
- Lesson 3 – Connecting to the Cloud – SoftLayer network options, Part 1
- Lesson 4 – Connecting to the Cloud – SoftLayer network options, Part 2

Day 2

- Lesson 5 – Keep safe – securing your SoftLayer virtual instances
- Lesson 6 – Storing Your Data
- Lesson 7 – Understanding SoftLayer Managed Services
- Lesson 8 – Monitoring and Management
- Lesson 9 – Leveraging the SoftLayer Differentiators
- Wrap up and Next Steps

Americas	Date
Cambridge, MA	March 3-4
Chicago, IL	March 10-11
Dallas, TX	February 25-26
Mexico City, Mexico	March 20-21
Sao Paolo, Brazil	March 25-26 **
Silicon Valley, CA	March 13-14
Toronto, Ontario	March 6-7

Asia Pacific	Date
Bangalore, India	March 26-27
Kuala Lumpur, Malaysia	March 26-27
Shanghai, China	April 2-3
Sydney, Australia	April 2-3
Tokyo, Japan	April 3-4 **

Europe	Date
Amsterdam, Netherlands	February 24-25
Ehninger, Germany	March 19-20
Hursley, England	March 25-26
Stockholm, Sweden	March 11-12

Webinar Sessions Planned

1- Change the Landscape not the definition – SL overview (Feb 25th)

2- Not one-size-fits-all – Defining the SL Cloud Architecture (Feb 27th)

3- Connecting the Cloud – SL network options, Part 1 (March 4th)

4- Connecting the Cloud – SL network options, Part 2 (March 6th)

5- Keep Safe – Securing your SL virtual instances (March 11th)

6- Storing your data – Understanding SL storage options (March 13th)

7- Flexible and on-demand – Understanding SL Managed Services (March 18th)

8- You can't manage what you don't monitor – monitoring and management (March 20th)

9- Evaluating Cloud Providers – Leveraging SL differentiators (March 25th)
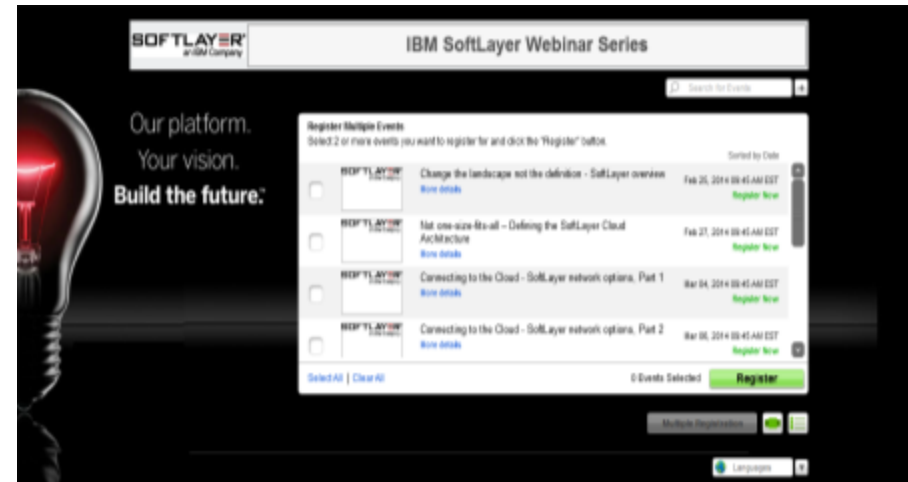
How to handle common objections

Common customer issues/objections	Potential response strategies
• "I'm not familiar with SoftLayer…"	• Introduce company, history, statistics (e.g., 20K customers, # servers, etc.) • Make points relevant to target's industry (e.g., "we have done a lot of work in X…") – "we are familiar with your kind of business" • Invite them on a datacentre tour
• "It's too difficult for me to switch/I'm too integrated in my current architecture"	• Explain how SoftLayer partners with companies who can assist in a seamless migration • Ask them if it would make a difference if SoftLayer were able to move the architecture for the prospect
• "I'm happy with my current provider (e.g., AWS, RAX)…"	• Probe about common issues: price, service, account rep, reliability, SL areas of strength
• "What makes SoftLayer better than others?"	• See "SL differentiation section" to highlight elements that may appeal to the particular target (APIs, customizable, scalable, etc.)
• "I though SoftLayer just did dedicated…"	• Leverage cloud branding materials and messaging • Explain SL's advantage across multi-platform • Highlight how SL's dedicated acts like "cloud" (monthly pricing, scalability, etc.)
• "I would prefer to keep my hosting in-house…"	• Probe for drivers of this choice (e.g., control, price, other?) • Reinforce advantages of SL and expertise • Explain SL's TCO tools and offer to conduct analysis, how it has helped other customers to make this decision
• "It's too expensive"…	• Probe on pricing/budget constraints to determine price point • Explain TCO tools and offer to conduct analysis
• "The cloud isn't secure…"	• Mention security features, SL proven track record

Cloud Trial (1 month free)

To order your public cloud instance FREE for one month, just complete the following form.

Account Information

Name:	First / Last
Company:	Company Name
Contact:	Email Address / Phone Number
Street:	Street Address
	Street Address
City:	City Name
State/Region:	Non US State/Canadian Province ▼
Postal Code:	Postal Code / Country: Select Country ▼
VAT ID:	VAT ID (Where Applicable)
*Pay Type:	Select Payment Method ▼ VISA MasterCard AMEX DISCOVER
Credit Card:	Credit Card Number / CVV: CVV
Expiration:	Month ▼ / Year ▼

Server Information

Select Data Center ▼

Select Operating System ▼

Host Name / Domain Name

CPU	1 x 2.0 GHz Core
RAM	1 GB
Storage	25 GB (LOCAL)
Public Bandwidth	1000 GB Bandwidth
Primary IP Addresses	1 IP Address
Uplink Port Speeds	100 Mbps Public & Private Networks
Monthly Charge*	$50.00
Promotional Discount*	-$50.00
First Month*	$0.00

SUBMIT

Click submit to see final pricing with taxes, and to review and confirm your order.

* Taxes and additional charges might apply and will be shown on confirmation page. Promotional offer valid for new customers only, for a CloudLayer Computing public cloud instance in any SoftLayer data center excluding DAL01, and any related taxes or charges for one calendar month. Valid credit card required for authorization. Card will be charged for additional months of service if cloud server is not cancelled within one month of activation.

http://www.softlayer.com/promo/freeCloud/freeCloud

1. Key in all details, including Credit Card details
2. Select Data Center (Singapore) and Select Operating System
3. $1 will be deducted and will be credited back. (verification purpose)
4. A verification phone call or supplementary IDs may be requested
5. Upon approval, SoftLayer Customer Portal login credential will be emailed to you

Call to action

- Validate 3 opportunities per partner, to start with, over the next 30 days.

- Register as IBM partner at the Softlayer portal (as Reseller and/or Referral partner)

  - *http://www.softlayer.com/partners/ibm-partners*

  - *Simple, 10 minute process.*

  - *No obligation, no cost*

- You will get a call from Softlayer staff, to validate the registration

- All information, including MSA, terms and conditions, pricing, configuration etc are transparent, and are available 24*7 online, and are non-negotiable

- Configure, order using credit card, and you are good to go

  - *IaaS ready for workloads in under 15 minutes for public Cloud, and under 4 hours for bare metal*

IBM.

SOFTLAYER®
an IBM Company

THE POWER OF IT ALL.

Have it all. Bare metal with cloud agility. Cloud instances
with predictable performance. One portal, one API, one platform.

100,000
SERVERS

22,000
CUSTOMERS

22,000,000
DOMAINS

Cloud Infrastructure Without Compromise

What's Next –

1. Contact us through the website: www.softlayer.com/ibmpartners

2. Check out the Free Education

3. Sign up for the Free 30 Day Trial

IBM Software Asean