



IBM Software Group

Leveraging 2004 IBM Software Channel Incentive Programs for Maximum Profits



@business on demand software

April 20, 2004

Leveraging 2004 IBM Software Channel Incentive Programs for Maximum Profits

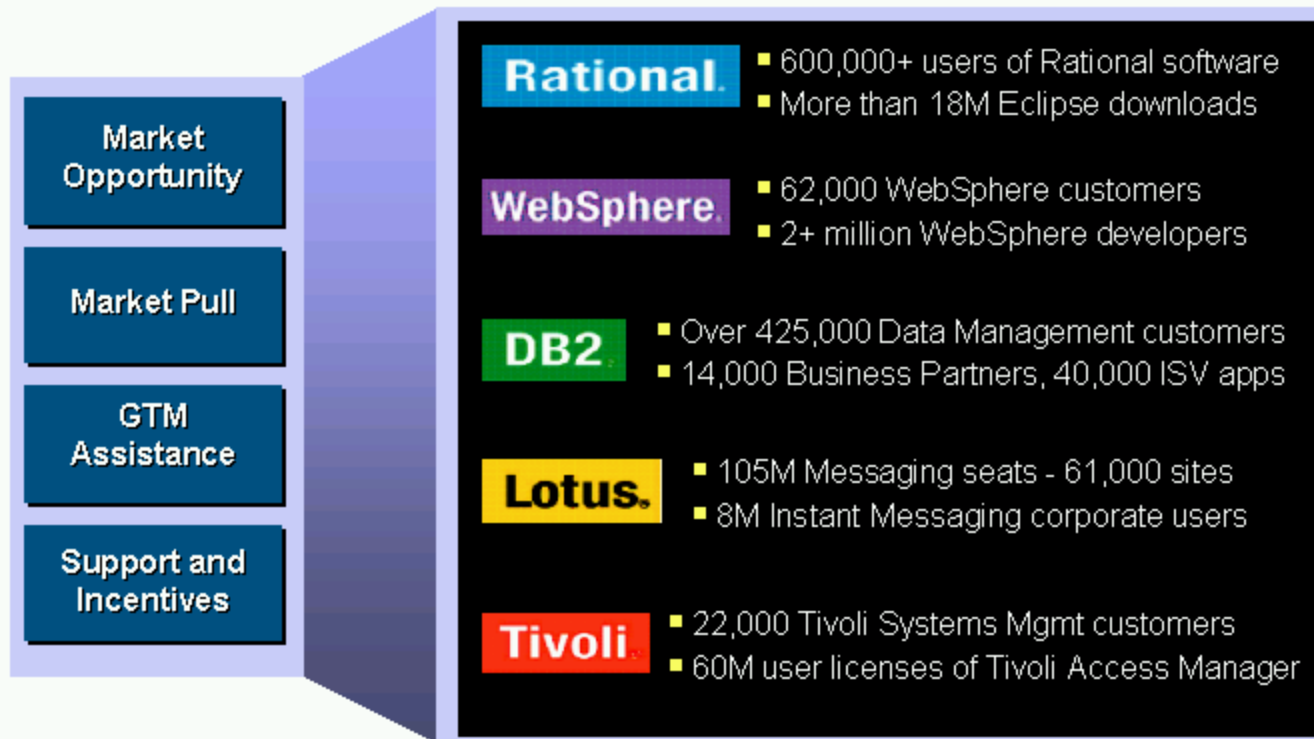
Agenda

- **Introduction and IBM PartnerWorld**
Pamela Kaplan
Director, WW Partner Marketing Programs
- **2004 Top Contributor Initiative**
Alexandra Kaplin
IBM SWG WW Sales, Tier 2
- **IBM Support & Services**
Jarke
Jan
WW Channel Marketing
- **2004 Value Advantage Plus Initiative**
Smallwood
Barbara
Program Manager, WW Channel Marketing
- **Business Partner Activation**
Tina Hallmark
WW Channel Marketing
- **IBM Representative Comments**
Frank Schier
IBM Business Partner Rep, Germany
- **Business Partner Perspectives**
Cara McFarlane
Director of Marketing
Silicon Plains Technologies, Inc.
- **Q&A Session**



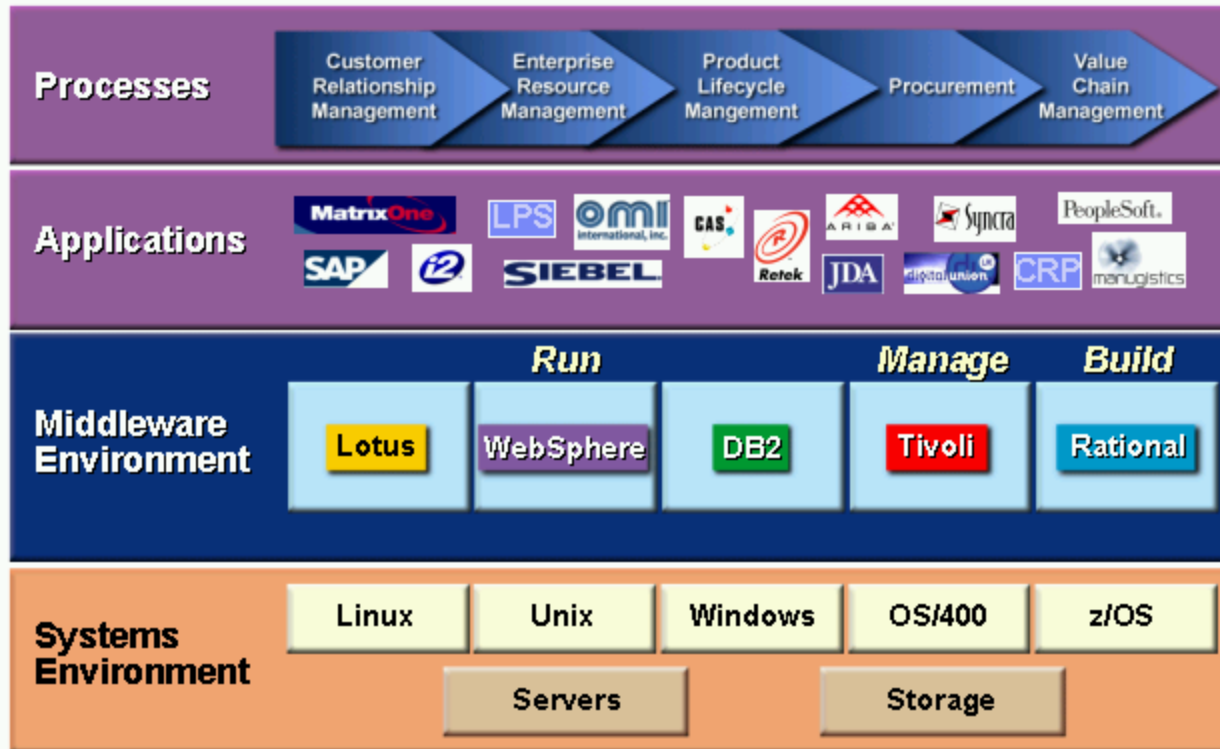
Agenda

IBM is a Market Maker



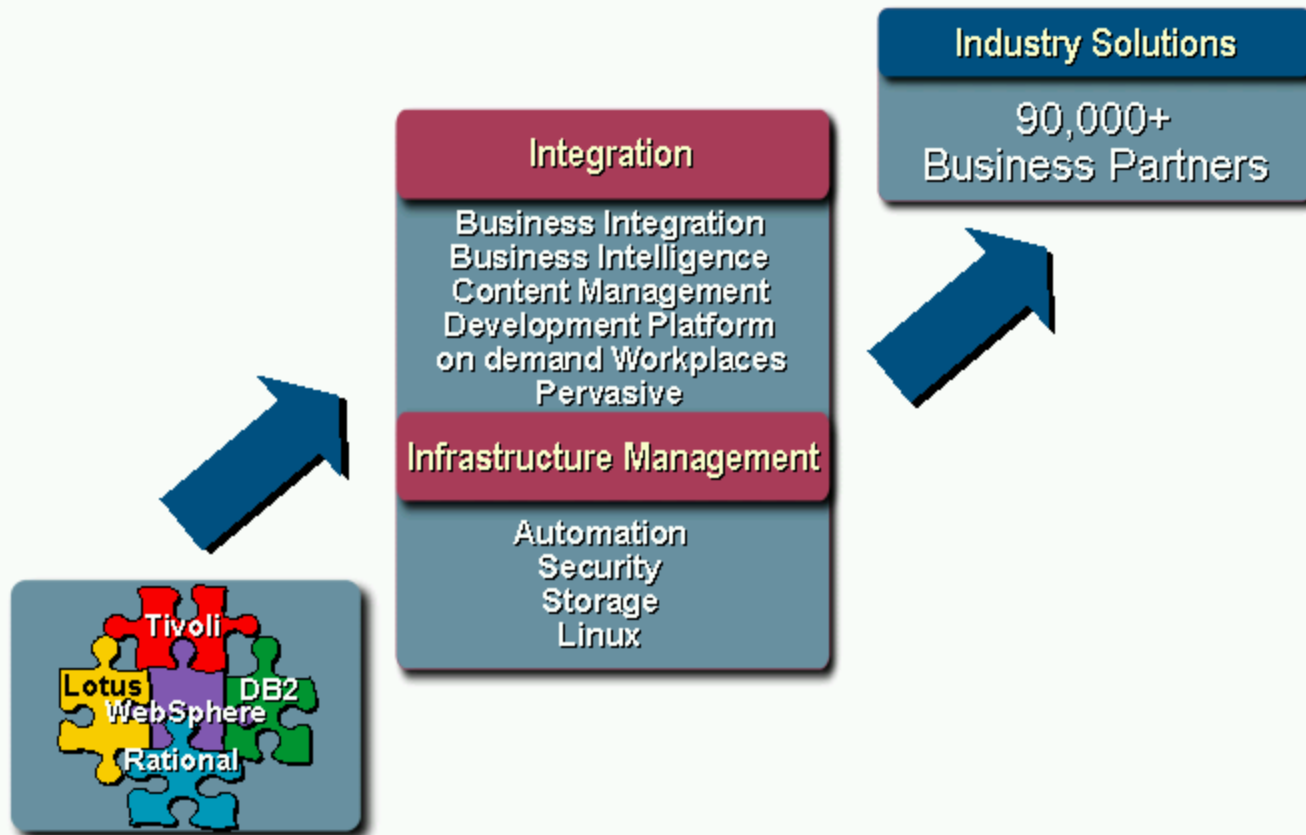
Slide 3

Middleware Platform



Slide 4

Specialized Solutions for On Demand e-business




Slide 5

IBM Express Offerings

Provides Mid-market Platform on Which Business Partners are Building Industry Solutions

People	Process	Information
<ul style="list-style-type: none"> ▪ WebSphere Portal - Express 	<ul style="list-style-type: none"> ▪ WebSphere Business Integration Connect - Express 	<ul style="list-style-type: none"> ▪ Tivoli Storage Resource Manager Express
<ul style="list-style-type: none"> ▪ Lotus Domino Collaboration Express ▪ Lotus Domino Utility Server Express 	<ul style="list-style-type: none"> ▪ WebSphere Business Integration Item Synchronizer Express ▪ WebSphere MQ - Express 	<ul style="list-style-type: none"> ▪ WebSphere Application Server - Express ▪ Integration Platform for e-business Express
<ul style="list-style-type: none"> ▪ Integrated Platform Express for Employee Workplace 	<ul style="list-style-type: none"> ▪ WebSphere Commerce - Express 	<ul style="list-style-type: none"> ▪ DB2 Universal Database Express ▪ DB2 Content Manager Express ▪ DB2 Everyplace Express

Slide 6

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NEW **IBM Integrated Runtime**


WebSphere Application Server - Express	Packaged with ISV Solution
WebSphere HTTP Plugin	
IBM HTTP Server	
DB2 Universal Database Express	Installed on ISV Development System
Integrated Runtime Unique Code <ul style="list-style-type: none"> Full IHS, WAS, DB2 Images Sample wrappers Sample applications Launch pad 	
Solution Enabler <ul style="list-style-type: none"> Builder Deployer 	
Help System <ul style="list-style-type: none"> Documentation Search support 	

Integrated runtime designed specifically for mid-market

- One product, license, contract, upgrade and support structure
- Multiplatform Support: Windows, Linux and OS/400
- Flexible pricing and licensing

"Runtime's value-driven pricing and open standards support saves us 75% on costs of deployments."

Stephen Chan
VP, Business Development
ZipLip



Slide 7

New for 2004: IBM Solutions Builder Express Portfolio

Reusable assets for partners which accelerates ability to sell and deploy SMB relevant solutions based on IBM middleware

6 SMB Solution Areas

- Business Integration Solutions
- Business Intelligence Solutions
- Content Management Solutions
- e-commerce Solutions
- Infrastructure Solutions
- Portal/Workplace Solutions

8 Key SMB Industries

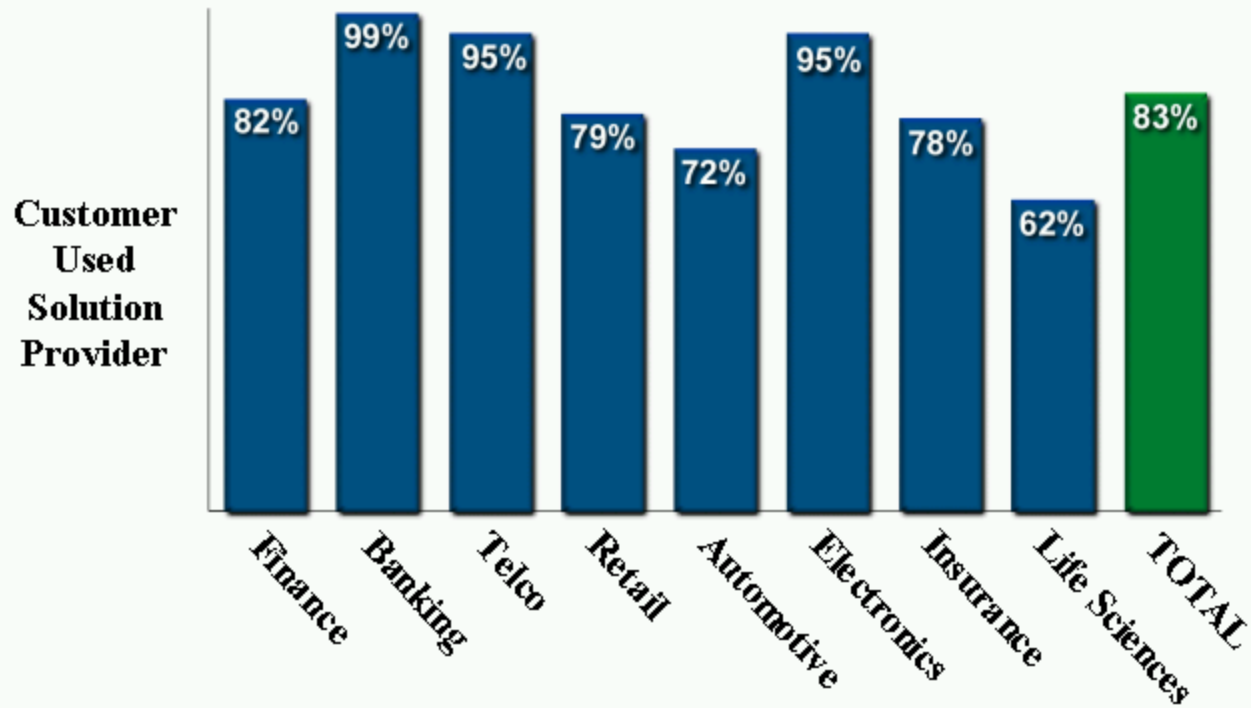
- Electronics
- Banking
- Retail
- Finance
- Automotive
- Insurance
- Wholesale
- Consumer Packaged Goods

Aligned to 2004 SMB marketing segmentation and programs



Slide 8

Solution Providers Play a Key Role



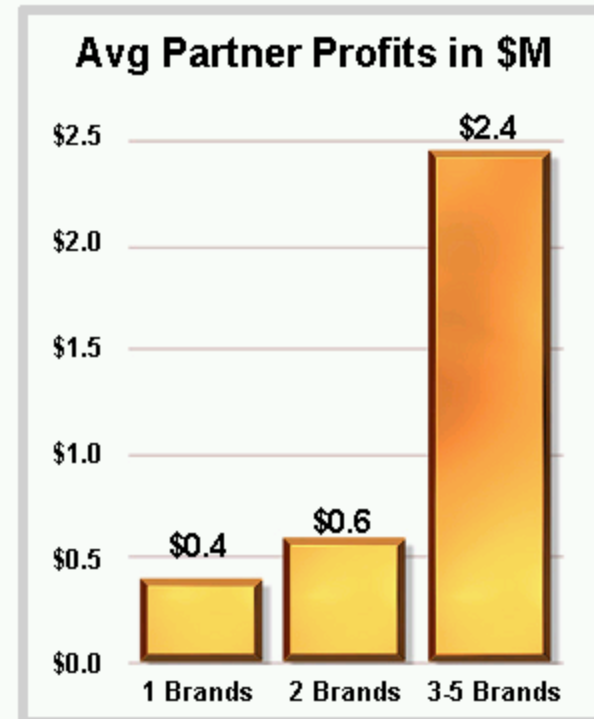
Source: IBM Software Tracking Study, 100 – 1000 Employees



Slide 9

Business Partner Profitability

- Every \$1 spent on IBM Software = \$18 additional application software and services revenue
- Revenue and profit highest for partners selling across all 5 IBM Software Brands
- Shorter sales cycle when selling more than 1 brand

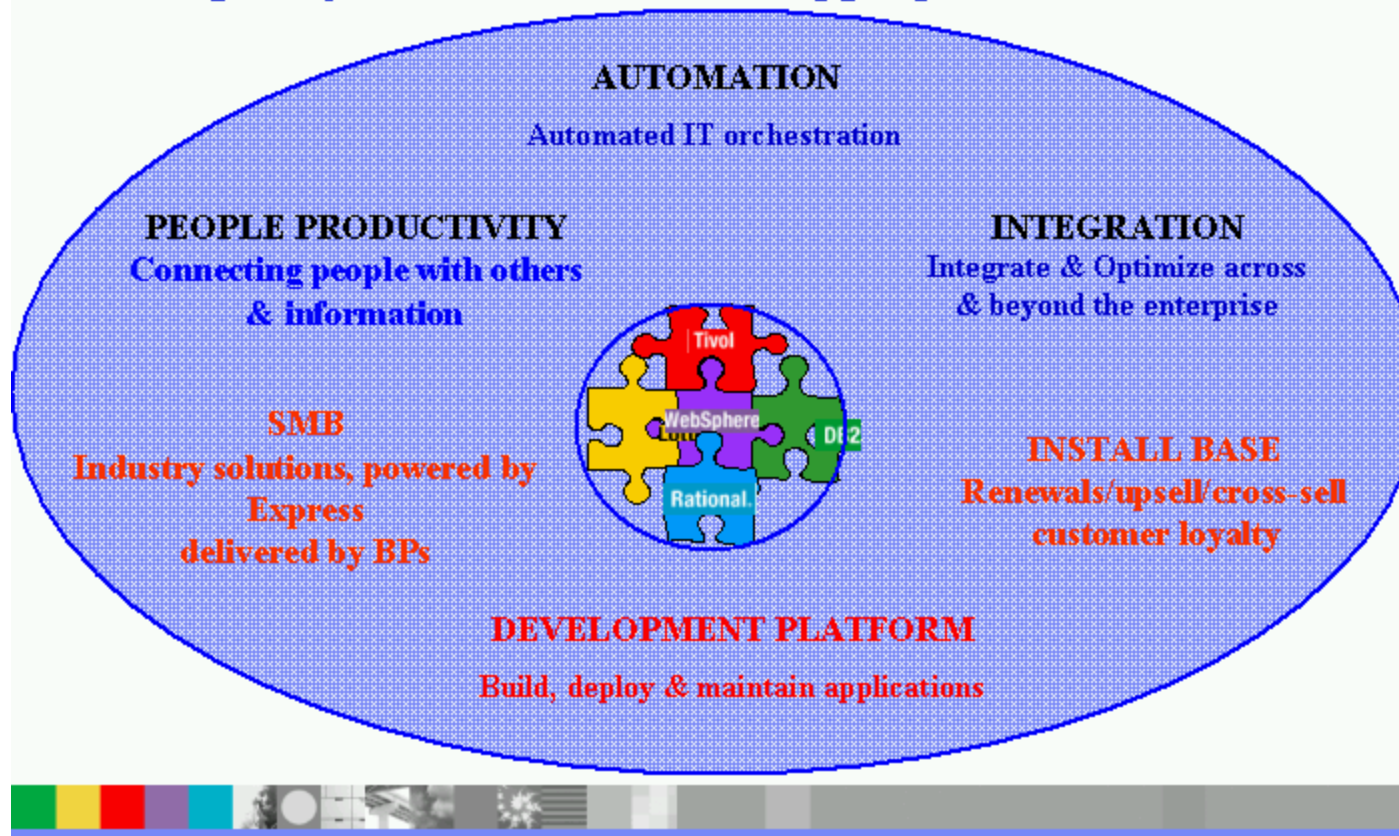


Source: *IBM Business Partner Profitability Whitepaper*
- Reality Research and Consulting

Slide 10

Turn e-business on-demand into customer demand

Six powerful cross-brand marketing programs



Turn e-business on-demand into customer demand

PartnerWorld Industry Networks for ISVs

The First Wave...

Healthcare

Banking

Life Sciences

ibm.com/isv

Retail

Telecommunications

Financial Markets

Slide 12

IBM's Commitment



BP Product and Program Offerings

- Express Portfolio
- Business Performance Management
- Tivoli Orchestration ISV Enablement
- Solution Builder Express
- Integrated Runtime
- Migration Station
- Partner World Industry Network for ISVs
- ISV Advantage for Industries
- Innovation Centers



Incentive Programs for Profitability

- Value Advantage Plus
- ISV Advantage
- SMB Advantage
- Top Contributor Initiative



Go- to-Market Programs to Build Pipeline

- Co-marketing Fast Start
- 6 Big Plays
- PW Lead Management
- Executive Assessment

Additional Resources to Help You Win!

- PartnerWorld for SW
- Tech & Sales Education
- You Pass We Pay
- Executive Briefing Ctrs
- Virtual Innovation Center

Slide 13



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2004 Top Contributor Initiative Overview

Alexandra Kaplin
IBM SWG, WW TCI Sales



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2004 Top Contributor Initiative Overview

TCI Offering Overview

•Description:

- ▶ An IBM reseller incentive program that offers:
- ▶ 3 levels of participation
- ▶ Fees paid quarterly by IBM directly to reseller
- ▶ Enrollment by country
- ▶ Eligible transactions are new license sales to IBM designated SMB accounts

•Ideal Partner:

- ▶ Software reselling partners
- ▶ >50% partner revenue from reselling
- ▶ Resell software into SMB

•Key Benefits:

- ▶ Earn fees for selling into SMB accounts
- ▶ Quarterly incentives for revenue achievement (Standard level)
- ▶ IBM provides SW support for end user customer
- ▶ Participate in local marketing events



Slide 15

TCI 2004 – levels of participation

▪ **TCI Standard**

- ▶ PWS Advanced or higher
- ▶ Agreed-to business & marketing plan to drive SMB sales, via PartnerPlan tool
- ▶ 1 SWG technical certification
- ▶ Enrolled in TCI for 12 months or grandfather from 2003
 - enrolled by March 31, 2003 & approved or enrolled between April 1, 2003 and June 30, 2003, achieved \$100K in TCI eligible revenue in 2003 & approved; or
 - Enrolled between April 1, 2003, and June 30, 2003, achieved \$100K in TCI eligible revenue in 2003 & approved; or
 - Enrolled & Approved for TCI in 2002, achieved \$100K or higher in either 2002 or 2003

▪ **TCI New Business Partner**

- ▶ PWS Advanced or higher
- ▶ Agreed-to business & marketing plan to drive SMB sales, via PartnerPlan tool
- ▶ 1 SWG technical certification

▪ **TCI Entry (selected countries only)**

- ▶ PWS Member or higher
- ▶ 1 SWG technical certification
- ▶ Agreed-to business & marketing plan to drive SMB sales, via PartnerPlan tool



Slide 16

TCI – Market Growth & Quarterly Bonus Fees

TCI Level & PWS Membership Achieved Level	Regular Fee %	Quarterly Bonus Fee %
TCI Entry - any PWS membership level	5%	0%
TCI New Business Partner	8%	0%
TCI Standard PWS Advanced Level	8%	5%
TCI Standard PWS Premier Level	10%	5%

25k revenue milestone for TCI New Business Partner and TCI Standard

Chance for a 1H bonus for those who miss their Q1 target



Slide 17

Example of how TCI fees work

- **TCI New Business Partner level**
 - ▶ Business Partner sells \$25,000 USD (new license SMB) in Q1
 - ▶ Market Growth Fee is 8%
 - ▶ $\$25,000 \text{ USD} \times 8\% = \$2,000 \text{ USD}$
 - ▶ Business Partner is paid \$2,000 USD in Q2

- **Standard level – PartnerWorld for Software Advanced**
 - ▶ Quarterly target for Q1 of \$25,000 USD
 - ▶ Business Partner sells \$25,000 USD (new license SMB) in Q1
 - ▶ Market Growth Fee is 8% + 5% Quarterly Bonus Fee
 - ▶ $\$25,000 \text{ USD} \times 13\% = \$3,250 \text{ USD}$
 - ▶ Business Partner is paid \$3,250 USD in Q2



Example of how TCI fees work

TCI 2004 – moving between levels

- **Entry to TCI New Business Partner/Standard level**
 - ▶ All Entry level participants must send IBM a written request to change their level of participation

- **TCI New Business Partner to Standard level**
 - ▶ Must have 12 month's participation in TCI
 - IBM will track when Business Partners are eligible for TCI Standard

- **When do changes occur?**
 - ▶ Once new TCI level eligibility is established, changes occur on the first day of the following quarter – even for Business Partners who enroll in the same quarter as in 2003



TCI 2004 ? moving between levels

TCI 2004 – Get Started!

Enroll

- Meet the TCI requirements for participation
- Choose a VAD
- Access the enrollment form online at: <https://www-100.ibm.com/partnerworld/software/pwszone.nsf/docs/LMCK-5K5M7N?opendocument>

Accept

- Create your business & marketing plan using the PartnerPlan tool
- TCI Standard - review your quarterly targets
- When approved for TCI accept the Market Growth Fee terms and conditions

Sell

- Start selling
- Check on-line Attainment Statement and Payment Statement for YTD revenue and payments



TCI 2004 ? Get Started!



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IBM Support for Business Partners

Jan Jarke
WW Channel Marketing
IBM Software Group



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April 20, 2004

IBM Support for Business Partners

Leverage IBM Support

- **Free Enablement** –

- ▶ **PartnerWorld University** – Free online sales and technical training and mechanism to ask questions of IBM subject matter experts.
 - <http://www.ibmweblectureservices.ihost.com/servlet/Gate/Offering?action=index&customer=partnerworld&offering=pw>
- ▶ **IBM Solutions Builder Express Portfolio** –
 - Designed to help IBM Business Partners build best-of-breed solutions for their small and medium-sized customers. Learn more about IBM Solutions Builder Express Portfolio at:
 - http://www-1.ibm.com/partnerworld/pwhome.nsf/mktgsale/sn_sol_builder_express.html
- ▶ **NEW Virtual Innovation Center** – offers online enablement and development support
 - Register at: www.ibm.com/partnerworld/vic

- **Value Package for Software** – an investment increasing benefits to PWSW membership
- **Co-Marketing** – access to free marketing materials, programs and campaigns



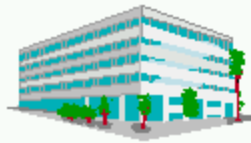
Leverage IBM Support

Leverage Enablement

Innovation Centers to accelerate Business Partner sales



**IBM
Innovation
Centers**



**BP Innovation
Centers**



**Virtual Innovation
Center - BP Sales
Enablement Portal**

- Facilities for executive briefings & customer events
- Solution demos & test drives
- Proof of concept sessions
- Scalability & benchmarking
- Strategic planning workshops
- Q&A – ask the expert
- e-mentoring
- ... and more

BP Sales support for every customer situation!

Visit: <http://www.ibm.com/partnerworld/vic>

Innovation Centers to accelerate Business Partner sales

Invest in IBM for Increased Benefits

Value Package for Software

▪ What is the Value Package for Software?

- ▶ Additional benefits that enhance your PartnerWorld for Software membership no matter which level you achieve.
- ▶ Purchased through PartnerWorld for Software
- ▶ Cost is \$2,000 USD
- ▶ Good for 1 year from date of purchase

Estimated ROI on Value Package

- Member	\$100,000 USD
- Advanced	\$300,000 USD
- Premiere	\$400,000 USD

▪ Why should I invest in the Value Package for Software?

- ▶ The value package covers all your locations within a country
- ▶ Offers reimbursement* on education that leads to technical and/or sales certification
- ▶ Provides IBM software for demos, evaluation and to run your business
- ▶ Access to technical sales support via telephone
- ▶ Use of a sales consulting tool called Executive Assessment – helps you build a business case, submit proposal and close business

*reimbursement amounts vary by certification/other qualifications may apply

Visit: http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/mem_ben_value_vps.html
 IBM PartnerWorld > PartnerWorld membership > Benefits



Invest in IBM for Increased Benefits

Co-Marketing & Demand generation

- **IBM offers several ways for you to participate in co-marketing activities**

- ▶ Check with your **VAD** to see what co-marketing opportunities they can provide
- ▶ Co-marketing may be offered to you as a participant of the **Top Contributor Initiative**
- ▶ **Free, downloadable** marketing materials including
 - Direct mail: e-mail and executive letter templates, telemarketing scripts, seminar presentations and Web copy
 - Seminar solutions
 - Telemarketing
- ▶ **Campaign Designer*** is a Web-based demand generation resource that makes it fast, simple and affordable to create customized, end-to-end marketing campaigns
 - * Available in North America, Mexico, Europe, and some countries in Asia Pacific.

Visit: **PartnerWorld for Software** at:

<http://www.ibm.com/partnerworld/software/>>>BP Zone >>Marketing resources
>>Marketing materials



Co-Marketing & Demand generation



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Value Advantage Plus

Barbara Smallwood
WW Channel Marketing
IBM Software Group



Software Channels | Value Advantage Plus |

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Slide 26

2004 Business Partner Incentive

Value Advantage Plus

...rewarding Value Adding Solution sales

Value Advantage Plus

Designed to increase financial return for business partners delivering what customers want -- applications and services from skilled providers.

Highlights

- Participants are selected because delivering applications and services *is* their core business
- Earned when selling approved applications and services together with IBM software to SMB *or Enterprise customers.*
- Incentive is earned "upfront" at time of transaction
- Applies to IBM software available through Passport Advantage and Passport Advantage Express



Slide 27

Who is a candidate for Value Advantage Plus?

The ideal Business Partner

- is an ISV, Systems Integrator, or Solution Provider
- whose primary business is selling ISV applications and/or services
- reselling is secondary to their business

Key Benefits

- Same discount opportunity for "one" or "many" deals...not based on sales volume or targets
- IBM provides support to end users for IBM software licenses
- Eligible for Enhanced Technical Support Benefits with purchase of a PartnerWorld for Software Value Package
- May be eligible for co-marketing through IBM Distributors



Slide 28

Value Advantage Plus Selection Criteria

- **Membership in PartnerWorld for Software**

- **Business Model**

- At least 50% of total revenue comes from the sale of the Business Partner's applications or services
- Revenue from hardware resell is not included in the solution
- Product resell is a secondary business

- **At least one solution built around IBM software technology**

- A repeatable application and/or service offering
 - Documented...with "branded" identity in the market
 - Business Partner application and/or services comprise 40% or more of the value of a typical solution engagement
- Three customer references



Slide 29

Value Advantage Plus

...three steps toward greater profit opportunity

Registration

- Membership in Partner World for Software
- Register online by updating your profile

Authorization

- Meet business model criteria
- Register your solution for IBM software
- Accept Value Advantage Plus Ts & Cs

Participation

- Identify solution transactions
- Earn discount at time of transaction



Slide 30

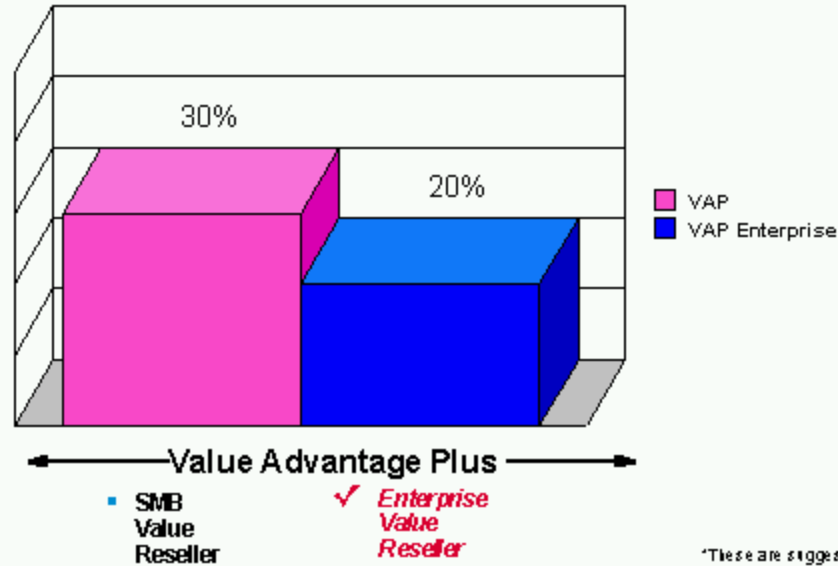
About Solutions and Authorization

- A solution is the **Business Partner Value Add** sold together with **IBM Software**
- **Business Partner Value Add**
 - An **application** designed to run on **IBM software**
 - ...particularly business applications for SMB customers such as CRM or Records Retention Management using DB2 and IBM Content Manager*
 - A **service offering** built around **IBM software technology**
 - ...such as designing and implementing a web portal solution using WebSphere software and developing "portlet" applications or integrating business applications*
 - A **combination** of application and services
 - ...selling Sales Force Automation using DB2 with services to design, implement, customize, and train the end customer*
- **Authorized IBM Software**
 - the IBM software identified in approved solutions
 - Authorized by **brand**...all products within the brand are eligible for the Value Advantage Plus incentive when they accompany the Business Partner Value Add



Slide 31

Suggested Discounts



*These are suggested discounts from a Distributor to their Reseller's. The actual discounts a Reseller receives from their Distributor is determined solely by the Distributor and not by IBM.

Linux Double Your Discount!

- **New Incentive - VAP / SMB Only**
- SMB solutions on Linux and IBM Middleware
 - ▶ Reinforce SWG Focus on SMB
- Provides Up To 2x (60%) Suggested * SMB Resell Margin
- New License Sales Only
 - ▶ PA, PA Express
 - ▶ No ELA, Shrinkwrap, Maint. Renewal
- Requires Unique VAP Solution ID
 - ▶ Multiple Linux Solutions Under VAP Require Multiple Solution IDs
 - ▶ BP Registers Linux , Non-Linux Solutions Individually
 - ▶ BP places Order Using Linux ID
- Increased Discount for SMB Only

Limited Time Offer – Expires on June 30, 2004

(Not valid in Asia Pacific)



Slide 33

Value Advantage Reference Incentive

- **VAP Partner Secures End Customer Reference**
 - ▶ Partner Solution, IBM middleware
 - ▶ SMB Customers Only
 - ▶ Submit Completed Customer Reference Document

- **End Customer Agrees to Be an IBM Reference**
 - ▶ IBM May Use This Reference:
 - With Press or Analysts
 - During Product Introductions or Business Shows
 - In Advertising Campaigns as Testimonials
 - As an Entry in IBM's Internal Reference Database

- **Minimum IBM Middleware Revenue for End Customer Transaction**
 - ▶ \$2,500

- **VAP Partner Receives \$2,000**
 - ▶ 1 Award per VAP Partner

Expires September 30, 2004



Slide 34

Action!

▪ Value Advantage Plus offers

- a flexible relationship based on transaction
- increased profit opportunity that rewards you for the business value you already provide
- streamlined participation

▪ Next Steps

- Assess your primary business model and solutions you take to market
- Become a member of PartnerWorld for Software
- Establish a relationship with a Distributor you prefer
- Complete the online application for Value Advantage Plus via your PartnerWorld for Software membership profile

▪ For additional information visit www.ibm.com/partnerworld/software

- Select: [Software membership>Initiatives for additional benefits](#) to review initiative information
- Select: [How to Contact Us](#) to contact a membership representative in your geography



Slide 35

Summary

- **Great Entry Point for New Reseller Partners**

- No Up Front Revenue Commitment / Payment
- Provides Opportunities to Earn
 - Across Market Segments -- SMB or Enterprise

- **Leverage VAP Offerings to Earn Additional \$\$\$**

- VAP Reference
- VAP Enterprise
- VAP Linux Double Your Discount



<http://www-100.ibm.com/partnerworld/software/pwswpub1.nsf>

Slide 36

Which Program is Right for you – maybe both?

	TCI	VAP
Sell to SMB	X	X
Sell to Enterprise		X
Middleware – Product Related	X	
Middleware – Solution Related		X
Resell as a Business Model	X	
BP Value Add with Solution		X
Revenue Target	X*	
Discount Per Transaction		X
Technology Certification Required	X	
PartnerWorld Membership Required	X	X
Quarterly Bonus	X	
Customer Reference Bonus		X

*TCI Entry and TCI New Business Partner have no Revenue Target

Slide 37



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Activate your Business – with PartnerPlan!

Tina S Hallmark
Worldwide Channel Marketing
IBM Software Group

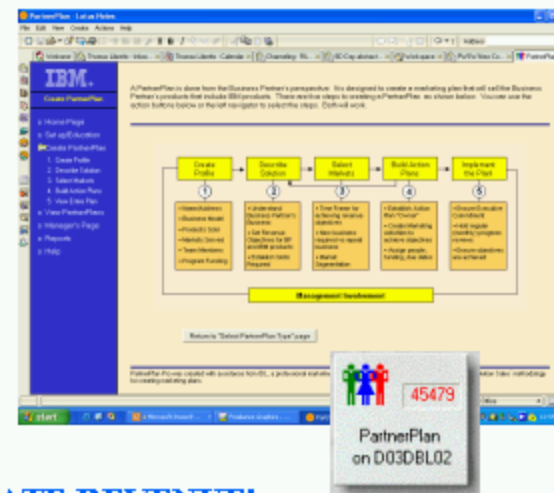


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Activate your Business ? with PartnerPlan!

Plan your move - build a PartnerPlan – an ADDED VALUE for IBM Partners

- **A Structured Approach to Defining:**
 - ▶ **Where** you want to play
 - ▶ **How much** you want to sell
 - ▶ **How much** you want to earn
 - ▶ What are your **Brand specialties**, skills
 - ▶ What is your **Solution & industry focus**
 - ▶ Creating **Marketing/Action Plans**
 - ▶ Selected **Co-marketing** participation

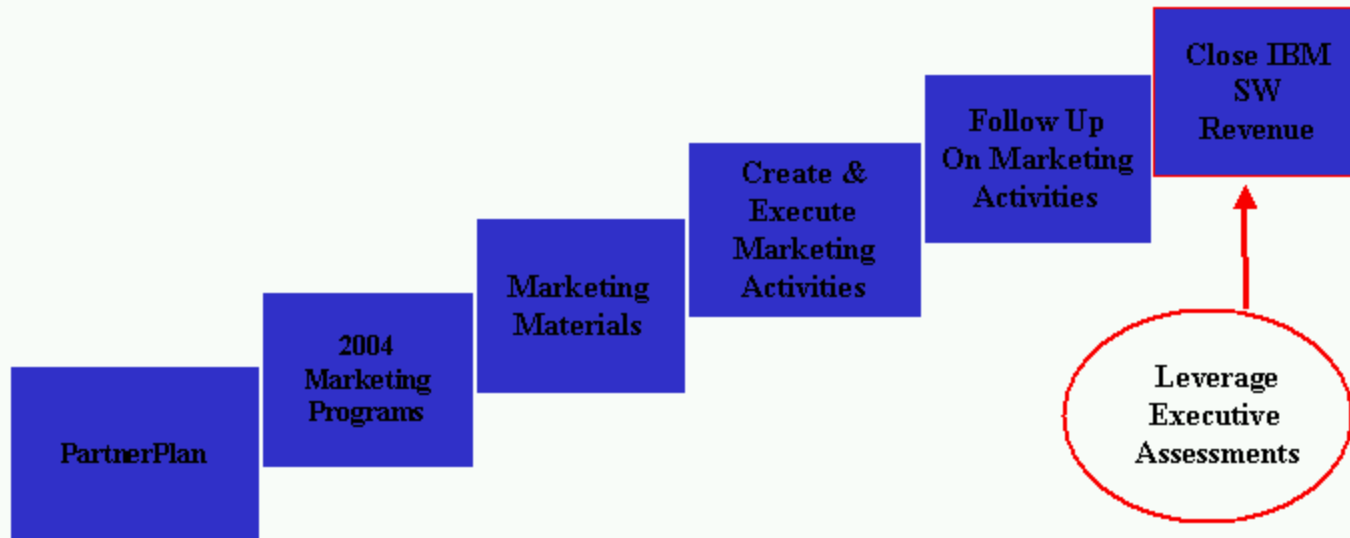


The reason for a PartnerPlan is to GENERATE REVENUE!

Plan your move - build a PartnerPlan ? an ADDED VALUE for IBM Partners

Activate Your Business Through IBM Marketing Programs

Awareness — Interest — Desire —> Action



Activate Your Business Through IBM Marketing Programs

PartnerPlan required for Comarketing Participation

- **Use the PartnerPlan tool**

- ▶ Web-based tool for your business plan
- ▶ Must have for TCI and Co-marketing funding.

- **Elements to ensure successful partner plans**

- ▶ First set up a planning workshop
 - You and your IBM sales representative
- ▶ IBM rep reviews all key fields in the PartnerPlan tool
 - Simplifies the PartnerPlan process for you
 - Ensures the correct information is included
- ▶ Complete the plan details
 - Notify your IBM sales rep so they can approve your plan

- **We suggest that the plan is completed within 30 days of TCI enrollment**



Slide 41

Get on board now.....activate your business.

Make sure your profile is up to date with PartnerWorld for Software

Build a PartnerPlan including key marketing activities to drive your software revenue objectives

Leverage the marketing materials to create your own demand generation activities in the PartnerPlan Tool

For PartnerPlan Information: visit: www.ibm.com/partnerworld and click on PartnerPlan for access support and questions.



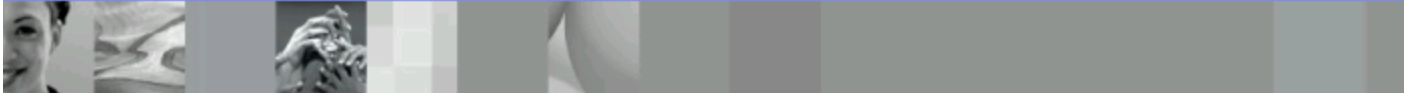
Get on board now.....activate your business.



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Channels Programs Benefits - a view from an IBM Business Partner Representative

Frank Schier
IBM Business Partner Representative
Central Region, Germany



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Slide 43

Top Contributor Initiative

▪ Benefits of TCI from a Partner's Perspective

- Helping IBM Sales Reps to make better prices in competition
- **Best price offering** to handle with higher margin
- **Earn more money** in winning SMB accounts
- Make **Partnerplan** with IBM BP Rep. which help you to make more business
- Archiving **target setting** and IBM BP Rep. can help you in **marketing activities**
- **Revenue** help you to make your company visible at IBM



Slide 44

Value Advantage Plus

▪ Benefits of VAP from a Partner's Perspective

- Help IBM Sales Reps to make **better prices** in competition
- Get **higher margin** for IBM middleware in combination with solution/service
- **Earn more money** in winning SMB accounts
- Better margin in all accounts for new business
- More autonomous business in small SMB accounts
- Winning **marketshare** with your own solution
- Make **Partnerplan** with IBM BP Rep. which helps you to make more business
- Archive **target setting** and IBM BP Rep can help you in marketing activities
- **Revenue** helps you to make your company visible at IBM



Slide 45

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Winning with IBM

Presented by
Cara McFarlane
Director of Marketing
Silicon Plains Technologies, Inc.
<http://www.sptech.com>



Winning with IBM



Who is Silicon Plains?

- **A VAR and Consulting Company, specializing in solutions for:**
 - Content Management
 - Business Process Management
- **2 Time Beacon Award Winner**
- **CRN Top 25 Rising Stars**



Slide 47



Advantages of Being an IBM Business Partner

- Name Recognition
- Marketing Planning Assistance - **PartnerPlan**
- You **make more money....**
 - Lower cost of selling** due to IBM co-marketing, training and pre-sales resources
 - TCI-up to 15% **additional software margin** for SMB accts
 - Silicon Plains 2002 TCI revenue=**\$64,356**
 - Silicon Plains 2003 TCI revenue=**\$72,285**
 - VAP-32 % software margin for SMB accts, 20% for Aligned accts
 - Silicon Plains 2003 VAP revenue=**\$110,449**



Slide 48

Next Steps

- **Join PartnerWorld for Software**
- **Join TCI or VAP**
 - TCI: <https://www-100.ibm.com/partnerworld/software/pwswzone.nsf/docs/LMCK-5K5M7N?opendocument>
 - VAP: [PWS Profile Page](#)
- **Questions about PartnerWorld for Software?**
 - Asia Pacific: pwswap@sg.ibm.com
 - Europe/MidEast/Africa: emeapw@uk.ibm.com
 - Latin America: pwswnch@br.ibm.com
 - North America: pwswna@us.ibm.com
- **Get connected with a Value Added Distributor**

Contact PartnerWorld for Software for a list of VADs in your area
- **Start a Partner Plan**

http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/partnerplan_choose.html
- **Mark your Calendars for the upcoming Webcasts!**
- **Start Selling and Realizing Profits!**



Slide 49

Questions and Answers Panel

WW Marketing Programs..... Pamela Kaplan
TCI (WW)..... Jessica Thompson
Alexandra Kaplin

Marketing Support (WW)..... Jan Jarke
VAP (WW)..... Barbara Smallwood
Barbara Klotz

PartnerPlan (WW)..... Tina Hallmark
Solution Builder Express (WW)..... John Beibelhausen

6 Big Plays (WW)..... Cathy Lucas
Innovation Centers (WW)..... Lisa Stichert
Americas Channels Dennis Bellemare (VAP)
Lupe Rodriguez (TCI)

EMEA Channels..... Rita Thompson (TCI)
Karl Eugen Meyle (TCI)

IBM EMEA Business Partner Rep..... Frank Schier
IBM Business Partner, Silicon Plains..... Cara McFarlane



Slide 50

Mark Your Calendars

- **PartnerWorld Announcement – April 27**
- **6 Big Play Lunch and Learns –**
 - ▶ 1 April 22
 - ▶ 2 May 6
 - ▶ 3 May 20
 - ▶ 4 June 3
- **Industry Network Webcasts – Week of April 12**
 - ▶ 1 Health and Life Sciences
 - ▶ 2 Telecommunications
 - ▶ 3 Banking
 - ▶ 4 Financial Markets
 - ▶ 5 Retail
 - ▶ **All available for replay through August 30, Register at <http://isvwebcast.raindance.com>**



Mark Your Calendars

Lunch & Learn Schedule*

CALL DATE	CALL TIME DURATION	CALL TITLE	SPEAKERS	TOLL	TOLL FREE	CC#
25-Mar-04	11:00 AM ET/ 16:00 PM GMT 60 minutes	Automation e-business on Demand	Scott Cooper David Rice	719/457-2621	800/210-9006	530043
08-Apr-04	11:00 AM ET/ 16:00 PM GMT 60 minutes	People Productivity e-business on Demand	Scott Cooper Colleen Campbell	719/457-2649	800/446-0741	528642
22-Apr-04	11:00 AM ET/ 16:00 PM GMT 90 minutes	Integration e-business on Demand with Think Thursday	Scott Cooper Christopher Spaight Sunil Soares	719/457-2637	800/446-0705	626434
06-May-04	11:00 AM ET/ 16:00 PM GMT 90 minutes	Small-Medium Business with Think Thursday	Scott Cooper Kathleen Shouldis	719/457-2617	800/231-9012	740259
20-May-04	11:00 AM ET/ 16:00 PM GMT 60 minutes	Software Development Platform	Scott Cooper David Abelow	719/457-2641	800/446-0712	124242
03-Jun-04	11:00 AM ET/ 16:00 PM GMT 90 minutes	Install Base with Think Thursday	Scott Cooper Ross Klissart	719/457-2617	800/231-9012	704247

*Note: The call schedule has been modified to accommodate **Think Thursday**, a new enablement teleconference series launching 22 April that will be incorporated into three of our Lunch & Learn sessions. To find out more about Think Thursday go to the Virtual Innovation Center at ibm.com/partnerworld/MC.

**Presentation Materials & Audio are available on the BP Zone:
Events & Conferences -> Teleconferences -> Marketing Lunch &**



Slide 52

TCI – Useful Links

- TCI Program Guide (16 page pdf file containing detailed information about the program):
<https://www-100.ibm.com/partnerworld/software/pwswzone.nsf/docs/LMCK-5JAQAV?opendocument>
Must have a PWS id & password to view this url
- TCI enrollment: <https://www-100.ibm.com/partnerworld/software/pwswzone.nsf/docs/LMCK-5K5M7N?opendocument>
Must have a PWS id & password to view this url
- IBM Technical Certifications: <http://www.ibm.com/certify/>
- To see the current list of PartnerWorld for Software accepted technical and sales certifications, visit: <https://www-100.ibm.com/partnerworld/software/pwswzone.nsf/subcat?readform&cat=tc&subcat=acceptedcertifications>. Must have a PWS id & password to view this url



TCI ? Useful Links

TCI -- additional details

- Revenue effective date is the first day of the month in which you enroll (except for those who enrolled by March 31, 2004)

- TCI Standard and New Business Partner must meet a one-time 25k revenue milestone for benefit approval/fee payment
 - Eligible revenue from 1 January will be counted toward this revenue milestone, even if your revenue effective date is later in the year

- Eligible revenue **EXCLUDES** renewals, internal sales, ELAs, Enterprise & sales to other TCI Business Partners

- Eligible sales must be through BP's selected Preferred Distributor, except in Asia Pacific

- As in 2003, VAP (Value Advantage Plus) revenue will count toward TCI benefit milestones and targets (if applicable), however, no fees will be paid on VAP revenue.



Slide 54

PartnerWorld - Useful links

- For certifications covered by the We Pay offering as part of the Value Package for Software visit: <https://www-100.ibm.com/partnerworld/software/pwswzone.nsf/subcat?readform&cat=tc&subcat=wepayofferings>. Must have a PWS id & password to view this url
- PartnerPlan: <http://www-1.ibm.com/partnerworld/pwhome.nsf/mktgsale/partnerplan.html>
- Campaign Designer <http://www.ibm.com/partnerworld/campaigndesigner>
- Marketing programs for 2004
<https://www-100.ibm.com/partnerworld/software/pwswzone.nsf/subcat?readform&cat=mr&subcat=2004marketingprograms>
- IBM Solutions Builder Express Portfolio: http://www-1.ibm.com/partnerworld/pwhome.nsf/mktgsale/sn_sol_builder_express.html



PartnerWorld - Useful links

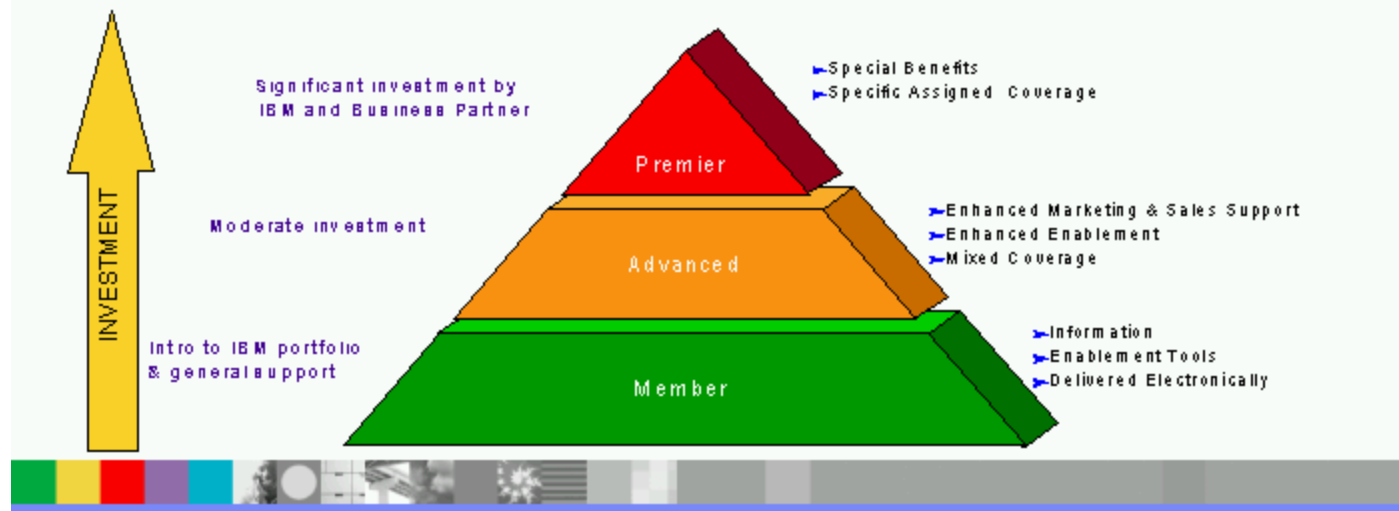
PartnerWorld Benefits

PWSW has 3 membership levels:

- ▶ Member level --fewest requirements but limited access to certain benefits.
- ▶ Advanced level-- requires more BP investment, but gives access to additional valuable benefits.
- ▶ Premier levels-- requires most BP investment, but gives access to the most benefits.

[\(click here for a table that summarizes benefits by level\)](#)

PartnerWorld Delivers Benefits Commensurate to Business Partner Commitment



PartnerWorld Benefits

PartnerWorld Benefits

- **Selling resources**
IBM has offerings created specifically to help you increase revenue by closing more sales faster.
- **Marketing resources**
These offerings are designed to help you go-to-market with IBM more quickly and effectively, and drive more demand for your own solutions which include IBM software, hardware and services.
- **Software products and technologies**
Includes information on IBM software, hardware and services as well as access to product discounts, leases and rebates for Business Partner use.
- **Technical resources and support**
IBM provides easy access to support through a worldwide electronic and voice framework.
- **Training and certification**
Includes training benefits, including discounts and special programs, designed to help you develop your skills.
- **Business discounts and awards**
Includes offerings designed to help minimize your operating expenses, as well as recognition for IBM Business Partners who make significant advances in the industry.



PartnerWorld Benefits

PartnerWorld for Software membership levels

Criteria for PartnerWorld for Software Membership

Criteria Category	Member	Advanced	Premier
<i>Commitment -- Business Relationship</i>	<ul style="list-style-type: none"> - Current profile - Acceptance of PartnerWorld Agreement - Business Contact name and e-mail address - Annual requalification 	<ul style="list-style-type: none"> - Current profile - Acceptance of PartnerWorld Agreement - Business Contact name and e-mail address - Annual requalification 	<ul style="list-style-type: none"> - Current profile - Acceptance of PartnerWorld Agreement - Business Contact name and e-mail address - Annual requalification
<i>Competency -- Skilled Individuals</i>	Not applicable	<p>Three skilled individuals</p> <ul style="list-style-type: none"> - Two technical certifications - One sales skill/certification 	<p>Eight skilled individuals</p> <ul style="list-style-type: none"> - Five technical certifications (One Complementary technical certification or skill is accepted) - Three sales skills/certifications (One Complementary sales certification or skill is accepted)



PartnerWorld for Software membership levels

“Virtual” Innovation Center – new in 2004

- ▶ **Technical & Sales Education**
- ▶ **FAQ's & White Papers**
- ▶ **Forums/Discussion Groups**
- ▶ **Online Support available 7x24**
- ▶ **Mentored Support available 5 x 12**
- ▶ **Porting Assistance**
- ▶ **Express Solutions**
- ▶ **Pre and post sale support**
- ▶ **Downloads**



Visit the Virtual Innovation Center (online knowledge portal) for enablement and development support at: www.ibm.com/partnerworld/vic

"Virtual" Innovation Center ? new in 2004

Value Advantage Plus - How to Execute

■ VAP Application Approved

- Partner notified via email
- Solution ID number, date first order can be placed via VAP
- VAD notified via email
- SAP order system updated with VAP solution ID number

■ Partner Sells Under VAP program

- Order placed through VAD
- Order must include VAP solution ID number and VAP ID number



Slide 60

Value Advantage Plus - Compliance

- Must Meet VAP Business Rules
- WW Operations Selects VAP Partners
 - ▶ Quarterly Audits
- VAP Partner, Geo Field and Operations Notified
- Validation Done by Third Party
- BP Documentation for Audit
 - ▶ End User Invoices
 - ▶ BP Records Retention = 3 Years
- BP and Field Notified of Results
- If BP Fails Compliance Audit
 - ▶ VAP Solution ID Numbers are Withdrawn
 - ▶ BP is Removed From VAP Program for 1 Year



Slide 61

IBM Software Group

IBM

3 Key Steps for ISVs

Get Started!

Join a PartnerWorld Industry Network!

PartnerWorld Industry Networks for ISVs

Your gateway to industry-specific resources in PartnerWorld.

- Banking
- Healthcare/Life sciences
- Telecommunications
- Financial markets
- Retail

1

PartnerWorld Industry Networks for ISVs

Your gateway to industry-specific resources in PartnerWorld.

- Banking
- Healthcare/Life sciences
- Telecommunications
- Financial markets
- Retail

IBM is on the right track with the PartnerWorld Industry Networks... IBM's industry focus allows us to deliver a total solution that addresses the unique requirements of retail customers, which is a very powerful value proposition.

Mike Matacunas, Evant

News ISVs take centerstage

IBM makes multi-billion dollar commitment to help ISVs turn their customers into on demand enterprises, industry by industry.

- IBM unveils new Business Partner offering for BPM
- IBM signs 200th ISV Advantage member
- More news

2

Sign up for enablement Support via the Virtual Innovation Center

Technical resources

Develop, port, and test

Port and test your software. Advance your skills on hot industry and technology topics at no-charge workshops.

- Virtual Innovation Center
- IBM Innovation Centers for Business Partners

3

Add your solutions to the Global Solutions Directory!

Business resources

Go to market

Drive demand for your product with offerings designed to provide ISV Business Partners access to strategic marketing tools.

- Campaign designer
- SMB sales kits
- Global Solutions Directory

ibm.com/isv

Slide 62