

IBM Software ValueNet® Program for Enterprise Content Management

Partnering with IBM ...

is essential for securing your future in the rapidly-growing Enterprise Content Management (ECM) market space. Our growth continues to outpace the competition, consistently setting records for revenue and net income performance. This strong financial position allows us to capture market share and invest in programs that provide tangible results to our partners.



In today's competitive business environment, ECM has emerged as a critical requirement for addressing a variety of business challenges in content, process and compliance in all sectors and industries. As the business environment becomes increasingly globalized, we continue to extend our relationships with valued partners so our customers can leverage our combined expertise.

IBM's Software ValueNet partners are a key component of IBM's impressive track record of growth, and bring together the industry's top Value-added Resellers, Support Providers and Technology Partners to deliver a vast range of services and solutions to IBM ECM customers worldwide.

IBM Software ValueNet

IBM Software ValueNet is a new channel program that enables

Business Partners who invest in building high value solutions and meet program requirements to participate in a select ecosystem of partners and receive program benefits for designated Software ValueNet products such as the IBM FileNet portfolio. Approved IBM Software ValueNet partners can resell designated products based on the portfolio's unique pricing methodology per the IBM Software ValueNet program, and optionally can also provide support to end user customers.

The Software ValueNet program allows partners to improve their visibility and alignment within the IBM ECM sales operation, enabling partners to work directly with our sales teams to create a focused approach when pursuing market opportunities.

As a Software ValueNet Partner...

You will be well positioned for ECM solution selling in a wide variety of industries such as:

Banking and Financial Markets

Chemical & Petroleum

Communications

Education

Energy & Utilities

Government

Healthcare

Insurance

Manufacturing

Retail & Wholesale

Telecommunications

Transportation

IBM ECM Portfolio – a reliable, scalable and highly available enterprise platform for ECM that enables streamlined and automated business processes, access and management of all forms of content along with a world class ability to help meet a variety of compliance needs.

Capture Your Share of the ECM Opportunity

The flexibility of the Software ValueNet program allows our partners to select the option that works best for their business needs. Partnerships are differentiated by sales revenue, infrastructure commitments, staff certification, support capabilities, industry experience and vertical focus.

There are three Business Partner types in the Software ValueNet program for applicants who apply to the program. Minimum criteria must be met and maintained to be approved under each of these IBM Business partner relationships within the Software ValueNet program.

Software ValueNet Tier I Reseller partners meet minimum Reseller and Tier I criteria and have a direct selling relationship with IBM. These partners use IBM's Passport Advantage processes to fulfill orders directly with IBM.

Software ValueNet Tier I Support Provider partners meet minimum Reseller and Support Provider criteria and have a direct selling relationship with IBM. These partners fulfill orders directly with IBM and provide support to their end users.

Software ValueNet Tier II Reseller partners meet minimum Reseller criteria and work with an IBM software Value Added Distributor (VAD) of their choice for fulfillment and, if needed, credit management.

Software ValueNet Program Requirements for IBM FileNet software

What is required in order to become a Software ValueNet partner?

- Ongoing investment in training
- Maintain minimum certification requirements
- Ability to cover geographic territory
- Target market in synch with the IBM ECM strategy
- Budgeted for co-marketing
- Employ the necessary resources to sell and deploy high value solutions
- Become a member of PartnerWorld

Software ValueNet Program Benefits for IBM FileNet software

- Approval to resell designated IBM Software ValueNet products
- Continuity for many partners joining the IBM Software ValueNet Partner community through an acquisition transition
- Protects business partners' investments in IBM software products
- Supports unique business partner pricing methodology
- Approves a discrete set of partners that have high technical training to optionally provide end user customer support for designated products

About the IBM Enterprise Content Management Portfolio

As the clear market leader in ECM, IBM's ECM partner solutions help organizations make better decisions, faster by managing content, optimizing business processes, and enabling compliance through an integrated information infrastructure. IBM's ECM portfolio delivers a broad set of capabilities and solutions that integrate with existing information systems to help organizations drive greater value from their content to solve today's top business challenges.

- Access to comprehensive curriculum of online sales and product training at no charge
- Strengthens partner relationships with the IBM ECM sales team
- Provides increased end user customer support by partners using Passport Advantage tools and processes
- Continues partner management and sales support provided by dedicated ECM Channel Development Managers
- Offers download of IBM ECM products for the development of prototype software and product demonstrations

Support When and Where You Need It

Those partners who are approved to participate in the Software ValueNet program may also enjoy access to a wide range of communication vehicles as well as sales and marketing tools to assist in supporting and promoting their solution:

Technical assistance – Software ValueNet partners may leverage IBM's ECM channel technical specialists for:

- Architecture and application design reviews
- Concept demonstration guidance
- Technical solution evaluations
- Technical product briefings
- Technical product workshops
- Technical pre-sales support
- Product deployment of 'Centers of Excellence' and demo systems
- General performance tuning guidance of partner solutions
- Application porting assessment
- Technical integration assessment

Marketing resources – An experienced and dedicated team of marketing professionals assist partners with production and delivery of custom sales campaigns to promote ECM-enabled solutions. We have over a dozen proven ways to take your solution to market. Programs can include: webinars, direct mail and email, podcasts, PR campaigns, microsites, telemarketing, business whitepapers and executive level product demonstrations – plus more!

Sales & training tools – Software ValueNet partners benefit from numerous joint sales and training tools, including:

- Customer-facing presentations
- Solution profiles & briefs
- Technical white papers
- Concept demonstrations
- Qualifying questionnaires
- Solution assessment questionnaires
- Sales expertise program & learning roadmaps



Training and Certification

IBM ECM offers a flexible portfolio of technical training and certification programs designed to ensure a thorough understanding of solutions that partners use, sell, support and/or develop. Software ValueNet ECM partners are also offered a one-stop shop to jump-start training with online education products and tools. For all designated products, the worldwide educational options are available in a variety of languages and formats:

- Instructor-led classroom training
- Instructor-led online training
- Web-based training
- Computer-based training
- IBM Redbooks (learning resources to help users solve problems, maximize their investments, and download timely technical assistance)

The IBM FileNet Certified Professional (FCP) program, specific to the FileNet portfolio, requires a solid background in IBM FileNet products as well as significant understanding of the industry standard for products that are integral to the operation of IBM FileNet products. When partners' designated resources complete the IBM FCP program, they become part of an elite class of individuals recognized for their high standards of knowledge and expertise.

Benefits for IBM FCPs:

- IBM FileNet technical expertise is recognized by peers and customers
- Access to free self-paced training and discounts for instructor-led courses
- Validates expertise and acts as a tool to measure knowledge on IBM FileNet products

ECM UserNet Groups

Your customers will benefit from networking and exchanging ideas with other users and IBM ECM management through UserNet groups, IBM's global ECM user groups. With groups worldwide representing more than 4,000 companies, UserNet facilitates information exchange through discussion boards, newsletters, local and regional seminars and the annual Information On Demand conference.

A Commitment to Excellence

If you are a leader within a targeted industry or have expertise in solution software development, content related business process re-engineering, compliance or Web-based technology, we invite you to apply to join the Software ValueNet program so that together, we can effectively capture our share of the ECM market.

With more than 17,000 customers, IBM's ECM portfolio supports a services-oriented architecture in multiple infrastructure environments such as HP, SUN, Microsoft Windows and Oracle, as well as IBM's own infrastructure including DB2, WebSphere and AIX.

For more details on the IBM Software ValueNet program, please visit www.ibm.com/software/ecm/partners or send an email to ecmbp@us.ibm.com.

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