

# ISV Coverage

Expand your horizons and market reach with IBM

## ISV Coverage

With IBM, you can now build your business with customer-driven technologies for bolstering your applications and establish yourself in new markets. At IBM, we will drive your success by enabling you to sell more, honing your skills and broadening your market reach and horizons in various areas, including Cloud, Analytics and Expert Integrated Systems.

For the existing members of our elite group of 1,20,000 plus business partners, here's a scope to join as well as avail of a world of opportunities and more resources than ever before.

## Key value-added and customized programs catering to ISV requirements include:

**IBM Application Specific Licensing (ASL):** IBM Application Specific Licensing (ASL) provides you with the right vehicle to deliver your solution bundled with IBM software under one contract to anywhere in the world at a fixed price, and supported end-to-end by your organization.

### Benefits Galore:

- Expedite your time to market and reduce your development costs
- Improve your profitability
- Enhance your sales cycle
- Deliver IBM software bundled with your solution under one simplified contract
- Strengthen account control by becoming the single point of contact
- Reduce installation and support costs for your customers

**Software Value Incentive (SVI):** It is an initiative intended to reward you for the prime role you play and the value your business brings throughout various stages of the sales cycle – opportunity identification and selling IBM middleware to customers. In brief, SVI rewards value, protects contribution and reduces complexity.

### How to make the most of SVI?

- Make SVI become a part of your opportunity management process
- Discuss with your Value Added Distributors options around providing SVI Admin Support to their SVI Business Partners
- Think of various innovative ways to utilize SVI fees as an incentive for the Sales Representatives
- Engage with your IBM Business Partner Manager on an SVI investment plan: Determine, as a part of the planning process, how much SVI fees can be earned and how Business Partner can be reinvested to drive incremental revenue

**Geo-Expansion:** At IBM, we plan to work in tandem with local ISVs in order to provide the new and existing clients in the SMB or mid-market segment with additional value-added solutions. IBM is investing in this space with resources and has already made its presence in 14 new cities as a part of its geographical expansion plan.

In the past 11 months, IBM has expanded its presence in 9 cities, comprising Cochin, Chandigarh, Goa, Coimbatore, Lucknow, Nagpur, Bhopal, Jaipur and Jamshedpur. Additionally, IBM is slated to expand its operations in 5 more cities, including Nasik, Surat, Bhubaneswar, Madurai and Ludhiana.

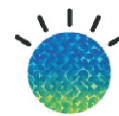
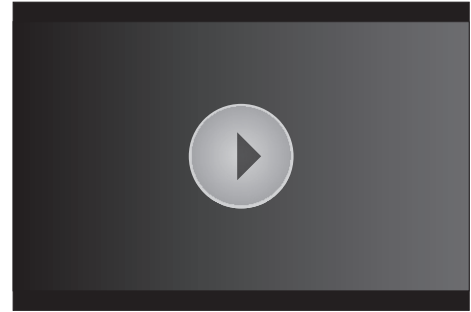
## Be a part of our expansion drive and go places, literally, with IBM.

**ISV Reach Program:** Today, IBM has over 250 branches across 60 growing markets. Importantly, with the help of IBM, ISVs are driving results for their clients on a Smarter Planet.

## We are here to help

### Contact us

Email: [idrissa@in.ibm.com](mailto:idrissa@in.ibm.com)



### Smarter Analytics

Transform client's businesses by growing their customer base, improve operational efficiency among other things.

[>> Read more](#)



### Smarter Cities

Help government build infrastructure that is digitized and connected, to sense, analyze and integrate data, and respond intelligently.

[>> Read more](#)



### PureSystems

The ground-breaking family of Expert integrated systems, PureSystems can spearhead your transformation to becoming smarter.

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