



I programmi a supporto degli ISV

Maximize your relationship with IBM
20 Gennaio 2009



PartnerWorld Industry Networks Team, IBM Italia

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ISV and Developer Relations

Essere membri PartnerWorld e partecipare in PWIN

Go To Market & Customers

PartnerWorld

Member

Advanced

Advanced - Industry Optimized

ISV Advantage

Premier

Strategic Alliances

PWIN

Dal 1 gennaio 2007, tutti i Business Partner iscritti a PartnerWorld di livello Advanced o Premier possono beneficiare dei benefits PWIN - Advanced

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Agenda

ibm.com/partnerworld/industry networks

Build **Market**

Collaborate **Sell**

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Build

Market

Collaborate

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Innovation Center : fisico o virtuale ?

Un centro...e tutta la tecnologia IBM

Un click...per iniziare il tuo progetto

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Virtuale...per un business reale !

Il Partner Resource Managers ti guida attraverso tutto il progetto



Puoi scegliere l'architettura più adatta

Possibilità di Hands-on durante tutto il ciclo di sviluppo dell'applicazione

Accesso On demande alle "expertise" su argomenti specifici

...cioè Virtual Innovation Center



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Software Self-Service

Run your Business Program = usa ciò che vendi !

- ▶ Acquistando il pacchetto (Package) o le opzioni (Option) avrai a disposizione risorse importanti per facilitare un efficace sviluppo e vendita del software IBM.
- ▶ Il Value Package include accesso al software IBM, rimborso per programmi di istruzione IBM che portano alla certificazione, assistenza tecnica per il software IBM ed altro ancora!



| Benefits | Member | Advanced | Premier |
|--|-------------|---------------------------------|---------------------------------|
| We Pay Education reimbursement | \$6,000 cap | \$15,000 cap | \$50,000 cap |
| Software access | • | • | • |
| Software critical implementation support | • | • | 2 instances |
| Software integration and implementation support | • | • | • |
| Solution assurance assistance (available in limited countries in AP) | • | • | • |
| Software technical sales consultancy | • | 2 instances | 4 instances |
| Technical sales support (TechLine, Electronic/Voice) | • | Available without Value Package | Available without Value Package |

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Education: le competenze che fanno la differenza

La flessibilità di imparare COME vuoi ... e DOVE vuoi !

- ▶ Corsi on line interattivi (tecnici e sales)
- ▶ Workshops e hands-on disponibili via Web
- ▶ Corsi e seminari in aula : Technical Exploration Center, Proof of Technology, Technical Briefings





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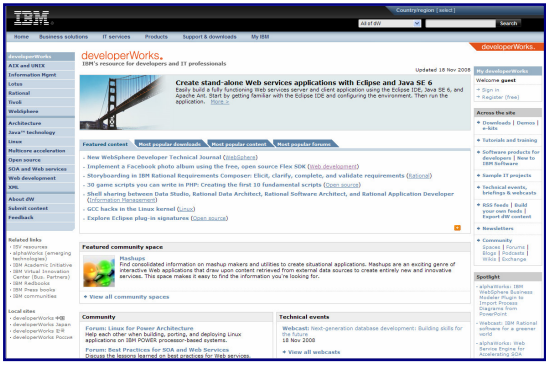
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Education: le competenze che fanno la differenza

La flessibilità di imparare COME vuoi ... e DOVE vuoi !

developerWorks
ibm.com/developerWorks

- ▶ Accesso a tutorial e training gratuiti : questi tutorial sono spesso organizzati come un percorso per supportarti a installare, configurare, fare il test e deployare.
- ▶ Calendario di workshop e seminari
- ▶ Software e codice da scaricare in prova
- ▶ Blogs, wiki, forum, use case...



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Build **Market**

Collaborate **Sell**

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Conosci il mercato e pianifica le tue attività

Learn about the areas that matter to you

- ▶ **Industry Insight & Idea Watch**
 - Sviluppare una conoscenza globale del settore industriale di riferimento. Comprendere trend di mercato e coglierne le opportunità
- ▶ **Virtual Marketing Department**
 - Un contatto 1:1 per sviluppare la campagna di marketing più adatta a promuovere le vostre soluzioni IT. Un punto di contatto per navigare al meglio attraverso le risorse marketing.
 - **Numero Verde : 800 78.88.38**

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Eseguire le campagne di marketing

Il Co-Marketing program: un solo strumento per tutte le tattiche

► **Creare Awareness**

- Web Content Syndication
- Search Engine Optimization
- Web Banners
- Business Partner Application Showcase
- Solutions-daily.com



► **Generate Demand**

- Direct Mail & E-mail Campaigns
- Telemarketing
- Easy Webinar Execution
- Client Events Package
- Event Participation support

Maggiori info su:
<http://www-304.ibm.com/jct01005c/isv/marketing/industrynetworks/market.html>


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Collaborate

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Value Add Program

Le soluzioni a "valore aggiunto" su Middleware IBM

Il VAP premia l'integrazione del middleware IBM con la Software solution del BP



VANTAGGI PER I BP


- ✓ Sconto* up-front su software IBM direttamente al distributore:
 - fino a 20% di sconto su cliente finale Enterprise;
 - fino a 30% di sconto su cliente finale GB;
- ✓ Aumentare e migliorare le vendite capitalizzando sui prodotti di punta di IBM;
- ✓ Realizzare i profitti più alti della concorrenza con soluzioni basate su tecnologia IBM.

* 5% + 10%(se GB) + 15%(VAP)

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Software Value Incentive



- ✓ Premia i Business Partners per il loro contributo alla creazione di valore attraverso il processo di vendita
- ✓ Semplifica e razionalizza i programmi esistenti
- ✓ Realizzato sulla base dei feedback ricevuti dai Business Partners

Linked

Identify (Fee Payment) Sell Fulfill (Potential Discount)

| | | | | | |
|----|----------------------|------|-------|------|-----|
| | Enterprise / SMB | +5% | +5% | +5%* | 15% |
| + | SMB Premium | +5% | +5% | +10% | 35% |
| OR | Value Advantage Plus | +10% | +15%* | +15% | 40% |

(Rebate)

- ✓ I compensi per "identificazione" sono subordinati alla "vendita"
- ✓ I compensi per "identificazione" e "vendita" sono indipendenti dal "fulfillment"

(Assumendo che il partner identifica, vende e ordina)

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Publicizza il tuo successo

"Fai parlare" delle tue soluzioni...

- ▶ **Publish Your Case Study**
 - IBM scrive e realizza una brochure che pubblica il tuo successo e inserita nelle pagine ibm.com più appropriate.
 - Dai visibilità del tuo successo a Clienti, IBM Sales e altri Business Partner...accedendo anche dal tuo sito web.
- ▶ **Client Reference**
 - Publicizza la referenza del tuo cliente sull'IBM Worldwide Customer Reference Database dove migliaia di IBM Sales cercano giornalmente soluzioni di business




No charge case study for Specialty Partners only

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Build **Market**



Collaborate **Sell**

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Step 1: Collaboration Benefits

Connect with customers and other Business Partners

- ▶ **Connection Events**
 - Face-to-face events that give you the chance to network with IBM and other Business Partners
 - Features networking activities like speed partnering and networking round tables
- ▶ **Lotus Sametime Unyte**
 - An intuitive, simple-to-use visual and audio conferencing service that is provided on a subscription basis



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Value Net Connections

Go to market with a value net

- ▶ **What's a value net?**
 - Consists of two or more Business Partners working together to create repeatable solutions designed to meet customer needs
 - You can enter new markets, create new business opportunities and increase your revenue
- ▶ **Value Net Connections provides the resources and tools to help you create successful these value nets, organized into an 8-step framework**



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Step 3: Specialties and Communities

Fai parte dell'ecosistema dei Partner specializzati

The diagram illustrates the ecosystem of specialized partners. It features several interconnected nodes:

- SOA Community**: Includes "Ready for IBM SOA Specialty" and "Ready for SOA Specialty mark".
- SaaS Specialty**: Includes "email / tele-nurturing campaign" and "powering on demand applications".
- Business Continuity Specialty**: Includes "Campaign Design Tools" and "Accredited for IBM Business Continuity Specialty".
- New Enterprise Data Center**: Includes "Accredited for IBM New Enterprise Data Center Specialty" and "Marketing Consultants".
- IBM Information on Demand Specialty**: Includes "Sales Connections", "IBM SaaS Showcase", and "References & Case Study".
- IBM SOA Business Catalog**: Includes "IBM SOA Business Catalog" and "Ready for Business Continuity Specialty Mark".
- Information On Demand Specialty**: Includes "Sales Connections - Business Continuity" and "Customized, telemarketing campaign".

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A photograph showing a pair of hands holding a glowing globe of the Earth, symbolizing global reach and care.

► Summary

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What the analysts are saying...

“IBM’s efforts are a ‘best practice’ in the industry.”
IDC, Worldwide Independent Software Vendor Programs, March 2006

“The best overall Business Partner Program.”
Site IQ, IBM PartnerWorld Portal Best Practice Assessment, 2008

IBM was recently named best in class in 28 out of 31 categories as rated by Forrester Research.
Forrester, Choosing an ISV Program, June 2008

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What the ecosystem is saying...

“This collaboration with IBM is a landmark event that propels Walton College into ‘world class’ caliber in the area of industrial strength enterprise information technology.”
 -David D. Glass
 Chair of Information Systems
 Sam M. Walton College of Business
 University of Arkansas

“IBM is helping us in so many areas, from the ‘speed-to-market’ technical resources to the ‘go-to-market’ marketing and sales benefits. The support is astounding!”
 -Bruce Putman
 General Manager
 AquiTec

“I love developerWorks articles! Despite being a seasoned veteran of Unix and VMS for 20 years, it’s still a delight to see the basics being taught—and well.”
 -Alistair Boyanich
 Fujitsu Australia

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Build **Market**

Collaborate **Sell**

IDR PEOPLE

Massimo Ribolzi, Team Leader
Daniela Dibenedetto, Alliance Manager
Paola Minieri, Alliance Manager
Ornella Beggiato, Marketing Leader

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Maximize Your Relationship Reference Section
 Tools and Resources

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Websites for more information

- ▶ PartnerWorld: <http://www.ibm.com/partnerworld>
- ▶ News on the web: <http://www.ibm.com/partnerworld/news>
- ▶ Build resources: <http://www-304.ibm.com/jct09002c/isv/marketing/industrynetworks/technical.html>
- ▶ Market resources: <http://www-304.ibm.com/jct09002c/isv/marketing/industrynetworks/market.html>
- ▶ Sell resources: <http://www-304.ibm.com/jct09002c/isv/marketing/industrynetworks/sell.html>
- ▶ Collaborate resources: <http://www-304.ibm.com/jct09002c/isv/marketing/industrynetworks/collaborate.html>
- ▶ Communities and Specialties resources: <http://www.ibm.com/partnerworld/industrynetworks>
- ▶ Industry Frameworks resources: <http://www-304.ibm.com/jct09002c/isv/tech/validation/framework/>
- ▶ Infrastructure Solutions resources: http://www-304.ibm.com/jct03004c/businesscenter/smb/us/en/solutionareas?cm_re=masthead-business--sol4mb

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Build Resources

- ▶ Virtual Innovation Center: <http://www.ibm.com/partnerworld/vic>
- ▶ IBM Innovation Centers: <http://www.ibm.com/partnerworld/iic>
- ▶ Architect Consultations: http://www-304.ibm.com/jct09002c/isv/marketing/industrynetworks/benefits/ondemand_consult.html
- ▶ Reserve time with an IBM Innovation Center to migrate/test your solution: <https://www-304.ibm.com/us/srvc/account/userservices/jsp/login.jsp?persistPage=true>
- ▶ Virtual Loaner Program: <https://www-304.ibm.com/jct09002c/partnerworld/wps/pub/systems/vlp/index>

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Sales / Marketing Resources

- ▶ Industry Insights: ibm.com/partnerworld/industrynetworks/benefits/industry_insights.html
- ▶ Marketing Resource Managers (MRMs):
ibm.com/partnerworld/industrynetworks/benefits/industry_advocate.html
- ▶ Business Partner Application Showcase:
www.ibm.com/isv/marketing/industrynetworks/benefits/application_showcase.html
- ▶ Telemarketing: ibm.com/isv/marketing/industrynetworks/benefits/telemarket.html
- ▶ Client Events Package: ibm.com/partnerworld/industrynetworks/benefits/hosted_customer.html
- ▶ Web Conferencing: ibm.com/partnerworld/industrynetworks/benefits/web_conference.html
- ▶ Sales Connections: ibm.com/partnerworld/industrynetworks/benefits/sales_connections.html
- ▶ Search Engine Optimization: ibm.com/partnerworld/industrynetworks/benefits/search_engine.html
- ▶ Software Value Incentive (SVI): ibm.com/partnerworld/softwarevalueincentive
- ▶ Solutions-daily.com: ibm.com/isv/marketing/industrynetworks/benefits/solutions-daily.html
- ▶ Publish Your Case Study:
ibm.com/partnerworld/industrynetworks/benefits/published_case_study.html
- ▶ Lotus Sametime Unyte Meeting: ibm.com/partnerworld/isv/lotus/unityte.html
- ▶ IBM Value Net Connections: www.ibm.com/partnerworld/valuenet
- ▶ Connection Events : www.ibm.com/partnerworld/industrynetworks/connectionevents

Specialties and Communities Resources

- ▶ Communities and Specialties resources:
<http://www.ibm.com/partnerworld>
- ▶ SOA Specialty: www.ibm.com/partnerworld/soa
- ▶ Business Continuity Specialty:
http://www.ibm.com/isv/pw_solutions/bus_continuity/index.html
- ▶ Information on Demand Specialty:
www.ibm.com/partnerworld/InfoOnDemand
- ▶ Software as a Service Specialty: www.ibm.com/partnerworld/saas
- ▶ NEDC: http://www-304.ibm.com/jct01005c/isv/pw_solutions/nedc/index.html

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What you should do next: Member level

Getting started

1. Explore the benefit categories
2. Review Advanced level criteria
3. Register for the Virtual Innovation Center (VIC)
4. Go to market with IBM
 - Telemarketing
 - Client events package
 - Trade show package
5. Attend a connection event

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What you should do next: Advanced level

Moving ahead

1. Request a Marketing Resource Manager (MRM)
2. List your solution on the Business Partner Application Showcase
3. Generate demand for your solutions
4. Close more deals with IBM Sales Connections
5. Attend a connection event

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