

Co-Marketing Program

BP Lead Form

Country _____

BP Name _____

Submit Date _____

UniqueControlNumber _____

(Note: All fields are mandatory. Should you have more than 10 leads, please use another sheet.)

	Sample
Customer Name	<i>customer or end user name (no abbreviations)</i>
Opportunity Source	<i>Start Now or TCI BPCO-MKTG/Autonomous Lead (lead generated by BP with no involvement from IBM and BP owns to close)/Lead passed to BP by IBM</i>
Opportunity Description	<i>opportunity description including product solution and IBM offerings, no customer info</i>
Currency	<i>Japanese Yen, etc.</i>
BPSM Name	<i>BPSM or Channel Manager name</i>
Industry Solution Area	<i>Specific industry : Banking, Telco, Distribution, Manufacturing, Retails, Transportation, Process, and etc.</i>
Products/Brands	<i>DM - WebSphere - Lotus - Tivoli</i>
Solution Type	<i>Solutions Choices = Lotus New Business, Lotus Renewals, Lotus Services, AIM-Tools, AIM-WebSphere, AIM-Voice, AIM-MQSeries, AIM-eCommerce, AIM-Services, Data Management, Informix, BI, Tivoli, Content Management, Pervasive Solutions, WS Host Integration, Digital Media</i>
Decision Date	<i>Date customer will make buy / no buy decision</i>
How much customer planning to spend?	<i>XX,XXX \$USD</i>
Win Probability	<i>0, 10, 25, 50, 75 or 100 are the choices</i>
Competitors	<i>Microsoft, ORACLE, Web Logic, EMC, CA, and etc.</i>
Geographic Organization	<i>Country/Region</i>