

Software

PartnerWorld for Software

Mary Kimbrough

Technical Support Program Manager

972-280-2815

kimbroug@us.ibm.com

IBM Software Group



QUICK PROPOSAL TEMPLATES

Software

Visit:

<http://ibm.com/partnerworld/software/zone/>(Enter userid and password)

Technical Support > General Benefits and Support>Quick proposal templates

Benefits	Templates Available	Template Customization
<ul style="list-style-type: none">• Quick Proposal templates helps you create high-quality proposals for your sales opportunities.• Increases your productivity because the templates are a complete proposal.• Ensures that all product function and features are highlighted and communicated to your customers.• Templates can be customized for individual customers.	<ul style="list-style-type: none">• DB2 UDB• Lotus Messaging and Wireless• Lotus Sametime• WebSphere Application Server• WebSphere Commerce Suite• WebSphere Everyplace Suite• WebSphere Portal Server	<ul style="list-style-type: none">• Remove the content that is not applicable to your proposal.• Customize or remove any text that is in red.• Customize the headers and footers.• Replace each occurrence of **CUSTOMER** with your customer's name and **COMPANY** with your company's name.• Add any other input you want to include in the proposal, such as configurations.

Quick Proposal templates are just one of the elements of your sales tool kit. Other elements include:

- ✓ Signature Selling Resource (SSR)
- ✓ Executive Assessments
- ✓ e-business Advisor Tools

For details on these elements and other elements, please visit <http://ibm.com/partnerworld/zone/>(Enter userid and password)
Marketing and Sales >Tools for selling software >tools for selling cross-brand.

WebSphere Sizing Support

Benefits:

- ✓ Helps sell a total solutions as part of a high quality e-business proposal
- ✓ Accelerates the sales cycle by using proven tools developed by the IBM Laboratories.
- ✓ Ensures that the customer's system will accommodate the WebSphere installation.

Products Supported:

- ✓ WebSphere Commerce Suite
- ✓ WebSphere Application Server

WebSphere Sizing Support (Cont.)

Requesting Sizing Support:

- ✓ Call PartnerLine at 800-426-9990
- ✓ Select Option 1 (Techline)
- ✓ Select the WebSphere Option
- ✓ Sizing turnaround time is 72 Hours

Technical Mentoring(TM)*

- On-site pre-sales technical assistance in solution design and solution development
- For sales opportunities \$100 K or greater (within one power brand)
- Limited number of sessions
 - ✓ Premier BP - 4 sessions
 - ✓ Advanced BP - 2 sessions
- Sessions last no longer than 3 days
- BP learns and builds skills
- Value Package Required

*Premier and Advanced Business Partners must qualify under the 2002 criteria
IBM Software Group Americas Geography



Requesting Technical Mentoring Support

- Enter PWSW BP Zone
www.ibm.com/partnerworld/software/zone
- Select Technical Support>Onsite Support>Technical Mentoring
- Click on "Request Form"

Critical Implementation Support (CIS)*

- Selected on-site pre-production critical engagements used when remote support is ineffective and an open PMR exists
- Opportunity is \$ 250 K or greater (within one power brand)
- Premier BP gets 2 sessions
- Sessions last no longer than 3 days
- BP learns and builds skills
- Value Package Required

*Premier Business Partners must qualify under the 2002 criteria

Requesting Critical Implementation Support

- Enter PWSW BP Zone
www.ibm.com/partnerworld/software/zone
- Select Technical Support >Onsite Support> Critical Implementation Support
- Click on "Request Form"

Positioning Technical Support For Business Partners

Software

Support	Techline Voice	Solution-focused (Web and Voice)	Technical Mentoring On Site	CIS Support On Site	Post-Sales Support (Web and Voice)
Services	Configuration Assistance	Proof-of-Concept	Technical Presentations	Capacity Planning	Defect
	Product Pre-reqs and Co-reqs	Installation and Usage	Product Demonstrations	Porting Issues	Installation and Usage
	Selected Competitive Info	Solution Development	Technical content of proposals	Product Integration Assistance	System Down/Severity One
When to Use	During the presales sell cycle, before the customer makes the buying decision.	During the pre-sales sell cycle and pre-production phase. Pre-production is considered to be after the sale but before the customer is up and running in a production environment.	During the pre-sales sell cycle.	During the pre-sales sell cycle and pre-production phase.	During pre-production and post-production phase.
How to Access	PartnerLine 800-426-9990	Web site: www.developer.com Voice: PartnerLine	Web site: Technical Support> On Site > Technical Mentoring	Web site: Technical Support> On Site > Critical Implementation Support	Contact Customer's Site Technical Contact to be added as a named caller. US: 800-237-5511 CA: 800-426-7378

2002 Technical Support Summary

Type of Support	Member Level	Advanced Level	Premier Level
Critical Situation Support	Not Available	Not Available	250K or greater Opportunity Open PMR 2 Engagements* Must qualify under 2002 Criteria
Technical Mentoring	Not Available	100K Opportunity 2 Engagements VP Required, Must qualify under 2002 criteria	100K or greater Opportunity 4 Engagements VP Required, Must qualify under 2002 criteria
Solution-focused Voice Technical Support	Not Available	Unlimited VP Required	Unlimited VP Required
Techline (Pre-Sales)	Unlimited VP Required	Unlimited VP Required	Unlimited VP Required
Web-based Technical Support	Self Help/Browse Complimentary Q&A Forum (VP and I approved technical certification required)	Self Help/Browse Complimentary Q&A Forum VP Required	Self Help/Browse Complimentary Q&A Forums/Private e-mail VP Required
Software CD-Installation Support	Techline VP Required	Techline VP Required	Techline VP Required

VP=Value Package

PWSW & PWD Technical Support Comparisons

Software

PWD Benefits	PWD MAP	PWS W M	PWS W A	PWS W P	PWSW Benefits
Developer Support Online <ul style="list-style-type: none"> FAQs Sample Code Information Maps 	Y	Y	Y	Y	Self-Help Sites <ul style="list-style-type: none"> Developer Support Online PWSW TS Site
developerWorks Toolbox Subscription, Professional level (development code)	Y	N	N	N	
Technology Seminars	Y	Y	Y	Y	Fee and Free
Technology Workshops	Set or Fee	N	N	N	
Early Release and By Invitation Beta Code	Selected	N	N	N	
Technology Specific Consulting	Selected	N	N	N	
Customized technical account plan	Selected	N	N	N	
Value Package for Developers <ul style="list-style-type: none"> Access to software mall (NFR code at a discount) Enterprise level (run time) developerWorks Toolbox download and one twelve month CD subscription Marketing & Sales Support deliverables 	Fee NA/EMEA: \$595 AP: \$350 LA: \$750	\$2K	\$2K	\$2K	SW Value Package <ul style="list-style-type: none"> Demo & Evaluation SW-NFR code RYB Code You Pass We Pay Pre-announce & early training Marketing & Sales Support
Solution Partnership Center porting & enablement value option - \$1K	Fee	N	N	N	
iSeries Early Release Code value option - \$1.5K	Fee	N	N	N	
Q&A Support for Software Development value options unlimited access (web = \$2400 to \$3600, voice = +\$1200)	Fee \$2400+++	VP w/tech cert	VP	VP	Solution Integration & Implementation Support Web & Voice
Q&A Support for Production value options (WebSphere OEM) per 5 incidents = \$3250	Fee	N	N	N	
	N	VP	VP	VP	Partner Line / Techline pre-sales
	N	N	VP	VP	Technical Mentoring
	N	N	N	VP	Critical Implementation Support
	TBD	VP	VP	VP	eSupport entitled content access

PartnerWorld for Software NA Contact Information

Membership Centre

800.426.9990

PWSWNA@us.ibm.com

Program Information

ibm.com/partnerworld/software



Backup Charts

PARTNERLINE VOICE RESPONSE UNIT

800-426-9990

Press option 0 at anytime to be connected to an agent

OPTION 1

Techline for Pre-sales support on eServer hardware, storage and software, including Lotus and Tivoli.

1 - Software Solutions
Including Lotus Domino

- 1- WebSphere, Host Publisher, WebSphere Studio*
- 2- Content Management Software
- 3- Data Management
- 4- Transaction Software (MQSeries, TXSeries)
- 5- Lotus Products
- 6- Business Connect, Pervasive and Secureway
- 7- Application Development

2 - eServer Hardware and System Software

- 1-i Series*
- 2-pSeries*
- 3-zSeries Software*
- 4-zSeries Hardware
- 5-xSeries

3 - Storage and Networking

4 - Competeline

5 - Retail Store Systems

6 - Printing Systems

OPTION 2

PartnerWorld for Developers or Solution-focused support.

- 1 - Membership Center
- 2 - PartnerWorld for Developer or Solution-focused Support

OPTION 3

PartnerWorld for Software Membership Centre

OPTION 4

Other Support

- 1 - Global PartnerInfo and IBMLink
- 2 - IBM Certs
- 3 - Federal Gov 508
- 4 - Other

*Additional suboptions

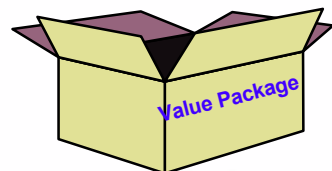
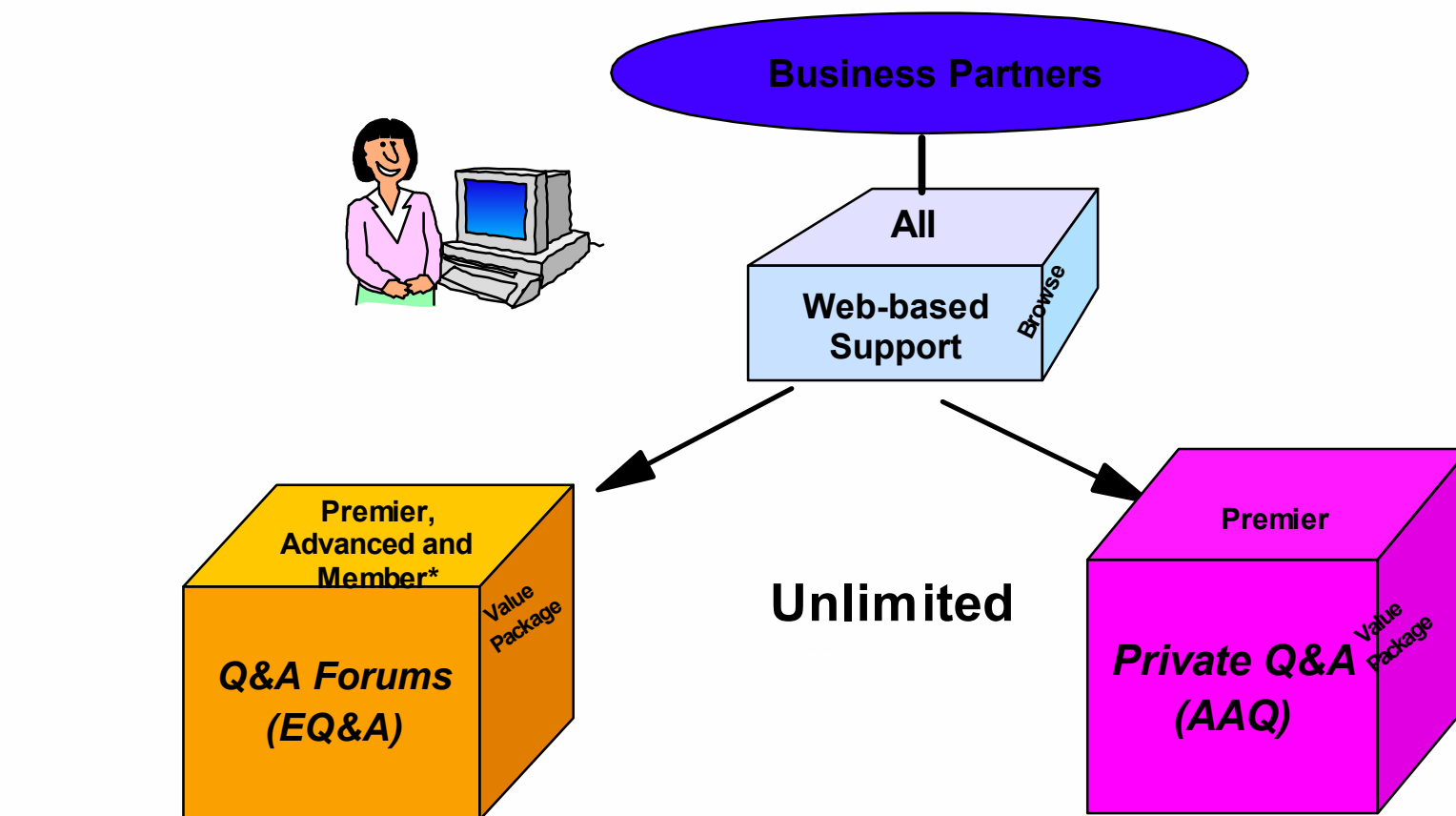
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Americas Geography



Web-based Technical Support

Software



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- Solution Focused
- Application Development
- Value Package

Americas Geography

* 1 Technical Certification Required



Obtaining Web-based Technical Support

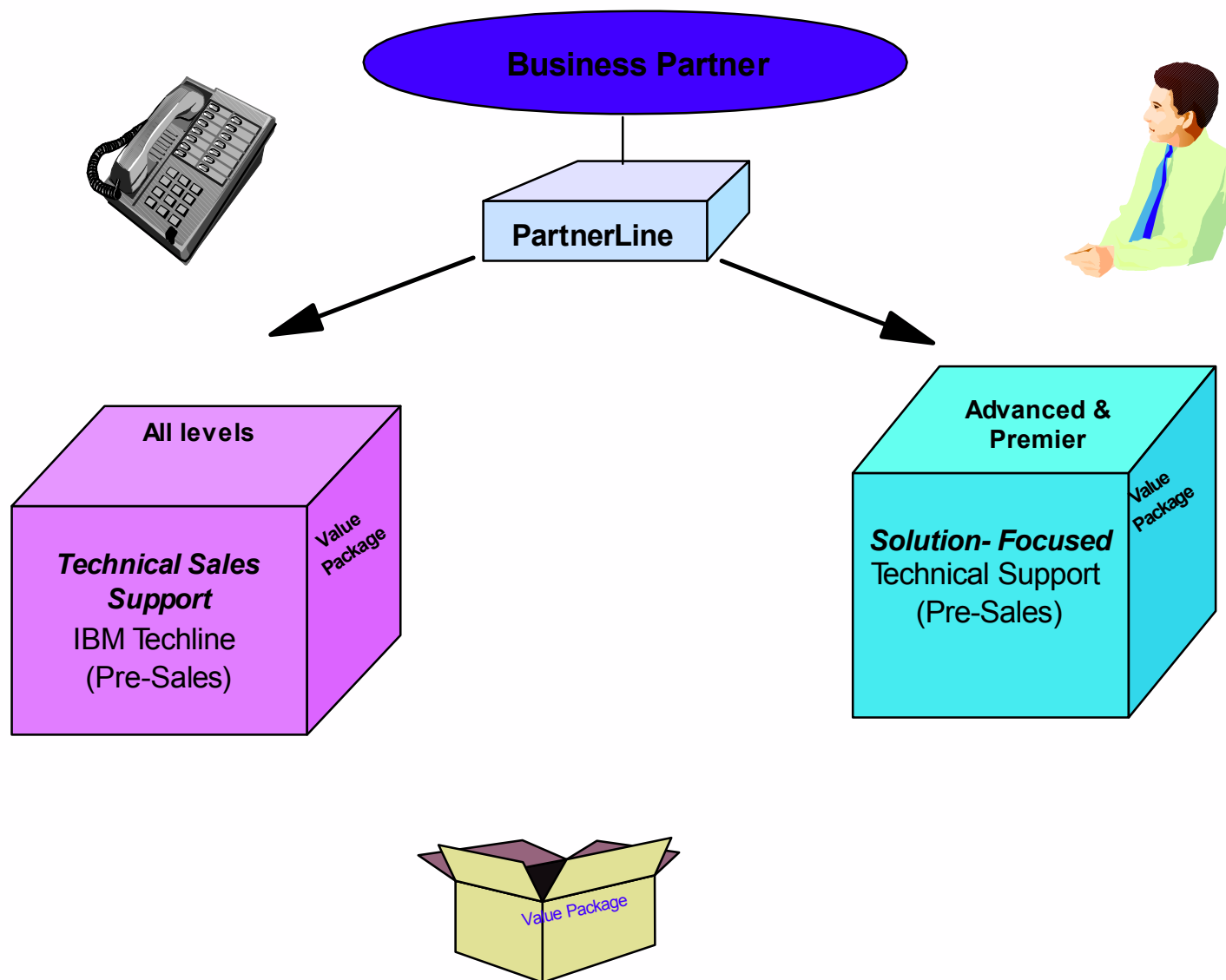
www.ibm.com/partnerworld/software

Select Technical Support > Web-based Support > Solution Integration and Implementation Support

- ▶ Company registered? If No, Select "Solution Integration and Implementation Support"
- ▶ Unregistered Companies: Select "Technical Support Web site"
- ▶ Other Company Individuals register at www.developer.ibm.com

Voice Technical Support

Software



Obtaining Voice Technical Support

- Technical Sales Support
 - ✓ 800-426-9990
 - ✓ Request Pre-sales (Techline) Support
 - Solution-focused Technical Support*
 - ✓ 800-426-9990
 - ✓ Request to be transferred to ext 627
- ★ ***Registration for Web-based is required for access to Solution-focused Technical Support.***