

# IBM Commerce Channel Business Partner

## Benefit Health Check

Focus Area	Proposed Benefit	Comments
Enable	Virtual Self-Paced Classes	
Enable	Class to Pass	
Enable	Instructor Lead Classes	
Enable	You Pass, We Pay Reimbursement (Prof Certs Req'd)	
Enable	Run Your Business - (Saas Option)	
Enable	Access to Purchase Software Value Pack	
Enable	Participation in solution area focused communities for BPs	
Enable	Access to Solution Learning Plans	
Enable	Implementation Accreditation through IBM Lab Services	
Enable	Implementation Participation with IBM Lab Services	
Enable	Access to IBM GBS Practice Accelerators	
Enable	Beta and T3 New Release Education Courses	
Enable	ISV developerWorks Support	
Enable	Host Internal BP Solution Training to Sellers (webcast)	
Activate	Ready for IBM Commerce Program / Benefits	
Activate	Publication of "Ready 4 BPs" in Executive Newsletters	
Activate	Solution Development Technical Vetting	
Activate	Ready-to-Execute Marketing Campaign Assets	
Activate	Access to Market Intelligence (Market Insights)	
Activate	<100K Lead Passing to BPs	
Activate	Business Partner Locator	
Activate	Partnerworld Profiling System (PPS)	
Activate	Access to Sales Plays & Kits on PartnerWorld	
Activate	Getting to Know You Video (sent thousands of IBMers)	
Activate	Included in Integration Demo where technically feasible	
Go-to-Market	Use of IBM Business Partner Marks & Logos	
Go-to-Market	General Business Rebates	
Go-to-Market	SaaS Referral Incentive	
Go-to-Market	License Resell Margin	
Go-to-Market	Software Value Incentive (SVI)	
Go-to-Market	0% Financing Options	
Go-to-Market	Access to SW Co-Marketing Funds	
Go-to-Market	Web Content Syndication	
Go-to-Market	Channel Management Support (Business Partner Rep)	
Go-to-Market	Joint Selling with IBM	
Go-to-Market	Joint Business Planning with IBM Sales	
Go-to-Market	Award Opportunities (Beacon Award, Choice Award, etc.)	
Go-to-Market	Event Sponsorship Opportunities	
Go-to-Market	Promotion of Solution in BP Application Showcase	
Go-to-Market	Access to Co-Marketing Center Assets	
Go-to-Market	Access to Global Partner Portal (GPP) for Leads	
Go-to-Market	Executive Sponsorship (PEP Program) - by invitation only	
Go-to-Market	Joint Press Release Support -	
Go-to-Market	Promotion in Deepak Advani's Blog Posts	
Go-to-Market	Promotion in Maria Winans' Blog Posts	
Go-to-Market	Promotion in Melinda Matthews Clarkson's Blog Posts	

Business Partner \_\_\_\_\_

Date \_\_\_\_\_

Some benefits are 'by invitation only' - this list is subject to change at IBM discretion.