

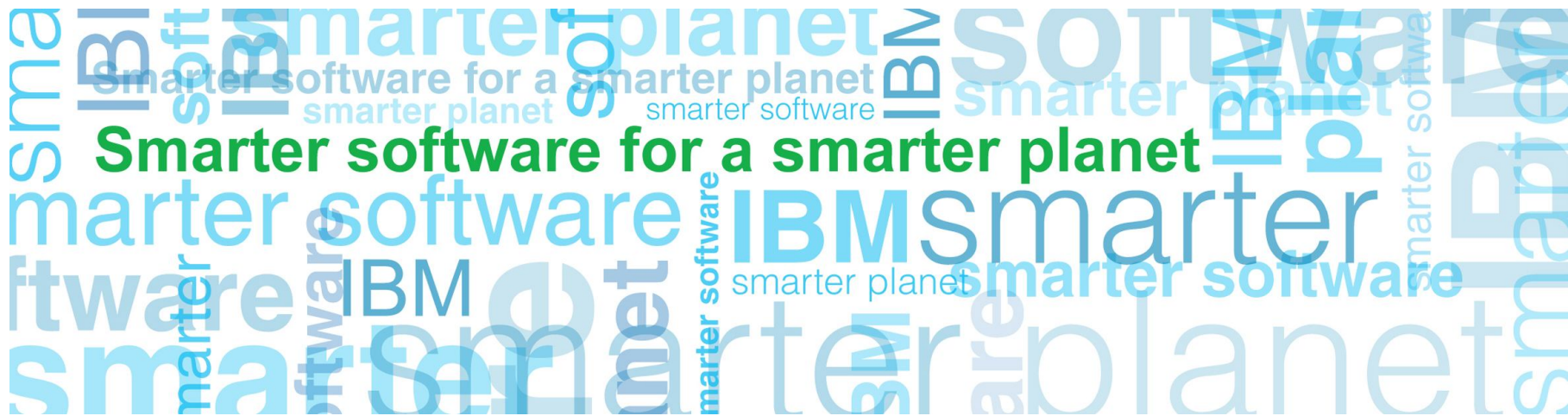


Maryska Marinus – Software Channel Sales & Program Leader, EMEA Center of Excellence

IBM Sales Programmes Update for Business Partners, 2 March 2011



Business Partner Sales Programmes Update



Topics

1. Which new opportunities do we have in 2011?

- Software Value Plus
- Industry Authorization
- Security Authorization

2. What will we check with the next Software Value Plus revalidation?

- 10 % rule
- Reseller Authorization Dashboard

3. When does a Business Partner use Global Partner Portal?

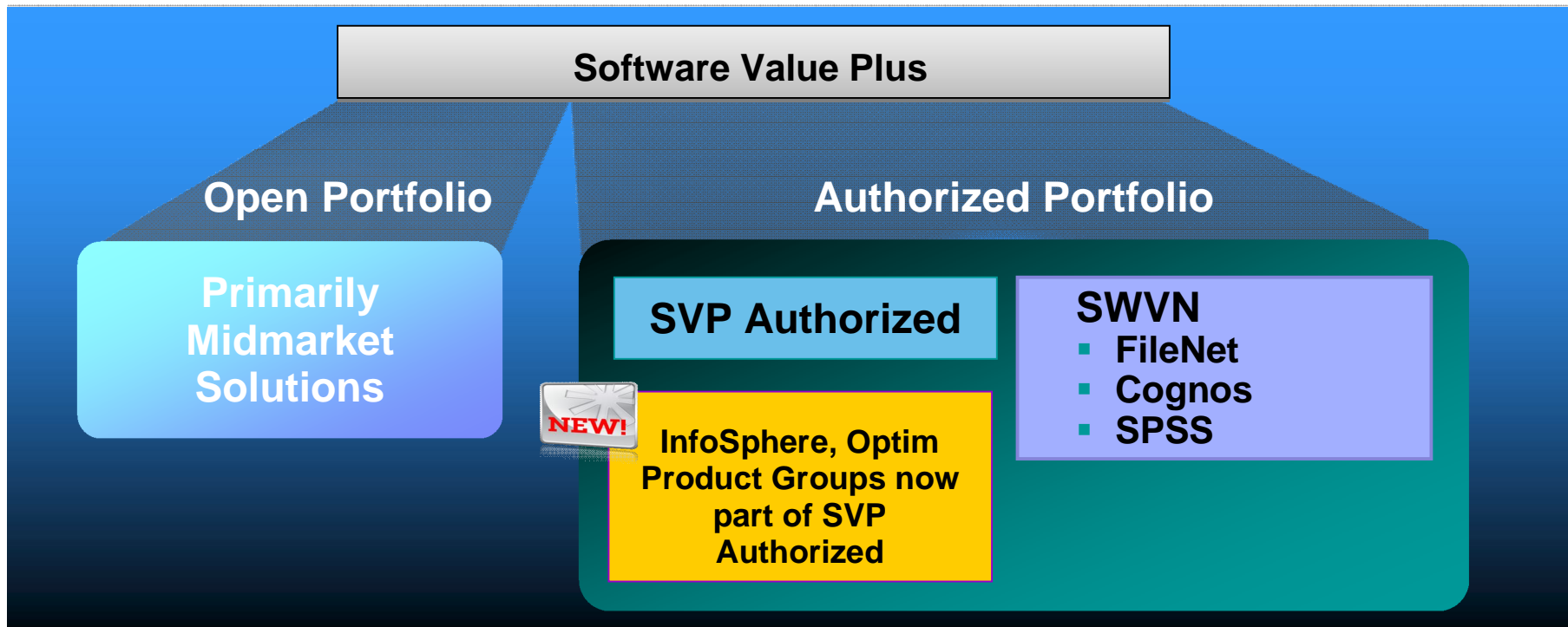
4. What earning potential have Business Partners with the Sales Programmes?

- Existing programmes
- New programmes

5. Where to go for information and support?

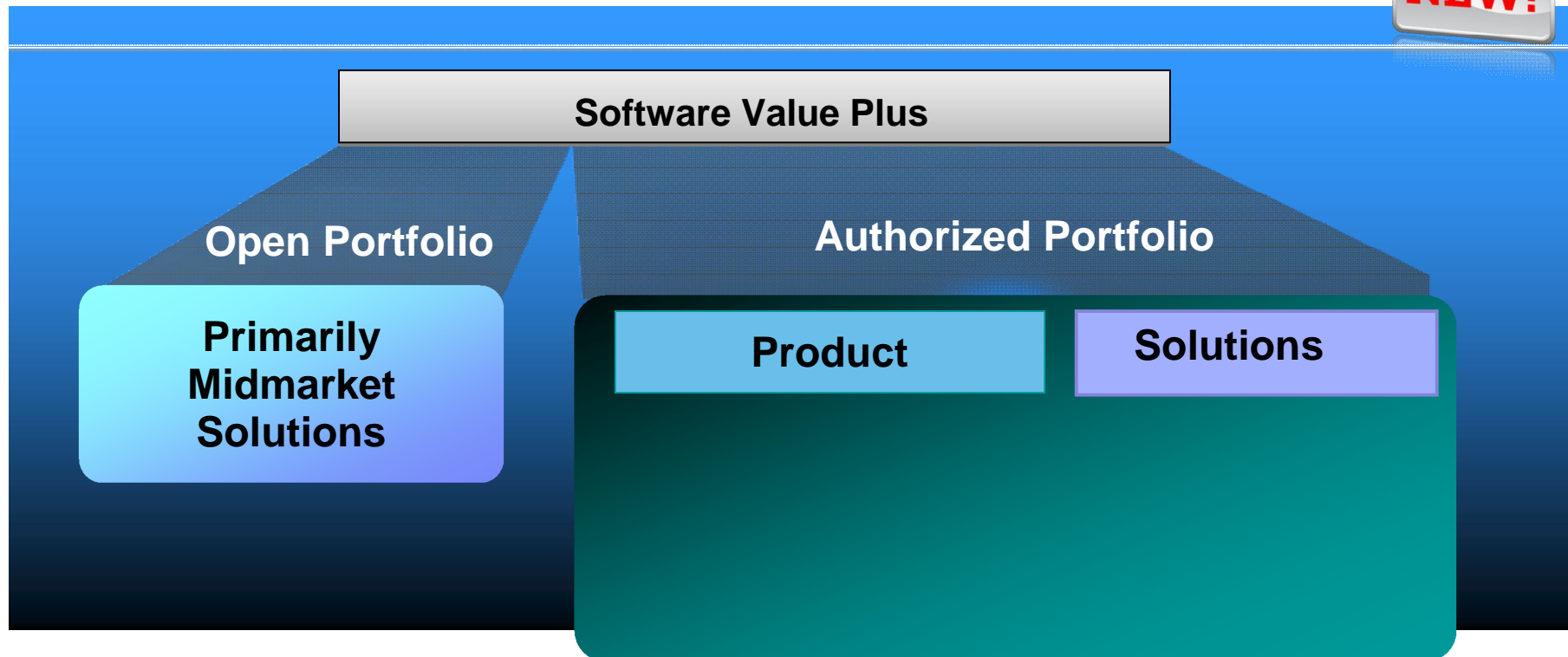
Software Value Plus - Today

Model for Software Group



Moving to Software Value Plus: 2.0

Single Model for Software Group



SVP Remarketer Types:

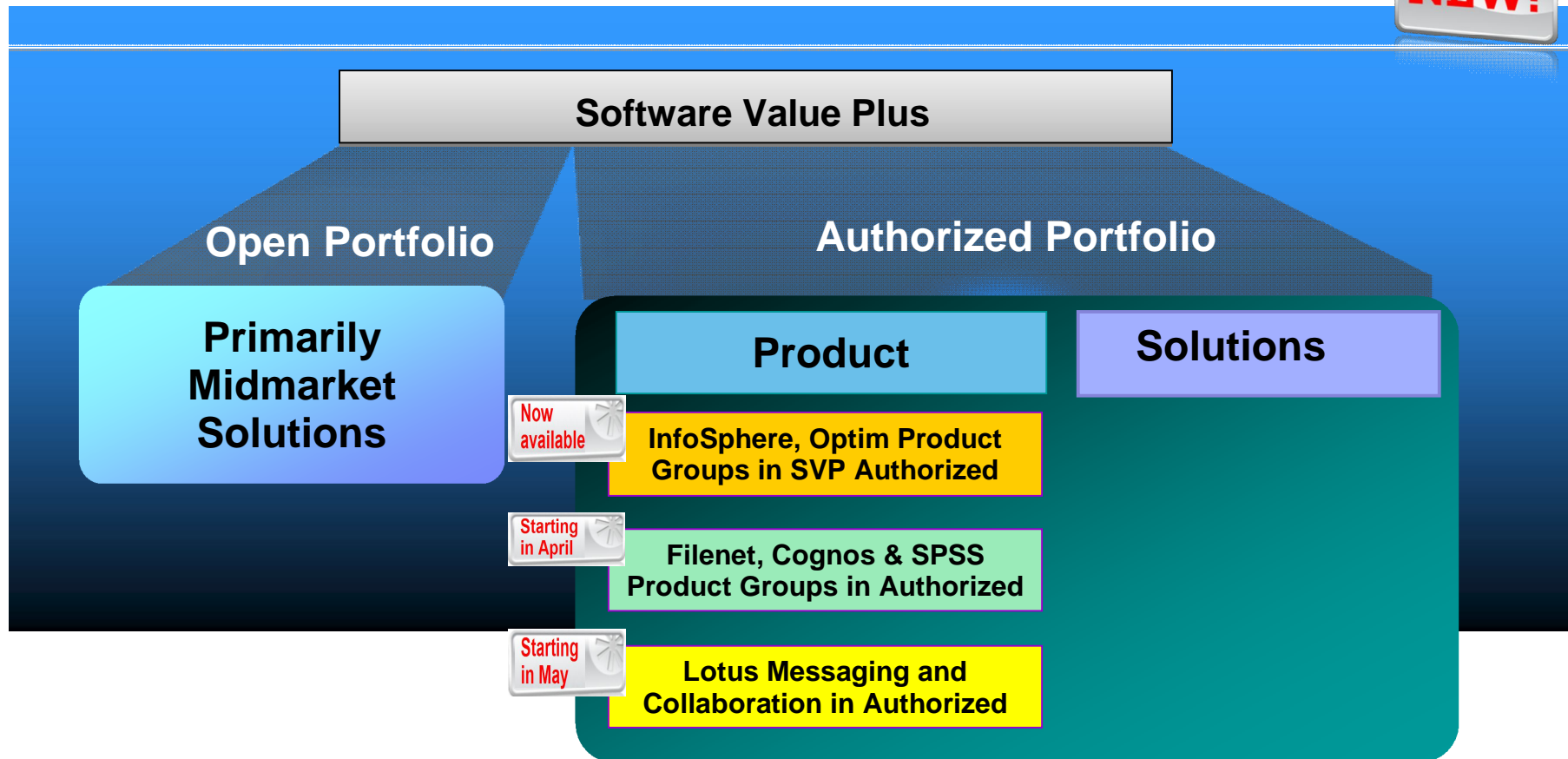
Value Added Reseller

Solution Provider

Government Reseller

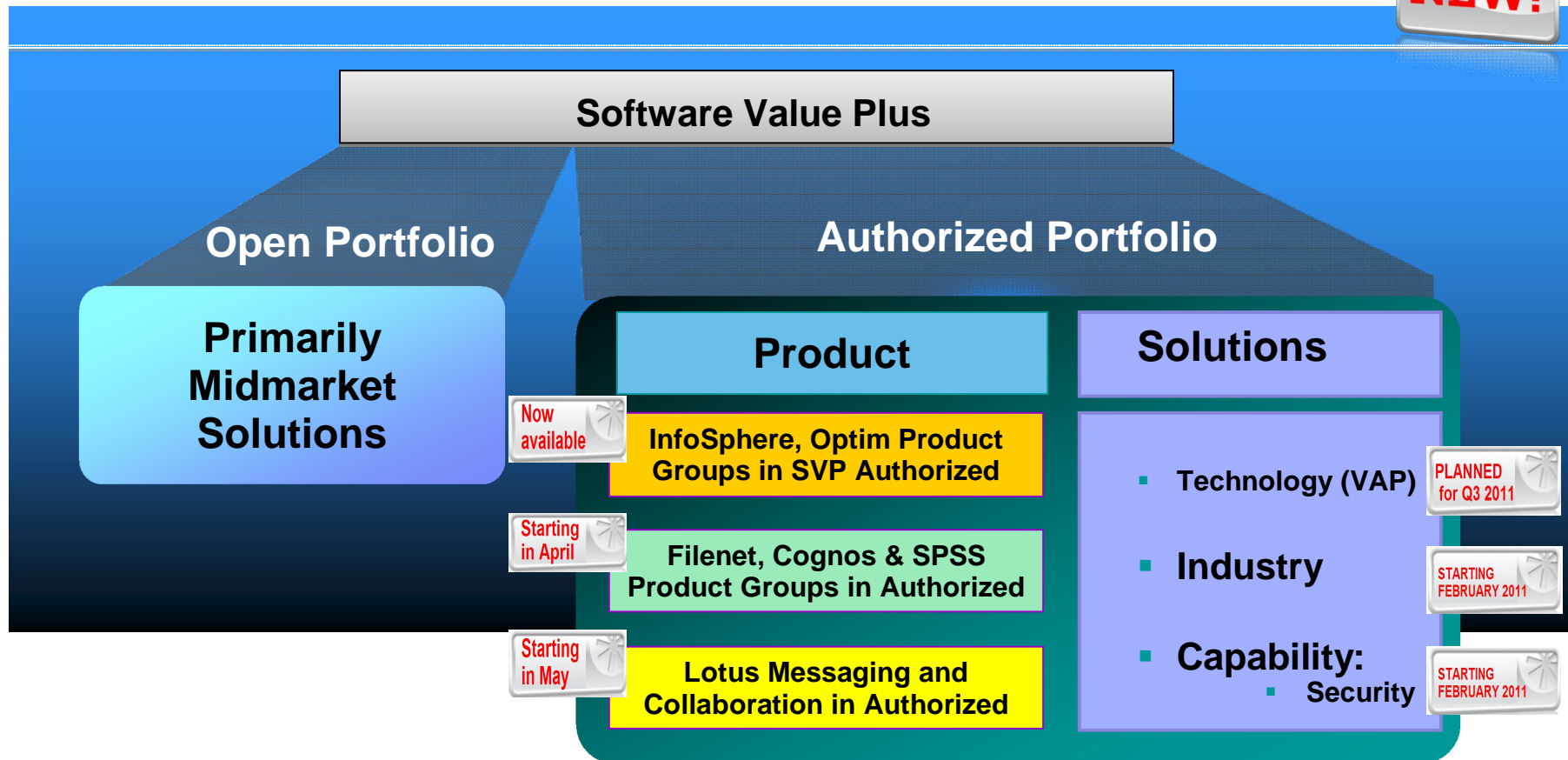
Moving to Software Value Plus: 2.0

Single Model for Software Group - Product



Moving to Software Value Plus: 2.0

Single Model for Software Group - Solutions



Existing Incentive Programmes

Software Value Incentive:

A fee-based **incentive** offering that rewards for Partner value contribution throughout the sales process

Value Advantage Plus:

A rebate-based **incentive** offering to all customer-facing Business Partners to reward for reselling IBM Passport Advantage Software with a set of pre-approved IBM endorsed solutions

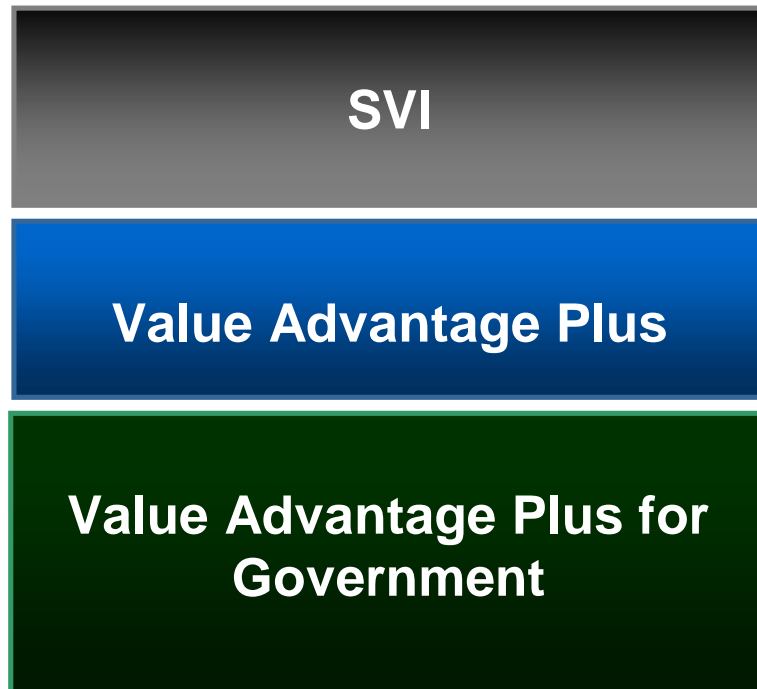
Value Advantage Plus for Government:

A rebate-based **incentive** offering for Business Partners (BPs) to reward for reselling IBM Passport Advantage Software to Government customers with proven experience selling to Government customers

New Incentive Structure

2010

Multiple programs and processes



2011

One offering across SWG



Moving to Software Value Plus: 2.0

What's new? What's changing?

Software ValueNet and Software Value Plus Authorization come together

Software Value Incentive (SVI) - New Solution rewards:



1. Technology (VAP)



2. Industry



3. Capability



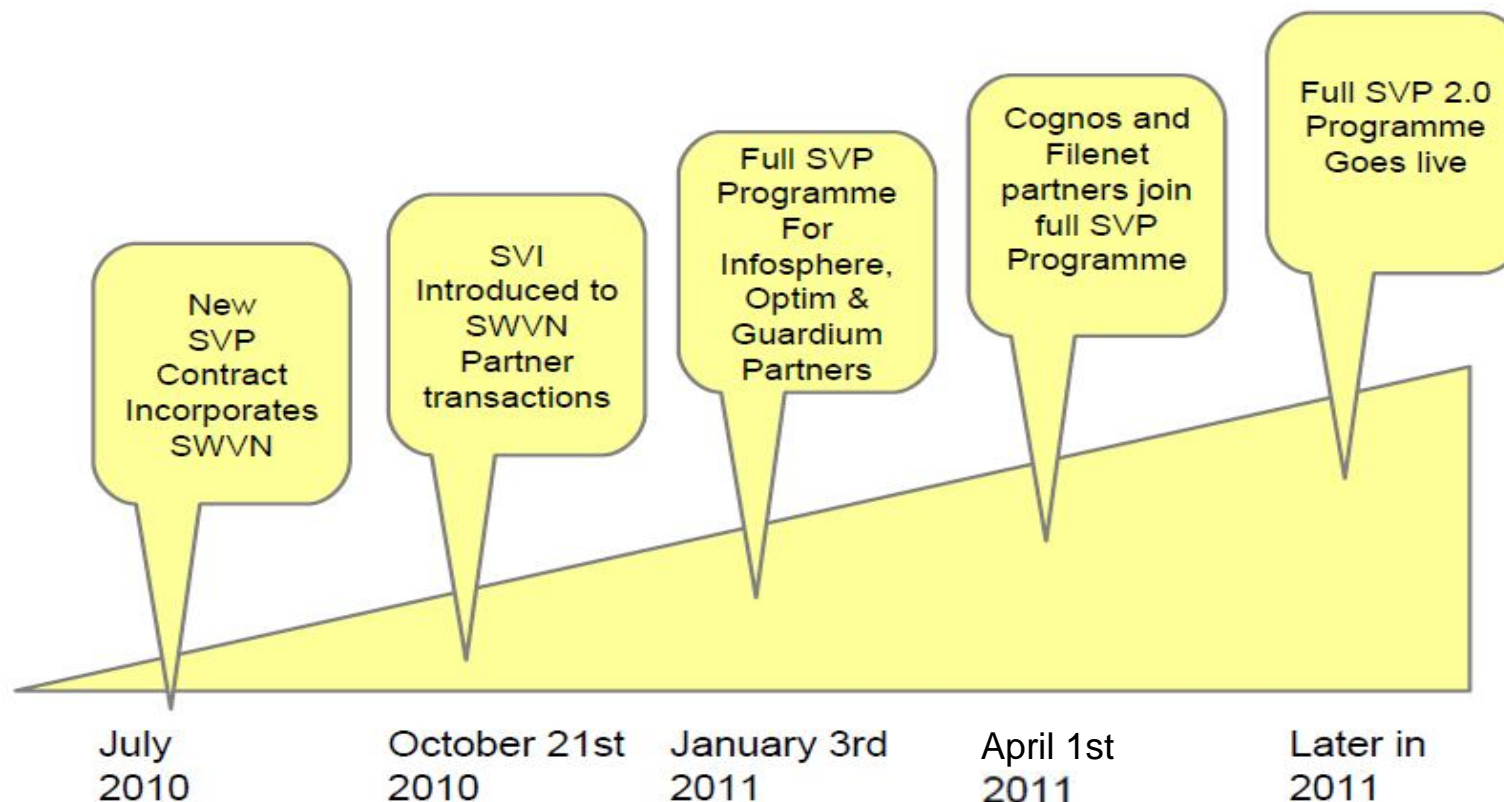
Value Advantage Plus (VAP) moves to SVI Solution reward

Value Advantage Plus for Government moves under SVI process

Moving to Software Value Plus: 2.0

What's new? What's changing?

Software ValueNet and Software Value Plus Authorization come together



Moving to Software Value Plus: 2.0

What's new? What's changing?

Software Value Incentive (SVI) - New Solution rewards:



1. Technology (VAP)



2. Industry



3. Capability

- **Technology:**

- Criteria will stay the same
- Approved VAP solutions will migrate to Technology programme
- VAP solution ID will be Technology Solution ID
- No opportunity registration in GPP required
- Fee

- **Industry & Cross Capability Authorizations:**

- New criteria
- Separate operations guide
- Approved solutions will have a programme specific solution ID
- Request payment via GPP registration
- Fee

Moving to **Software Value Plus: 2.0**

What's new? What's changing?



Value Advantage Plus (VAP) moves to SVI Solution reward

Value Advantage Plus for Government moves under SVI process


- **Technology solution instead of VAP:**
 - Criteria will stay the same
 - Name change
 - Programme application will be through SVP
 - Payment will change from a rebate to a fee.

- **VAP Government:**
 - Criteria will stay the same
 - Name change
 - Programme application will be through SVP
 - Request payment via GPP registration
 - Rebate

SVP Industry Authorization



Initiative for highly industry-skilled software resellers & integrators



SVP Industry Authorization

Requirements	Benefits
Skills	Financial Incentive: 15% to 20% more ²
Industry Solutions	Marketing
Board Review	Industry Framework Assets & Training

- www.ibm.com/partnerworld/svp/ia

Financial Incentive Benefits

Earn more on Industry Solution Sales!

Industry Authorization

Benefits

- SVI Financial Incentive
- Marketing
- Industry Framework Assets & Training

The graphic features a collage of images including a hand holding a credit card, wind turbines, and a classical building facade.

- **Rich Transaction incentive**
 - More than VAP!
 - Can combine with SVI “ID” fee*
- **Earn when you sell your solution**
 - No requirement to fulfill IBM software (applicable only to Commercial Accounts, not Gov’t)
 - Simple claiming process
 - Commercial & Government customers

www.ibm.com/partnerworld/svp/ia

* To earn SVI “identification” fee, a partner must meet terms and conditions of IBM Software Value Incentive

Solution Incentive fees – Commercial Customers (fees)

Commercial Customers		I & A Customer Product Solution		GB LE Customer Product Solution		GB MM Customer Product Solution	
SVI	Identification Sell	5% 5%	5%	10% 10%	10%	10% 10%	10%
	Industry Solution or Capability Solution		20% or 20%		25% or 25%		30% or 30%
Total	Industry Solution or Capability Solution		25% or 25%		35% or 35%		40% or 40%

Plus normal channel discounts

Solution Incentive Rebates – Government Customers (rebates)

Government customers	I & A Customer Product Solution		GB LE Customer Product Solution		GB MM Customer Product Solution	
Industry Solution or Capability Solution		20% or 20%		25% or 25%		30% or 30%
Total						
Industry Solution or Capability Solution		20% or 20%		25% or 25%		30% or 30%

Plus normal channel discounts

Marketing Benefits

Generate New Opportunities!

Industry Authorization

Benefits

- SVI Financial Incentive
- Marketing
- Industry Framework Assets & Training

The graphic features a collage of images including a hand holding a credit card, wind turbines, and a classical building facade.

- **Authorized SVP Industry mark***
 - Distinguishes you from competition
- **Incremental co-marketing funds**
 - Generate new leads
- **Joint Go-to Market planning with Industry Sales**
 - Improved teaming, execution
- **Higher Lead Passing Priority**
 - Business Partner Locator
 - Lead Passing Decision Engine

* Requires additional license agreement

www.ibm.com/partnerworld/svp/ia

Solution Development Benefits

Accelerate Solution Development & Implementation

Industry Authorization

Benefits

- SVI Financial Incentive
- Marketing
- Industry Framework Assets & Training

The graphic features a collage of images including a hand holding a credit card, wind turbines, and a classical building facade.

- Access to IBM Industry Frameworks & Assets*
- Leverage previous successful implementations & reuse assets*
- Start small – grow / enrich your solutions

* Require a License Agreement

Asset Types

- Data models
- Process models
- Requirements models
- Technical Accelerators
- Cognos Blueprints
- Research Assets
- Sales Enablement Assets
- Technical Enablement Assets

www.ibm.com/partnerworld/svp/ia

SVP Authorization Requirement

SVP Authorized

- Must have signed SVP BP Agreement
- Must be SVP Authorized in product groups included in the solution

Industry Authorization



Requirements

SVP Authorized

Skills

Industry Solutions & References

Board Review

Software Value Plus

www.ibm.com/partnerworld/wps/servlet/ContentHandler/svp

Industry Skills Requirement

Industry Skills

- 2 Industry Solution Mastery Tests
- Know relevant IBM Industry Framework & how your solution fits (discussed in Board Review)

Industry Sales Education

Industry virtual summit – Training and Certifications
Midmarket resources - Discover opportunities & sell midmarket industry solutions
Industry Sales Plays – Coming soon

www.ibm.com/partnerworld/wps/servlet/ContentHandler/isv_com_idu_industry_smtests

Industry Frameworks

Leverage IBM Industry Frameworks & Assets to accelerate creation of industry-specific solutions
developerWorks: Industry-specific technical information
IBM Innovation Centers - training and 1-1 guidance from building to selling your solution

www.ibm.com/isv/tech/validation/framework/index.html

Industry Training & Tests:

www.ibm.com/partnerworld/wps/servlet/ContentHandler/isv_com_ind_index

Industry Authorization



Requirements

SVP Authorized

Skills

Industry Solutions & References

Board Review

Industry Solution Requirement

Industry Solution

- Can be a Services Practice or Application
- Aligned to IBM Framework / Strategy :
 - For Applications: must be validated by the Industry Framework Validation process,
 - For Service Practices: must implement part of Industry Framework or extend it
- BP must contribute significant value add to the solution
- IBM software must constitute the majority of the middleware
- Entered in IBM Global Solutions Directory

Examples:

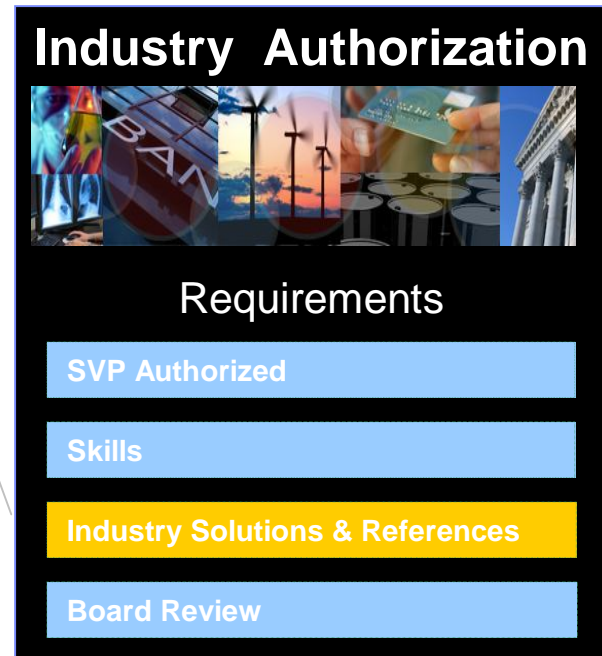
- A Commerce application under the Retail Store and Channels Framework Domain
- A Business Integration practice to support government Tax and Revenue Mgmt
- A Business Analytics practice that solves problems from the Banking Customer Care & Insight Domain

Global Solutions Directory

www.ibm.com/isv/tech/validation/framework/index.html

IBM Industry Frameworks

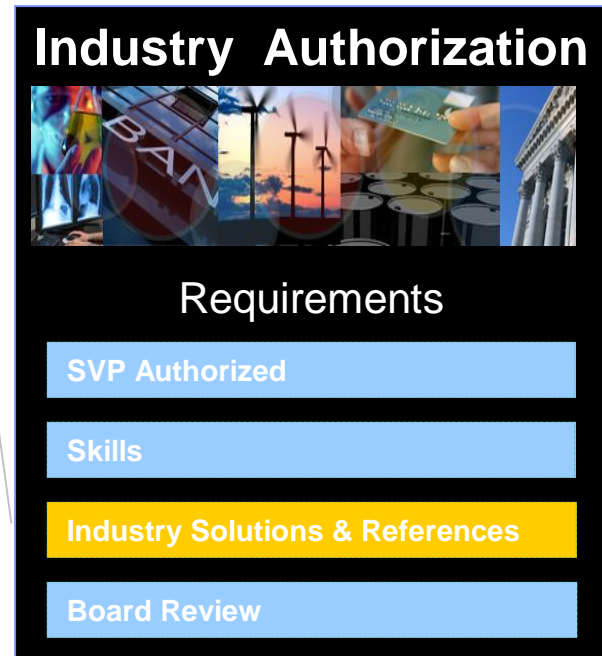
www.ibm.com/isv/tech/validation/framework/index.html



References Requirement

Industry References

- Entered in IBM Global Solutions Directory or Customer Reference Database
- Must be verified (not necessarily public)
- Number of References required:
 - 3 in North America & the European Union
 - 2 elsewhere
- Can be different solutions for the same industry
- Different implementations at 1 customer are separate references
- Up to 3 years old



Global Solutions Directory

www.ibm.com/isv/tech/validation/framework/index.html

Customer Reference Database

www.ibm.com/partnerworld/mem/sell/sel_refs.html

Board Review Requirement

Criteria Evaluated by the Board:

- 1. Solution must be Industry-specific**
- 2. Solution Alignment to Industry Framework / Strategy**
- 3. Industry Leadership documented by**
Industry Papers, Journals, Industry Conference Presentations, Industry Awards, Industry Organization memberships, Industry Blogs, Industry Conference booths, External Industry Certifications, Recognition by Industry Analysts, Conference Booths

Industry Authorization



Requirements

SVP Authorized

Skills

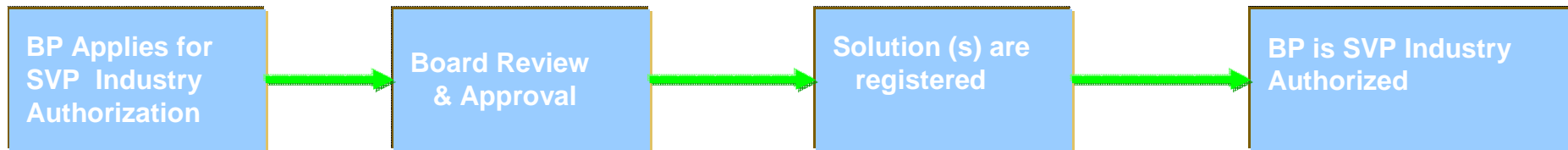
Industry Solutions & References

Board Review

Participants:

- Worldwide Software Business Partners Industry Sales Executive
- Worldwide Software Industry Executive
- Geography Software Industry Solution Sales Leader
- Geography Software Partners Sales Executive
- Geography Software Partners Technical Leader

Industry Authorization – Eligibility & Process



✓ **2 Industry Mastery Tests**

✓ **References**
 (2 outside NA & EU)

✓ **Industry Solution (s)**
 (Specifying associated Product Groups)

✓ **Pre-validation of requirements prior to board review**

✓ **Alignment w/SWG Industry Framework / Strategy**

✓ **Industry Leadership**

✓ **Each Solution is assigned an ID**

✓ **Each Solution specifies Product Groups it may pull.**

✓ **BP must be certified in each Product Group included in the Solution**

✓ **Authorized for:**
 ✓ Influence
 ✓ Resell

✓ **BP is paid on Products sold with the solution.**

✓ **Future up-sells are also eligible**

✓ **Fees for Commercial customers**

✓ **Instant Rebate for Government customers**

Industry Solution Business Partner testimonials

- What Business Partners are saying about IBM Software Value Plus Industry Authorization:

"When customers go for the implementation of new solutions, we've noticed they prefer vendors that are familiar with customers' industry-specific issues. With that in mind, we have been investing in our expertise, enabling us to answer to the market need in the best possible way. IBM Software Value Plus Industry



Authorization is definitely a big step forward in our plan to be recognized as an industry-specific IT service provider. We find the possibility to get assistance from IBM industry experts as a huge asset in our future business engagements. Since CROZ is mostly active in the emerging markets, any information or best practice received from the developed markets is of great value to us!"

— Vjekoslav Jadresic, CEO, CROZ d.o.o.

"We are proud to offer our customers the highest level of service, quality and guarantee. Thanks to de SVP industry authorization initiative"

— José Luis López Santamaría, Private Sector Assistant Manager, Informática El Corte Inglés



"We consider the IBM Software Value Plus Industry Authorization certification a new competitive advantage," said Jim Deters, President of Ascendant Technology. "It provides our business more profitable channel opportunities and an important designation in the marketplace that IBM certifies Ascendant Technology's business acumen in addition to our technical excellence."



— Jim Deters, President, Ascendant Technology

Cross Capabilities

<p>NOW AVAILABLE!</p> <p>Security Authorization</p> <p>\$23B Security opportunity by 2015</p>	<p>STARTING MAY 2011</p> <p>Cloud Authorization</p> <p>\$181B market opportunity</p>	<p>Social Business Authorization</p> <p>\$2B Social Business software market size in 2014</p>
<p>Capability Authorization Benefits</p> <ul style="list-style-type: none"> ■ Authorization Mark ■ Additional SVI incentives: 15% to 20% more ■ Lead passing priority 		

Additional Capability Authorizations under consideration

- Business Process Management
- Information Integration
- Master Data Management
- Business Analytics
- Enterprise Content Management

Specific announcements when available

Cross Capabilities – SVP Security Authorization



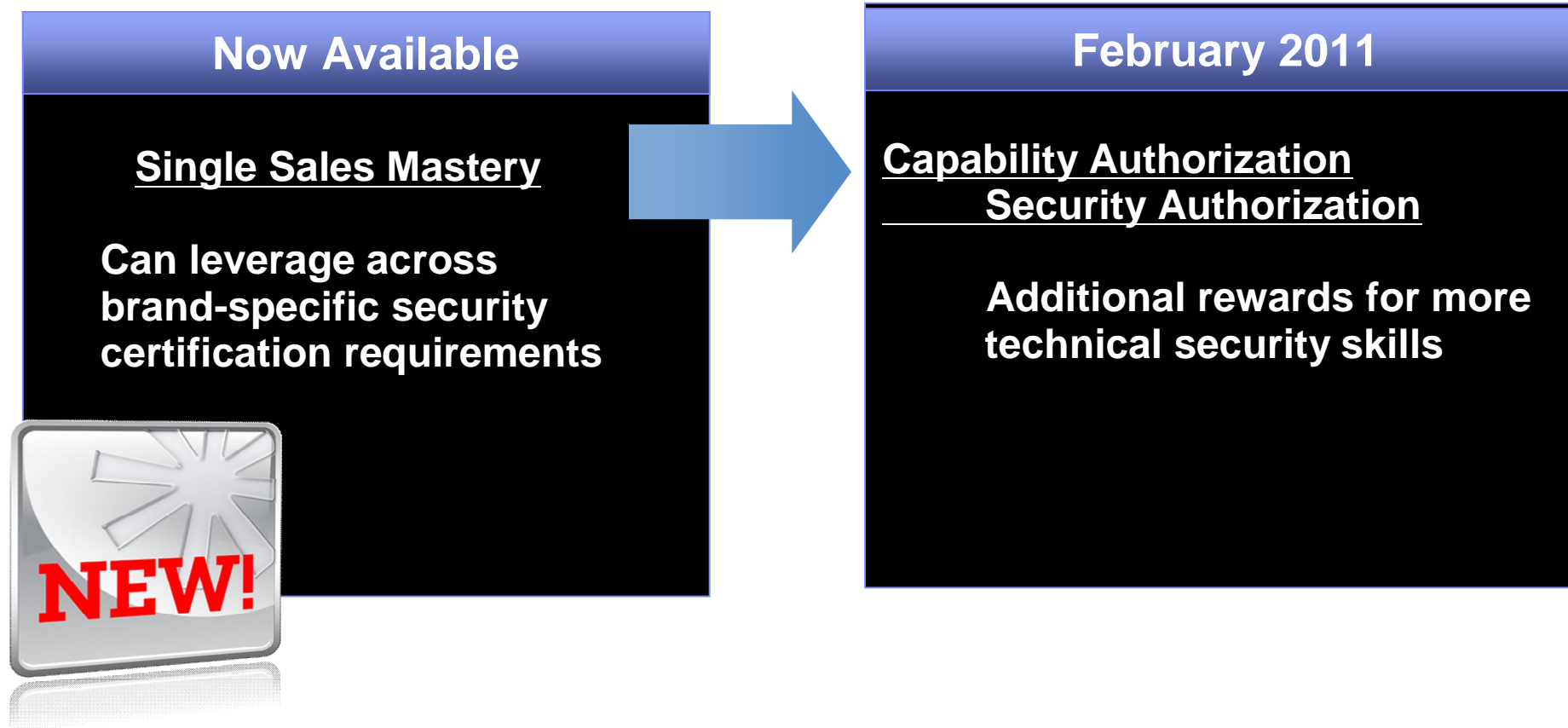
- Ability to sell broad range of IBM Security solutions
- Recognition for Security expertise
- Increase value to your business with Security products

IBM Security Solutions from:
InfoSphere, Optim/Guardium
IBM Internet Security Systems
Rational
Tivoli
WebSphere



SVP Security Authorization

Consistent way to sell our Security solutions!



https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/swg_com_sfw_svp_cc_cert

Announcing SVP Security Authorization

Steps to Become Security Authorization



1. Pass Security Solution Sales Mastery



2. Pass Security Certification (new Super Cert title)
or the required Technical Certifications Tests (all 5 product
groups—one person or several)



3. Security solution must include products from two of the five
product groups. BP Services must be at least 20% of total price.



4. Client References:
3 in NA and European Union
2 elsewhere



5. Enroll



IBM Security Solutions from:

IBM Internet Security Solutions,
Infosphere, Rational,
Tivoli Security
& Websphere DataPower

Announcing SVP Security Authorization

Business Partner Benefits



Potential to sell broad range of IBM Security solutions which allows resell authorization in the 5 product groups with one technical certification



Additional SVI incentives



Joint Planning with Security Sales Team



SVP Security Authorization mark



Security Lead Passing Priority

IBM Security Solutions from:

IBM Internet Security Solutions,
Infosphere, Rational,
Tivoli Security
& Websphere DataPower



Capabilities - Security Authorization

Security Technical Certification

Tivoli Security: Complete One of the following:

- Test 000-003 - Fundamentals of Applying Tivoli Security and Compliance Management Solutions V2
- Test 000-006 - IBM Tivoli Identity Manager V5.1 Implementation
- Test 000-020 - IBM Tivoli Access Manager for Enterprise Single Sign-On V8.0.1 Implementation
- Test 000-891 - IBM Tivoli Federated Identity Manager V6.1 Implementation
- Test 000-928 - IBM Tivoli Directory Server V6.1 Implementation
- Test 000-936 - IBM Tivoli Access Manager for e-business V6.1 Implementation

Infosphere Optim: Complete one of the following:

- Test M75 - IBM InfoSphere Guardium Technical Mastery Test v1
- Test M77 - IBM Information Management Optim Technical Mastery v2

ISS

- Test 000-533 - IBM Security SiteProtector Systems V2.0 SP8.1

WebSphere DataPower

- Test 000-378 - IBM WebSphere DataPower SOA Appliances, Firmware V3.7.3

Rational

- Test 000-139 - AppScan Standard Edition

* Being finalized with all the Brands

Topics

1. Which new opportunities do we have in 2011?

- Software Value Plus
- Industry Authorization
- Security Authorization

2. What will we check with the next Software Value Plus revalidation?

- 10 % rule
- Reseller Authorization Dashboard

3. When does a Business Partner use Global Partner Portal?

4. What earning potential have Business Partners with the Sales Programmes?

- Existing programmes
- New programmes

5. Where to go for information and support?

Software Value Plus Compliance



- Next revalidation will start in March
- Reviewing compliance to the 10% value revenue rule, PartnerPlan and SVI/ VAP eligibility.
 - For the Software Value Plus Product Groups for which Business Partners are approved, they must meet or exceed a minimum value-add revenue percentage (10%) of their total eligible revenue for their approved Product Groups. If a BP fails the 10% value revenue check across all approved Product Groups, each approved Product Group will be checked individually. **Review period; 25 Jan 2010 – 31 December 2010**
- Simplified SVP compliance for the 10 % rule:
 - **Waivers**
 - Business Partners with less than \$200K in total annual revenue across all Product Groups have a waiver for value add revenue compliance checking.
 - **Refined value add revenue equation –**
 - The 10% value revenue check is now calculated on total revenue across all approved Product Groups
 - **Only SVI-eligible and Value Advantage Plus revenue will be taken into account, excluding:**
 - Government revenue
 - Small deals revenue too small to qualify for SVI (< 4,5 K Euros).
 - Renewals revenue

Numerator: All SVI (paid) and VAP revenue

Denominator: All new licence revenue excluding revenue not eligible for SVI or VAP

Reseller Authorization Dashboard



The tool to review if a Business Partner is meeting the criteria for Reseller Authorisation in Software Value Plus:

United States [change]

PartnerWorld [dropdown] Search

Home Business solutions IT services Products Support & downloads My IBM

Welcome Mrs. Maryska Marinus [Not you?] [IBM Sign out]

IBM PartnerWorld > Products >

Authorization Readiness Dashboard

Description

Powered by IBM Cognos, the Authorization Readiness Dashboard provides IBM Business Partners their current status on Software Value Plus authorization requirements. IBM Business Partners are able to view their IBM certifications, VAP solution(s), revenue attainment and agreement status all in one place; making business planning and decision making easier.

The Authorization Readiness Dashboard is available to Authorized Profile Administrators (APAs) for the headquarters location of IBM Business Partner companies who are approved in Software Value Incentive (SVI) with at least one approved Product Group, or approved for at least one solution in Value Advantage Plus (VAP).

For more information about Authorization to sell IBM Software, please see [Software Value Plus](#).

Welcome

- Update your profile
- Find a Business Partner
- Find a solution

We're here to help

Contact us

For legal confidentiality reasons the distributor has not the same detailed information as the BP.

Topics

1. Which new opportunities do we have in 2011?

- Software Value Plus
- Industry Authorization
- Security Authorization

2. What will we check with the next Software Value Plus revalidation?

- 10 % rule
- Reseller Authorization Dashboard

3. When does a Business Partner use Global Partner Portal?

4. What earning potential have Business Partners with the Sales Programmes?

- Existing programmes
- New programmes

5. Where to go for information and support?

What is Global Partner Portal?



- **Global Partner Portal - OM is:**

- designed for IBM Business Partners to engage IBM in opportunity management and incentive claiming for specific IBM-supported programs.
- available to all types of IBM Business Partners (Tier 1, Tier 2, and Distributors) who manage opportunities for IBM software, hardware, and services and participate in progressing them to closure.

https://www-304.ibm.com/jct01005c/partnerworld/mem/sell/sel_gpp_access.html

Global Partner Portal capabilities



- **Opportunity Management (OM)**

- Global Partner Portal – OM allows Business Partners to create and manage opportunities in a single place and provides the ability for the passing of leads between IBM and Business Partners.

- **Software Value Incentive (SVI)**

- SVI enhances the earning potential for Business Partners by rewarding you for opportunity identification and high value selling, whether or not you provide software fulfillment. Designed based on feedback from Business Partners worldwide, SVI is available to multiple partner types working with either GB or enterprise customers.
- **Double SVI incentives can be earned when registered in GPP**

- **Bid Certification Center (BCC) North America only**

- This bid certification tool simplifies the bid-certification process. IBM Business Partners in North America can electronically store information, communicate, and respond to special bid certification reviews. By directly linking to the IBM certification team, BCC saves time and allows you to continue to drive revenue.

- **Value Advantage Plus for Government (VAP G) not mentioned on GPP site**

- To manage the opportunities to rebate earning.

- **Industry & Security Authorization not mentioned on GPP site**

- To request fee payments for closed opportunities.

GPP access



- Business Partners must first enroll to participate in Opportunity Management or the Incentive programmes before they are enabled to use the appropriate Global Partner Portal functions.
- Participation in OM without SVI, VAP Government, Industry/Security Authorization is by invitation only at this time.
 - Enroll in:
 - Opportunity Management (OM) (by invitation only)
 - Software Value Incentive (SVI)
 - Value Advantage Plus for Government (VAP G)
 - Industry Authorization
 - Security Authorization
- **Note:** If you have not been invited to sign-up for Opportunity Management but have been approved to participate in Software Value Incentive (SVI) or Value Advantage Plus for Government, you will have access to the Opportunity Management function but **not to IBM lead passing**. You can continue to use your existing Opportunity Management until you are invited to participate in Global Partner Portal Opportunity Management

GPP education



https://www-304.ibm.com/jct01005c/partnerworld/mem/sell/sel_gpp_access.html

Global Partner Portal

Opportunity management



To access Global Partner Portal education in your preferred language and for your job role, select your language, select your role, and then click **Go**.

Note(s):

- For incentive registration, see the OM Sales Rep and Oppty Focal Point roles.
- BCC is available in North America only.

The **Administrator** is responsible for creating positions and adding users. The Administrator also initiates the process to terminate employee access to Global Partner Portal. The Administrator initiates collaboration with other Business Partner firms.

Access [Administrator education](#) in the Global Partner Portal



GPP education topics



The tasks to reinforce the knowledge required to function successfully in this role are provided below. Thoroughly review the overview and opportunities information and the role-specific tasks along with simulations, where provided. To return to this page after reviewing a topic, click the **Back** browser button.

- [Global Partner Portal overview](#)
- [Working with opportunities](#)
- [Administrator tasks](#)
- [Administrator additional resources](#)
- [What's new for....](#)

How to...

- **View a simulation** - A video clip icon () indicates that a simulation is available. Click the topic link, review the steps, scroll to the bottom of the window, and click the simulation icon ().
- **Print a topic** - Left-click the hyperlinked topic, then right-click and select **Print**.

Global Partner Portal overview

Before starting to work in Global Partner Portal, it is important to gain an overall understanding of the application as well as some basic navigation strategies. So, before continuing, review the overview topics:

- [What is Global Partner Portal?](#)
- [Accessing Global Partner Portal](#)
- [Setting your personal profile](#)
- [Arranging the columns in your workspace](#)
- [Navigation elements](#)

GPP education webinars



Geography-specific training

Europe

Schedule
 Presentation

GPP Opportunity Management Education Schedule for 2011 - Please join the conference 15 minutes prior to start							
JANUARY		Monday January 17	Tuesday January 18	Wednesday January 19	Thursday January 20	Friday January 21	Wednesday January 19
	Time - UK time	09.00 - 10.00	09.00 - 10.00	09.00 - 10.00	09.00 - 10.00	09.00 - 10.00	13.00 - 14.00
	Time - Central Europe Time	10.00 - 11.00	10.00 - 11.00	10.00 - 11.00	10.00 - 11.00	10.00 - 11.00	14.00 - 15.00
	Time - Eastern Europe Time						
Language	Français	English	Deutsch	Espanol	Italiano	Turkish	
FEBRUARY		Friday February 11	Monday February 14	Wednesday February 16	Thursday February 17	Monday February 21	Tuesday February 15
	Time - UK time	09.00 - 10.00	13.00 - 14.00	13.00 - 14.00	13.00 - 14.00	09.00 - 10.00	09.00 - 10.00
	Time - Central Europe Time	10.00 - 11.00	14.00 - 15.00	14.00 - 15.00	14.00 - 15.00	10.00 - 11.00	10.00 - 11.00
	Time - Eastern Europe Time						
Language	Français	Italiano	English	Deutsch	Espanol	Turkish	



Global Partner Portal

Opportunity Management Training



Topics

1. Global Partner Portal overview
2. Home page and message of the day
3. Creating a new opportunity
4. Progressing your opportunity
5. Working with opportunity pipeline
6. Adding a marketing campaign
7. Closing an opportunity
8. Interfacing with IBM's CRM system
9. Where to find help

GPP education for SVI



<http://www.ibm.com/partnerworld/softwarevalueincentive>

Software Value Incentive

Overview	Apply	Register deals	Resources
Learn about	Guides and agreements	Contacts	Authorization

Learn more about Software Value Incentive

[Show descriptions](#) | [Hide descriptions](#)

→ [Europe, Middle East, Africa - Software Value Incentive fee claiming hints and tips](#)

Software Value Incentive fee claiming hints and tips

Europe, Middle East, Africa

To be able to claim SVI fees, you must manage your opportunities in the GPP from the initial registration of an opportunity to the request for payment. To support you with this activity we have provided an enhanced presentation that covers all the required steps - helpful hints and tips, plus GPP screenshots for guidance.

- [English language-version \(PDF, 2.0MB\)](#)
- [French language-version \(PDF, 1.9MB\)](#)
- [German language-version \(PDF, 2.3MB\)](#)
- [Italian language-version \(PDF, 2.0MB\)](#)
- [Polish language-version \(PDF, 2.1MB\)](#)
- [Russian language-version \(PDF, 2.0MB\)](#)
- [Spanish language-version \(PDF, 1.8MB\)](#)

GPP education for SVI: presentation



Topics

- **Setting up a new User in GPP** Slide 3
- **List of positions in GPP** Slide 4
- **Setting the Time Zone in GPP** Slides 5-7
- **Arranging columns in GPP** Slides 8-9
- **Creating Opportunities in GPP** Slides 10 – 52
 - ▶ Adding the opportunity description and sales stage Slide 21
 - ▶ Adding the revenue and brand Slides 22 - 27
 - ▶ Finding the eligible Part Numbers Slide 28
 - ▶ Saving and restricting the opportunity Slides 29 – 35
 - ▶ Adding customer information to the opportunity Slides 36 – 41
 - ▶ Adding the BANT to the opportunity Slides 42 – 45
 - ▶ Submitting the opportunity Slides 46 – 49
 - ▶ Adding users to the sales team of the opportunity Slides 50 – 55
- **Requesting Payment in GPP** Slides 56-68
 - ▶ Updating Revenue Sales Stage and Passport Advantage agreement Slide 58
 - ▶ Updating Invoice date, Fulfulment and Sales Order number Slide 59
 - ▶ Attaching Sales Documents Slide 60-63
 - ▶ How to find the Sales Order number Slides 64 - 67
 - ▶ Submitting the opportunity for payment Slide 68
- **Extension requests** Slides 69- 72
- **Reports** Slides 73 – 78
- **Certifications and Approved product groups** Slide 79
- **Further Information & help** Slide 80

GPP education for VAP Government: presentation



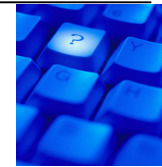
Topics in this presentation

Topics in black are the same steps as per SVI / topics in green are steps for Value Advantage Plus for Government Sales only

- Creating Opportunities in GPP
 - ▶ Adding the opportunity description and sales stage Slides 3 - 13
 - ▶ Adding the revenue and brand Slide 14
 - ▶ Updating the opportunity probability Slides 15 - 20
 - ▶ Updating the opportunity source Slide 21
 - ▶ Adding users to the sales team of the opportunity Slides 22 - 23
 - ▶ Saving and restricting the opportunity Slides 24 - 26
 - ▶ Adding customer information to the opportunity Slides 27 - 31
 - ▶ Adding customer information to the opportunity Slides 32 - 37
 - ▶ **Creating Opportunity Registration Record for Value Advantage Plus for Government Sales Slides 38 - 40**
 - ▶ **Adding the BANT to the opportunity Slides 41 - 45**
 - ▶ **How to check that the opportunity Registration Record has been correctly submitted Slide 46 - 47**
- **Opportunity Status Slide 48**
- **Post Sales Process Slides 49 - 51**
- **Opportunity expiration for Value Advantage Plus for Government Sales Slide 52**

The presentation is on the VAP website.

GPP Help



- Global Partner Portal Help is available from the following resources:
 - Global Partner Portal Online Help. Click the Help link in the Global Partner Portal application to access Online Help.
 - [Contact PartnerWorld Contact Services](#). This help desk services all Global Partner Portal initiatives including SVI, BCC, and OM.

The screenshot shows the IBM PartnerWorld website interface. At the top, there is a navigation bar with links for Home, Solutions, Services, Products, Support & downloads, and My IBM. A search bar is also present. The main content area is titled 'Contact PartnerWorld' and features a form to select a country/region. A sidebar on the left contains a list of services and membership options, including 'Join now', 'Frequently asked questions', and 'Site map'. A 'Remember this choice' checkbox is also visible.

emeapw@uk.ibm.com

Easy ways to get the answers you need.

- PartnerWorld Contact Services
- E-mail us

Please quote the following ID:
UNIQUE_ID

Topics

1. Which new opportunities do we have in 2011?

- Software Value Plus
- Industry Authorization
- Security Authorization

2. What will we check with the next Software Value Plus revalidation?

- 10 % rule
- Reseller Authorization Dashboard

3. When does a Business Partner use Global Partner Portal?

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- Existing programmes
- New programmes

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Margins with the Sales Programmes



Discount Type	IA	GB- LE	GB - MM	Possible incentives:
Rebates on agreement with VAD:				
Fulfilment Rebate	A%	A%	A%	A
GB Rebate	B%	B%	B%	B
Support Provider rebate	C%	C%	C%	C
VAP Solution Rebate	D%	D%	D%	D
Fees directly to BP:				
SVI Identify fee	5%	10%	10%	E (2x for competitive)
SVI Sell fee	5%	10%	10%	F (2x for competitive)
Industry or Security Authorization fee	20%	25%	30%	G
Total rebate & fee:				
Influencer	10%	20%	20%	E + F
Reseller	A+B+10%	A+B+20%	A+B+20%	A + B + E + F
Support provider	A+B+C+10%	A+B+C+20%	A+B+C+20%	A + B + C + E + F
Solution provider VAP	A+B+D+5%	A+B+D+10%	A+B+D+10%	A + B + D + E
Solution provider Industry or Capability	A+B+25%	A+B+35%	A+B+40%	A + B + E + G
Solution provider Industry or Capability & Support Provider	A+B+C+25%	A+B+C+35%	A+B+C+40%	A + B + C + E + G

N.B.: Rebates (A,B,C,D) on agreement with VAD.

Double SVI not for Industry & Capability Authorization

Up to double (2x) SVI Competitive Incentive



2010 Q2 Playbook of Eligible
SWG Oracle Sales Plays for BPs
IM ~ WS ~ Tivoli ~ Lotus
~ Rational ~ Cognos

2010 Q3 More Brands!
New plays from Rational and Cognos and more
Competitors! Sybase (IM), HP (Rational),
Sun/JCAPs (AIM)

2011 Expansion More Plays and More opportunities to WIN!



Lotus vs. Microsoft

- WebSphere Portal, IBM Accelerators for WS Portal, IBM Mashup Center, Lotus Notes Domino, Domino Express, Lotus SameTime, Lotus Quickr and Connections



WebSphere vs. TmaxSoft



Addition: Rational AppScan vs. HP

[IBM Software Competitive Sales Plays](#)
PartnerWorld Enhancements LIVE January 30, 2011

IBM SWG Competitive Sales Plays for Business Partners

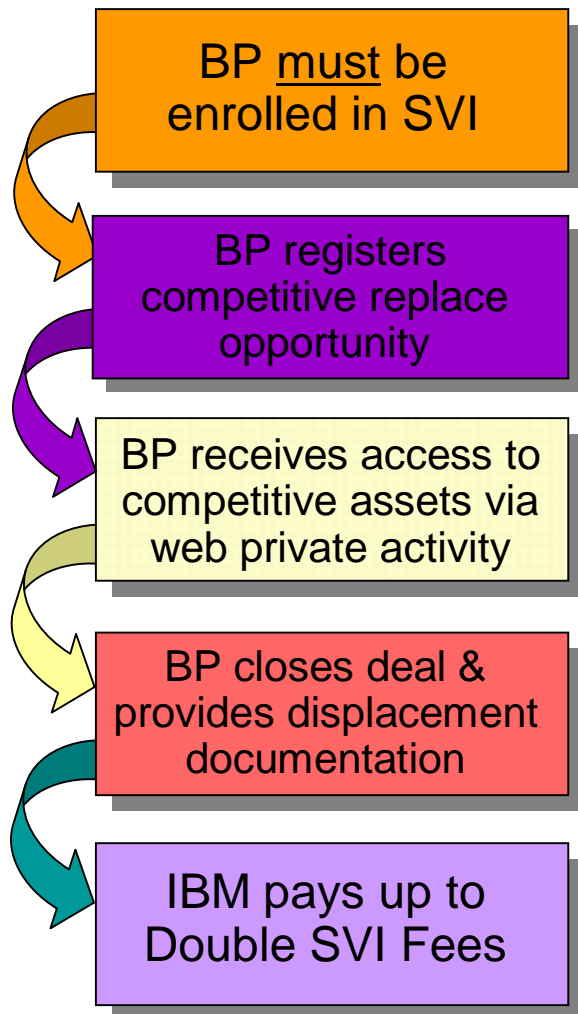


Solutions	Play	Target Clients	Lead Offerings*
Business Analytics	BI Led Performance Management Summary	Oracle customers with Discoverer, PeopleSoft Customers, XML Publisher customers, and OBIEE Plus customers.	Cognos 8 BI
Business Analytics	Planning Led Performance Management Summary	Customers who have large, complex budgeting processes, spending more time creating budgets than analyzing. Oracle customers owning Hyperion Enterprise, Pillar, Brio and Essbase.	Cognos TM1 Cognos 8 Planning
Application Infrastructure and Middleware	DeFuse Oracle	Target Oracle clients running BEA WebLogic Server faced with new contracts for software & subscription renewal or uncertain of Oracle's support plans.	WebSphere App Server WebSphere Process Server WebSphere Service Registry & Repository WebSphere BPM WebSphere Transformation Extender WebSphere Message Broker
Application Infrastructure and Middleware	TmaxSoft	Target TmaxSoft clients running TmaxSoft's Java EE certified application server, ProFrame, faced with support issues, feature requirements or uncertain of TmaxSoft's support plans.	WebSphere App Server WebSphere Process Server WebSphere BPM WebSphere Transformation Extender WebSphere Message Broker
Enterprise Data Management	Data Warehousing for Business Insight	Target Oracle, Oracle Exadata / competitive Warehouse clients needing a scalable, cost effective, rapidly deployable analytics system	InfoSphere Balanced Warehouse
Data Management Innovations	Manage Data Over its Lifetime	Target Sybase ASE and Oracle customers with DB2's fast, straight forward migration capabilities for these competitive databases. Migrated Sybase ASE & Oracle customers can enjoy significant cost savings from DB2 compression, autonomic capabilities and industry leading performance capability. Target clients running SAP on Oracle/Sun who can save 30% or more from storage infrastructure costs and enjoy upwards of 40% better performance	DB2 Storage Optimization Informix Workgroup & Enterprise
Rational	Reduce Your Cost of Quality	HP customers who are unhappy with their overall return on investment on HP-Mercury software, i.e., the high maintenance cost with diminished levels of support.	Rational Quality Manager, Rational Requirements Composer, DOORS, Rational Functional Tester, Rational Performance Tester, AppScan, Rational Purify Plus
Security	Identity and Access Assurance	Sun Identity and Access Management customers uncertain about the future of Oracle's commitment due to portfolio redundancy.	Tivoli Identity Manager Tivoli Access Manager

Solutions	Play	Target Clients	Lead Offerings*
Lotus - Portal	IBM WebSphere Portal and Application Server: The Winning Combo!	Customers facing difficult choices when looking at maintaining and extending their investment in the various Oracle portal offerings, including Oracle WebLogic, WebCenter, Glassfish	IBM WebSphere Portal, IBM Accelerators for WebSphere Portal, IBM Mashup Center
Lotus - Portal	Drive Client Growth through Exceptional Web Experience	Customers facing difficult choices when looking at their investment in the various Microsoft portal and social, cloud and mobile offerings, including Microsoft SharePoint 2010 and Microsoft Office SharePoint Server (MOSS) 2007	IBM WebSphere Portal, IBM Accelerators for WebSphere Portal, IBM Mashup Center
Lotus - Messaging & Collaboration	Upgrade, Save & Extend	Customers needing to significantly reduce server and storage costs while not sacrificing deployment options, device support, scalability and security over Microsoft Exchange.	IBM Lotus /Domino. Also optional advanced collaboration capabilities.
Social Software, Unified Communications	Replace Oracle Portal offerings with WebSphere Portal & Application Server	Customers needing to improve how they create, use and share information in order to drive innovation and competitive differentiation over Microsoft offerings	Lotus Connections, Lotus Quickr, Lotus Sametime

* Lead Offerings includes products eligible for the SWI Competitive Incentive. Plays on PartnerWorld may include other products and cross-sell opportunities.

SVI Competitive Incentive: How Does it Work?



1. BP obtains certifications and enrolls in SVI program
2. BP submits competitive replace opportunity with BANT & **Equivalency forms & applies a category and value code** in GPP
3. BP receives access to additional competitive assets via private web activity (optional participation for BPs)
4. BP closes/proves competitive replace by **documenting two way communication** with one of:
 - Migration proposal,**
 - Competitor vs. IBM ROI analysis or**
 - Business Value Assessment**
5. BP achieves full double (2X) incentive by providing customer commitment to **external reference**.
 - Example: - 40% SVI for GB ID/Sell with reference
 - 32% for GB ID/Sell without reference

Register Competitive Replace SVI Opportunity



BP registers competitive replace opportunity



Designate as a displacement deal in GPP



On the “Categories” tab...

The screenshot shows the IBM software interface for registering an opportunity. The main window displays a list of categories under the heading "Category" and "Description". The "DISPLACE: Competitive Displacement" category is highlighted. A blue box highlights the "Categories" tab in the bottom navigation bar. A pop-up window is open, showing a list of values for the selected category. The "DISPLACE: Competitive Displacement" value is highlighted in the pop-up. A blue box highlights the "OK" button in the pop-up window.

Category	Description
BLUERAZR:Project Blue Razor	
BP:Business Partner	
CISO:Cross IBM Stack Offerings	
DISPLACE: Competitive Displacement	
ECOSTIMR:Economic Stimulus Recovery Imperatives	
GTSSI:GTS Sales Initiatives	
HCPROV:Healthcare Provider	
SMARTRPL:Smarter Planet Imperatives	
SVRSI:Systems Sales Initiatives	

Category	Value
DISPLACE: Competitive Displacement	HP:HP Competitive Displacement
DISPLACE: Competitive Displacement	MICROSOFT:Microsoft Competitive Displacement
DISPLACE: Competitive Displacement	ORACLE:Oracle Competitive Displacement
DISPLACE: Competitive Displacement	SYBASE:SYBASE Competitive Displacement

On the resulting pop-up, select the “DISPLACE: Competitive Displacement” category, then click “OK”

Select whichever value is appropriate for this opportunity from this list and then click “OK”. If your Competitor is TmaxSoft use ORACLE.

Cash collection!



IBM pays up to Double SVI Fees

	Sell Only	Identify and Sell
Enterprise End User		
BP Claims: With Customer Reference	5% standard SVI fee	10% standard SVI fee
	5% incremental competitive incentive	10% incremental competitive incentive
	10% SVI Fees Total	20% SVI Fees Total
General Business End User		
	10% standard SVI fee	20% standard SVI fee
	10% incremental competitive incentive	20% incremental competitive incentive
	20% SVI fees Total	40% SVI Fees Total <i>Largest</i>
Enterprise End User		
BP Claims: Without Customer Reference	5% standard SVI fee	10% standard SVI fee
	3% incremental competitive incentive <i>Smallest</i>	6% incremental competitive incentive
	8% SVI Fees Total	Total 16% SVI Fees
General Business End User		
	10% standard SVI fee	20% standard SVI fee
	6% incremental competitive incentive	12% incremental competitive incentive
	16% SVI fees Total	32% SVI Fees

- BPs not required to fulfill, but direct proposal cannot use competitive trade up part numbers
 - Reference claims require communication from & contact information for committed end-user
 - Payment for eligible IBM brand part numbers mapped to *equivalent* competitive products
- Example: 10 IBM licenses replace 8 competitive equivalent licenses. Result: Incremental SVI paid 8 licenses

SVI payments and brand families

Important actions to earn the SVI fee:

- Always check the **SVI eligible partnumber list** for the correct brandfamily:
 - use the list which is **valid** when submitting the opportunity
- Opportunities **created by IBM** and transferred to the BP should be:
 - checked for the correct brandfamily in the SVI partnumber list
 - adjusted in case of a incorrect brandfamily before submitting for SVI eligibility
- **Please be aware that it is easy to make an error selecting an 'authorised' or an 'open' brandfamily**
 - check carefully in the eligible partnumber list which brandfamily to select

Deciding the brandfamily easier starting 14 February 2010:

- The IBM Distributed Software Pricebooks will be updated to further support our Software Value Incentives.
 - The new field being added is the part number's "**Brand Family**".
 - This field is used in Business Partner incentives that utilize IBM's Global Partner Portal (GPP).
 - The new field description is called: "**Brand family for business partner incentives**"To
- This will better enable the Business Partner to correctly include the Brand Family in the Global Partner Portal opportunity for the products they are selling to the end user customer.

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Support for the Sales Programs

Software Value Incentive:

SVI Admin Team/Dublin: EMEASVI@ie.ibm.com

GPP & SVI Admin Team/Greenock: sviprm@uk.ibm.com

SVI Website: <http://www.ibm.com/partnerworld/softwarevalueincentive>

Value Advantage Plus & Value Advantage Plus for Government:

VAP operations contact: EMEAVAP@uk.ibm.com

new VAP compliance contact: ibmcompliance@sk.ibm.com

VAP Website: <http://www.ibm.com/partnerworld/valueadvantageplus>

Software Value Plus

Software Value Plus Website: <http://www.ibm.com/partnerworld/softwarevalueplus>

Operations: EMEACD@IE.IBM.COM

Dashboard landing page for Business Partners: www.ibm.com/partnerworld/page/pw_com_authorization_readiness_dashboard

SVI, VAP, VAP Government, SVP, Industry & Security Authorization

PartnerWorld Support Centre: emeapw@uk.ibm.com

Industry Authorization website: www.ibm.com/partnerworld/svp/ia

Global Solutions Directory: www.ibm.com/isv/tech/validation/framework/index.html

Customer reference database: www.ibm.com/partnerworld/mem/sell/sel_refs.html

Security Authorization certifications: https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/swg_com_sfw_svp_cc_cert

Sales Representatives or Subject Matter Experts

Questions?



Thank you!

Success!