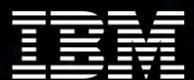


IBM Software Group Business Partner Advisory Board

Driving Growth and Delivering Value: Business Partner Marketing Resources From IBM

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WW SWG Channel Marketing
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IBM Software Business Partner Priorities

1 Deliver Great Client Value

2 Drive Incremental Growth

3 Focus on Solutions

4 Embrace New Infrastructure Models

5 Business Partner Success

**Business
Partners**

Marketing Strategies

Using Business Partner Marketing Resources from IBM

1 Deliver Great Client Value

- Maximize the Web
- Social Media and Marketing
- Loyalty programs

2 Drive Incremental Growth

- Events
- Multi Touch Marketing
- Grow Your Business Tool

3 Partner For Success

- PartnerWorld Portal
- Enhanced benefits



**Business
Partners**

Deliver Client Value: Make The Web Work For You

- **Optimize your website for search**
 - Choose a website title and text that reflects what people are looking for, not what you think you offer
 - Adopt an 'always on' strategy
- **Utilize social media sites**
- **Use syndicated sites**
 - Write a thought leadership article
- **Keep your existing customers in mind**

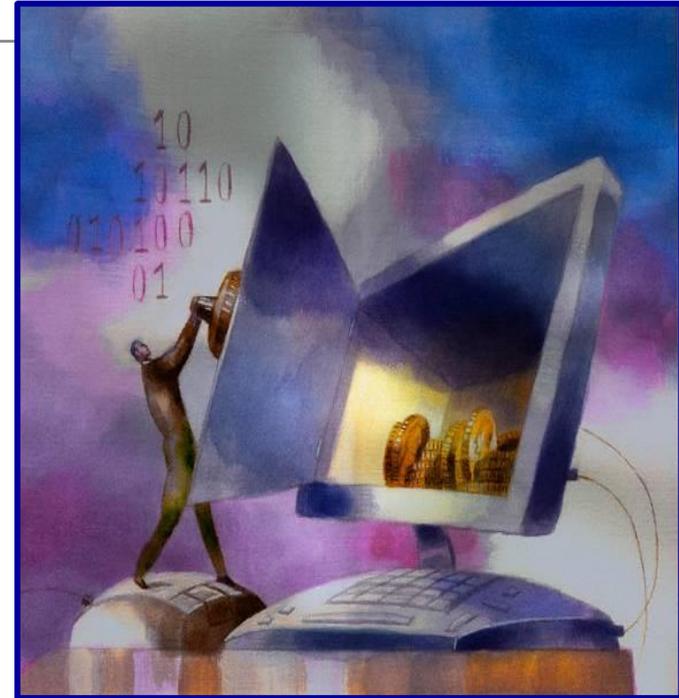


CURRENT REALITY:

Companies need to balance search engine optimization techniques with paid listing to get the widest possible audience to a site.*

Deliver Client Value : Drive Leads Via the Web

- **Online marketing**
 - More affordable
 - More effective
- **You can target your customers more effectively**
- **Part of a multitouch strategy**
- **Compelling offers drive registrations**
 - Quick follow-up
- **Save time and money by delivering seminars over the web**



CURRENT REALITY:

Online marketing can be very advantageous, especially for cash-conscious companies, including more efficient advertising and higher ROI.*

*eMarketer: April 2009

Deliver Client Value : How We Can Help

Search engine optimization

What it is: A consultation with leading experts that can help you position your Web site to get optimal hits from the top search engines

Why you need it: You get ways to drive increased traffic to your site *and* ways to identify and capture leads who come to your site. These are prospects who are *already* looking for you!

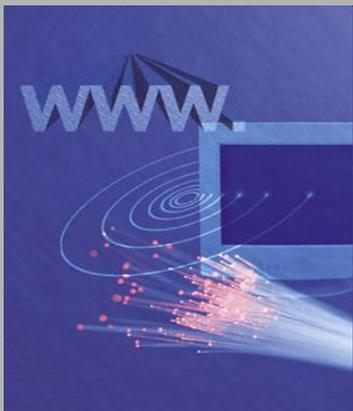


Enhanced

Web content syndication

What it is: A way to refresh your existing Web site with complete, compelling IBM product information customized to your needs

Why you need it: You can automatically refresh content and transform your site into a powerful sales tool. And since the updates are automatic, you free up people and resources for other projects!



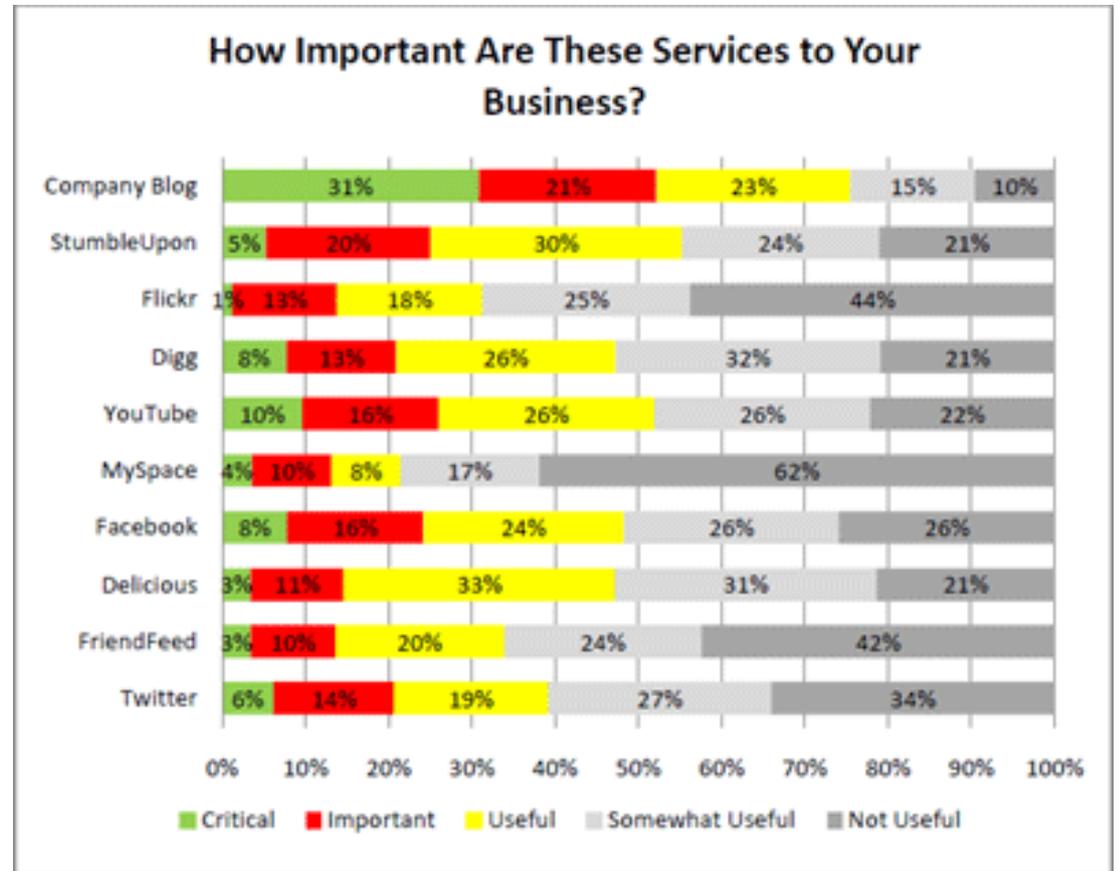
Enhanced

Deliver Client Value: The Importance of Blogging

Blogging is currently viewed as the most important lead generation channel as compared to other social media, with 75 % of those that have tried blogging saying it is "useful" or better.

Other social media that is considered useful or better includes

- StumbleUpon (55%)
- YouTube (52%)
- Facebook (48%)
- Delicious (47%)
- Digg (47%)
- MySpace was thought as being the least useful (22%).



Source "The State of Inbound Marketing"

Deliver Client Value: Social Networking Community

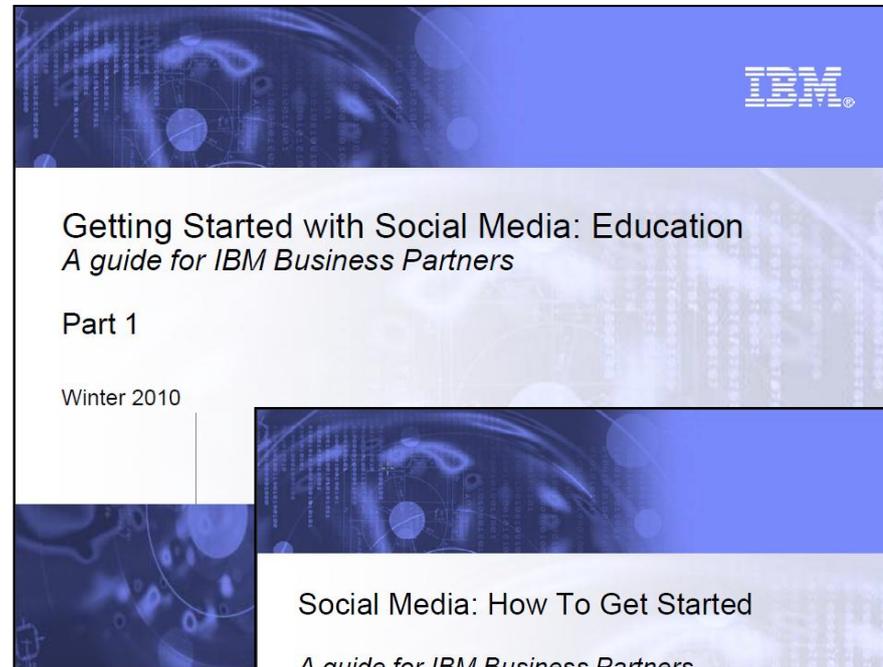
InfoBOOM! Targeted to CIOs and IT professionals in mid-sized businesses

- A forum to promote dialog on Mid-Market topics and trends
- Connecting customers to each other, to IBM, to third party industry experts and to Business Partners in an effort to:
 - Cut through the clutter
 - Provide a distillation of what thought leaders are saying
 - Provide advice from experts and peers
 - Enable a more strategic decision making role
- Established via partnership between IBM and CIO.com

The screenshot displays the InfoBOOM! website interface. At the top, the logo 'infoBOOM!' is accompanied by the tagline 'MUST-KNOW PEOPLE, IDEAS AND OPINIONS FOR MIDSIZED BUSINESS'. The site is brought to you by CIO.com and IBM. The navigation bar includes links for HOME, JIM'S PICKS, THIS WEEK, COMMUNITY, Q&A, ABOUT, TOPICS, and EVENTS. A search bar and an 'INVITE A FRIEND' button are also present. The main content area features a 'THIS WEEK'S TOPIC: Lotus Notes' section. On the left, there is a 'MALONE'S OPINION' by Jim Malone, Editor of InfoBOOM!, with a 'Stick it to Me!' article. On the right, there is an 'EXPERTS OPINION' by Kevin Hansen, Director of IT, discussing Lotus Notes. A 'NEW MEMBERS' section lists Yoly Barrios Gordon and Kevin Crossman. A 'digg' section shows a 'Top 10 list from Technology' with items like 'Facebook exposes users after changes to privacy policy'. A 'POLL' section asks 'Biggest issue with iPhone use?' with options like 'Porting enterprise apps', 'Security concerns', and 'Proliferation of mobile devices'. A large red starburst graphic with the word 'New' is overlaid on the bottom right of the screenshot.

Deliver Client Value: How We Can Help

- Build social media experts
 - 'How To' guides
- Leverage IBM blogs
- Participate in the conversation
- Engage with IBM communities



Marketing Strategies

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**Business
Partners**

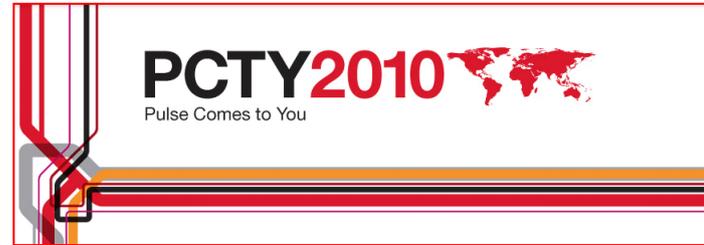
Drive Incremental Growth: Live and Virtual Events

A worldwide roadshow in 2010

- Bringing the content and value from the Software Group Global Conferences to your local markets

Business Partners are encouraged to:

- Attend and bring customers
- Contact your local team if interested in hosting or speaking
- Host your own event



Drive Incremental Growth: How We Can Help

Virtual Event Platform

New!

What it is: A robust virtual event platform that allows for hosted or on demand events.

Why you need it: Leverage IBM platform to quickly host as many virtual events as you would like.

LotusLive Engage

New!

What it is: An online service that combines social networking, Web conferencing and collaboration capabilities.

Why you need it: Exchange information, meet instantly, manage projects seamlessly. Requires little to no IT support. Try no cost 12-month LotusLive Engage demo account! Go to lotuslive.com/businesspartners to sign up.

IBM Innovation Centers



What it is: More than 40 IBM centers worldwide that you can use to conduct seminars, training, closing events, and other marketing activities.

Why you need it: Innovation Centers provide a world-class support infrastructure for Business Partner demand generation around IBM offerings and technologies.

Drive Incremental Growth: Multi-touch marketing

- **One-off marketing tactics are ineffective—especially during tough economic times**
- **Leverage integrated marketing to get the most out of your marketing dollar**
 - Use several media simultaneously to make your marketing investments work together to increase your leads
 - Run tactic chains vs. tactics
 - Know where your prospects get their news and ideas. Then show up!



CURRENT REALITY:

It takes an average of 7-10 “touches” from multiple sources to cultivate a prospect far enough along to have an effective conversation with your sales team.

*Marketing Sherpa: August 2008

Drive Incremental Growth: Just Push Go

Just Push Go

- New! Decision-based step-by-step guidance approach to deliver and execute a multi-touch marketing campaign
- Includes e-mail, webcasts, and telemarketing tactics
- Link directly to content, tools, progression tactics, and best practices - eliminates searching and saves you time!
- Get ready to make the most of your co-marketing funds. Just Push Go.



Aligned to the sales plays:

- ✓Dynamic Infrastructure Event-in-a-Box
- ✓IBM Comprehensive Data Protection Solution e-mail
- ✓Collaboration Lotus Upgrade
- ✓IBM WebSphere Portal NOW
- ✓IBM WebSphere Portal NOW Telescript
- ✓Virtualization e-mail and Webcast
- ✓Virtualization telemarketing script
- ✓Web Application Security
- ✓Web Application Security Call Guide and Matrix

Drive Incremental Growth: Business Partner Sales Plays

Category	Play/Partner Playbook
Establish Govern and Deliver Trusted Information	Information Management: Trusted Information Solutions — IBM InfoSphere Portfolio Summary
Manage Data Over its Lifetime	Information Management: Integrated Data Management for Managing Fast-Growing Data Summary
Manage Data Over its Lifetime	Information Management: Data Management Innovations Summary
Portal	Lotus: Reduce Costs Through Customer Self-Service Web Sites and eForms Summary
Collaboration	Lotus: Reduce Costs by Upgrading to Lotus Notes/Domino 8.5 and Up-sell Advanced Collaboration Summary
Collaboration	Lotus: Position for Growth - Optimize Delivery Models Summary
Security and Compliance	Rational: Regulatory Compliance and Web Security with AppScan Summary
Rational CRM	Rational: Cut Costs & Accelerate Delivery for WebSphere & Portal Customers with Rational Automation Framework for WebSphere Summary
Rational CCM	Rational: Act on right information – Turn innovative ideas into smarter products Summary
Automation	Tivoli: Maintain the balance of spending and service quality with Tivoli Summary
Storage	Tivoli: Data Reduction and Storage Management Transformation Summary
Security	Tivoli: Driving a holistic approach to security and compliance management Summary
Application Foundation	WebSphere: Smarter Commerce Summary
BPM	WebSphere: Departmental Business Process Management Summary
Connectivity	WebSphere: Service Visibility and Governance Summary

Drive Incremental Growth: How we can help

Everything Channel

What it is: Portal to e-mail list services specifically for IBM Business Partners.
Why you need it: Target your e-mails to US subscribers of their media outlets, which include 900,000 businesses segmented by vertical industry, and 17M people categorized by IT products, services and solutions.



Hoover's and OneSource

What it is: Sales and marketing research tools, Hoover's and One Source maintain comprehensive databases of information about corporations worldwide.
Why you need it: Research leads, identify decision-makers, and verify prospect financials while enjoying deep discounts off a single-user subscription.



Harte-Hanks

What it is: A global direct and targeted marketing solutions provider
Why you need it: Enjoy discounts on marketing lists and telemarketing services in all geographies



New!

Drive Incremental Growth: Grow Your Business tool



IBM Grow Your Business with IBM Software

IBM Software Cross-sell Scenarios by Brand

Select the Brand You Currently Sell

- Information Management
- Lotus Software
- Rational Software
- Tivoli Software
- WebSphere Software
- IBM Hardware
- IBM Software for a Greener World
- Non IBM Products



Highlights

- 275+ products / all brands
- 650+ cross-sell scenarios
- Software-to-software and hardware-to-software pairings
- Suggested pairings based on existing skills, return on investment, market demand, education
- Midmarket and Large Enterprise segmentation

Available in 6 languages

- French
- Japanese
- Spanish
- Brazilian Portuguese
- Chinese
- English

Drive Incremental Growth: Grow Your Business tool

Information Management Lotus Software Rational Software Tivoli Software WebSphere Software IBM Hardware

If you are selling IBM Tivoli Access Manager for Enterprise Single Sign-On Toggle to: Large Enterprise (LE)

	Grow Your Business With:	To Provide:
IBM Tivoli Continuous Data Protection for Files	IBM Tivoli Identity Manager	Tivoli Identity Manager provides a comprehensive set of the IBM identity management solutions that help you manage user identities and maximize productivity. It includes identity lifecycle management (user self-service, enrollment and provisioning), identity control (access and privacy control, single sign-on and auditing), and identity foundation (directory and workflow) to effectively manage internal users as well as an increasing number of customers and partners through the Internet.
IBM Tivoli Storage Manager		
IBM Tivoli Storage Productivity Center		
IBM System Storage SAN Volume Controller Enterprise Edition	IBM Rational Appscan	An automated web application security testing solution that pinpoints security vulnerabilities and provides fix recommendations.
IBM Tivoli Access Manager for Enterprise Single Sign-On		
IBM Tivoli Identity Manager		
IBM Tivoli Monitoring for Microsoft Applications		
IBM Tivoli Provisioning Manager for OS Deployment		

A Business Partner with expertise in

Will be presented with this list of potential cross-sell products

Tivoli Software

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**Business
Partners**

Partner For Success: Integrated Communications

Web Site

Key Info



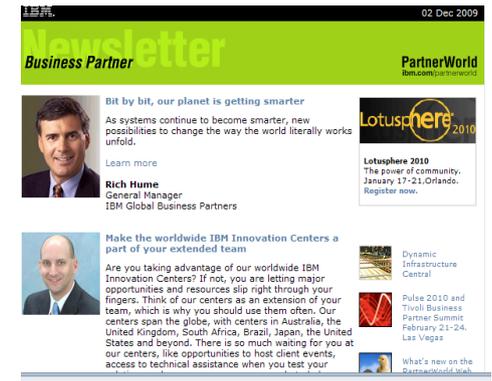
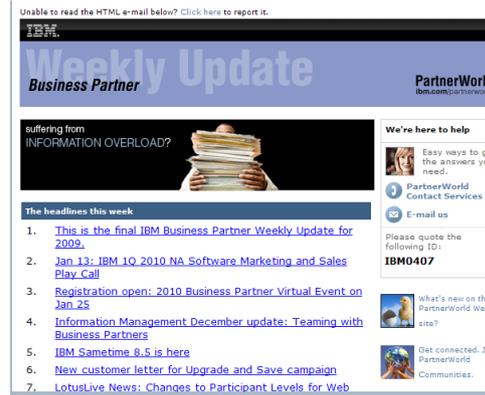
Brand Updates



Executive Corner



emails



Widget



Update your PartnerWorld profile to receive targeted news!

Partner For Success: PartnerWorld Portal

- Single entry point to all IBM Business Partner offerings, content and resources worldwide.
- Access entitled content and transaction tools (pricing, ordering, reporting)
- Facilitate collaboration, sharing, and relationship building
- Not sure about where to look? Leverage Live chat or phone support to get help immediately or use e-mail to document your request
- New things coming in Q2:
 - Customizable member home page
 - Ratings
 - Site map

The screenshot displays the IBM PartnerWorld portal interface. At the top, a navigation bar includes links for Home, Solutions, Services, Products, Support & downloads, and My IBM. A user greeting reads "Welcome Susan String [Not you?] [IBM Sign out]". The main header features the "PartnerWorld" logo and the tagline "Put the power of IBM behind your business. Discover the benefits and resources available to IBM Business Partners." Below this, there are links for "Join PartnerWorld" and "Member sign-in". A secondary navigation bar contains sections like "Put the power of IBM behind your business", "Power your Planet", and "Pulse 2010 - The premier service management event". The main content area is organized into several columns: "Benefits and membership" (with sub-points for growing business and small/medium business), "Products, services and solutions", "Industries", "News and events", and "Executive corner - Rich Hume". A right-hand sidebar lists "Features" such as "Find Business Partners" and "Membership", along with links to "Join PartnerWorld", "Member sign-in", "Forgot your password?", "Need assistance?", and "Contact PartnerWorld". At the bottom, a "We're here to help" section promotes "Live Help" with buttons for "Chat now", "Contact us", and "FAQ".

Partner For Success: PartnerWorld Portal

<https://www-304.ibm.com/partnerworld/mem/mkt/index.html>

The screenshot shows the IBM PartnerWorld Marketing portal. A navigation menu on the left is highlighted with a red box, listing categories such as Marketing, Selling, Technical, Training and certification, Collaboration, Products, Solutions, Services, Industries, Small and medium business, Orders and fulfillment, Forms and agreements, Events, News, PartnerWorld program, and Contact PartnerWorld. The main content area features a 'Marketing' header, a 'Featured marketing benefits' section with three cards (Campaign tactics, Publish your case study, IBM Marketing programs), a 'Marketing resources views' section with a search bar containing 'Tivoli', and a 'Marketing resources' section with three items: Co-funded marketing, Marketing training, and Marketing resources and tools. A right-hand sidebar includes a 'Welcome' message, a 'Select a country/region' dropdown set to 'United States', and a 'We're here to help' section with 'Chat now' and 'Contact us' options. A feedback section at the bottom right asks for user input.

Marketing

- IBM marketing programs
- Co-funded marketing
- Marketing resources and tools
- Marketing training

Featured marketing benefits

- ➔ Campaign tactics
Accelerate your lead creation with IBM.
- ➔ Publish your case study
Create excitement about your solution with a quality marketing brochure - at no cost to you!
- ➔ IBM Marketing programs
Align with IBM's high impact marketing programs based on client needs.

View all PartnerWorld featured benefits by level

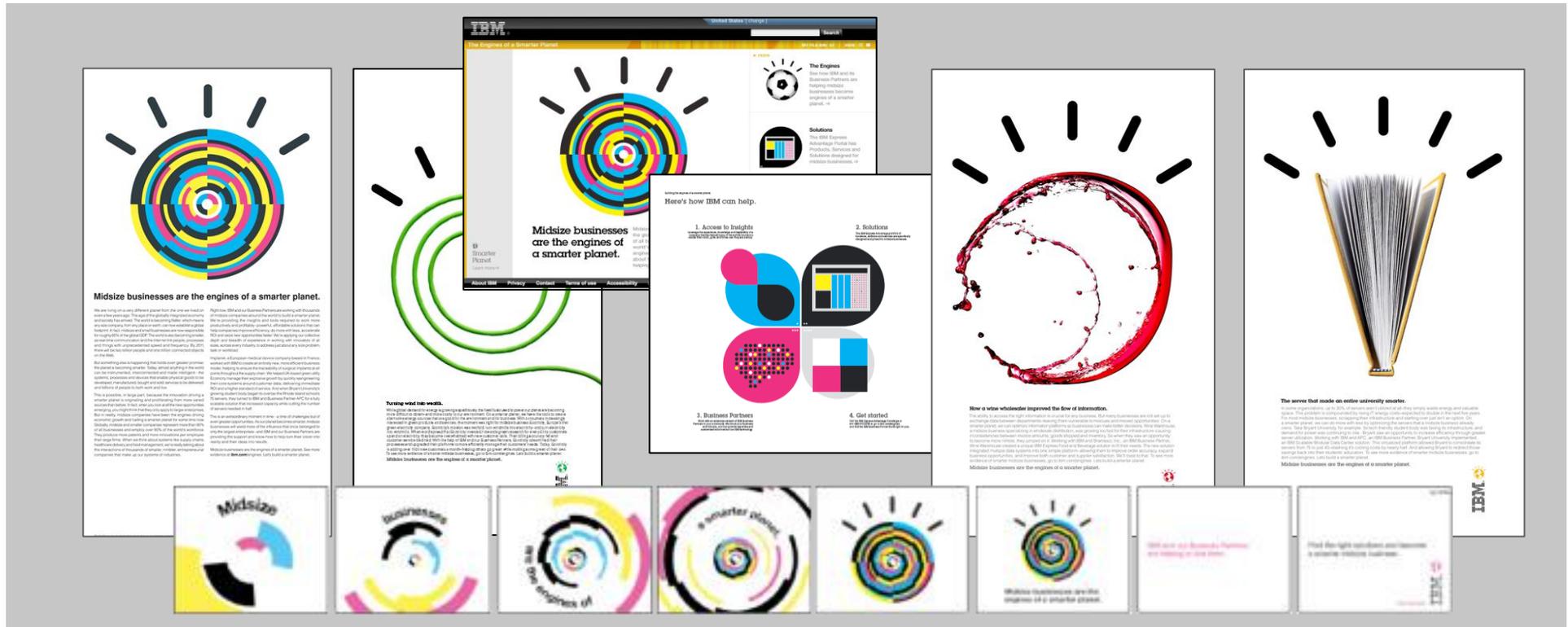
Marketing resources views

View marketing benefits and resources for:
Tivoli

Marketing resources

- ➔ Co-funded marketing
Leverage co-marketing funds and rewards to grow your business.
- ➔ Marketing training
Build marketing skills by leveraging available discounted books, seminars, and webinars.
- ➔ Marketing resources and tools
Use Campaign Designer and other tools, copy, and image to communicate with leads, opportunities, and client.

Partner For Success: Smarter Planet Campaign

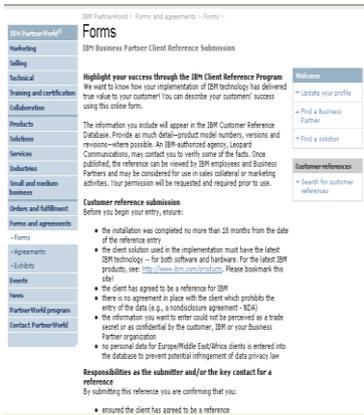


- Global awareness campaign with examples for large and small clients
- Can help drive Business Partner solutions

Partner For Success: Business Partner Reference



- Business Partner completes the [PW Nomination](#) form found on Partner World
 - Business Partner provided link to guidance on Smarter Planet Solution Criteria



- PW team enters nomination into Customer Reference Database (CRDB)
- PW team and Smarter Planet council review nominations to ensure Smarter Planet criteria met
- Upon approval, reference tagged in CRDB



- References pulled monthly for publication
 - Newsletter scorecard
 - Business Partner reference guide
 - New PartnerWorld top level featured Partner page
 - Video testimonials
 - Possible use in IBM advertising

Partner For Success: Use our benefits

IBM Business Partner Marketplace offered by Beneplace

New

What it is: A shopping portal for IBM Business Partners offering business and consumer products at discounted prices.

Why you need it: Have access to the same discounts IBM employees enjoy.

Over 60 vendors participating, offering discounts on electronics, flowers, automobiles, vacations, books, banking, tax services, computers and more.

Availability: North America and European Countries

United States [PartnerWorld® Discount Program]

Choose One Search Search

Program Home Partner Services Green Partners

IBM PartnerWorld

→ See why IBM is leading the way in Business Partner products and services.

Find out more about our Green Partners Program.

Featured Partners Partner Services Newsletter Most Popular Nominations

Listed here are national discounts on products and services.

Automotive Consumer Electronics Consumer Products

Financial Services Health, Fitness & Outdoor Travel & Entertainment

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www.beneplace.com/ibmer

go to Partner Services tab

Thank
YOU



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IBM Global Financing for Channel Partners

Currently offering rates as low as 0% worldwide* for credit qualifying customers on 12 month IBM software financing



IBM Global Financing can help Business Partners:

- Facilitate closing entire solution within budget
- Decrease discounting by making payments more affordable
- Eliminate credit risk
- Increase follow-on sales opportunities
- Grow margins and profit
- Reduce days sales outstanding, improving Business Partner cash flow
- Provide [Working Capital](#) for Business Partner's own business

Tools, Education, Enablement

- Attractive financing [Offerings and promotions](#)
- [Rapid Online Financing](#) - Web based tool for partners to provide clients instant financing quotes, credit approval and contracts
- [Online Calculators](#) – get planning rates in seconds
- Know Your IBM - [KYI](#) IGF modules – Close More Deals with Financing and Global Asset Recovery Solutions – Partners can earn points toward prizes for taking education modules
- Business Partner [Fees and Incentives](#) for selling financing – varies by Geo, [contact your IBM Global Financing rep for details](#)

For more information : www.ibm.com/financing/partner

* Available in the following regions : North America (\$10k-\$1.5M), Northeast Europe (\$10k-\$300k), Southwest Europe (BP only \$5k-\$300k), Japan (\$5k-\$250k), GMU countries – TBD