



Sandy Carter

Vice President, IBM Software Group Business Partners

Twitter: sandy_carter

#IBMpartners

2010 Business Partner Strategy Update





Get the word out with me!

twitter.com/sandy_carter

#ibmpartners

scarter@us.ibm.com

- Name, picture
- Primary Focus
- What you got out of meeting

Business Partners Drive Growth - Thank You!

Double Digit General
Business Growth

+11%

in 2H '09

Gained Market Share
in ASL/OEM

+25%

2H '09
transactional growth

Continued Ecosystem
Growth

+6%

Systems Integrators
YTY growth

IBM Software Growth

Organic

Business Partners

Acquisitions

We know what it takes to solve our clients' biggest challenges, and we've spent the last 50 years delivering software that is fueled by expertise, built for change, and ready for work.

Fueled by expertise

Business

- Deep industry knowledge
- Applying our deep understanding of client needs

&

Technology

- Deep knowledge of software
- Heritage of integrating hardware, software and systems

Built for change

Prepared

- Designed to help predict and embrace change

&

Open

- Flexible
- Easily integrated with current and future infrastructure, inside and outside organization

Ready for work

Dedicated

- IBM delivers the personal service to apply software to
- Working with clients to anticipate the needs of their business

&

Proven

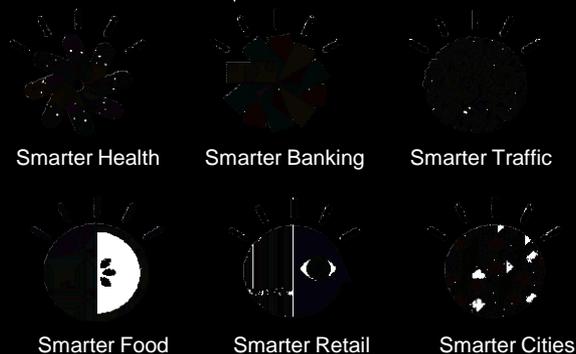
- Robust
- Industrial strength
- Ready to scale
- Efficient & Secure

Smarter software built for change.



The Carrefour Group, the premier retailer in Europe, has been able to use IBM Software for Business Intelligence to leverage its customers' consumption patterns to establish the most popular loyalty program in France, with nearly 14 million members.

We deliver software that provides clients the **capabilities** required to transform their **industries.**



- | | | |
|---|-------------------------------|---|
| Messaging and Collaboration | Application Infrastructure | IT Service Management |
| Unified Communications | Connectivity and Integration | Storage Management |
| Social Software | Electronic Commerce | Security |
| Data Management | Portals and Mashups | Software Design and Development |
| Analytic Applications | Business Process Management | Business Planning and Alignment |
| Analytics, Business Intelligence and Performance Management | Asset Management | Product and Project Management |
| Information Integration and Master Data Management | Network and Service Assurance | Product and Software Lifecycle Management |
| Enterprise Content Management | | |

Software Group Aligning to Market Demands



IBM Software
Solutions Group

Business Analytics

Lotus

Industry Solutions

IBM Software
Middleware Group

WebSphere

Information Management

Rational

Tivoli

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**

Our Goal: Continue to be the most profitable vendor to partner with

36% more profit on middleware

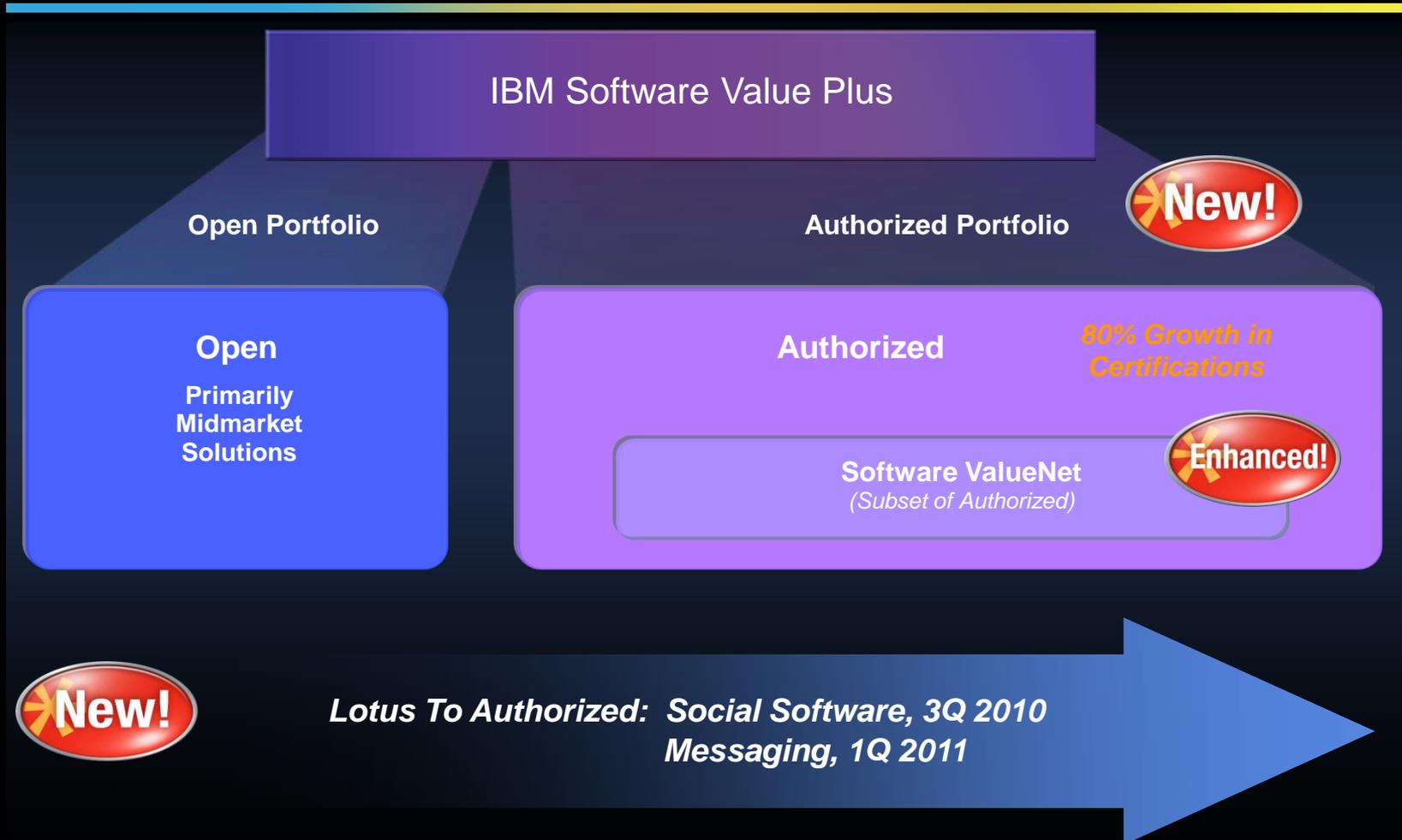
60% more associated revenue

39% less start up

34% less ongoing costs

1. Software Value Plus

Launched January 25.... 5000+ Partners!



1. SVP: Lab Advocate Program



- Facilitates Flow of Information
- Assistance With Strategies and Architecture
- Insights on Performance and Migrations
- Communicate Your Requirements to Labs
- Complements Existing Support Programs



Phase I: Now!
Pilot Participants

Phase II: May 2010
All SVP Authorized Business Partners

2. Incremental Growth: Small Deal Engine

Lead Pass Rules & Engine (LPDE)

Europe lead pass guidelines:

- Leads under \$50K
- Most midmarket deals

Supports SVP & Software ValueNet

2010 Enhancements



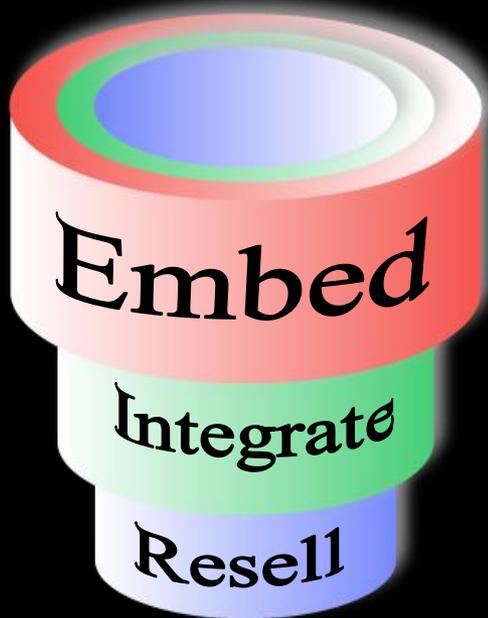
Improved management system

Help Business Partners progress deals faster

Select One	Rank #	BP Name	BP Contact	Job Contact	Phone	Address	LPDE Score	Deal Size	Deal Type	Deal Status
<input type="radio"/>	1	RYJAC Computer Solutions	Jakub Jankovic	Jakub.Jankovic@ryjac.com	N/A	11111 Main Street, Suite 100, Chicago, IL 60601	0.0 / 0.0 / 80	0.0	Deal	Deal
<input type="radio"/>	2	EMA, Inc.	Mark Brennan	mbrennan@ema.com	N/A	1000 Corporate Center Drive, Suite 200, Saint Paul, MN 55113	0.0 / 0.0 / 80	0.0	Deal	Deal
<input type="radio"/>	2	Control ESI Inc DBA: SaS	Charles Cicholas	ccicholas@control-esi.com	N/A	10000 Lehigh Valley Blvd, Suite 200, Lehigh Valley, PA 18001	0.0 / 0.0 / 80	0.0	Deal	Deal
<input type="radio"/>	2	Livebolt Identity, LLC	John Francis	jfrancis@livebolt.com	N/A	11111 Main Street, Suite 100, Chicago, IL 60601	0.0 / 0.0 / 80	0.0	Deal	Deal

2009, Global 70K Qualified leads would have been passed , 30K in EMEA

2. Application Specific Licensing - ASL



Revenue Opportunity for Business Partners

10%

of middleware market

\$10B

opportunity

Enhancements in 2010



- Increased sales coverage
- Marketing and press focus
- Improved operational support
- Defined brand sales plays

\$3B of opportunity in EMEA

2. Incremental growth with BPLM

- BPLM running WW under two models – VAD and Tier 2 BP Direct
- VAD Model launched in eight IMTs:
 - ANZ, Asean, GCG (3), ISA, Korea and CEE (Bulgaria)
- Tier 2 BP Direct Model launched in six:
 - Canada (3), Italy (Lotus), RCIS, SADC, US East (2) & US West (Tivoli)
- March Target:
 - Japan (VAD), SW France & Spain, LA

First win in US EAST came one week into the program



3. Focus on Solutions

Get ready!

Today



March



SVP 2.0

Industry Framework
Validation:

ISV Solutions

[URL](#)

SWG Industry
Virtual Summit

Industry
Certification

130 Sessions

17 Industries

VAP-Gov't:

Rewards for Public sector
"SVI" like process with rebate,
based on Certifications

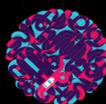
Industry Sales Mastery Tests: June – English;
July - Simplified Chinese, Korean, Japanese, French, Spanish,
German, Portuguese, Russian, Polish, Italian



Smarter Health



Smarter Banking



Smarter Traffic



Smarter Food



Smarter Retail



Smarter Cities

4. Embrace New Infrastructure Models

White Paper Available Now!



Profiting from the cloud:
A new opportunity for IBM Business Partners

Workshops Available Now!



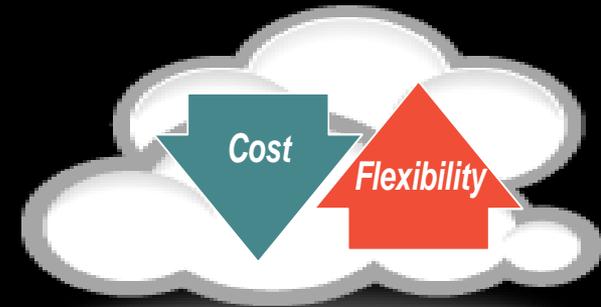
Cool cloud cash workshop

Coming in June



First cloud computing architecture certification

Cloud Computing



**\$60+B Cloud Computing
IT Opportunity by 2012**

* Source: IBM Market Insights

4. POWER7 and IBM Software

- Shifts Conversation From Capacity to Capabilities
- IBM Software Exploits Available Threads to Improve Performance and Value
- Clients Can Leverage Processing Power Without Rewriting Their Applications



40% Lower Cost

Lotus Domino on POWER7
vs. Microsoft Exchange on Nehalem

38% Lower Cost

DB2 pureScale on POWER7
than Oracle RAC on Nehalem

73% Better Performance

WebSphere on POWER7
vs. competitive application server on Nehalem

5. Business Partner Success



Authorization
Readiness
Dashboard



Comarketing
Expansion



Principles of
Engagement



ELA – SRA work

Enable

Market

*Sell &
Deploy*

Reward

Ease of Doing Business Ranked in Top 5 of Considerations

5. Authorization Readiness Dashboard

Coming in April

SVP Business Partner

Report notes
Certification data current as of: Feb 25, 2010

Compliance dates
 Today's date: Feb 25, 2010
 Certification compliance review date: Jun 1, 2010
 Revenue compliance review period: Jan 1, 2010 - Dec 31, 2010

Legend:
 ✓ Currently in compliance and approved
 ⚠ Will be non-compliant at next review date
 ✗ Currently out of compliance
 ★ Meets SVP criteria

Partner contracts

Partner contracts	Status	Expires
Software Value Initiative Contract		
Value Advantage Plus Contract		
Partner Plan		
Software Value Plus Contract		

Reseller authorization groups

ELMI S.R.L.	Reseller authorization groups				
	Lotus	Tivoli			
	Portal	Automation	EAM	Security & Compliance Mgt	
Overall readiness status	⚠	✓	✓	✓	
Certifications	Total	4S/0T	4S/0T	4S/0T	4S/0T
Value revenue ratio (SVI+VAP/Total Revenue)	%				
SVI Readiness	Status	✓	✓	✓	✓
VAP Solution	Status	✓	✓	✓	✓

Language Support
 English, French, German, Italian, Spanish,
 Brazilian Portuguese, Russian, Korean,
 Simplified Chinese, Japanese

5. SVI “Ease of Use” Enhancements

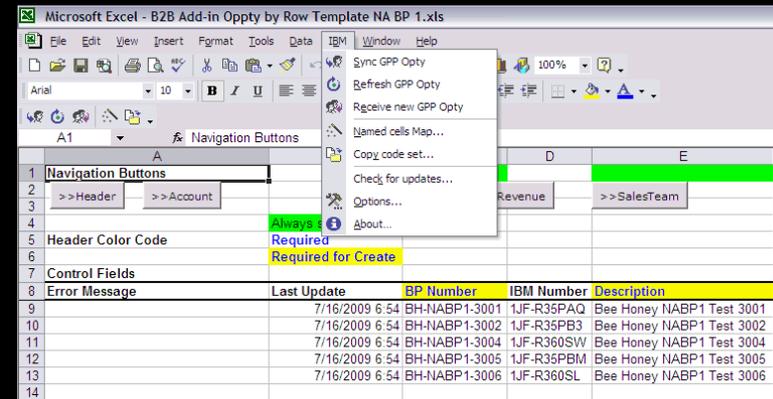
Enhanced B2B Tool - Excel Add-In
Fast entry for multiple opportunities



Simplified Customer Opportunity Form
Eliminates redundant data requests

Sales Documentation Wavier Limit Raised
Now \$100K in selected countries

“2 Way Communication” Documentation
Requirement Eliminated



SVP 2.0: What's Coming....



New Business
Partner Types

Partnering With
Partners



Accreditation

Industry Certification

IBM Confidential

1. Software Value Plus 2.0

New Business Partner Types

Facility
Manager

Hosting
Partner

?

Partnering With Partners

- SVI teaming
- More local teaming events
- GPP teaming enhancements

Accreditation

AAA

+xx References

AA

10 References

A

5 References

1. SVP 2.0: Industry Certification

Today



ISV Industry Framework Validation

Tomorrow



Example:

- External industry certifications
- Verified customer references
- Review board approval

SWG Industry Certification Retreat

What

- Review Proposals
- Provide Input
- Validate Plan

When

- Impact, Las Vegas May 2010
- IOD, Rome May 2010

Offers You Should Know About

Business Partner Hosted Virtual Events for Demand Generation



Certification Testing Discounts
Impact: May 2 – 7 Las Vegas, NV
IOD EMEA: May 18 – 21 Rome, Italy
Innovate: June 6 – 10 Orlando, FL



Free 1 Year LotusLive Account
www.ibm.com/partnerworld/software/lotus



Free Web Content Syndication



Extending Our Leadership With...

Best Profit Model for Business Partners



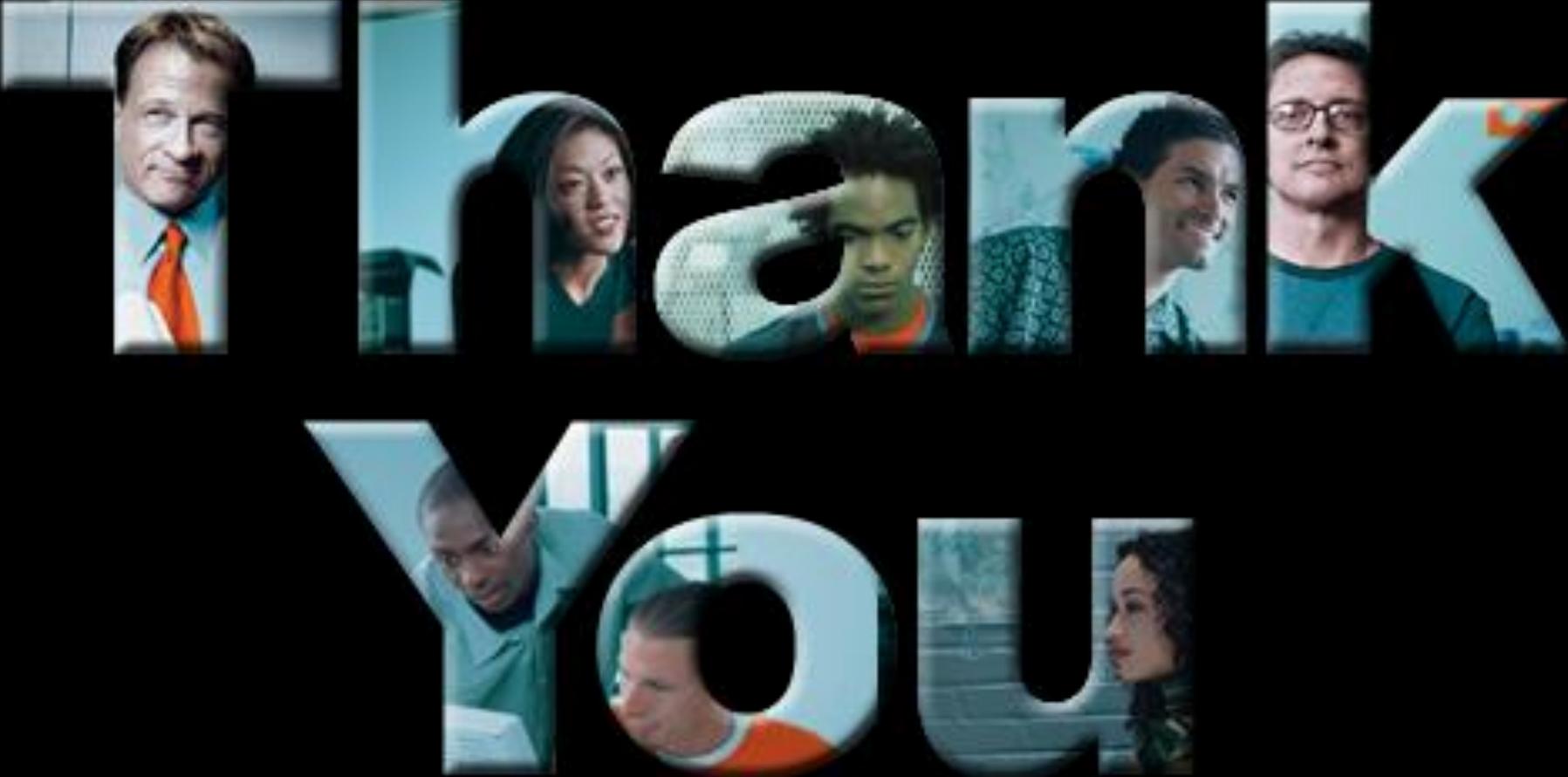
Zero defects!

Three Key Takeaways

3

- You Talk, We Act
- Skills Are The #1 Competitive Advantage
- IBM Software Most Profitable Vendor for You





© IBM Corporation 2010. All Rights Reserved.

The information contained in this publication is provided for informational purposes only. While efforts were made to verify the completeness and accuracy of the information contained in this publication, it is provided AS IS without warranty of any kind, express or implied. In addition, this information is based on IBM's current product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this publication or any other materials. Nothing contained in this publication is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors, or altering the terms and conditions of the applicable license agreement governing the use of IBM software.

References in this publication to IBM products, programs, or services do not imply that they will be available in all countries in which IBM operates. Product release dates and/or capabilities referenced in this presentation may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way. Nothing contained in these materials is intended to, nor shall have the effect of, stating or implying that any activities undertaken by you will result in any specific sales, revenue growth, savings or other results.

All customer examples described are presented as illustrations of how those customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics may vary by customer.

IBM, the IBM logo, Lotus, Lotus Notes, Notes, Domino, Quickr, Sametime, WebSphere, UC2, PartnerWorld and Lotusphere are trademarks of International Business Machines Corporation in the United States, other countries, or both.

Unyte is a trademark of WebDialogs, Inc., in the United States, other countries, or both.

Java and all Java-based trademarks are trademarks of Sun Microsystems, Inc. in the United States, other countries, or both.

Microsoft and Windows are trademarks of Microsoft Corporation in the United States, other countries, or both.

Intel, Intel Centrino, Celeron, Intel Xeon, Intel SpeedStep, Itanium, and Pentium are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

UNIX is a registered trademark of The Open Group in the United States and other countries.

Linux is a registered trademark of Linus Torvalds in the United States, other countries, or both.

Other company, product, or service names may be trademarks or service marks of others.