

IBM Software Group Business Partner Advisory Board

Partnering to Win

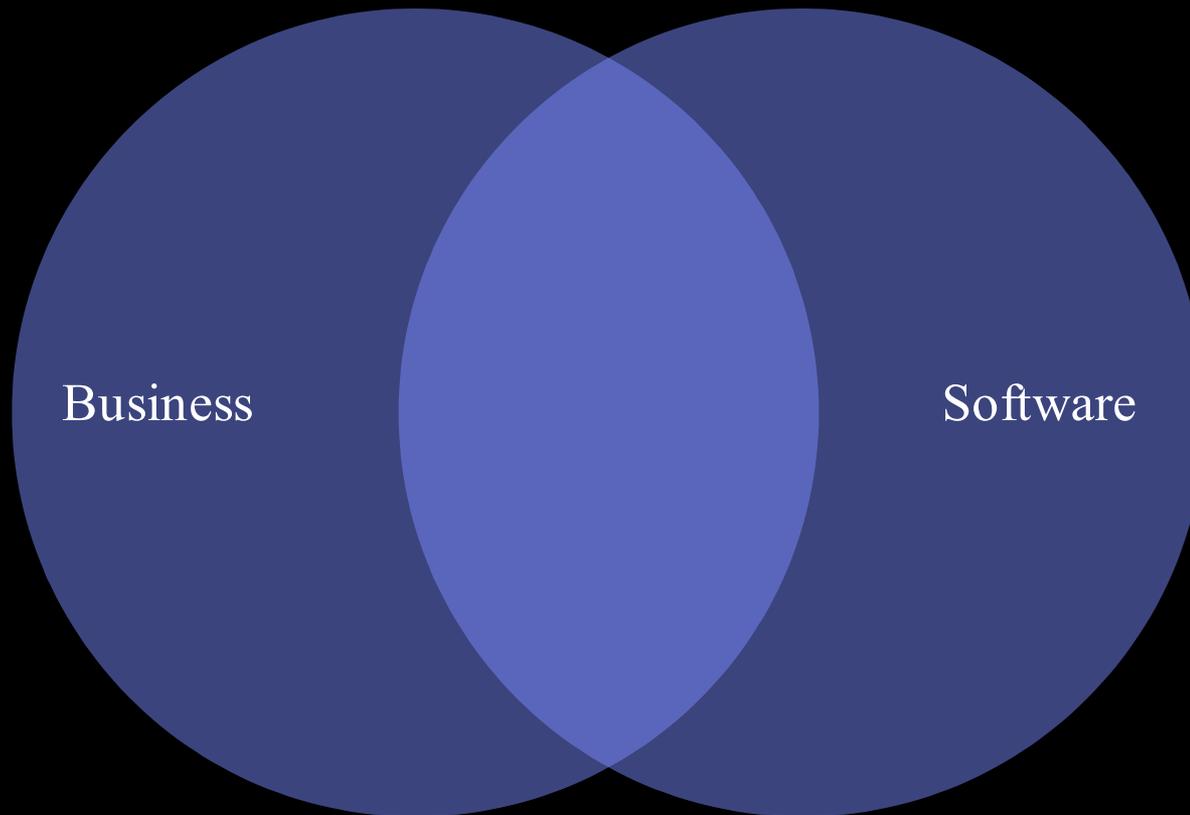
Sebastian Krause

Vice President, Software Group, Northeast Europe



On a smarter planet,
software is changing
the way we live.

Today, more than ever, organizations use software to enable every facet of their business.



But with new models and ways of working come new challenges...

Data everywhere

As the world becomes more instrumented, the challenge is to get more out of the wealth of new information—from managing data to developing insights.

New expectations for value

Customer expectations have never been higher: Personalized service, delivered flawlessly.

Differentiation through people

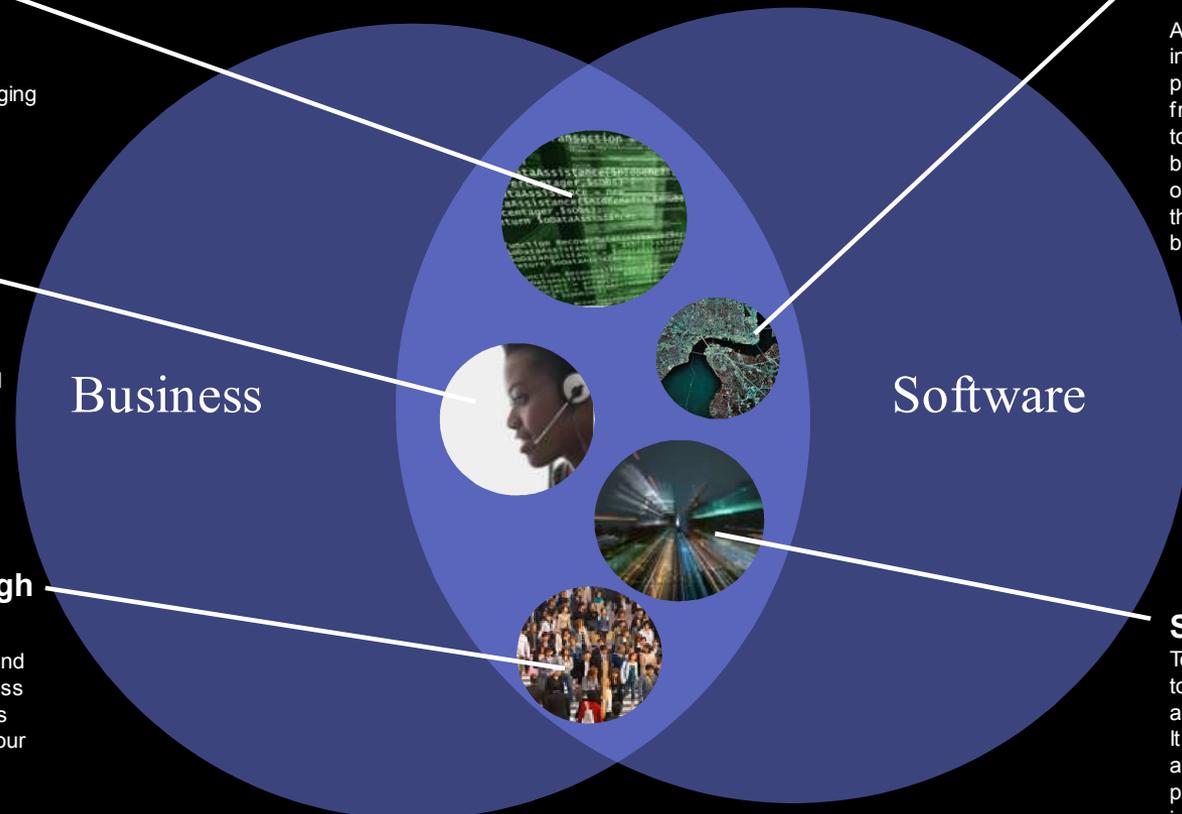
As always, it's the capabilities and ingenuity of the people in business that deliver results. But today, it's about more than just those on your payroll—the greater opportunity is how well you can engage a worldwide ecosystem of employees, partners, suppliers, and customers to help create new value.

Global integration and connectivity

As the world becomes more interconnected and as the paradigm of the organization shifts from multinational corporation to globally integrated enterprise, businesses can no longer afford to operate as islands. More than ever, they need to find ways to connect both internally and externally.

Security risks

Technology has allowed work to move beyond physical locations and brand offices. It now exists on virtual platforms, across dispersed teams and players. But the more data and information organizations make available to their internal audience, the greater the risk.



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

Energy and Utilities
 Transportation
 Banking
 Financial Markets
 Electronics
 Industrial Products

Aerospace and Defense
 Consumer Products
 Healthcare
 Telecommunications
 Government
 Insurance

Retail
 Education
 Life Sciences
 Media and Entertainment
 Automotive
 Chemical & Petroleum

Messaging and Collaboration
 Unified Communications
 Social Software
 Data Management
 Analytic Applications
 Advanced Analytics
 Business Intelligence
 Information Integration,
 Warehousing and Master Data
 Management
 Financial Performance &
 Strategy Management

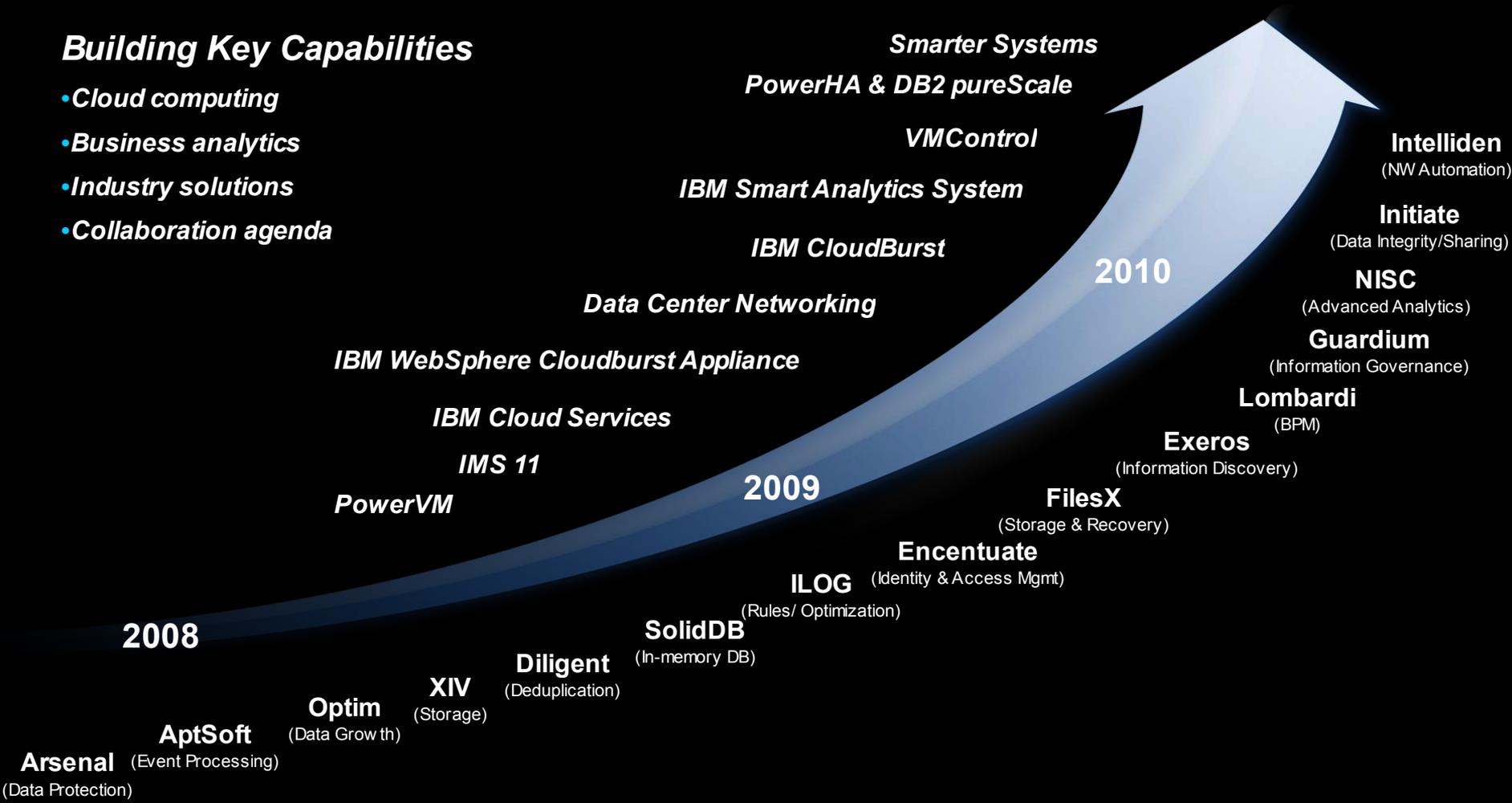
Enterprise Content
 Management
 Application Infrastructure
 Connectivity and
 Integration
 Electronic Commerce
 Portals and Mashups
 Business Process
 Management
 Asset Management
 Network and Service
 Assurance

Business Service
 Management
 Storage Management
 Security
 Design and Development
 Business Planning and
 Alignment
 Product and Project
 Management
 Product and Software
 Lifecycle Management

We are Investing in Capabilities

Building Key Capabilities

- Cloud computing
- Business analytics
- Industry solutions
- Collaboration agenda



Smarter Planet

6 CRITICAL CAPABILITIES

Help define for clients the core capabilities they need to be smart, if they want to thrive on a smarter planet

- People & Process Transformation
- Information and analytics
- Next-generation datacenter and cloud capabilities
- Sustainability
- Product & Services Innovation
- Security & Resiliency

9 PRIORITY INDUSTRIES

Globally focus on nine key industries – the foundational industries for a smarter planet

- Banking & Financial Markets
- Chemical & Petroleum
- Electronics
- Energy & Utilities
- Government
- Healthcare
- Retail
- Telecommunications
- Transportation

SMARTER CITIES AND STIMULUS INITIATIVES

Use our smarter city agenda to foster constituency, and drive action in policy, solutions, and citizen interest.

- Economic stimulus
- Key infrastructure projects
- Industry solutions
- Cross-industry enablers
- Policy-setting
- Citizen engagement



We are Winning with our Partners

Ringnes deploys RFID technology to oversee and optimize freight flow in production

A New Intelligence solution
Industry: Consumer Products

Business Need:

Norway's largest beverage distributor, **Ringnes AS**, sought a better overview of the freight flow at its production facilities. The company wanted to optimize the flow by gaining better control of the location and status of containers on trailers at any given time. To do this, Ringnes needed to know whether they were on – or off – site, and the time they were parked at the facility, unloaded, loaded and driven away.

Solution:

In collaboration with IBM and IBM Business Partner Intermec, the company implemented a system for recording container location and status, based on Radio Frequency Identification (RFID) technology. Antennas placed at the main gate and at each of the 40 load gates of the Ringnes facility in Gjelleråsen record the arrival, departure, loading and unloading of each individual RFID-tagged container.

Business Partner:

Intermec develops and integrates products, services and technologies that identify, track and manage supply chain assets and information.

Smarter Planet References:

Building a Smarter Planet with our Business Partners

Let's build a Smarter Planet together.

An Initiative [click here]	Banking [click here]	Chemicals & Petroleum [click here]	Computer Services [click here]	Consumer Products [click here]	Education [click here]	Electronics [click here]	Energy & Utilities [click here]	Fabrication & Assembly [click here]
Government [click here]	Healthcare [click here]	Industrial Products [click here]	Insurance [click here]	Media & Entertainment [click here]		Retail [click here]	Telecommunications [click here]	Travel & Transportation [click here]

Select industry box to view

The Smarter Planet references in this update tell compelling client stories how, together with IBM, Business Partners are delivering game-changing innovations. Each reference tells the story of a Smarter Planet solution — one that's instrumented, interconnected and intelligent.

[Click here to read more about a Smarter Planet.](#)

[Click here for an index listing all references.](#)

Important Notes:
 Before using references in this document publicly, please obtain permission from the primary contact selected for review. In most cases, any public use such as in marketing materials, on IBM sites, in press articles, etc., requires specific approval from the client. It is the responsibility of the person or organization planning to use this reference to make sure that this is done. The IBM representative will, as appropriate, contact the client for review. Clients should not be contacted directly.

October 2009

We are Investing in Industry Value

Strategic Business Drivers

Industry specific challenges, market drivers, shifts & trends

Industry Solutions

- Industry and subject matter expertise
- Applications and tools

Industry Frameworks

Servers, storage, communication networks & associated services

Value Add

- Process models & flows
- Information models
- Design templates
- Re-usable code assets
- Industry standards
- Common services

Integrated on IBM Software

WebSphere.

Rational.

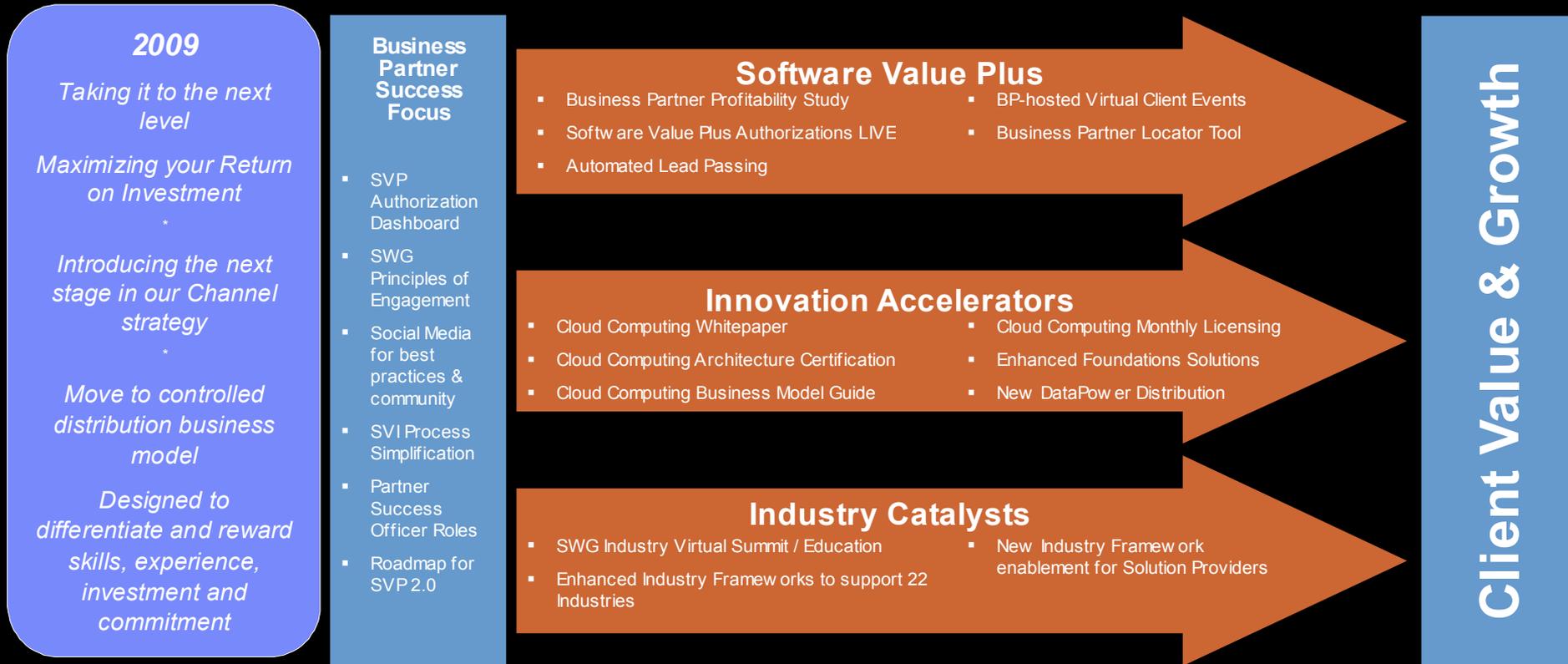
Tivoli.

Information Management

Lotus.

Industry Frameworks deliver technology in an industry context, aligning IT to business needs

What we have Delivered so far



2009

2010

IBM Investment & Commitment to Partners

- Business partners are an integral part of the IBM sales team
- Principles of Engagement defined in writing
- Small Deal Management System
- *New* Channel Education mandated for all IBM sellers to better understand how to leverage and engage partners

IBM SWG Principles of Engagement

IBM Software Group

Principles of Engagement

IBM's channel route to market strategy for Software Group

IBM Principles of Engagement for Software Group
 (SWG) complement the IBM Business Partner Charter and provide guidance on IBM channel route to market strategy for SWG. These Principles of Engagement provide additional detail on the SWG sales client coverage strategy. How IBM will engage with IBM Business Partners for SWG opportunities and identify where IBM intends to lead with IBM Business Partners. With these Principles of Engagement, IBM is intent to foster a high level of trust, which is essential to delivering client value and driving mutual growth. These principles represent IBM's consistent distribution and are intended to elicit IBM sales to make selection and to communicate SWG's route to market strategy to our valued Business Partners.

Client Coverage Strategy for SWG
 The IBM client coverage strategy for SWG includes IBM Business Partners as a key sales resource in both the enterprise and midmarket client environments. In addition, SWG is expanding the role of IBM Business Partners through the IBM Business Partner Lead model, where IBM Business Partners provide primary SWG sales coverage for a designated set of opportunities and receive enhanced support and benefits. In all cases, SWG intends to engage with IBM Business Partners that possess the critical account and sales needed to sell and deploy SWG technology as well as the ability to develop new client opportunities and repeatable solutions. Where the IBM sales team is already engaged in providing a specific client strategy, the IBM sales team may choose to include IBM Business Partners or pursue another route to market path. Appropriate communication (for example, by email registration) between IBM Business Partners and the IBM sales team is delivering the best solution for the client.

Examples
 IBM Business Partner contribution in enterprise opportunities is recognized and highly valued. IBM wants IBM Business Partners to work with enterprise clients to clarify and close SWG opportunities. For these enterprise client opportunities, IBM intends to continue working with IBM Business Partners based on client requirements, risk in the identification of new opportunities, relevant and necessary sales and solution, prior client involvement with the specific client and applicable law. IBM Business Partners should always work closely with the IBM sales team when selling to Public Works and should expect the IBM sales team to work to support opportunities for SWG revenue, either directly or with IBM Business Partners with value added skills. The contract award includes SWG's client for its enterprise route to market strategy.

For select situations, IBM intends to support clients directly. Examples include:

- Client request and paid purchasing inquiry
- Agreements with specific unique terms - Shipments
- License agreements (SLA) and others
- License compliance

While IBM Business Partners may compete for any client business within the scope of the IBM Business Partner agreement, IBM Business Partners should work closely with local IBM sales teams to determine the value of any specific client or opportunity and should always register that opportunity to ensure IBM is aware of new energy.

“Business Partners provide an important growth opportunity for IBM. As our representatives to so many clients, they are integral to our go-to-market strategy and business success”

- Steve Mills, January 2010

**Senior Vice President and Group Executive
IBM Software Group**

Three Key Takeaways

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- 1 *Client Success*
- 2 *Industry Value*
- 3 *Commitment to Partners*



Thank you!

