
Passport Advantage & Top Contributor Incentive 2002

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AGENDA

- **Passport Advantage**
 - ▶ What is Passport Advantage?
 - ▶ Points and Discounts
 - ▶ What is Software Maintenance?
 - ▶ Passport Advantage Options
 - ▶ PA Business Partner Enablement

- **Top Contributor Programme**
 - ▶ TCI Programme Introduction
 - ▶ TCI Entrance Criteria
 - ▶ Incentive Offerings
 - ▶ Examples of benefits
 - ▶ Where to go



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PASSPORT ADVANTAGE

WW Volume Licencing Programme

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Cathy Taylor

▼ What is Passport Advantage?

IBM's Volume licensing programme for Distributed software (WebSphere, Data, Lotus, Tivoli)

What do we sell?

■ Licences

- ▶ the right to use or copy IBM software

■ Software Maintenance

- ▶ the right to upgrade and access support



Points and Discounts

- Every product has a point value
 - ▶ 1 point = approx \$200
- For smaller orders pricing based on customer's ongoing relationship with IBM
 - ▶ Relationship Suggested Volume price (RSVP)
- Pricing based on number of points in the order
 - ▶ Bulk buying (the more you buy, the cheaper it gets)
 - ▶ Transactional Suggested Volume price (TSVP)

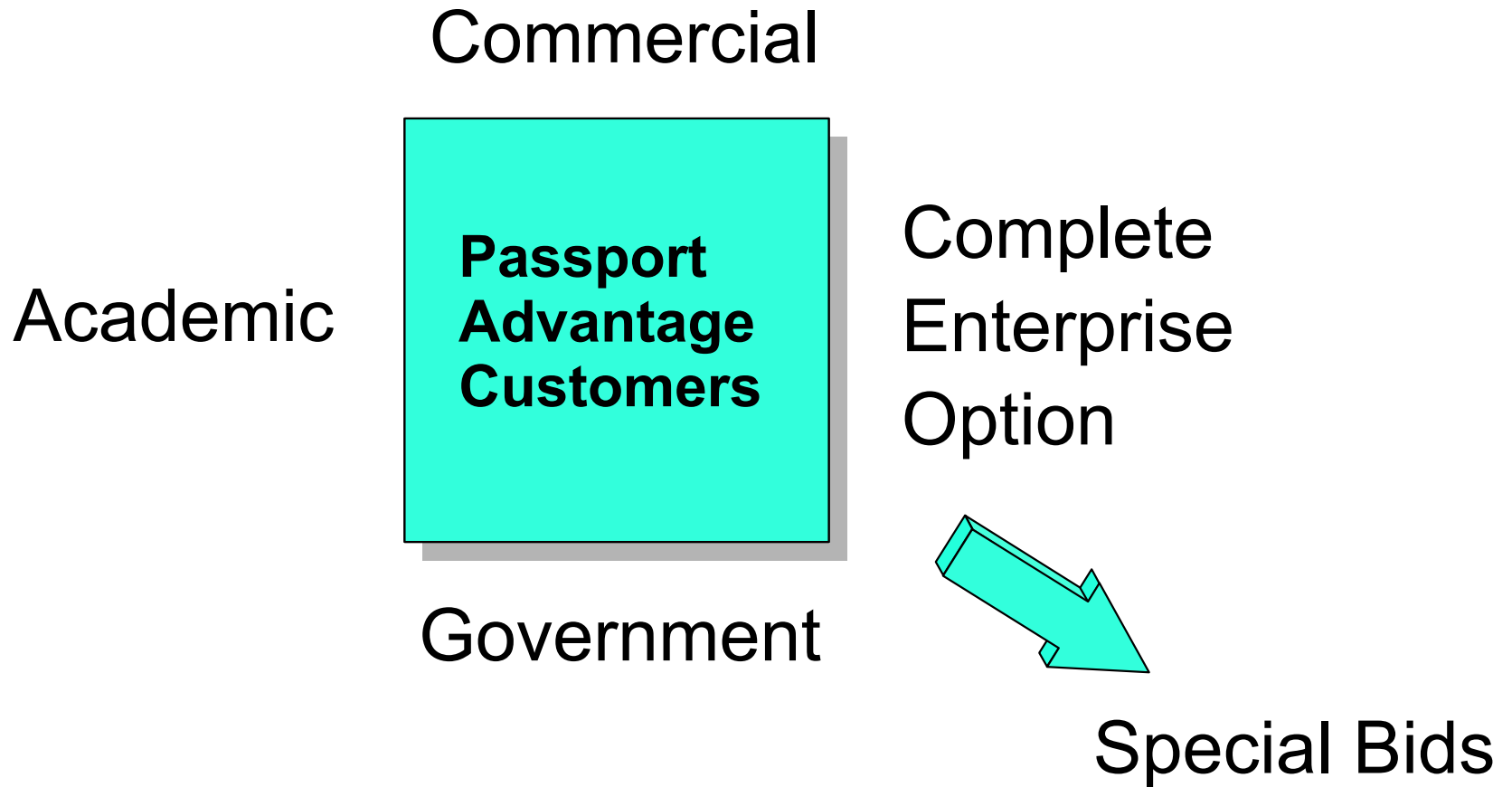
▼ What is Software Maintenance?

- **SW Subscription** - the right to upgrade
 - ▶ customer can install latest releases of covered software throughout coverage period - shipped or downloadable
- **SW Support** - the right to access Base level Software support
 - ▶ Voice and electronic 24x7 unlimited callers coverage

Maintenance is our Customers' Annual Insurance

▼ Passport Advantage Options

4 Options



▼ Passport Advantage Options

■ Commercial

- ▶ Individual Licences with Software Maintenance

■ Complete Enterprise Option

- ▶ Product categories in bundles per-user across enterprise
- ▶ Includes Software Maintenance
- ▶ Can purchase individual licences not in bundle

■ Government Option

- ▶ Standard Relationship Pricing for all Government
- ▶ Not eligible for Transactional Pricing (TSVP)

■ Academic Option

- ▶ Heavily discounted
- ▶ Approximately 50% discount



PA Partner Enablement

Available Collateral

- ▶ PA Sales Mappers

Passport Advantage Training

- ▶ Warwick - 20 November 2002
- ▶ Staines - 4 December 2002

To register: ukebc@uk.ibm.com

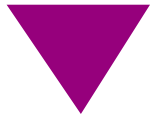
TOP CONTRIBUTOR INITIATIVES 2002



▼ Top Contributor Initiative 2002

Rewards our Top Contributing Tier 2 Business Partners for Passport Advantage Revenue in midmarket accounts

- ▶ IBM recognises our top most performing partners
 - We want the best to get bigger and better
- ▶ IBM will recognise & reward sales efforts in the Midmarket space
- ▶ The Top Contributor Initiative consistent with PartnerWorld for Software
- ▶ IBM will make it easier for Business Partners to participate



TCI 2002 Entrance Criteria

TCI for Resellers

BP Type	T2 Reseller
PWSW Member Level	Advanced or Premier
Prior Year SMB PA Revenue	Min \$100k
Current Year TCI Target (SMB PA Tgt)	Min \$100k
Other Requirements	<ul style="list-style-type: none">▶ Approved PartnerPlan▶ Identify Distributor▶ Sponsored

Incentive Offerings

- **Market Growth Fee** - focus on revenue generation
 - ▶ Simplicity
 - ▶ Pay for performance
 - ▶ Bottom line impact for Business Partners
 - ▶ Paid quarterly
- **Co-Marketing** - linking BP marketing to ours
 - ▶ Link BP and IBM's marketing efforts
 - ▶ Enable BP to leverage IBM air cover
 - ▶ Shift some midmarket demand generation to BP
 - ▶ Matched 1:1
- **Now You!** - energize BP sales force
 - ▶ Engage your sales reps
 - ▶ Give the principal a stake in the game

Incentive Offerings

TCI for Resellers

**Market Growth
Fee (MGF)**
for generated PA
SMB Revenue

6% Up to 100% of tgt
12% 100 -150% of tgt
18% Over 150% of tgt

Co-Marketing

5% of TCI Target
inc Start Now
(50% avail on approval)

Now You

Earn points & Claim prizes

▼ MGF & Co-Marketing (Example)

TCI for Resellers

Agreed \$200K TCI revenue target

Achieved \$350K of PA sales to SMB accounts

	Funds \$43k	
MGF Payments based on revenue attained against target 0 - 100% Target = 6% 100-150% Target = 12% 150% + = 18%	18% of \$50k =	\$9K
	12% of \$100k =	\$12K
	6% of \$200k =	\$12K
Co-Marketing allocated up to 5% of target	5% of \$200k =	\$10K

Where to Go?

TOP CONTRIBUTOR INITIATIVE

More Information & Enrollment

ibm.com/partnerworld/software/zone >incentives>sales incentives >TopContributor Initiative

Co-Marketing

ibm.com/partnerworld/software/zone>Marketing&Sales>Co-marketing

ALL TCI BP Queries email: TCI@uk.ibm.com
tel: 01784 445366

PASSPORT ADVANTAGE

More Information and Online Tutorial

www.ibm.com/software/passportadvantage

For Information on your customers

- ▶ www.lotus.com/pachannelaccess (Userid & Password required)
- ▶ WW Pricebook and configurator
- ▶ UserID and Password request email passport_login@lotus.com