Software Group Marketing

Successful Utilisation of IBM's Marketing Tools

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IBM Software Group

IBM

Getting Started

Business Partner Connections

Education

'How to' Guides

- ► Telemarketing
- ► Seminars
- ► Direct Mail

Style Guide

The IBM Marketing team have been great to work with - right from the beginning they have been enthusiastic and provided lots of support and advice...

- Jonathan Bradshaw, Sales and Marketing Director, NetInfo

Campaign Designer Overview

*Campaign Designer is a web-based tool which enables creation of demand generation tactics customized with YOUR company & solution information **quickly**, leveraging IBM's campaign investments.*

Campaign Designer is easy to use, flexible, and cost effective

Key Features:
- ► Customisable marketing tactics including: postcards, letter packages, self-mailers, web banners, e-mail content, web content,
- ► Low cost
- ► On-line PDF proofing; digital print production
- ► ServiceLine (Help Desk Support)
- ► Password protection

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Executive Assessment

➤ For companies who are planning to deploy e-commerce, or (more likely) upgrade an existing e-commerce site, including some level of e-business implementation

➤ Ask the *right* questions of the *right* people, so that you get the information you need to propose the *right* solution using the *right* language to motivate your prospect to make a decision *right* now.

➤ Create a compelling business case that will persuade your prospect to buy the required hardware, software, and services from you in the shortest possible time.

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PartnerWorld
Software

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Executive Assessment tool:
create compelling business cases.

The Executive Assessment maps out a step-by-step sales process that is dynamic and that addresses the changing concerns of your client as you move them through the buying cycle. Using Executive Assessment, you will determine who will be involved in the project, what they want to accomplish, when they plan to deploy, where the Web plays a mission-critical role in their business, and how the project will be funded. Armed with this information, you will be able to justify their investment, build value, and present your recommendations in a way that is virtually irresistible.

Benefits

What is Executive Assessment?
The IBM Partnerworld® for Software Executive Assessment is a tested and proven consultative selling tool co-developed with the authors of the best-selling Guerrilla Marketing series. It helps you identify prospects and gather the information you need to build a business case, present a proposal, and close new business. Because it focuses on the business

■ *Helps to quickly identify a prospect's e-business needs and design the right IBM solution*

■ *Provides a streamlined development process that can shorten sales cycles and increase closure rates*

How do I use Executive Assessment?
Use the Executive Assessment as an offer any time that you're contacting a prospect or calling on a customer. Or use the Executive Assessment as a call to action or limited time offer in a direct mail, telemarketing, marketing collateral or campaign tactic. We also recommend that you offer to apply the

Executive Assessment

What Your Client Gets

- ► An e-business business assessment prepared by a professional consultant (you)

- ► A competitive website analysis (where appropriate)

- ► A prototype solution for their review (where appropriate)

- ► A Report of Findings presentation summarizing your research

- ► An e-business strategic and tactical proposal for justifying and implementing their solution

- ► And other items that may be presented in the solution-specific module

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Seminar Solutions

IBM Seminar Solutions offer PartnerWorld for Software Business Partners three unique ways to deliver seminar content to their customers:

Traditional Seminars

- ► Seminar overview
- ► Audience profile
- ► Invitation copy
- ► Letter pack
- ► Presentation and script
- ► Demonstrations

Tele Seminars

- ► Operator-assisted conferencing
- ► Security PINs
- ► Attendee information
- ► Question & answer functionality
- ► Personalized conference greeting
- ► Recording and transcription services

e-seminars

- ► Customisable presentations, event registration, confirmation and reminder services, survey questions, and e-seminar training and rehearsals
- ► Live software demonstrations, polling, whiteboards, Web tours, audience chat
- ► Registration reports, record and playback services through an event archive
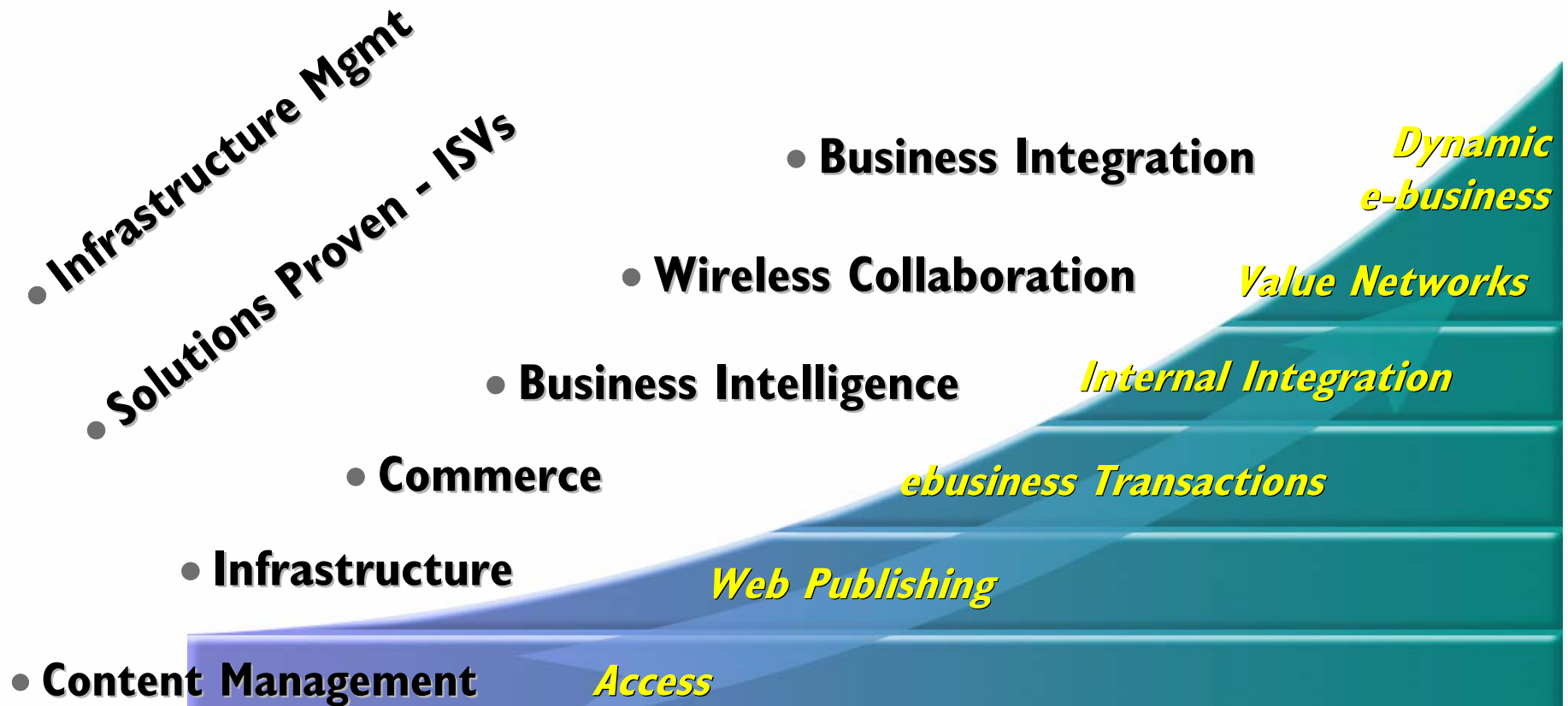
Start Now

Start Now

What is Start Now?

► Comprehensive suite of the most in-demand e-business solutions for the SMB marketspace

► Proven pathway to becoming a complete e-business

► Fast and proven route for acquiring e-business skills

"We compared IBM to other companies, but no one offered a better combination of products, stability and commitment to its Business Partners. IBM is second to none."

—Globalogic

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Start Now

**Start Now ebusiness Solutions =
IBM Middleware + BP Applications + BP Services**

- Infrastructure Mgmt
- Solutions Proven - ISVs

- **Business Integration**   *Dynamic e-business*

- **Wireless Collaboration**   *Value Networks*

- **Business Intelligence**   *Internal Integration*

- **Commerce**   *ebusiness Transactions*

- **Infrastructure**   *Web Publishing*

- **Content Management**   *Access*

Start Now

Benefits for Business Partners

- ► Sell solutions—software, hardware and ***services***

- ► Transfer technical and sales skills

- ► Identify new business prospects

- ► Assess customer needs

- ► Close business quickly

- ► ***Deliver quick ROI***

Start Now offers a great way to get introduced to the client, to get things rolling..."

—Perficient

Start Now

Deliverables

► Simple process to join the program

► Enablement Kit

► Complete set of sales and marketing materials

► Technical and sales education

► Easy installation and configuration

► Support for implemention

Sales and Marketing Enablement

- ► Family and Solution brochures

- ► Signature Sales Materials

- ► Sales training

- ► Marketing booklet

- ► Co-marketing materials
  - ► Ads
  - ► Post cards
  - ► Letter pack
  - ► e-mail scripts
  - ► Telemarketing scripts

- ► Scripted presentations and demonstrations

- ► Case studies and references

- ► Elevator messages

- ► Solution descriptions

- ► Press releases

- ► White papers

- ► ROI paper

"Start Now is precisely the type of package we look for, and the ROI is very, very good."

—EYT

Sales and Marketing Materials

"The ease with which we adopted these solutions is a tribute to the way IBM packages them."

—EYT

Complementing your own initiatives

- ➤ Elements of Start Now

- ➤ Elements of Seminar Solutions

- ➤ Literature

- ➤ Images

- ➤ SMB Offerings

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SMB Offerings

IBM Lotus LearningSpace 5.0

Functional capabilities

Lotus LearningSpace 5.0 inclu[des]

tracking and management

lets customers manage learning initiatives of any size, from a departmental project to an enterprise-wide learning solution. No matter how large or small the implementation, Lotus LearningSpace 5.0 provides the same consistent performance, robust capabilities, and intuitive user interface. With more than three million users worldwide, LearningSpace is the industry's leading e-learning technology solution.

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another.

- Standards-based data, audio, and video conferencing to let learners and instructors interact whenever needed.
- The ability for instructors to record live collaborative sessions and make them available for students to review later or provide them to students who missed the class.

their specific needs. IBM has met the needs of the training marketplace for many years, and its 3,400 services practitioners, coupled with 15 custom content development locations, provide a global reach and industry expertise unmatched in the e-learning marketplace.

Primary customer benefits
Lotus LearningSpace 5.0 is an integrated, scalable, best-of-breed e-learning delivery system that goes well beyond the capabilities of other e-learning products. A complete solution, LearningSpace lets customers integrate custom or off-the-shelf courses, deliver them in the method most appropriate for learners, and assess, track, and manage the whole process. LearningSpace 5.0 is AICC-compliant, enabling customers to integrate and track a full range of training assets, such as CD-ROMs, online documentation,

Functional capabilities
Lotus LearningSpace 5.0 includes new assessment, tracking and management capabilities to help customers manage their training program and ensure that e-learning activities generate measurable results. All management and student information is stored in a powerful relational database (DB2,® Oracle, or SQL) that enables flexible reporting as well as easy access to all data in the system.

Primary customer benefits

Lotus LearningSpace 5.0 is an integr[ated]

of breed e learning delivery system

Other capabilities include:
- An intuitive, easy-to-use student interface that allows learners of all levels to browse, enroll, and participate in a wide range of courses. Cascading style sheets make

Key needs addressed
1. Training gets done. With today's busy schedules, remote offices, and tight budgets, it's easy to put off training

anizations can
that is available
y time of the day
f their own offices.

long-term supplier
ners with a compre-
m that will address

Key needs addressed

1. Training gets done. With to[day's]

offices, and tight budgets, it's

development, and management and support capabilities. IBM Mindspan Solutions can custom-develop a course or an entire curriculum, implement strategic e-learning initiatives, or help corporations use e-learning as a competitive advantage.

IBM Mindspan Solutions' content, technology, services and personnel have received numerous industry awards including: the Corporate University Excellence Award from The Financial Times and the Corporate University Xchange; Excellence in Practice Awards for Electronic Learning Technologies, Organizational Learning and

IBM Lotus LearningSpace 5.0

Workplace Learning & Development from the American Society for Training & Development (ASTD); the 2001 Award of Excellence for Outstanding Instructional Product or Intervention from the International Society for Performance Improvement (ISPI); and recognition by the United States Distance Learning Association for innovation and creativity in distributed learning.

Industry specifics

IBM Mindspan Solutions have met the e-learning needs of well over 2,000 organizations in 57 countries, including:
- 7 of the top 10 US Airlines
- 7 of the top 10 US telecommunications companies
- 7 of the top 10 worldwide automotive manufacturers
- 6 of the top 10 worldwide commercial banks
- 3 of the top 5 US insurance companies
- 4 of the top 5 worldwide diversified financial institutions

A. Target Customer
Customer Size (Mid Market)

Number of employees	
1-50	
50-100	
100-250	X
250-500	X
500-1000	X
1000+	X

Solution Type by Buying Behavior

Behavior	Full Solution	Solution Kit Extensions	Marketing Offering Template
Mass Customized	X		
Off the Rack			
Hosted	X		

Customer Industry

X-Industry	X
Retail	
Wholesale	
Banking/Finance	
Insurance	
Telecommunications/Media	
Government	
Manufacturing	
Travel/Transportation	
Healthcare	

Typical Sponsor

Business Owner	X
Sales Executive	X
Marketing Executive	
CEO	
Finance Executive	
Customer Service Executive	
LOB Executive	X
IT Manager	X
Network Manager	

Customer Characteristics (Wants and Needs)
Business Needs Addressed
- Reduce cost of training customers, suppliers, distributors and partners
- Train rapidly, securely in disparate locations
- Train on a new system
- Provide cost-effective and consistent training to distributor network
- Provide high-quality, cost-effective enterprise-wide training
- Increase speed to market of new products and offerings
- Enable tracking and testing of training (especially important in regulatory compliance situations)

Customer Pains by Sponsor
Business Owner
- Make learning a mission-critical process
- Reduce costs of training employees, customers and partners
- Create a more educated, well-trained and responsive organization
- Attract and retain talented employees
- Keep employee morale high and turnover low

LOB Manager
- Speed new product introductions (speed to market)
- Educate employees on latest regulations
- Provide professional development opportunities
- Eliminate travel expenses and lost time away from office and sales territory

IT Managers
- Leverage technology to reduce costs
- Cost-effective method to keep IT staff up to date on new technology/software

10 Questions to ask to the customer to identify a project

1. Do you want to reduce the cost of training your customers and suppliers?
2. Do you want to train your employees rapidly and securely regardless of where they are located?
3. Do you want a cost-effective and consistent approach to training your distributor network?
4. Do you want to provide high-quality, cost-effective training to your entire organization?
5. Is learning a mission-critical process in your organization rather than a one-time event?
6. Would you like to leverage technology to reduce costs, enable WW access and make content available when learners need it?
7. Are you interested (now or in the future) in incorporating self-paced training and a Learning Management System (LMS)?

Harmony Pairings

Harmony Pairings are likely combinations of software products that can be sold together to increase your cross-brand software revenue opportunities.

Top 10 Harmony Pairings for 2002

- ► WebSphere PLUS DB2 EE Connect
- ► Content Manaager PLUS MQSeries Workflow
- ► DB2 PLUS Websphere Application Server
- ► WebSphere PLUS Lotus Domino Application Server
- ► WebSphere PLUS Tivoli Access Manager for e-business
- ► Lotus Domino PLUS Tivoli Storage Manager for Mail
- ► Lotus Domino PLUS DB2
- ► WebSphere PLUS Tivoli Storage Manager
- ► WebSphere Portal Server PLUS Lotus Sametime
- ► WebSphere PLUS EIP, CM, CM OnDemand

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Promoting your successes

Connects

Customer Reference Database

PR Support

- ***Start Now -*** *a comprehensive suite of the most in-demand e-business solutions for the SMB marketspace*
- ***Campaign Designer -*** *a web-based tool which enables creation of IBM demand generation tactics customized with YOUR company & solution information*
- ***Executive Assessment*** *- a questionnaire-based business case creation tool that helps identify the e-commerce strategy of key customers and prospects*
- ***Seminar Solutions*** *-three methods of delivering seminar material to customers and prospects - Traditional Seminars, tele-seminars and e-seminars*
- ***Supporting documents -*** *style guide, how-to guides, education website, literature and image library, brand leadership offerings*
- ***Awareness support -*** *Business partner Connects Magazine, Customer Reference Database, PR support*

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For more information

- http://www.ibm.com/partnerworld
  - Campaign Designer
  - Start Now
  - Business Partner Connections
  - Education

- http://www.ibm.com/partnerworld/software
  - Executive Assessment (under: Sales tools)
  - Style Guide
  - Literature/Image Library
  - SMB Offerings (under: Tools for Selling our Software)
  - Harmony Pairings
  - PR Support

- PartnerWorld for Software PartnerZone
  - Seminar Solutions (click on co-marketing programme)
  - 'How to' Guides