

## **IBM Guide to Software Business Partner Support in EMEA**



Produced by the EMEA Team of BP Technical Sales Support Managers

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## 1. What is this Book About – and Why Should I Care?

This is *the* guide for You to support from IBM Software Group. Here you will find compact information on support options, requirements and links to essential information and how and where to get help.

How do I find a local IBMer who can help?

When should I use Techline instead of local support (and what is Techline anyway?)

How do I escalate a problem, if there is a problem?

What should I do in a critical situation?

In general, you, as a business partner, have three ways of obtaining support:

Through a Business Partner Program. These are primarily pre-sale offerings and a mixture of Web-based, e-mail and telephone support.

Through IBM Software post-sale support. This is for defects on customer production systems or usage questions on purchased software (during either the development or the deployment phases).

By involving IBM Specialists on a fee-based engagement.

In the sections below, you will find guidance on what partners should do to obtain Technical Support, to find out which Technical Support options they are entitled to and how this support will be delivered. There are also a few pointers to useful Web sites containing hints & tips and practical assistance for business partners.

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### 1.1 Specific Business Partner Support Offerings

IBM is offering several types of support. Some of these are specific for Business Partners and described on the PartnerWorld® Web site, at: [www.ibm.com/PartnerWorld](http://www.ibm.com/PartnerWorld)

Typical situations, in which you should take advantage of the Business Partner Support offerings are when you:

- Needs a fix (a “work-around”, an APAR or a PTF) for a possible software defect
- Needs guidance on planning and/or building a configuration
- Needs information about products and their use
- Needs answers to “How-to ...” questions on implementation.

However, in the following situations local IBM support could be contacted to engage directly with you (and possibly his customer):

- When there is a need for on-site help (contact IGS, ITS or Software Group Services)
- When serious errors are disrupting the day-to-day operations of the customer’s production systems (contact ITS; you should report defect-related problems through the IBM Software post-sale support)
- When, in certain customer situations, you and IBM have a common interest in coordinating efforts, or where customer satisfaction is a known issue (contact IBM Software pre-sale Technical Support.)

#### 1.1.1 The PartnerWorld Program

IBM has a program for developers and resellers called **PartnerWorld**. Members are offered a number of benefits like education, newsletters, free software and technical support. Four PartnerWorld tracks exist, two of which will be of immediate value to software developers and business partners:

- **PartnerWorld for Software** (“PWSW”) supports software resellers, consultants, Web integrators, system integrators, and solution providers that focus on IBM software. The emphasis for the

technical support is on technology enablement, pre-sale support and implementation support but the program includes much more, such as marketing support and sales tools.

See section 2.2.1 *PartnerWorld for Software Support Benefits* for more information and links to the complete list of benefits.

- **PartnerWorld for Developers** (“PWD”) targets commercial software developers, or ISVs. However, it is open to everyone who wants access to developer-related information, and membership is free.

See section 2.2.2 *PartnerWorld for Developers Support Benefits* for more information and links to the complete list of benefits.

Business partners must be members of both programs to utilize Web-based technical support. Some offerings are available to members of both programs but delivered on different conditions (See 2.1 *PartnerWorld Entitlement*). A complete track comparison matrix, as well as links to the **Track Guides**. May be found at [http://ibm.com/PartnerWorld/pwhome.nsf/weblook/mem\\_ben\\_compare.html](http://ibm.com/PartnerWorld/pwhome.nsf/weblook/mem_ben_compare.html).

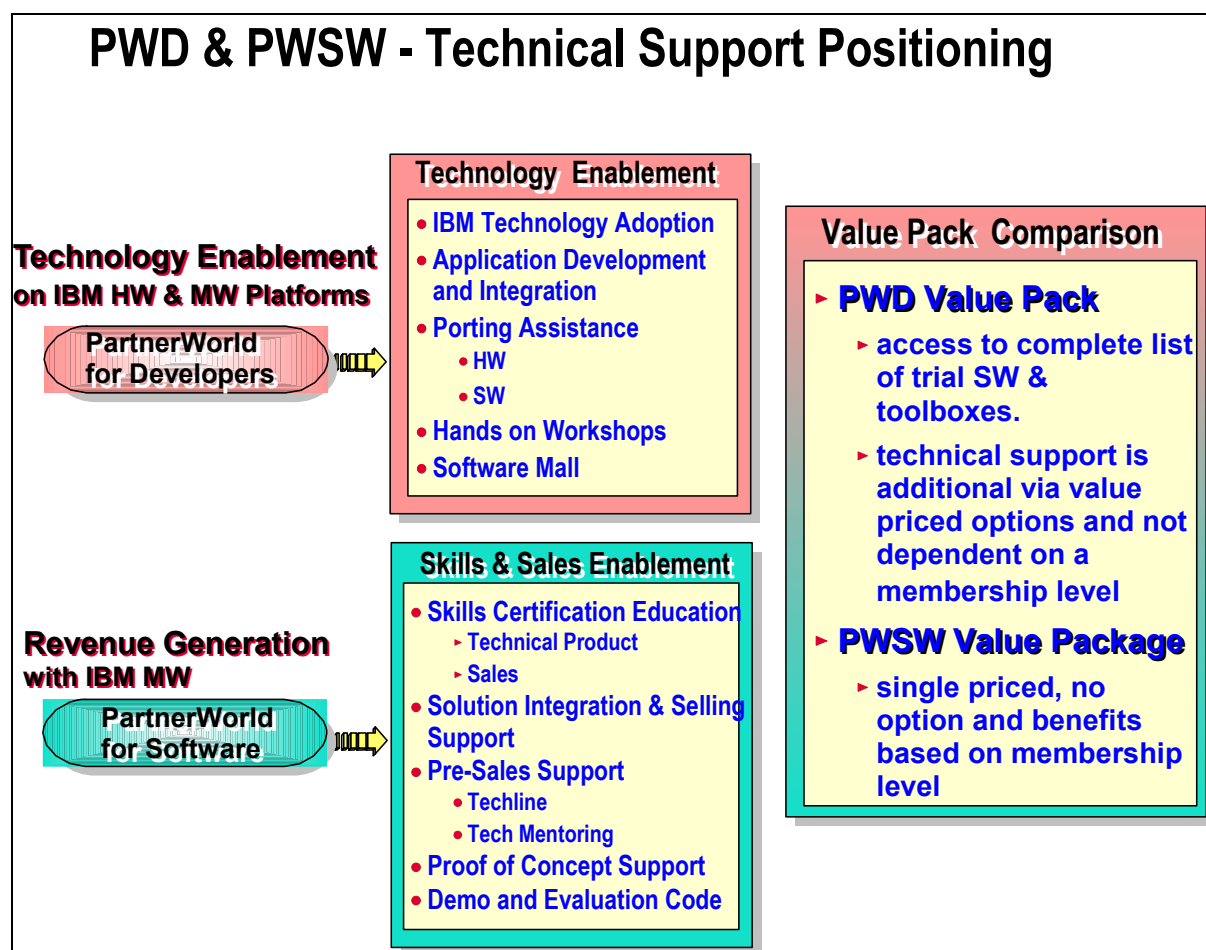


Figure 1. PartnerWorld program technical support

For more information about **PartnerWorld for Software** see:

<http://ibm.com/PartnerWorld/software>

For more information about **PartnerWorld for Developers** see:

[http://ibm.com/PartnerWorld/pwhome.nsf/weblook/mem\\_ben.html](http://ibm.com/PartnerWorld/pwhome.nsf/weblook/mem_ben.html)

For a comparison between offerings see:

<http://www.developer.ibm.com/welcome/guide2003/crosstrackmatrix.html>

### **1.1.2 Accessing Business Partner Support (PartnerWorld Contact Services)**

You have several ways to contact IBM for support. Most services are accessed through the web, but some includes ways to engage groups within IBM, who have Business Partner support as a mission. To get in contact with them use **PartnerWorld Contact Services** (formerly known as “PartnerLine” ). Apart from being a common telephone number for all telephone-based inquiries the PartnerWorld Contact Services agent will also be able to help in directing the caller to the most appropriate offering available and to answer the most common questions about the PartnerWorld program.

PartnerWorld Contact Service phone numbers can be found at:

[http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/cpw\\_index.html](http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/cpw_index.html)

Please note, that before being directed to a service, the caller will be asked to identify himself and his company in order to check the business partner’s entitlement to a requested service.

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## **1.2 Additional IBM Support Resources**

Apart from the general Business Partner support channel many IBM teams will be happy to collaborate and join forces with you to deliver end-to-end support and services to ensure the customers will be satisfied with IBM software products.

Call your regional Business Support Technical Support Manager if you need the assistance of these teams.

- **IBM Software Group Pre-Sale Specialists and Architects**

Specific product information and assistance with consulting or systems design. In order to maximize customer satisfaction, it may sometimes be necessary to involve them in certain post-sale situations too.

- **IBM Software Group Services**

Usually among the first to have acquired practical experience on new products or new versions of existing products. IBM Software Group Services are fee-based and usually engaged for short periods of time in the early phases of a project or in critical stages of deployment. They may help business partners through mentoring, reviewing of the implementation or assisting in critical phases of the project.

- **IBM Integration Technology Services (ITS)**

**IBM Software post-sale support** in EMEA is delivered by **ITS’** Technical Support Services (TSS) organization, with the IBM Development Labs as a backbone. Entitled customers may report problems electronically or by telephone. Non-defect support, support for 'How-to ...' questions and normal defect-related support is available during business hours. Critical **Severity 1** support is available *24 hours a-day by seven days a-week (24x7)*.

To be entitled to IBM post-sale support, the customer must have a valid *Software Support* agreement. This may be purchased separately (through a Supportline contract) or be included in the license. For distributed middleware products as well as iSeries™ and AIX® Software, this *Software Maintenance* (subscription and support) is included for at least one year via Passport Advantage or Software Maintenance Agreement (SWMA) iSeries / AIX. After one year it must be renewed.

The TSS group can also be subcontracted to implement, maintain and support IBM and selected non-IBM hardware and software. They also provide comprehensive site infrastructure enablement services.

- ***IBM Global Services (IGS)***

If you need support for a longer period of time, needs to supplement his own team with professionals, be it with IT Specialists, IT Architects or Project Managers, or simply to take over entire parts of a project, then IGS is probably the best solution. IGS will also be able to help with both business consulting (to ensure that the solution fits the customer's business needs) and the technical implementation of the solution.

## 2. Business Partner Support Offerings

As business partner, you may take advantage of specialized offerings as well as the more general services available across IBM. The most obvious and important ones are listed in the sections below.

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### 2.1 PartnerWorld Entitlement

**PartnerWorld for Software** operates with three levels of participation: **Member**, **Advanced** and **Premier**. Each level is distinguished by unique membership criteria. These criteria include:

- **Commitment**. Embracing business relationship and annual re-qualification. This requires the partner to keep his contact information up to date
- **Competency**, which looks at the skilled individuals in the business partner's firm
- **Contribution**, which considers annual revenue attainment for reselling business partners
- **Customer Satisfaction**, which includes customer satisfaction survey participation.

The requirements for each level can be found at:

<http://www-100.ibm.com/PartnerWorld/software/pwszone.nsf/docs/LMCK-55ETLD?opendocument>

When looking at support, **competency** is obviously the most important of the four. Here the criteria are:

1. **Member** level  
This is open to *all* business partners
2. **Advanced** level  
This requires *three* skilled individuals (at least *two* technical certifications and *one* sales skill/certification)
3. **Premier** level  
This requires *eight* skilled individuals:
  - *Five* technical certifications (one complementary technical certification or skill is accepted)
  - *Three* sales skills/certifications (one complementary sales certification or skill is accepted).

Members who are also **Value Advantage Plus (VAP) partners** can obtain support benefits on special terms.

**PartnerWorld for Developers** are operating with three membership levels also, but here anything but the basic member is on invitation only.

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### 2.2 PartnerWorld Support Benefits

This section describes the technical support benefits available from the **PartnerWorld** program. It is **not** intended to be a complete list of the available benefits, as it does not include the benefits purely related to marketing, or many other benefits such as free code and general education discounts.

The non-chargeable benefits are primarily self-help information and support, which are generally delivered electronically, that is to say, online via the Web. They include benefits such as education roadmaps/schedules and 24x7 self-help technical support, all delivered via the Web.

#### 2.2.1 PartnerWorld for Software Support Benefits

In **PartnerWorld for Software**, chargeable benefits are bundled into a **Value Package for Software**, which includes "demo and evaluation" software, "run your business" software, and education reimbursements ("**You Pass, We Pay**").



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A complete list of PartnerWorld for Software benefits can be found at:

<http://www-100.ibm.com/PartnerWorld/software/pwswpub1.nsf/docs/LMCK-556USR?OpenDocument>

Table 2 offers an overview of the offerings related to technical sales support.



denotes a non-chargeable benefit



denotes a chargeable benefit available within the [Value Package for Software](#)

Benefit Offerings for PartnerWorld for Software Membership	Member	Advanced	Premier
<b>Technical Support:</b>			
<b>Web-based Self-Help Support</b>			
Self-Help Technical Support	✓	✓	✓
IBM Software Support - Secured Content Access (Including access to Passport Advantage® Secured Content)	🔑	🔑	🔑
<b>Web-based Solution Integration and Implementation (SII) Support</b>			
Question and Answer Forums (* Available at Member level once one accepted technical certification is obtained)	🔑*	🔑	🔑
Private Questions and Answers		🔑	🔑
<b>Technical Sales Support via Telephone</b>			
PartnerWorld Contact Service/Techline - Technical Sales	🔑	🔑	🔑
Solution Integration and Implementation (SII) Support		🔑	🔑
Solution Assurance Assistance (* Available to VAP Partners. Available to Advanced level, subject to availability of SMEs)		🔑*	🔑
<b>On-site Support</b>			
Technical Mentoring – Large/Complex Opportunity		🔑	🔑
Critical Implementation Support - Large/Complex Opportunity			🔑
<b>Passport Advantage</b>			
Authorized Caller and Secured Content	✓	✓	✓
<b>Personal Consultation</b>			
Technical Enablement Consultation for VAP	🔑	🔑	🔑

**Table 2. Mapping of BP Benefits to BP Membership Levels**

### 2.2.1.1 Self-Help Technical Support

**Short description:** Access to frequently asked questions (FAQs), information maps linking to sources of technical data, software fixes, white papers, redbooks, and other e-support services.

**Type:** Web-based support.

**URL:** <http://www-3.ibm.com/software/support/>

**Available to:** All members.

### 2.2.1.2 Passport Advantage Post-sale Support – Authorized Caller

**Short description:** Passport Advantage is not a Business Partner Support option as such, but a support option related to a product sold on a Passport Advantage agreement. The support covers, for example, routine installation, usage and defect-related questions. Using the Passport Advantage support has the benefit of drawing on the IBM problem management experience and IBM's general support structure. If support is critical and problems are affecting an end-customer's ability to run his business, then this is the **only** way to obtain IBM post-sale support.

Business partners working with a license sold under this agreement are allowed to make support calls on behalf of the end-customer, *provided the partner is registered in Passport Advantage as an Authorized Caller*. This can be used during the implementation phase, when the customer has purchased the software.

**Type:** Telephone- or Web-based support.

**Telephone numbers:** Contact with IBM Software post-sale support is usually by telephone. The telephone number can be found at:

[http://techsupport.services.ibm.com/guides/cnts\\_emea.html](http://techsupport.services.ibm.com/guides/cnts_emea.html)

**URLs:** Information on the Passport Advantage Support process and how to register entitled employees (reseller or end-customer) can be found at:

<http://techsupport.services.ibm.com/guides/services.html> or

[http://www-3.ibm.com/software/support/probsub\\_help.html#faqs](http://www-3.ibm.com/software/support/probsub_help.html#faqs) (look for "Authorized Caller")

Instructions for gathering information before calling for support can be found at:

<http://techsupport.services.ibm.com/guides/beforecontacting.html>

See also section 3.3 *How to Submit a Problem Management Record (PMR) to IBM*.

For entitlement information see section 0.  *IBM Integration Technology Services (ITS)*.

For more information about the Passport Advantage program see:

<http://www-3.ibm.com/software/support/pa.html>

Problems may be submitted directly on:

<http://www-3.ibm.com/software/support/probsub.html>

**Available to:** All members. Due to the different sales model for eOEM partners, the service may also be used for the relevant product set during development, even though there is no actual software maintenance contract between IBM and an end-customer.

### 2.2.1.3 IBM Software Support – Secured Content Access

**Short description:** Technical news containing pro-active technical content like Q&A, white papers and fixpacks. This includes information otherwise only accessible to users registered as Passport Advantage customers.

**Type:** Web-based support.

**URL:** <http://www-3.ibm.com/software/support/>

**Available to:** All members with Value Package for Software. Value-Advantage Partners (VAPs) with Value Package for Software.

#### 2.2.1.4 *Technical Sales Support via Telephone (Techline)*

**Short description:** The IBM EMEA **Techline** is a pre-sale Technical Support organization which helps you sell IBM products. The service provides pre-sale support to entitled business partners from skilled IBM specialists and is reachable by first calling PartnerWorld Contact Services (**PartnerLine**) who will pass the partner's request to Techline. Answers are delivered by e-mail. Techline services include:

- Technical product information, including interoperability and compatibility, version and release positioning
- Configuration validation
- Performance / benchmark information
- Education sources
- Assistance in competitive situations.

**Note:** Techline does **not** provide support for answers to "How to ..." questions on implementing IBM products.

Example of a supported question:

"My customer is interested in WebSphere® Portal Extend 4.1 (on Windows 2000). They have the following design issue: they have several user directories in place, using MS Active Directory. Does WebSphere Portal integrate with those existing directories?"

Example of an unsupported question:

"How do I set up WebSphere Portal to integrate with MS Active Directory?"

(This should be addressed through the Post-Sale Support. See section 2.2.1.2 "Passport Advantage Post-sale Support – Authorized Caller" )

**Type:** Telephone-based support.

**Telephone numbers:** Software **PartnerLine** telephone numbers can be found at:  
[http://www-1.ibm.com/PartnerWorld/pwhome.nsf/weblook/cpw\\_index.html](http://www-1.ibm.com/PartnerWorld/pwhome.nsf/weblook/cpw_index.html)

**Online:** <http://d03bpi07.partner.boulder.ibm.com/src/techline.nsf>

**Mail:** [emeapw@uk.ibm.com](mailto:emeapw@uk.ibm.com) (Subject: Technical).

**Available to:** All members with Value Package for Software. Value-Advantage Partners (VAPs) with Value Package for Software.

#### 2.2.1.5 *Solution Integration and Implementation Support (SII) – Question and Answer Forums*

**Short description:** To be used during the development, sale and initial implementation of IBM software. The implementation support provided by this benefit covers commercially available demo and evaluation software and complements the software license product support for purchased software.

**Type:** Web-based support.

**URL:** <http://www.developer.ibm.com/sdp/qaaccess.html>

**Available to:** Advanced and Premier partners with Value Package for Software. Member level with Value Package for Software if one technical certification is obtained. Value-Advantage Partners (VAPs) with Value Package for Software.

#### 2.2.1.6 *Solution Integration and Implementation Support (SII) – e-mail Support*

**Short description:** To be used by business partners during the development, sale and initial implementation of IBM software. Business partner specialists may submit an unlimited number of private questions and can expect to receive responses from IBM software specialists. Questions related to both *general* product issues and *specific* solution integration concerns may be posed here.

**Note:** This support option may be used for defect-related support if you are using software that was **not** bought on a Passport Advantage agreement, that is to say, downloaded software or software sold on an eOEM agreement.

**Type:** Web-based support.

**URL:** <https://www.developer.ibm.com/tech/remoteEmail/entryForm>

**Available to:** Advanced and Premier partners with Value Package for Software. Value-Advantage Partners (VAPs) with Value Package for Software. A similar offering is available to PWD members as “Middleware technical support options”. See section 3.2.2.1 *Middleware Technical Support* for more details.

#### **2.2.1.7 Solution Integration and Implementation Support (SII) – Telephone Support**

**Short description:** This complements the Web-based Solution Integration and Implementation (SII) support. It addresses those situations during solution design, system design, and testing, where a more direct level of support is required or the e-mail support did not solve the problem. The service is reachable by first calling PartnerWorld Contact Services (**PartnerLine**.) The call will then be directed to the regional BP Technical Sales Support manager, who will help the caller get in touch with a brand Subject Matter Expert (SME), who could be either an IT Specialist or an IT Architect. The offering may thus be used as an “escalation” of an unsatisfactory e-mail support process, or as assistance in finding certain skills within the IBM support organization. **The caller must be a certified professional.**

**Note:** This is **not** a “Helpdesk” responsible for answering questions. Therefore, the response time will depend on the availability of an IT professional in the IBM Software Group pre-sale organization.

**Type:** Telephone-based support.

**Telephone number:** Software **PartnerLine** telephone numbers can be found at:  
[http://ibm.com/PartnerWorld/pwhome.nsf/weblook/cpw\\_index.html](http://ibm.com/PartnerWorld/pwhome.nsf/weblook/cpw_index.html)

**Available to:** Advanced and Premier partners with Value Package for Software. Value-Advantage Partners (VAPs) with Value Package for Software.

#### **2.2.1.8 Solution Assurance Assistance**

**Short description:** Telephone-based technical assistance to review software sales solutions and product installations for software sales opportunities of \$50,000 USD or higher in the specific software product area where support is being requested. Assistance may also be extended to opportunities or sales below \$50,000 USD for complex solution environments or where a review is recommended by IBM (as listed in the IBM internal mandatory product review list), **provided that the IBM technical resources are available.**

These sessions should, on average, last no more than **three hours** with focus on ensuring that the best IBM software solution is being proposed for *software sales opportunities*, or proper configurations and procedures for *product installation opportunities*. Business partners should have completed the required Solution Assurance Assistance documentation and checklists prior to this review. It is expected that the business partners will learn and build skills from these solution assurance reviews, with the aim of eventually being able to conduct future reviews on their own, that is to say, without IBM assistance.

IBM will coordinate and facilitate the Solution Assurance review. Regional BP Technical Sales Support managers will schedule IBM Subject Matter Experts (SMEs) or Cross-Brand IT Architects from the Software Group pre-sale organization to assist with the technical review.

**Type:** Telephone-based support.

**Phone number:** Call PartnerWorld Contact Services (**PartnerLine**) and request a Systems Assurance Review. Software **PartnerLine** telephone numbers can be found at:  
[http://www-1.ibm.com/PartnerWorld/pwhome.nsf/weblook/cpw\\_index.html](http://www-1.ibm.com/PartnerWorld/pwhome.nsf/weblook/cpw_index.html)

**URL:** More information can be found at:  
<http://www-100.ibm.com/PartnerWorld/software/pswzone.nsf/docs/LMCK-55STDR?opendocument>

**Available to:** Premier partners with Value Package for Software and Value-Advantage Partners (VAP) with Value Package for Software will be entitled to receive assistance for **three** Solution Assurance Reviews. Advanced and Members with Value Package for Software will receive assistance **depending on the availability of IBM SMEs and/or Cross-Brand IT Architects**.

#### 2.2.1.9 *Technical Sales Mentoring – Large/Complex Opportunities*

**Short description:** This extends on-site technical assistance in **solution design** and **solution development** for sales opportunities of \$100,000 USD or higher, in the specific product area where support is being requested. There is a limit of **two sessions** for Advanced business partners and **four sessions** for Premier business partners. These sessions are to last no longer than **three days** with a focus on ensuring that the best IBM solution is properly integrated into your proposal. You should have exercised available remote pre-sales support (such as Techline) prior to making a request for Technical Sales Mentoring. It is expected that you will learn and build skills from these mentoring engagements. This mentoring support is delivered by local IBM Software Group pre-sale technical professionals and is coordinated by the regional BP Technical Sales Support Manager.

**Type:** On-site support.

**URL:** To submit request use the template document at:

<http://www-100.ibm.com/PartnerWorld/software/pwszone.nsf/docs/LMCK-55TRWA?opendocument>

**Available to:** Advanced and Premier partners with Value Package for Software. Value-Advantage Partners (VAPs) with Value Package for Software.

#### 2.2.1.10 *Critical Implementation Support*

**Short description:** In selected critical engagements where the revenue involved is at least \$250,000 USD on a complex implementation of an IBM product solution, Premier business partners can now receive on-site implementation assistance when remote support is no longer effective. Premier business partners are expected to have a current support contract or use the customer's support Licensed Agreement to initiate a normal support call and open a Problem Management Record (PMR) where applicable. Other remote support options such as **Solution Development and Implementation** support should also have been exercised. When the severity and urgency of the issue cannot be resolved remotely, and the effort fits into the qualification requirements, a request for on-site support can be made. There is a limit of **two** separate support engagements and the support is expected to last no more than **three days**. Skills transfer is expected to take place to improve the business partner's technical skills. The support is delivered by the **Software Innovation Centre** (SWIC) and is coordinated by the regional BP Technical Sales Support manager.

**Type:** On-site support.

**URL:** This service is described at:

<http://www-100.ibm.com/PartnerWorld/software/pwszone.nsf/docs/LMCK-55TSLE?opendocument>

The service itself can be requested at:

<http://www-100.ibm.com/servlet/profiles?transformtsm&id=NoCheck&sheet=requestTC&locale=LL>

**Available to:** Premier partners with Value Package for Software.

#### 2.2.1.11 *Technical Enablement Consultation*

**Short description:** Technical Enablement Consultation is a special service available for business partners joining the Value-Advantage Partner (VAP) program. Through this offering they will get access to IBM's Developer Relation (DR) e-architects. The need and timing will be assessed by the local Developer Relation Solution Architect.

**Contact:** Local DR Solution Architect or regional BP Technical Sales Support Manager.

**Available to:** Value-Advantage Partners (VAPs).

## 2.2.2 *PartnerWorld for Developers Support Benefits*

Members of PartnerWorld for Developers may get access to chargeable benefits by paying for these individually. A complete list of benefits can be found at:

[http://www.developer.ibm.com/welcome/guide2003/benefits\\_member.html](http://www.developer.ibm.com/welcome/guide2003/benefits_member.html)

### 2.2.2.1 *Middleware Technical Support*

**Short description:** The Middleware Technical Support options cover cross-platform application development Question and Answer (Q&A) support for technical issues related to IBM middleware products and technologies. IBM middleware products and technologies on IBM and non-IBM platforms are supported to help the partner develop products for market-readiness. Please note that problems and questions related to customer systems are **not** supported.

Support is via e-mail, but telephone-based support may be purchased as an add-on. Calls will be answered by IBM specialists, *but only during US business hours*.

**Type:** e-mail-based support, with optional chargeable telephone-based support to IBM US specialists.

**URL:** Price and description of the service can be found at:

<http://www.developer.ibm.com/welcome/guide2003/middleware.html>

**Contact:** e-mails must be initiated from:

<https://www.developer.ibm.com/tech/remoteEmail/entryForm>

**Available to:** All members of PartnerWorld for Developers with Middleware Technical Support options.

### 2.2.2.2 *Porting and Enablement Support*

**Short description:** The worldwide IBM Solution Partnership Centers (SPCs) give commercial developers easy access to comprehensive porting, testing and enabling services on IBM e-business platforms. This offering will be useful in all stages of a development project. The SPC experts can help you understand the issues when approaching a new technology, offer advice on how to include it into existing solutions and assist all the way through prototyping, testing and tuning.

Examples of technologies are:

- Porting, testing and enabling across IBM's e-business platforms, software and hardware
- IBM and middleware enablement
- Workload balancing and sizing
- Data management
- IBM WebSphere and WebSphere Portal
- Web services
- Pervasive Computing
- IBM Initiative for Emerging Technology Developers
- Managed Hosting — application enablement program
- Ready for WebSphere Studio.

**Available to:** All members of PartnerWorld for Developers with SPC Porting and Enablement option.

**URL:** <http://www.developer.ibm.com/welcome/guide2003/porting.html>

### 2.2.2.3 *Production Support for WebSphere Studio Workbench*

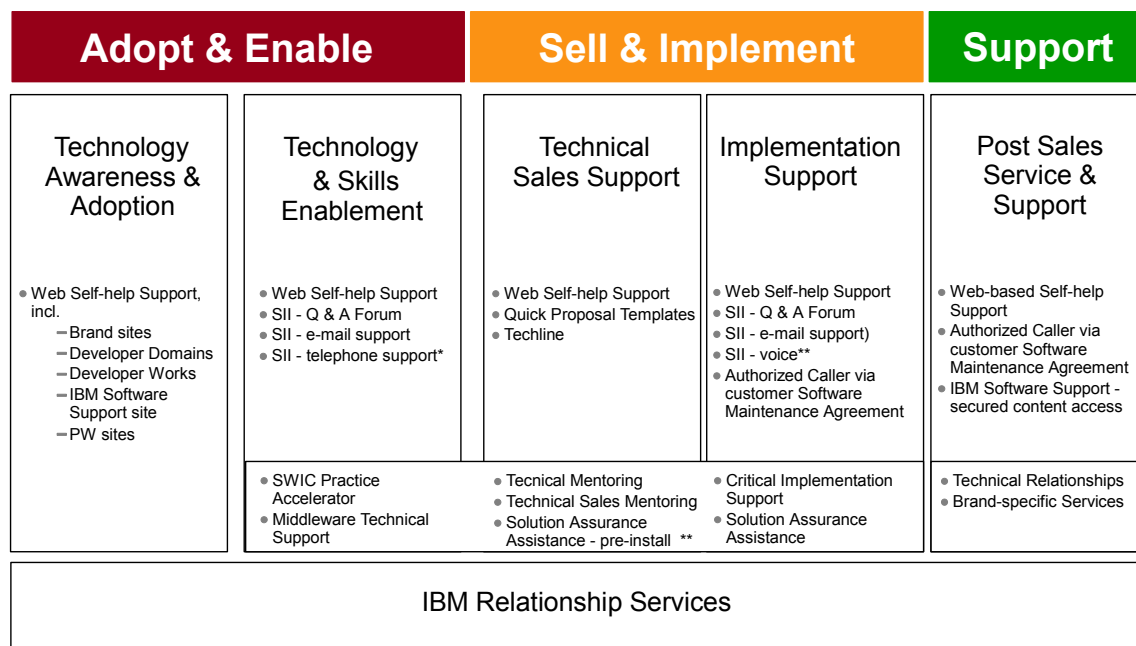
**Short description:** Support for WebSphere Studio Workbench in a production environment. A maximum of **five** incidents are included in the support option. WebSphere Studio Workbench is IBM's value-added delivery of Eclipse; there are added features above and beyond what's in the Eclipse platform. The offering does not apply to the commercially available WebSphere Studio products.

**Type:** Telephone-based support, *open only during US business hours.*

**URL:** For more information see: <http://www.developer.ibm.com/welcome/guide2003/production.html>

## 2.3 Business Partner Support and Sales Phases

Obviously, the need for support will change through the sales cycle. IBM's business partner support is tailored to give the optimum benefit when used at the appropriate stage, but may disappoint if applied to another. To make it easier to find the right type of support, the offerings have been grouped according to the sales phases summarized in *Figure 3*:



**Figure 3.** Mapping of BP Support to Sales Phases

In general, one should look for the more educational types of support in the first phases, supplemented with direct support by SW IT professionals to ensure the right people get the right skills.

In subsequent phases, the solution must be planned, designed, prototyped, built and tested. Configuration support, specific technical “How to ...” questions and possible defects must all be dealt with. Most of this can be done through the rich portfolio of the PartnerWorld program, which includes access to various IBM competence centers (refer to section 3.4 *IBM Competence Centers* for more details). Additionally, assistance can be obtained directly from a Software Group IT professional (IT Specialist and/or IT Architect). The Solution Assurance Review assistance is also an important checkpoint before actually presenting a proposal to the customer.

Post-sale issues are usually dealt with through the Passport Advantage Software Maintenance Agreement, but often also through the best practices (hints and tips) found on the general support Web sites.

## 2.4 IBM Competence Centers

The following is just a small selection out of the large number of specialized IBM Competence Centers. These can help business partners with specific needs or who are involved in a special type of engagement for the first time.

### **2.4.1 IBM Software Innovation Centers (SWICs)**

**Short description:** The Software Innovation Center (SWIC) is a cross brand competence center addressing business partner software support requests for pillars 2 to 4 of the phases diagram shown above (figure 4.) These centers may help in situations where a business partner needs accelerated enabling, customized workshops, mentoring in the early phases of a project involving new technology or requiring architectural reviews. The SWICs may also take advantage of local IBM experts who deliver a service (free of charge or on fee basis). The SWIC may also decide to involve an SPC (see below).

**Contact:** Regional BP Technical Sales Support Manager or Technical Sales Manager for the leading brand.

### **2.4.2 IBM Solution Partnership Centers (SPCs)**

**Short description:** There are currently 17 (... a steadily growing number ...) IBM Solution Partnership Centers (SPCs) around the world. A business partner must be a member of the PartnerWorld for Developer (PWD) program to take advantage of the SPCs services. All the IBM SPCs have the same mission of helping commercial developers (Independent Software Vendors, or ISVs) and Global System Integrators (GSIs) to port, enable, test, and market their applications on all IBM platforms. Access to the latest IBM hardware and software, secure porting labs, tailored configuration support, expert technical assistance and education all help in reducing development costs and increase speed to market.

The IBM SPCs also provide workshops and technical seminars to inform business partners about IBM's latest versions of software and tools, and how to implement them to enhance the e-business environment.

**Contact:** For further information on how to engage the SPC in a specific situation, contact the regional BP Technical Sales Support Manager.



### 3. Other Practical Support Items

Obviously, a lot of information can be found at IBM Software Web sites. The main Web site is <http://ibm.com/software> and brand-specific Web sites can be found from here or addressed directly by adding the brand name, for example: [www://ibm.com/software/lotus](http://www.ibm.com/software/lotus)

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#### 3.1 Brand-Specific Support

Besides delivering cross-brand product support, the PartnerWorld Web site will also work as a pointer to the public product support offerings. The list of support pages can be found in the Business Partner Zone by using the *Technical Resources and Support* link and *General Support and Benefits*.

**URL:** <http://www-100.ibm.com/PartnerWorld/software/pwszone.nsf/subcat?readform&cat=ts&subcat=generalsupportandbenefits>

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#### 3.2 How to Find Product Fixes (APARs)

**Short description:** Authorized Program Availability Reports (APARs) are *private* software fixes created by IBM Software Development Labs to resolve unique defects encountered on specific customer operational systems. If the problem is of a more general nature, then the APAR may be made available for installation at other (*public*) customer sites. However, APARs are not tested in the same way as fixpacks and may exclude each other or simply not work in certain environments. Therefore some APARs are not always made generally available but must be requested through the IBM Software post-sale support Single-Point-Of-Contact (SPOC). Please be aware that it is not always clear how an APAR affects the general support for a specific configuration. For example, if an APAR exists which makes it possible for product A to work with product B instead of product C (even though the announcement only stated support for A and C), one cannot assume that A and B will now be a supported configuration in all situations. If you are in doubt, contact IBM Software post-sale support.

Please note that to use IBM Software post-sale support, you must be entitled through an appropriate support contract (Passport Advantage, SL or SWMA).

Descriptions of APARs can be found at:

**URL:** [http://www-1.ibm.com/support/apar\\_search.html](http://www-1.ibm.com/support/apar_search.html)

APARs themselves can be found in various places. Most commonly used APARs are found at: [www.ibm.com/software/support](http://www.ibm.com/software/support) or at the product's Web site.

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#### 3.3 How to Submit a Problem Management Record (PMR) to IBM

**Short description:** A Problem Management Record (PMR) is the IBM vehicle for reporting formal defect-related problems and may be opened for customers entitled to post-sale support through their software contract. PMRs are usually related to program errors caused by possible defects in a software product (and/or its documentation) and may result in general advice or recommendations, or a suggested *work-around*, or a *private* fix (an APAR), or a *public* fix (a Program Temporary Fix, or PTF) developed by the appropriate IBM Software Development Lab. The preferred way to raise a formal defect-related PMR is by using the Passport Advantage support (see section 3.2). If the problem has been found using a demo or trial license (that is to say, using a product that was *not* bought on a Passport Advantage or eOEM contract), then the suspected program errors may be reported through the SII e-mail based support (Refer to section 2.2.1.6 *Solution Integration and Implementation Support (SII) – e-mail Support*).

**Note :** A PMR does not have to address a possible program error. This is now the vehicle to all IBM SW post-sale support and may also be used for questions about e.g. the use of a product.

**Submitting a PMR by phone:** Call the IBM Software post-sale support SPOC. Telephone numbers can be found at: [http://techsupport.services.ibm.com/guides/cnts\\_emea.html](http://techsupport.services.ibm.com/guides/cnts_emea.html)

**Submitting a PMR electronically:** <http://www-3.ibm.com/software/support/probsub.html>

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### 3.4 Where to Find IBM Product Announcement Letters

An IBM Product Announcement Letter is the official document informing the public about product details. Here you will find e.g. the date when a product will be released for General Availability (GA). It also outlines the product's functional specifications and lists the parts included in the product, the product's feature codes and any supported configurations. If a configuration is supported, then one can expect defects to be fixed and general help to be available. Unsupported configurations may work, but one cannot expect questions to be answered or errors to be corrected. **Therefore, unsupported configurations cannot be recommended for production use.**

**URL:** <http://www2.ibm.link.ibm.com/cgi-bin/master?xh=PeOHNDFm3ljgXO2EMenGnN9332&request=emea.emeaanno&parms=&xhi=emea%2Emain&xfr=N>

**Note:** Please take special notice of supported configurations (as discussed above).

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### 3.5 IBM Redbooks

IBM Redbooks® provide a very large library of “How to ...” manuals containing valuable information on technology overviews, in-depth product information and practical usage examples with detailed step-by-step guidance on product installation and implementation.

**URL:** <http://ibm.com/redbooks>

## 4. PartnerWorld for Software – Support Offerings Cross-References

PartnerWorld for Software Technical Support Options					
	Adopt & Enable		Sell & Implement		Support
Partner Level	Technology Evaluation	Technology & Skills Enablement	Pre-Sales Support	Implementation & Proof-of-Concept (Pre-production)	Post-Sales Support Usage & Defect
<b>Member</b>	<ul style="list-style-type: none"> <li>● Web Self-help Support, incl.                             <ul style="list-style-type: none"> <li>- Brand sites</li> <li>- Developer Domains</li> <li>- Developer Works</li> <li>- IBM Software Support site</li> <li>- PW sites</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Web Self-help Support                             <ul style="list-style-type: none"> <li>→ SII - Q &amp; A Forum (Remote forum support) (Note: Requires one technical certification.)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Web Self-help Support</li> <li>● Quick Proposal Templates</li> <li>→ Techline</li> </ul>	<ul style="list-style-type: none"> <li>● Web Self-help Support                             <ul style="list-style-type: none"> <li>→ SII - Q &amp; A Forum (Remote forum support) (Note: Requires one technical certification.)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Web Self-help Support</li> <li>◆ Authorized Caller via customer Software Maintenance Agreement</li> <li>→ IBM Software Support - secured content access</li> </ul>
<b>Advanced (or VAP)</b>	<ul style="list-style-type: none"> <li>● Web Self-help Support, incl.                             <ul style="list-style-type: none"> <li>- Brand sites</li> <li>- Developer Domains</li> <li>- Developer Works</li> <li>- IBM Software Support site</li> <li>- PW sites</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Web Self-help Support                             <ul style="list-style-type: none"> <li>→ SII - Q &amp; A Forum (Remote forum support)</li> <li>→ SII - Private Q &amp; A (Remote e-mail support)</li> <li>→ SII - Remote local voice &amp; e-mail **</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Web Self-help Support</li> <li>● Quick Proposal Templates</li> <li>→ Techline</li> <li>→ Technical Mentoring</li> </ul>	<ul style="list-style-type: none"> <li>● Web Self-help Support                             <ul style="list-style-type: none"> <li>→ SII - Q &amp; A Forum (Remote forum support)</li> <li>→ SII - Private Q &amp; A (Remote e-mail support)</li> <li>→ SII - Remote local voice &amp; e-mail **</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Web Self-help Support</li> <li>◆ Authorized Caller via customer Software Maintenance Agreement</li> <li>→ IBM Software Support - secured content access</li> </ul>
<b>Premier</b>	<ul style="list-style-type: none"> <li>● Web Self-help Support, incl.                             <ul style="list-style-type: none"> <li>- Brand sites</li> <li>- Developer Domains</li> <li>- Developer Works</li> <li>- IBM Software Support site</li> <li>- PW sites</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Web Self-help Support                             <ul style="list-style-type: none"> <li>→ SII - Q &amp; A Forum (Remote forum support)</li> <li>→ SII - Private Q &amp; A (Remote e-mail support)</li> <li>→ SII - Remote local voice &amp; e-mail (EMEA) **</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Web Self-help Support</li> <li>● Quick Proposal Templates</li> <li>→ Techline</li> <li>→ Technical Mentoring</li> <li>→ Solution Assurance Assistance **</li> </ul>	<ul style="list-style-type: none"> <li>● Web Self-help Support                             <ul style="list-style-type: none"> <li>→ SII - Q &amp; A Forum (Remote forum support)</li> <li>→ SII - Private Q &amp; A (Remote e-mail support)</li> <li>→ SII - Remote local voice &amp; e-mail **</li> <li>→ Critical Implementation Support</li> <li>→ Solution Assurance Assistance - pre-install **</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Web-Based Self-help Support</li> <li>◆ Authorized Caller via customer Software Maintenance Agreement</li> <li>→ IBM Software Support - secured content access</li> </ul>

● Public Access (Free)

→ Requires purchase of SW Value Package

◆ Requires Passport Advantage or eOEM agreement

PartnerWorld Contact Services: (PartnerLine)

Austria	01 245925910
Belgium	02 225 35 35
Denmark	45 23 32 77
Finland	09 45 96 400
France	0 810 801 426
Germany	01803 246 256
Ireland	01 815 9597
Italy	02 7031 6105
Netherlands	020 513 5155
Norway	66 99 83 53
Portugal	800 880 336
Spain	91 662 38 63
Sweden	08 793 5008
Switzerland	0 844 80 30 30
United Kingdom	01256 344 500
International	+44 1475 557060

**IBM PartnerWorld** is a comprehensive marketing and enablement program for all Business Partners across IBM, including those specializing in solutions based on IBM hardware, software and/or services. In an effort to offer benefits better tailored to Business Partners' individual requirements, the program is delivered through specialized tracks: PartnerWorld for Software, PartnerWorld for Developers, PartnerWorld for Systems and Services and PartnerWorld for Personal Systems.

**PartnerWorld Contact Services.**

Formerly called PartnerLine, PWCS consolidates membership support functions for IBM PartnerWorld communities. It is a support center staffed with multilingual Information Specialists who provide first point of contact, teleWeb and program administrative services.

The center is designed to provide quick and easy one-call access to IBM Information Specialists who are knowledgeable across the PartnerWorld communities, and who take ownership in providing answers to all Business Partner enquiries. Its primary mission is to resolve these enquiries on the first contact and increase responsiveness to Business Partners by reducing call transfers.

**PartnerWorld for Software.**

PWSW Technical Support benefits are directed to Business Partners who are engaged in software revenue generation that includes IBM middleware components. The emphasis areas are technology enablement, pre-sales support and implementation support.

**PartnerWorld for Developers.**

PWD is a world-wide program supporting developers/ISVs who build solutions using IBM technologies. It provides software or application porting assistance to developers and ISVs.

IBM is also enhancing Web sites to improve the self-service experience for Business Partners.

PWCS Information Specialists are also available to support Business Partners with the Web navigation as they explore and utilise self-service on the Web.

For further information regarding IBM PartnerWorld go to : <http://www.ibm.com/partnerworld>

**EMEA Software Group Services**

IBM Software Group Services teams provide Services specialised in the deployment of IBM Software group technology across all our brands (Lotus®/ DB2®/ Tivoli®/ Websphere®/ Rational®).

Their first mission is to support and engage with the Software Group Sales and Technical Sales teams to help build successful deployment plans to assist our customers maximise their success with IBM Software.

This can range from one day of architecture consultancy through to full-scale project delivery services.

The Software Services teams collaborate and join forces with IBM Global Services and IBM Business Partners to deliver end-to-end skills and services to clothe IBM software products. Their deep product focused technical skills combined with the business and IT expertise of IGS, as well as the unique capabilities of Business Partners, support all aspects of the deployment of IBM software solutions.

Region ( Countries )	Contact	phone number	email address
CEMA ( Central and Eastern Europe, Middle East and Africa )	Gyorgy Racz	+ 36 13 82 59 41	gyorgy_racz@hu.ibm.com
Central ( Austria, Germany, Switzerland )	Reinhard Buchholz	+ 49 23 11 20 54 51	RBUCHO@de.ibm.com
North ( UK, NL, Ireland, South Africa )	Les Rogerson	+ 44 208 844 6951	ROGERLJ@uk.ibm.com
Nordic ( Denmark, Finland, Norway, Sweden and baltic)	Patrick Halford	+ 35 8 94 59 55 07	patrick.halford@fi.ibm.com
South ( Italy, Spain Portugal, Greece, )	Aurelio Sanchez Ricart	+ 34 9 13 97 66 11	aurelio_sanchez@es.ibm.com
West ( France, Belgium )	Lamene Krim	+ 33 1 41 99 63 43	lamene.krim@fr.ibm.com

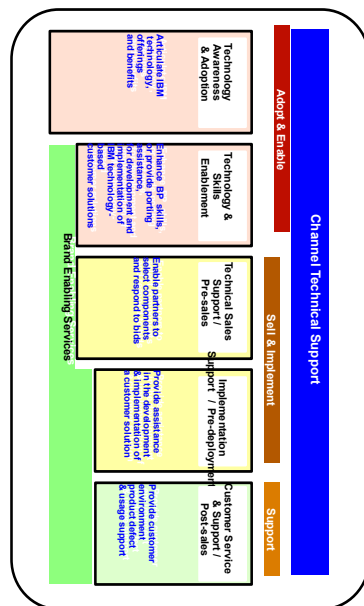
Each region is organised as a single Services unit to accelerate our ability to deliver the solutions our customers are all asking for.



30 June 2003

- DB2** Data Management Software
- Lotus** Software
- Tivoli** Software
- Websphere** Software
- Rational** Software

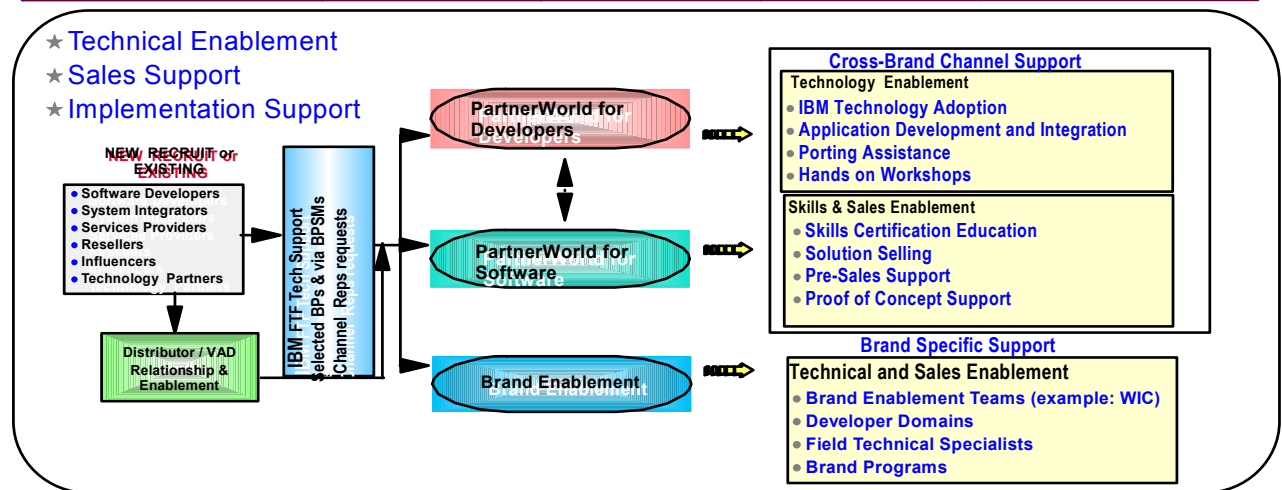
**Technical Sales Support for IBM Business Partners**



**IBM Software Group Europe, Middle East, Africa**

# IBM Guide to Software Business Partner Support in EMEA

PartnerWorld for Developers	Member	Advanced & Value-Advantage Partner (VAP)	Premier	Type of Support
Web Support				eSupport- Web
Web Based Self-help	Yes (no charge)	Yes (no charge)	Yes (no charge)	Developer Support Online: FAQs, Information maps, sample code, fixes
developerWorks Toolbox subscription - Professional level	Yes (no charge)	Yes (no charge)	Yes (no charge)	Download and CD access to software development products and tools (some trial products)
developerWorks Toolbox subscription - Enterprise level	PWD Value Package for Developers	PWD Value Package for Developers	PWD Value Package for Developers	Download and CD access to software development products and tools (some trial products)
eServer - iSeries early release code	iSeries Early Release Code Value Option	iSeries Early Release Code Value Option	iSeries Early Release Code Value Option	Access to iSeries early release code
Voice (or email) Support				Remote - Voice or email
DR Tech support • eServer only support • eServer & middleware • Middleware only supt.	PWD Value Options	PWD Value Options	PWD Value Options	Development support
WebSphere Studio Workbench production support	WS Workbench Value Option	WS Workbench Value Option	WS Workbench Value Option	Development support
On-site Support at IBM, with optional remote access from BP's site				Face to Face
Porting & enablement via Solution Partnership Center (SPC)	SPC Value Option (fee waived for key Programs)	SPC Value Option (fee waived for key Programs)	SPC Value Option (fee waived for key Programs)	Solution validation, enablement & porting, scalability & performance tuning



PartnerWorld for SoftWare	Member	Advanced & Value-Advantage Partner (VAP)	Premier	Type of Support
Web Support				Web Support
Web Based Self-help	Yes	Yes	Yes	Pre-sales / post-sales / enablement / implementation
Solution Integration & Implementation Support	SW Value Package Q&A Forum (Tech Cert Req.)	SW Value Package Private Q&A Q&A Forum	SW Value Package Private Q&A Q&A Forum	Enablement & Implementation
IBM Software Support - Secure Content Access	SW Value Package*	SW Value Package*	SW Value Package*	Pre-sales / post-sales / enablement / implementation
Voice (or email) Support				Remote - Voice or email
PartnerLine / Techline-TechSales	SW Value Package	SW Value Package	SW Value Package	Pre-sales
Solution (Integration & Implementation) Support **	No	SW Value Package	SW Value Package	Enablement & Implementation
Solution Assurance Assistance *	No	No	Yes	Pre-sales and Pre-install/ implementation
On-site Support				Face to Face
Technical Mentoring - large/complex opportunity	No	SW Value Package 2 sessions	SW Value Package 4 sessions	Pre-sales
Critical Implementation Support - large/complex implementation	No	No	SW Value Package 2 sessions	Enablement & Implementation

## 5. Contact Information

As mentioned through this document, you have 3 ways to access IBM Business Partner Support.

- Electronically. Use this document as a “launch pad” or go to [www.ibm.com/PartnerWorld](http://www.ibm.com/PartnerWorld) for a general description.
- PartnerWorld Contact Services. Phone numbers can be found at: [http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/cpw\\_index.html](http://www-1.ibm.com/partnerworld/pwhome.nsf/weblook/cpw_index.html)
- The Regional BP Technical Support Manager. Don’t hesitate to call him, if you want to discuss a support issue, need help finding the right offering for your current engagement or need guidance to get in contact with other IBM resources

REGION	BP Technical Sales Support Manager	Contact details
EMEA	Dominique Chanson	Phone: +33 1 41 88 52 80 e-mail: <a href="mailto:dchanson@fr.ibm.com">dchanson@fr.ibm.com</a>
CENTRAL	Hans-Michael Obst	Phone: +49 711 785 5373 e-mail: <a href="mailto:obsthm@de.ibm.com">obsthm@de.ibm.com</a>
NORDICS	Ole Kaehler	Phone: +45 45 23 31 93 e-mail: <a href="mailto:olek@dk.ibm.com">olek@dk.ibm.com</a>
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WEST	Patrick Hofleitner	Phone: +33 1 4199 6201 e-mail: <a href="mailto:patrick_hofleitner@fr.ibm.com">patrick_hofleitner@fr.ibm.com</a>
CEMA	Rainer Pirker	Phone: +43 1 21145 4163 e-mail: <a href="mailto:rainer_pirker@at.ibm.com">rainer_pirker@at.ibm.com</a>

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