

The Next Generation of Partnering:

Software Value Plus for IBM Business Partners



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The Next Generation of Partnering:

Today's agenda

- **Reminder of IBM Software Value Plus**
- **Order process from January 25th**
- **Tools**
- **Application process recap**
- **Question and answer session**

Driving growth through an investment in skills:

Software Value Plus



- Clients value skilled advisors
- IBM committed to strengthen Business Partner skills
- Strategy for driving growth through skills announced February
- IBM Software Value Plus is the implementation of that strategy

Business models to enable Business Partner growth

IBM Software Value Plus

Open Portfolio

Open

- Designed to reach the broadest market possible
- High levels of consumability
- All IBM Business Partners can resell

Authorized Portfolio

Software ValueNet

- Facilitates transition of high value Business Partners into IBM
- Includes skilled Business Partners from Filenet, Cognos, Infosphere, Optim

Authorized

- Designed to deliver leading capabilities
- IBM Business Partners with proven skills or solutions expertise can resell **starting Jan 2010**

Top 5 Frequently Asked Questions from our Business Partners

How do I find out what category a product is in?

- Visit the [Software Value Plus page](#) in IBM PartnerWorld for product alignment

Do the Authorized requirements apply in my country?

- The new requirements apply in 74 countries worldwide
- Visit the [Software Value Plus page](#) in IBM PartnerWorld for the complete list

Can I sell renewals for authorized products?

- You must be authorized for at least one product in the renewal to sell
- IBM encourages authorized Business Partners to sell renewals

Where do I go to enroll in authorized?

- In your [PartnerWorld profile](#) under Benefits and Relationships
- Enrollment dates vary by country. Visit the [Software Value Plus](#) PartnerWorld site

How do I obtain authorization for a new category after January 25th?

- Apply through your [PartnerWorld Profile](#) after you have met the requirements

Authorized program will commence January 25, 2010

- **Purpose:** Increase client value, partner teaming and partner revenue
- **Products:** A majority of IBM Software products categorized into the following Authorization Groups (see product guide for an exact list of products)

WEBSHERE			Information Management		
Business Process Management	Commerce	WebSphere Core	Heritage CM	Data Management	
Rational	LOTUS	TIVOLI			
All	Portal	Storage Management	Security & Compliance Management	Automation	Enterprise Asset Management

- **Process:** Business partners must meet these requirements to sell Authorized offerings (*NB: for either new license or renewal*)
 - Membership in IBM PartnerWorld
 - Approved participation in SVI or VAP
 - For SVI: technical and sales skills
 - For VAP: approved solution
 - Current PartnerPlan
 - Minimum revenue participation levels within SVI and VAP after first year

Reselling Authorized Products

You Must be APPROVED



2010 Software Channel Launch and Kick-off

- Providing information on 2010 Sales Plays, Priorities and Announcements
- Details: January 25th, 16.00 GMT - 17.00 CET - 18.00 EET - 19.00 AST - 20.00 GST
- Register TODAY!

http://www-304.ibm.com/events/wwe/grp/grp004.nsf/v16_enrollall?openform&seminar=2EDN5NES&locale=en_US&S&S_TACT=NA

- Speakers include:
 - Sandy Carter, Vice President, IBM Software Group Channels
 - Steve Mills, Senior Vice President and Group Executive
 - Bob Picciano, General Manager, Software Sales
 - Al Zollar, General Manager, Tivoli
 - Alan Ganek, CTO and Vice President, Strategy & Technology
- This critical Kick-off Event is a must for Business Partners:
 - Getting Authorized for IBM Software Value Plus or participating in IBM Software ValueNet.
 - Leveraging the Software Value Incentive (SVI) or Value Advantage Plus (VAP) programmes.

Life after January 25th – practical information for: *Software Value Plus for IBM Business Partners*



Joacim Hallstrand

Manager, IBM Software Sales Business Operations
EMEA

21 January 2010



Order process



- Place order with preferred VAD as per normal
- VAD enters order on web tool/B2B quoting approved Resellers ID
- IBM systems check order vs Reseller Authorisation and accept or reject the full order
- If order rejected because on non-Authorization VAD and BP need to agree next step, for instance
 - Process partial order if applicable
 - Team with other BPs
 - Order balance of order direct from IBM
 - ...
- If Renewal order – then the order will be accepted as long as at least one product ordered is from an Authorized product group
 - Un-Authorized products will get a reduced margin of 5% or lower and no GB instant rebates will be paid to VAD

Special Bids

- The Special Bids tools are not impacted by the rollout of controlled distribution
- A Business Partner must be authorized to be listed on a quote, and to be authorized to be approved on a special bid
- Note: Multiple Business Partners on a quote require multiple bid submission
 - IT is aware of the issues manual work effort this causes and is looking at potential fixes



Transaction teaming to meet Client needs

Audited approach for addressing specific client requirements for single contracts. Varies by Geo.

Example of order flow (other versions can exist)

1. Non-Authorized BP is designated by End User as sole provider
2. End User issues PO to Non-Authorized BP
3. Non-Authorized BP delivers copy of End User issued PO to Authorized BP listing End User for licensing purposes
4. Authorized BP orders IBM software through VAD
5. VAD delivers license (PoE) to End User designated on PO
6. Authorized BP sends Invoice to End User care of Non-Authorized BP
7. Non Authorized BP remits payment to Authorized BP on behalf of End User

Tools



PQO - Part Number and Price file reminder

Part Detail for D576HLL		Price Detail for D576HLL	
⚠ IBM Confidential			
Part number	D576HLL		
Part description	IBM Ad Hoc Reporting Module for OmniFind Discovery Edition Authorized User License + SW Subscription & Support 12 Months		
Software brand	Information Management		
Reseller authorization	IBM Maximo		
Reseller authorization terms	Growth Through Skills GTS		
Product group	IBM Content Management		
Product subgroup	OmniFind		
Product trade name	OmniFind		
Product name	Ad Hoc Reporting Mod OmniFind Discvry		
Product platform	All OS per ESD/PA Media Pks		
PID	5724N53	:	IBM OmniFind Discovery Edition
Encryption level code	Not applicable		
Media type	Not Applicable		
Part language	All Lang per ESD/PA Media Pks		
Part version	N/AP		
Part type	License + SW Subscription & Support		
Charge unit	Authorized User		
Country/region/currency	United States / US Dollar		
Price effective date	01 Jan 2009		

Reminder

Reseller authorization and reseller authorization group have been added to the price files and PQO

Fields will be populated when controlled distribution goes live in January

If reseller authorization is not required, you will see this:

Software brand	Lotus Software
Reseller authorization	No authorization required
Reseller authorization terms	No authorization required
Product group	Desktop

Enhanced Benefits for Authorized Partners

SVP Authorized Business Partner Finder Tool

- Broader exposure to clients
- Cross-brand highlighting authorizations
- Customers can find their local authorized reseller
- Search by Brand, Product, Country, and Partner
- Results include Partner Web Site and City
- Part of Jan 25th Channel Launch



Value: additional visibility for authorized Business Partners

Find out more....ibm.com/software/info/abpfinder

SVP Authorized Business Partner Finder

United States [change]

Search

Home Solutions ▾ Services ▾ Products ▾ Support & downloads ▾ My IBM ▾
Welcome Mr. Dennis Dorman [Not you?] [IBM Sign in]

Software

Products

Services

Downloads

Library

News

Training and certification

Events

Support

Authorized Software Business Partner Finder

Use this to locate an IBM Authorized Software Reseller. Start by selecting a Brand and/or Country. Then click on submit.

If you want to know if your current Partner is an authorized re-seller select the Brand on submit.

Choose a brand:

Select a product(s):

- Rational (all)
- Tivoli Business Automation
- Tivoli Enterprise Asset Management
- Tivoli Security
- Tivoli Storage
- WebSphere BPM
- WebSphere Commerce
- WebSphere Core

Choose a partner name:

Choose a country:

Submit
 Reset

Subset Search by:

Brand

Product area

Country

- or -

Specific Partner

SVP Authorized Business Partner Finder

- Product lifecycle management
- Software early programs

Choose a partner name:

Choose a country:

Results can be sorted
On any column heading

↓ **WebSphere**

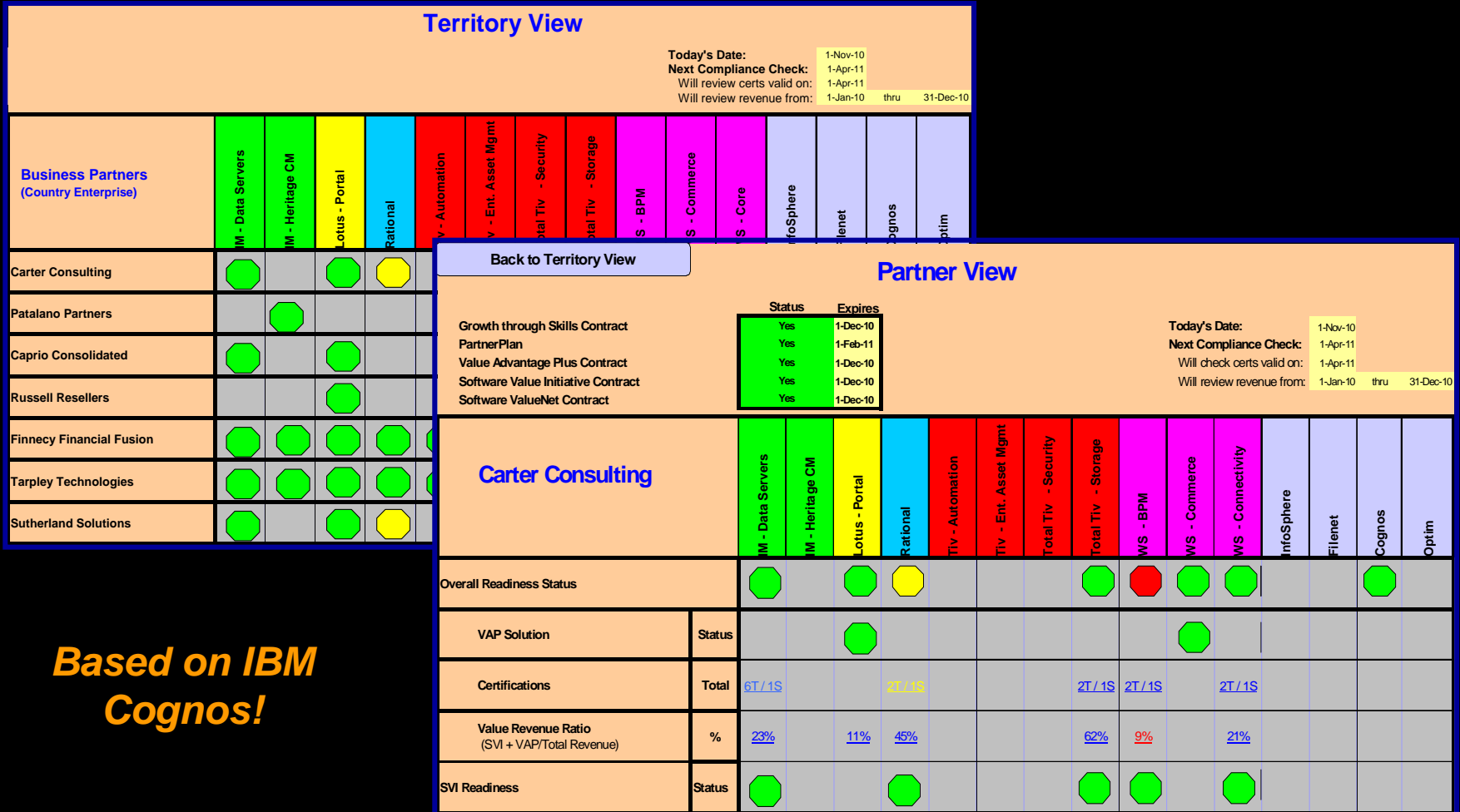
WebSphere			
<u>Product name</u>	<u>Partner name</u>	<u>Country</u>	<u>City</u>
WebSphere BPM	Maywood Software Solutions Ltd	UNITED KINGDOM	Camberley
WebSphere Commerce	Maywood Software Solutions Ltd	UNITED KINGDOM	Camberley
WebSphere BPM	Prolifics - A JYACC Company	UNITED KINGDOM	London
WebSphere Commerce	Prolifics - A JYACC Company	UNITED KINGDOM	London
WebSphere BPM	Orbital Integrated Solutions Limited	UNITED KINGDOM	Portsmouth
WebSphere Commerce	Salmon Ltd	UNITED KINGDOM	Watford, Hertfordshire

↑ [Back to top](#)

Click Partner Name to reach
their Website

Coming in April 2010: Manage your Authorization

IBM Software Business Partner Readiness Dashboard



Applications process recap

Two Paths... *Use either or both paths to gain authorization*



SVI Roadmap for Countries Participating in Software Reseller Authorization

1. Join [IBM PartnerWorld](#) if not already a member.
2. Obtain the required IBM Professional [Certifications](#) per product group: 1 IBM Sales Certification and 2 IBM Technical Certifications.
3. Review IBM PartnerWorld® Agreement – International; Software Value Incentive Offering Attachment and Software Value Incentive Business Partner Operations Guide, which you will accept during the SVI enrollment process.
4. [Apply](#) to Software Value Incentive (SVI).
5. IBM will send an email of the SVI approved product groups. Additional product groups may be requested when Business Partner has met the certification or SWVN requirements.

VAP Roadmap

1. Become an [IBM PartnerWorld](#) member
2. Review and print the Value Advantage Plus Registration Guide for guidance on filling out the application.
3. Review the Value Advantage Plus [Terms and Conditions](#) which you will accept when you apply for Value Advantage Plus in your PartnerWorld profile IBM PartnerWorld® Agreement – Value Advantage Plus Attachment.
4. Complete and submit the online [Value Advantage Plus Application](#) included in Partner Profile under “Benefits and Relationships”

If you are certified and approved in SVI or have an approved solution (VAP), take the next step!

- Ensure your **PartnerPlan** is current
- Complete and save the **EMEA Additional information** file
- Review the **Authorization Agreement**
- **Apply for Authorization**



To Join SVP-Authorized for an additional Reseller Authorisation Group

Based on Certifications

1. Get necessary certifications
2. Apply to **SVI** for the Reseller Authorisation Group
3. When notified that the application has been approved in SVI for this Reseller Authorisation Group - Take the next step

Based on Solutions

1. Put a Solution in place
2. Apply to **VAP** for the Reseller Authorisation Group solution
3. When notified that the application as been approved in VAP for this Reseller Authorisation Group - Take the next step

4. Apply to join SVP-Authorized for above Reseller Authorisation Group

How to reapply when Denied to join SVP or denied for a Reseller Authorisation Group in SVP

1. Correct reason for denial

Examples

- Update Partner Plan
- Get required Certifications and **apply to SVI** and get approved
- Put solution in place and **apply to VAP** and get approved

2. **Delete the denied entry for SVP-Authorized on PW**

3. Apply to join SVP-Authorized

In case of problems please contact your IBM rep or call PWCS

Take the next step today!

- Get [certified](#) and [enroll in SVI](#) or have a qualifying [solution](#) and [enroll in Value Advantage Plus](#)
- Ensure your [PartnerPlan](#) is current
- Review the [Authorization Agreement](#)
- Apply for [Authorization](#)



Remember: From 25th January orders containing [any](#) product from a Reseller Authorization Group that the Reseller is not authorized for will be denied

Effective January 25, 2010

- Price books updated with the Reseller Authorization groups
- Fulfillment system will begin checking for Business Partner authorization rules
 - New License authorization
 - Renewal authorization
- Value Advantage Plus for authorized products moved to Reseller Authorization groups
- SVI moved to Reseller Authorization groups

Join the Launch Event !



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Questions and Answers



Thank You