PartnerWorld for Software
Broadcast IV
2000 Series

PartnerWorld for Software:
The Launch

June 28, 2000

IBM Business Partner-Software Program Broadcast IV

June 28, 2000

IBM

PartnerWorld

Remote TV Participants Only
Broadcast IV - PartnerWorld for Software
Launch

Name: _____   **Location:** _____   **Phone:** _____

We value your input!

Please circle your answers to the questions asked on the broadcast and return this form immediately by either Fax or Mail.

FAX

Ann Barnhart, IBM Business Partner Software Program at 972-280-6394

MAIL

IBM Corporation
Attention: Ann Barnhart
5th Floor
1507 LBJ Freeway
Dallas, TX 75234
Thanks for your cooperation.

Question 1	A	B	C	D	E
Question 2	A	B	C	D	E
Question 3	A	B	C	D	E
Question 4	A	B	C	D	E
Question 5	A	B	C	D	E
Question 6	A	B	C	D	E
Question 7	A	B	C	D	E
Question 8	A	B	C	D	E
Question 9	A	B	C	D	E
Question 10	A	B	C	D	E

Evaluation Question 1	A	B	C	D	E
Evaluation Question 2	A	B	C	D	E
Evaluation Question 3	A	B	C	D	E
Evaluation Question 4	A	B	C	D	E
Evaluation Question 5	A	B	C	D	E

IBM

PartnerWorld

Broadcast IV - PartnerWorld for Software Launch

Name: _____

Company: _____

Program #: _____

Voice #: (Must be included) _____

FAX # (Must be included) _____

E-mail: _____

Please limit your questions to the PartnerWorld for Software Launch discussed in today's broadcast.

_____

_____

_____

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_____

_____

IBM

Agenda

2:00 • **Introduction and Welcome**
  – Dan Albertson, WW Director IBM PartnerWorld for Software

• **Software Business Partner Strategy/Sales Perspective**
  – Rauline Ochs, Vice President IBM e-business Channel Sales Americas Software

• **Partner Perspective**
  – John Randall, DataSkill, Inc.

• **PartnerWorld for Software Criteria**
  – Sheryl Ball, Manager IBM NA Business Partner Software Program
  – Carla Collopy, Integration Manager, Lotus Partner Organization

• **Software Value Package/Technical Support**
  – Sheryl Ball, Manager IBM NA Business Partner Software Program
  – Mary Kimbrough, Program Manager, IBM NA Technical Support Program.

• **PartnerWorld for Software Benefits**
  – Colleen Campbell, Program Manager, IBM Business Partner Software Program

• **Next Steps**
  – Sheryl Ball, Manager IBM NA Business Partner Software Program

• **Q&A**

4:00 • **Close**

IBM

Software Business Partner Strategy/Sales Perspective

Rauline Ochs

VP, IBM e-business Channel Sales Americas Software

IBM

Ride the IBM e-business Wave

Technology   Branding   Sales Deployment   Programs   Incentives

Software: The Soul of e-business

e-commerce software from IBM integrates inventory and distribution systems with online sales from the start – building a solid e-business foundation that grows with you. Are you Ready? For a free e-commerce Roadmap, visit

www.ibm.com/software/ec/build4u
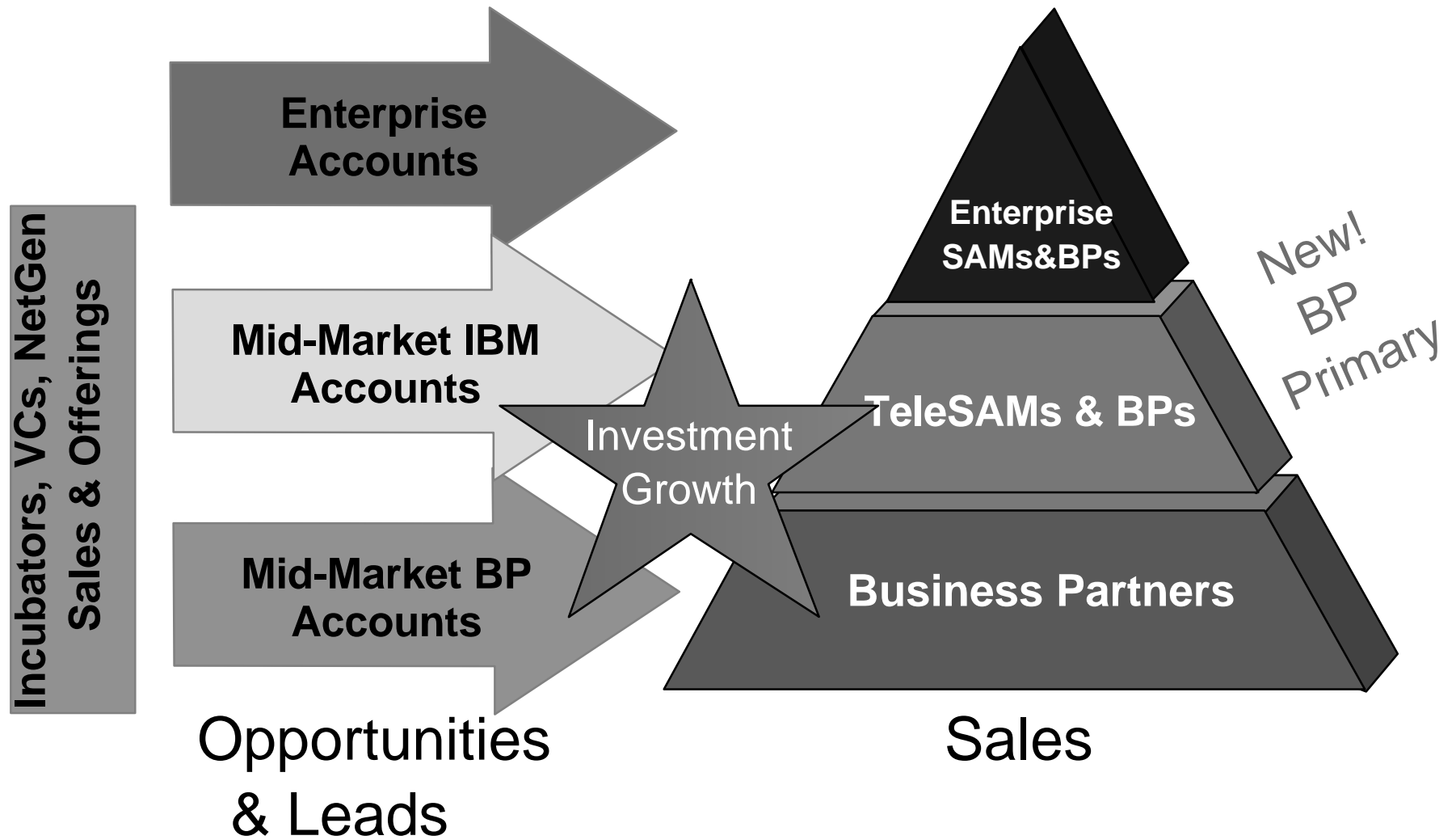
Software is the **soul** of **e-business.**™

DB2 Universal Database delivers virtually instant response for

number of users on platforms from Sun Solaris to Windows NT.

It's
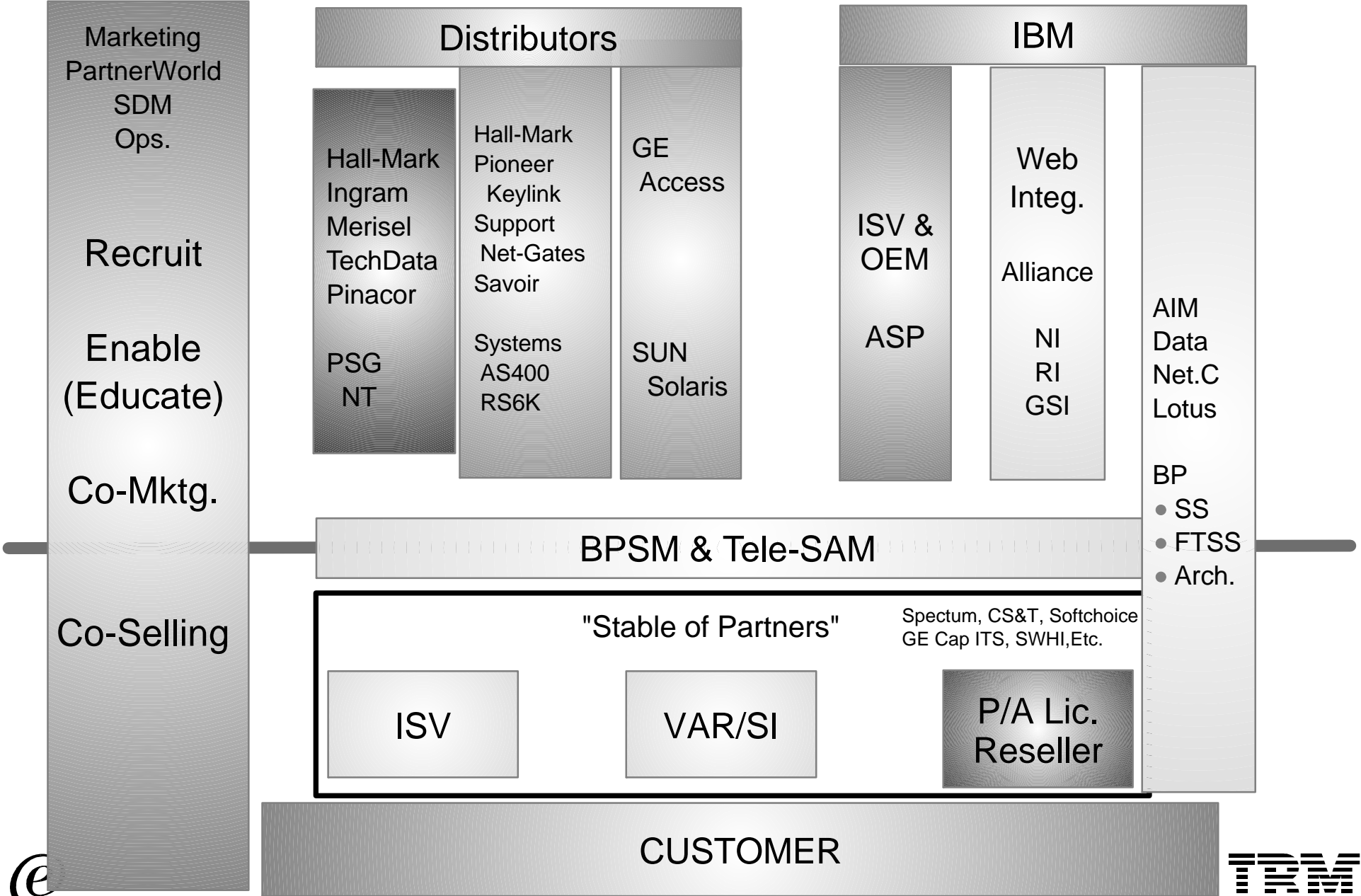the most powerful customer-service engine
DB2 free at www.ibm.com/software/data
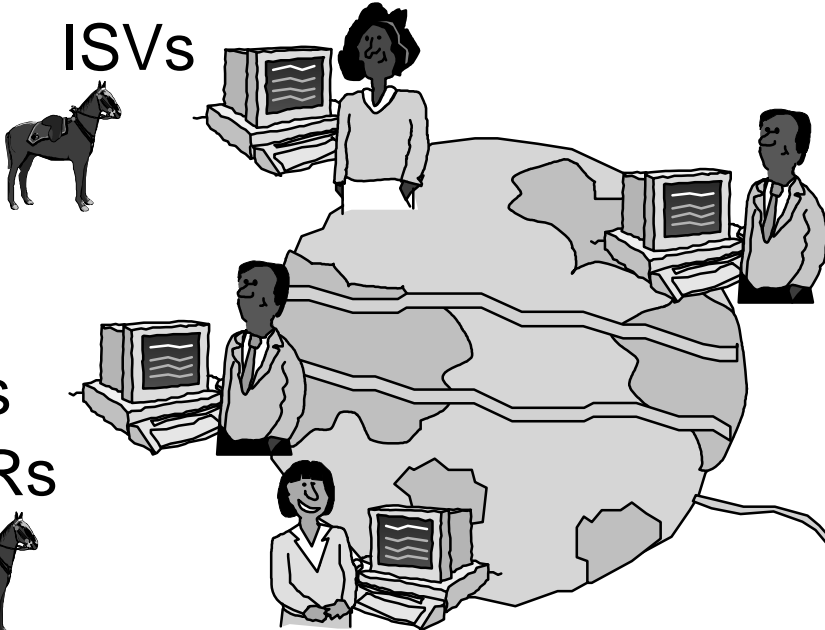
Software is the **soul** of **e-business.**™

7

Marketing Campaigns & Field Sales Deployment e-business Software (IBM, Lotus & Tivoli)

PartnerWorld

Incubators, VCs, NetGen Sales & Offerings

Enterprise Accounts

Mid-Market IBM Accounts

Mid-Market BP Accounts

Investment Growth

Enterprise SAMs&BPs

TeleSAMs & BPs

Business Partners

New! BP Primary

Opportunities & Leads

Sales

IBM

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Partner Roles

PartnerWorld

Marketing
PartnerWorld
SDM
Ops.

Recruit

Enable
(Educate)

Co-Mktg.

Co-Selling

Distributors

Hall-Mark
Ingram
Merisel
TechData
Pinacor

PSG
NT

Hall-Mark
Pioneer
 Keylink
Support
 Net-Gates
Savoir

Systems
AS400
RS6K

GE
Access

SUN
Solaris

IBM

ISV &
OEM

ASP

Web
Integ.

Alliance

NI
RI
GSI

AIM
Data
Net.C
Lotus

BP
- SS
- FTSS
- Arch.

BPSM & Tele-SAM

"Stable of Partners"

Spectum, CS&T, Softchoice
GE Cap ITS, SWHI,Etc.

ISV

VAR/SI

P/A Lic.
Reseller
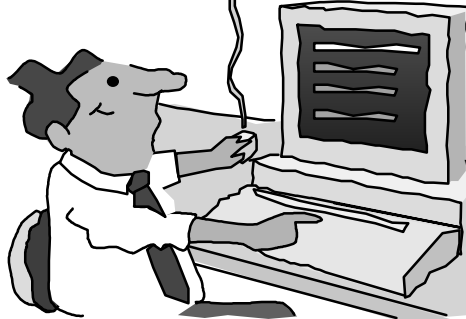
CUSTOMER

IBM

Midmarket Deployment

ISVs

SIs
SPs
VARs

P/A Licensing
Partner
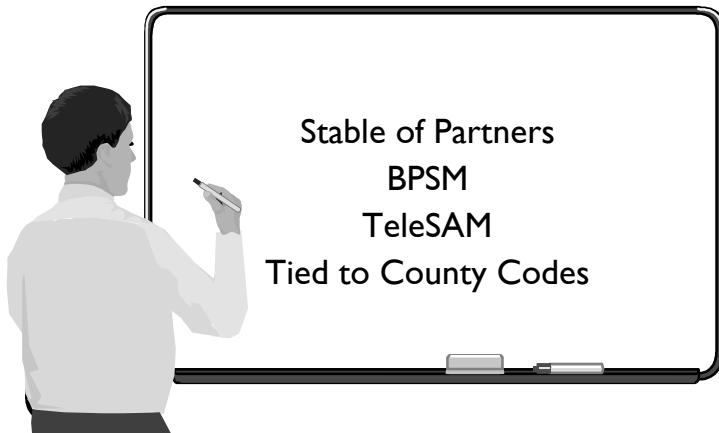
BP Sales Mgr. (BPSM)

Shared quota with TeleSAM
Teamed in Geo with:
*NetGen City Mgr
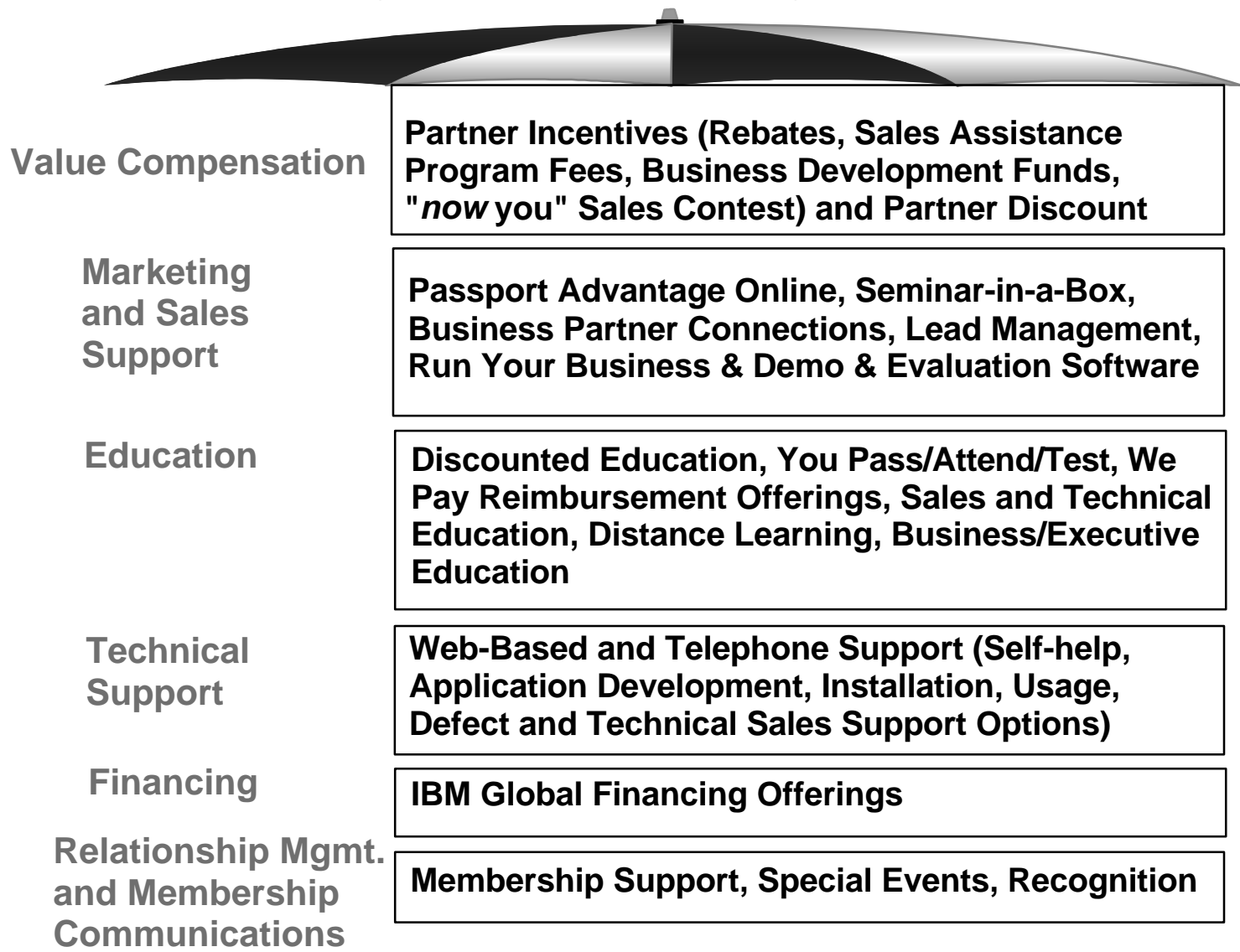*NetGen SAMs
*GMB Client & ISReps
*Product SSs

TeleSAM

Owns Customer
Base in conjunction
with BPSM

Stable of Partners
BPSM
TeleSAM
Tied to County Codes

IBM

PartnerWorld for Software Program Leadership

Comprehensive Program To Support Building Value And Profitability

Value Compensation	**Partner Incentives (Rebates, Sales Assistance Program Fees, Business Development Funds, "*now* you" Sales Contest) and Partner Discount**
Marketing and Sales Support	**Passport Advantage Online, Seminar-in-a-Box, Business Partner Connections, Lead Management, Run Your Business & Demo & Evaluation Software**
Education	**Discounted Education, You Pass/Attend/Test, We Pay Reimbursement Offerings, Sales and Technical Education, Distance Learning, Business/Executive Education**
Technical Support	**Web-Based and Telephone Support (Self-help, Application Development, Installation, Usage, Defect and Technical Sales Support Options)**
Financing	**IBM Global Financing Offerings**
Relationship Mgmt. and Membership Communications	**Membership Support, Special Events, Recognition**

IBM

Incentives & IBM as an e-business

- Value Compensation e-business Software
  - Rebates
  - Sales Assistance Fees
  - Business Development Funds
  - "now you" Sales Contest

- IBM as an e-business
  - Passport Advantage Online
  - Configurator In Plans
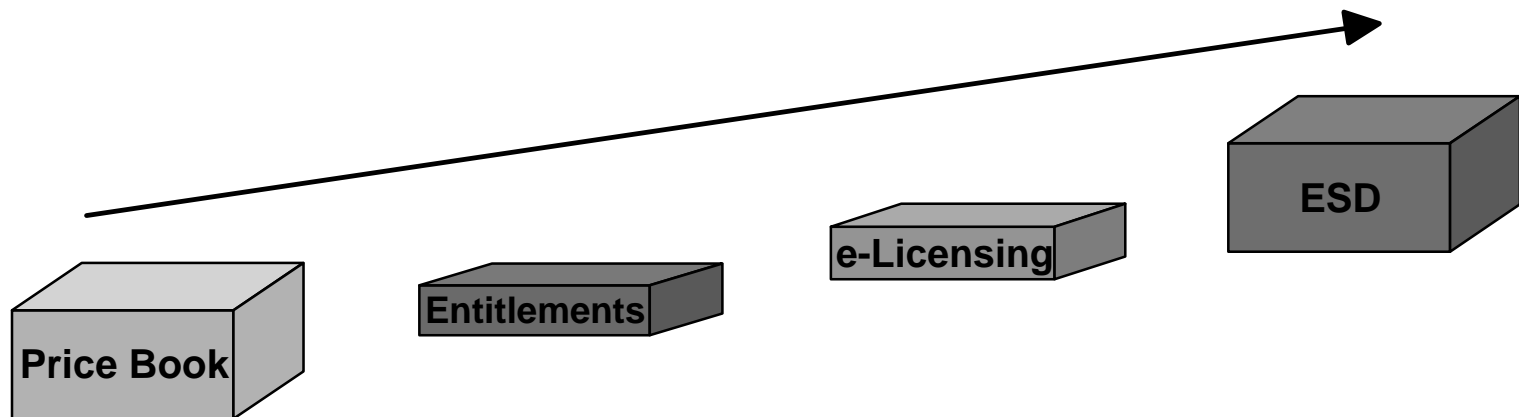
ESD

e-Licensing

Entitlements
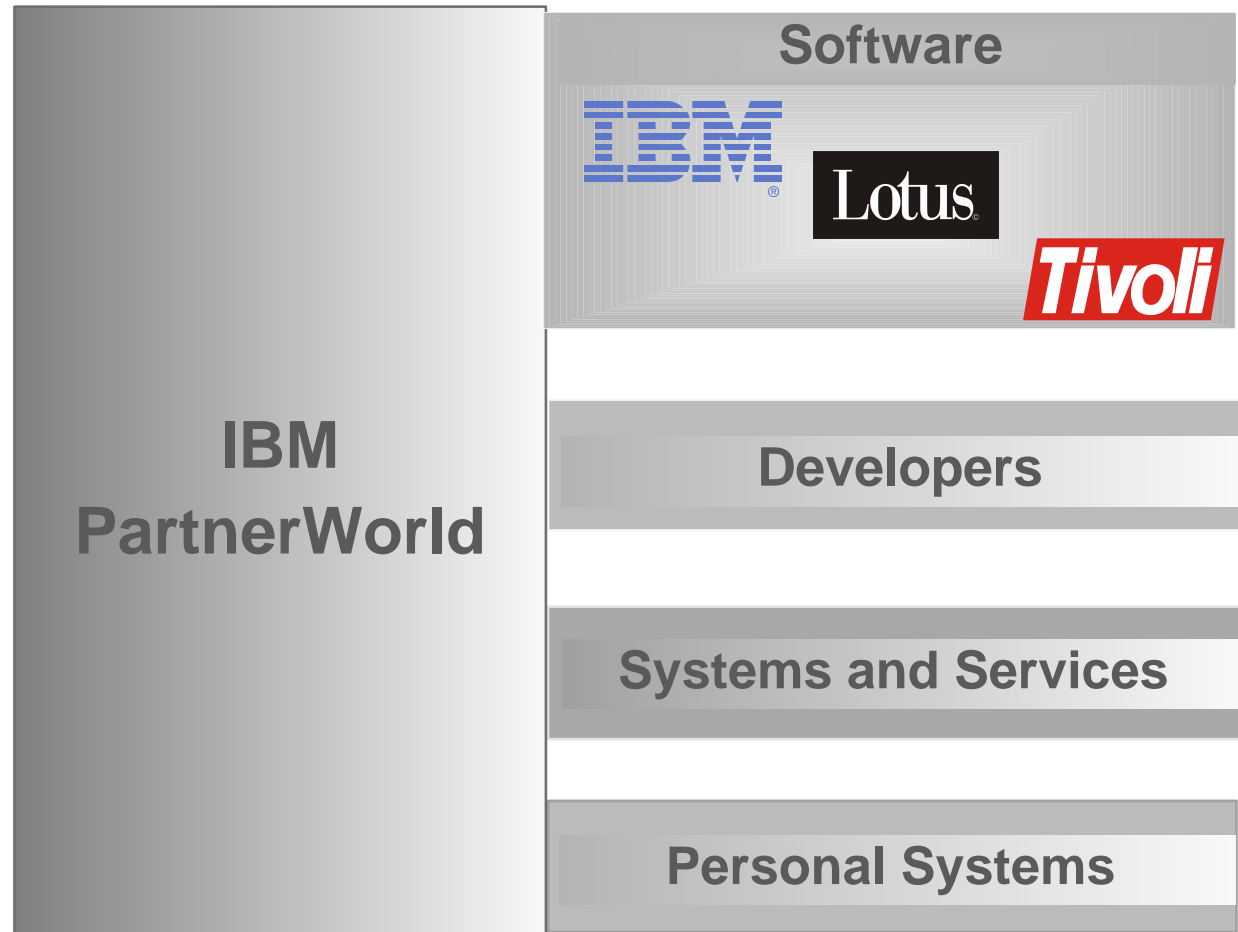
Price Book

PartnerWorld

PartnerWorld for Software Criteria

Sheryl Ball
Manager IBM NA Business Partner Software Program

Carla Collopy
Integration Manager, Lotus Partner Organization

IBM

PartnerWorld and Software

✓ **Enablement of solutions**

✓ **Extensive benefits**

✓ **Ease of doing business**

IBM PartnerWorld

Software

IBM
Lotus
Tivoli

Developers

Systems and Services

Personal Systems

PartnerWorld for Software

Opportunity... Leverage our e-business
leadership for your success

Support... Provide tools to increase profits, go
to market faster and reduce costs
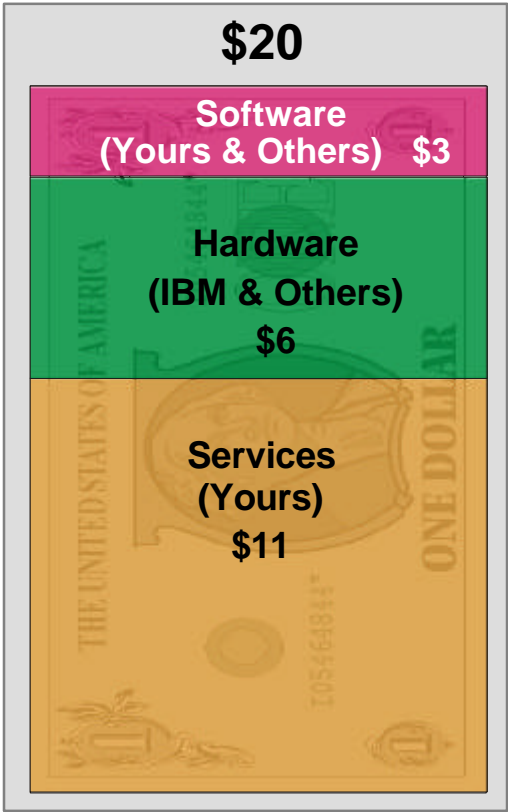
Reward... Earn rewards for providing value to
e-business customers

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Return On e-business Opportunities

PartnerWorld

For every dollar that a customer spends on Lotus and IBM software, the customer spends the following on additional software, hardware and services

$ 1

of Lotus / IBM Software

$10

Software (Yours & Others) $4

Services (Yours) $6

+ 75% since 1998
(8 in 10 Business Partners)

$20

Software (Yours & Others) $3

Hardware (IBM & Others) $6

Services (Yours) $11
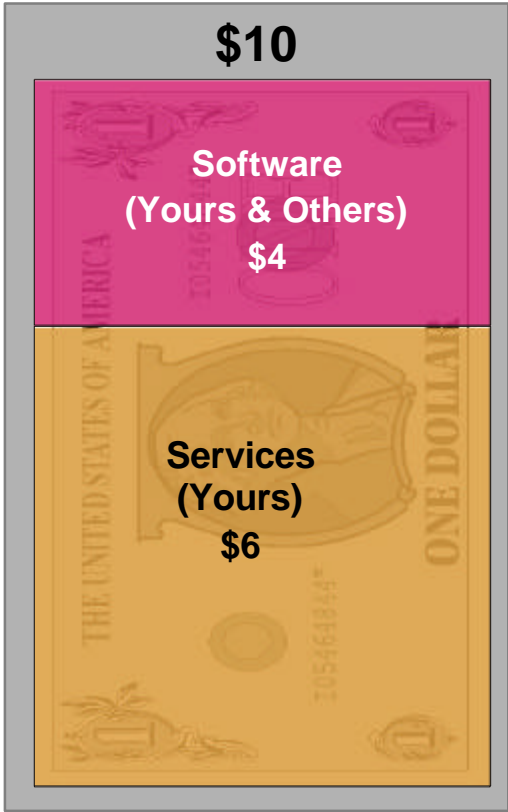
+64% since 1998
(8 in 10 Business Partners)

Source: Meridian Technology Marketing, 4Q99

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IBM

Setting the e-business Agenda

Corporate

Cross IBM

IBM
Category

SWG
e-business

SWG
Segment
Campaigns

Solution
Offerings

e-business Leadership

e-culture

Solution & Application Framework

e-enablement

Software	Servers - Magic Box	Services - People

Software is the Soul of e-business

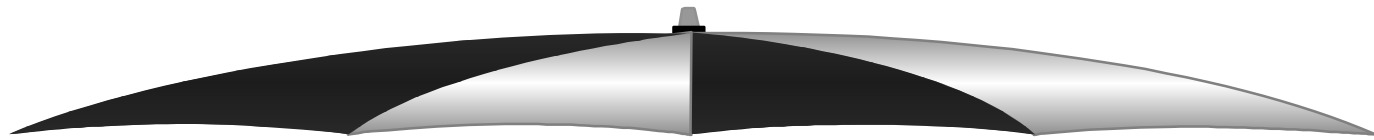| Transformation & Integration	Leveraging Information	Organisational Effectiveness	Managing Technology

It takes powerful **software to** connect everything from raw materials **to the final** points of distribution. That's the software **IBM makes.**

Software is the soul of e-business.™

IBM

PartnerWorld for Software
Delivering Opportunity... Support... Rewards

Marketing and Sales Support

Naming & Emblems, Solution Sales Resource, Seminar-in-a-Box, Listing in Software Partner Directory, Business Partner Connections, Lead Management, "Run Your Business" and "Demo & Evaluation" Software

Education

Skills Planning, Discounted Education, We Pay Offerings, Sales and Technical Education, Business/Executive Education, Distance Learning

Technical Support

Web-Based and Voice Technical Support

Incentives

Sales Assistance Program, Passport/Advantage, PartnerRewards for Remarketers, "Now You" Sales Incentive

Financing

IBM Global Financing Offerings

Relationship Management

Membership Support, Special Events, Recognition, Premier Enterprise Option
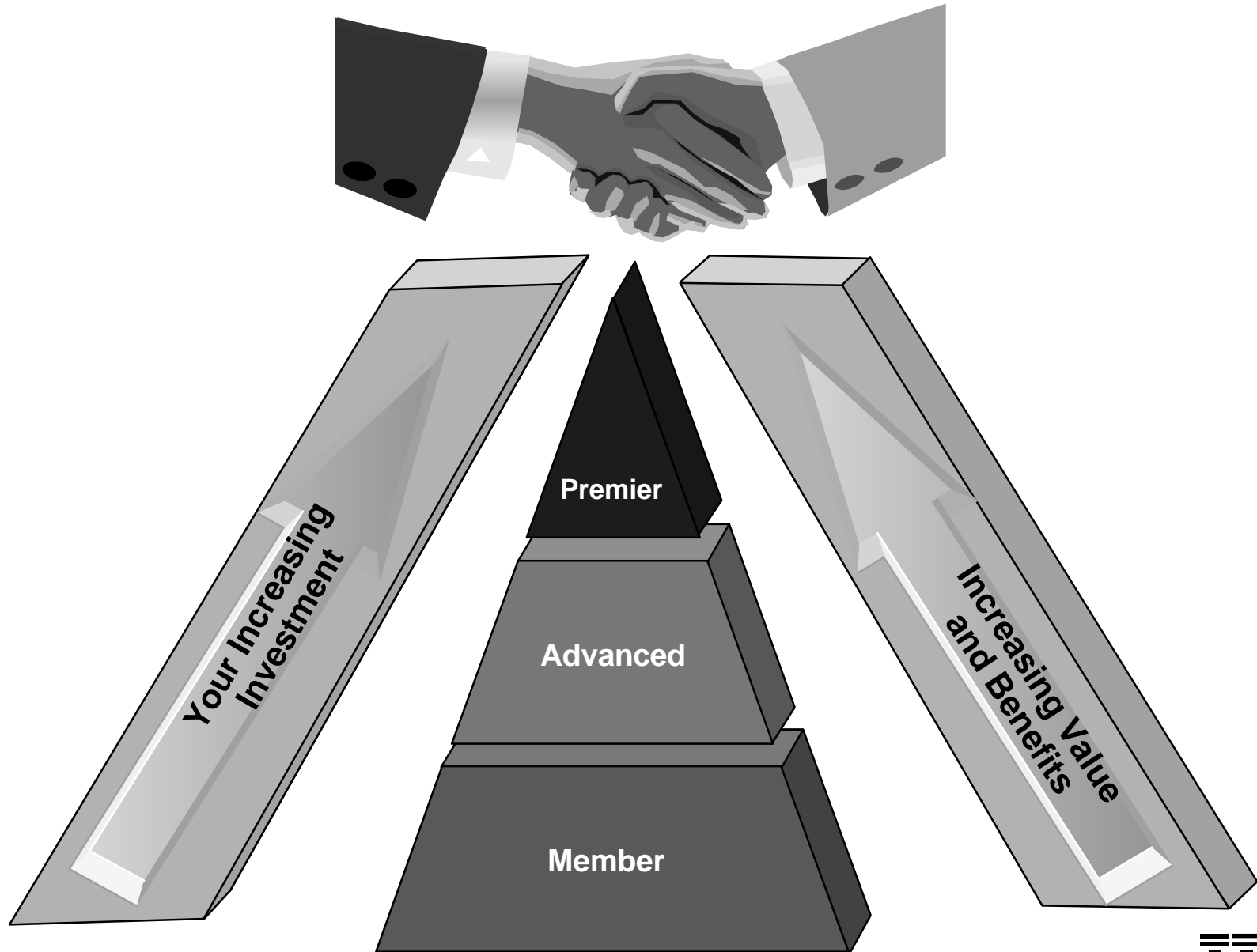
IBM

PartnerWorld for Software
Lower your costs... Go to market faster...

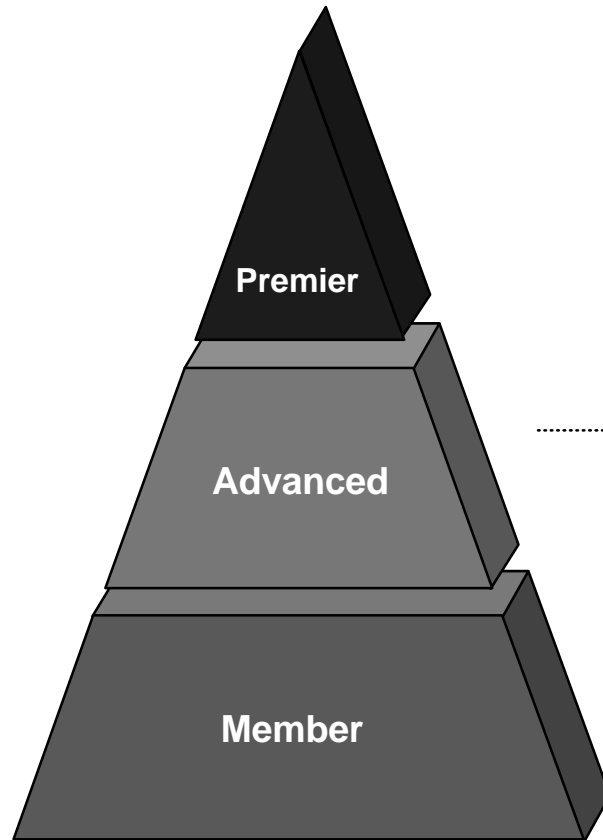| Enablement of Solutions	Extensive Benefits	Ease of Doing Business
• Web Integrators • Service Providers for e-business • e-business Firm Certification • Solution Specialties • Complete IBM Solutions (Hardware, Software, Services) • Deliverables for Specific Partner Communities • Selected Complementary Certifications • Solution Sales Resource (SSR)	• **Education** ‣ We Pay Education Offerings ‣ Signature Selling Sales Training ‣ Distance Learning ‣ Business Skills Offerings • **Technical Support** ‣ Web-based Technical Support ‣ You Call, We Pay • **Marketing & Sales Support** ‣ Seminar-in-a-Box ‣ Business Partner Connections ‣ Prospect Mailing Services ‣ Cross-Brand Software • **Incentives** ‣ Sales Assistance Program for Influencers	• One Logon/ID for PartnerWorld for Software • One Application/Agreement • One Profile • One Value Package for Software • One Entitlement to Cross-Brand Benefits • One Source for Software • One Partner Directory • Multi-Location Profile Administration • Premier Enterprise Option • On-Line / Off-Line Profile Updating • Partner Search via BP Connections

Provide best of breed programmatic support for our Business Partners.

IBM

A Relationship Based on Value

PartnerWorld

Premier

Advanced

Member

Your Increasing Investment

Increasing Value and Benefits

PartnerWorld

Membership Criteria

Contribution
- **Annual Sales/Influence Attainment $300K US, $100K Canada**

Competency
- **3 Technical Certifications**
- **1 e-business Sales Certification**

Commitment
- **Annual Requalification**

Customer Satisfaction
- **3 Customer References**

Competency
- **1 Technical Certification**

Commitment
- **Annual Requalification**

Commitment
- **PartnerWorld Agreement**
- **Current Profile Information**
- **e-mail address**

NOTE - Premier Level Competency

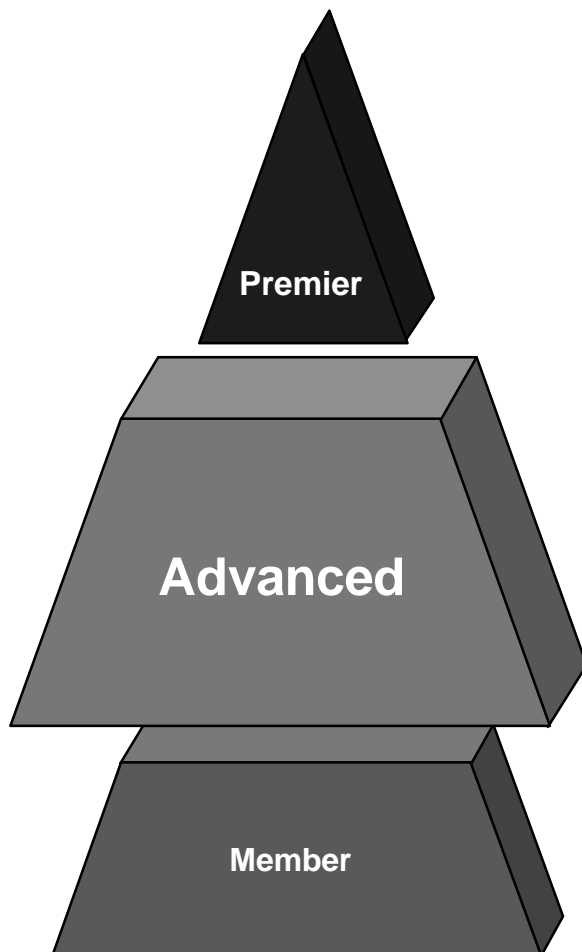**1 - One technical certification can be a Complementary Certification**
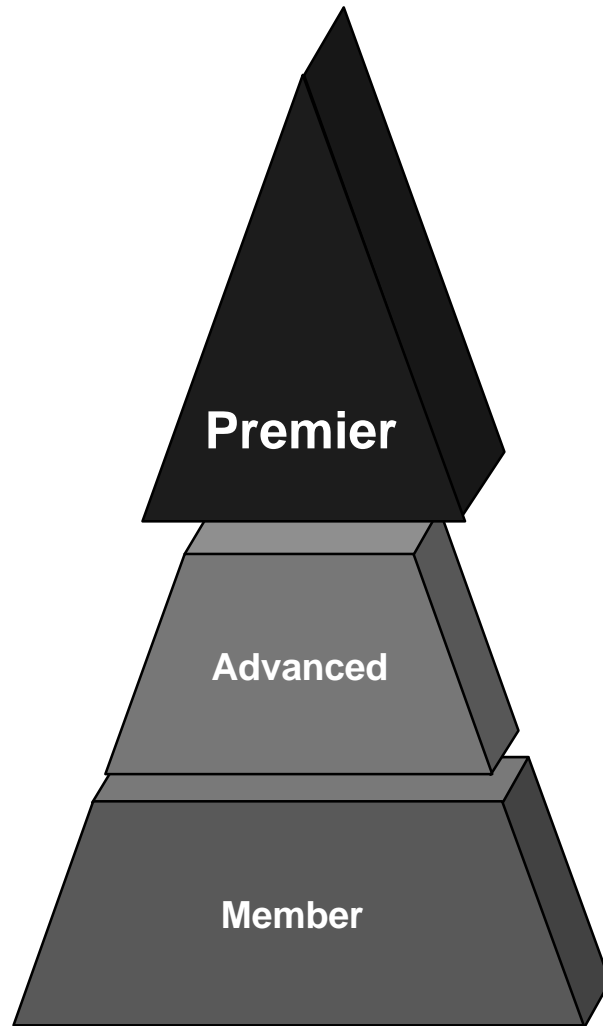
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Membership Criteria

Premier

Advanced

Member

Commitment
- **PartnerWorld Agreement**
- **Current Profile Information**
- **e-mail address**

IBM

Membership Criteria

Premier

Advanced

Member

Competency
- **1 Technical Certification**

Commitment
- **Annual Requalification**

Membership Criteria

Premier

Advanced

Member

Contribution
- Annual Sales/Influence Attainment $300K US, $100K Canada

Competency
- **3 Technical Certifications**
- **1 e-business Sales Certification**

Commitment
- **Annual Requalification**

Customer Satisfaction
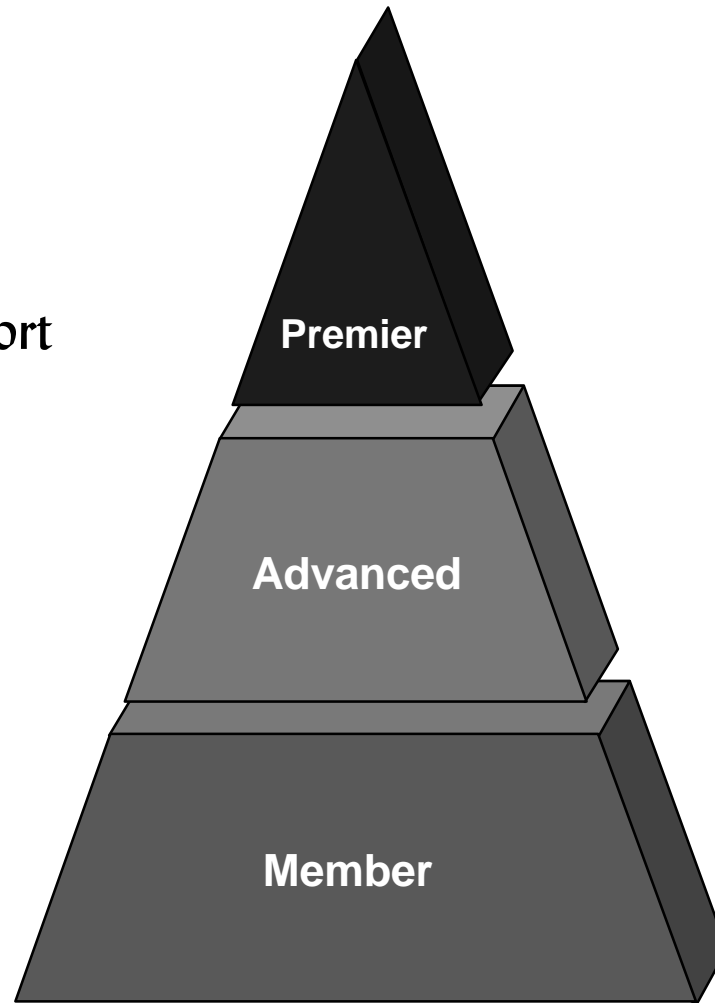- **3 Customer References**

NOTE
1 -One technical certification can be a Complementary
  Certification

IBM

Packaging of Benefits

Benefit Categories

✓ Marketing and Sales Support

✓ Education

✓ Technical Support

✓ Incentives

✓ Financing

✓ Relationship Management

Premier

Advanced

Member

Base vs. Chargeable

What

PartnerWorld for Software is free with a chargeable value-add package

ow

ll Business Partners will receive a base set of benefits at no charge and should purchase the alue Package for incremental and enhanced partnering benefits

IBM

Base Benefits

- Web-based Self-Help Information & Support
  - Skills Planning
  - Solution Sales Resource
  - Self-Help Technical Support
  - Listing in Partner Directory
  - Business Value Propositions
  - Membership Support
  - Partner Search capability

- Seminar-in-a-Box

- 25% Education Discount

- Local Events

- Emblems / Logos

- Leads

- Incentives
  - Sales Assistance Program
  - "now you" sales incentive

IBM

Single Value Package

Effective 7/1/2000

We Pay Offerings

"Run Your Business" Software

Technical Sales Support

$1,295

PartnerWorld for Software Value Package

IBM
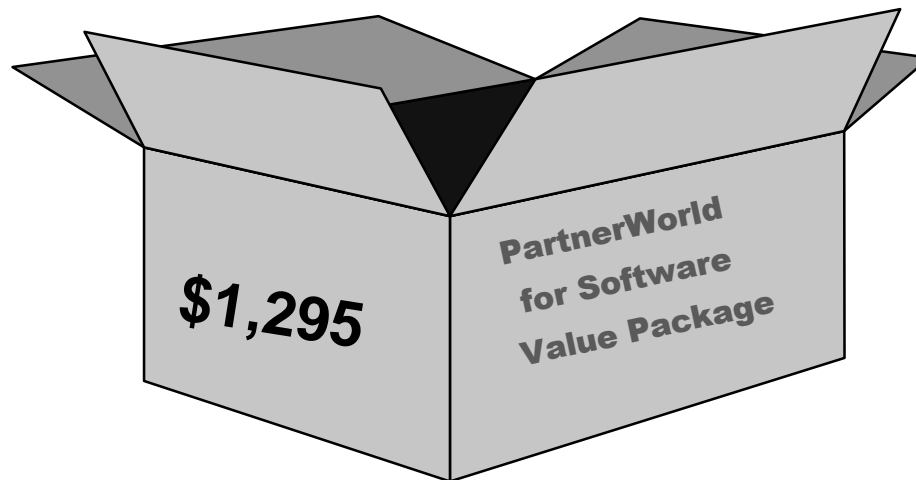
Single Value Package

Effective 1/1/2001

We Pay Offerings

"Run Your Business" Software

"Demo & Evaluation" Software (NFR)

Reimbursement for Usage & Installation Support

more to come..........

$1,295

PartnerWorld
for Software
Value Package

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IBM
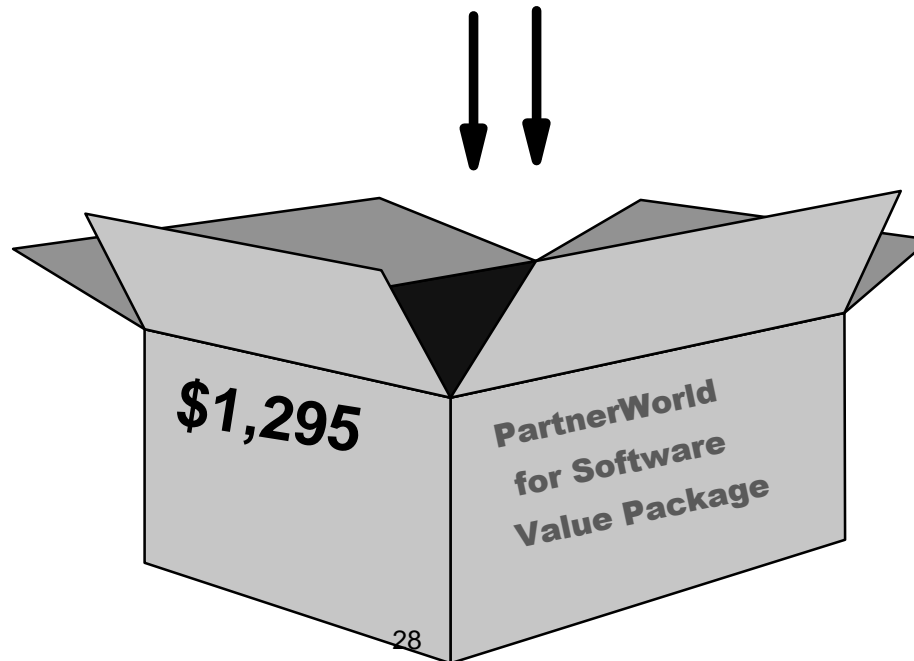
Education

Breadth of Offerings Selectively Reimbursable under We Pay Offerings

Technical Education	• "We Pay Offerings" for IBM Software • Certification Tests • New Lotus "You Pass, We Pay"
Sales Education	• e-business Sales Education and Certification • New Signature Selling Method
Distance Education	• New Satellite Education for e-business • Computer Based Training
Business Education	• Business Partner Executive Institute • New Business Seminar Offerings • Teaming With Other Business Partners Offerings

Value Package for Software

IBM

Value Package Worth

Software, Education, Technical Support and Marketing

	Value Package Cost (USD)	Value[1] (USD)	Ratio[2]
Premier	$1295	$125,000	96:1
Advanced	$1295	$89,000	68:1
Member	$1295	$32,000	25:1

[1] Approximate value based upon US Suggested Retail Prices.
[2] Estimates only. Actual ROI may vary based upon individual usage of Value Package components.

IBM

Sales Assistance Program

Workstation Software Example

Software Environment

Selected IBM, Lotus, and
Tivoli (i.e., ADSM)

Reward Calculation

5% in Large Customers
15% in "Growth Markets"

Influence the sale of eligible workstation software to a mid-market customer

$$\$8635 \times 15\% = \$1,295$$

The Value Package Price !!

Reward details may vary slightly by geography

IBM

Your Reward

- Value Compensation Plan
  - Sales Assistance Program
  - Now You
  - Rebates
  - PartnerRewards, MDF and BDF

- Recognition
  - Beacon Awards
  - Success Stories

IBM

PartnerWorld for Software Web Portal

## One Gateway for Seamless Access to Information

Ease of Doing Business...

- One Logon/ID for PartnerWorld for Software

- One Application/Agreement

- One Profile
  - Flexible Profile Updating ... On-line and Off-line
  - Multi-Location Profile Administration

- Premier Enterprise Option

- One Entitlement to IBM, Lotus and Tivoli Benefits
  - One Source for Software Code
  - One Source for Technical Support

- One Value Package

- One Partner Directory for Customers

IBM

Lotus Initiative Criteria

Premier

Advanced

Member
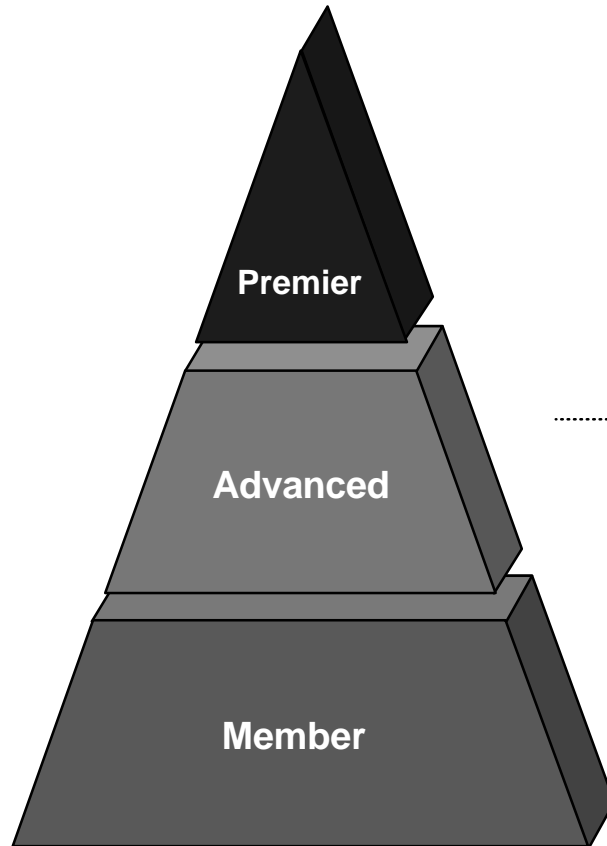
Contribution
- Annual Lotus Sales/Influence Attainment

Competency
- 3 Lotus Technical Certifications
- 1 e-business Sales Certification

Commitment
- Annual Requalification

Customer Satisfaction
- 3 Lotus Customer References

Competency
- 1 Lotus Technical Certification

Commitment
- Annual Requalification

Commitment
- PartnerWorld Agreement
- Current Lotus Profile Information
- e-mail address

IBM

Examples of Lotus Initiative Incremental Benefits

- ## Additional Lotus Software
  - "Run Your Business" Licenses
  - Lotus Pre-Release Software

- ## Technical Support
  - Lotus Developer Toolkit
  - Lotus Escalation Support - Premier Only
  - Lotus Notes Network
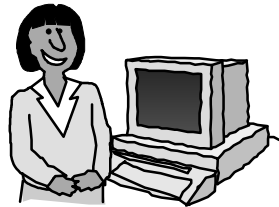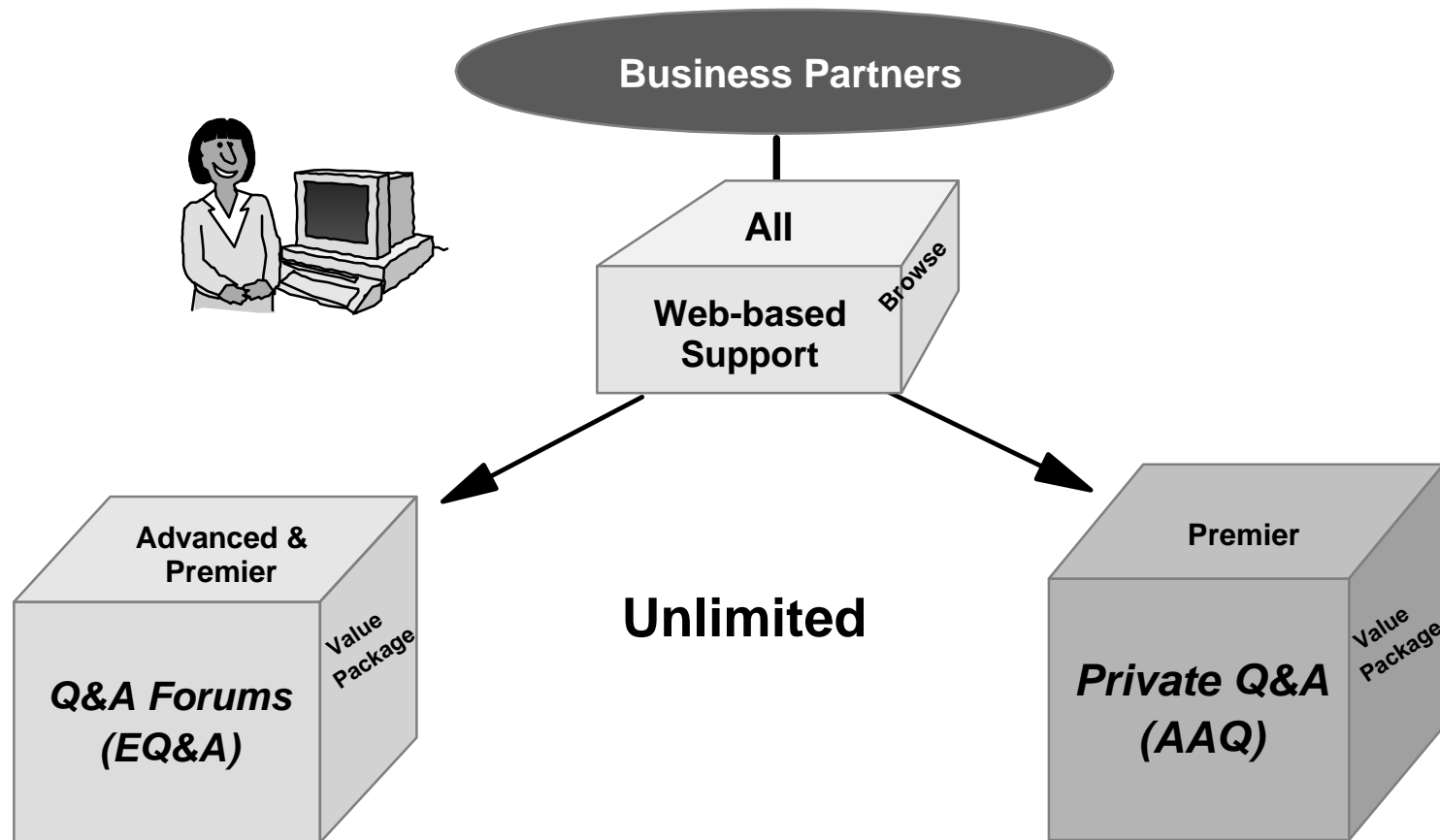
- ## Marketing Tools
  - Special Campaign Deliverables

IBM

PartnerWorld for Software Software Value Package - Technical Support

Mary Kimbrough
Program Manager, IBM NA Technical Support Program

Web-based Technical Support

Business Partners

All

Web-based Support

Browse

Advanced & Premier

Value Package

Q&A Forums (EQ&A)

Unlimited

Premier

Value Package

Private Q&A (AAQ)
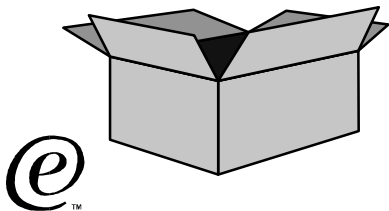
Value Package

➤ **Solution Focused**

➤ **Application Development**

➤ **Value Package Required 01/01/2001**

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Obtaining Web-based Technical Support

- www.ibm.com/software/partnerweb/na
  - Click on "Technical Support"
  - Click on "Worldwide Support"
  - Click on "Web-based Technical Support-North America"
  - Already Registered Users
    - ‣ Click on "Technical Support"
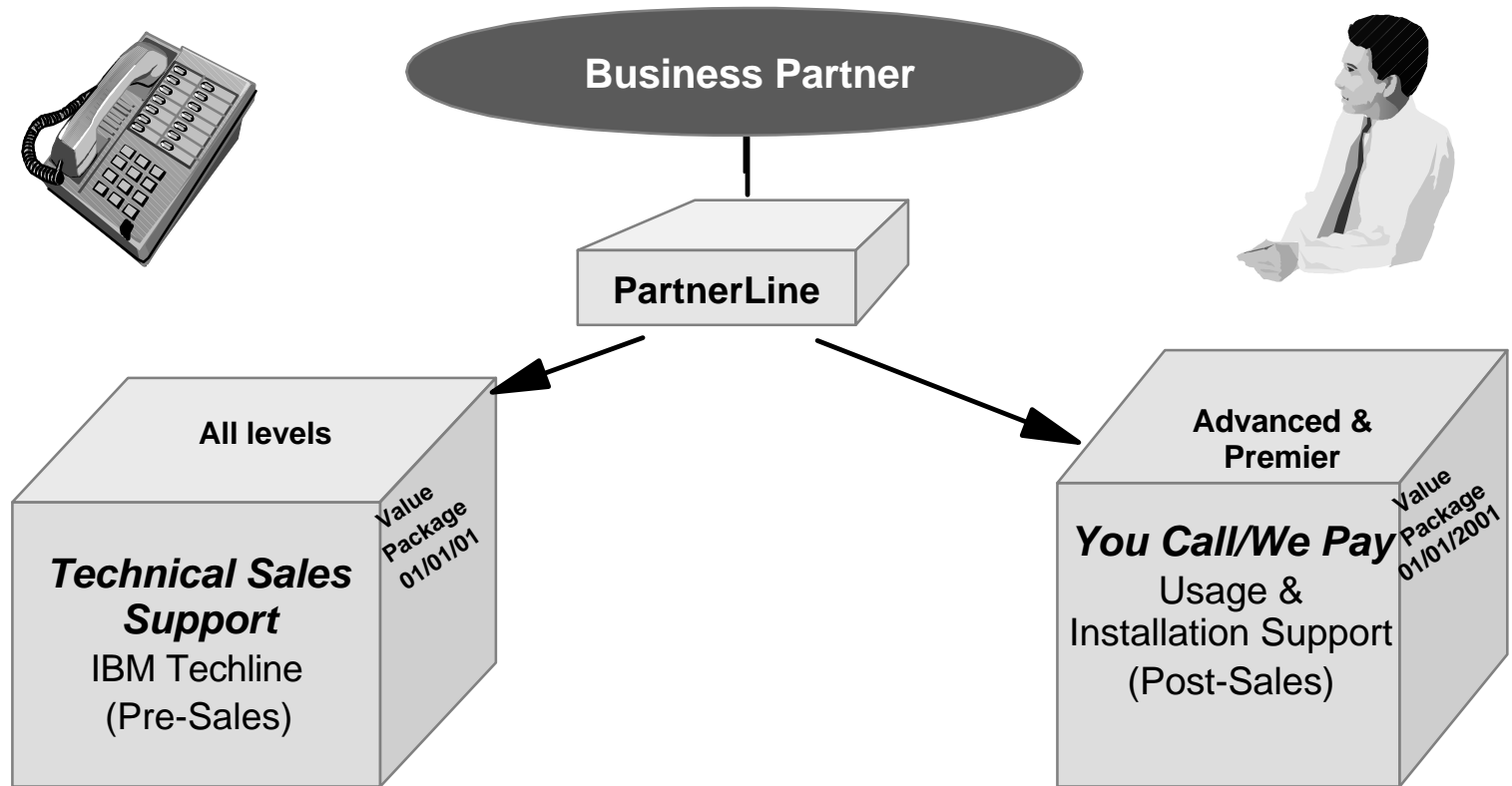 - Unregistered Users
    - ‣ Click on "Register Now" to Register

IBM

PartnerWorld

Developer Support Online - technical support - Netscape

File Edit View Go Communicator Help

Back Forward Reload Home Search Netscape Print Security Stop

Bookmarks Location: http://www.developer.ibm.com/welcome/technical1.html What's Related

Instant Message IBM Internet Lookup New&Cool RealPlayer

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PartnerWorld for Developers
PartnerSupport

IBM Developer Support Online

← IBM PartnerWorld

PartnerWorld for Developers

Marketing & sales

Education

Technical support

Solution Partnership Centers

FAQs

IBM Developer Connection

Sample code

Integration starter kits

All

Incentives & business support

Membership center

Community

News & events

Library

e-business

Servers

View by product or technology

Software fixes - Download the latest IBM software updates and fixes.

FAQs - Browse or search through thousands of questions and answers other developers have asked, loaded with hints and tips for development or troubleshooting on IBM products, platforms, and e-business technologies.

Information maps - Quickly link to valuable sources of IBM technology information, including e-business, Java development, operating systems, object technologies, and a wide range of middleware.

Sample code - Study or download examples of working code, available to try out in your own environment.

Integration starter kits for e-business - Download packages of the latest e-business technology information and learn how to use IBM's premier software technologies to realize your e-business solutions.

Patterns for e-business - Maximize reuse of proven architecture, design principles, and implementation guidelines by using selected patterns for e-business as a guide.

White papers and articles - Gain expertise on the latest technologies from leading IBM developers in our software and hardware labs.

IBM Redbooks - View installation and implementation procedures, typical solution scenarios, and step-by-step "how-to" guidelines.

Products for download

In this section
- Developer Support Online
- Software fixes
- FAQs
- Information maps
- Sample code
- Integration starter kits for e-business
- White papers, articles
- IBM Developer Connection
- IBM Solution Partnership Centers

Login required
- Remote forum support (EQ&A)
- Remote e-mail support (AAQ)
- Member bulletin boards

See also
- Patterns for e-business
- IBM Redbooks

Hearing from you
- Please tell us what additional content you would like to see here.

Key to symbols

Document: Done

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Voice Technical Support

Business Partner

PartnerLine

All levels

Value Package 01/01/01

Technical Sales Support
IBM Techline
(Pre-Sales)

Advanced & Premier

Value Package 01/01/2001

You Call/We Pay
Usage & Installation Support
(Post-Sales)

Value Package

Usage & Installation Support Benefit in the Value Package is intended for Business Partner Use during the Sales Cycle and for their Internal Operations. This Benefit is not intended to provide on-going End-User Support.
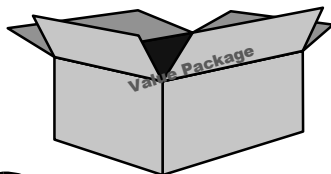
Obtaining Voice Technical Support

- **Technical Sales Support-Pre-sales**
  - 800-426-1822
  - Request Supported Platform

- **Basic Usage/Defect-Post-sales**
  - Today
    - ‣ 800-426-1822
    - ‣ Request AIX, PS, or AS/400

- **Future**
  - Call IBM or Lotus Support

Technical Support Changes Summary

Techline *
Remote/Private e-mail *
Basic Usage Support(You Call/We Pay)*
Solution Focused Voice Support
Value Package Required

Techline*
Remote/Public Forum Q&A*
Basic Usage Support (You Call/We Pay)*
Solution Focused Voice Support
Value Package Required

Techline *
Value Package Required

Premier

D   CED

MEMBER
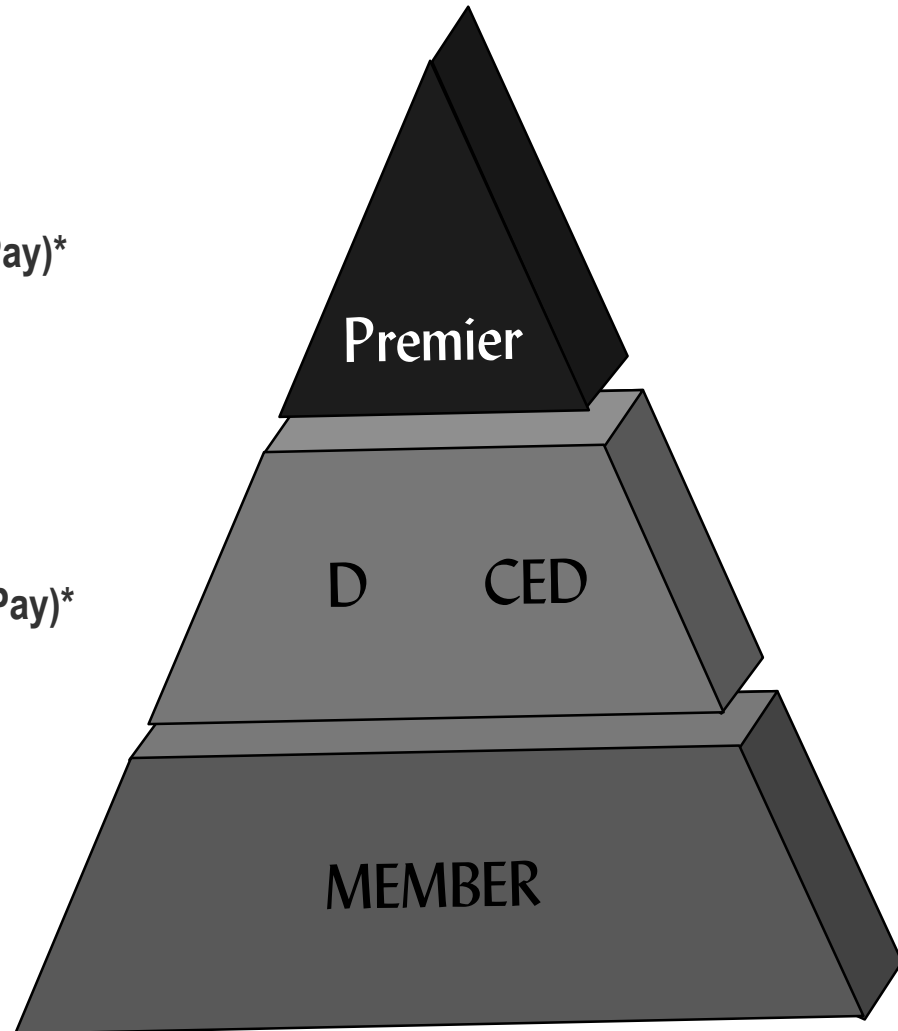
*Effective 01/01/2001

IBM

PartnerWorld for Software Benefits

Colleen Campbell

Program manager, IBM Business Partner Software Program

IBM

e-business Sales Certification

Certified individual s emblem

Certified firm s emblem

IBM

Premier Enterprise Option

Aggregated Criteria and Benefits
An Example...

If   sites are chosen by the Business Partner to be aggregated, the combined criteria are as follows

- Premier Competency Requirement x 5
  - 20 Certifications

- Premier Contribution: Sales/Influence Revenue x 5
  - $1.5M in USA; $.5M (USD) in Canada

- Premier Customer Satisfaction: 3 Customer References x 5
  - 10 Customer References (Reasonable Maximum)
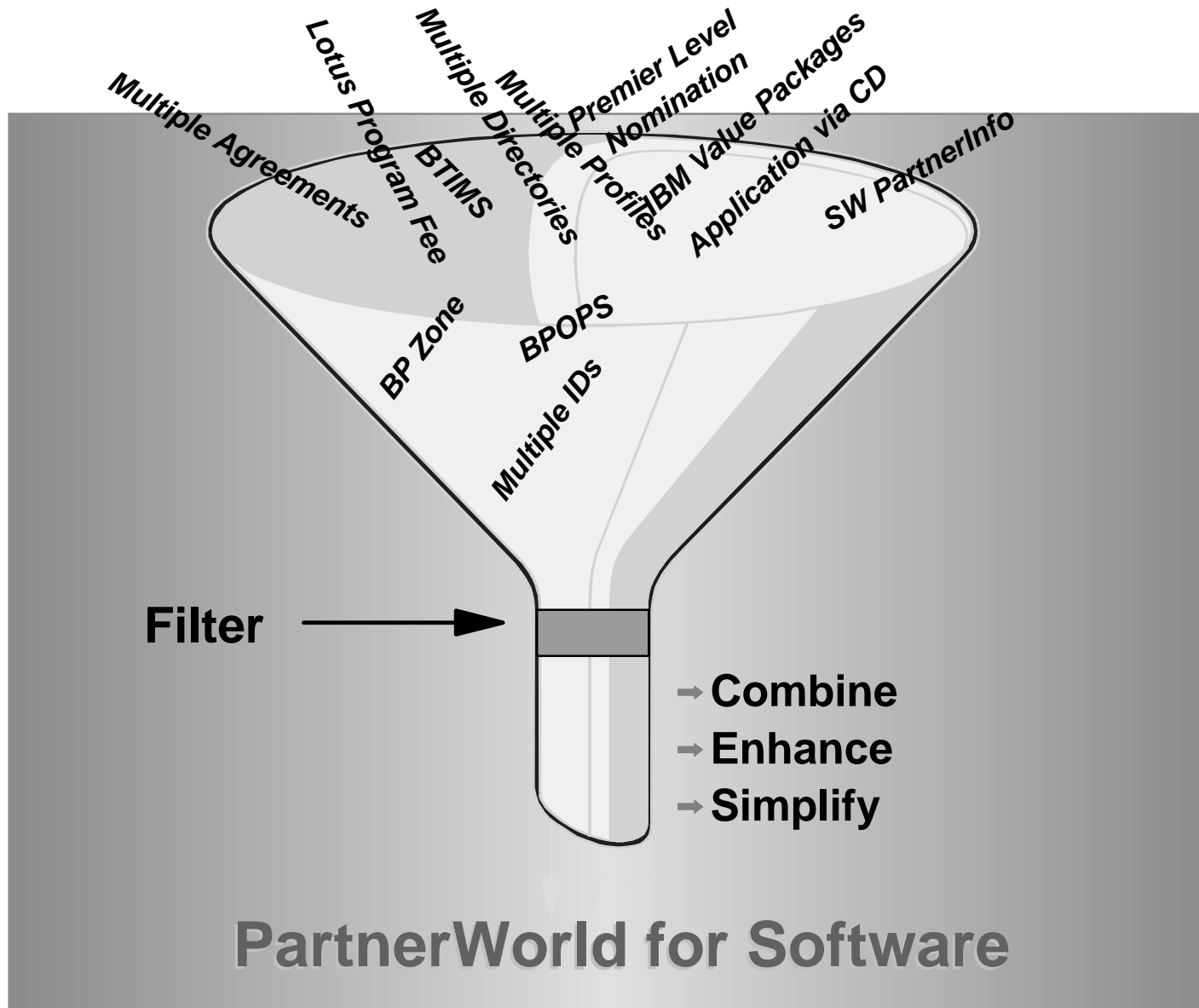
IBM

Next Steps

Sheryl Ball

Manager, IBM NA Business Partner Software Program

Reducing Complexity

Multiple Agreements

Lotus Program Fee

BTIMS

Multiple Directories

Multiple Profiles

Premier Level Nomination

IBM Value Packages

Application via CD

SW PartnerInfo

BP Zone

BPOPS

Multiple IDs

Filter →

→ **Combine**

→ **Enhance**

→ **Simplify**

PartnerWorld for Software

IBM

Timeline

Partner Directory Solutions Sales Resource Single Source for Cross Brand Software	April - June 2000
PartnerWorld for Software web portal goes live	June 2000
✕ New Value Package available	July 1, 2000
✕ New Database live	4Q2000
✕ PartnerWorld for Software Opens New Members Can Join	4Q2000
✕ Existing Business Partners Begin to Migrate	4Q2000

Deliver integrated IBM and Lotus elements... as they become available

Web Sites Referenced

- **IBM Business Partner Software Program Information**
  - http://www.ibm.com/software/partnerweb/na
    - ‣ Select Program Information

- **Technical Support**
  - www.ibm.com/software/partnerweb/na
    - ‣ Select Technical Support, Worldwide Support, Web-based Technical Support-North America
    - ‣ Registered Users - select Technical Support
    - ‣ Unregistered Users - select Register Now to register

- **Lotus**
  - http://www.lotus.com

- **PartnerWorld Portal**
  - http://www.partnerworld.com

- **Business Partner Operational Profile System (BPOPS)**
  - http://www.bpops.com

- **PartnerWorld for Software**
  - http://www.ibm.com/partnerworld/software

Web Sites Referenced cont.

- **IBM Learning Services Network**
  - www.ibm.com/services/learning/satellite, or
  - www.etnetworks.com

- **IBM PartnerEducation**
  - www.ibm.com/partnerworld
    - ▸ Select Education

- **Certification**
  - www.ibm.com/partnerworld
  - Select **Education, Certification**

- **We Pay Offerings**
  - www.ibm.com/software/partnerweb/na
    - ▸ Select **Educatio**n, then **We Pay Offerings**

- **Education Roadmaps**
  - www.ibm.com/services/learning/roadmaps

- **PartnerInfo**
  - www.ibm.com/partnerinfo

Web Sites Referenced cont.

- **Lotus Business Partner Program**
  - http://www.lotus.com/bpzone

- **Solution Sales Resource**
  - http://www.ibm.com/software/partnerweb/na
    - ‣ Select Marketing and Sales, Sales Tools, Solution Sales Resource

Remote TV Sites (TEN-TV, PartnerWorld I)

- Input from remote TV sites
  - Fax answer sheets to 972-280-6394

IBM

PartnerWorld

Thank You

- Thank you for your attendance and support of IBM Business Partner Software Program and Lotus Business Partner Program

- We appreciated your input today
  - Additional input
    - ‣ Membership Centre at 1-800-IBM-1822
    - ‣ FAX 1-972-280-6394
    - ‣ E-mail
        IBMSWNA@US.IBM.COM

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