PartnerWorld for Software

2002

Membership Center: 1-800-426-1822
ibm.com/partnerworld/software

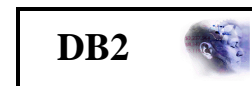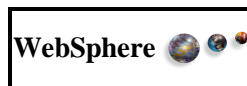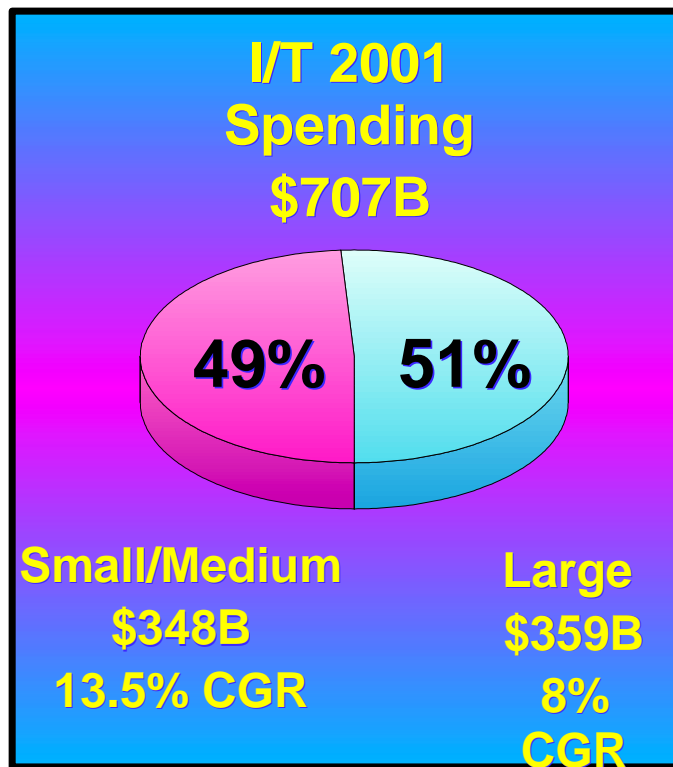| WebSphere | DB2 | Lotus. | *Tivoli* |

Agenda

- **Market Opportunity**

- **Why are We Making Changes to PartnerWorld for Software in 2002?**

- **New Benefits**

- **Value Package for Software**

- **New Criteria**

- **Preparation for New Skills Criteria**

- **Rollout**

- **Your Next Steps**

WebSphere | DB2 | **Lotus.** | **Tivoli**

e-business:

Market Trends and Big Opportunity

**I/T 2001
Spending
$707B**

49%   **51%**

**Small/Medium
$348B
13.5% CGR**

**Large
$359B
8%
CGR**

- **e-business is increasingly important to small & medium business**

- **Worldwide, there are more than 100 Million small & medium businesses**

- **Businesses looking to implement e-business applications are facing acute staffing shortages**
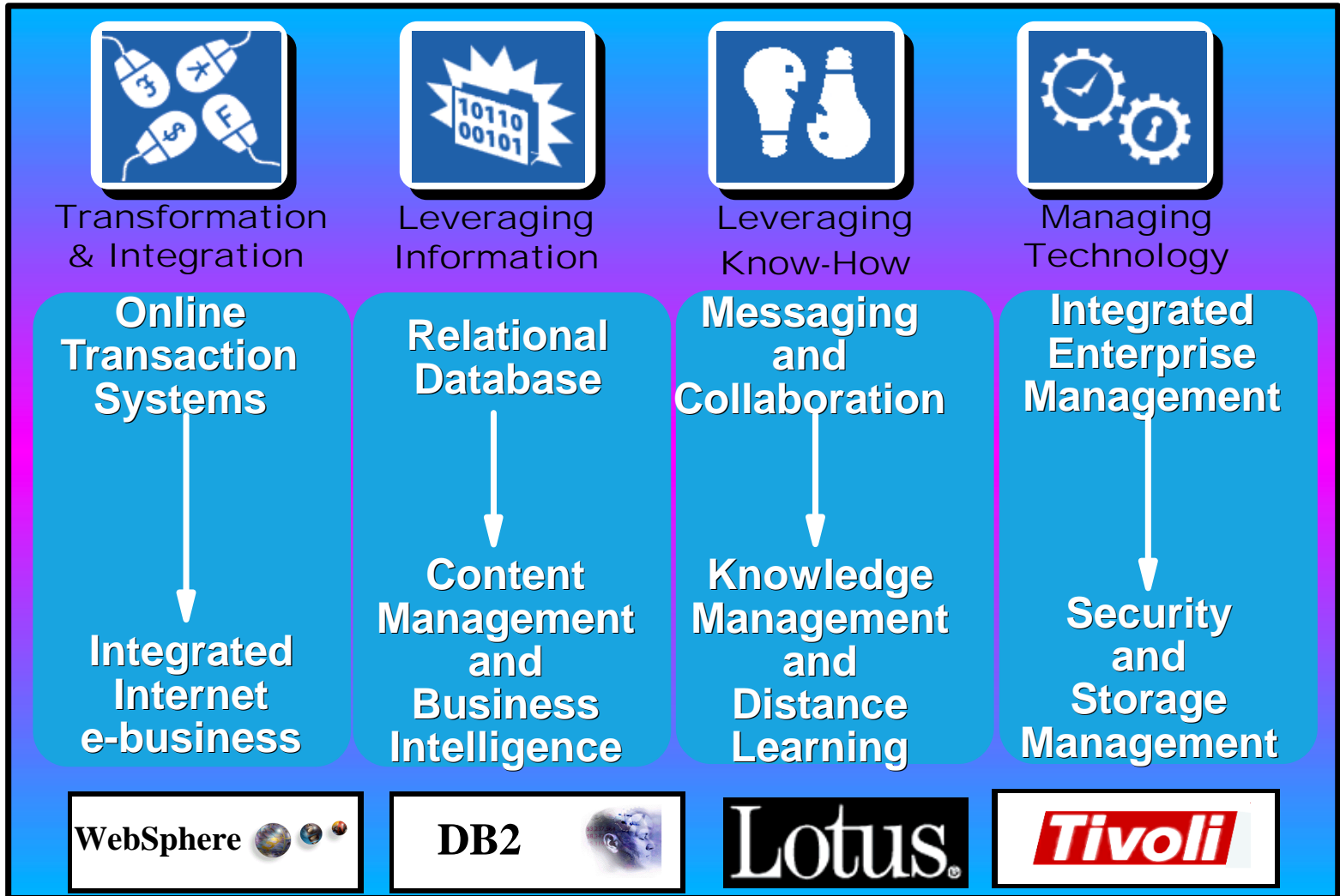
IBM e-business Infrastructure Software

Transformation & Integration

Online Transaction Systems

Integrated Internet e-business

Leveraging Information

Relational Database

Content Management and Business Intelligence

Leveraging Know-How

Messaging and Collaboration

Knowledge Management and Distance Learning

Managing Technology

Integrated Enterprise Management

Security and Storage Management

WebSphere

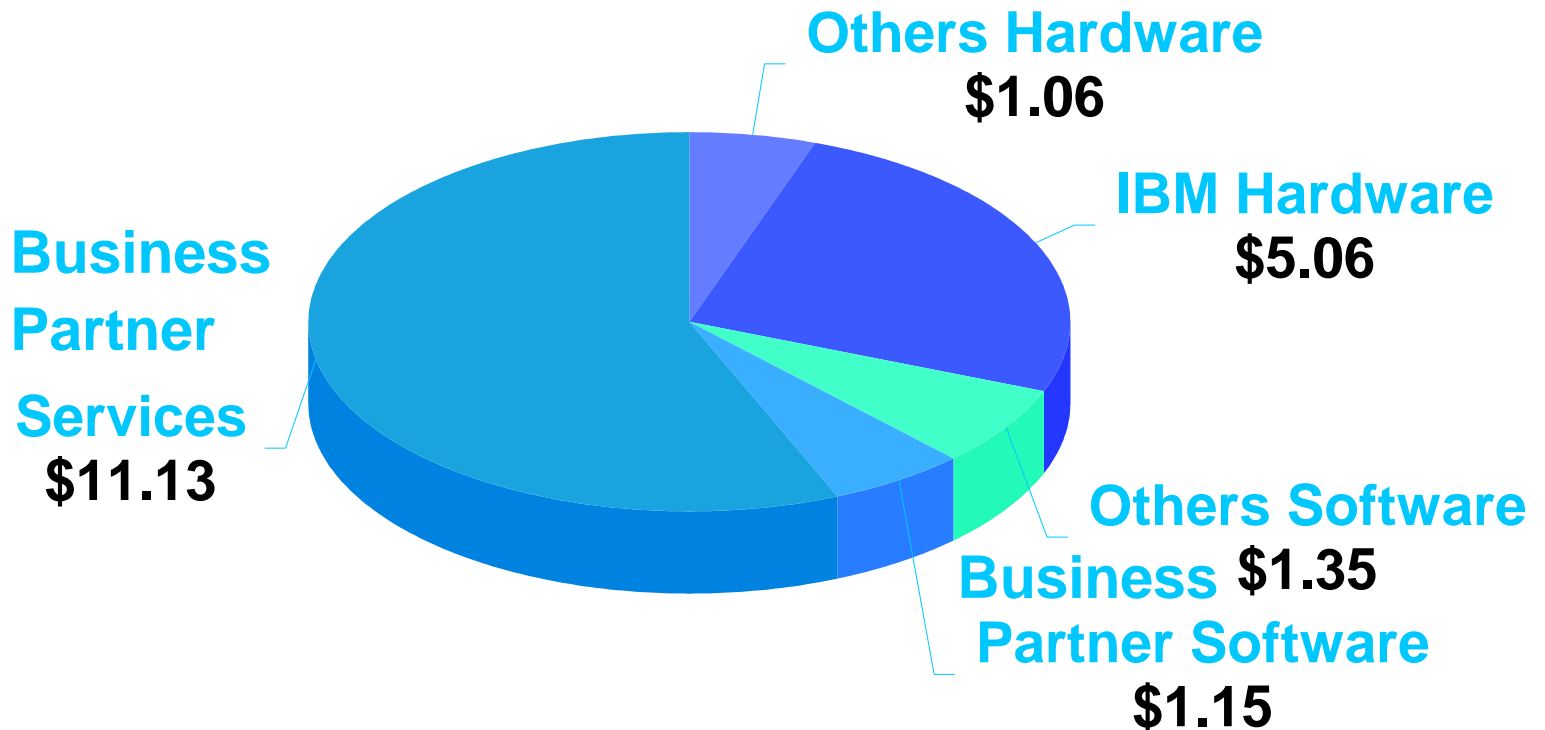**DB2**

Lotus.

Tivoli

IBM Software Leads

to Other Business Partner Revenue

Every dollar spent on IBM software generated
for Business Partners an average of **$19.75** on related
software, hardware, and services

Others Hardware
$1.06

IBM Hardware
$5.06

**Business
Partner
Services**
$11.13

Others Software
$1.35

**Business
Partner Software**
$1.15

Source: Meridian Technology Marketing, April, 2000

PartnerWorld for Software in 2002

Why are we making these changes?

◆ **Business Partner Feedback ...**

You said you need:

✔ a face to face contact in the field

✔ excellent sales, marketing and technical support

✔ more skills development opportunities and funding

✔ raise the bar to be Premier & Advanced - more exclusive group

You asked for it, you got it!

PartnerWorld for Software in 2002

Why are we making these changes?

◆ Treat **Business Partners** as we do our most important customers

The bottom line ... PWSW 2002 will ensure channel resources are effectively invested and driving skills to support revenue growth for those Business Partners that make the commitment to IBM and deliver results
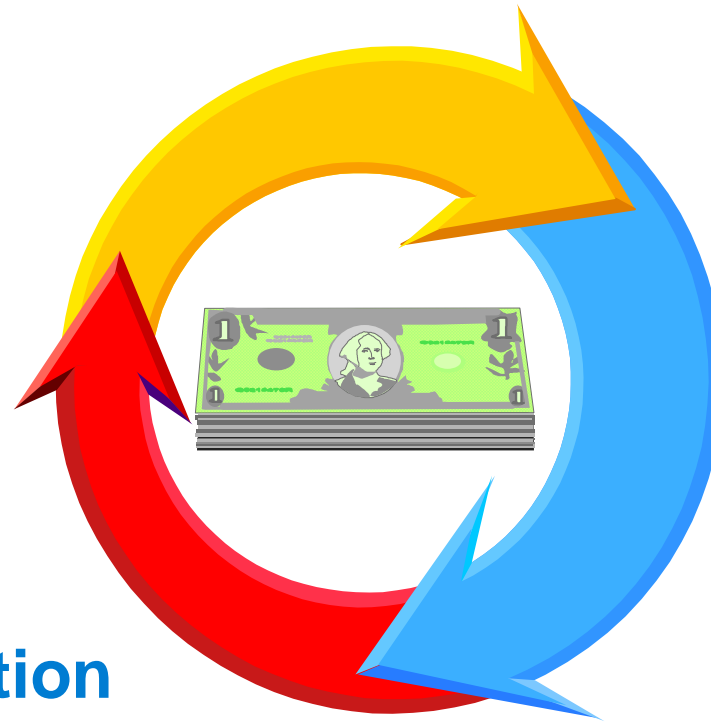
IBM

PartnerWorld for Software...

Supporting each Step of the Sales Cycle

Step #5
Recognition

Step #4
Implementation

Step #1
Developing Skills

Step #2
Marketing & Demand

Step #3
Closing the Sale

IBM Sales Contact

Field Sales Coverage or Telecoverage

- ■ *Business Plan Development*
- ■ *Resource Advocate*

**2002
New ADVANCED
Benefits**

Education

*Increased
"We Pay" Offering
Reimbursements to $9k*
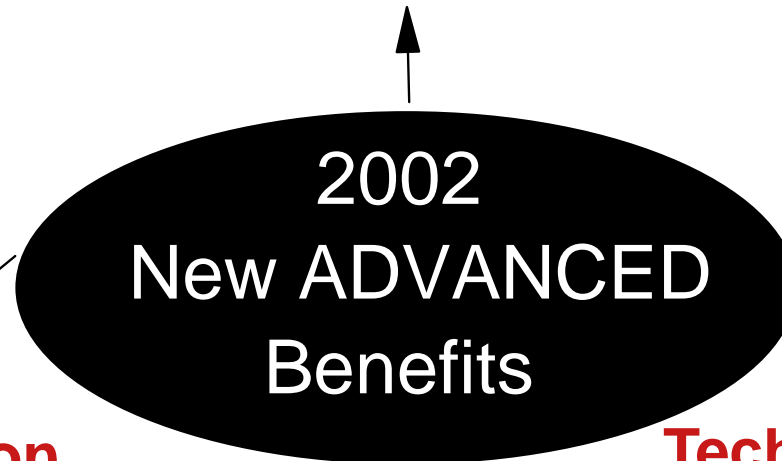
Technical Mentoring

*Assistance in solution design
and development for a
significant sales opportunity*

IBM Sales Contact

Face to Face Field Sales Coverage
- *Business Plan development*
- *Resource Advocate*

Sales Mentoring
Joint Sales Calls

Critical Situation Support
Assistance at the customer location

2002 New PREMIER Benefits

Education
Increased "We Pay" Offering Reimbursements to $50k

PR Support
Support for joint announcements

Technical Mentoring
Assistance in solution design and development for a significant sales opportunity

Value Package
for Software

"We Pay" Education Reimbursements
Pre-announce / Early Training on New Product Offerings
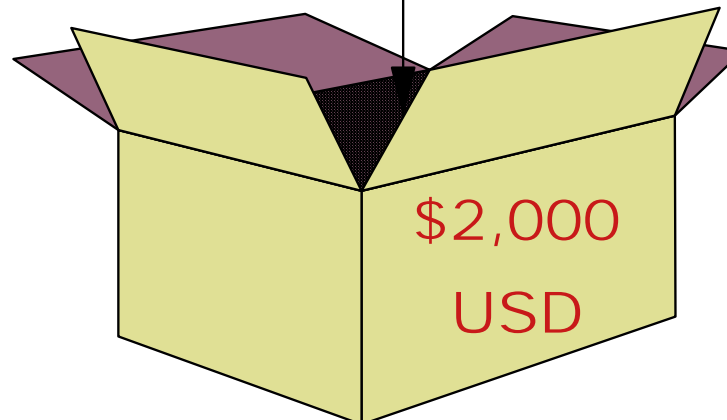**"Demo & Evaluation" and "Run Your Business" Software**
Technical Sales Support
Installation & Usage Support
Technical Mentoring for Significant Sales Opportunities
On-site Support for Critical Situations
Web-based Q&A Solution Support

$2,000 USD

Approx. $3,000 CAD

PartnerWorld for Software...

Strongest Program in the Industry

IBM

5. Recognition

➤ **Incentives**
➤ **Beacon Awards**
➤ **Discounts & rebates**

4.
Implementation

➤ *Solutions* **Technical Support**
➤ **Web based & voice Technical Support**
➤ **Critical Situation Support**

IBM Sales Contact
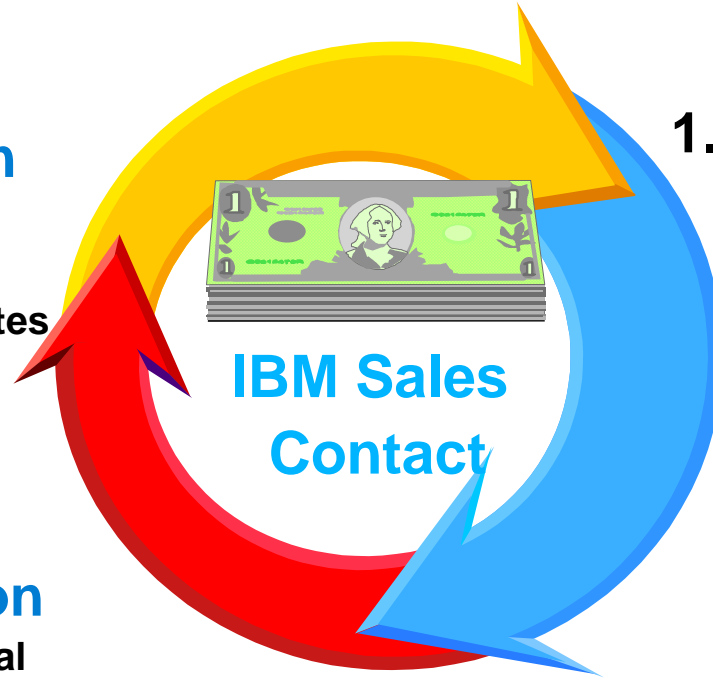
1. Developing Skills

➤ **Technical, Sales, & Business**
➤ **Pre-Announce & Early Training**
➤ **We Pay Offerings**
➤ **Distance Learning**
➤ **Run Your Business Software**

2. Marketing & Demand

➤ **Co-Marketing**
➤ **PR Support for Joint Announcements**
➤ **Business Partner Directories**
➤ **Marketing Support Advantage**
➤ **Leads Passed**

3. Closing the Sale

➤ **Signature Sales Resource**
➤ **Technical Sales Support**
➤ **Demo and Evaluation SW**
➤ **IBM Global Financing**
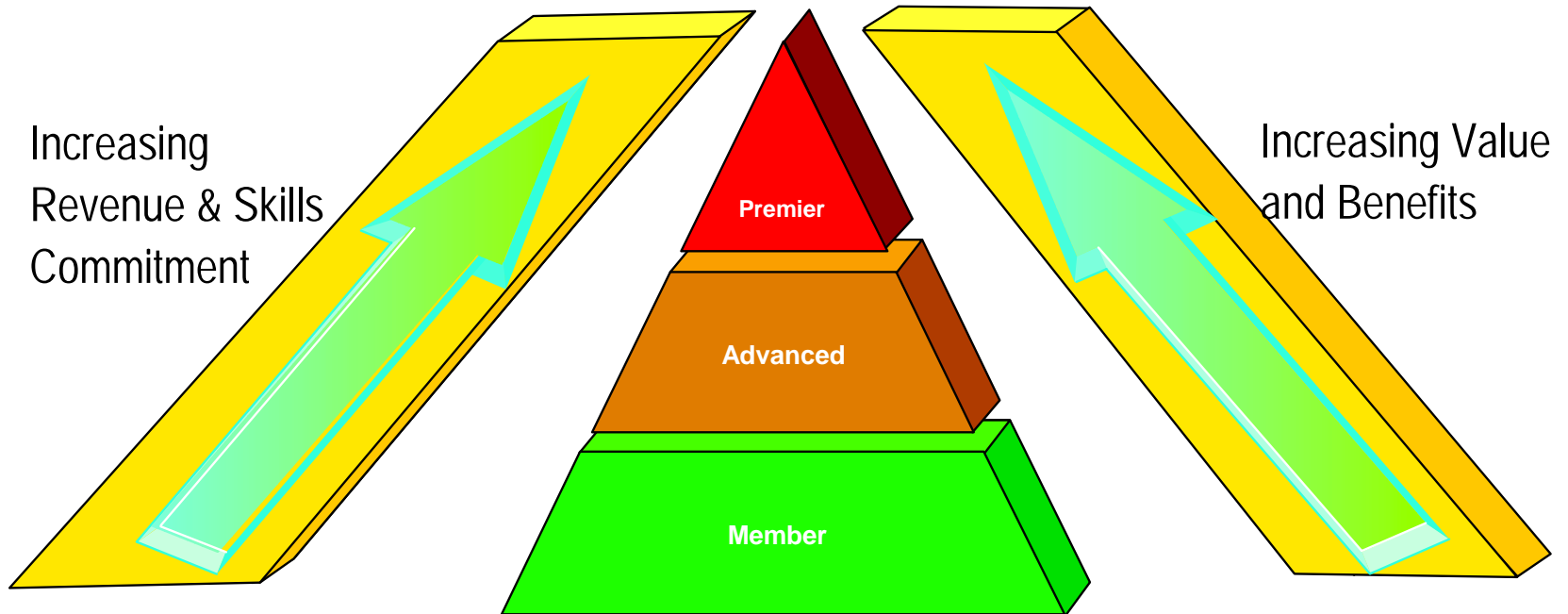➤ **Sales & Technical Mentoring**

PartnerWorld
Software 2002

PartnerWorld for Software Criteria in 2002

IBM will invest in a more exclusive group of top contributing Business Partners that are committed to IBM and deliver business results

Increasing Revenue & Skills Commitment

Increasing Value and Benefits

Premier

Advanced

Member

PartnerWorld for Software Criteria in 2002

Criteria Category	Advanced	Premier
Business Relationship	● Approved Business and Marketing Plan ● Monthly Forecasts & Quarterly Business Reviews	
Sponsorship	● Sponsorship by IBM Sales Management	
Demo Capability	● Capability to demonstrate at least one Power Brand	
Annual Revenue Attainment	● $300K (USD) of Enterprise plus Midmarket Revenue **OR** ● $100K (USD) of Midmarket Revenue	● $450K (USD) of Enterprise plus Midmarket Revenue **OR** ● $150K (USD) of Midmarket Revenue

Skilled Individuals	● 2 Technical Certifications
	● 1 Sales Skill / Certification
		Resellers
		● 5 Technical Certifications
		  (at least 2 Power Brands)
		● 3 Sales Skills / Certifications
		
		Influencers
		● 6 Technical Certifications
		  (at least 2 Power Brands)
		● 2 Sales Skills / Certifications

Customer References	● 3 Customer References	● 5 Customer References

How You Can Prepare to Meet the 2002 Skills Criteria...

PartnerWorld

IBM

- ● **Take advantage of the e-business Sales Roadshow**
- ● **IBM Learning Services and Lotus Education are scheduling additional Business Partner classes to meet your needs**

BP SEATS	Americas	Asia Pacific	EMEA	Total
e-business Sales Roadshow	525	375	600	1500
Technical	6300	1250	2600	10150
Total	6825	1625	3200	11650

- ● **Unique offering in the industry -- build your certified skills at no cost through the We Pay Offerings**
    - ● **Find details at http://www.ibm.com/partnerworld/software, select Education, select We Pay Offerings**
- ● **Leverage the Top Contributor Initiative education incentive for qualified resellers**
    - ● **Find details at http://www.ibm.com/partnerworld/software, select Business Partner Zone**

Why Team with IBM?

- **Growth**

- **Profitability**

- **Market Leadership**

- **Unparalleled Support**

A Win-Win Partnership

Your Next Steps

- Ensure that your **profile is up to date** with current skills achieved

- **Create a skills development plan** to take advantage of current We Pay offerings

- Get Skilled and Sell IBM Software!

- Stay tuned for more communications from your local PartnerWorld for Software team

- Contact your local Membership Centre for additional information

- Visit our web site regularly
  ibm.com/partnerworld/software

WebSphere   **DB2**   **Lotus**   **Tivoli**