PartnerWorld
for
Software
2002

Your "Steps to Success"

A Guide to Leveraging

Advanced and Premier

Benefits Throughout the Sales Cycle

Introduction

Welcome to PartnerWorld for Software!

This sales guide is a companion document to the PartnerWorld for Software (PWSW) 2002 Track Guide. It provides guidance on leveraging the valuable benefits you receive as an Advanced or Premier level participant in PartnerWorld for Software.

In joining the top ranks of PWSW, you've taken important steps toward capturing the unprecedented opportunity in today's growing, ever-changing e-business marketplace. The benefits we provide to you as an Advanced or Premier level participant are designed to equip you with skills and resources to address this wealth of opportunity. And, when you invest in the Value Package for Software, you have access to even richer benefits that further support your success.

As a participant in PWSW, you have an opportunity to build on an already rich set of no-charge benefits available from IBM by purchasing our Value Package for Software. This package includes education reimbursement, technical support, IBM software offerings and selected marketing support benefits over and above what you receive as a PartnerWorld for Software participant. The aim is to provide the education, technical support and software you need to help you build your skills, bring your products and solutions to market, and achieve your business profitability objectives.

The Value Package for Software reflects PartnerWorld for Software's investment-based structure. Contents in each package vary and are defined by the level at which you participate in PartnerWorld for Software. Higher value benefits are provided to Business Partners participating in PartnerWorld for Software at higher levels.

The Value Package for Software is a rich combination of offerings and is available for $2,000 USD/ year to all levels of PartnerWorld for Software Business Partners. A Value Package is valid for the purchasing location for the annual term of January 1st (or date of purchase) to December 31st unless otherwise stated.

Rewarding Your Investment

PartnerWorld for Software is one of the industry's most comprehensive marketing, enablement and support programs. Through it we demonstrate our ongoing commitment to you and reward your investment in IBM. We are deeply committed to providing you with support for each step you take on your
path to success -- from developing skills and improving marketing coverage, to closing the sale and implementing. And, as our most valued Business Partners, you will gain access to a wealth of resources that can inspire greater growth and profitability.

PartnerWorld for Software is a living program, evolving alongside our end-user requirements. We will continue to improve PartnerWorld for Software so that you derive maximum benefit from your participation and are rewarded for investing in your relationship with IBM.

Your "Steps to Success" in 2002

Indeed, this year we have implemented several changes and improvements to PartnerWorld for Software. The 2002 program aligns with our objective to reward your investment in IBM and reflects valuable feedback we've received from you. Both Advanced and Premier level PWSW Business Partners will enjoy an IBM Sales contact, who will be responsible for working with you on overall business development and will help you create a business and marketing plan that ensures skill and revenue targets are set and attained. Reimbursement through "We Pay" Offerings has been significantly increased, and another new benefit, Technical Mentoring, provides top level Business Partners assistance in solution design and solution development for significant sales opportunities.

Premier Level PWSW Business Partners require the highest level of support and, as such, we've added Sales Mentoring, Public Relations Support, and Critical Implementation Support. The new Marketing benefit to take advantage of in 2002 is the Public Relations Support. We'll work with you on joint announcements that center around proven increased customer ROI, major customer successes, win backs and/or ties to major industry trends. We've added Critical Implementation Support to your arsenal of tools that will help you during a major implementation.

These new benefits and others offered at Advanced and Premier levels are incredibly robust and valuable.

If you require more information on specific benefits or on the criteria required to achieve a higher level in PartnerWorld for Software, please refer to the PartnerWorld for Software Web site. Here you can obtain the latest edition of the PartnerWorld for Software 2002 Track Guide, which includes criteria and benefits information. You can find the latest version of the PartnerWorld for Software Track Guide at www.ibm.com/partnerworld/software in the Membership Centre under Membership Basics.

Again, welcome to PartnerWorld for Software.

Your *"Steps to Success"* in 2002

The Sales Cycle -- Four Steps to Success

Many of the tools you may require to uncover opportunities, close new business and build on your e-business strengths are available to you as an Advanced or Premier level participant in PartnerWorld for Software. In fact, each benefit we deliver through PartnerWorld for Software fits into the framework of a four-step e-business sales cycle. This cycle includes the following essential activities and embraces a variety of benefits that we provide to make you more successful:

- Developing skills
- Marketing
- Selling
- Implementing

Your IBM Sales contact will work with you closely to build your Business and Marketing plans and to help you set and attain both revenue and skills targets. This "Steps to Success" guide has been created to help you in that planning process and will also ensure you leverage all of the valuable benefits available to you as an Advanced or Premier Business Partner in PWSW.

The following subsections of this guide describe each step in the cycle and provide insight into the specific PartnerWorld for Software benefits you can leverage along the way. In addition to high-level information given in this document, you may find additional information in the 2002 PWSW Track Guide at www.ibm.com/partnerworld/software.

DEVELOPING SKILLS - STEP 1

Education and training are key factors in equipping you with the skills necessary to sell and support the IBM software portfolio. As a result, PartnerWorld for Software gives you easy access to a wide array of education and training offerings that help you develop or refine your skills.

Education and training benefits offered through PartnerWorld for Software embrace three key areas: sales training, technical education and business skills. Inside each of these core areas we provide access to skills planning information, roadmaps that help you define your path and curricula that will enable you to embark on an opportunity-filled journey.

Likewise, the **IBM Professional Certification** Web site will allow you to review and select a desired certification role. After clicking on the desired role, you can review the education roadmaps that will help you prepare for the test. In some cases, you can select from a choice of elective tests that is best suited to your abilities and needs. Some roles also offer a shortcut by giving credit for a certification obtained in other industry certification programs.

Through the *"We Pay"* offerings, you can build advanced product skills and receive certifications that translate into greater capability to pursue opportunities.

Your "Steps to Success" in 2002

"We Pay" Offerings
When you purchase our Value Package for Software, PartnerWorld for Software offers education reimbursement through our unique family of *"We Pay"* offerings**.** We're taking the shortage of e-business skills in the IT industry very seriously. We want to work together to change that - and we're very happy to announce that in 2002 each Premier Level location will be eligible to receive $50k USD in reimbursement through our *"We Pay" Offerings* - that is twice the amount offered in 2001. And for Advanced Level locations, this will be increased to $9k USD. This offering helps you offset the expense of building sales, technical and business skills. Indeed, the *"We Pay"* offerings underscore our strong commitment to you in acquiring the skills and training needed to increase your success. Included are the following offerings:

- *"You Pass, We Pay,"* which encourages you to build advanced product skills by reimbursing some or all of your tuition fees when eligible certifications are achieved.
- *"You Test, We Pay,"* which assists you in achieving certification by reimbursing test fees for eligible certification tests.
- "*You Attend, We Pay*," which reimburses you for attending specific courses. Eligible courses are ones that may not have an associated certification role, but still offer significant skill enhancement opportunities.

Sales Training
We provide Web-based access to a variety of informational guides that make it simpler to sell solutions from the IBM software portfolio. Learn more about generating revenue through our **Profit from Selling our Software Guide**. Quickly leverage your relationship with IBM through our **Getting Started Selling our Software Guide** and learn more about resources we provide in **Tools for Selling our Software.**

In order to deliver the most up-to-date sales training, PartnerWorld for Software offers **Signature Selling Training.** The Signature Selling method is a worldwide approach to selling the IBM portfolio of solutions for all IBM and Business Partner sales professionals. It embraces a seven-step framework that corresponds to steps customers go through in making a purchase decision.

Signature Selling and e-business certification are two key skills initiatives for Business Partners. It is a key element in preparing for the **IBM Certified for e-business - Solution Advisor certification**. It demonstrates that you have the ability to engage customers, develop strategic e-business visions, translate customer requirements into e-business opportunities and manage your customer relationships. Knowing how to see an e-business solution requires much more than sales know-how. You also need to have a solid grasp of how e-business solutions are built and key products that comprise a successful e-business solution. The e-business - Solution Advisor certification not only focuses on the framework of e-business solutions, but also on the Signature Selling Method - unifying IBM and its Business Partners into a powerful sales force in today's markets.

In addition, you have access to **sales education on IBM software power brands**, which include DB2, Lotus, Tivoli and WebSphere under our *"We Pay"* offerings.

Your "Steps to Success" in 2002

Technical Education
You are eligible to participate in the **Professional Certification Program**. This provides a range of technical education initiatives to help you develop or sharpen technical expertise in a variety of key areas. These areas include e-business, application development, data management, networking software, Internet and Web tools, transactions systems and speech recognition.

Moreover, you can gain **technical skills in any of the four IBM power brands**, including DB2, Lotus, Tivoli and WebSphere. You can also select complementary certifications on different IBM hardware platforms.

Technical education can be funded through aspects of the *"We Pay"* family of offerings, including *"You Pass, We Pay"* and *"You Test, We Pay"*. As a participant, you are also entitled up to a 25 percent discount off of advanced technical training offered by IBM Learning Services and selected Lotus education through the Lotus Authorized Education Centers (LAECs).

Keep in mind, too, that because you've demonstrated your clear commitment to IBM by receiving the requisite technical and sales certifications, you will reap additional rewards from PartnerWorld for Software. You may be eligible for **sales leads** that can give you a more direct route to success.

IBM Learning Services also provides an **education discount card**. This card can be purchased for an annual fee and allows an individual Business Partner employee to attend an unlimited number of classes and conferences at no extra charge.

Business Skills
PartnerWorld for Software opens up a variety of routes that enable you to enhance your business skills. At Advanced and Premier levels, you are eligible to receive reimbursement for education you receive at the **Business Partner Executive Institute**. This is an exclusive, world-class educational opportunity that is ideal for executive development.

How we Deliver Education and Training
Education is delivered in many formats -- from traditional classroom settings to seminars and satellite broadcasts. PartnerWorld for Software not only enables you to choose the subject matter that best fits your needs -- that is, technical, sales or business -- but also lets you select the delivery format for your education. A range of courses are delivered in classrooms and, in some geographies, through satellite TV. Training and education are available worldwide with courses delivered through IBM Learning Services and Lotus Authorized Education Centers.

Run Your Business Software
We offer a variety of IBM strategic software solutions through the ***Run Your Business*** software offering for your internal use. This offering, which is available to participants through the Value Package for Software, enables you to install and run strategic software offerings. Some examples are DB2 Universal Database, Lotus Domino Servers, WebSphere Commerce Suite, and Tivoli software. This not only strengthens your skill base on various IBM technologies and solutions, but also demonstrates our strong, tangible commitment to you.

What other Business Partners are saying....

Scott Scheidenhelm, sales manager at Levi Ray & Shoup, and IT solution provider in Springfield Illinois, said he believes the 2002 program changes could have a "substantial impact" on increasing his company's software sales this year and next. "IBM is taking a very strong forward-looking approach to providing Business Partners with the resources they need to go out in the marketplace and be successful," he said. Scheidenhelm said he is impressed by IBM's investment in education and training and it's commitment to work side by side with partners to close deals.

Your "Steps to Success" in 2002

MARKETING - STEP 2

After you've acquired a solid base of skills or while you are developing them, you can move onto the next step in the sales cycle: Marketing. Indeed, the marketing support we provide to Advanced and Premier level participants in PartnerWorld for Software is a key benefit category. Remember, in joining the top ranks of PartnerWorld for Software, you've clearly demonstrated your ability to market e-business solutions. Now we're rewarding you with offerings that can heighten your already established success.

IBM Business Partner Emblem

As a participant in PartnerWorld for Software with certified skills, your firm location can now use the IBM Business Partner Emblem to represent your location. This is a highly recognized designation and is familiar to customers and other Business Partners.

Branding

As a participant in PartnerWorld for Software at the Advanced and Premier levels, you have firmly established your identity as a valued member of the IBM Business Partner community. This carries with it the weight and distinction of the IBM brand, widely recognized around the world as a premier source of e-business solutions. Your identity as an **IBM Business Partner** and your use of this **title** instantly sets you apart from others. You have the added advantage of using IBM's e-business logo and the e-business mark for approved applications, creating the confidence customers require in making IT purchasing decisions.

Marketing Tools

In support of channel brand campaigns, a variety of co-marketing deliverables are offered to you, including e-mail blasts, promotional messages, customizable direct mail, and Web banners. These deliverables make it easier to understand, position, market, and sell IBM's broad range of products, services, and e-business solutions.

IBM Start Now Solutions for e-business --

IBM Start Now Solutions offer personalized e-business solutions for growing companies. Start Now Solutions cover core solutions such as infrastructure and e-commerce; extensions such as business intelligence, collaboration and host integration build to enhance communication; and content and web site management solutions to help ensure and maintain optimal data and control.

With **Seminar Solutions** materials, you can showcase and sell your IBM e-business solutions and products. Downloadable seminar materials are provided, enabling you to host your customers and prospects at seminars that can create increased demand for your solutions.

With the purchase of the Value Package for Software, both Premier and Advanced Business Partners will have access to **Marketing Support Advantage** in 2002. This benefit enables you to purchase marketing support services, such as telemarketing and direct mail, at the same discount IBM receives from Harte-Hanks, a leading business-to-business marketing firm. Marketing Support Advantage extends IBM's buying power - and consequent pricing breaks - to you. Through this service, you can reach more prospective customers, better target your seminar audience.

Your "Steps to Success" in 2002

Through **Campaign Designer**, you can create the elements of an integrated marketing campaign online, easily affordably and in just a matter of minutes. Direct mail, Web banners and print advertising can be created and customized to reflect your firm's offerings, strengths or other unique messaging that can generate greater demand for your solutions.

We've also created a new benefit offering that provides **Public Relations (PR) Support** for Premier level participants. Premier Business Partners now receive support from IBM on media-related activities that can increase visibility. IBM executive quotes, for instance, may be provided for use in press releases that meet established criteria for news worthiness.

The **Business Partner Events** program makes it easy and economical to develop business opportunities through events participation while at the same time leveraging your relationship with IBM. Space is secured at trade shows and industry-oriented events through IBM, and demonstration pedestals are offered under an IBM Business Partner signage umbrella. This presents you with a valuable opportunity to showcase your offerings and meet potential customers face-to-face within the targeted context of a particular show or event.

You are eligible to receive **sales leads** from IBM with Premier Business Partners receiving top priority. You will also be listed in the **Software Business Partner Directory.** This Web-based directory is available to customers and other Business Partners as a resource through which to locate qualified Business Partners. Your visibility is increased among important communities along with your exposure to opportunity.

Another valuable benefit you receive is access to **Business Partner Connections**. This offering makes it simple to identify other Business Partners with complementary skills for teaming. Business Partner Connections provides tools to help you build the necessary skills to successfully team with other Business Partners and also lists you in a worldwide Business Partner directory that gives you exposure throughout IBM's global network of Business Partners. Other features include the Business Partner Solution Search, which enables you to search for a Business Partner by attribute or solution needed. Connection Tools give you the information you need to learn how to successfully team with another firm. Four unique tools help you define your purpose for connecting, assess your readiness to team with another firm, know your value to and requirements for another Business Partner and divide roles and responsibilities.

What other Business Partners are saying....

"The new PartnerWorld for Software benefits are very significant," noted Chris Mierzwa, vice president of sales and marketing for Cerritos, California-based Think Tank Systems LLC. "These benefits are clearly aligned with IBM's aggressive move into the global mid-market space and its commitment to teaming with Business Partners in this high-growth segment."

SELLING - STEP 3

As leading participant in PartnerWorld for Software, you are entitled to an IBM Sales contact as well as a variety of sales tools designed to increase your success selling solutions from the IBM software portfolio.

You have been telling us that access to a single point of contact inside IBM would help improve your effectiveness and efficiency. In response, PartnerWorld for Software will assign representatives to Advanced and Premier Business Partners who will work with you on overall business development. The **IBM Sales Contact**s overall responsibility is providing guidance on all aspects of the PWSW Business Partner program.

Your representative will also be responsible for working with you to create and maintain a joint **business and marketing plan**. Also included is the development of an enablement plan to ensure that you continue to strengthen your skills.

Our **Executive Assessment** offering is a tested and proven consultative selling tool that can help you identify prospects, and gather the information you need to build a compelling business case, present a proposal and close new business.

Through the **Signature Sales Resource** Web site you can download presentations, competitive information and marketing collateral to help you prepare for sales calls or seminars. Information is presented at each step of the signature selling process, offering you the exact information you need, when you need it. Deliverables integrate DB2, Lotus, Tivoli and WebSphere information.

So, if you are about to approach a prospect with an e-business solution built on the IBM WebSphere technology, for instance, or you are closing a WebSphere sale, you have immediate access to all of the information and marketing collateral you may require. This includes competitive analysis, case studies, presentations and a range of marketing collateral. No matter where you are in the sales cycle, we have the materials you require to make the sale.

Demonstrating software to a client is a critical step in the selling process. Thus, you have the option to download **demo and evaluation software** on an unlimited basis. You can also order multiple sets of the CD-based software. This not-for-resale (NFR) software is provided for demonstration and evaluation purposes only. Products across the IBM software portfolio including DB2, Lotus, Tivoli and WebSphere are available.

Once again, you may become eligible to receive **sales leads** generated by marketing campaigns, trade shows, or through sales centres. Lead distribution is based on your skill sets. Premier level participants are given leads on a priority basis. Keep in mind, it is critical to maintain your PartnerWorld for Software profile. This ensures that you receive leads based on yours skills, capabilities and strengths.

Your "Steps to Success" in 2002

A great new benefit offered to both Premier and Advanced Business Partners in 2002 is **Technical Mentoring**. Work with your IBM Sales Contact's to understand how to qualify for and receive technical mentoring for significant software sales opportunities.

Sales Mentoring may be provided for Business Partners to supplement the Sales and Technical education previously provided by the brands. This includes joint sales calls with the Business Partner and executing the Signature Selling method with Business Partner sales personnel. This benefit is available to Premier Business Partners only on significant opportunities.

And, when you require pre-sales support, **Techline** provides technical sales support to assist you in selling IBM software products and solutions. This offering is available when you purchase the Value Package for Software and gives you access to a knowledgeable source for answers to specific questions that will assist you in closing sales. Think of it, no more research. No more time-consuming calls to find the right resource. You are just a phone call away from all of the technical sales support you require.

Through PartnerWorld for Software, a variety of financing offerings are also available to assist you in winning software sales. **IBM Global Financing** offers one-stop shopping for all of your customers' software financing requirements. This includes even non-IBM software. Flexible terms and conditions are offered along with creative solutions to unique IT financing problems, simple contracts and hassle-free paperwork. You can also enroll in the IBM Global Financing e-business University for Business Partners and find out how IBM Global Financing can help you sell more information technology to more customers faster.

What the Press is saying...

> *"Every Solution Provider on the planet looking to increase its sales into the small- and midsize-business market should take a look at the new 2002 IBM PartnerWorld for Software program. No other vendor powered by so much money, $90 billion in sales, has ever put so much cash into helping solution providers tackle what is the most difficult market to break open."*
> *- - CRN Editorial by News Editor Steven Burke, "IBM's SMB Bonanza" - -*

IMPLEMENTING - STEP 4

So, you've marketed your solution and won the sale. What's next? A variety of benefits provide assistance with implementing your solution.   Keep in mind, while we offer both telephone *and* Web-based support, our goal is to empower you via the Web to access the support you need, exactly when you want it.

Web-based self-help technical support is available 24X7 on IBM technologies and allows you to browse or search through thousands of questions and answers which are loaded with hints and tips on IBM products, platforms and e-business technologies. In addition this includes white papers, IBM Redbooks and other information.

What's more, **Web-based solution and application development** support is also provided, ensuring that you have a forum through which to receive solution-focused support. In the context of solution development and pre-sales support, this level of individualized support gives you access to the answers you require in order to more effectively develop and market your IBM-based solutions. **Q&A Forums** are provided when you purchase the Value Package for Software. This enables you to submit an unlimited number of public forum questions and receive a response from skilled technical resources in IBM technologies. In addition, through the **Private Q&A** offering, Premier Business Partners can submit an unlimited number of private questions (one to one e-mail exchanges) and receive a response from a skilled technical resource in IBM technologies.

New in 2002 for Premier level PartnerWorld for Software Business Partners is **Critical Implementation Support**. In selected significant engagements, Premier Business Partners may receive on-site implementation assistance when remote support is no longer effective.

> *Did You Know ....*
>
> - *Through the Web, you have immediate access to information maps linking you directly to sources of technical data, software fixes, databases of fixed problems, bulletin boards, integration starter kits for e-business, sample code, white papers, red books and other e-support services. Want to learn more about accessing these resources? Just visit PartnerWorld for Software.*

Conclusion --

At the heart of PartnerWorld for Software is our commitment to support opportunities for you and the community of Business Partners with whom we cultivate collective successes. When you join you are investing in a relationship with IBM and one that can be extremely rewarding not only in terms of the benefits highlighted in this guide, but also through various incentives we support.

So, be sure to take full advantage of the comprehensive support we provide at each step of the sales cycle, encompassing skills development, marketing, selling, and implementing.

Where to Go for More Information:
Need up-to-date information on PartnerWorld for Software and the benefits to which you are entitled? All the information you need is in one place, in the 2002 PartnerWorld for Software Track Guide. Visit http://www.ibm.com/partnerworld/software, and click on Membership Basics in the Membership Centre category. To learn more about other aspects of IBM PartnerWorld (Developers, Personal Systems, and Systems and Services), visit the PartnerWorld Web site at: www.ibm.com/partnerworld

Trademarks

The following are trademarks or registered trademarks of International Business Machines Corporation in the United States and/or other countries: IBM, the IBM logo, DB2, PartnerWorld, Tivoli and WebSphere. Lotus is a registered trademark of Lotus Development Corporation and/or IBM Corporation in the United States and/or other countries.

All other company, product and service names may be trademarks or service marks of their respective owners.