PartnerWorld
for
Software
2002

Your "Steps to Success"

A Guide to Leveraging

Member Level

Benefits Throughout the Sales Cycle

Introduction

Welcome to PartnerWorld for Software!

This sales guide is a companion document to the PartnerWorld for Software "2002 track guide." It is intended to provide guidance on leveraging the valuable benefits you receive as a Member level participant in PartnerWorld for Software.

By joining PartnerWorld for Software at the Member level, you've taken an important step toward capturing the unprecedented opportunity in today's growing, ever-changing e-business marketplace. The benefits we provide are designed to equip you with skills and resources to address this wealth of opportunity. And, when you achieve technical certification in certain skills, you have access to even richer benefits that further support your success.

PartnerWorld for Software in 2002 will offer support through every phase of the sales cycle to you, our Member level Business Partners. We consider our Business Partners at the Member level important in that collectively, you deliver customer e-business solutions and support broadly across the mid-market. And those of you that purchase the Value Package for Software will reap the greatest return on your Business Partner relationship with IBM. The pricing is extremely attractive with the retail value of the contents considerably greater than the cost of the package.

From Developing Skills, to Marketing and Demand Generation, to Closing the Sale to Implementation, we're there for you with access to self serve tools and information that will affect your speed to market and most importantly - your bottom line.

As previously mentioned, Member level Business Partners that make the investment to achieve an accepted IBM software technical certification will reap extra rewards for those efforts. In recognition of the many successful Business Partners that have at least one technical certification, we are extending the member level benefits to include:
*Your company listing in the Software Business Partner directory and in Business Partner Connections where customers and other Business Partners are able to search based on skills.
*Through the purchase of a Value Package for Software and one technical certification, you become eligible for the Q&A Forum technical support benefit. This enables you to submit public forum questions and receive a response from skilled technical resources in IBM technologies.
*Leads may be passed to Member level Business Partners when specific skill requirements are met (Advanced & Premier get priority on lead passing).

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 track guide, which includes criteria and benefits information. You can find the latest version of the 2002 PartnerWorld for Software Track Guide at www.ibm.com/partnerworld/software in the Membership Centre.

Again, welcome to PartnerWorld for Software.

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 a Member 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

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.

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"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. This offering helps you offset the expense of building critical skills. Indeed, We Pay underscores our strong commitment to you and to assisting you in acquiring the skills and training you need to increase your success. We Pay offerings include:
- *"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.

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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 if you're at the Member level and demonstrate your commitment to IBM by receiving just one technical certification, 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 the Member level, you may take the opportunity to enroll in education offered at the **Business Partner Executive Institute** (this benefit is separately priced). 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.

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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 through PartnerWorld for Software is a key benefit category. As a result, numerous offerings are available to assist you in marketing your firm as an IBM Business Partner and to help you better market your IBM-based e-business solutions

IBM Business Partner Title
As a participant in PartnerWorld for Software, you have firmly established your identity as a valued member of the IBM Business Partner community. Your identity as an IBM Business Partner and your use of this title instantly sets you apart from others and creates the level of 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.

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.

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.

Additional Rewards for One Accepted Technical Certification
With one accepted technical certification, you become eligible to receive **sales leads** from IBM with Premier Business Partners receiving top priority. One certification also ensures that you will 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 with one technical certification 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 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 a member level participant in PartnerWorld for Software, you are entitled to variety of sales tools designed to increase your success selling solutions from the IBM software portfolio.

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 a set 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.

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, 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 **Web-based self-help technical support** is available 24X7 on IBM technologies. This includes answers to Frequently Asked Questions (FAQs), 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 and acquire one accepted technical certification. This enables you to submit an unlimited number of public forum questions and receive a response from skilled technical resources in IBM technologies.

> *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

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