

TOP CONTRIBUTOR INITIATIVE FOR RESELLERS, 2002

ANNOUNCEMENT





AGENDA

- Welcome
- Positioning & Overview
- Incentive Offerings
- What's new in 2002?
- 2002 Approval criteria
- 2002 Enrollment process
- 2002 Approval process
- Next steps



WELCOME

■ Thank You!

- ▶ Top Contributor Initiative for Resellers is a success
- ▶ Over a 1000 Business Partners enrolled, WW
- ▶ Because of your support and successes, we will continue TCI for Resellers into 2002
 - Consistency
 - Simplicity
 - Profitability
 - Trust

POSITIONING & OVERVIEW

- IBM's major step to enhance reseller profitability
- IBM recognizes the top performing partners
 - Investing in your future: growth and success
- IBM will continue to recognize, encourage & reward sales efforts in the Midmarket space
- The Top Contributor Initiative will be consistent with and will build upon PartnerWorld for Software benefits
- IBM will make it easier for you to participate

INCENTIVE OFFERINGS

- **Market Growth Fee** - focus on revenue generation
 - ▶ Simplicity
 - ▶ Pay for performance
 - ▶ Bottom line impact for you
- ▶ **STILL 6, 12, 18% based on performance**

- **Co-Marketing** - linking your marketing to ours
 - ▶ Extend IBM's marketing messages through your efforts
 - ▶ Enable you to leverage IBM air cover
 - ▶ Encourage participation in midmarket demand generation
- ▶ **INCREASE FROM 3% (2001) TO 5% (2002) of Revenue Commitment**

- **Now You!** - energize your sales force
 - ▶ Sales should be fun
 - ▶ Engage your sales reps
 - ▶ Give your principal a stake in the game
- ▶ **SAME OFFERING** as available in 2001

▼ WHAT'S NEW IN 2002?

- Automatic enrollment for those who achieved \$100K+ in '01
- IBM has increased the co-marketing funding
 - ▶ 5% of 2002 Revenue Commitment
- IBM recognizes the need for a stable and loyal relationship between distributors and resellers
 - ▶ Choose a Distributor
- SII ISV Resellers - will receive full TCI benefits upon approval
- New status - Approved, pending attainment
- Top Contributor Influencer Initiative work in progress

2002 APPROVAL CRITERIA

- Approved Business and marketing plan
 - PartnerPlan
- Advanced or Premier Partnerworld for Software member
 - 2002 PWSW certification requirements
- Agreed to Midmarket revenue target in 2002 (min. \$100K)
- \$100K of revenue in 2001 via Passport Advantage

2002 ENROLLMENT PROCESS

- **Automatic** enrollment of all 2001 approved Top Contributor Resellers into Top Contributor Initiative, 2002
- All other Business Partners enroll via web based enrollment
- You will need to identify a distributor of your choice
 - Written notification to change
- Agree to Midmarket revenue target
- Enterprise enrollment by country
 - Identify participating locations

2002 APPROVAL PROCESS

- If achieved \$100K in 2001, upon re-enrollment, approved for benefits in 2002
- Quarterly approvals based on attainment against 2002 Midmarket revenue target

NEXT STEPS

- Don't forget the additional 10% MGF from 11/24 - 12/24

- Confirm skills via certification
 - ▶ Take sales and technical certification tests before year end
 - ▶ Enter 2002 as a qualified Advanced or Premier

- Register for Partnerworld 2002
 - ▶ Partnerworld and TCI Hospitality boat cruise
 - <http://www.ibm.com/partnerworld/2002>

- Work with your BPSM/BPMMs to close out 2001

GOOD LUCK & GOOD SELLING!

- Thanks for a great start in 2001!
- We look forward to working with you in 2002!