IBM North America Content Management Business Partner Conference Call November 14, 2001 4 PM EDT

1 877 997-9919

Passcode = Content Management

Hosted by: Glenn Rogers
Americas Channels Marketing

DB2 Data Management Software

Agenda

- Introduction and "Key News Bulletins"
- 3Q Results and 4Q Outlook
- New Data Management Field Coverage Model
- Content Management Start Now
- Co-marketing programs to drive leads
- Web Content Management
- e-mail Archive promotional offering
- Changes to PartnerWorld for Software
- Questions and Answers Session

DB2 Data Management Software

Introduction

- This call is recorded and available via replay for 2 weeks

    ► Dial 1 800 408-3053 passcode 961 160

- Start your browsers, and bookmark URLs provided on the call

- We welcome suggestions for topics you want to hear

- Tell us what you like and don't like about this call, our programs

    Send your feedback to Glenn Rogers at grogers@ca.ibm.com

    or call me 905 316-6549

DB2 Data Management Software

IBM Co-Marketing Program

Teri Austin

Americas Channel Marketing

November 2001

Partnerworld for Software Co-Marketing Program Requirements

- All BPs who are part of PartnerWorld for Software will have access to content made available through the co-marketing Website
- The following requirements apply to BPs who may also be eligible to receive IBM co-funds to help in the execution of their marketing plan.
  - ► Advanced or Premier BPs in the PartnerWorld for Software Program Track
  - ► IBM Software BPs who have direct face-to-face IBM Sales and Marketing coverage
  - ► BPs who, with the aid of their IBM coverage reps, build an IBM Software Business Plan with agreed-upon revenue objectives
  - ► BPs who build an IBM Marketing Plan
- Business Partners who have IBM contractual relationships that provide marketing funds as a component of the agreement are not eligible to receive funds under this co-marketing program. Examples may include ISV's, IBM Alliance partners, Corporate Resellers, Distribution, etc.).

Program Requirements (Continued)

- In addition to the general requirements, co-funding will be allocated based on one of the following partner categories:
  - ► *Top Contributor Resellers* must commit to a minimum of $100,000 IBM GMB software sales in their business plan and report software sales attainment
    - Receive 3% of revenue target for marketing co-funding to develop joint marketing tactics; maximum not to exceed total 3% funding
  - ► *Influence BPs* must commit to a minimum of $225,000 of IBM GMB software revenue and report software influence revenue attainments
    - Receive maximum of 2 marketing tactics per calendar year at $4,000 per tactic of matching funds
- Partners are required to enter leads from co-funded marketing tactics into the Lead Management System to receive reimbursements.

Sample Co-Funded Marketing Tactics

- Telemarketing
  - ► Grace Software
- Trade Shows
  - ► Peak, Inc.
- Seminars
  - ► Seminar Solutions
  - ► PlaceWare (e-seminars)
  - ► Encounter (tele-seminars)
- Direct Mail
  - ► Campaign Designer
- Web Banners
  - ► Campaign Designer
- Webcasts
  - ► Placeware
- Prospect Profiles
  - ► Harte Hanks\

How To Apply For Co-Marketing Funds

- <u>CONTACT YOUR BPMM - To discuss marketing plan/tactic, based on approval then:</u>

- 1. Go to PartnerWorld for Software www.ibm.com/partnerworld/software.

- 2. Enter the Business Partner Zone (This is a password protected site. If   you do not know your password, send e-mail to pwswna@us.ibm.com and ask for the password to the Business Partner Zone.)

- 3. Select "Marketing and Sales."

- 4. Select "Co-Marketing Program."

- 5. Select "Co-Marketing Programs for Business Partners."

- 6. Read the opening page and then select the Co-Marketing Offering of interest, e.g. Seminar Solutions, Partner's Own Proposal, etc.

- 7. From the left hand side of the page, select the product area that is the   focus of the demand generation tactic, e.g. WebSphere   Application Server.

- 8. Select "Terms and Conditions" and read this page carefully.

- 9. Select "Program Application Form" and complete this form. This is   where you describe the demand generation tactic you want to conduct.

- 10. Submit application form and you will receive an acknowledgment   e-mail saying thanks for applying. In a few days, you will get an e-mail saying if the

  proposal has been approved or not.

Additional Co-Marketing Funding

- ***Start Now Initiative***
  - ► For BPs who meet Top Contributor partner guidelines as well as have a Start Now Solution technical speciality(s).
  - ► Solution Specialties include: Business Intelligence, Infrastructure, e-commerce, website management, CRM, Collaboration, Content Management, Host Integration.
  - ► Up to a total of $3000 @100% funding per Top Contributor partner location either @ approved status or pending approval.
  - ► Funding to be applied to cost of customizing and implementing any of the following IBM-created Start Now marketing template offerings:
    - – Direct Mail Postcard
    - – e-mail text
    - – Print Ads
    - – Telemarketing Scripts
    - – Solution Seminars
  - ► Funded Tactic must be executed prior to 12/31/01.

Recent Updates to TCI program

- Enrollment Deadline to Sign T's & C's has been extended from 10/31/01 to 11/23/01

  ▶ Upon Approval Now You & Market Growth Rebates are retro to 1/01/01.

- TCI Approvals

  ▶ Hit one of revenue attainment bars; $50K by 6/30; $75K by 9/30; $85K by 11/23 or full $100K by year end.

  ▶ Pending Executive Approval by 8/31/01; if book any Passport Advantage Revenue & have Start Now certs. Must achieve this bar by 11/23/01

- Approved Partners must execute all of their marketing 3% cofunded tactics by 12/31/01

Helpful WebSites

- Business Partner Zone co-marketing: www.ibm.com/partnerworld/software/zone and enter ID and Password, go to Marketing & Sales
- E-Infrastructure Co-marketing: www-1.ibm.com/partnerworld/marketing/pmrktng.nsf/weblook/infra_whofor.html
- Start Now Program: www.ibm.com/partnerworld/software/zone and select Marketing & Sales > Sales Tools > Start Now Family
- e-Business Infrastructure Campaign: www.ibm.com/partnerworld/infrastructure
- IBM Logo Merchandise: http://logosite.services.ibm.com
- Ordering Product Brochures: www.elink.ibmlink.ibm.com/public/applications/publications/cgibin/pbi.cgi.
- Harte Hanks Lead Mgmt - mms.harte-hanks.com

2002

PartnerWorld for Software

IBM

DB2. Data Management Software   Lotus. software   Tivoli software   WebSphere. software

Software 2002

e-business

Agenda

- Why change PartnerWorld for Software in 2002?

- New Benefits

- 2002 Top Contributor Initiative

- New Requirements

- Get Prepared

- Timeline

- Next steps

IBM

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?

- ◆ IBM channel investments need to go to our **Top Performing Business Partners**

- ◆ Treat **Top Performing 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

PartnerWorld for Software...
2002 : Top Partner Focus

Top VARs Partners

- Tier 2 VARs
- Tier 1 VARs
- - - - - - - - - - - - - - -
- Revenue Attainment
  - Achieve X GMB or Y Total Rev
- Geo Nominated
- Skills
  - Technical/Sales

Top Influencers Partners

- SI's (GSI, N/RSI)
- WI's
- ISVs
- xSPs
- - - - - - - - - - - - - - -
- Revenue Attainment
  - GMB or Enterprise
- Brand & Geo Nominated
- Skills
  - Technical/Sales
- # Certified services professionals
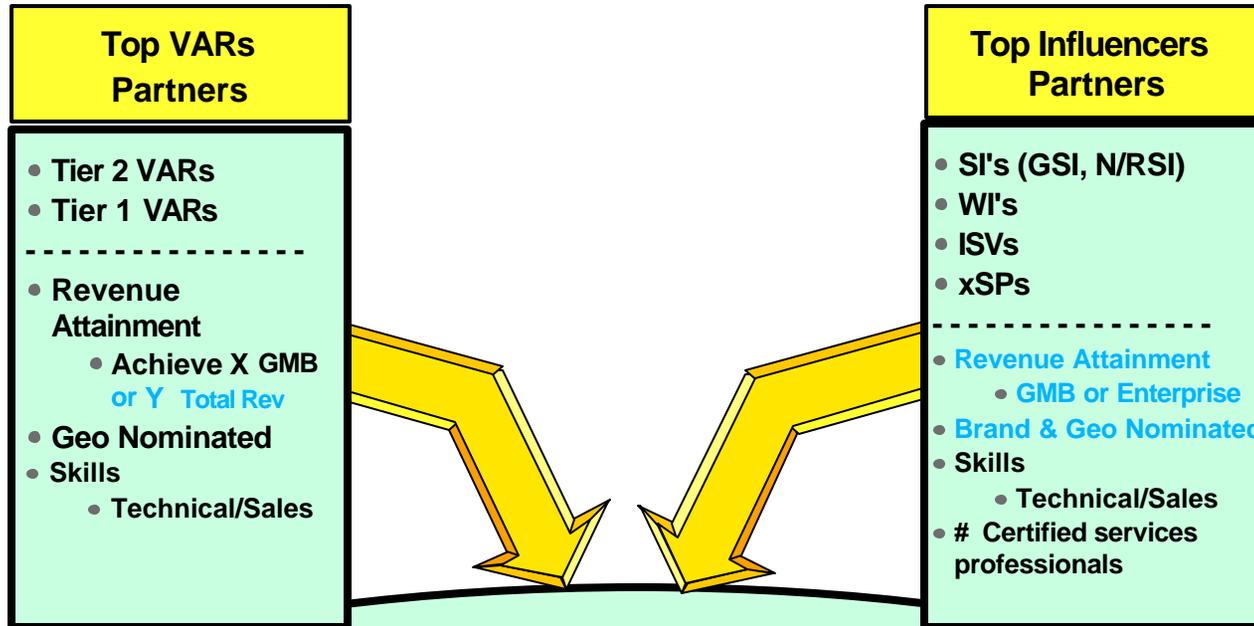
Top Partners

Requirements

- Business & Marketing Plans
- Revenue Commitments
- Reporting actual revenue & oppty pipeline

Key Benefits

- BPSM Coverage
- Fees
- Co-Marketing Funds
- High Priority Leads
- Technical Mentoring

Base PWSW Program - Web support only for the masses

Delivers Valuable Benefits
At All Levels...

1. Developing Skills
- ➤ Web-based Self-Help
  - – Skills Planning
  - – Value Propositions (with ROI)
  - – Brand "Steps to Success" Roadmaps
- ➤ Technical, Sales, & Business Education
- ➤ Distance Learning
- ➤ 25% Education Discount
- ➤ We Pay Offerings Reimbursement*
- ➤ Run Your Business Software*

2. Marketing & Demand Generation
- ➤ Web-based Self-Help
  - – Seminar Solutions Materials
  - – Brand Collateral / Product Brochures
  - – Campaign Designer
- ➤ Local Events
- ➤ Power Brand Logos **
- ➤ Entry in Business Partner Directories**
- ➤ Leads Passed**
- ➤ IBM StartNow Solutions for e-business

Membership Centre Support

4. Implementation
- ➤ Web-based Self-Help Technical Support
  - – FAQs
  - – Software Fixes
  - – Bulletin Boards
  - – White Papers
  - – Red Books
- ➤ *Solutions* Technical Support*** (Q&A Forum)

3. Closing the Sale
- ➤ Web-based Self-Help
  - – Signature Sales Resource
  - – Executive Assessment
- ➤ Technical Sales Support*
- ➤ Demo and Evaluation Software*
- ➤ IBM Global Financing
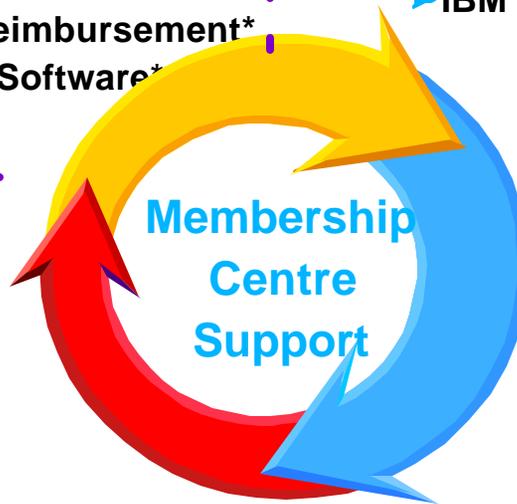
* Value Package for Software purchase required
** 1 Technical Certification required
*** Value Package for Software purchase and 1 Technical Certification required

e-business

Value Package

for Software

"We Pay" Education Reimbursements
"Demo & Evaluation" and "Run Your Business" Software
Voice Technical Support
Technical Mentoring for Significant Sales Opportunities
Critical Implementation Support
Web-based Q&A Solution Support

$2,000

USD
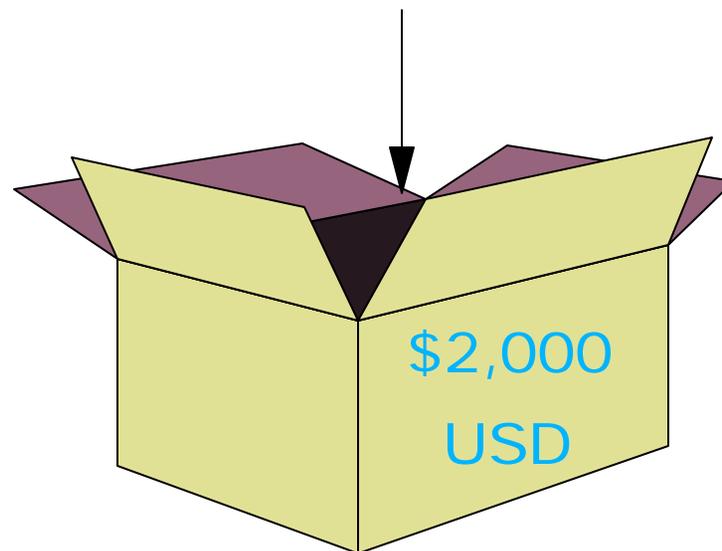
e-business

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

Software 2002

e-business

IBM Sales Contact

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

Sales Mentoring
Joint Sales Calls

Critical Implementation 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

IBM

PartnerWorld for Software Portal

6 Main Benefit Categories

Private BP Zone access

Comprehensive Search Capability

IBM ®

Home | Products & services | Support & downloads | My account

→ Select a country

PartnerWorld for Software

PartnerWorld

Marketing and sales

Education

Technical support

Incentives

Financing

Relationship management

Membership Centre

Business Partner Zone

Search PWSW

(Go)

Contact Us

Related Links:

Business Partner Directory

Tivoli BP Program

PartnerWorld

PartnerWorld for Developers

Software

Welcome to PartnerWorld for Software

PartnerWorld for Software supports your efforts to create new revenue and market opportunities by leveraging your unique relationship with IBM, Lotus, and Tivoli as a Business Partner. Through PartnerWorld for Software, you can access a universe of benefits that can support your efforts to increase sales, heighten market share, penetrate new markets, and expand your business as never before. *We encourage you to explore this entire Web site* and look at the frequently asked questions.

Already a PartnerWorld for Software Business Partner? Enter the Business Partner Zone. If you are an employee of a PartnerWorld for Software Business Partner and are not able to get into the Business Partner Zone, go here.

If you are a **prospective Software Business Partner**, be sure to visit Why Team with us? in the Membership Centre. More detailed information can be found in Membership basics. And we have also included details on what PartnerWorld for Software will look like in 2002. If you are interested in joining today, be sure and head directly to Apply for membership.

Tivoli Business Partners, welcome to PartnerWorld for Software! Tivoli has integrated its Business Partner program into PartnerWorld for Software. To begin receiving your PartnerWorld for Software benefits, you must first migrate your Business Partner profile to PartnerWorld for Software's profile system. Go here for instructions.

Please note: The PartnerWorld for Software Web environment requires versions of the following browsers be at a base level of
Netscape: Version 4.6 and later
Internet Explorer: Version 5.0 or later
If you are using Windows 2000 and Internet Explorer, please use the latest version of Internet Explorer.

Search

e-business ™

IBM

2002 Top Contributor Initiative
Resellers & Influencers

TCI Resellers
continues in 2002

TCI Influencers

NEW

Requirements
- SMB revenue commitment
- Business & Marketing plans
- PWSW skills
- SMB only

Program Benefits
- Fees
- Co-Mkg
- Now You

IBM Benefits
- ★ Established SMB revenue objective for each partner
- ★ Provide revenue and pipeline reporting
- ★ Drive SMB ledger revenue

Requirements
- Brand Nominated
- Business & Marketing plans
- PWSW skills
- SMB and Enterprise rev commit

Program Benefits
- Fees
- Co-Marketing
- Now You

IBM benefits
- ★ drive revenue objectives
- ★ revenue and pipeline reporting
- ★ Brands pick partners!

IBM

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
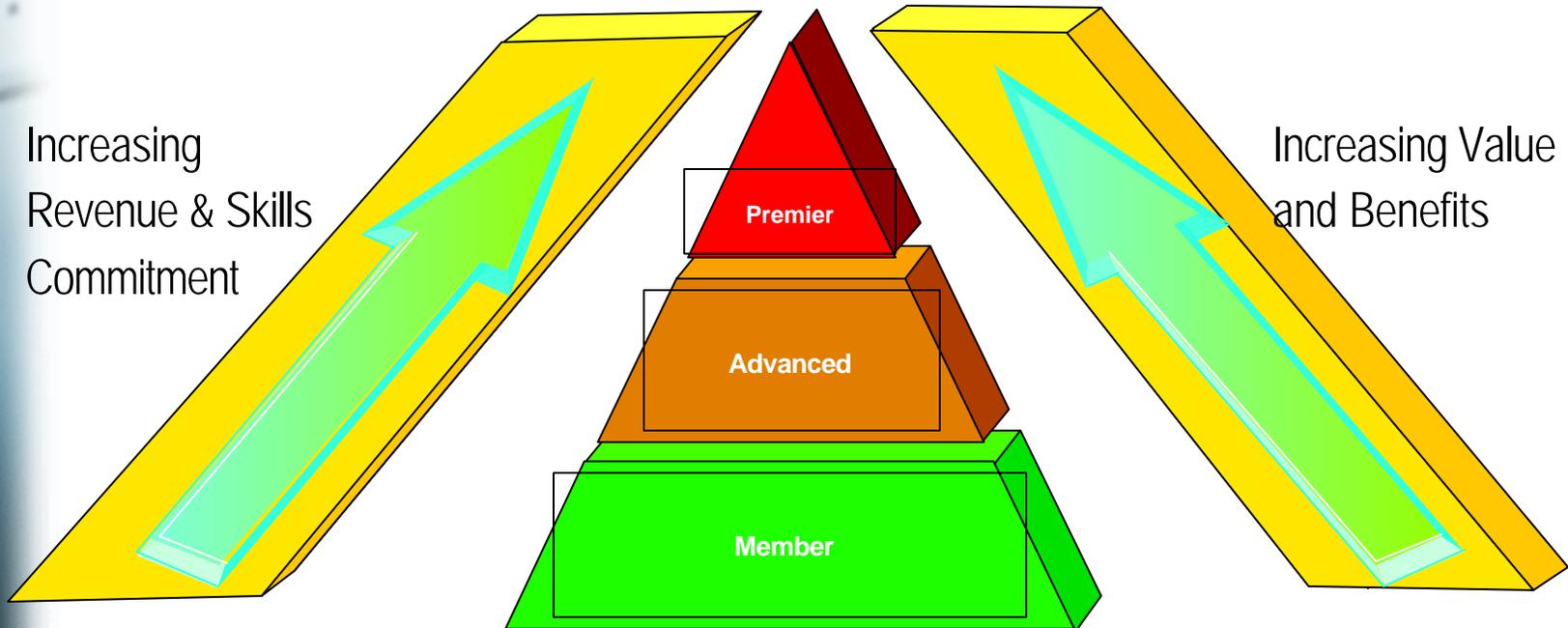
2002 Criteria
Resellers and Influencers

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**

2002 Criteria
Resellers

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**
Customer References	• **3 Customer References**	• **5 Customer References**

IBM

2002 Criteria
Influencers

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**	**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...

- **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 July - Dec	Asia Pacific July - Dec	EMEA July - Dec	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**

PartnerWorld for Software
2002 Rollout

Rollout Activity	3Q01	4Q01	1Q02	2Q02
Private Announcement in July to current Business Partners				
Skills Development of Top Contributors				→
Initial Sponsorship Process for 2002		→		
Business & Marketing Plan Development			→	
Requalification				→

Software 2002

e-business

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 and download the

 2002 Track Guide

www.ibm.com/partnerworld/software