

SOFTWARE



June 13th DM Partner Call

IBM DB2 and Business Intelligence Business

Moderator: Rick Fraser

DM Partner Sales

rfraser@us.ibm.com

813-290-9719

Agenda



- Key News Bulletins
- ILSAP
- Top Contributor Program
- DB2 Competitive Overview
- DB2 Migration Campaign
- Q&A

Key news bulletins



■ Start Now for Business Intelligence

- **Course Description:** This course provides information to help you get started with using the specific IBM Start Now Solutions offering to provide solutions to your customers.
- **Who Should Take This Course:** The audience of this course is the IBM Business Partner, IBM Distributor, IBM Solution Provider, or IBM Marketing/Technical representative who supports these groups.
- **What You Are Taught:**
 - Describe the components of the specific IBM Start Now Solutions
 - Evaluate your skills compared to the solution skill requirements
 - Identify the major tasks involved in developing and deploying the solution
 - Estimate how much time is required for solution deployment
 - Learn how to use solution tools to create solution scenarios
 - Prepare yourself technically for the IBM Start Now Specialty Test

Key news bulletins



- **Start Now for Business Intelligence**
- Prerequisites:
 - Students should have reviewed the IBM Start Now Disclosure Presentation for Business Partners at <http://www.ibm.com/partnerworld/startnow>
- How to Enroll: Call 1-800-IBM-TEACH or 1-800-426-8322
- Course Price: No Charge

Offering (Course Code)	Los Angeles	New York	Chicago
IBM Start Now BI (BPBI1)	Thursday July 12	Monday July 16	Monday July 9

SOFTWARE



ILSAP

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TOP CONTRIBUTOR INITIATIVE FOR SOFTWARE RESELLERS

Market Growth Fee
Co-Marketing
now you



WHAT is the Top Contributor Initiative?

- A single set of WW (Business Partner) Tier 2 Reseller incentives that recognizes resale revenue contribution, and rewards performance.

Consists of three incentive offerings:

- Market Growth Fee
- Co-Marketing
- now you

WHO is The Top Contributor Program aimed at?



- Aimed at Tier 2 resellers who are willing to make a revenue commitment to IBM, have trained resources on our products and engage in market planning process with IBM.

QUALIFICATION CRITERIA



- Have achieved in 2000 a revenue performance of \$75k (US dollars) or more in territory Accounts, as tracked through Passport Advantage
- Agree to a documented partnership revenue target in 2001, "minimum is \$100K (US dollars)"
- Partnerworld for Software member at the Advanced or Premier level, or commit to reaching advanced or premier within 6 months.
- Have an approved Marketing Plan.(PartnerPlan)

Market Growth Fee

- A NEW! IBM worldwide software incentive, rewarding Tier 2 resellers for their sales into designated Midmarket and small business customers, called territory (Partnership) Accounts. Partners that qualify and agree to the terms and conditions of the offering will automatically have their eligible territory based on specific SAP numbers account revenue tracked and receive fee payments quarterly.
- The fee percentages are as follows:
 - 6% for eligible revenue below target
 - 12% for eligible revenue at or above the target, up to 150% of target
 - 18% for eligible revenue at or above 150% of the target
- The payment schedule for MGF is as follows:

Revenue for	Fee Calculation	Fee Payment
Q1 & Q2	July	? weeks after calculation
Q3	October	? weeks after calculation
Q4	January	? weeks after calculation

- Payments will always be calculated on a YTD basis. For example: At the end of Q3 we will take all YTD revenue and calculate the fees due. From this we will subtract the payments already made for Q1 & Q2. The resulting figure will make up the Q3 fee payment.

Co-Marketing



- Launched last year; the co-marketing infrastructure will be used for the Tier 2 resellers as well as influencers (note the T&C's)
- We designed a web based infrastructure combining flexibility with ease of use. The infrastructure can not only track and report usage but even more importantly we have a back end process for reimbursement. T2 Resellers can choose from a range of co-marketing offerings, and obtain up to 3% funding based on committing to a 2001 territory (partnership) revenue target, & completing a marketing plan.
- The Co-Marketing infrastructure also links to PartnerPlan (the tool that will be used to create the marketing plan, more details to follow).
- An immediate incentive - StartNow will fund some co-marketing activities 100% for all "Top Contributors"



Co-Marketing (*continued*)

- Reimbursement is made once a Business Partner has received IBM approval to proceed with the marketing activity; the Business Partner then undertakes the activity and pays 100%; they then submit a claim form based on IBM's agreement on how much they can claim for. Providing the approvals have been given, and the supporting documentation submitted payment will then be made.
- Please note, funding for Business Partners who are not part of the Top Contributor Initiative will come from the brand co-marketing dollars. The Influencers will still have to submit application forms through the co-marketing infrastructure in order to gain IBM's approval as well as meet the other program T's & C's .
- <http://www.ibm.com/partnerworld/software> - partnerzone, sales & marketing choose co-marketing

IBM Start Now Solutions



- Additional (EXTRA!) Co-Marketing Funding
 - Exclusively for IBM Start Now Solutions for e-business
- What is available
 - Automatic approval for up to two of the fully funded pre-approved marketing tactics
 - Up to a total of \$1500 funding -- **no matching** of \$\$ required
- How to Qualify
 - Have a PartnerPlan as part of Top Contributor Incentive
 - Meet Advanced/Premier Level Business Partner requirements
 - Complete 1 1/2 days Sales and Technical Start Now Training for solution(s) of interest from the web or via classroom
 - Acquire a Start Now Solution Technical Specialty(s) for each Start Now solution of interest by passing the Start Now Specialty test
 - Comply with standard reporting and proof of performance measurements

IBM Start Now Solutions



- Where do I find information on how I Participate in IBM Start Now Solutions?
- Channel Launch Plan for IBM Start Now Solutions
 - Education schedules, how to complete specialty tests, sales and marketing tools and more provided on Internal and Business Partner Disclosures or from the Start Now website (www.ibm.com/partnerworld/startnow) on 5/22
 - May 22 Business Partner disclosure
 - 1:00 CDT register at 800-289-0579 passcode 592193



- now you is the IBM Worldwide software sales incentive program Recognition is given to Business Partners and their sales professionals who are contributing to the growth of our business and the increase of our market share.
- **Process for joining the *now you* program**
 - Once the Business Partner has been accepted into the Top Contributor Program they will be invited to enroll in *now you*. The Business Partner principle will receive an e-mail with a userid and password.
 - Business Partner goes to the *now you* web site (www.nowyou.com), enters the userid and password, accepts *now you* terms and conditions and is enrolled.
 - Business Partner principle has the option to enroll the sales professionals in their company

now you (continued)



- Business Partner principles can enroll their sales professionals at any time.
- The enrolled Business Partner firms will earn points for every Passport Advantage sale into a territory (partnership) account
- Business Partner principle can assign the sales (points) to any enrolled sales professional. The points accumulated by the sales professionals can be used to choose some fabulous prizes.
- Business Partner firms that have earned the most points will be awarded the grand prize - trip for 2 with winners from around the world.
- There are opportunities for a Business Parter to earn bonus points.

EFFECTIVE DATES



- 1. Business Partners must enroll and qualify by Nov 1, 2001 to participate in any Top Contributor program.
- 2. Business Partners that qualify and are approved in 2001 can apply all 2001 revenue toward the Market Growth Fee and now you awards based on eligible SAP numbers
- 3. Business Partners that qualify and are approved before June 30, 2001 will receive 3% of their revenue target in co-marketing funding.

Business Partners qualifying and approved between July 1, 2001 and September 30, 2001 will receive 1.5%.

Business Partners qualifying after September 30th do not participate in Co-Marketing.

Enrollment Process



- T2 Resellers eligible to enroll in the Top Contributor Initiative will enroll by location
 - i.e. each location will have to meet the entrance criteria
 - www.ibm.com/partnerworld/software/zone
- An enrollment form will be available via PWSW, (PartnerZone, Incentives)
- Submit application form for evaluation, email will be sent to the BP informing of status. BPSM's will also be notified of all communication

SOFTWARE



DB2 Versus Oracle

A competitive overview

By: Jeff Jones

drummer@us.ibm.com



DB2 Universal Database

- Platform independence, portability
- Internet architecture
- Consulting
- Growth, scalability, availability
- Benchmarks, real-world scalability
- Market share
- Total cost of ownership
- Conclusions