



Leveraging Information Channels Marketing Plan IBM North America

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e-business

Content Management Channel Programs

JULY

AUG

SEP

OCT

NOV

DEC

Recruitment

★ Recruitment Kit

★ Data Channels Partner website

★ Targeted Recruiting e-mail's

Enablement

★ Education and Certification Roadmaps

★ "We Pay" Offerings

★ CM Solution Sales CD

★ Sales Solution Resource

★ Monthly Partner e-mail's

Co-marketing

★ CM Showcase

★ Co-Marketing Programs

★ Partner Proposals

★ Seminars

★ Test Drives

★ Technical Mentoring

★ TradeShow Assistance

★ Proposal-Based Marketing (Paul Gerst Program)

★ e-business Extreme RoadShow (Joyce Keller leading)

Targeted Channel Audiences: VAD/VAR,NI,SI,ISVs





Content Management Channel Program Description

Name of tactic:	NA Data Channels Partner Website
Tactic Summary:	A recruiting focused channels website for Data Management
Tactic Focus:	Recruitment <input checked="" type="checkbox"/> Enablement <input checked="" type="checkbox"/> Co-marketing <input type="checkbox"/>
Brand Focus:	Content Management <input type="checkbox"/> All Brands <input checked="" type="checkbox"/>
Objective of Tactic:	Provide a convenient point of entry to all the information partners might need to understand the Content Management business opportunity, understand the value proposition, business case and marketing programs information. Partners can also branch from this site to see available education for Content Management or apply to the business partner program. Partners are also able to request the Content Management recruiting kit from this website.
Target Channel Audience:	SI <input type="checkbox"/> ISV <input type="checkbox"/> VAR/SP2 <input checked="" type="checkbox"/> VAD <input checked="" type="checkbox"/> Volume Dist. <input checked="" type="checkbox"/> ASP <input type="checkbox"/> ISP <input type="checkbox"/>
Timeframe of Tactic Execution:	Feb. though end of year - ongoing
Budget:	\$0K
Dependencies:	DM CM is responsible to maintain the website.
Measurements:	Number of partners visiting the website





Content Management Channel Program Description

Name of tactic:	Content Management Recruiting e-mail's
Tactic Summary:	A series of e-mails designed to inform DM channel partners and successful service providers of the market opportunity available in the Content Management application area.
Tactic Focus:	Recruitment <input checked="" type="checkbox"/> Enablement <input type="checkbox"/> Co-marketing <input type="checkbox"/>
Brand Focus:	Content Management <input checked="" type="checkbox"/> All Brands <input type="checkbox"/>
Objective of Tactic:	The call to action is to invite interested partners to view the website or to request a CM recruiting kit.
Target Channel Audience:	SI <input type="checkbox"/> ISV <input checked="" type="checkbox"/> VAR/SP2 <input checked="" type="checkbox"/> VAD <input type="checkbox"/> Volume Dist. <input type="checkbox"/> ASP <input type="checkbox"/> ISP <input type="checkbox"/>
Timeframe of Tactic Execution:	April throughout full year
Budget:	\$0K - funded by WWCM as part of the CM recruiting budget
Dependencies:	Distributed through the Partnerworld e-mail facilities.
Measurements:	Number of partners attending web site or requesting kits.





Content Management Channel Program Description

Name of tactic:	Education Roadmap
Tactic Summary:	A summary of education courses available to partners to help build skills needed to sell or implement specific CM solutions.
Tactic Focus:	Recruitment ___ Enablement <input checked="" type="checkbox"/> Co-marketing ___
Brand Focus:	Content Management ___ All Brands <input checked="" type="checkbox"/>
Objective of Tactic:	Provide simple view of available education.
Target Channel Audience:	SI <input checked="" type="checkbox"/> ISV <input checked="" type="checkbox"/> VAR/SP2 <input checked="" type="checkbox"/> VAD <input checked="" type="checkbox"/> Volume Dist. <input checked="" type="checkbox"/> ASP ___ ISP ___
Timeframe of Tactic Execution:	Throughout full year
Budget:	\$0K - funded by WW CM channel marketing
Dependencies:	Scheduling of classes by Learning Services and WW funding
Measurements:	none





Content Management Channel Program Description

Name of tactic:	Certification Roadmap
Tactic Summary:	Roadmap to illustrate the four paths available to partners intent on certifying in the Content Management product areas.
Tactic Focus:	Recruitment ___ Enablement <input checked="" type="checkbox"/> Co-marketing ___
Brand Focus:	Content Management <input checked="" type="checkbox"/> All Brands ___
Objective of Tactic:	Simplify the certification process for partners
Target Channel Audience:	SI <input checked="" type="checkbox"/> ISV <input checked="" type="checkbox"/> VAR/SP2 <input checked="" type="checkbox"/> VAD <input checked="" type="checkbox"/> Volume Dist. <input checked="" type="checkbox"/> ASP ___ ISP ___
Timeframe of Tactic Execution:	Throughout full year
Budget:	\$0K - funded by WWCM
Dependencies:	WW CM funding and scheduling of classes, maintenance of web site
Measurements:	none





Content Management Channel Program Description

Name of tactic:	"We Pay Offerings"
Tactic Summary:	Funds payable to partner when they attend specific classes pass certification tests. Partner must have Value Pack to qualify.,
Tactic Focus:	Recruitment ___ Enablement <input checked="" type="checkbox"/> Co-marketing ___
Brand Focus:	Content Management ___ All Brands <input checked="" type="checkbox"/>
Objective of Tactic:	Reduce cost to partners to participate in education
Target Channel Audience:	SI <input checked="" type="checkbox"/> ISV <input checked="" type="checkbox"/> VAR/SP2 <input checked="" type="checkbox"/> VAD <input checked="" type="checkbox"/> Volume Dist. <input checked="" type="checkbox"/> ASP ___ ISP ___
Timeframe of Tactic Execution:	Throughout full year
Budget:	\$0K
Dependencies:	Funding by WW DM CM
Measurements:	Number of partners who participate.





Content Management Channel Program Description

Name of tactic:	Content Management Solution Sales CD
Tactic Summary:	Assist partners developing sells skills for the Content Management solutions areas.
Tactic Focus:	Recruitment ___ Enablement <input checked="" type="checkbox"/> Co-marketing ___
Brand Focus:	Content Management <input checked="" type="checkbox"/> All Brands ___
Objective of Tactic:	Develop or refine the solution selling skills of our IBM CM business partners.
Target Channel Audience:	SI <input checked="" type="checkbox"/> ISV <input checked="" type="checkbox"/> VAR/SP2 <input checked="" type="checkbox"/> VAD <input checked="" type="checkbox"/> Volume Dist. <input checked="" type="checkbox"/> ASP ___ ISP ___
Timeframe of Tactic Execution:	June throughout Jan 2001
Budget:	\$0K
Dependencies:	Availability of CDs.
Measurements:	None





Content Management Channel Program Description

Name of tactic:	Sales Solution Resource (SSR)
Tactic Summary:	The IBM Solution Sales Resource is a website that provides sales tools, presentations, competitive information, and marketing collateral to help sales people and marketers sell IBM software. Information is presented at each step of the solution selling process, thereby offering sales people the information they need, when they need it to close IBM sales.
Tactic Focus:	Recruitment ___ Enablement <input checked="" type="checkbox"/> Co-marketing ___
Brand Focus:	Content Management ___ All Brands <input checked="" type="checkbox"/>
Objective of Tactic:	Help partners build skills to sell our products.
Target Channel Audience:	SI <input checked="" type="checkbox"/> ISV <input checked="" type="checkbox"/> VAR/SP2 <input checked="" type="checkbox"/> VAD <input checked="" type="checkbox"/> Volume Dist. <input checked="" type="checkbox"/> ASP ___ ISP ___
Timeframe of Tactic Execution:	Website live June 30 - ongoing
Budget:	\$0K- funded by WWCM
Dependencies:	WW funding, maintenance of web site and brands providing current updates to maintain currency of material
Measurements:	Number of partners attending web site





Content Management Channel Program Description

Name of tactic:	Content Management Newsline
Tactic Summary:	Monthly e-mail designed to inform partners of key activities and actions.
Tactic Focus:	Recruitment ___ Enablement <input checked="" type="checkbox"/> Co-marketing <input checked="" type="checkbox"/>
Brand Focus:	Content Management <input checked="" type="checkbox"/> All Brands ___
Objective of Tactic:	Provide partners with timely information on marketing programs and activities.
Target Channel Audience:	SI ___ ISV ___ VAR/SP2 <input checked="" type="checkbox"/> VAD <input checked="" type="checkbox"/> Volume Dist. ___ ASP ___ ISP ___
Timeframe of Tactic Execution:	Feb. through full year
Budget:	\$0K - funded by DM brand
Dependencies:	Availability of content and the Partner World communications structure.
Measurements:	Number of partners reached.





Content Management Channel Program Description

Name of tactic:	Co-Marketing Programs
Tactic Summary:	Reimburses partners for 50% of marketing expense up to \$4K USD. Programs include Joint Advertising, Tradeshow Assistance, Partner Proposals, Seminars, Test Drives and Technical Mentoring. Each program is detailed in the following charts.
Tactic Focus:	Recruitment ___ Enablement ___ Co-marketing <u>X</u>
Brand Focus:	Content Management ___ All Brands <u>X</u>
Objective of Tactic:	Provide simple to use co-marketing programs to help partners reduce costs of their marketing efforts.
Target Channel Audience:	SI ___ ISV ___ VAR/SP2 <u>X</u> VAD ___ Volume Dist. ___ ASP ___ ISP ___
Timeframe of Tactic Execution:	June through year end
Budget:	\$70K allocated for 1H. 2H funding is not confirmed.
Dependencies:	Communication to partners and partner participation. Subsequent funding by WW DM team, Reliability and responsiveness of supporting infrastructure, NA Channels Marketing manager must approve each partner program application.
Measurements:	Vary by tactic - see follow on tactic charts for details





Content Management Channel Program Description

Name of tactic:	Partner Proposals
Tactic Summary:	Reimbursement of half the cost, up to \$4,000, of approved activity. To Enroll, Partners Submit: Detailed plan, Estimated revenue/leads to be generated, List of IBM products to be involved
Tactic Focus:	Recruitment ___ Enablement ___ Co-marketing <input checked="" type="checkbox"/>
Brand Focus:	Content Management ___ All Brands <input checked="" type="checkbox"/>
Objective of Tactic:	Allows Partners flexibility in lead-generation co-marketing.
Target Channel Audience:	SI ___ ISV ___ VAR/SP2 <input checked="" type="checkbox"/> VAD ___ Volume Dist. ___ ASP ___ ISP ___
Timeframe of Tactic Execution:	June through year end
Budget:	see Co-Marketing program chart for breakdown details
Dependencies:	Communication to partners and partner participation. Subsequent funding by WW DM team, Reliability and responsiveness of supporting infrastructure, NA Channels Marketing manager must approve each partner program application.
Measurements:	Leads or revenue generated, One page report of project status and feedback





Content Management Channel Program Description

Name of tactic:	Seminar Programs
Tactic Summary:	Provides materials and resources to assist partners in running industry focused customer seminars. Included in the available services are customizable invitations, mail services, registration assistance, list acquisition, and confirmation facilities.
Tactic Focus:	Recruitment ___ Enablement ___ Co-marketing <u>X</u>
Brand Focus:	Content Management ___ All Brands <u>X</u>
Objective of Tactic:	Reduce partner costs to deliver customer seminars and drive leads.
Target Channel Audience:	SI ___ ISV ___ VAR/SP2 <u>X</u> VAD ___ Volume Dist. ___ ASP ___ ISP ___
Timeframe of Tactic Execution:	June through year end.
Budget:	see Co-Marketing program budget chart
Dependencies:	Envolvement of channel sales reps and partner participation. NA Channels Marketing manager must approve each partner program application.
Measurements:	Leads/revenue generated



Content Management Channel Program Description

Name of tactic:	Test Drives
Tactic Summary:	Reimburse partner for 3 person days (\$1500 US) to implement a "proof of concept" in the customer location.
Tactic Focus:	Recruitment ___ Enablement ___ Co-marketing <u>X</u>
Brand Focus:	Content Management ___ All Brands <u>X</u>
Objective of Tactic:	Reduce customer and partner risk and speed up the sale.
Target Channel Audience:	SI ___ ISV ___ VAR/SP2 <u>X</u> VAD ___ Volume Dist. ___ ASP ___ ISP ___
Timeframe of Tactic Execution:	June through year end
Budget:	see Co-Marketingbudget for details
Dependencies:	Communication to partners and partner participation. Subsequent funding by WW DM team, Reliability and responsiveness of supporting infrastructure, NA Channels Marketing manager must approve each partner program application. Customer must want a TD.
Measurements:	Estimated projected revenue at time of claim form submission, actual revenue should be available through DM specialist reps





Content Management Channel Program Description

Name of tactic:	Technical Mentoring
Tactic Summary:	
Tactic Focus:	Recruitment ___ Enablement <u>X</u> Co-marketing ___
Brand Focus:	Content Management ___ All Brands <u>X</u>
Objective of Tactic:	Provide skills transfer to business partners to help speed partner skill development and gain early success.
Target Channel Audience:	SI ___ ISV ___ VAR/SP2 <u>X</u> VAD ___ Volume Dist. ___ ASP ___ ISP ___
Timeframe of Tactic Execution:	June through year end
Budget:	see Co-Marketing program chart for details
Dependencies:	Mentoring support provided through the application form on website. Communication to partners and partner participation. Subsequent funding by WW DM team, Reliability and responsiveness of supporting infrastructure, NA Channels Marketing manager must approve each partner program application.
Measurements:	Number of partners participating and partner feedback





Content Management Channel Program Description

Name of tactic:	TradeShow Assistance
Tactic Summary:	Reimbursement of half the cost, up to \$4,000, for approved show participation. Web-content: Schedule of IBM sponsored tradeshows, Schedule of other tradeshows to be considered for Partner reimbursement (non-exhaustive), Brand collateral available for order. To Enroll, Partners Submit: Estimate of show size and lead potential, Description of show attendee demographics, Description of solution to be featured.
Tactic Focus:	Recruitment ___ Enablement ___ Co-marketing <u>X</u>
Brand Focus:	Content Management ___ All Brands <u>X</u>
Objective of Tactic:	Provide an opportunity for Business Partners to represent IBM/Partner Solutions at tradeshows at reduced marketing costs to the business partners.
Target Channel Audience:	SI ___ ISV ___ VAR/SP2 <u>X</u> VAD ___ Volume Dist. ___ ASP ___ ISP ___
Timeframe of Tactic Execution:	June through year end
Budget:	see Co-Marketing program chart for details
Dependencies:	Communication to partners and partner participation. Subsequent funding by WW DM team, Reliability and responsiveness of supporting infrastructure, NA Channels Marketing manager must approve each partner program application.
Measurements:	Number of leads generated





Content Management Channel Program Description

Name of tactic:	Proposal Based Marketing (Paul Gerst Program)
Tactic Summary:	Similar to Co-Marketing partner proposal. Funding 50% up to \$5K USD, Partner must be sponsored by DM Specialist rep and submit detailed proposal to Paul Gerst.
Tactic Focus:	Recruitment ___ Enablement ___ Co-marketing <u>X</u>
Brand Focus:	Content Management ___ All Brands <u>X</u>
Objective of Tactic:	Reduce costs to partner to execute marketing tactic.
Target Channel Audience:	SI ___ ISV ___ VAR/SP2 <u>X</u> VAD ___ Volume Dist. ___ ASP ___ ISP ___
Timeframe of Tactic Execution:	Throughout full year
Budget:	\$0K - funded from brand mdf (to be confirmed)
Dependencies:	Communication to partners and partner participation.
Measurements:	Currently none, reliant on Paul to ask partners for results, and partners' willingness to respond with information.

