2003 Benefits Overview:
PartnerWorld for Software
and
PartnerWorld for Developers

This document positions key benefits available to Business Partners through the PartnerWorld for Software (PWSW) and/or PartnerWorld for Developers (PWD) Business Partner programs. A list of benefits available through these programs can be found on page 2, followed by benefit descriptions on pages 3 - 6.

	Member	Advanced	Premier
Software / Hardware			
- Demo & Evaluation Software	PWSW / PWD	PWSW / PWD	PWSW / PWD
- Software licenses for internal business use	PWSW*	PWSW	PWSW
- Development Software & Hardware	PWD / PWSW	PWD / PWSW	PWD / PWSW
- IBM OEM Software	N/A	PWD	PWD
- developerWorks Toolbox Enterprise Subscription	PWD / PWSW	PWD / PWSW	PWD / PWSW
- Invite Beta Code	PWD	PWD	PWD
- Pre-release Software	PWD / PWSW	PWD / PWSW	PWD / PWSW
Education and Certification			
- Education cost reimbursement	PWSW*	PWSW	PWSW
- IBM Learning Services Discount	PWSW / PWD	PWSW / PWD	PWSW / PWD
- Business management education for executives	PWSW	PWSW / PWD	PWSW / PWD
- Technical Workshops	PWD	PWD	PWD
Technical Support			
- Pre-sales Support (TechLine)	PWSW	PWSW	PWSW
- Pre-sales Support from Int'l Compentency Centers	N/A	N/A	PWD
- Onsite Technical Mentoring	N/A	PWSW	PWSW
- Onsite Critical Implementation Support	N/A	N/A	PWSW
- Solution Assurance Assistance	N/A	N/A	PWSW
- Voice, e-mail and Web-based support	PWD / PWSW*	PWD / PWSW	PWD / PWSW
- Web-based self-help support	PWSW / PWD	PWSW / PWD	PWSW / PWD
- Invitations to Technical Conferences	PWD	PWD	PWD
- Technical Porting (SPCs)	PWD	PWD	PWD
- Technology Specific Consulting	N/A	PWD	PWD
Marketing and Sales Support			
- Web site for in-depth sales tools	PWSW	PWSW	PWSW
- Marketing and Sales Kits	PWSW / PWD	PWSW / PWD	PWSW / PWD
- Guides for How to Sell Software	PWSW	PWSW	PWSW
- Consultative Selling Tool	PWSW	PWSW	PWSW
- Family of e-business solutions for small and medium-sized business customers	PWSW	PWSW	PWSW
- ISV-developed e-business solutions for small and medium-sized business customers	PWSW / PWD	PWSW / PWD	PWSW / PWD
- Web-based design tools for campaign materials	PWSW / PWD	PWSW / PWD	PWSW / PWD
- Discounted marketing support services	PWSW / PWD	PWSW / PWD	PWSW / PWD
- IBM Software Brand Marks	PWSW*	PWSW	PWSW
- Product Certification Marks	PWD	PWD	PWD
- Online Partner Directories (BP- & Customer-facing)	PWSW* / PWD	PWSW / PWD	PWSW / PWD
- Global Solutions Directory (Customer-facing)	PWD	PWD	PWD
- ISV SolutionsLink	N/A	PWD	PWD
- Major Events	N/A	PWSW / PWD	PWSW / PWD
- Business Partner Recognition	N/A	PWSW	PWSW
- Reseller Incentive Participation	N/A	PWSW	PWSW
- IBM Business Partner Emblem	N/A	PWSW / PWD	PWSW / PWD
- IBM Business Partner Title	PWSW / PWD	PWSW / PWD	PWSW / PWD
- Access to IBM Software Executive Briefing Centers	N/A	N/A	PWSW
- Joint Customer Briefings	N/A	PWD	PWD
- Pubic Relations Support	N/A	N/A / PWD	PWSW / PWD
- Guide for ISVs on Building a Channel	PWD	PWD	PWD
- ISV Technology Submissions to IBM	PWD	PWD	PWD
- IBM Global Services Fulfillment	N/A	PWD	PWD
Relationship Support			
- Dedicated Relationship Management	N/A	PWD	PWD
- Customized Account Plan	N/A	N/A	PWD
- Marketing planning tool with consultant assistance	PWD	PWD	PWD
- Technology and Marketing Webcasts	PWSW / PWD	PWSW / PWD	PWSW / PWD

Value Package and Value Option benefits are denoted in green text.
N/A = benefit not available to this membership tier.
*Technical certification required.

Benefits Glossary

Software

Demo & Evaluation Software: Latest software releases for demonstration and evaluation purposes only; formerly referred to as Not-For-Resale (NFR) software.

Software licenses for internal business use: Software licenses for Business Partners' internal use.
In PWSW, referred to as Run Your Business Software.

Development Software and Hardware: Discounts on the list price of hardware and software purchases used for application development and marketing demonstration.

IBM OEM software: Provides partners with the opportunity to bundle IBM software and components with their product offerings.

developerWorks Toolbox subscription: The IBM developerWorks Toolbox subscription provides access to over 1000 e-business, Web services, XML, Java™, and Linux products, downloads, and development tools. Commercial participants in PartnerWorld for Developers can view or download all content at the Professional level, at no charge.

Invite Beta code: Beta code provides participants the opportunity to prototype and develop with new and emerging IBM technologies

Pre-release software: Pre-release software provides participants the opportunity to prototype and develop with new and emerging IBM technologies

Education

Education cost reimbursement: Provides reimbursement for tuition, test, and course fees.
In PWSW, referred to as We Pay Offerings.

IBM Learning Services Discount: Business Partners receive 25% discount on IBM Learning Services classes

Business management education for executives: Selected Business Partners can send executives to the IBM Business Partner Executive Institute in Palisades, New York for business management training.

Technical Workshops: Technical workshops for developers provides members of PartnerWorld for Developers access to industry-leading developer hands-on experience on the latest e-business technologies.

Technical Support

Pre-sales Support: Technical support for Business Partners when selling IBM software. Mediums are as follows: voice and e-mail in NA and EMEA, e-mail in LA, varies by region in AP (no availabiliy in Australia and New Zealand).
In PWSW, referred to as TechLine.

Pre-sales support from international competency centers: The centers offer assistance to partners for hardware sizings, ERP application optimization on IBM technologies (hardware and software), customer presentations, joint collateral and sales support.

Onsite Technical Mentoring: Onsite support in sales opportunities of $100,000 or greater for each power brand.

Onsite Critical Implementation Support: On-site implementation assistance for selected engagements where revenue is $250,000 or greater for each power brand.

Solution Assurance Assistance: Provides voice support for complex sales solutions and product installations.

Voice, e-mail and Web-based support: Web-based forums and e-mail & telephone based product technical support for all IBM hardware and software brands.
In PWSW, referred to as Q&A Forums (Remote forum support) and Private Q&A (Remote e-mail support).
In PWD, referred to as Remote Email Support and Remote Forum Support.

Web-based self-help support: Provides Web-based FAQ's, information maps, downloadable code and software fixes.
In PWSW, referred to as Self-help Technical Support for IBM Middleware.
In PWD, referred to as Developer Support Online.

Invitations to Technical Conferences: Participants in PartnerWorld for Developers receive early notification of and/or invitations to technical conferences & programs.

Technical Porting (also known as SPCs, Solution Partnership Centers): Technical porting centers provides members of PartnerWorld for Developers access to industry-leading developer hands-on experience on the latest e-business technologies.

Technology Specific Consulting: Technical consultants are available to help selected Advanced and Premier level participants in PartnerWorld for Developers exploit specific emerging IBM technologies in their own development environments.

Marketing and Sales Support
Web site for in-depth sales tools: Web site resource for in-depth sales tools, including scripted presentations and competitive information, organized by the steps of IBM's Signature Selling Methodology.
In PWSW, referred to as Signature Sales Resource.

Marketing and Sales Kits: Includes brand deliverables and online IBM software information.

Guides for How to Sell Software: Online guides for each software brand, including: Profit from Selling our Software, Get Started Selling our Software, and Tools for Selling our Software.

Consultative selling tool: Consultative selling tool to help Partners identify prospects and gather the information needed to build a business case, present a proposal, and close new business.
In PWSW, referred to Executive Assessment.

Family of e-business solutions for small and medium-sized business customers: A family of easy-to-implement, e-business solutions designed for small and medium-sized business customers, based on IBM software and delivered by IBM Business Partners.
In PWSW, referred to as IBM Start Now Solutions for e-business.

ISV-developed e-business solutions for small and medium-sized business customers: Offerings developed by ISVs—members of the IBM Solution Developer community—to deliver industry-strength ISV applications and IBM middleware using the IBM Start Now enablement methodology
In PWSW, referred to as ISV Start Now Solutions Proven.

Web-based design tools for campaign materials: Web-based, co-marketing offering that provides tools to enable Partners to create elements of an integrated marketing campaign online
In PWSW and PWD, referred to as Campaign Designer.

Discounted marketing support services: Enables Partners to purchase marketing support services from a choice of three vendors at discounts negotiated by IBM.
In PWSW and PWD, referred to as Campaign Designer Marketing Link.

IBM Software Brand Marks: Partners who have certification in a brand have Web site access to that brand's logo for use in marketing their capabilities.

Product Certification Marks: Certification emblems can be used on product packaging, in advertising and on Web sites. These certifications indicate your product has been tested for compatibility with a specific set of products and platforms.

Online Partner Directories: Listings in Web site directories for Business Partner and Customer audiences.
In PWSW and PWD, referred to as Business Partner Connections Directory. PWSW Business Partners are also represented in The IBM Software Business Partner Directory.

Global Solutions Directory: IBM's world-class global online directory actively promotes your product to hundreds of thousands of end users worldwide -- 24 hours-a-day, 7 days-a-week, in 9 native languages. This directory contains thousands of applications, tools and services developed using IBM technologies.

ISV SolutionLink: ISV SolutionLink is the repository of Premier, Advanced and Strategic Alliances ISVs and their solutions that is used by IBM sales personnel worldwide to create dynamic solutions for all industries by identifying and leveraging ISV partner solutions.

Major Events: Invitations to IBM-sponsored events, such as the annual PartnerWorld event.

Business Partner Recognition: Eligibility to be considered for candidacy in Beacon Awards, which recognizes IBM's top Software Business Partners through award events at PartnerWorld and Lotusphere and advertisements in widely-read publications.
In PWSW, referred to as Beacon Awards.

Reseller Incentive Participation: Eligibility to be considered for participation in the Top Contributor Initiative (TCI) upon achievement of Advanced or Premier status.
In PWSW, referred to as the Top Contributor Initiative.

IBM Business Partner Emblem: Use of IBM Business Partner Emblem in marketing relationship with IBM.

IBM Business Partner Title: Company participants that accept the IBM PartnerWorld Agreement are authorized to use the title "IBM Business Partner" in their business communications.

Access to IBM Software Executive Briefing Centers: Access to all aspects of IBM's Executive Briefing Centers for use in closing significant sales opportunities.

Joint Customer Briefings: Selected Advanced and Premier ISVs can use IBM's Software Briefing Centers to present custom joint briefings to your customers and prospects

Public Relations Support: Provides support for joint announcements that are led by the Business Partner or IBM.

Guide for ISVs on Building a Channel: Alliances and Channels Fundamentals provides Business Partners a comprehensive look at how to effectively leverage sales channels to deliver customer solutions and gain competitive advantages.
In PWD, referred to as Alliances and Channels Fundamentals.

ISV Technology Submissions to IBM: Submit a business proposition, patent or idea in English to the External Submissions team of experts, and let them act as your advisor and single point of contact for determining IBM's interest in your submission.
In PWD, referred to as IBM External Submissions.

IBM Global Services for Services Fulfillment: IBM may deploy Global Services practices specializing in an Advanced or Premier level developer's application. Service offerings may include application consulting, product support services, IT infrastructure services, and network consulting

Relationship Support

Dedicated Relationship Management: Premier and Advanced Developers have access to a representative or team of representatives as the contact point for the IBM Business Partner relationship.

Customized Account Plan: IBM client teams work with selected Premier level developers to create and document customized product development and go-to-market plans.

Marketing planning tool with consultant assistance: A Web-based application, PPAC assists ISVs in creating joint, high-impact, integrated marketing plans with repeatable selling solutions to help the Business Partner drive incremental revenue, quickly and affordably.
In PWD, referred to as PartnerPlan.

Technology and Marketing Webcasts: Our Webcasts give you the opportunity to get all the late-breaking details on IBM strategic initiatives and technologies.