"*Preliminary"*
PartnerWorld for Software
2002 Track Guide

A REFERENCE GUIDE OUTLINING
THE PRELIMINARY 2002 CRITERIA AND BENEFITS
RELEASED SEPTEMBER, 2001

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Notes:
- All hyper links are indicated in the color Blue throughout this guide. Clicking on a hyper link will take you directly to the url when viewing the document online.
- This 2002 PartnerWorld for Software Track Guide is a preliminary document outlining the current information regarding the benefits and criteria for 2002. This guide is intended to make you aware of the upcoming changes to our program.

Section 1: Introduction

As a participant in PartnerWorld for Software, you are poised to take advantage of one of the most richly rewarding Business Partner opportunities in the industry. The benefits you can now reap as you ascend to the highest levels of PartnerWorld for Software will give you access to unprecedented opportunities in today's growing, ever-changing e-business market place.

More companies than ever are looking to implement e-business applications. Spending on information technology is likely to exceed $700 billion by 2002. Among mid market and small companies, spending continues to grow annually at double-digit rates, far outstripping large company spending. Moreover, acute staffing shortages are likely to ignite greater demand for services as more companies looking for e-business talent turn to external sources such as IBM Business Partners to fill growing gaps.

So how can you capture these opportunities and others that will continue to emerge? How do you win new business in new markets and strengthen the edge you've established in your existing ones? In short, how can you improve upon your success?

You've already taken the first important step by joining PartnerWorld for Software, widely recognized as one of the strongest channel programs in the industry. The second step involves advancing your firm forward in this benefit-rich program.

Participate at the Member level and you will have access to a variety of self-service tools and information that will support you from the beginning to the end of the sales cycle. Participate as an Advanced or Premier Business Partner and you will be recognized as a top performing Business Partner in IBM on par with our leading end-user customers. Your benefits will be far more valuable and your opportunities much greater.

What's New
PartnerWorld for Software is designed to reward you when you invest in our relationship. And, the more you invest, the greater your potential is for a more significant return. That's the way PartnerWorld for Software has always been structured. This year, though, we've raised the bar and made some enhancements so that we can more fully reward you when you strengthen your investment in IBM. This is in response to what many of you told us in discussing the evolution of PartnerWorld for Software. It is also our way of recognizing Advanced and Premier Business Partners who invest in IBM skills and certifications, and continue to drive significant revenue through IBM software sales.

While more stringent criteria must now be met to achieve Advanced and Premier levels of PartnerWorld for Software, the benefits you gain are richer and more rewarding than those we previously provided. New benefits at either Advanced or Premier levels include:

• An IBM sales contact
• Technical Mentoring
• Aggressive skills enablement reimbursement, including $50,000 USD per Premier-level location for *We Pay Offerings*

A variety of benefits are available at the Member level, too. In fact, we're offering more valuable benefits to those Member level Business Partners that obtain an accepted technical certification - again PartnerWorld for Software is designed to reward your increasing investment in IBM. Keep in mind, though, that Advanced and Premier level offerings may be of greater value to you in capturing the wealth of opportunities in e-business today.

We've also taken steps to better tailor PartnerWorld for Software to your unique business models. As a result, you'll see that membership criteria and benefits are better aligned with how you do business. If you are a reseller, for instance, your benefits are designed exclusively for your business model. Similarly, influencers have access to benefits defined by their unique requirements.

For a more complete look at these and other changes to PartnerWorld for Software, go to *What's New* in Section 4 of this guide.

Value Package
This year we've also enhanced the content of our Value Package for Software, a comprehensive, chargeable package of the most valuable PartnerWorld for Software benefits. The Value Package provides you with access to key business development and support benefits, including software, technical and education support. Like other benefits, content in the Value Package is linked to the level you achieve in PartnerWorld for Software. As a result, Advanced and Premier level Business Partners will have access to richer benefits and higher returns on investment through their Value Packages. The Value Package for Software sells on an annual basis for $2,000 USD.

A Global Community
Today's growing demand for e-business applications and the increasing complexity of solutions mean that no single company can effectively address all end-user requirements. Whether you participate at the Member, Advanced or Premier level, PartnerWorld for Software joins you to a global community of IBM Business Partners to whom millions of end-users turn each year for e-business solutions. PartnerWorld for Software also links you to the vast resources of the one company that more end-users associate with e-business than any other -- IBM.

Use this document as your roadmap to these resources. Your PartnerWorld for Software guide contains all of the information you'll need to begin capitalizing on your relationship with IBM, including criteria for participating and information on benefits designed to provide you with comprehensive support throughout the sales cycle.

Welcome to PartnerWorld for Software.

Section 2: PartnerWorld for Software Overview

IBM PartnerWorld (TM) is a comprehensive worldwide marketing and enablement program. It assists you and IBM Business Partners around the world in creating new revenue and market opportunities, and supports you in delivering e-business solutions that encompass IBM's portfolio of industry-leading technologies, products, services and financing. In an effort to deliver full flexibility and value inside these areas, PartnerWorld is a no-cost program that offers valuable benefits -- some available at no cost to you and others chargeable. To better tailor benefits to Business Partners' individual requirements, the program is delivered through specialized tracks: PartnerWorld for Software, PartnerWorld for Developers; PartnerWorld for Systems and Services; and PartnerWorld for Personal Systems.

PartnerWorld for Software: The Value in it for You

Together we have laid the foundation for e-business, building the infrastructure, creating confidence in the concept, and delivering technologies and solutions that have made e-business possible and profitable. Tremendous growth and success have been achieved since we joined forces through PartnerWorld for Software. Customers have extended their reach around the world. Estimates indicate that the value of the business to-business e-commerce market around the world will reach $7 trillion by 2004. Opportunities abound as customers continue to be transformed by e-business.

As we enter the next generation of e-business, new breeds of opportunities exist and rich new markets are waiting to be mined. Those with the right relationships and resources in place are better positioned to capture these opportunities. We must, therefore, continue to work together -- more closely than ever. Our commitment to each other must be deeper and our investment in each other must be richer.

PartnerWorld for Software makes this possible. It is one of the industry's most comprehensive e-business marketing, enablement and support programs. Through PartnerWorld for Software we invest in you, reflecting back your investment in IBM and our mutual commitment. Valuable benefits and rich rewards are provided at each level -- Member, Advanced and Premier -- and demonstrate a breadth of offerings unsurpassed in its ability to seed success. In fact, in 2002 we are adding millions of dollars more to our investment in you through PartnerWorld for Software. We will help you build, broaden and strengthen your skills. We will deliver greater value to you and reward your investment in IBM, providing access to growth and profitability, leading software recognized across the industry, and unparalleled technical and marketing support.

Growing markets, increasing opportunities
Demand for e-business-related hardware, software and services is greater now than we -- both you and IBM -- can meet alone. In fact, forecasts indicate that all e-business infrastructure spending -- including hardware, software and services -- will exceed $1 trillion by 2004. Opportunities are richest in small and mid markets where the 13.5 percent compound annual growth rate is almost double that of the large enterprise market. At $348 billion USD, the mid market space accounts for almost half of all IT spending worldwide.

A recent Gartner Group study reported that businesses looking to implement e-business applications are facing acute staffing shortages. Demand for those with e-business applications skills is between 15 and 25 percent greater than demand for those with traditional IT skills. These businesses will look for more than half of their e-business talent to come from external sources such as the IBM Business Partner community.

We depend on you to deliver our solutions to small and mid markets, and we will provide you with unparalleled education and training, along with technical support so you can fill this skills gap. Indeed, you form the foundation of our go to market strategy. The more you invest in your relationship with IBM, the more we depend on you to lead the charge in a huge, untapped universe of opportunity.

With you out in front, we'll work behind the scenes to create market opportunities and provide support to help make you more successful. We will help you shorten your sales cycle. We will continue to deliver a steady stream of global advertising and co-marketing initiatives to help you generate demand and capitalize on the growing opportunities in services. We will help you create demand for your solutions. We will enable you to go to market faster. And, just as we have in the past, we will continue to ensure that you have the range and depth of skills you need, the tools you require, the technology and the services that your customers demand.

IBM Software: An industry-leading portfolio
The IBM software portfolio is second to none. No portfolio is more robust. None has greater breadth or better performance. So, participating in PartnerWorld for Software can translate into greater market potential and more substantial revenue gain. Risk, too, is lower because IBM is strategically positioned to lead for a long time.

Our world-class solutions embrace four key "power" brands that illustrate the unmatched strength behind IBM and, as a PartnerWorld for Software participant, behind you. These industry-leading brands -- WebSphere, DB2 Data Management, Lotus and Tivoli -- are among the most widely recognized software brands in the industry. IBM WebSphere has won numerous product awards, including InfoWorld's Reader's Choice for Best e-commerce Product of the Year. Lotus Sametime 2.0 was honored with *Network Magazine's* "Product of the Year - Messaging and E-mail" in the Telephony and Messaging category. Tivoli Systems received Information Security Magazine's Information Security Excellence Award for the Tivoli SecureWay software portfolio, which also won in the Enterprise Security Suites, Authorization and Centralized Administration category.

Transforming support
Through PartnerWorld for Software, unparalleled levels of support are delivered that grow stronger as you deepen your investment in IBM. In fact, more comprehensive support throughout the sales cycle -- from beginning to end -- would be hard to find and difficult to afford. Each level of participation provides access to wide-ranging support options designed to help you capture new opportunities. Expand your visibility into new markets with PartnerWorld for Software marketing and sales support. Heighten customer satisfaction through the outstanding technical support we provide. Acquire new skills and refine existing ones through PartnerWorld for Software education and certification.

Through PartnerWorld for Software, we are deeply committed to delivering the support, skills and tools that better enable you to win new business and shape customer buying decisions in a direction that is favorable to you and to IBM. Today, end-users are more dependent on you than ever to assist them with buying decisions. Our software portfolio supports well-rounded solutions your customers need and the support you require. This collaboration ensures the development of mutually beneficial opportunities through you and with you.

Valuable Rewards
It's never been more rewarding to participate in PartnerWorld for Software. Support has never been better. Our market leadership is strong and the opportunities we provide access to have never been this vast. And, these aren't the only rewards.

As a participant in PartnerWorld for Software, you also have access to flexible incentive plans that help you streamline your business processes and increase your revenue potential. Our Sales Assistance Program will reward you for influencing and closing software sales. Top performing Business Partners can receive incentives tailored to your business model - resellers and influencers.

In addition to these bottom-line benefits, IBM recognizes and rewards Business Partners who deliver outstanding customers solutions in countless other ways. IBM and Lotus Beacon Awards, for instance, recognize Business Partners who excel in providing superior products, innovation solutions and expert services. We also have the infrastructure in place to promote your successes around the world through IBM's heavily visited case studies Web site. And these are just a few examples of rewards and recognition. Join Partnerworld for Software now and begin reaping the rewards today.

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Where to Go for Additional Information:

Want to learn more about PartnerWorld for Software? All of the information you need is in one place: **http://www.ibm.com/partnerworld/software**

For more information on each of the Power Brands, please refer to Section 3 of this track guide.

Watch this space for updates to the "Steps to Success" Guide and the "Getting Started" Guide.

Section 3: IBM Software Power Brands

Spotlight on DB2, Lotus, Tivoli and WebSphere

IBM's e-business software portfolio is one of the broadest and most widely recognized families in the industry. It embraces four powerful brands -- DB2 Data Management, Lotus, Tivoli and WebSphere -- that assist your customers in building, executing and running e-businesses, and profiting from the technology you provide.

DB2 Data Management - Leveraging Information - DB2 Data Management software is a set of complementary solutions that can help your customers leverage information across their enterprise and make the best business use of data. It includes the following elements:

- DB2 Universal Database, the industry's first multimedia, Web-ready relational database management system that is strong enough to meet the demands of large corporations and flexible enough to serve medium-sized and small businesses
- Business intelligence capabilities that involve the access to and analysis of data assets to make better business decisions,
- Content management infrastructure to store, access, and manage the full spectrum of digital information generated in e-business -- from line-of-business applications, customer service, ERP, and supply chain management to e-learning and Web content management
- Informix solutions that provide a variety of database servers, analytical applications, database tools and comprehensive set of connectivity products which provide the kind of flexibility that is essential for growing organizations.

IBM's DB2 Universal Database continues to outperform Oracle. Recently, as many as 1,000 customers have chosen or replaced Oracle with DB2 for their next generation solutions. DB2 is becoming the standard database for "heavy lifting" applications such as B2B, BI, Data Warehousing, e-commerce. In the early stages of the IBM/Siebel partnership, the share of Siebel customers on DB2 grew from zero to 25 percent.

Lotus

Lotus provides collaborative e-business solutions that bridge people and knowledge, and maximize investments in existing technology. Lotus delivers a competitive advantage by securely bringing together people and information with its collaboration, learning and knowledge-enabling software. Backed by IBM's extensive service and support network and expertise, Lotus offers a robust portfolio of modular and standards-based software that easily integrates with other applications and operating platforms. Lotus' distinctive solutions optimize an organization's business transactions with its customers and suppliers, and the human interaction that support them.

Lotus offers solutions to the market through its Business Partners who help define mission critical solutions that extend throughout the enterprise, creating value in customer service, product development, human resources, sales and marketing just to name a few. These solutions incorporate leading-edge technology and the expertise of Lotus' combined software experience.

By becoming a Business Partner and adding Lotus solutions into your areas of expertise you can increase your profitability through add-on sales opportunities. A Meridian Technology Marketing study, for instance, indicated that for every dollar spent on Lotus Software, customers spend significantly more on additional software, hardware and services.

In fact the study found that for every dollar spent on Lotus Software, the customer spends $10.44 on related services and software, including 60% on Business Partner services and 40% on Business Partner and other software.

More customers, too, are relying on you, our Business Partners, for your technical and business advice. Your activities are so key to our success that we have made significant investments in Business Partner demand generation activities centering on Lotus so that together we can continue to increase revenue, grow profits, and reach new markets.

Tivoli

As an integral part of the comprehensive IBM e-business infrastructure solution, Tivoli technology management software helps traditional enterprises, emerging e-businesses, and Internet businesses worldwide to maximize their existing and future technology investments. Backed by world-class IBM services, support and research, Tivoli software provides a seamlessly integrated, flexible and secure e-business infrastructure management solution that connects employees, partners and customers.

Together, Tivoli and its extensive network of Business Partners bring you the products and services that deliver the most comprehensive, integrated solutions for managing your e-business infrastructure. Solutions are built from the ground up to be flexible, reliable, scalable and quickly deployed to keep up with the ever-changing, unpredictable advances in technology.

WebSphere

WebSphere is Internet infrastructure software known as middleware. It enables companies to develop, deploy and integrate next-generation e-business applications, such as those for business-to-business e-commerce. Moreover, it supports business applications from simple Web publishing through enterprise-scale transaction processing. WebSphere transforms the way businesses manage customer, partner, and employee relationships. For example, it can be used to create a compelling Web experience that improves the quality and quantity of site traffic, extend applications to incorporate mobile devices so the sales force can service clients faster, or build an electronic e-marketplace to lower sourcing costs.

According to Salomon Smith Barney, IBM WebSphere software revenues grew 221 percent on UNIX and Windows platforms in one year. A total of 35,000 customers are using WebSphere software as infrastructure for their e-businesses.

WebSphere is the industry's broadest portfolio of Internet infrastructure software. It supports e-commerce, personalization, integration and transaction processing, relational databases, software development and wireless devices. According to Giga Information Group, last year the application server market generated revenues of $1.6 billion USD. Giga projects that figure will reach $9 billion USD by 2003, and reports that WebSphere software platform market share has grown from 16 percent to 30 percent -- nearly doubling its share in 12 months.

Using the WebSphere software platform for e-business, Business Partners and customers can build dynamic e-business applications that can adapt to changing market conditions. Only WebSphere offers the flexibility, adaptability, scalability, and high performance necessary to meet the needs of dynamic e-business.

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Section 4: What's New for 2002?

PartnerWorld for Software is a living program, evolving alongside our end-user requirements. We will continue to improve PartnerWorld for Software so that you derive maximum benefit from your participation and are rewarded for investing in your relationship with IBM. Indeed, this year we have implemented several changes and improvements to PartnerWorld for Software. The 2002 program aligns with our objective to reward your investment in IBM and reflects valuable feedback we've received from you. Here's a look at what's new this year in PartnerWorld for Software.

Overall Program
✓ The Tivoli Business Partner Program for Software was integrated into PartnerWorld for Software in September 2001, and all existing Tivoli Business Partners are migrating by January 2002.

Membership Criteria
✓ At the Member level we have introduced benefits that rewards your investment in skills and certifications that may not qualify you for Advanced or Premier levels, but that entitle you to unique benefits. Benefits include lead provision in the IBM Brand where you've achieved technical certification, along with a listing in the Software Business Partner directory and participation in the Business Partner Connections initiative.

✓ We are adding greater specificity to the four criteria categories that define participation levels in PartnerWorld for Software. Commitment is defined through business relationship and annual requalification; Competency criteria include skilled individuals and demo capabilities; Contribution is demonstrated through annual revenue attainment; and Customer Satisfaction is illustrated using customer references. In addition, IBM sponsorship is required for Advanced and Premier status.

✓ Advanced and Premier level participants must now fulfill common and differentiated criteria. Common criteria includes sponsorship by IBM Sales Management. In addition, approved business and marketing plans must be in place, monthly forecasts must be provided and you must participate in quarterly business reviews. Advanced and Premier level participants must also demonstrate facility in at least one IBM Software Power Brand, including DB2 Data Management, WebSphere, Lotus and Tivoli.

✓ Unique criteria and benefits have been established for resellers and influencers participating in PartnerWorld for Software at Advanced and Premier levels. This will enable us to better tailor benefits to your specific business model.

✓ Advanced or Premier level participants will now be measured on workstation and AS400 middleware contribution. At the Advanced level, a minimum of $300,000 USD in Enterprise and Midmarket revenue must be generated. Alternatively, $100,000 USD in Midmarket revenue only can be generated. At the Premier level, $450,000 USD of Enterprise and Midmarket revenue must be attained or $150,000 USD of Midmarket revenue only.

✓ Skills requirements must now be met by separate individuals in your firm to qualify at Advanced or Premier levels. Advanced level participation requires three skilled individuals on staff. This includes two individuals with technical certifications along with one individual possessing sales skill or certifications. Resellers at the Premier level must have eight skilled individuals on staff, including three individuals with sales skills or certifications and five individuals possessing eligible technical certifications in at least two IBM Software Power Brands. Influencers must hold six eligible technical certifications in at least two IBM Software Power Brands and two sales skills or certifications.

✓ Both Advanced and Premier level participants must now provide customer references or examples of successful engagements. Advanced level Business Partners must provide three examples, while Premier participants must provide five examples.

Benefits

✓ Reimbursement through *We Pay Offerings* has been significantly increased for Premier level participants.

✓ Premier and Advanced Business Partners may receive technical mentoring for significant software sales opportunities. With this support, you can receive assistance in solution design and solution development for specific sales opportunities.

✓ In selected critical engagements involving a significant software revenue opportunity. Premier level participants can receive on-site "critical implementation" assistance at the customer location while implementing an IBM product solution/installation.

✓ Advanced and Premier level participants will be supported by dedicated IBM sales contacts. These single-points-of-contact will assist in building business and marketing plans, as well as charting skill-building paths. At the Premier level, sales mentoring will provided on joint sales calls.

✓ Public relations support is now available to Premier level participants.

Section 5: Membership Requirements

PartnerWorld for Software is built on an investment model -- that is, the more you invest in your relationship with us, the more you stand to gain. With this in mind, three levels of participation are supported: Member, Advanced and Premier. Each level is distinguished by unique membership criteria in four key areas that demonstrate your investment in IBM. These criteria include Commitment, embracing business relationship and annual requalification; Competency, which looks at the skilled individuals in your firm along with your demo capabilities; Contribution, which considers your annual revenue attainment; and Customer Satisfaction, which includes customer references.

Criteria in these categories now reflect our effort to inspire you to increase your investment in IBM through skills and revenue contribution. We now, for instance, require Premier level Business Partners to gain skills and certifications in multiple IBM Software "Power Brands," which includes DB2 Data Management, WebSphere, Lotus and Tivoli. This ensures that you are better positioned to assist end-users with IBM e-business infrastructure solutions and better poised for success. Criteria is, indeed, more stringent, but the return on your investment when you participate at Advanced or Premier levels is greater.

Make no mistake, though. Valuable benefits are delivered to participants in every level of PartnerWorld for Software. And, as you increase your commitment to IBM and ascend from Member level, the value of these benefits increases to reward your investment. Go to market faster. Generate greater demand for your solutions. Develop new skills and create exciting new opportunities for your firm. Increase your visibility. Reduce your operating expenses. Raise bottom-line profits. This is just the beginning of how you can use your PartnerWorld for Software benefits.

CRITERIA OVERVIEW

The following is a brief overview of the criteria you must fulfill to participate in PartnerWorld for Software at Member, Advanced or Premier level.

Member Level
Member level participation in PartnerWorld for Software can be achieved immediately once criteria are met. This includes providing a current Business Partner profile along with an accepted PartnerWorld agreement. When you participate at the Member level, basic enabling support is provided on IBM software technologies. Qualifying for additional benefits at the Member level requires that you achieve one accepted technical certification in any of the IBM Software Power Brands.

Advanced and Premier Levels -- Common Criteria
Reaching Advanced and Premier levels requires you to fulfill both common and differentiated criteria. Common criteria includes sponsorship by IBM Sales Management. In addition, you must have approved business and marketing plans in place, and provide monthly forecasts and participate in quarterly business reviews. Advanced and Premier level participants must also demonstrate facility in at least one of the IBM Software Power Brands, including DB2 Data Management, WebSphere, Lotus and Tivoli.

Advanced and Premier Levels -- Differentiated Criteria
Differentiated criteria for Annual Revenue Attainment, Skilled Individuals and Customer References must be met at Advanced and Premier levels. Criteria includes the following:

- *Annual Revenue Attainment*
  As an Advanced or Premier level participant in PartnerWorld for Software, your workstation and AS400 middleware contribution will be measured. At the Advanced level, you must generate a minimum of $300,000 USD in Enterprise and Midmarket revenue. Alternatively, you can generate $100,000 USD in Midmarket revenue only. At the Premier level, you must attain $450,000 USD of Enterprise and Midmarket revenue or $150,000 USD of Midmarket revenue only.

- *Skilled Individuals*
  Skills requirements must be met by separate individuals in your firm in order to qualify at Advanced or Premier levels. Advanced level participation requires that you have **three** skilled individuals on staff. This includes **two** individuals with technical certifications along with **one** person possessing a sales skill or certification.

  As a reseller at the Premier level, you must have **eight** skilled individuals on staff, including **three** individuals with sales skills or certifications and **five** with eligible technical certifications in at least **two** IBM Software Power Brands. Influencers must hold **six** eligible technical certifications and two sales certifications. Premier level participants must also achieve technical skills in a minimum of two power brands.

  Sales skills can include the e-business Solution Advisor certification or successful completion of an IBM Software power brand sales class.

- *Customer References*
  Because we value the experience to be gained from successful customer implementations, Advanced and Premier level participants must provide customer references or examples of successful engagements. Advanced level Business Partners must provide **three** examples, while Premier participants must provide **five** examples. This not only validates your experience, but ensures that a data base of success story candidates is in place so that, with your permission, we can better promote your achievements in the media.

Membership level is achieved for PartnerWorld for Software by satisfying the criteria as defined in the following table:

Criteria Category	Member	Advanced	Premier
IBM Sponsorship	Not applicable	• Sponsorship by IBM Sales Management	• Sponsorship by IBM Sales Management
Contribution -- Annual Revenue Attainment	Not applicable	• $300K (USD) of Enterprise plus Midmarket revenue or $100K (USD) of Midmarket revenue	• $450 (USD) of Enterprise plus Midmarket revenue or $150K (USD) of Midmarket revenue
Commitment -- Business Relationship	• Current profile • Acceptance of PartnerWorld Agreement • E-mail address • Annual requalification	• Approved business and marketing plan • Monthly forecasts & quarterly review	• Approved business and marketing plan • Monthly forecasts & quarterly review
Competency -- Skilled Individuals	Not applicable	**3 Skilled Individuals** • 2 technical certifications • 1 sales skill/certification	**8 Skilled Individuals** *Resellers:* • 5 technical certifications in a minimum of 2 Power Brands (1 Complementary certification will be accepted • 3 sales skills/certifications *Influencers:* • 6 technical certifications in a minimum of 2 Power Brands (1 Complementary certification will be accepted) • 2 Sales skills/certifications
Competency -- Demo Capability	Not applicable	• Capability to demonstrate at least one Power Brand	• Capability to demonstrate at least one Power Brand
Customer Satisfaction	Not applicable	• 3 Customer References	• 5 Customer References

--Customer References			

MEMBER, ADVANCED AND PREMIER LEVEL REQUIREMENTS

The following defines the criteria categories and other requirements associated with joining PartnerWorld for Software:

Commitment

- Membership Agreement - You must sign the PartnerWorld Agreement to meet the entry requirements. To fail to meet these commitments could result in termination from PartnerWorld for Software. You are also expected to conduct your business in a professional way that does not adversely affect IBM's reputation and goodwill. To do otherwise could result in termination. A copy of the PartnerWorld Agreement is available on the PartnerWorld for Software Web site.

- Member Profile - It is imperative that IBM maintains current and accurate information, including skills on each software Business Partner to facilitate proper communications, lead referrals, and other critical contacts. The Member Profile is a required part of the Membership Application process to join the program and must be updated at least annually. However, you are urged to keep your company profile information current at all times.

  - As an administration enhancement, each Business Partner location may have one or more Authorized Profile Administrators (APA) for their local membership profile. The APA is responsible for completing their company's location profile information, (PWSW) and then providing ongoing maintenance to their company's location profile information. APA responsibilities include granting other employees access to Partner Zone, the entitled Web site for PWSW, and the Profile System; it also includes authorizing employees to order or download software for demo and evaluation and use in their location. The APA may administer one or more profiles. For example, the APA at the headquarters location can be authorized to administer profiles across designated locations. Regardless of the choices a Business Partner makes about administering profiles locally, centrally, or a mixture of both, each location must still maintain a Leads Contact in order to receive leads.

  - Annual Requalification - You must requalify for PartnerWorld for Software each year, confirming that you continue to meet the current requirements for your level.

- E-mail Address - You must provide at least one valid e-mail ID to participate in PartnerWorld for Software.

ADVANCED AND PREMIER REQUIREMENTS ONLY

IBM SPONSORSHIP
Achieving Advanced and Premier levels of PartnerWorld for Software requires that participants are sponsored by IBM Sales Management. Sponsorship helps ensures that you have an advocate inside IBM Sales Management, as well as someone to assist you in capturing opportunities and identifying resources available through PartnerWorld for Software. Specifics on how you can be sponsored in this category will be provided in the fourth quarter of 2001.

Contribution
ANNUAL REVENUE ATTAINMENT
PartnerWorld for Software rewards your increased investment in IBM. Because revenue is an indicator of the strength of your investment, we will measure annual revenue attainment for both resellers and influencers as a criteria for Advanced and Premier level participation. Revenue attainment criteria is differentiated between Advanced and Premier levels with higher revenue volume required from Premier Business Partners. More details about revenue attainment and how you can achieve criteria in this category will be provided in the fourth quarter of 2001.

Commitment
BUSINESS RELATIONSHIP
PartnerWorld for Software helps you chart a more defined, realistic path to success. One of the key ways this is achieved is through the creation of business and marketing plans, along with providing monthly forecasts and participating in quarterly IBM reviews. These requirements at Advanced and Premier levels not only ensure that expectations are set properly, but also that you are leveraging all of the resources Advanced and Premier Business Partners are entitled to through PartnerWorld for Software.

Competency
SKILLED INDIVIDUALS
Professional certification provides a method for you to validate your skills and demonstrates the credibility needed to sell and support IBM software solutions. PartnerWorld for Software recognizes the value of professional certification and uses certification as a requirement to participate at the Advanced and Premier levels. Each level requires you to attain a number of selected certifications in the following categories:

- *Technical Certification* - Refers to certification held by individuals on designated software products and e-business solutions.   Typically, the skills validated cover installation, setup, integration, architecture and support.   For a list of accepted technical certifications, refer to Web site: www.ibm.com/partnerworld/software.   Click on **Education** followed by **Accepted and complementary certifications.**

- *Sales Skills and Certification* - In 2002, we will continue to count the IBM Certified for e-business Solution Advisor certification but we will be adding additional sales skills qualifications on WebSphere, DB2 Data Management, Lotus and Tivoli. This certification and these sales skills will satisfy the sales competency requirement for achievement of Premier and Advanced levels in 2002.

The new sales skills qualification classes will combine the Signature Selling Methodology with specific brand and product solution content with a qualifying test upon completion of the class. It is our intention to have these new classes available in January 2002.

Until then, you should invest in the IBM Certified for e-business - Solution Advisor certification. It demonstrates that you have the ability to engage customers, develop strategic e-business visions, translate customer requirements into e-business opportunities and manage your customer relationships. Knowing how to see an e-business solution requires much more than sales know-how. You also need to have a solid grasp of how e-business solutions are built and key products that comprise a successful e-business solution. The e-business - Solution Advisor certification not only focuses on the framework of e-business solutions, but also on the Signature Selling Method - unifying IBM and its Business Partners into a powerful force in today's markets. Skills validated cover an individual's competency on software product sales skill. The required e-business sales certification is the "e-business - Solutions Advisor" certification. Refer to Web site: www.ibm.com/software/ebusiness/certification

- *Complementary Certification* - PartnerWorld for Software recognizes selected complementary certifications that have been found beneficial to IBM's overall business interest. These certifications may not necessarily be a core skill competency for a Software Business Partner, but are relevant in helping deliver the solutions / sales critical to the Business Partner's business model.   Complementary certifications may be industry certifications from other vendors. For a list of accepted complementary certifications, refer to Web site: www.ibm.com/partnerworld/software.   Click on **Education** followed by **Accepted and complementary certifications.**

Business Partner locations must maintain the certifications required for their selected membership level and will be required to requalify on an annual basis. Advancement to a higher program level is dependent upon meeting all of the requirements of those levels.

DEMO CAPABILITY
To broaden the scope of solutions our Business Partners can provide, PartnerWorld for Software requires that Advanced and Premier level participants be able to effectively demonstrate at least one IBM Software Power Brand. This includes DB2 Data Management, WebSphere, Lotus and Tivoli. With this knowledge, Business Partners are better equipped to address end-user requirements and to deliver the most effective IBM e-business solution.

Customer Satisfaction
CUSTOMER REFERENCES
Customer references represent the primary means of demonstrating customer satisfaction, which is required to qualify at Advanced and Premier levels. The objective is to promote a Business Partner by highlighting activities and success stories involving IBM software technologies.

- Customer references for new unique customers or new department/division installations or engagements will be accepted.

- Customer references will only be used for internal purposes and cannot be released to the public without explicit permission from the Business Partner and customer.
  Required customer reference information includes:

  - Customer Company Name, Contact Name and Phone Number
  - Customer Department Name (references from the same company are accepted if from different departments)
  - Activity Type: Sale/Influence, Consult, Install
  - Activity Date (must be within last 12 months)
  - IBM Software Power Brand involved with this reference

Please note:
- References will be verified on a random basis.
- References will not be published or used for any purposes other than PartnerWorld for Software membership criteria requirements

Section 6: Enterprise Capabilities

Business Partners with multiple locations have unique business requirements and must be able to manage their business at the enterprise level. As a result, PartnerWorld for Software continues to offer -- and enhance -- enterprise-wide benefits and support functionality that enable Business Partners not only to manage more efficiently and effectively, but also to derive the maximum benefit from their relationship with IBM across their enterprises.

At the enterprise level, for instance, PartnerWorld for Software's Business Partner Directory lists Advanced and Premier level Business Partners in alphabetical order. All locations within an enterprise are listed together, creating a unified grouping in response to a customer's request.

To simplify and streamline administration across an enterprise, a single Authorized Profile Administrator (APA) can be assigned to globally manage all PartnerWorld for Software location profiles and entitlement for each location within an enterprise. The APA can manage all enterprise profiles with a single ID and password, regardless of the number of locations within an enterprise. Moreover, the APA can easily switch between enterprise locations without re-entering their password and ID. Whenever the APA accesses a different location, PartnerWorld for Software's portal changes to match the entitlement of that new location.

Enterprise Record

A new feature, the Enterprise Record, allows the APA for an enterprise to manage a list of all the locations within an enterprise globally -- mainly for reporting purposes -- regardless of individual locations' levels in PartnerWorld for Software. This new Enterprise Record also includes support for the Enterprise Option, simplifying administration.

Enterprise Option

Within the Enterprise Record, the Enterprise Option is a benefit exclusively for Premier and Advanced level participants in PartnerWorld for Software. It allows an enterprise to aggregate location criteria for participation across multiple locations. If all locations selected to participate in the Enterprise Option qualify as Premier participants in aggregate, each can receive Premier level benefits. If all locations selected to participate in the Enterprise Option qualify as Advanced participants in aggregate, each can receive Advanced level benefits.

The Enterprise Option is available by geography - North America; Latin America; Asia Pacific; Europe, Middle East and Africa.

Section 7: Value Package for Software - Benefits in 2002

As a participant in IBM PartnerWorld for Software, you have an opportunity to build on an already rich set of no-charge benefits available from IBM by purchasing a Value Package for Software. This package includes education reimbursement, technical support, IBM software offerings and selected marketing support benefits. The aim is to provide the education, technical support and software you need to help you build your skills, bring your products and solutions to market, and achieve your business profitability objectives.

The Value Package for Software reflects PartnerWorld for Software's investment-based structure. Contents in each package vary and are defined by the level at which you participate in PartnerWorld for Software. Higher value benefits are provided to Business Partners participating in PartnerWorld for Software at higher levels.

The Value Package for Software sells, on an annual basis, for $2,000 USD regardless of the level you have achieved.

PARTNERWORLD FOR SOFTWARE	VALUE PACKAGE FOR SOFTWARE BENEFIT ($2,000 USD CHARGE)
SOFTWARE	
Software/Technology	
• Demo & Evaluation SW (NFR) - Electronic SW download - CD Media	**X**
• Run Your Business SW	**X**
EDUCATION	
Enablement/Education	
• "We Pay" Offerings......... reimbursement for selected technical, sales, business education	**X**
• Pre-announce and early training on new products, product releases & services offerings	**X**
TECHNICAL SUPPORT	
• Tech Mentoring for significant sales opportunities	**X**
• Critical Implementation Support	**X**
• Technical Sales Support (TechLine)	**X**
• Installation & Usage Support (Support Line) or Equivalent for Business Partners	**X**
• Web-based Solution Support	**X**

PARTNERWORLD FOR SOFTWARE	VALUE PACKAGE FOR SOFTWARE BENEFIT ($2,000 USD CHARGE)
- Q&A Forums - Private Q& A	
MARKETING AND SALES SUPPORT	
• PR Support (e.g. joint announcements)	X
• Access to Display Booth Loaner for Trade Shows	X
• Marketing Support Advantage	X

Section 8: Benefit Offerings

As a participant in PartnerWorld for Software, you have access to both no-cost benefits and a bundle of chargeable benefits known as the "Value Package for Software." No-cost benefits are primarily Member-level self-help information and support, and are delivered electronically. Chargeable benefits are bundled into a Value Package for Software, a composite of benefits such as "demo and evaluation" software, "run your business" software, education reimbursements (i.e., "You Pass, We Pay") and selected marketing support. It is highly recommended that all Business Partners purchase the Value Package for Software. Bundle contents are differentiated by level and only Business Partners qualified for a specific level can purchase that level's package.

PartnerWorld for Software benefits are provided in the following seven categories:

- **Marketing and Sales Support**
- **Technology Access**
- **Education and Certification**
- **Technical Support**
- **Incentives**
- **Financing**
- **Relationship Support**

The following tables indicate the benefits offered inside each category. In addition, some offerings are marked as "separately priced." This includes education offerings since there is a cost associated with each class. Also, certain education and technical support offerings may be eligible for reimbursement under "We Pay" offerings. Notations include:

- x denotes a free benefit
- Key Symbol denotes a benefit available within the chargeable Value Package for Software

Benefit offerings: *Marketing and Sales Support*	PartnerWorld Membership		
	Member	**Advanced**	**Premier**
Naming and Emblems			
IBM Business Partner Title	x	x	x
IBM Business Partner Emblem and Plaque		x	x
IBM e-business logo		x	x
IBM e-business mark		x	x
Sales Tools			
Signature Sales Resource Web site	x	x	x
Solution / Product Information	x	x	x
NEW Executive Assessment Tool	x	x	x
Marketing Tools			
Brand Deliverables	x	x	x
Business Partner Events (Where Available)	x	x	x
NEW Campaign Designer	x	x	x
Display Booth Loaners for Trade Shows (Where available)		🔑	🔑
Marketing Support Advantage (Where Available)		🔑	🔑
Seminar Solutions Materials	x	x	x
Seminar Solutions - Support/Funding (Where Available)		Selected	Selected
NEW Public Relations (PR) Support			🔑
Software Business Partner Directory			
Business Partner Listing	x *	x	x
Connecting Business Partners to Business Partners			
Business Partner Connections - Listing - Search - Tools - Networking Events	x*	x	x
Lead Management			
Eligible for Leads (Where Available)	x*	x	x (Priority)
IBM Start Now Solutions for e-business			
IBM Start Now - Development, Marketing and Demand Generation Tools (More Details will be available in the January 2002 version of this guide)	TBD	TBD	TBD

x denotes a free benefit   Key symbol denotes a benefit available within chargeable Value Package for Software
x* denotes a benefit available at Member level once one accepted technical certification is obtained

Benefit offerings: *Technology Access*	PartnerWorld Membership		
	Member	Advanced	Premier
Software			
Demo & Evaluation Software	🔑	🔑	🔑
Run Your Business Software	🔑	🔑	🔑

Benefit offerings: *Education and Certification*	PartnerWorld Membership		
	Member	Advanced	Premier
Skills Planning			
Overview of Skills Offerings	X	X	X
Accepted Certifications	X	X	X
Certification/Education Roadmaps	X	X	X
Education Schedules	X	X	X
Discounted Education			
Business Partner Discount (up to 25%)	X	X	X
Education Discount Card (Where Available)	Separately Priced	Separately Priced	Separately Priced
Tuition/Test Reimbursement			
"We Pay" Offerings	🔑	🔑	🔑
Sales Education			
NEW Web Based Brand Tools and Guides to Sell IBM Software	X	X	X
Signature Selling Methodology Workshops	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)
e-Business Sales Education	Separately priced and may be eligible for reimbursement (See '"We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See 'We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)
Power Brand Sales Education	Separately priced and may be eligible for reimbursement (See '"We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See '"We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See '"We Pay" Offerings)
PartnerWorld University	X	X	X
Technical Education			
Product Courses	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See 'We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)
Pre-announce and early training on new products and major releases		🔑	🔑

Distance Learning			
Satellite Network Offerings (Where Available)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)
Computer Based Training (CBT)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)
Business/Executive Education			
Business Partner Executive Institute (BPEI)	Separately priced	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)
Connecting with other Business Partners	Separately priced	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)

x denotes a free benefit / Key symbol denotes a benefit available within chargeable Value Package for Software

Benefit offerings: *Technical Support*	PartnerWorld Membership		
	Member	**Advanced**	**Premier**
Web-Based Self-Help Support			
www.ibm.com/support	X	X	X
www.ibm.com/partnerworld/techsupport	X	X	X
Self Help Technical Support	X	X	X
Web-Based Solution and Application Development Support			
Q&A Forums (*Member level requires one accepted Technical Certification)	🔑 *	🔑	🔑
Private Q&A			🔑
Technical Sales Support via Telephone			
Techline	🔑	🔑	🔑
Installation and Usage Support via Telephone			
Installation and Usage Support for Business Partner	TBD	TBD	TBD
NEW *Technical Mentoring*			
On-site technical sales support for significant opportunities		🔑	🔑
NEW *Critical Implementation Support*			
On-site implementation support for significant opportunities			🔑

Benefit offerings: *Incentives*	PartnerWorld Membership		
	Member	**Advanced**	**Premier**
Sales Assistance Program			
Participation (Varies by geography)	Selected	Selected	Selected
Passport/Advantage			
Participation	X	X	X

x denotes a free benefit
Key symbol denotes a benefit available within chargeable Value Package for Software

Benefit offerings: *Financing*	PartnerWorld Membership		
	Member	**Advanced**	**Premier**
IBM Global Financing	x	x	x

Benefit offerings: *Relationship Support*	PartnerWorld Membership		
	Member	**Advanced**	**Premier**
Membership Support			
Membership Centre Hot line	x	x	x
PartnerLine	x	x	x
PartnerWorld for Software Website	x	x	x
Welcome Kits	x	x	x
PartnerWorld for Software Track Guide	x	x	x
Business Partner Communications	x	x	x
Online Profile Management	x	x	x
NEW *IBM Sales Contact*			
NEW Field Sales Contact		Resellers	Resellers and Influencers
NEW Telecoverage Sales Contact - Influencers		Influencers	Not Applicable
NEW Business and Marketing Plan Development		x	x
NEW Sales Mentoring			x
Special Events			
IBM PartnerWorld Event		Separately Priced	Separately Priced
Recognition			
Beacon Awards		By Nomination	By Nomination
Enterprise Option			
Aggregrated Criteria/Benefits		x	x

x denotes a free benefit
Key symbol denotes a benefit available within chargeable Value Package for Software

Section 8a: Benefit Descriptions

Benefit offerings described in this section may be delivered differently or may not be available in your country. Variances to terms and conditions may apply to any specific offering or geography and can be found by downloading your respective Geo Addendum.

MARKETING AND SALES SUPPORT OFFERINGS

PartnerWorld for Software marketing and sales support is designed to help you gain access to exciting new markets and profitable opportunities by:

- Creating awareness of IBM software solutions including DB2 Data Management, Lotus, Tivoli and WebSphere
- Providing a wide array of services, tools, and resources to aid you in developing strong marketing and sales plans
- Helping you team with other Business Partners
- Helping you generate opportunities

Naming & Emblems

PartnerWorld for Software enables you to derive greater value from your relationship with IBM by providing easy access to naming and emblem usage materials. You can identify yourself as an IBM Business Partner and take advantage of the value and name recognition that accompany your relationship with IBM.

- IBM Business Partner Title
  This designation, familiar industry-wide to customers and other Business Partners, is reserved for those who meet the criteria and qualifications at the Member, Advanced and Premier levels. The naming structure is as follows:

  - Premier Level: IBM Premier Business Partner
  - Advanced Level: IBM Advanced Business Partner
  - Member Level: IBM Business Partner

- IBM Business Partner Emblem and Plaque
  The IBM Business Partner emblem comprises two interlocking fields, "IBM" and "Business Partner," which represents our mutual dedication to the customer and IBM's commitment to you. A Business Partner qualification package is provided and includes items such as the IBM Business Partner Program Emblem Usage Guidelines, softcopy emblem artwork and an IBM Business Partner Emblem plaque for display in your office. The IBM Business Partner emblem artwork is also available electronically on the IBM PartnerWorld Web site at: www.ibm.com/partnerworld.   Only Business Partners who have achieved Advanced or Premier status are authorized to represent themselves with the IBM Business Partner Emblem.

- IBM e-business Logo
  In October of 1997, IBM introduced the concept of "e-business" to the world with the launch of e-business advertising and an e-business Internet site. It serves as an umbrella for positioning our breadth of offerings, and for positioning IBM, IBM companies and our Business Partners, as the leaders in providing advanced Internet solutions.

  The IBM e-business logo functions as a distinctive unifying visual element that can be used in e-business communications to support this focused positioning. The color of the e-business logo is red, which was chosen for emphasis and contrast, giving this new identity a distinctive and dynamic character. The e-business logo may be included in qualified communications about e-business or on materials developed to promote e-business enabling offerings.

- IBM e-business Mark
  You can nominate your qualified e-business sites to host "the IBM e-business Mark" as a symbol of e-business solutions at work. You may nominate either your own sites or customer sites. To grow the e-business industry, IBM is allowing the IBM brand and e-business trademark to be used by qualified customers in the largest branding initiative ever undertaken.

  The e-business Mark is intended to mean that a site is conducting e-business, is using IBM products or services, and that these products and services can be used to help make the site more reliable, scalable or secure. The specific qualifications can be viewed at:
  http://www-1.ibm.com/partnerworld/marketing/pmrktng.nsf/weblook/emark_criteria.html

  Keep in mind, the Mark, however, is not a "seal of approval," endorsement, certification or warranty of the quality or performance of the customer's site or its products or any IBM or other products used in the site, including whether the site or those products are safe or reliable, or the accuracy of site information, and IBM assumes no liability and no obligations relating to anyone's use of the site or any product or for information associated with the site. IBM does not review these areas, so the customer is solely responsible for them.

Sales Tools
PartnerWorld for Software provides you with easy access to invaluable sales tools that can improve your productivity and help you sell or influence the sale of e-business solutions.

- Signature Sales Resource Web Site
  The IBM Signature Sales Resource is a Web site 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.

- Solution / Product Information
  Easy access to information is delivered through the following resources:

  - PartnerWorld for Software Membership CDs
    IBM Software Information Library
    This library is a repository of marketing materials to complement the available demonstration and evaluation software. Software marketing information can be accessed using Lotus Notes or any browser to link directly to Software PartnerInfo on the Internet for real-time information updates. The IBM Software Information Library is sent to new Business Partners in their welcome kit.

  - *Sales and Marketing Information*
    Software PartnerInfo is available on the Web to all Business Partners. It is the single place to go for information about software products and solutions, helping you find answers to your questions quickly and to be more profitable selling our software. There are presentations, demos, box shots, graphics, and collateral such as brochures and announcements. Information is customized by country so you can satisfy your customers in many different locations worldwide.

- Executive Assessment
  Executive Assistant is an exciting new benefit available to all PartnerWorld for Software participants. It is a tested and proven consultative selling tool that can help you identify prospects and gather the information you need to build a business case, present a proposal, and close new business. Training tools consist of a Standard Executive Assessment and Solution Modules. Together, these tools provide what's needed to build a compelling business case. The Standard Executive Assessment, for instance, provides tools and templates that teach you about performing on a consulting engagement. Solution modules supply an array of information, including materials covering IBM-related solution content, value propositions, industry trends, frequently asked questions and check lists

Marketing Tools
An array of powerful marketing tools are provided to you when you participate in PartnerWorld for Software. These tools support your ability to market e-business solutions and ensure that you reap significant rewards from your relationship with PartnerWorld for Software.

- Brand Deliverables
  In support of channel brand campaigns, co-marketing deliverables are created and offered to Business Partners often in the form of e-mail blasts, promotional messages, customizable direct mail and Web banners. These deliverables make it easier to understand, position, market and sell IBM's broad range of products, services and e-business solutions.

- Business Partner Events (Where Available)
  Business Partner Events is a new offering that allows qualified Business Partners to participate in business shows and events where IBM would otherwise have no planned corporate presence. This new co-marketing offering provides a turnkey solution, making it easy and economical for Business Partners to showcase their offerings and develop new business opportunities through events

participation. Business Partner Events secures space at trade shows and industry-oriented events. In turn, exhibit space is offered in separate pedestals under an IBM Business Partner signage umbrella.

Each Business Partner has a unique display while also being uniquely positioned as an IBM Business Partner.

IBM has chosen National Trade Productions as the management company for this offering. With more than 24 years of trade show and event marketing experience, NTP is a leader in the development, production, and management of business shows, conferences, and special events. Learn more at http://www.ntpshow.com/bpevents/.

- Campaign Designer
  Marketing campaigns will be developed, created and executed by IBM worldwide to enhance and support sales activities. Campaign Designer is a co-marketing offering that provides advanced new Web-based design tools to enable Business Partners to create the elements of an integrated marketing campaign online, easily, affordably and in just a matter of minutes. Direct mail, Web banners and print advertising can be created and customized to reflect Business Partner offerings, strengths or other unique messaging that can generate greater demand. Campaign materials also can be previewed online and printed on-demand so that they are accessible when and where they are needed. Thus, a Business Partner requiring specialized marketing materials to help close a sale can go to the Web and "create" exactly what's needed.

  Through Campaign Designer, Business Partners can leverage their association with IBM along with IBM's renown for e-business solutions and its award-winning advertising. The offering enables Business Partners to develop new markets and strengthen their presence in existing ones by taking advantage of IBM's significant campaign investments.

- Display Booth Loaners for Trade Shows (Where Available)
  PartnerWorld for Software trade show display booths, both tabletop and floor models, are available on a loaner basis to Advanced and Premier Business Partners to support their activities at trade shows.

- Marketing Support Advantage (Where Available)
  Both Premier and Advanced Business Partners will have access to Marketing Support Advantage. This benefit enables you to purchase marketing support services, such as telemarketing and direct mail, at the same discount IBM receives from Harte-Hanks, a leading business-to-business marketing firm. Made available to you through an existing business relationship between IBM and Harte-Hanks, Marketing Support Advantage extends IBM's buying power - and consequent pricing breaks - to you. Through this service, you can reach more prospective customers, better targeting your seminar audience.

- Seminar Solutions
  Seminar Solutions helps you showcase and sell your e-business capabilities that are based on IBM and Lotus e-business solutions and products. You receive sales leads generated from each seminar you conduct.

- ◆ *Seminar Solutions - Materials*
  Fully downloadable Seminar Solutions materials are available for all levels of Business Partners. These materials provide step-by-step guidance on how to run a successful seminar.

- ◆ *Seminar Solutions - Support/funding*
  Full service, turnkey seminar services and support infrastructure are provided. You share seminar costs jointly with PartnerWorld for Software.

- Public Relations (PR) Support
  This new benefit provides PR support for joint announcements that are led by the Business Partner or IBM.   This new benefit will allow Premier Business Partners to include an IBM executive quote in press releases that meet criteria for news worthiness as judged by IBM's PR and/or IBM's PR agency of record. Examples of "news worthiness" include: proven increased customer ROI, major customer successes, win backs and/or ties to major industry trends for example wireless, LINUX. (Note: Executive quotes will not be available for Business Partner press releases being issued as part of their participation at the PartnerWorld event unless the Business Partner is included in a major IBM announcement.) The Premier Business Partner and its PR agency will assume all responsibility for writing the Business Partner press release, and for its media placement. It is the responsibility of both the IBM PR team and the Business Partner PR team to approve final copy.

Software Business Partner Directory

- Business Partner Listing
  This Web-based directory is available from the public side of the Web site where customers and Business Partners can locate qualified PartnerWorld for Software Business Partners to help them select the best IBM software solutions for their businesses.

  The listing includes Premier, Advanced, and Member level Business Partners who have individuals within their locations with accepted technical certifications and who agree to have their company information displayed on this public Web site.

  There are a variety of search options available. Premier PartnerWorld for Software Business Partners are listed first, followed then by Advanced level and then Member level Business Partners with approved certified skills. All listings are alphabetical within each level*.*

Connecting Business Partners to Business Partners

PartnerWorld for Software connects you to relationships that can help you grow your business and increase your success. As a participant in PartnerWorld for Software, consider yourself part of a worldwide network of e-business resources and skills you can tap into when you need to and where you want.

- Business Partner Connections
  Whether you are determining if you need a Business Partner or are ready to find one, Business Partner Connections will provide roadside assistance for your journey. Features include:

◆Business Partner Search - Search for a Business Partner in a variety of ways, including: certifications, Business Partner level, industry, and product group. Only PartnerWorld for Software Premier, Advanced and Member levels with approved certified skills are displayed to other Business Partners using BP Connections.

◆Solution Search - Search for a solution developed by a Business Partner. You can search for a solution in a variety of ways, including: solution area, operating system, hardware platform, technology, industry, software, customer size, market segment, language, and country.

◆Connection Tools - Take a series of self- assessments to help determine if you already have what it takes to successfully team with another Business Partner. Business Partner Connections offers tools to help you define your purpose for connecting, assess your readiness to team with another firm, know your value to and requirements of another Business Partner and determine who will do what in your new connected relationship.

◆Educational Opportunities - Knowledge is one of the most important success factors in business today. Business Partner Connections provides you with access to education offerings and tools to help you develop an effective channels strategy.

◆Business Partner Networking Events - These events will provide you with the opportunity to network with other Business Partners, learn what's new about Business Partner Connections and information from various IBM sponsors. You can review events in a number of ways, including: date, geography, sponsor, city, state and country. Once you find the event you are looking for, Business Partner Connections allows you to register online.

Lead Management

• Eligible for Leads (Where Available)
Leads are generated by marketing campaigns, trade shows or through IBM Sales Centers. All leads are distributed to PartnerWorld for Software Business Partners by e-mail only. The distribution of leads is based on the Business Partner's skills at their location. Some campaigns are more complex as they include more than one product. Distribution of the leads for these campaigns will be given to Business Partners who have the best collection of necessary skills as outlined in the campaign requirements. All PartnerWorld for Software Business Partners with a recognized certification are eligible to receive leads. Premier Business Partners are given priority on all leads.

IBM Start Now Solutions for e-business

IBM Start Now Solutions for e-business allow small and midsize business to rapidly implement powerful, cost-effective e-business solutions. Delivered by trained and qualified IBM Business Partners, Start Now Solutions address all phases of e-business evolution -- from initial Internet access, through e-mail, research and information, Web site development, simple and complex e-commerce, business intelligence, integrated activities and new business opportunities such as wireless solutions.

For IBM business partners, IBM Start Now Solutions for e-business include:
• A way to get started in providing e-business solutions quickly and to realize a rapid return on investment.

- An approach for IBM Business Partners already skilled in e-business solutions to quickly expand your solution portfolio.
- A set of sales and marketing tools that can shorten your sales cycle - and even generate revenue for activities for which you may not normally charge.

IBM Start Now Solutions for e-business were developed by IBM to help you avoid the resource-intensive process that is the normal procedure for developing a new market. IBM Business Partners benefit from Start Now's "ease-of-everything" design, which includes a recommendation of software and hardware configurations, instructions for proposing, implementing and extending a complete solution, tested implementation scenarios, ISV tools and financing options conveniently packaged in a comprehensive Enablement Kit for each solution.

Details on IBM Start Now Solutions available in 2002 plus participation requirements and unique Start Now Solutions benefits will be available in January 2002.

TECHNOLOGY ACCESS OFFERINGS

PartnerWorld for Software will provide access to demonstration and evaluation software along with software you can use in running your business. These offerings demonstrate the value of your participation in PartnerWorld for Software and can help you increase operational efficiencies and productivity levels.

- Demo and Evaluation Software
  This software is not-for-resale (NFR) and is provided to you for demonstration and evaluation purposes only. All software is available on CD and most is available by electronic software download (eSD) as well.

	Member	Advanced	Premier
Physical (CD-ROM)	1 set of each Software product version per Business Partner location	2 sets of each Software product version per Business Partner location	Unlimited sets of each Software product version made available to each Business Partner Location
Electronic (eSD)	Unlimited downloads	Unlimited downloads	Unlimited downloads

- Run Your Business Software
  In 2002, the Run Your Business Software benefit allows PWSW members to choose from a full set of IBM software products, including software from each of the strategic Power Brands at the Premier level. Terms and Conditions for Run Your Business remain unchanged.
  - ⇨ it is for use in the day to day Business Partner operations
  - ⇨ software licenses are for internal use at the company location
  - ⇨ a value package much be purchased to gain this benefit

Examples of software that is available for selection includes a variety of software for all four power brands...DB2, Lotus, Tivoli and Websphere. Multiple languages are available. Tivoli software is only available via electronic download.

EDUCATION and CERTIFICATION OFFERINGS
Education and training are key factors in providing you with the necessary skills to sell and support the IBM software portfolio. This education is available to you in many formats -- from traditional classroom settings to seminars and satellite broadcasts.

Skills Planning
PartnerWorld for Software offers you education and training options through various media to help you develop the skills you need to deliver successful solutions.

• Overview of Skills Offerings
Beginning with recruitment and awareness activities, education and training is available on sales briefings, a solutions approach using the Signature Selling Method and product technical training that can lead to specific skills certification. Training and education is available worldwide and courses are delivered through IBM Learning Services and selected Lotus Authorized Education Centers.

• Accepted Certifications
Certification is the benchmark that validates the knowledge and skills required of today's technical professional. PartnerWorld for Software has been structured to require selected certifications as a requirement for participation at Advanced or Premier levels. These certifications have been chosen as ones beneficial to both the Software Business Partner and PartnerWorld for Software. A complete list of accepted certifications can be found at: www.ibm.com/partnerworld/software. Click on Education and then on accepted and complementary certifications**.**
.
• Certification/Education Roadmaps
The IBM Professional Certification Web site allows a candidate to review and select a desired certification role. After clicking on the desired role, the candidate may then review the education roadmaps that will help to prepare for the test. In some cases, a candidate may select from a choice of elective tests that is best suited to their abilities and needs. Some roles also offer a shortcut by giving credit for a certification obtained in other industry certification programs. More information can be found at www.ibm.com/certify

• Education Schedules
Education schedules are available at the following Web site:
- IBM Learning Services: http://www-3.ibm.com/services/learning/

Discounted Education
• Business Partner Discount (up to 25 percent)
All Business Partners are entitled to discounts of up to 25 percent off the advanced technical training offered by IBM Learning Services.

For Lotus based education, selected Lotus Authorized Education Centers (LAECs) offer a special opportunity for PartnerWorld for Software Business Partners to register and attend Lotus technical courses at a 25-percent discount.

- Education Discount Card (Where Available)
  IBM Learning Services offers Business Partners a special opportunity to purchase an education discount card for their employees. This card can be purchased for an annual fee on an individual basis only and allows the employee to attend an unlimited number of classes and conferences at no extra charge. This card is good for one year from date of purchase. To obtain specific Business Partner discounts or for more information, consult the IBM Learning Services Web site at:
  www.training.ibm.com/ibmedu

Tuition/Test Reimbursement

Through tuition and test reimbursement offerings, Business Partners can offset the expense of building technical, sales, and business skills. PartnerWorld for Software works with Business Partners to enhance their technical and business skills while developing a focus on solutions-oriented sales skills.

"We Pay" Offerings

The "We Pay" offerings are established on an annual basis. Brand campaign initiatives and current market skill needs play an important part in what will be available during that period. The "We Pay" offerings may vary in content depending on specific geography considerations and focus.

- **"*You Pass, We Pay*"** / **"*You Test, We Pay*"** / **"*You Attend, We Pay*"**
  The "...We Pay" offering is designed to encourage the building of advanced product skills by reimbursing some or all tuition fees when eligible certifications are achieved. PartnerWorld for Software is firmly committed to working with you to build skills

Sales Education

Through a range of sales education offerings, PartnerWorld for Software enables you to strengthen your sales skills or acquire new ones. You can choose from offerings that enhance your understanding of unique business value propositions. You can hone your product and solution selling skills or you can focus on e-business sales education. It's all possible through PartnerWorld for Software.

- Web Based Brand Tools and Guides to Sell IBM Software
  All levels can take advantage of these information rich tools and guides that will give you many tips on selling IBM Software.
  - Getting Started Selling our Software Guide
    Once the Business Partner makes the decision to invest in IBM software, they can access online tools for Getting Started Selling our Software. These online toolkits provide valuable brand information to assist with selling our software and become productive as quickly as possible. This toolkit includes a Brand specific Steps to Success Roadmap, IBM Contacts, Offerings Overview, Sales and Marketing, Education, Technical Support, Frequently Asked Questions, and URLs/Brochures.

  - Profit from Selling our Software Guide
    This online tool provides our business partners with information about IBM software brands for making investment decisions on expanding their selling portfolios. The business partner can access value propositions and other brand collateral and brochures for making decisions on growing their IBM software sales portfolios and their overall IBM software revenue.

- ◆ Tools for Selling our Software
  In addition to the Getting Started toolkit, the business partner can also access Tools for Selling our Software which includes all of the available tools for selling our software. This toolkit provides the business partner with one place to go to find all of the available tools for selling our software. These tools include Sales and Marketing Information, e-business Concepts and Solutions, Signature Sales Resource, Competitive Strategies, Executive Assessments, and links to Brand URLs and Resources..

- Signature Selling
  With a continued emphasis on delivering the most up-to-date sales training, PartnerWorld for Software is offering the Signature Selling Training. This is the same training that is given to all IBM software sales representatives.

- e-Business Sales Education
  A range of courses in classroom, satellite TV and CBT format as well as publications are offered for e-Business Sales. This education is also designed to prepare the candidate to take the test for IBM Certified Advisor for e-business - Solution Advisor.

- Power Brand Sales Education
  IBM offers you a complete compliment of software product sales education to help you obtain the skills to build profitable customer relationships. In the product specific education, you learn about the product strategy, how to sell the products, competition and where to go for support. In the follow on solution selling product classes, you work with customer scenarios where you apply your signature selling and product knowledge to create a solution. This follow on class prepares you to take the test which applies as a sales skills criteria for Premier and Advanced partners.

- PartnerWorld University
  PartnerWorld University, a no-cost web based offering for all IBM Business Partners, is designed to help you drive incremental revenue by enhancing your knowledge of e-business and better leveraging your participation in IBM PartnerWorld. Curriculum focuses on e-business selling skills and a variety of PartnerWorld initiatives, including Campaign Designer, Business Partner Connections (BPC), Business Partner Events (BPE), PartnerPlan and many more. Courses will be updated regularly so that you continue to refine your e-business selling skills through PartnerWorld University and remain well informed about PartnerWorld initiatives that can help you drive demand for your solutions.

Technical Education

- Product Courses
  Education and training courses on IBM software products, including DB2, Lotus, Tivoli and Websphere, is provided focusing on installation, configuration, integration and problem determination / problem source identification. Many of these courses may lead to formal skills certification via tests delivered through third-party vendors. These education courses are available through IBM Learning Services and Lotus Authorized Education Centers. Courses may be classroom-based or use alternative media.

- Pre-announce and early training on new products and major releases
  Advanced and Premier partners will have an opportunity to receive pre-announcement training for new IBM software products and major releases. This training is provided using a variety of delivery methods such as e-seminars, webcasts/teleconferences, satellite broadcasts, and streaming video on the web. The objective is to prepare you to immediately start selling the products at announcement and to prepare you to provide and/or update solution offerings

Distance Learning

Learning is no longer restricted to traditional classroom settings. Distance learning technologies have opened up a world of education alternatives. To make it simpler and more affordable for you to acquire education, PartnerWorld for Software uses these technologies to deliver classes in multiple formats, including satellite- and computer-based teaching.

- Satellite Network Offerings (Where Available)
  - *Learning Services Network and PartnerWorld 1*....This offering available through a subscription service delivers IBM Training curriculum directly to the office via satellite and the Internet. This represents a new paradigm in convenient, affordable education and provides all IBM sales, technical, and end-user instructional information taught by experts. This distance learning approach provides more training per educational dollar since it is delivered with no tuition, travel expenses, lost productivity and time away from home.

  - Computer Based Training Modules (CBTs)
    IBM Learning Services / Lotus Education provide more than 500 titles of computer-based training modules on IBM and Lotus products and skill areas. Additional titles are available on other key industry product offerings.

Business / Executive Education

A variety of executive education offerings are available through PartnerWorld for Software. As an Advanced or Premier level member, you can acquire specific business skills through workshops and seminars or you can strengthen your skills in specific areas that will help you grow your business. You can also learn the fine art of teaming with other Business Partners.

- Business Partner Executive Institute
  The Business Partner Executive Institute (BPEI), located in Palisades, New York, provides an exclusive, world-class educational opportunity for Business Partner executive development in business management issues that have a direct relationship to their success. The institute's mission is to focus on the key aspects of helping Business Partners grow and expand their businesses. IBM and university experts in the areas of organization and technology strategy, leadership, customer service, knowledge management, and e-business solutions will lead your learning experiences. Business Partners are offered a variety of workshops such as "Becoming a Successful e-business Solution Provider", "Financial Management for Growing Companies", "IBM Business Partner Owner's/President's Program", "The Leader's Challenge", "Strategy Planning Workshop". To obtain additional information on the BPEI, visit the Web site at http://www.ibm.com/ibm/palisades/bpei

- Connecting with other Business Partners
  This includes education offerings on successful teaming.

TECHNICAL SUPPORT OFFERINGS

Recognizing the importance of world-class technical support and your needs, PartnerWorld for Software offers affordable, comprehensive technical support options. These services augment your own in-house capabilities and any support provided by your software distributors. By combining complimentary and purchased services, you can economically meet your customers' technical requirements.

The technical support benefit provides increased levels of technical support to Advanced and Premier Business Partners who have made the commitment to invest in their skills development through IBM certifications. PartnerWorld for Software offers various levels of technical support to Business Partners.

Our strategic direction is Web-based technical support, which will address your solution-focused needs across application development activities, as well as provide support during the sales cycle, and ensure that you have easy access to usage and installation support. We will continue to provide technical support via telephone, which will deliver technical sales as well as usage and installation support.

Web-Based Self-Help Support

www.ibm.com/support

You can access technical information and learn how to locate technical resources and services.

- www.ibm.com/partnerworld/techsupport
  This is the portal for Business Partner related IBM technical support content available on the web

- Self-Help Technical Support
  24X7 self-help via the Web on IBM technologies, including access to Frequently Asked (and answered) Questions (FAQs), information maps linking to sources of technical data, software fixes, access to databases of fixed problems, bulletin boards, integration starter kits for e-business, sample code, white papers, and red books. You can register for an ID and password for Web-based technical support through the PartnerWorld for Software Web portal.

Web-Based Solution and Application Development Support

- Q&A Forums
  This enables eligible Business Partners to submit an unlimited number of public forum questions and receive a response from skilled technical resources in IBM technologies. Look for eQ&A (Electronic Q&A).

- Private Q&A
  This enables eligible Premier Business Partners to submit an unlimited number of private questions and receive a response from a skilled technical resource in IBM technologies (one to one e-mail exchanges). Look for AAQ(Ask A Question).

Technical Sales Support via Telephone
- TechLine
  Technical sales support can be accessed through PartnerLine to assist all eligible Business Partners when selling software solutions. Assistance is provided on product information and positioning, technical marketing information, initial solution design, complex configurations and some competitive product and sales strategy.

Installation and Usage Support via Telephone
- Usage and Installation Support for Business Partners
  Installation, usage, ("how to" Q&A's), defect support and problem determination/problem source identification is provided on supported software products. This is available through a fee based offering for supported IBM software products. This support is for use by Business Partners at their site to implement IBM software or proof of concept prototypes.

Technical Sales Mentoring
- On-Site Technical Sales Support
  Premier and Advanced Business Partners may qualify for and receive technical mentoring for significant software sales opportunities.

Critical Implementation Support
- On-site Implementation Support
  In selected critical engagements for a significant opportunity, Premier Business Partners may now receive on-site implementation assistance when remote support is no longer effective.

INCENTIVES OFFERINGS

PartnerWorld for Software wants its relationship with you to be as rewarding as possible. So, as an Advanced or Premier Business Partner, you may become eligible to take advantage of numerous incentive plans and business support offerings. Incentives and offerings are flexible so that you can decide how to use the funding to streamline your business processes and increase revenue. In 2002, it will become even more valuable than ever to team with IBM.

• Sales Assistance Program
   The Sales Assistance Program rewards participating Business Partners who influence the sale of selected software.

• Passport Advantage
   Passport Advantage is the single, simple way to make the most of your customers' investment in software technology. This comprehensive volume licensing program from IBM includes software, software subscription and support for any size organization, anywhere in the world. Passport Advantage offers a breadth and depth of solutions no other program can deliver - everything from e-Business and middleware to communication and collaboration.

   There is no easier way of putting IBM to work at the heart of your customers' organization worldwide, to improve speed to market and customer service, to ease migration and boost productivity, and to lower administration and acquisition costs.

   Passport Advantage is available in three cost-effective options, to match the way all organizations acquire and manage their software, saving money through greater efficiency and improved pricing. So, if an organization has as few as five PCs, they could be eligible to become a Passport Advantage customer. For more information, visit web site www.ibm.com or www.lotus.com/passportadvantage

FINANCING OFFERINGS

- **IBM Global Financing**

  Financing can be a critical component of any e-business solution. IBM Global Financing can finance all your IT software solutions, IBM and non-IBM. In fact, IBM Global Financing (IGF) enables you to finance all types of software, either independently or as part of a total solution. This includes a range of software solutions, such as:

  - Operating systems - OS/390, OS/400, AIX, Windows NT

  - Application-enabling software - Net.Commerce for e-business

  - Databases such as DB2 Universal Database, MQSeries networking

  - Integration Network management software - Tivoli Enterprise and Tivoli Database Management Business

  - Personal software - Lotus Smartsuite, Lotus Notes and Lotus Domino

  - Business Partner software - packaged and custom business applications, and independent software vendor solutions

  IGF provides Business Partners with a single source to satisfy many financing needs. This provides the platform to grow your business and develop more profitable, long-term relationships with your customers.

  Why IGF?

  Select an IBM Global Financing solution and you can help fuel greater business growth, boost profits and close sales faster. You can use IBM's commercial financing services to react more swiftly to business opportunities. Attractively priced loans and cash advances are available to finance inventory debtor book, acquisition and other business ventures.

  With more and more companies preferring to finance IT purchases, IBM Global Financing can give your solutions an extra competitive advantage. As an IBM Business Partner, you can offer your customers the most popular financing solutions in the industry for their IT acquisitions, direct from the world's leading IT financier - IBM Global Financing.

  IBM Global Financing is provided through IBM Credit Corporation in the United States and other IBM subsidiaries and divisions worldwide to qualified commercial and government customers. Rates are based on a customer's credit rating, financing terms offering type, equipment type and options, and may vary by country. Other restrictions may apply. Rates and offerings are subject to change, extension or withdrawal without notice.

RELATIONSHIP SUPPORT OFFERINGS

PartnerWorld for Software makes it simpler for you to work with us as a member of our team. Beyond your single electronic business relationship, you enjoy phone support through a single point of contact called PartnerLine, relevant communications from us based on your interests, opportunities to participate in special events and recognition programs, and flexibility to centrally manage your company relationship across multiple locations within a geographic region.

Membership Support

PartnerWorld for Software provides access to a variety of communication tools through which membership support is provided. We make it simple to stay informed so that you always have easy access to the most current information you need on PartnerWorld for Software and your membership.

- Membership Centre Hotline
  Assistance and support is provided to all participants in PartnerWorld for Software through the Membership Centre Hotline. Regions within each Geography have designated telephone numbers and e-mail addresses where you can contact the Membership Centre. These are available via the PartnerWorld for Software Web site.

- Partnerline
  PartnerLine is your single point of contact to call. It provides call transfers to appropriate organizations and validates you for entitled benefits prior to call transfer.

- PartnerWorld for Software Web Site
  This is considered the portal for the PartnerWorld for Software Business Partner. The Web environment has three basic elements, two public Web sites and one private. In addition to providing access to information about PartnerWorld for Software, the public elements provide access to the Software Business Partner Directory and to the membership application. The private element, Business Partner Zone, is under ID/Password control. In it you will find the Membership Centre which allows you to perform transactional functions, such as maintaining your profile, ordering the Value Package for Software, and requesting software. Business Partner Zone also provides information to which you are entitled based on your profile (Geography, language, membership level, etc.). This information includes marketing and sales support, education and certification, technical support, incentives, technology access, etc. For more information, visit: www.ibm.com/partnerworld/software

- Welcome Kits
  PartnerWorld for Software provides a Welcome Kit for new Business Partners that includes many useful resources such this official guide, membership CDs, plus valuable information about technical support, professional certification and other information. The contents are subject to change without notification.

- Business Partner Communications
  PartnerWorld for Software updates and other significant campaign and product information are communicated through regular mailings, electronic mailings, newsletters, events, satellite broadcasts, and Web sites. Business Partners must subscribe to brand-specific newsletters.

- Online Profile Management
  Profiles can be maintained via the PartnerWorld for Software Web site. You can update information online.

IBM Sales Contact
Our Business Partner community has been telling us that access to a single point of contact inside IBM would help improve their effectiveness and efficiency. In response, PartnerWorld for Software 2002 will dedicate representatives to Advanced and Premier Business Partners who will work with them on overall business development.

- Field Sales Coverage
  The Business Partner Sales Manager (BPSM) has overall responsibility for providing guidance on all aspects of the PWSW Business Partner program.

- TeleSales Coverage
  These representatives have the same responsibilities as the BPSM's providing field coverage. The main difference is that they do not travel to Business Partner or customer sites.

- Business/Marketing Plan
  The BPSM/TeleSales representative will be responsible for business and marketing planning and will work with the Business Partner to create and maintain a joint plan. Also included is the development of an enablement plan to ensure that the Business Partner achieves the required number of sales and technical certifications to qualify for Advanced or Premier status.

- Sales Mentoring
  Sales Mentoring will be provided for Business Partners to supplement the Sales and Technical education previously provided by the brands. This includes joint sales calls with the Business Partner and executing the Signature Selling method with Business Partner sales personnel. This benefit is available to Premier Business Partners on significant opportunities.

Special Events

- IBM PartnerWorld Event
  Scheduled in the first quarter of the calendar year, the PartnerWorld event is a global conference for Business Partner and IBM, Lotus and Tivoli, DB2 and Websphere executives. It is attended by guests on an invitation only basis and includes general sessions conveying key messages, strategy and programs; product, industry and program elective sessions; and a large exhibit area demonstrating Business Partner and IBM solutions, offerings, and support services. Conference attendees continue to give the event high marks as a networking forum for IBM and other Business Partner executives.

Recognition

- Beacon Awards
  The Beacon Awards recognize the leaders of the e-business revolution - that is our software Business Partners worldwide who have excelled in providing quality e-business solutions and services to customers based on DB2, Lotus, Tivoli and Websphere technologies. There are several categories for both Lotusphere and PartnerWorld that are judged by a team of leading industry press and analysts along with IBM executives. Categories reflect the commitment of Business Partners worldwide to providing innovative solutions and services for burgeoning markets based on key software technologies. Nominations open in the third quarter of the calendar year and Business Partners can nominate their solutions via the Beacon Award links on the PartnerWorld for Software Web site. The awards events are by invitation only and are held at Lotusphere and the PartnerWorld Conference.

Enterprise Option.......Aggregated Criteria/Benefits

Enterprise Option
Within the Enterprise Record, the Enterprise Option is a benefit exclusively for Premier and Advanced level participants in PartnerWorld for Software. It allows an enterprise to aggregate location criteria for participation across multiple locations. If all locations selected to participate in the Enterprise Option qualify as Premier participants in aggregate, each can receive Premier level benefits. If all locations selected to participate in the Enterprise Option qualify as Advanced participants in aggregate, each can receive Advanced level benefits.

The Enterprise Option is available by geography - North America; Latin America; Asia Pacific; Europe, Middle East and Africa.

Section 9: Initiatives

This section covers the following PartnerWorld for Software and cross-PartnerWorld initiatives:

PartnerWorld for Software Initiatives

Lotus Initiative
All of the valuable benefits previously offered to Business Partners that qualified for the Lotus Initiative in 2001 have been completely integrated into PartnerWorld for Software in 2002. Rest assured that the Lotus specific benefits you've come to rely on will continue to be available to you through your PartnerWorld for Software participation. As in 2001, certain level restrictions may apply.

Lotus Authorized Education Centers (LAECs)

Technical training is one of the hottest areas of growth today, and Lotus products are at the forefront of today's technology trends. The LAEC initiative offers an excellent opportunity to meet those ever-expanding student training demands and build a mutually beneficial relationship directly with Lotus.

The Lotus Authorized Education Center (LAEC) initiative is for independent software training companies that provide technical and certification-based training on Lotus products. LAECs may also provide end user and custom training on Lotus products to complement their offerings. Through this initiative, Lotus delivers quality education services to customers throughout the world.

Selection is based on proven excellence in training, available facilities and equipment, instructor expertise, and geographic coverage. LAECs must use networked classroom facilities that meet Lotus' equipment requirements, use Lotus Authorized Courseware for all relevant course offerings, and employ a Certified Lotus Instructor (CLI).

The initiative is founded on a strong joint working relationship established between a Lotus Education regional account representative and the LAEC. The LAECs enjoy a close working relationship with Lotus and are encouraged to take an active role to grow their education business as well as provide feedback on Lotus' courseware and other education offerings.

Top Contributor Initiatives for Software Resellers and Influencers

Watch this space for more exciting information on the Top Contributor Initiatives for Software Resellers and Influencers.

Cross-PartnerWorld for Software Initiatives

Web Integrators

The Web Integrators initiative is designed to support new-to-IBM selected channel Business Partners in influencing the sale of e-business solutions, including IBM products and services. It is a go-to-market initiative to help profitably grow the Web Integrators' services business using IBM

technologies and to promote long-term relationships with Business Partners. For more information regarding the Web Integrator Initiative, please refer to the Web Integrator Web site at http://www.ibm.com/software/webintegrators

Service Providers for e-business

The global Service Providers for e-business initiative is designed to help Internet Service Providers (ISPs), Application Service Providers (ASPs), Hosting Service Providers, and emerging "X" Service Providers deploy advanced applications and enter new markets through access to technology, education, e-business expertise and business development tools. The initiative also extends Service Providers reach by teaming these partners with IBM's extensive network of value added resellers, independent software vendors, solution development Business Partners, consultants and systems integrators.

Section 10: PartnerWorld for Developers and PartnerWorld for Software - "At a Glance"

IBM PartnerWorld is a comprehensive marketing and enablement program for all Business Partners across IBM, including those specializing in solutions based on IBM hardware, software and/or services. In an effort to offer benefits better tailored to Business Partners' individual requirements, the program is delivered through specialized tracks: PartnerWorld for Software, PartnerWorld for Developers; PartnerWorld for Systems and Services; and PartnerWorld for Personal Systems.

The track(s) you join -- and the ones you will benefit most from -- depend primarily on your business model. Some similarities exist between tracks -- particularly between PartnerWorld for Developers and PartnerWorld for Software. The matrix below is provided to help you make informed decisions on the program or programs you should join in order to get the most out of your relationship with IBM. While it does not include all benefits of PartnerWorld for Developers and PartnerWorld for Software, it highlights key differentiators that will help you discern what program is right for you.

	PartnerWorld for Developers	**PartnerWorld for Software**
Audience **(Note: If your business model fits in multiple categories, you can choose to join both programs and take advantage of the benefits to help your business succeed.)**	Independent Software Vendor (ISV) Software Developer Web Developer Application Service Provider (ASP)	Software Reseller Web Integrator Systems Integrator Consultant Solution Provider Service Provider Application Service Provider (ASP)
Business Partner primary business model	Software Developer	Software Reseller or Influencer
Cost to join at base level	No charge	No charge
Value Packages/Value Options	Available; fees for Value Package or Option varies depending on selection(s); options include any combination of software, technical support, and selected marketing support	Available; Value Package is $2000 US and includes: demo and evaluation software, 'Run Your Business' software, technical and sales education reimbursement offerings, technical support and selected marketing support
Technical Support	Development purposes	Pre-sales and installation & usage support at Business Partner site
Software Availability	Software Mall offers evaluation, development, testing, demonstration software	Run your Business and Demonstration *& Evaluation software
Hardware Availability	Hardware Mall - lease/discounts on IBM hardware & software platforms available to qualified developers for development purposes	N/A
Certifications / Skills	Offers product emblems showing validation on different technologies; individual certifications available but not required	Focus on individual technical certifications and sales skills/certifications; required at the Advanced and Premier levels

Education	Education includes sales, technical, distance learning, executive, discounts through IBM Learning Services	Education includes sales, technical, distance learning, executive, discounts through IBM Learning Services and selected LAEC's
Tuition/Test Reimbursement	N/A	Offers "We Pay" offerings including 'You Pass We Pay' to assist with costs associated with achieving certifications/skills
Sales Incentives	N/A	Incentives for Resellers and Influencers
Business Partner Directories	Global Solutions Directory - list your solutions to customers. BP Connections -Finding other Business Partners	Software Partner Directory - for customers to find IBM Business Partners BP Connections - Finding other Business Partners
Business Support / Services	Business Discounts (Hertz, Airborne, others), software and hardware discounts	Business Discounts (i.e. Hertz)
Financing	Financing available to you and your customers	Financing available to you and your customers

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Who should join?

PartnerWorld for Developers supports commercial software developers, or ISVs, who build software applications running on IBM technologies. Commercial developers are in the business of developing their own software applications and selling these solutions to their customers. Benefits are designed to assist with your development efforts to get you to market faster, lower your cost of doing business, and providing broader business opportunities. Read the PartnerWorld for Developers Track Guide (http://www.developer.ibm.com/welcome/guide2001/index.html) for all the benefits available to members.

PartnerWorld for Software supports software resellers, consultants, web integrators, system integrators, and solution providers that focus on the IBM software portfolio - DB2, Lotus, Tivoli and WebSphere. Reselling or influencing the sale of IBM's e-business solutions requires top notch skills and PartnerWorld for Software is investing millions of dollars to get you skilled. Benefits are designed to give you the support you need to reduce your operating costs, increase your opportunities and most importantly increase your bottom line. Familiarize yourself with this track guide to learn about all the benefits available to members.

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Trademarks

IBM, AIX, AS/400, CICS, DB2, MQSeries, Netfinity, OS/2, OS/390, OS/400, RS/6000, and S/390, are trademarks or registered trademarks of International Business Machines in the United States and other countries.

- Lotus is a registered trademark of Lotus Development Corporation.
- Tivoli is a registered trademark of Tivoli Systems, Inc.

All other company, product and service names may be trademarks or service marks of their respective owners.

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Track Guide Updates

The track guide is updated as required* and posted to the website. Please download the latest version as your reference guide.

*As per the terms of the PartnerWorld Agreement:
We will notify you if there are changes to the Agreement. Changes will be provided by posting them, or the Agreement with the changes incorporated, at www.ibm.com/partnerworld/software. You agree to check the Web site for changes, once notified.

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Watch this space for a Glossary of Terms - coming in 2002....