

## IBM offers complete solutions for Service Providers for ebusiness. Want in?



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### Highlights

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- **Revenue opportunities**
- **Complete ebusiness solutions for your customers**
- **Access to business development resources**
- **Initiative requirements**
- **Marketing enablement and activities**

### The Initiative

The IBM Service Providers for ebusiness initiative is a program for Application Service Providers (ASPs), Hosting Providers, Internet Service Providers (ISPs), Independent Software Vendors (ISVs), and integrators. Part of IBM PartnerWorld, the initiative is a unified, three-tiered program that helps Business Partners do business with IBM.

Here, Business Partners can participate in an integrated portfolio of offerings, marketing and enablement programs created to deliver business benefits to service providers. Our goal is to make IBM Business Partners the most successful in the industry by helping them improve the profitability of their business.

### IBM can help you help your customers get in

Service Providers for ebusiness can take advantage of many IBM offerings including all PartnerWorld and PartnerWorld for Software offerings. They can help to ensure quick implementation of solutions for your own shop or your customers, simplify software conversion, and facilitate financing for startup customers.

**Service Provider for ebusiness initiative benefits**

IBM can provide you with end-to-end assistance in providing complete ebusiness solutions through benefits that are available to each initiative level.

Qualified Advanced and Premier Business Partners can use the IBM Business Partner emblem and the ebusiness Mark to demonstrate to customers their expertise and competency. These world recognized emblems demonstrate proven symbols of quality on the Web.

Additional benefits include education discounts (25%- 100%) on selected IBM classes and entry into the Business Partner Directory. With the purchase of a Value Package, a Business Partner can access Demo and Evaluation and Run-your-Business Software, technical support and reimbursement for selected classes and certifications. The cost of the Value Package is reimbursed for Premier Service Providers for ebusiness.

Take advantage of comprehensive Joint Marketing Planning Sessions for Premier Business Partners and Premier Market Development Funds. They can help increase business demand for your solution. Increase your exposure in the market and in IBM through your relationships with IBM Business Development and Go to Market Planning Specialists.

**Value Package Benefits**

This special package of incremental benefits is available for a fee for all Service Provider partners. Fee is reimbursed for Premier level Service Providers for ebusiness.

**Education**

The Business Partner Executive Institute enables participants to further develop executive and leadership skills. Informative workshops for sales staffs focus on customers' key business issues. Full reimbursement is available for select technical classes.

**Technical Support**

Obtain technical support via Solution Focused Voice Support and get software license support through a Web-based support tool. Premier Level Business Partners may be eligible for Technical Mentoring including Web casts, workshops, seminars and access to technical architects.

**Software Licenses**

The Value Package also offers a variety of robust IBM and Lotus software applications to help efficiently manage your business, including productivity and Internet access tools: IBM Suites for Windows, WebSphere Commerce Suite; and award- winning software such as IBM WebSphere Family, IBM SecureWay, Mobile Computing products, Lotus Notes and Lotus SmartSuite.

### **The Initiative Requirements**

The value of Professional Certifications has been recognized and the initiative accepts a wide variety of selected hardware, software and ebusiness certifications for Advanced and Premier levels.

#### **Premier**

- *3 Professional Certifications or 2 certifications and the ebusiness Mark*
- *3 Customer References: 1 with 2 of 3 attributes – IBM hardware, IBM software and/or services*
- *IBM Business Development Sponsorship \$1-\$10M IBM Revenue Commitment*
- *Commercially Available Service via Net*

#### **Advanced**

- *1 Professional Certification*
- *1 Customer Reference with 1 of 3 attributes – IBM hardware, IBM or Lotus software or services*
- *Commercially Available Service via Net*

#### **Member**

- *Commercially Available Service via Net*

Other offerings available to Service Providers for ebusinesses:

#### **Hosting Advantage**

A marketing offering that recognizes and promotes hosting service providers. The qualifying process (fee-based) includes a consulting services review for building state-of-the-art hosting environments. Qualified Business Partners will receive promotional opportunities, marketing development funds, linkages with IBM Business Development and Go to Market Planning Specialists and potential leads.

#### **Business Partner Connections**

Service Providers for ebusiness facilitates Business Partner linkages with IBM and its 45,000 Business Partners to help Service Providers take advantage of the surging demand for critical business applications that can be reliably delivered over networks on a rental or subscription basis.

The initiative is part of IBM Partner-World for Software and benefits from that program are available to initiative partners. Web based database provides links to IBM resellers and distributors around the world.



**Web site**

Resources and Products for Service Providers and Internet-based companies—[ibm.com/netgeneration](http://ibm.com/netgeneration)

**IBM Global Financing**

Addresses unique financing needs of Service Providers with a 30-month rent-to-own program and other financing options.

**How do I get in?**

It's easy. Just visit the Web site at [ibm.com/partnerworld/spe](http://ibm.com/partnerworld/spe) [ibm.com/bluevelocity](http://ibm.com/bluevelocity)

“Join the initiative”—be sure to select Application for PartnerWorld Software and All Initiatives.

If you have questions about the initiative, contact the Membership Centre at 1 877 477-1255. They will be happy to help.



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Department RH9A  
1133 Westchester Avenue  
White Plains, NY 10604

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