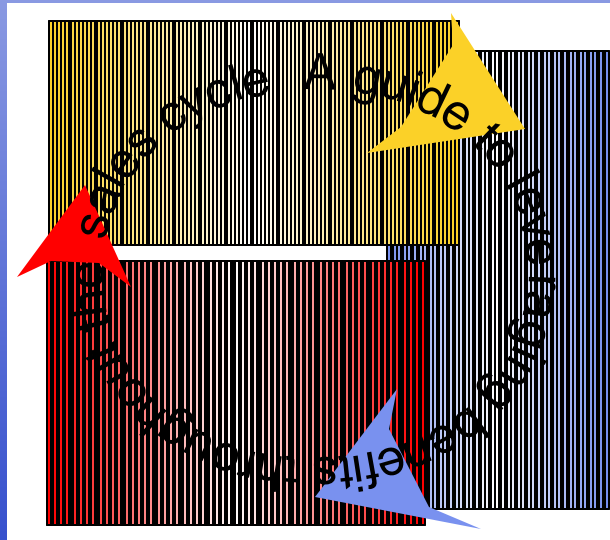# IBM
PartnerWorld for Software

Your "Steps to Success"
for 2004

This sales guide provides guidance on leveraging the most valuable benefits you receive as a participant in PartnerWorld for Software (PWSW).

By joining PartnerWorld for Software, you've taken an important step toward capturing the unprecedented opportunity in today's growing, ever-changing e-business marketplace. PartnerWorld for Software provides you access to a robust portfolio that embraces industry-leading solutions across five key software brands; Websphere, DB2 Data Management, Lotus, Tivoli, and Rational*. Also, the benefits we provide are designed to equip you with skills and resources to address this wealth of opportunity.

We offer support through every phase of the sales cycle to you. From Developing Skills, to Marketing and Demand Generation, to Closing the Sale to Implementation to Rewarding you for a job well done. We're there for you with access to self serve tools and information that will affect your speed to market and most importantly - your bottom line. And, when you invest in the Value Package for Software, you have access to even richer benefits that further support your success.

The Value Package for Software includes education reimbursement, technical support and IBM software, benefits that are over and above what you receive as a PartnerWorld for Software participant. The goal is to provide these benefits you need to help you grow 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 company within country model. Contents vary by the level at which you participate in PartnerWorld for Software. Higher value benefits are provided to Business Partners participating at higher levels. The Value Package is available for $2000 USD/ year to all levels of PartnerWorld for Software Business Partners and is valid for 12 months from the date of purchase unless otherwise stated.

The following subsections of this guide describe each step in the cycle and provide insight into the key PartnerWorld for Software benefits you can leverage.

Again, welcome to PartnerWorld for Software.

*Please Note: Rational is not currently represented in all software brand-related benefits.

Education and training are key factors in equipping you with the skills necessary to sell and support the IBM software portfolio. As a result, PartnerWorld for Software gives you easy access to a wide array of education and training, including sales and technical education on IBM Software Brands; DB2, Lotus, Tivoli, and WebSphere that help you develop or refine your skills. We provide access to skills planning information and roadmaps that help you define your path and curricula that will enable you to embark on an opportunity-filled journey.   The table below outlines the key benefits for developing skills.

Developing Skills

Key Benefits	Member	Advanced	Premier
Education Reimbursement***	$6000 Cap*	$15,000 Cap	$50,000 Cap
Software Licenses ***			
✍ Run Your Business Software	Yes*	Yes	Yes
✍ Demo and Evaluation Software	Yes	Yes	Yes
How To Sell IBM Software Guides	Yes	Yes	Yes

*Members must have an accepted technical certification to qualify for this benefit.
***Value Package for Software purchase is required.

Education is delivered in many formats -- from traditional classroom settings to seminars to information guides. PartnerWorld for Software not only enables you to choose the subject matter that best fits your needs -- that is, technical, sales or business -- but also lets you select the delivery format for your education. Training and education are available worldwide with courses delivered through IBM IT Education Services and Education Centers for IBM Software. Courses such as Technical Education and BP Executive Institute are eligible for reimbursement through the **We Pay Offerings.**

Education Reimbursement

PartnerWorld for Software offers education reimbursement through our unique family of **We Pay Offerings.** We're taking the shortage of e-business skills in the IT industry very seriously. This offering helps you offset the expense of building sales, technical and business skills. Indeed, the **We Pay Offerings** underscore our strong commitment to you in acquiring the skills and training needed to increase your success. Included are the following offerings:

? **You Pass, We Pay,** which encourages you to build advanced product skills by reimbursing tuition fees.
? **You Test, We Pay,** which assists you in achieving certification by reimbursing test fees. You can select from a choice of elective tests that is best suited to your abilities and needs. You can also receive a shortcut by getting credit for a certification obtained in other industry certification programs.
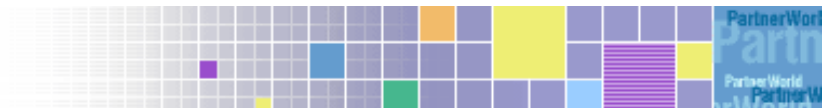
Software Licenses

We offer a broad portfolio of **Demo and Evaluation Software**. This offering gives you the opportunity to use IBM software to enhance your skill base across multiple IBM technologies. Also, you may use the software to demonstrate effectively to your customers the benefits of the software.

In addition to **Demo and Evaluation Software**, you may obtain **Run Your Business Software**. You will have access to strategic software to run your day-to-day operations. Some examples are DB2 Universal Database, Lotus Domino Servers, WebSphere Commerce Suite, and Tivoli software.

How To Sell IBM Software Guides

We provide Web-based access to a variety of informational guides that help you sell the IBM software portfolio. Learn more about generating revenue through our **Profit from Selling our Software Guide**. Quickly leverage your relationship with IBM through our **Why Sell our Software Guide** and learn more about resources we provide in **Tools for Selling our Software.**
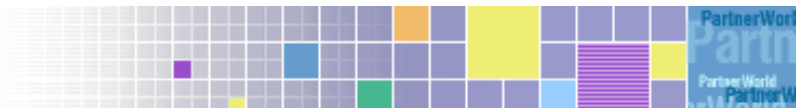
After you've acquired a solid base of skills or while you are developing them, you can move onto the next step in the sales cycle: Marketing & Demand Generation. Numerous offerings are available to assist you in marketing your firm as an IBM Business Partner and to help you better market your IBM-based e-business solutions. The table below outlines the key benefits for marketing and demand generation.

Marketing & Demand Generation

Key Benefits	Member	Advanced	Premier
Branding ✍ IBM Business Partner Title ✍ IBM Software Brand Marks ** ✍ IBM Business Partner Emblem	Yes Yes*	Yes Yes Yes	Yes Yes Yes
Listings in Partner and Customer Facing Publications	Yes*	Yes	Yes
Sales & Marketing Kits	Yes	Yes	Yes
Marketing Tools & Guides	Yes	Yes	Yes

*Members must have an accepted technical certification to qualify for this benefit.
**Business Partners must have an accepted technical certification in a specific brand.

Branding

As a participant in PartnerWorld for Software, you can firmly establish your identity as a valued member of the IBM Business Partner community. This carries with it the weight and distinction of the IBM brand, widely recognized around the world as a premier source of e-business solutions. Your identity as an **IBM Business Partner** and your use of this **Title** or **Emblem** instantly sets you apart from others. You can also use **IBM's Software Brand Marks** to associate your company's offerings with IBM software in your communications and marketing activities. The use of any of these help create the confidence customers require in making IT purchasing decisions.

Listings in Partner and Customer Facing Publications

PartnerWorld for Software connects you to relationships that can help you grow your business. As a participant, you are considered to be a part of a worldwide network of e-business resources and skills. You can tap into these resources via **Software Business Partner Directory** and **Business Partner Connections**.

Software Business Partner Directory is a Web-based directory available to your customers and other Business Partners as a resource through which to locate qualified Business Partners. Your visibility is increased among important communities along with your exposure to opportunities.

Business Partner Connections makes it simple to identify other Business Partners with complementary skills for teaming. Business Partner Connections provides tools to help you build the necessary skills to successfully team with other Business Partners and also lists you in a worldwide Business Partner directory that gives you exposure throughout IBM's global network of Business Partners.
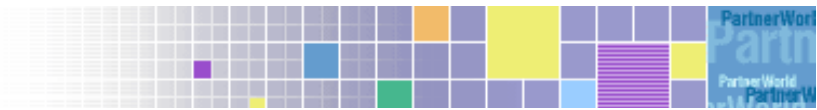
Sales & Marketing Kits

The **Sales and Marketing Kits** offering is valuable in shortening your sales cycle. You can browse selling and marketing materials; such as white papers, competitive comparison, product demonstrations, customer testimonials, and customer-ready presentations, to help you generate leads and get quick answers to customers' and prospects' questions about IBM's top software. You'll find everything you need for customer calls, seminars, and marketing campaigns.

Marketing Tools & Guides

In support of channel brand campaigns, a variety of co-marketing deliverables are offered to you. These deliverables make it easier to understand, position, market, and sell IBM's broad range of products, services, and e-business solutions.

Direct Marketing How-To Guides is a three-volume set of hands-on suggestions with an overview of fundamentals behind **Direct Marketing**, **Seminars and Events**, and **Telemarketing**. You can use these How-To guides to become more proficient in executing marketing campaigns to promote your IBM software-based solutions.

Through **Campaign Designer**, you can 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 your firm's offerings, strengths or other unique messaging that can generate greater demand for your solutions. If you are interested in hiring a marketing services firm to create your marketing campaign, Campaign Designer has an enhanced feature titled **Campaign Designer Marketing Link**. This feature links you with leading business-to-business marketing firms that provide marketing support services at a discounted rate for IBM Business Partners.

Step 2: Marketing & Demand Generation

Now that you have developed your skills and strengthened your marketing capabilities, it's now time to close the sale. As a participant in PartnerWorld for Software, you are entitled to a variety of sales tools designed to increase your success in selling your solutions and services with IBM software. The table below outlines the key benefits for closing the sale.

Closing the Sale

Key Benefits	Member	Advanced	Premier
Executive Assessment***	Yes	Yes	Yes
Voice Pre-Sales Support(Techline)***	Yes	Yes	Yes
On-Site Technical Mentoring ***		Yes	Yes
Solution Assurance ***			Yes
IBM Executive Briefing Centers***			Yes

***Value Package for Software purchase is required.

Our **Executive Assessment** offering is a tested and proven consultative selling tool that can help you identify prospects, and gather the information you need to build a compelling business case, present a proposal and close new business.

When you require voice pre-sales support, **Techline** provides technical sales support to assist you in selling IBM software products and solutions. This offering gives you access to a knowledgeable source for answers to specific questions that will assist you in closing sales. Think of it, no more research. No more time-consuming calls to find the right resource. You are just a phone call away from all of the technical sales support you require.

And, if local support is needed for a significant opportunity, **On-Site Technical Mentoring** provides technical sales support to help you sell IBM software. This offering gives you access to a technical resource at your location to help you with your solution design. As an added benefit, you will have the opportunity to learn and build product skills to support future engagements.

For a significant software sales opportunity, **Solution Assurance Assistance** helps you verify the feasibility of your proposed solution. You will have access to knowledgeable technical resources to assist you in ensuring that you have the correct configuration and have defined all your basic requirements, such as performance, system, software, etc. Think of this as an opportunity for you to conduct a "sanity" check. Also, here's another opportunity for you to develop and grow deeper product skills.

You can use IBM's seven worldwide **Executive Briefing Centers** to help in closing your sale, accelerating the sales cycle, or increasing the size of the sale. These Centers, formerly available exclusively to IBM's direct sales force, offer access to subject matter experts in various software brands. The **Executive Briefing Centers** can be found in the following locations: Austin, Texas; Raleigh, North Carolina; San Jose, California; Cambridge, Massachusetts; Toronto, Canada; Hursley, England; and Rome, Italy.

So, you've marketed your solution and won the sale. What's next? A variety of benefits provide assistance with implementing your solution. The table below outlines the key benefits for implementation.

Implementation

Key Benefits	Member	Advanced	Premier
IBM Software Support - Secured Content Access***	Yes	Yes	Yes
Solution Integration and Implementation Support ***	Yes* (Web Only)	Yes (voice & Web)	Yes (voice & Web)
On-Site Critical Implementation Support ***			Yes

*Members must have an accepted technical certification to qualify for this benefit.

***Value Package for Software purchase is required.

### IBM Software Support-Secured Content Access

This Web-based benefit provides easy-to-access, cross-platform information available for post-sales usage and defect questions. You will have access to technical documents such as public redbooks, Authorized Program Analysis Reports (APARS) and associated fixes, drivers, and marketing information.

Solution Integration and Implementation Support

This benefit provides solution-focused technical assistance either by voice or Web during the pre-production phase of your implementation. You will have access to knowledgeable technical resources to assist you with software evaluation of solutions and proof-of-concept sessions as well as application integration with IBM's middleware software offerings.

### Critical Implementation Support

For large / complex opportunities, **Critical Implementation Support** is available to assist in solving major implementation problems. A skilled technical resource will come to the location of the problem, whether it's your customers' location or your location, and assist you in analyzing and fixing your problem.

Step 4: Implementation
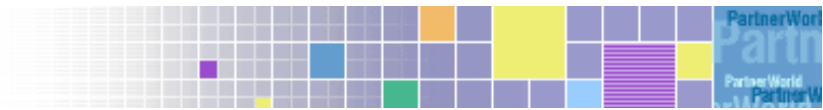
Rewards

Key Benefits	Member	Advanced	Premier
Beacon Awards		By Nomination	By Nomination

IBM recognizes and rewards your commitment and leadership in the e-business revolution with the **Beacon Awards.** It's for our software Business Partners worldwide who have excelled in providing quality e-business solutions and services to customers based on DB2, Tivoli, Lotus, and Websphere technologies. Nominations are open 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 nominations are judged by a team of leading industry press and analysts along with IBM executives. The winners are announced during Lotusphere and PartnerWorld Conferences.

Step 5: Rewards
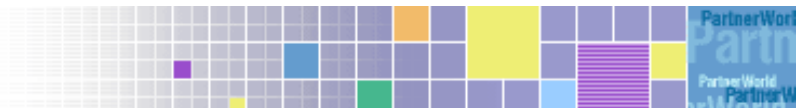
At the heart of PartnerWorld for Software is our commitment to support opportunities for you and the community of Business Partners with whom we cultivate collective successes. When you join you are investing in a relationship with IBM and one that can be extremely rewarding not only in terms of the benefits highlighted in this guide and the table below, but also through various incentives we support.

So, be sure to take full advantage of the comprehensive support we provide at each step of the sales cycle, encompassing skills development, marketing, selling, implementing, and rewarding your success.

Key Benefits Summary

Key Benefits	Member	Advanced	Premier
Step 1 - Developing Skills			
Education Reimbursement***	$6000 Cap*	$15,000 Cap	$50,000 Cap
Software Licenses ***			
✍ Run Your Business Software	Yes*	Yes	Yes
✍ Demo and Evaluation Software	Yes	Yes	Yes
How To Sell IBM Software Guides	Yes	Yes	Yes
Step 2 - Marketing & Demand Generation			
Branding			
✍ IBM Business Partner Title	Yes	Yes	Yes
✍ IBM Software Brand Marks **	Yes*	Yes	Yes
✍ IBM Business Partner Emblem		Yes	Yes
Listings in Partner and Customer Facing Publications	Yes*	Yes	Yes
Sales & Marketing Kits	Yes	Yes	Yes
Marketing Tools & Guides	Yes	Yes	Yes
Step 3 - Closing the Sale			
Executive Assessment***	Yes	Yes	Yes
Voice Pre-Sales Support (Techline)***	Yes	Yes	Yes
On-site Technical Mentoring ***		Yes	Yes
IBM Executive Briefing Centers***			Yes
Solution Assurance ***			Yes
Step 4 - Implementation			
IBM Software Support-Secured Content Access***	Yes	Yes	Yes
Solution Integration, and Implementation Support ***	Yes*	Yes	Yes
On-Site Critical Implementation Support***			Yes
Step 5 - Rewards			
Beacon Awards		By Nomination	By Nomination

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**Business Partners must have an accepted technical certification in a specific brand.

***Value Package for Software purchase is required.

Summary

Where to Go for More Information:
Need up-to-date information on PartnerWorld for Software and the benefits to which you are entitled? All the information you need is in one place, in the PartnerWorld for Software Track Guide in the BP Zone.

To learn more about other aspects of IBM PartnerWorld (Developers, Personal Systems, and Systems and Services), refer to PartnerWorld web site.

Trademarks

Summary