

*IBM Software Group*

*Top Contributor Initiative  
Satellite Broadcast*

*September 12, 2001*

*Host: Paris*



Christophe Michel-Grosjean  
Distribution Channel Management  
EMEA West Region



# Agenda

- 14:30 - 16:00 International Broadcast  
Top Contributor Initiative
- 16:00 - 17:00 Local Agenda  
TCI Program au Quotidien  
Start Now!
- 17:00 Cocktails



*IBM Software Group*

*Top Contributor Initiative  
Satellite Broadcast*

*September 12, 2001*

*Host: Paris*



Pierre Fedou  
EMEA VP Distribution Channel Management



# ***Broadcast Locations***

- Paris
- Brussels
- Manchester
- Amsterdam
- London
- Munich
- Dusseldorf
- Hanover
- Frankfurt
- Milan
- Bologna
- Rome
- Madrid
- Helesinki
- Stockholm
- Copenhagen
- Oslo
- Istanbul



# ***Presenting to you***

- Massimo Bonciani  
Worldwide VicePresident Distribution Channels Management
- Pierre Fedou  
EMEA VicePresident Distribution Channels Management
- Pamela Kaplan  
Worldwide Director of SMB and Partner Marketing Programs
- Nancy Lawler  
Worldwide Senior Manager Market Intelligence
- Paul Campion  
EMEA Director of Software Sales, SMB & Business Partners



# AGENDA

- ◆ IBM Announcements and the TCI Success
- ◆ IBM Market Intelligence
  - ◆ Buyer Behavior Studies
- ◆ IBM Marketing Update
- ◆ Productivity improvements & new tools
- ◆ PartnerWorld for Software Education

*Plus a look at the 3Q incentives*





# AGENDA

- ◆ **IBM Announcements and the TCI Success**
- ◆ IBM Market Intelligence
  - ◆ Buyer Behavior Studies
- ◆ IBM Marketing Messages for 2002
- ◆ Productivity improvements & new tools
- ◆ PartnerWorld for Software Education

*Plus a look at the 3Q incentives*



PartnerWorld

Massimo Bonciani  
Worldwide VP Distribution Channel Management



# *Winning in Mid-Market*

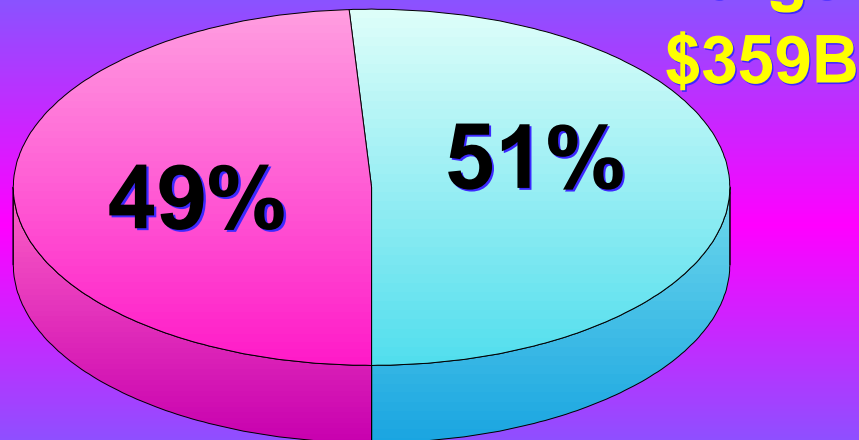
- **Mid-market businesses**
  - ▶ Software makes e-business work
  - ▶ Connecting mid-market customers to partners
- Partners are important to IBM
- The Journey to Higher margins
- How have we done so far?



# Mid-market: The "Small" Picture

## Market Trends and Big Opportunity

**I/T 2001 Spending**  
**\$707B**



**Small/Medium**  
**\$348B**  
**13.5% CGR**

**Large**  
**\$359B**

- Worldwide, there are more than 100M small & medium businesses
- Small & medium businesses are growing at 13.5%
- e-business is increasingly important to small & medium business
- over 80% of middleware sales consist of a combination of products
- Two-thirds of Solution Provider projects use Packaged applications vs Custom Developed

# e-business Infrastructure Software



## Transformation & Integration

Online Transaction Systems



Integrated Internet e-business

**WebSphere**



## Leveraging Information

Relational Database



Content Management and Business Intelligence

**DB2**



## Leveraging Know-How

Messaging and Collaboration



Knowledge Management and Distance Learning

**Lotus**



## Managing Technology

Integrated Enterprise Management



Security and Storage Management

**Tivoli**

# Connecting Customers to You

## TeleSales Team



## Opportunity Gearbox



StartNow



## PartnerWorld for Software



## e-Territory sites



# *Winning in Mid-Market*

- **Mid-market businesses**
  - ▶ Software makes e-business work
  - ▶ Connecting mid-market customers to partners
- **Partners are important to IBM**
- **The Journey to Higher margins**
- **How have we done so far?**



***Opportunity:  
Covering the Market Together***



**IBM  
Leads**

**We Team**

**Partners Lead**

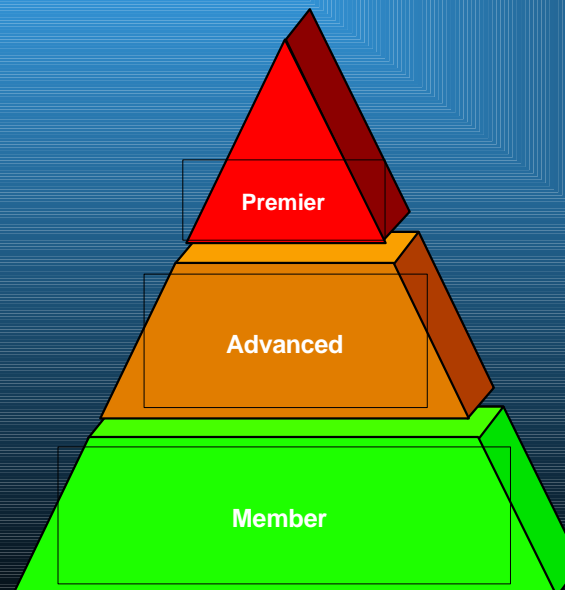
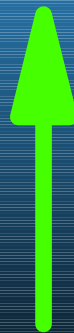


# PartnerWorld for Software in 2002

We'll invest in a more exclusive group of top contributing Partners, committed to IBM, delivering business results

- You asked for it!
  - ▶ face to face contact
  - ▶ excellent sales, marketing and technical support
  - ▶ more skills development and funding
  - ▶ raise the bar
- You got it!

Increased  
Revenue & Skills  
Commitment



Increased  
Value  
and Benefits



# *Winning in Mid-Market*

- **Mid-market businesses**
  - ▶ Software makes e-business work
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# *The Journey to Higher Margins*

## Mapping the Course

- A win/win destination
  - Profitability and Synergy
- We must know we can count on each other
  - Stability and Loyalty
- The path must be clear of obstacles
  - Simplification



# *Enhanced Profitability*

## Top Contributor Initiative

- Designed to help our Distributors and Resellers work together in synergy in Mid-Market
- Market Growth Fee
- Co-Marketing Funding
- Now You! sales contest
- Tivoli now included - from September 1st:
  - ▶ All Tivoli partners eligible to TCI
  - ▶ All Tivoli product sales count towards TCI target with NO target increase



# *Stability and Loyalty*

## Shared Investments & Expectations

- **Together, we must ensure our investments pay off:**
  - ▶ Resellers will make an annual commitment to a Distributor
- **Participants know what price / discount to expect**
  - ▶ IBM will publish suggested Tier 2 discount table
  - ▶ Additional profitability to distributors to honor this commitment
    - ▶ New Passport Advantage Discount Curves
    - ▶ Anchored Discount



# Stability and Loyalty

## Tier 2 Suggested Discounts & Rebates in Mid-Market

IBM PPA Band	IBM PPA Points	Approximate Transaction Value	Suggested Discount off SVP	Market Growth Rebate	Total
A	10	\$2K-\$20K	16%	5%	21%
B	100	\$20K-\$50K	15%	5%	20%
C	250	\$50K-\$100K	14%	5%	19%
D	500	\$100K-\$200K	13%	5%	18%
E	1000	\$200K-\$500K	11%	5%	16%
F	2500	\$500K-\$1M	11%	5%	16%
G	5000	\$1M - \$2M	10%	5%	15%
H	10000	\$2M - \$5M	10%	5%	15%
I	25000	\$5M - \$7.5M	Special Bid	Special Bid	Special Bid
J	50000	>7.5M	Special Bid	Special Bid	Special Bid



# *Simplification*

## Passport Advantage Enhancements

- Single Contract for Websphere, DB2, Lotus, Tivoli
- No Expiration of Base Licence
- Maintenance expansion
- We also addressed Productivity Enhancements
  - ▶ Worldwide Pricebook & Configurator
  - ▶ Passport Advantage Tutorial



# *Winning in Mid-Market*

- **Mid-market businesses**
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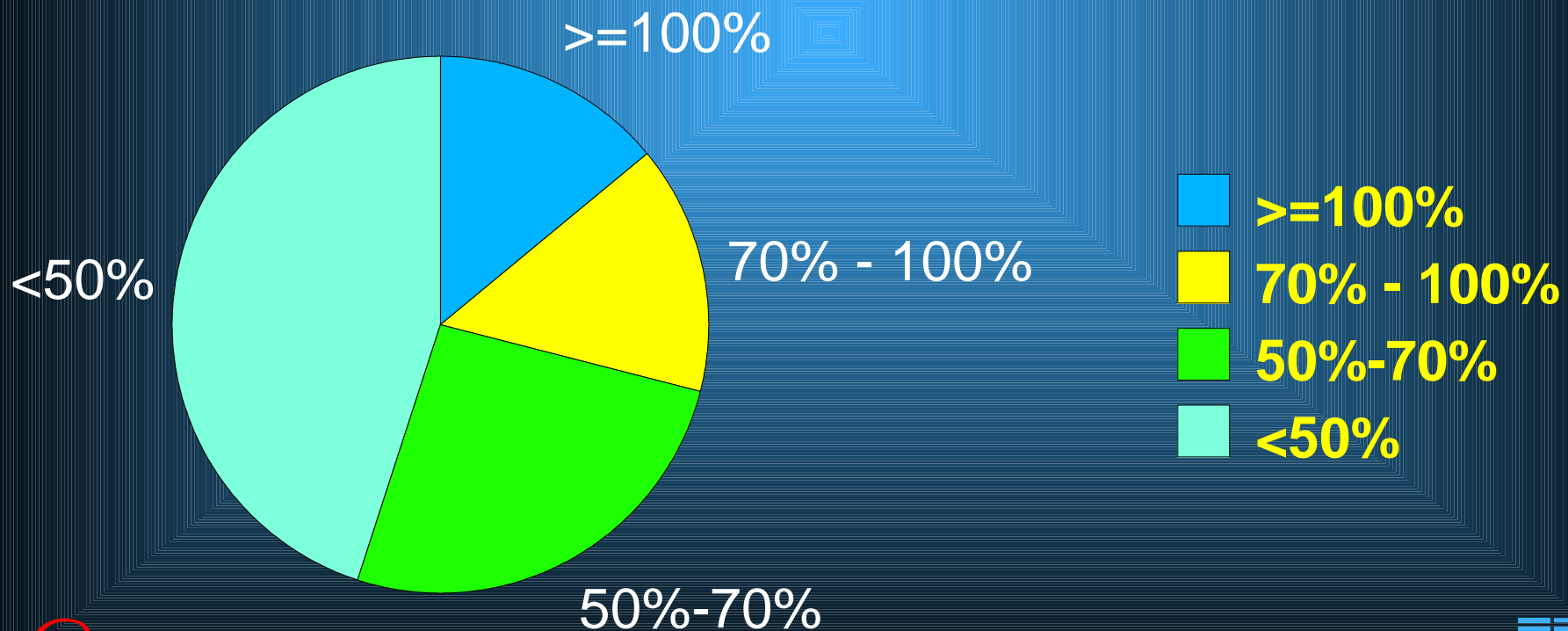




# Top Contributor Initiative

- 960 Partners enrolled worldwide
- Ramping up education to achieve 5000 additional certifications by year-end

## YTD% of revenue attainment



## Solutions for Your Customers

8 new e-business offerings in June  
3 Linux-based  
Extensive press coverage



WebSphere



DB2



Lotus



Tivoli

*More than 700 specialists approved*



# Attention from the Press



IBM continues its efforts to woo the small and midsize business community with the release today of eight new software packages in its Start Now Solutions for e-business program.



IBM created the Start Now Solutions program to aid solution providers looking to help small and midsize business (SMB) customers ramp up their e-business offerings.



"I looked for the most scaleable middleware that could support thousands of simultaneous users of database and streaming media functions... I compared IBM with Cold Fusion, COM+, and even a few custom-tailored systems. But IBM's Start Now e-commerce Solutions addressed my scalability concerns and gave me an affordable entry point that the other products couldn't."

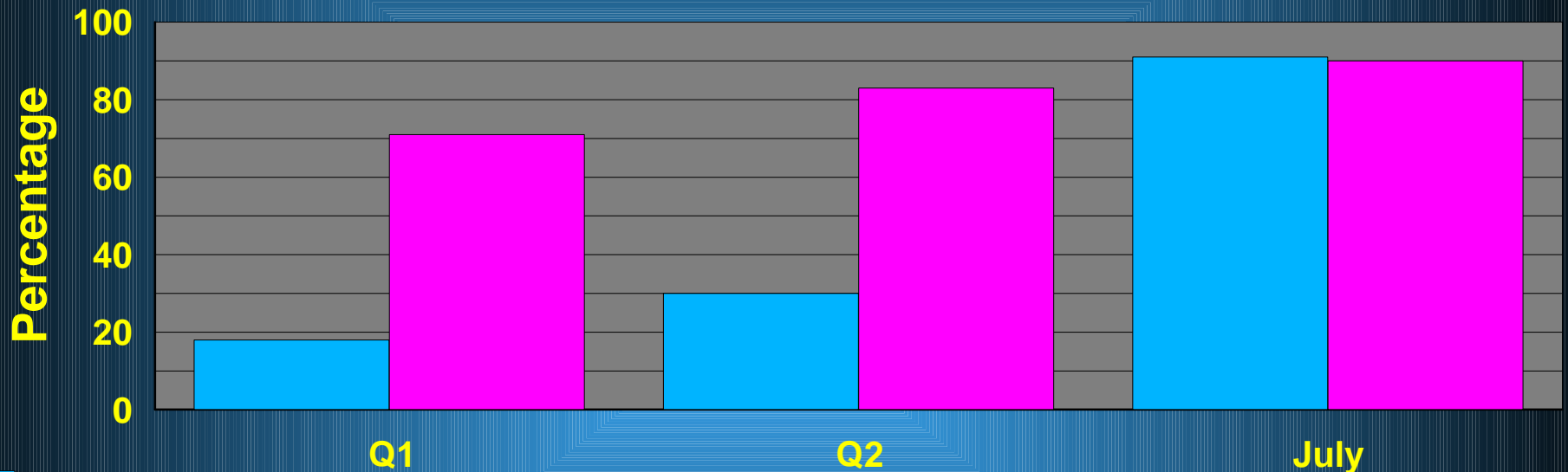


New IBM Start Now Solutions Provide Rapid ROI for Small and Medium Businesses



# How have we done so far?

## Mid-Market Distributed Revenue



- Year-to-Year growth in Business Partner mid-market distributed revenue
- Business Partner contribution to total mid-market distributed revenue

Revenue growth with IBM in a declining marketplace

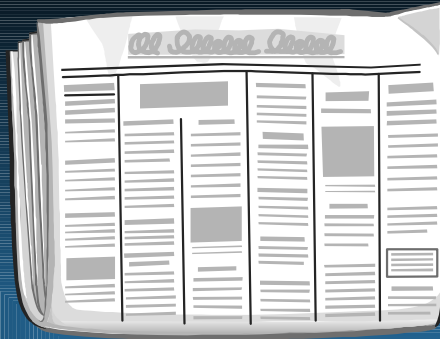


Ian Stewart  
Managing Director of InfoSys, UK



# Incentives





# ***Hot off the press: Q3 Incentives***

- To all IBM Top Contributor Initiative (TCI) Partners:
  - ✓ **Additional 6% Market Growth Fee on all eligible Software sales made from Aug 15th - Sept 30th**
- Current TCI partners who obtain \$75K by end of September will get **immediate access to all TCI benefits**
- Additional incentive for our own salesforce to drive sales with TCI partners



# Now You!

- ◆ Sales contest for partners' reps and principals
- ◆ The more you sell the more they earn
- ◆ Sales reps choose from a catalog of prizes
- ◆ Top 100 firms earn a trip of a lifetime

[www.nowyou.com](http://www.nowyou.com)





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PartnerWorld

Nancy Lawler  
Worldwide Senior Market Intelligence



# Buyer Behavior / Influencer Study Sample/Methodology

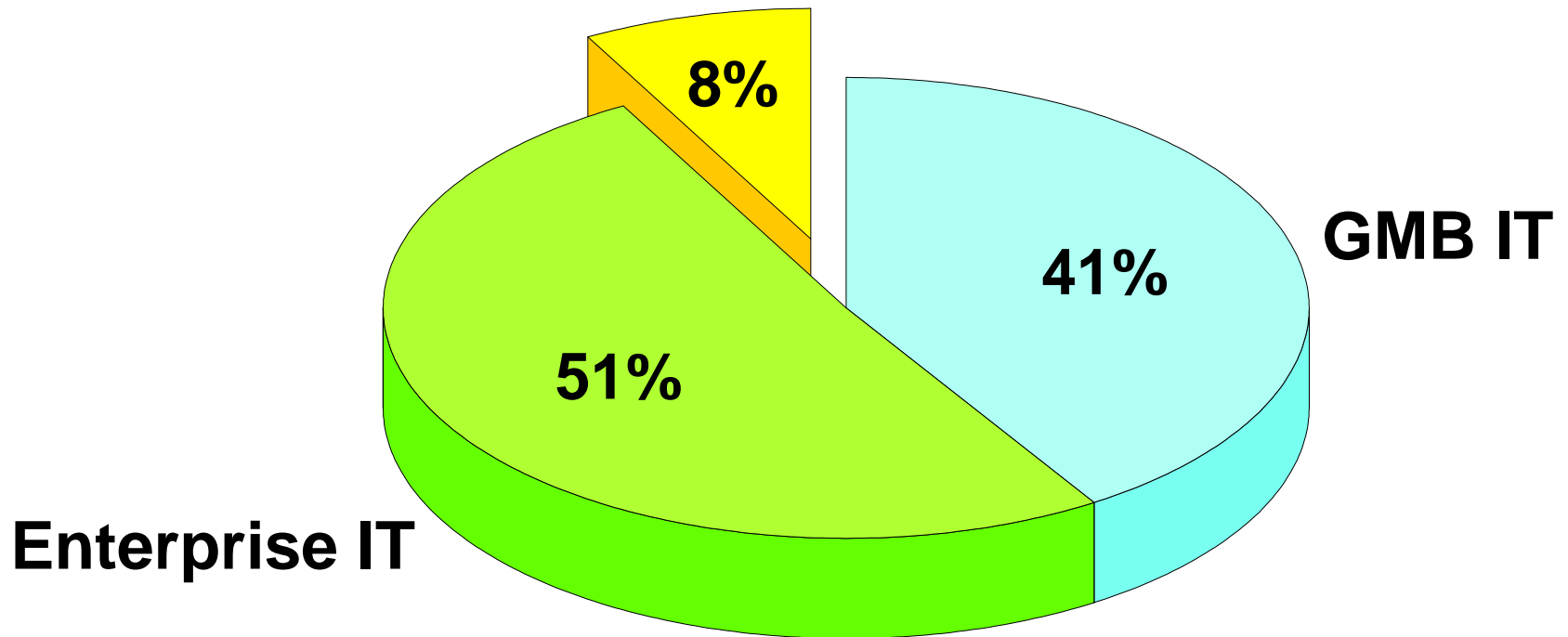
- Random sample balanced across industries and departments
- Companies 50-999, 1000-4999, 5000+ employees
- Phone and web interviewing
- Balanced to GMV opportunity, IDC for competition, IBM financial results

IT	LOB	Solution Provider	Total
1,812	1,526	1,479	4,817



# Who Buys Middleware?

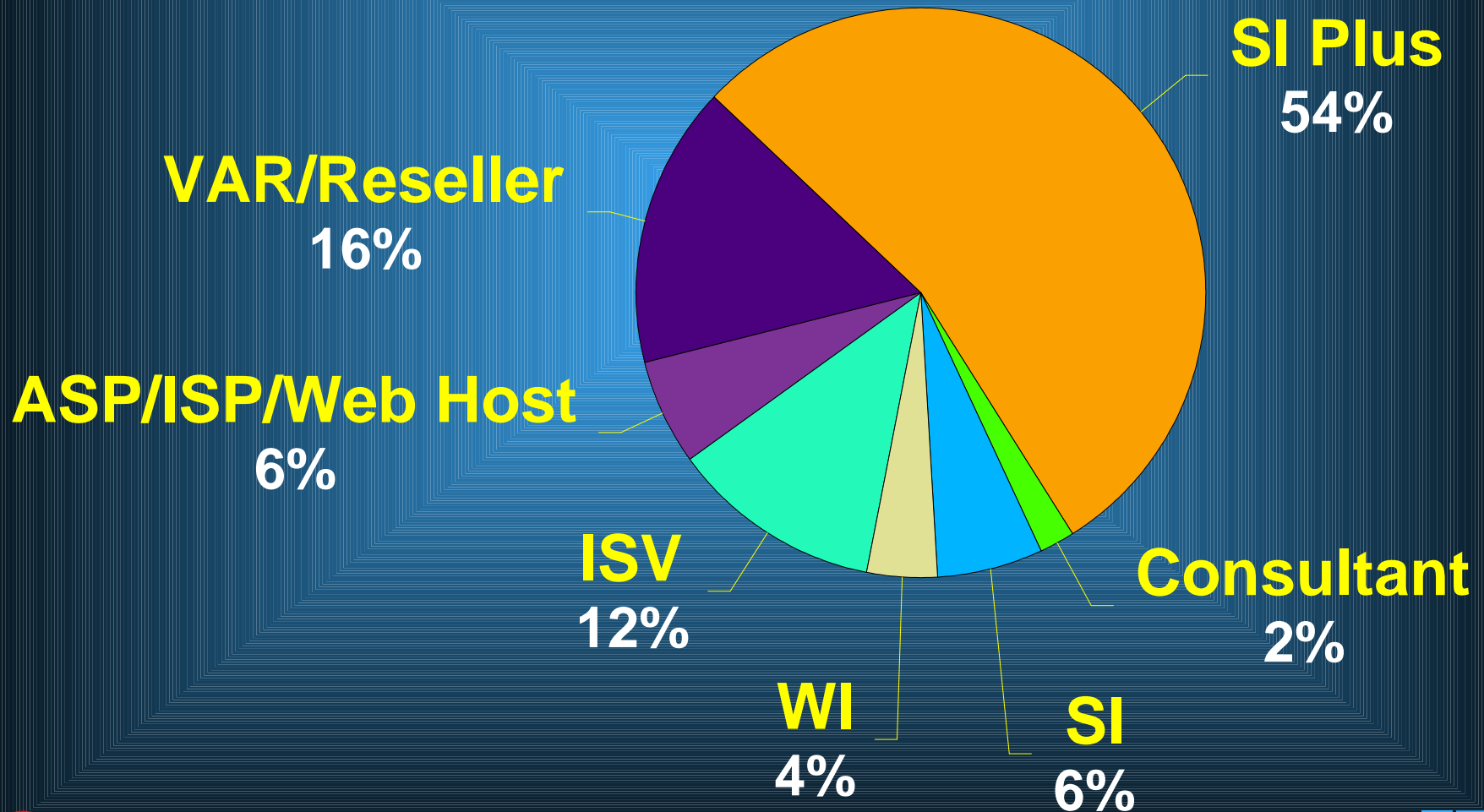
## Line of Business



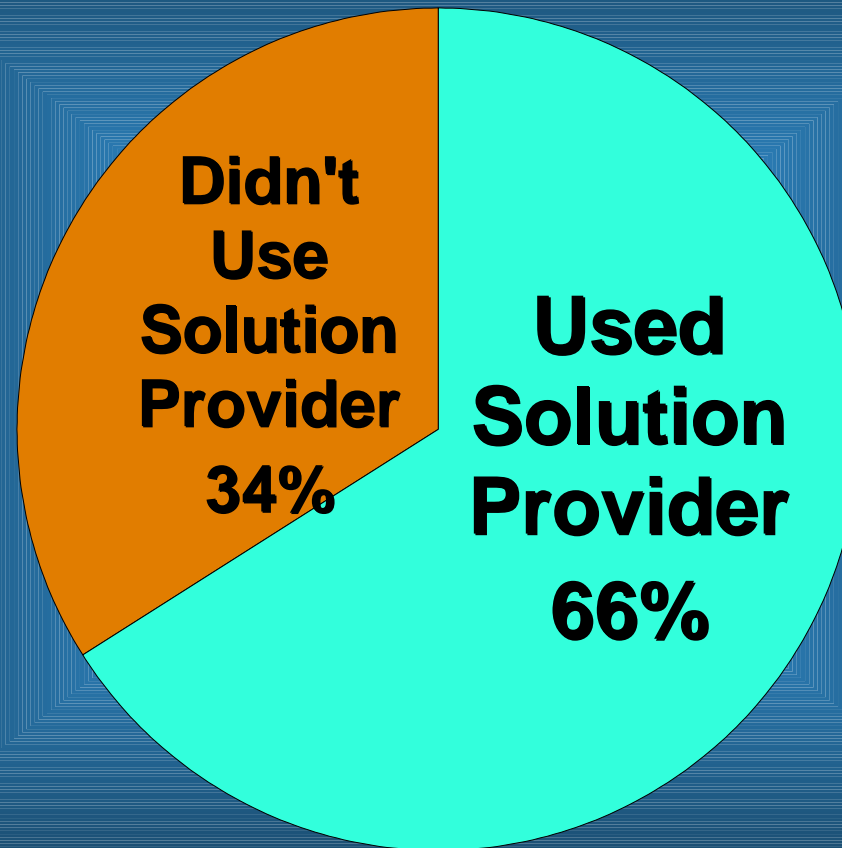
*Middleware is a \$30B USD Business*

# Seven Major Business Models

- *Most Partners have a hybrid business model*



# *Two-Thirds Of All Companies Use A Solution Provider For Their Middleware Projects*

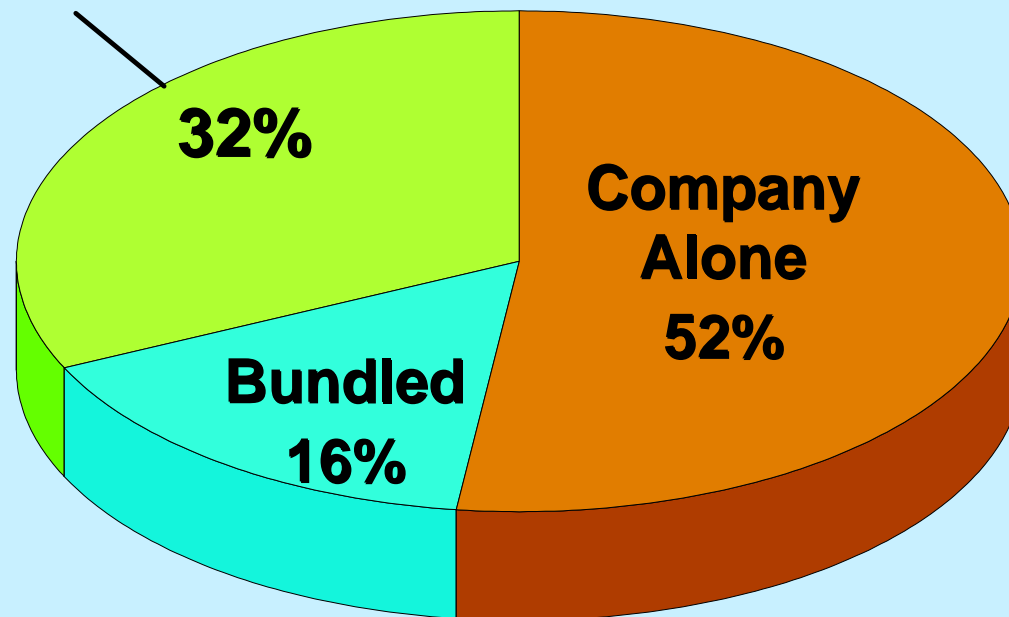


*Systems Integrators, ISVs, And Reseller/VARs Are The  
Leading Outside Resources Used For Help.*



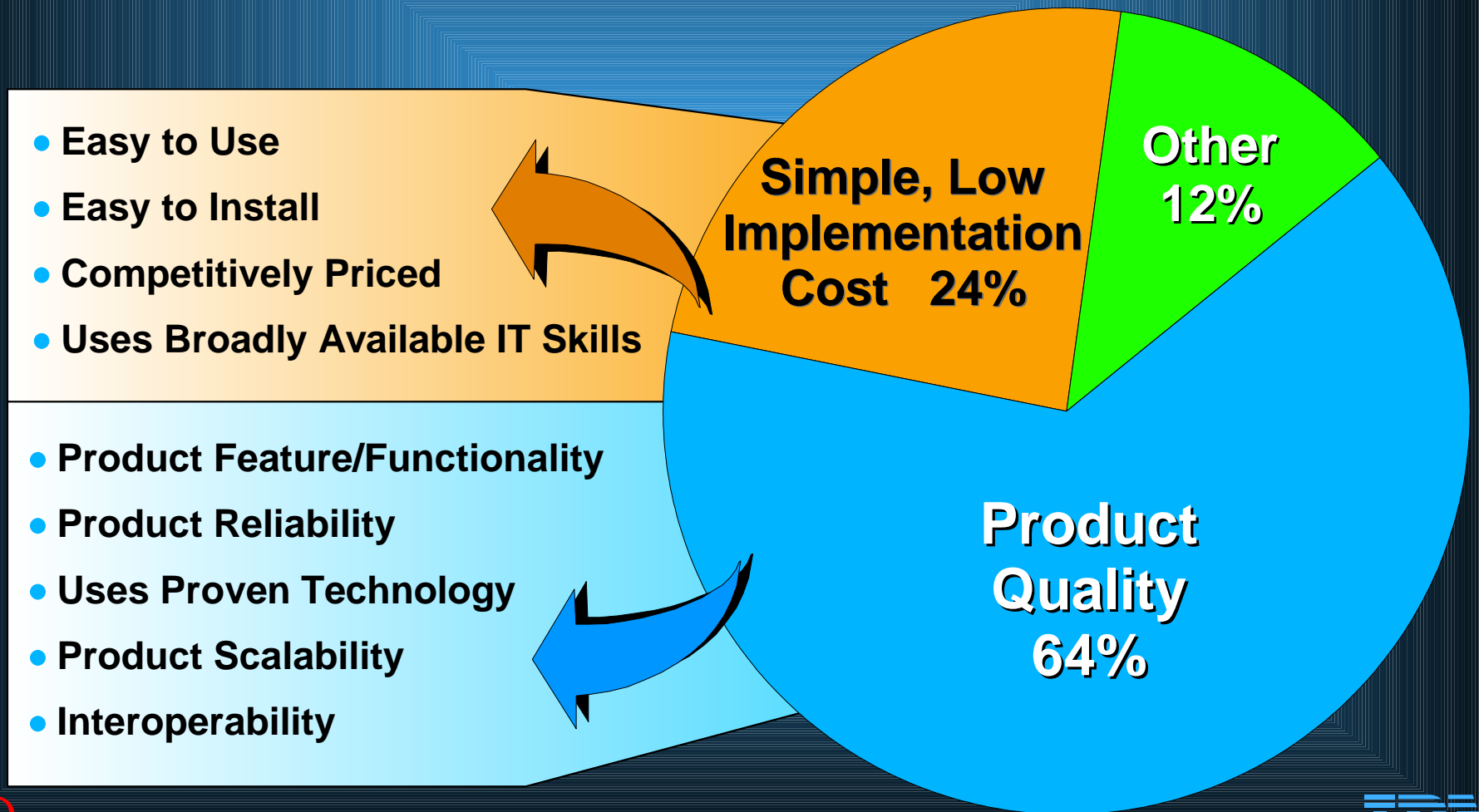
# *Solution Providers Are Involved In Middleware Brand Selection In Up To 48% Of Occasions*

## **Solution Providers Lead/Involved**



# Key Drivers

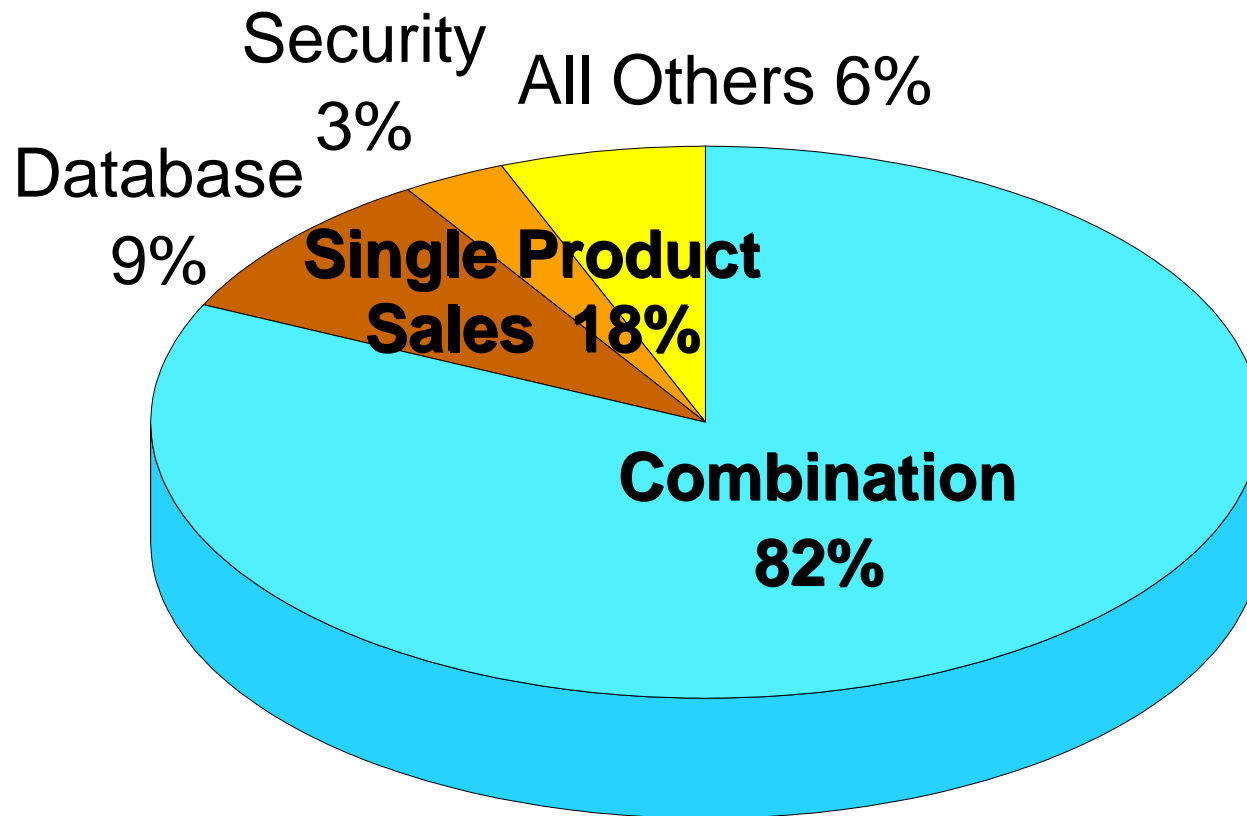
**Product Quality and Simple, Low Implementation cost  
Drive 88% of the Middleware Recommendations**





# Most Middleware Products Are Bought In Combination

- Only 18% of middleware products are purchased individually
- Database alone represents half of single product sales





# Implications

## Strategic Imperatives

- Secure support from ISVs that develop applications and the Solution Providers that are used to deploy them
- Dramatically increase IBM support and penetration among Solution Providers
- Position IBM as best suited to provide improved customer productivity.
- Create and sell product combination packages as part of go-to-market strategy

## Rationale

- Line of Business are key decision makers for applications; IT drives middleware decisions
- Solution Providers lead/participate in 48% of all middleware brand selection
- IBM's strength is in effectively balancing product quality and simple and low cost of implementation - enabling customer productivity.
- Over 80% of customers buy products in combination rather than individually



PartnerWorld

.....from the Parallel Universe...



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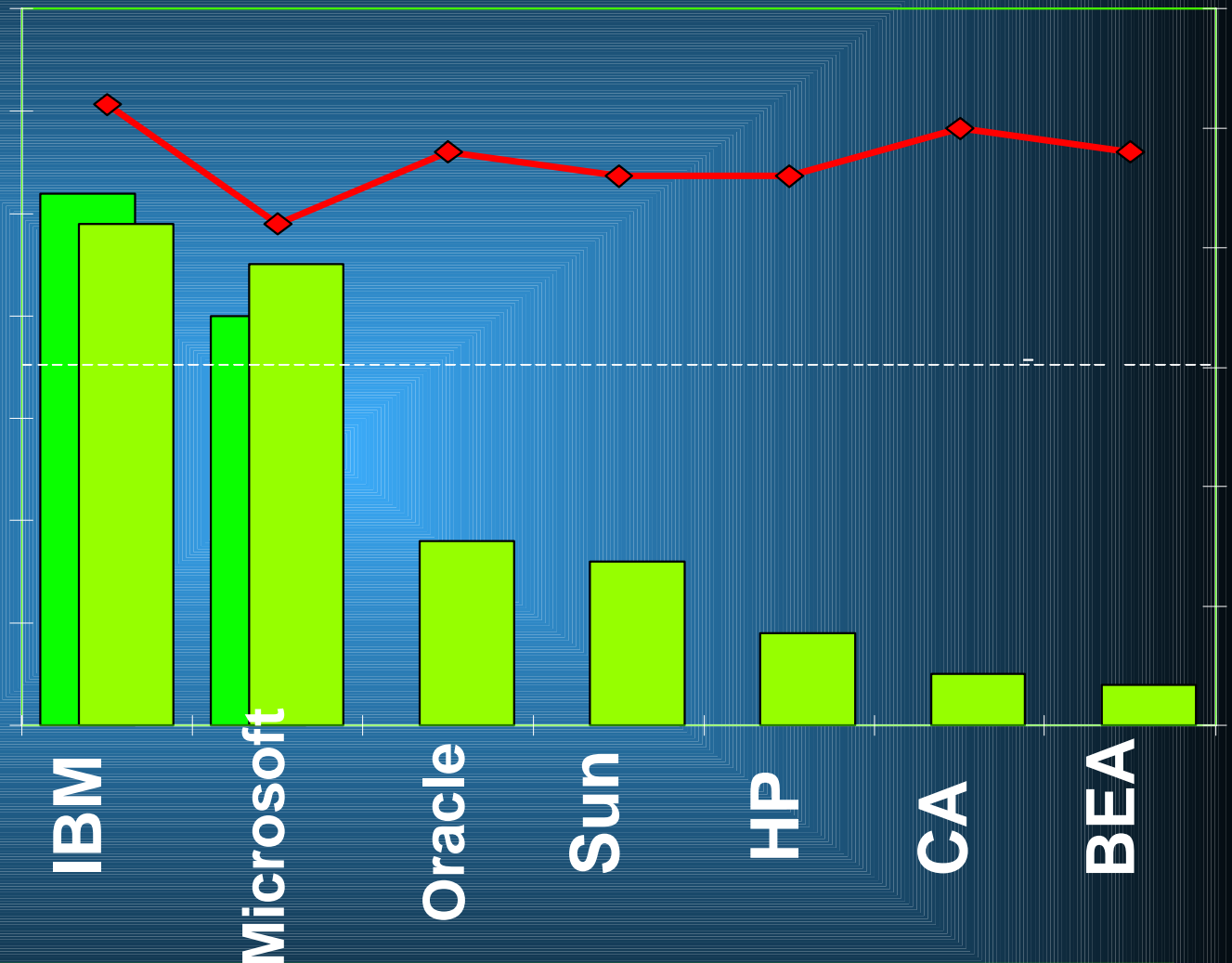


Pamela Kaplan  
Worldwide Director of SMB  
and Partner Marketing Programs



# Strength of the IBM Brand - Stacking Up Against The Competition

**In 1Q, IBM had both the highest share of voice and highest favorability rating among all seven companies...**



Source: CARMA International  
Global Media Coverage Analysis

■ Share of Voice excluding MS anti-trust

■ Share of Voice

◆ Favorability Rating



# SWG Awareness Objectives and Messages

Strategy: go-to-market with four strong IBM Software product brands

IBM is a force to be reckoned with in the Software Marketplace

Greater IBM endorsement than ever - product recognition, awareness, consideration & preference

Best of brands combined with the strength of IBM

WebSphere

DB2

Lotus

Tivoli





# NEW IBM SOFTWARE BRAND MARKS

**DB2**

Software

**Lotus**

Software

**WebSphere**

Software

**Tivoli**

Software

- ▶ **Consistent image to drive greater perception of presence**
- ▶ **Capitalize on the value of the IBM Brand & maximize strength of 4 individual product sets**
- ▶ **Ultimate Goal: Sell More Products!**



# *Its All About Leverage!*

Advertising Creates the Demand.  
Co-Marketing Creates the Revenue.

- ▶ IBM is spending over \$400M to help create awareness & interest for our software products in the marketplace
- ▶ **Are YOU taking advantage of that spending to leverage YOUR OWN marketing to create leads?**

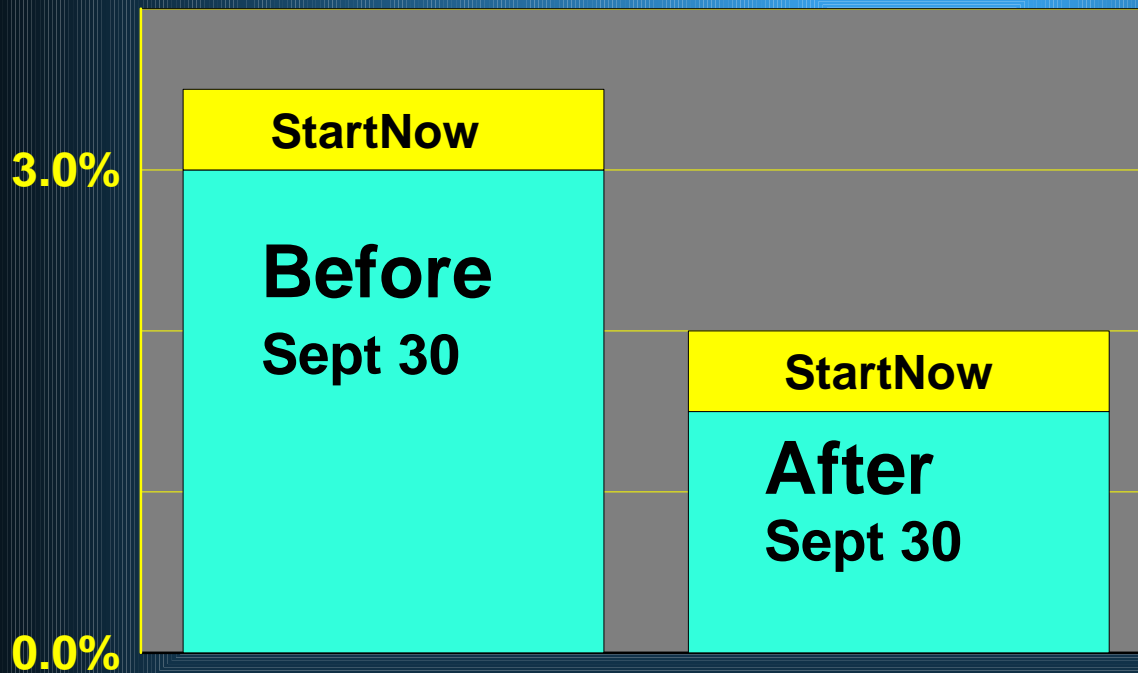


Patrick Lawton,  
Managing Director of Digital Union, UK



# Co-Marketing 2001

- Co-Marketing Funding up to 3% of Passport Advantage SMB revenue for TCI Partners
- Additional \$1,500 for pre-approved StartNow tactics
- Turn awareness & interest into leads & revenue for your business



Co-Marketing Funding

- Telemarketing Scripts
- Seminar Solutions
- Start Now
- Executive Assessment
- Joint Advertising
- Test Drives
- Business Partner's Own Proposal
- Technical Mentoring



## 3 TCI Partners to Share Some of Their Own Co-Marketing Plans:

Ing. Francesco Breda  
Pragma Management System

Mr. Sven Schreiber  
Schreiber Informatik GmbH

Mr. Mark Van Hamme  
Brain<sup>2</sup>



Ing. Francesco Breda  
Amministratore  
Pragma Management  
System

**1st Co-Marketing Tactic:** Business Intelligence Customer Event in Verona

**Result: 25 Attendees, 5 Solid Leads for 4Q Close**

**2nd Co-Marketing Tactic:** Websphere Event in Padua using IBM Telemarketing Script for qualification of prospects

**Goal: 50 -70 Customers, 3 - 6 Leads**

**IBM Support:** Co-Marketing Funding, Speaker, Telemarketing Script, Seminar Content



Mr. Sven Schreiber  
CEO  
Schreiber Informatik  
GmbH

**Co-Marketing Tactic:** Full Year Lotus Notes  
Telemarketing campaign on 1200 SMB companies with  
100 + PC users currently using Microsoft Exchange

**Result:**

- 4 Deals Closed, including Notes Installation and migration from Microsoft Exchange to Lotus Notes, More Deals in Pipeline
- 6 New Customer Meetings per Month

**IBM Support:** Co-Marketing Funding & Telemarketing  
Script



Mr. Mark Van Hamme  
General Manager  
Brain<sup>2</sup>

**Co-Marketing Tactic:** SMB Customer customer seminar planned for October. Solutions based on IBM Websphere, MQ & Domino.

**Expected Result:**

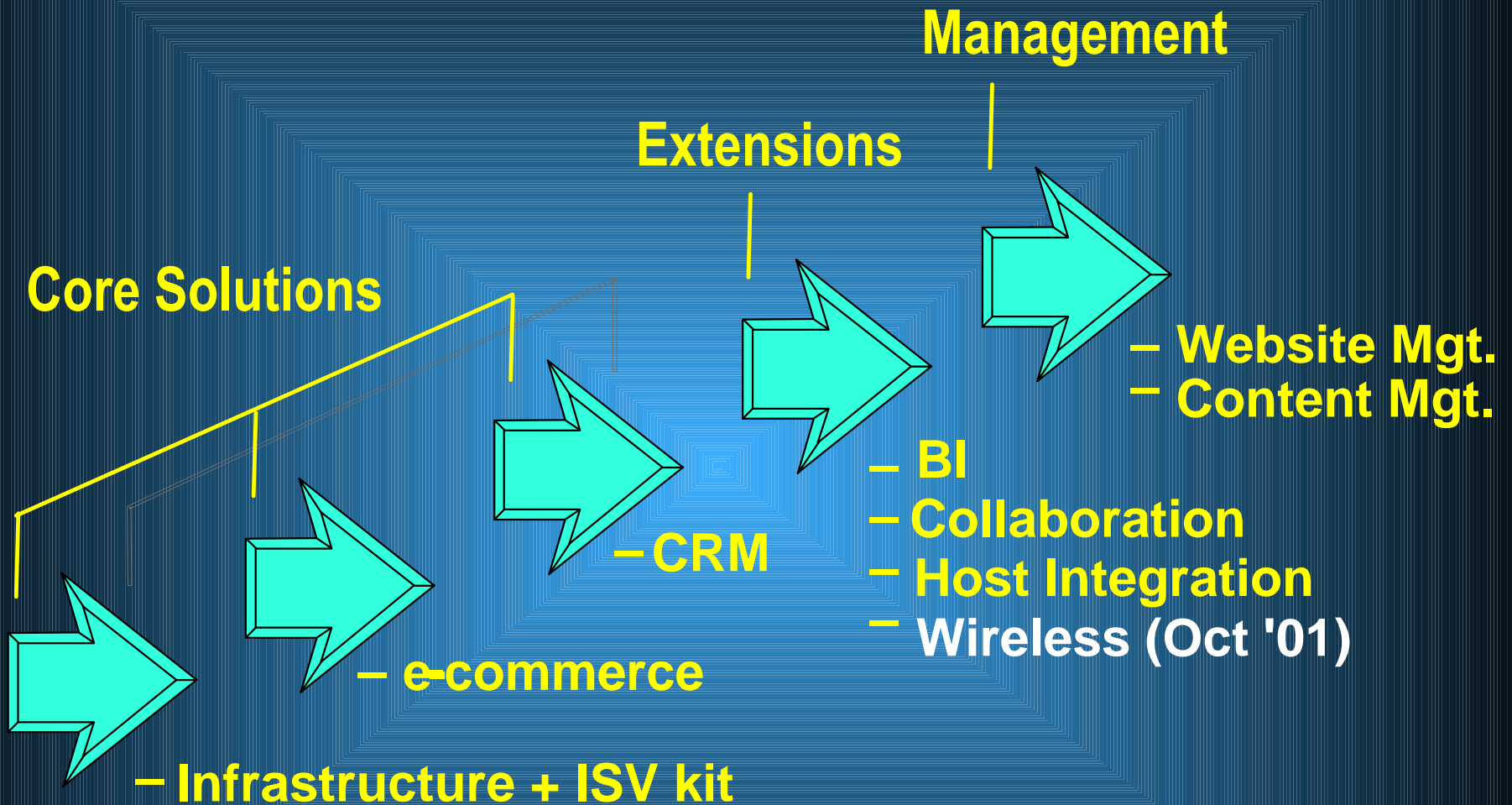
- 40 - 50 SMB Customer Participants
- Deals Planned to Close in 4Q & Additional Pipeline for 2002

**IBM Support:** Co-Marketing Funding, Event Support, Seminar Content





# Start Now Offerings



*...Covering the spectrum of solutions for e-business*



# Start Now Wireless

## ◆ End-user devices - Leading Operating Systems:

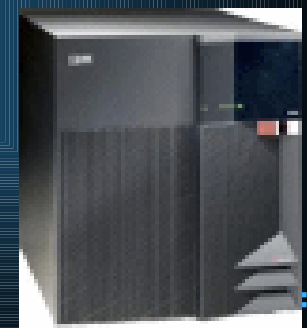
- ◆ PalmOS
- ◆ PocketPC (WinCE)
- ◆ EPOC



## ◆ Capability to Extend Applications to Employees and Customers - Scenarios:

- ◆ Mobile office
- ◆ Access to corporate data by mobile employee
- ◆ Synchronization of applications & data between corporate servers & mobile devices

@server



## ◆ Specialty Test Available 26 September '01

## ◆ Customer Announcement 30 October '01



# Start Now Infrastructure

## ◆ IBM Software

- ◆ WebSphere Application Server, Advanced 4.0
- ◆ DB2 Workgroup 7.2
- ◆ Domino Application Server 5.0.8

## ◆ IBM @server

- ◆ pSeries
- ◆ xSeries

## ◆ Operating Systems

- ◆ AIX
- ◆ Windows 2000
- ◆ Linux

◆ Starting price \$36,000

**Available 9/26/01**

Updated with the latest versions of IBM software.

AIX added !



# Start Now Enablement Kits

- ◆ Prerequisite: Start Now Specialty Test
- ◆ Start Now Enablement Kit Components

- ◆ Program Manual (indexed)
- ◆ Enablement Kit CD...
  - ◆ Solution scenarios & samples
  - ◆ Disclosure presentation
  - ◆ Technical Education
  - ◆ Program Manual
  - ◆ Toolset
  - ◆ Demos

License, Copyright, Proof of Entitlement

- ◆ OEM adaptation guidelines
- ◆ Special Inserts (articles, etc.)



## *Start Now Momentum and Co-Marketing Strengths*

- ◆ \$1,500 co-marketing funds
- ◆ Sales and marketing tools available - via web or CD
- ◆ Customers can find you from [ibm.com/software/smb](http://ibm.com/software/smb) web site
- ◆ Participation in **now you** Sales Contest
  - ◆ 10,000 points for each Start Now Specialty
  - ◆ 5,000 points for Start Now success stories



# Common Marketing Framework

***Making it easier for you to do business with IBM***

- ***Web based sales and marketing resources delivered via PartnerWorld for Software Portal***
- ***Supports a common format, common "look & feel" including:***
  - ***Cross brand information kits & education***
  - ***Brand specific "Steps to Success Roadmap"***
  - ***On-line selling tools & value propositions***



Steve Hope  
Managing Director of Operations  
Perficient, U.S.A.



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Paul Campion  
EMEA Director of Software Sales, SMB  
and Business Partners



# Passport Advantage Enhancements

- **Single agreement for all DB2, WebSphere, Lotus, Tivoli**
- ◆ **No expiration of base licenses**
- ◆ **Passport Advantage contract simplification**
  - ▶ 75% reduction in part numbers
  - ▶ Continuous offering
- **Maintenance/SW subscription support included with each license sold**
  - ▶ Access to all version & release upgrades prior to customer's anniversary date
- **Improved support**
  - ▶ 24x7 (Sev 1) off-shift coverage
  - ▶ Open Authorized Caller List (Customer's I/T Staff + Partners)
  - ▶ Enhanced electronic/web-based support features with "e-Care"
  - ▶ Faster access to skilled resource



# Announcement and Implementation

- **July 10th** - Passport Advantage Announcement
- **July 23rd** - Passport Advantage Webcast. Replay available until October 30th.
- **August 1st** - On-line Worldwide Pricebook and Configurator
- **September 1st**
  - ▶ New eligible product list effective
  - ▶ New agreement in effect for new customers
  - ▶ New agreement in effect for existing VPO, Academic, and Government customers at time of their next order
  - ▶ Existing customers transition to new terms at their request
- **October 10th** - remaining existing customers transition

## Single source for New Passport Advantage

- ✓ customer numbers
- ✓ part numbers
- ✓ pricing information

*Automated configuration, pricing,  
and customer quote generation  
for distributed software worldwide.*



# Passport Advantage - select Sales Tools select Parts & Prices select Configurator

Lotus®

Passport Advantage Home

Program Information

Sales Tools

Account Information Tool

FastPass

Parts & Prices

Training

Comments and Questions

IBM

PASSPORT ADVANTAGE Parts & Prices IBM

## WorldWide Pricebook & Configurator Home

Configurator Part Search Load Quote/Part List View Part List Help

Selected Customer: None

Select Customer

Integrated part & customer selection

How the tool works:



From the Home page, use the Configurator or Part Search to start adding parts and/or configurations to the Part List. You can keep adding parts or configurations to the Part List by reusing the Configurator or the Part Search functions or by clicking on one of the steps within an already added configuration. From the completed Part List, you can generate multiple quotes by trying different settings such as price level or including and excluding certain parts from the quote.

## *WW Pricebook & Configurator Benefits*

- ★ **The most current information for parts and prices**
  - Inclusion of contract, documentation, and media
  - Build & manipulate part lists and e-mail quotes
  - Flexible pricing to support what-if analysis
- ★ **One tool supporting all parts and prices worldwide**
- ★ **Available via the web :**
  - Part changes, New Parts, Price Changes & Promotions
- ★ **On-line web tutorial - available October 2001**



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*Plus a look at the 3Q incentives*



# PartnerWorld for Software in 2002

## IBM Sales Contact

Face to Face Field Sales Coverage



## Sales

### Mentoring

Joint Sales Calls



## Critical Situation Support

Assistance at the customer location



2002  
New PREMIER  
Benefits

## Technical Mentoring

Assistance in solution design

## Education

Increased  
"We Pay" Offerings

## PR Support

Support for joint announcements





# PartnerWorld for Software in the News

- Computer Reseller News 03/09/01

IBM is making a multimillion-dollar investment in fully reimbursed training for partners. **The amount of training dollars available to IBM's partners is doubling to \$50,000 per partner location.** Premier partners could train up to 17 technical or sales associates for no charge.

**"Every solution provider on the planet looking to increase its sales into the small- and midsize-business market should take a look at the new 2002 IBM PartnerWorld for Software Program."**

**IBM is treating partners exactly how they treat the IBM "blue suit" sales force.** Partners now get the same sales and technical training and resources that the IBM direct-sales force receives... assigning **top-priced sales and technical talent to help partners put together sales and marketing plans.**



# PartnerWorld for Software Criteria in 2002

Criteria Category	Advanced	Premier
<u>Sponsorship</u>	<ul style="list-style-type: none"> <li>● <b>Sponsorship by IBM Sales Management</b></li> </ul>	
<u>Annual Revenue Attainment</u>	<ul style="list-style-type: none"> <li>● <b>\$300K (USD)</b> of Enterprise plus Midmarket Revenue</li> <li>OR</li> <li>● <b>\$100K (USD)</b> of Midmarket Revenue</li> </ul>	<ul style="list-style-type: none"> <li>● <b>\$450K (USD)</b> of Enterprise plus Midmarket Revenue</li> <li>OR</li> <li>● <b>\$150K (USD)</b> of Midmarket Revenue</li> </ul>
<u>Business Relationship</u>	<ul style="list-style-type: none"> <li>● <b>Approved Business and Marketing Plan</b></li> <li>● <b>Monthly Forecasts &amp; Quarterly Business Reviews</b></li> </ul>	
<u>Skilled Individuals</u>	<ul style="list-style-type: none"> <li>● <b>1</b> Sales Skill / Certification</li> <li>● <b>2</b> Technical Certifications</li> </ul>	<p><u>Resellers</u></p> <ul style="list-style-type: none"> <li>● <b>5</b> Technical Certifications (at least 2 Power Brands)</li> <li>● <b>3</b> Sales Skills / Certifications</li> </ul> <p><u>Influencers</u></p> <ul style="list-style-type: none"> <li>● <b>6</b> Technical Certifications (at least 2 Power Brands)</li> <li>● <b>2</b> Sales Skills / Certifications</li> </ul>
<u>Customer References</u>	<ul style="list-style-type: none"> <li>● <b>3</b> Customer References</li> </ul>	<ul style="list-style-type: none"> <li>● <b>5</b> Customer References</li> </ul>
<u>Demo Capability</u>	<ul style="list-style-type: none"> <li>● <b>Capability to demonstrate Power Brand</b></li> </ul>	

# Opportunity to Build Skills in Q4

- e-business Sales Class Schedule
- Scheduled Business Partner classes World Wide

BP SEATS	Americas	Asia Pacific	EMEA	Total
e-business Sales	525	375	600	1,500
Technical	6,300	1,250	2,600	10,150
Total	6,825	1,625	3,200	11,650

- Build your certified skills at no cost through the Top Contributor Voucher Program



# How to enroll on free Technical & Sales Certification ILS courses & certifications



[www.ibm.com/partnerworld/software/zone>TCI Education Programme](http://www.ibm.com/partnerworld/software/zone>TCI Education Programme)



# Certified Solution for e-business Solution Advisor Roadmap

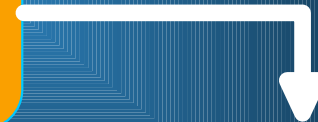
**e-business Class  
Prerequisite on CD**



**Signature Selling  
Method Workshop**



**e-business  
Selling Workshop**



**E-business Solution  
Advisor #810**



# e-business - Sales Class Schedule

- Budapest, Hungary September 10 th - 14th
- Hamburg, Germany September 17th - 20th
- Paris, France September 17th - 18th (SSM)
- Bedfont, UK September 24th - 28th
- Milan, Italy September 24th - 28th
- Johannesburg, South Africa October 8th -11th
- Vienna, Austria October 9th - 12th
- Paris, France October 9th - 12th
- La Hulpe, Belgium October 15th - 19th
- Bedfont, UK November 12th -16th
- Dusseldorf, Germany November 19th - 23rd
- Amsterdam, Netherlands November 20th - 24th
- Munich, Germany October 22nd-25th/ 5th -8th November TBC
- Paris, France November 12th -16th. 20-23rd, TBC
- Stockholm, Sweden October 23-26th/ 6th- 9th November, TBC
- Helesinki, Finland October 9th -12th TBC
- Madrid, Spain December, TBC
- Bologna, Italy October, TBC
- Rome, Italy November, TBC
- Lisbon, Portugal October 9th -12th, TBC
- Istanbul, Turkey October/November TBC



Patrick Lawton,  
Managing Director of Digital Union, UK



PartnerWorld

Pierre Fedou  
EMEA VP Distribution Channel Management





# *Better support*

- **Reduced Sales Complexity with**
  - ✓ **New Passport Advantage - Pricebook & Configurator**
  - ✓ **Simpler Discount Grids**
  - ✓ **All Brands**
- **Increased IBM Investment**
  - ✓ **PWSW 2002**



# More Sales

- **Make More Money in Q3**
  - ✓ + 6% MGF
  - ✓ \$75K Minimum for all TCI Benefits
- **Get Your Sales People Motivated**
  - ✓ Now You .....Enroll Now
- **Get Our Sales People Motivated**
  - ✓ BPSM Incentives
- **Get Ready with Our Products**
  - ✓ Start Now .....Enroll Now
  - ✓ Certifications ..... Make it happen



How to find further information for all  
of the subjects, we covered today

visit <http://www.ibm.com/partnerworld/software/zone>

- Select Top Contributor
- Select Broadcast Sales Recap





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