PartnerWorld for Software in 2000

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IBM Business Partner - Software Program

Sell Stuff...Get Stuff 2nd Quarter Winners
Congratulations!

	$ INFLUENCED	SSGS LEVEL	SSGS PRIZE
CANADA			
DFC	$ 50,000 cdn	SILVER LEVEL	WORKPAD
SIVCO	$ 50,000cdn	SILVER LEVEL	WORKPAD
PETRAH	$ 150,000 cdn	SILVER LEVEL	THINKPAD
USA			
BERKSHIRE	$125,000 us	SILVER LEVEL	WORKPAD
COOLIDGE SYSTEMS	$80,000 us	SILVER LEVEL	WORKPAD
THE ERGONOMIC GROUP	$125,000 us	SILVER LEVEL	WORKPAD

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Program Objectives

■ **Mission**

– **Grow Software and Services Opportunity for Business Partner Community**

■ **Strategy**

– *Recruit:*   **A team of superior Business Partners to cover Software Solutions**

– *Enable:*   **Train and educate Business Partners to create a critical mass of skilled providers**

– *Engage:*   **Link Business Partners to sales opportunities / Software Marketing Programs to generate strong business growth**

– *Retain:*

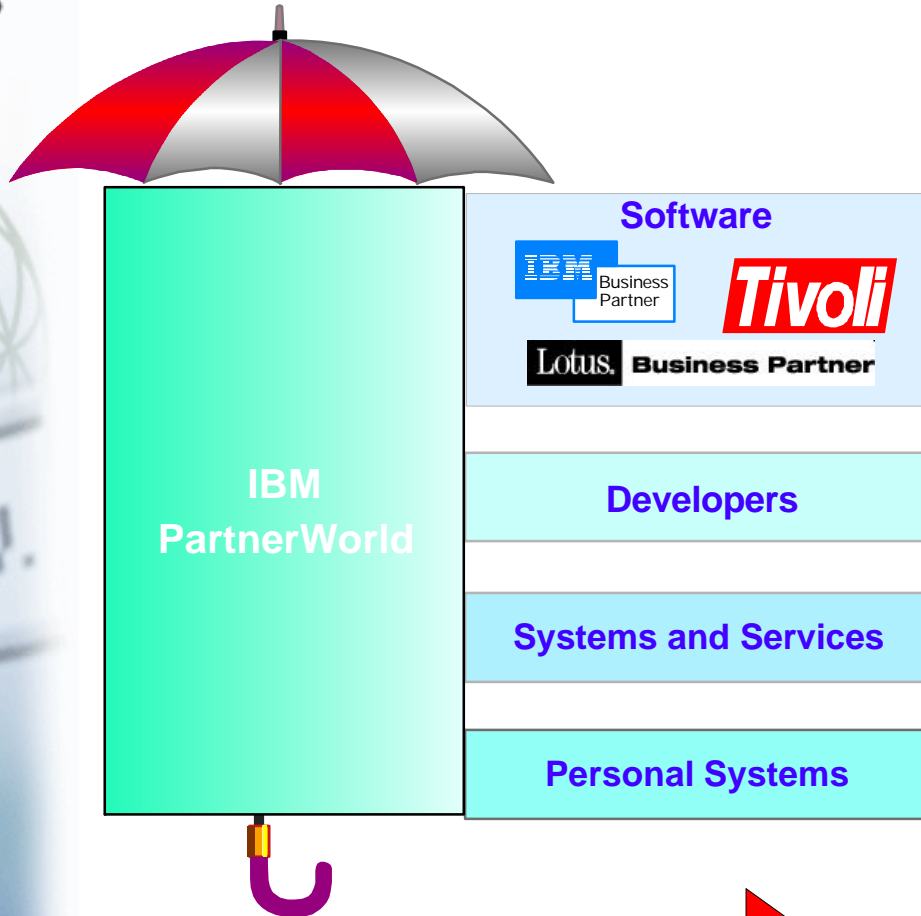**...** *with High Business Partner & End User Satisfaction*

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The Promise of PartnerWorld

Software

IBM Business Partner

Tivoli

Lotus. **Business Partner**

IBM PartnerWorld

Developers

Systems and Services

Personal Systems

Increased Commonality & Infrastructure Integration

- **Future Direction**
  - ▸ **Personalized Partner Relationship Management**
  - ▸ **Industry & Market Segment Alignment**
  - ▸ **e-business Solutions**

IBM PartnerWorld with Single Infrastructure
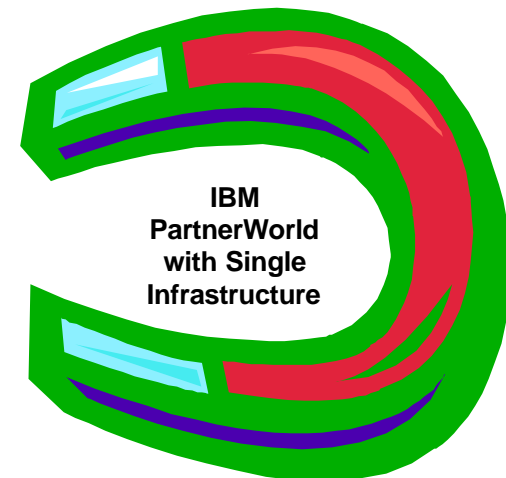
"Best of Breed"

Partner Benefits of combined program

- **Helps you take advantage of IBM investment in brand marketing and e-business opportunity**

- **Offers improved education and training opportunities to enhance your skills**
  - ★ **Helps you:**
    - ✓ **sell more software**
    - ✓ **reduce operating costs**
    - ✓ **improve profitability**

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What's New??

What's New for 2000

- **Single Program infrastructure**
  One set of terms, requirements and benefits based on your software focus area

- **Flexibility - Partner choice in branding**
  with Brand specific requirements

- **Enterprise Relationship - one to many locations**

- **Technical Enablement & Support**
  You Pass/We Pay
  SupportRewards

- **Simplification: Single Contract, Profile Reporting, no tracks for software program**

What's not
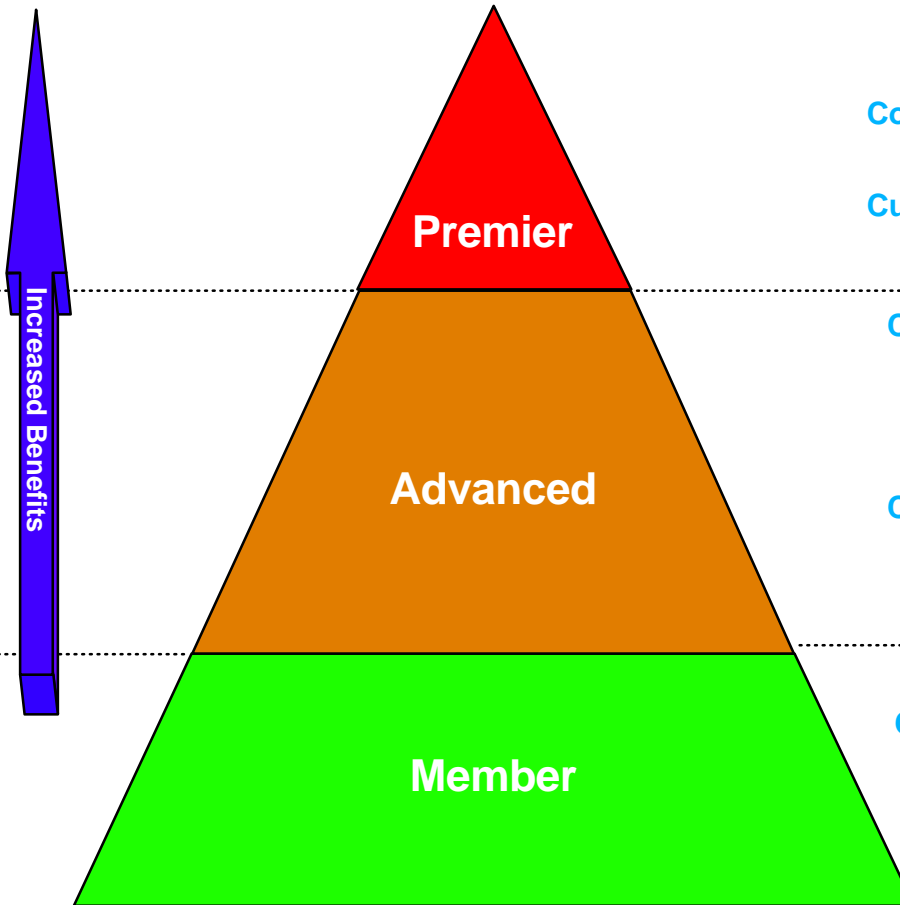
Lotus **Premier Partner**

Lotus **Business Partner**

IBM Business Partner   Premier

IBM Business Partner   Advanced

General Qualification Requirements

Increased Benefits

Premier

Contribution
- Annual Sales/Influence Target

Competency
- 2 Technical Certifications (or Lotus Product Certifications)
- 1 e-business Sales Certification
- 1 Complementary Certification

Commitment
- Annual Requalification

Customer Satisfaction
- 3 References - WinWires

Advanced

Competency
- 1 Technical Certification or Product Certification
- 1 e-business Sales Certification

Commitment
- Annual Requalification

Member

Commitment
- Agreement or Contract
- Current Profile Information
- $1295 Program Fee

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Competency Requirements

Partner representation
to End User Customer

Membership Level

Premier

Example 1	Example 2	Example 3
• Two IBM Professional Certifications • One e-business Sales Certification • One Complementary Certification (from designated list)	• Two Lotus Professional Certifications/Product Certification • Two IBM Professional Certifications • One e-business Sales Certification	• Two Lotus Professional Certifications/Product Certification • One e-business Sales Certification • One Complementary Certification (from designated list)
IBM Business Partner	IBM Business Partner Lotus Premier Partner	Lotus Premier Partner

Enterprise Option

- An administrative convenience available to Premier Partners.
- Available to Partners that have at least one Premier location.
- Requirements:
  - One administrative contact for entire Enterprise
  - Premier requirements must be met in aggregate or by location
- Benefits:
  - Software, Tech Support, Education may be aggregated or may be received at each location.
  - All locations at Premier level

More Information ...

- watch the IBM Software Program web site for more details http://www.ibm.com/software/partnerweb/na
- Partner Services 1-800-426-1822