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e-Commerce Marketing Initiatives



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Topics

- Demand generation
- Co-Marketing
- Pre-sales and Education
- Support





The IBM e-Commerce Campaign

■ Campaign Objectives

- ▶ Position IBM and its Business Partners as the leading resource for providing business-to-business e-Commerce solutions

■ *Premise*

- ▶ B2B commerce is complex and ever-changing. Companies that are best positioned to connect with suppliers, customers, and partners will gain competitive advantage.

■ *Proposition*

- ▶ Solutions from IBM and its Business Partners can quickly and efficiently facilitate the development of sustainable relationships with customers and trading partners

Direct mail

Print

Events

Radio

Web

Web Site

TV

Advertising

IBM



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Focus Period Global Overview

North America

United States

TV/Print:	9/16
Radio:	9/16
RM/DM:	8/15
Web Site:	9/16
Web Adv:	10/1
PR:	8/15

Canada

TV:	9/16
Print (DR):	9/18
RM/DM:	10/1
Web Site:	9/16
Web Adv:	10/1



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Target Audience

- Key Decision Makers (Enterprise, GMB/GSB):
 - ▶ Senior Level strategists, including CEO, CMO, COO, CFO, CIO
 - ▶ VPs of Sales, Marketing, Procurement and Customer Service

- Key Influencers:
 - ▶ Implementors, Web Developers, Industry vertical consultants, Systems Integrators, ISVs

- Industries:
 - ▶ Financial markets, Telecommunications, Automobile, Electronics, Utilities, Chemical and Petroleum, Retail



e-commerce Campaign Tactics (NA)



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TV

Sept. - Dec.

Print

Sept. - Dec.

Four Page Insert:

WSJ, NYT, Business Week, Business 2.0,
Forbes, Inc, Industry Standard, Time Business,
Fast Company, Red Herring

Radio

Sept. - Nov.

e-culture Radio:

5 weeks, 6 markets: NY, LA, Chicago, Boston,
Phila., SF

Web Adv

Aug. - Sept.

DM/RM

Oct. - Dec.

Web Site

Sept. - Dec.



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Co-Marketing

- e-Seminars
- Seminars
- Telemarketing
- Partner's Own Proposal
- Ready to Use Marketing Materials

<http://partnerinfo.software.ibm.com>



(enter user id and password)



Select "Marketing & Sales"

Select "Co-Marketing Programs"

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Co-Marketing Programs

Seminar in a Box (SIB)

- ▶ Full service, turnkey seminar services and support infrastructure
- ▶ Services include list acquisition, web and e-mail registration
- ▶ Support infrastructure such as demand generation and lead management follow up

e-seminars

- ▶ New, less costly mechanism to reach 100s or 1000s of potential customers
- ▶ Interactive audio/video meeting tool kit for audience polling, online chats, live web tours, live demos.
- ▶ Voice and print capabilities in more than 10 languages





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Co-Marketing Programs

Telemarketing

- ▶ Use telemarketing services to generate leads, capture useful information, and care for customers.

Partner's Own Proposal

- ▶ Propose your own co-marketing activity and, if approved, IBM will reimburse half your costs, up to USD 4000.

Ready to Use Marketing Materials

- ▶ IBM provides a mix of customizable marketing materials, in the "Soul of e-business" look and feel, to extend the power of your marketing efforts.





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Pre-sales tactics

- e-Commerce Executive Assessment
- StartNow
- Sales enablement/education





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e-Commerce Executive Assessment

- Consultative Selling Tool to help you close the deal
 - Retail and B2B eCASE available for Commerce
 - Detailed assessment questions to ask Customer
 - Tips on how to create proposal, prototype demo and competitive customer information
- How to get trained?
- ▶ Go to www.guerrillagroup.com/ibm
 - ▶ Mid Sept. - ibm.com/websphere/partners





e-Commerce Executive Assessment

Value to the IBM partner

- ▶ Offers tools that will teach you how to quickly gather the information you need to build a business case, present your proposal, and close the business when selling B2B e-commerce solutions.

Value to the customer

- ▶ Business Case assessment to help customers determine their e-Commerce needs--saving them weeks to months of research that would be required to develop an e-commerce strategy that's appropriate for their business.





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Start Now for E-Commerce

- **Value for Customer:**

- ▶ one partner can sell and deploy an entire solution by teaming with IBM; reduced service costs; reduced customer turnover; scalable solutions for all platforms; rapid implementation; highly dependable solution; grows as you do

- **Value to the Business Partner:**

- ▶ Significant revenue opportunity; attract new SMB customers; integrated offering; upsell opportunity; cross selling; demand generation support; electronic tech. support

- **Profile of a qualified Start Now for e-Commerce Partner:**

- ▶ Advanced or Premier partner with Websphere Commerce Suite (WCS) Version 3 plus specialty test; WCS version 4 plus specialty test; WCS version 4.1

- **To get trained go to:**

www.ibm.com/partnerworld/startnow





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Start Now Ariba Supper Live

■ Value to the Customer:

- ▶ expand their markets; low, predictable solution costs; scalability and extensibility, security, complete answer to problem-not just tools; predictable implementation timeframe; financing

■ Value to Partners:

- ▶ **(Reseller)**-ability to drive services revenue; speed time to market by reducing learning curve; reduce complexity and FUD through the use of a fixed scope of work
- ▶ **(Distributor)**- recruitment of new solution providers; ability to package in order to add value to resellers; improve revenue and margin capabilities; support from manufacturer

■ Profile of a Qualified Ariba partner:

- ▶ Advanced or Premier partner trained in WCS v4.1

■ To get trained go to:

www.ibm.com/partnerworld/startnow select "North America" then "IBM Start Now e-Comm. for Ariba"





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Example

Suppliers

IBM SupplierLive Solution for Ariba

Distributor Manufacturer Raw Goods



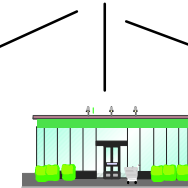
Ariba Commerce Services Network (TM)

E-Marketplaces

Ariba Marketplace (TM)



Enterprise



SMB

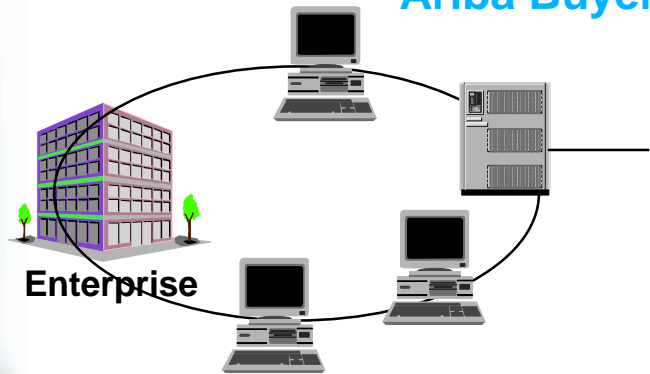


Buying Groups

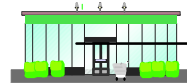
Buyers

Buyers

Ariba Buyer (TM)



Buyers



SMB

Ariba Buyer ASP Edition (TM)



Buying Groups





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IBM for Ariba Supplier Live

■ Supplier in a Box

- ▶ suppliers who want to get an electronic catalog up and running and connected into the Ariba environment
- ▶ includes hardware, software, connectivity and services

■ Supplier Summit

- ▶ buyer event to educate suppliers of Ariba solution and how to get connected to Ariba Network

■ Supplier Advisor

- ▶ web tool developed to help link suppliers with third party business partners

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Signature Selling Method (SSM)

- ▶ A common, worldwide approach to selling the IBM portfolio of offerings/solutions
- ▶ Created to integrate sales execution across IBM, improve customer satisfaction, decrease the sales cycle and increase revenue and win rates
- ▶ Three options for obtaining training:
 - ▶ Signature Selling Fundamentals CD-ROM
 - ▶ SSM Sales Aid CD-ROM
 - ▶ Two-Day Sellers Workshop

www.ibm.com/software/partnerweb/na

Select: Education, Training Sources, Sales Education

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Solution Sales Resource

- New web-based repository for sales and marketing tools
- Based on Solution Selling Process
- One place to find the tools you need...
 - ▶ **Transformation and Integration**
 - ▶ **Leveraging Information**
 - ▶ **Organizational Effectiveness**
 - ▶ **Managing Technology**

<http://partnerinfo.software.ibm.com/sales/swgssr/ssr>

The IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, is positioned at the bottom left of the slide. The background of the slide features a vertical strip on the left with a wireframe globe, a computer mouse, and a hand, all in a light blue and white color scheme.

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Support-related tactics

- You Pass, We Pay (YPWP)
- WCS v4.1 Education
- Helpful URLs





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You Pass We Pay (YPWP)

- Process:
 - ▶ Purchase the IBM Software Program Value Package
 - ▶ Develop Education Plan
 - ▶ Identify eligible certifications for your chosen role(s) and determine eligible listed certifications for "You Pass/We Pay"
 - ▶ Enroll in course
 - ▶ Take the test
 - ▶ Complete/file the Reimbursement Claim Form

www2.software.ibm.com/partnerweb/bpsoftware.nsf

Select: Education, "We Pay Offerings"

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WCS 4.1 Education

If you're new to IBM's e-commerce software:

Step 1: Take "Starting an E-Commerce Site Web book" Course: EB040

Step 2: Take "Starting an e-commerce Site Workshop" Course: EB011 (NT) or EB021 (AIX) - 2.5 day classroom

Step 3: Take test #496 - WebSphere Commerce Suite v4.1 Implementation Test

To Access Webbooks:

www-3.ibm.com/services/learning/spotlight/ebusiness/websphere.html





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WCS v4.1 Education

If you're certified in Net.Commerce v3.2:

- Step 1:** Take "What's New in WebSphere Commerce Suite v4. Web book" Course: EB110
- Step 2:** Take "Starting an e-commerce Site Workshop" Course: EB011 (NT) or EB021(AIX) - 2.5 day classroom
- Step 3:** Take test #496 - WebSphere Commerce Suite v4.1 Implementation Test

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WCS v4.1 Education

Want to become an IBM Certified Solutions Expert -
IBM WebSphere Commerce Suite V4.1 Customization?

Step 1: Complete the training referenced above

Step 2: Customizing an e-commerce site Web book
Course: EB140

Step 3: Customizing an e-commerce Site Workshop
Course: EB150 - 3 day classroom

Step 4: Take test #497 - WebSphere Commerce Suite
v4.1 Customization Test

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Helpful URLs

- PartnerWorld for Software
 - ▶ www.ibm.com/partnerworld/software

- Software PartnerInfo
 - ▶ partnerinfo.software.ibm.com

- Transformation & Integration Website
 - ▶ www.ibm.com/websphere/partners

- Solution Sales Resource
 - ▶ w3.software.ibm.com/sales/swgssr

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Commerce URLs

■ Commerce General Websites

- ▶ www.ibm.com/software/websphere/commerce
- ▶ www.ibm.com/software/websphere/commerce/servers
- ▶ www.ibm.com/software/websphere/commerce/community

■ Start Now Information and Deliverables

- ▶ www.ibm.com/partnerworld/startnow

■ WCS Education Roadmaps

- ▶ www-3.ibm.com/services/learning/roadmaps/adebus06.htm

■ Sign up for Courses

- ▶ www.ibm.com/services/learning or call 1-800-IBM-Teac(h)

