



# **IBM and Lotus Sales Assistance Program Operations Update**

**Miles Stitt  
eBusiness Partner Sales  
October 13, 1999**



**Lotus.**



# Agenda

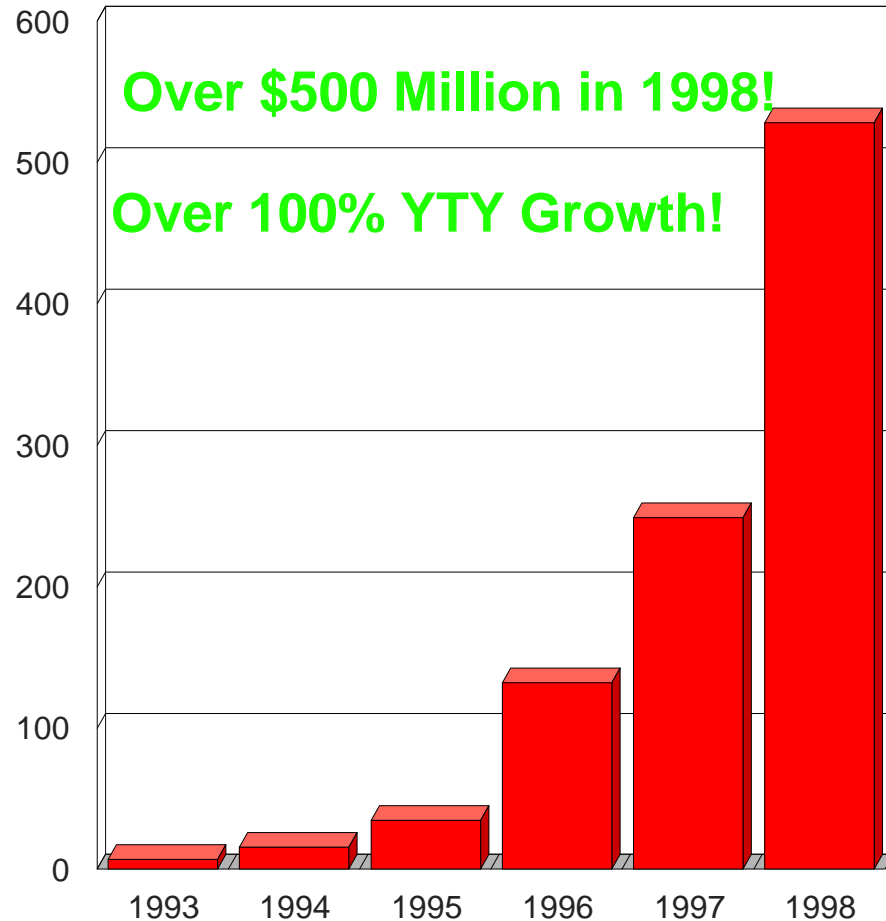
- Program Update
- 1999 Milestones
- Operations Update



# Evolution of Relationship

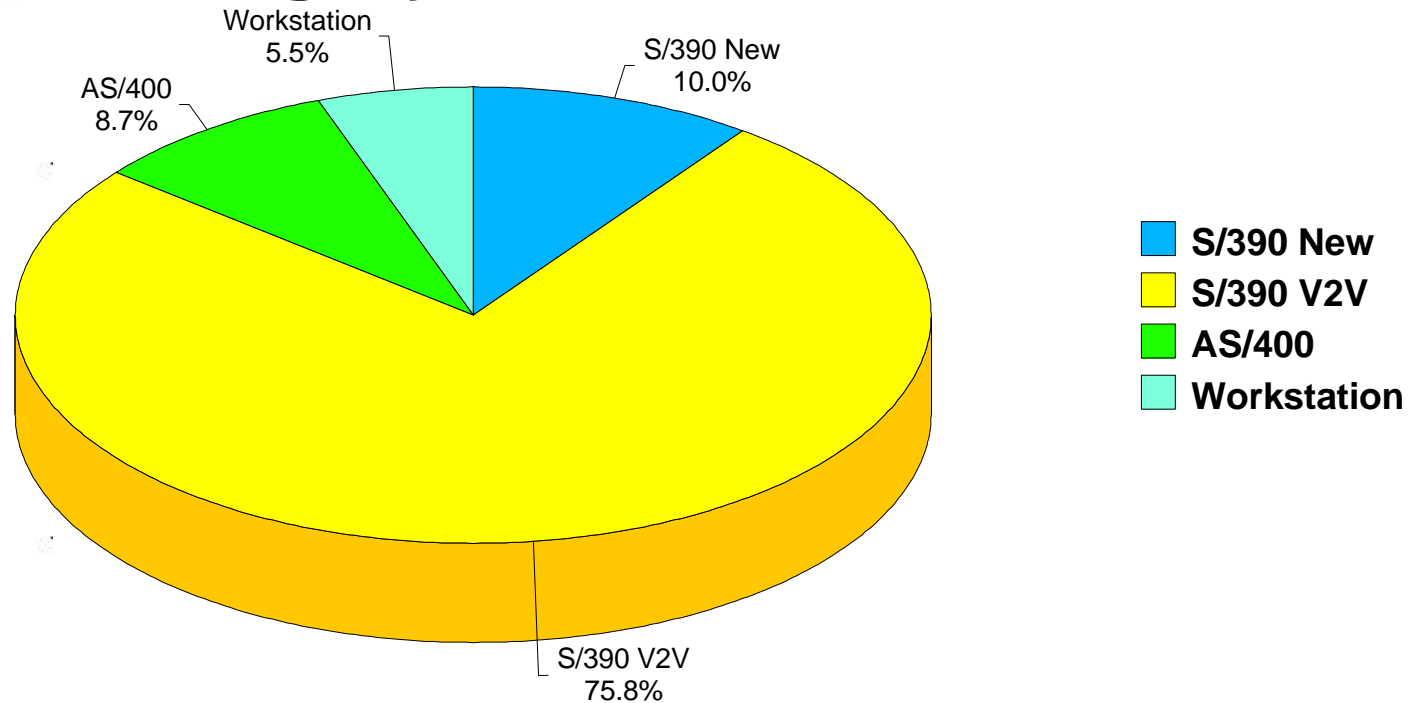
- 1993: US Area/Canadian pilots
- 1994: National US program launched
- 1996: Enhanced and renamed BESTeam Sales Assistance Program (BSAP)
- 1999: Worldwide Roll-out, enhancements, name change and integration of Lotus and IBM Incentive Programs

US Program Fee-Based Revenue (\$M)



"Fee-based" Influence  
Revenue as of 09/01/99

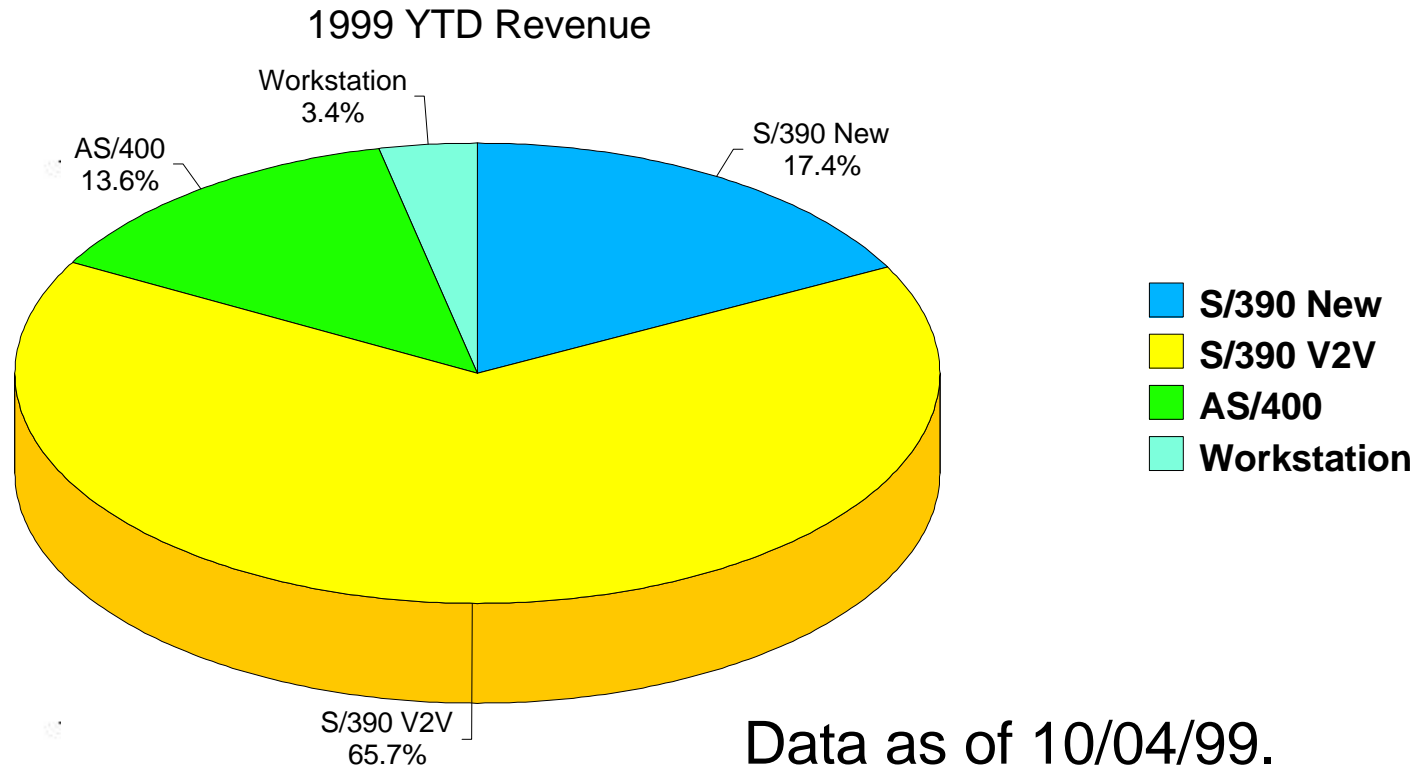
# IBM and Lotus Sales Assistance Program 1998 US "Fee-based" Influenced Revenue By Operating System Environment



Data as of 09/01/99.

"Fee-based" influenced revenue reflects list price and 24-month S/390 software stream.

# IBM and Lotus Sales Assistance Program 1999 YTD US "Fee-based" Influenced Revenue By Operating System Environment



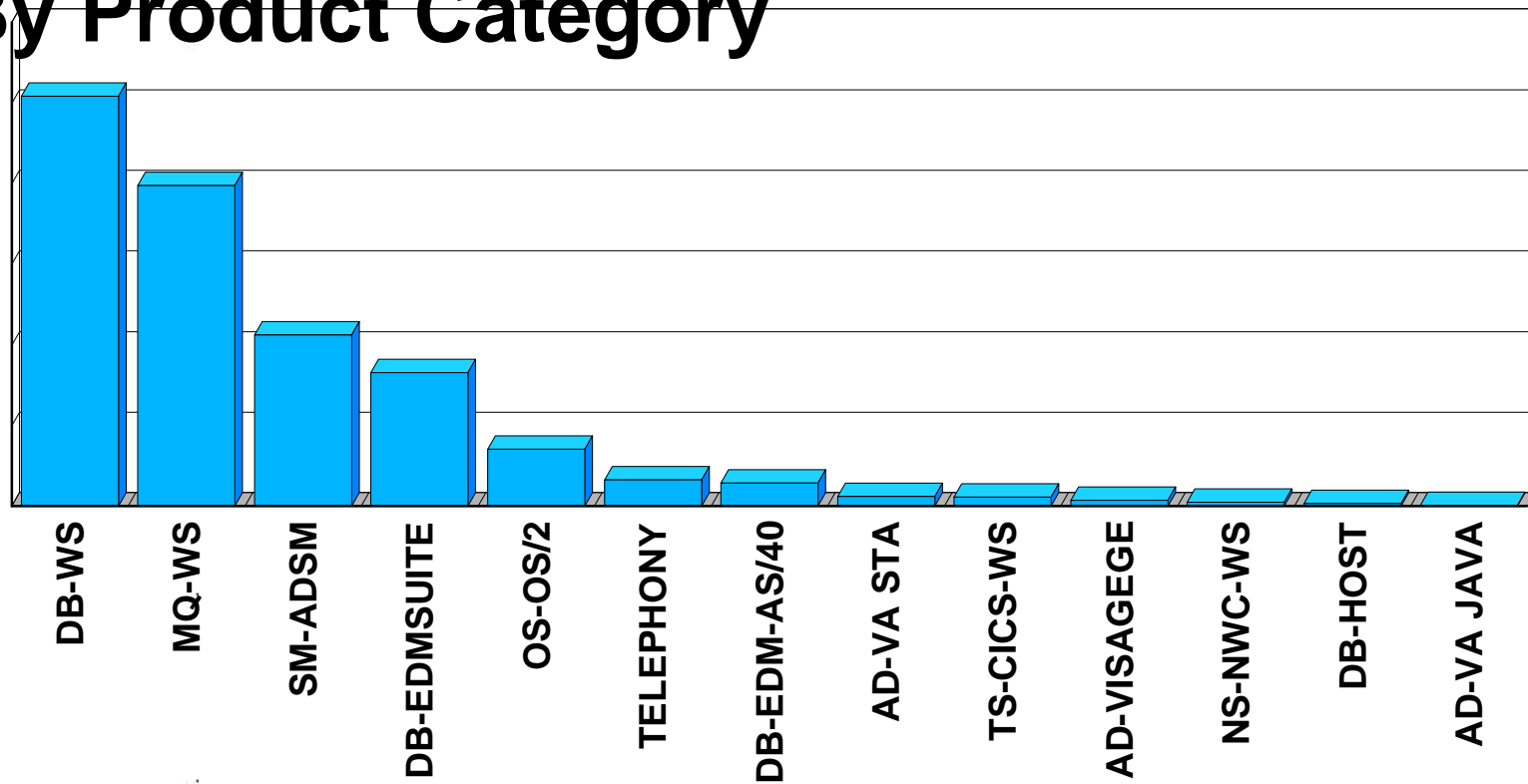
"Fee-based" influenced revenue reflects list price and 24-month S/390 software stream. There is a natural "lag" due to 4 month claiming period, 1 month processing period and 2 week posting period.



# IBM and Lotus Sales Assistance Program

## 1998 US IBM Workstation & Lotus Software "Fee-based" Influenced Revenue

### By Product Category



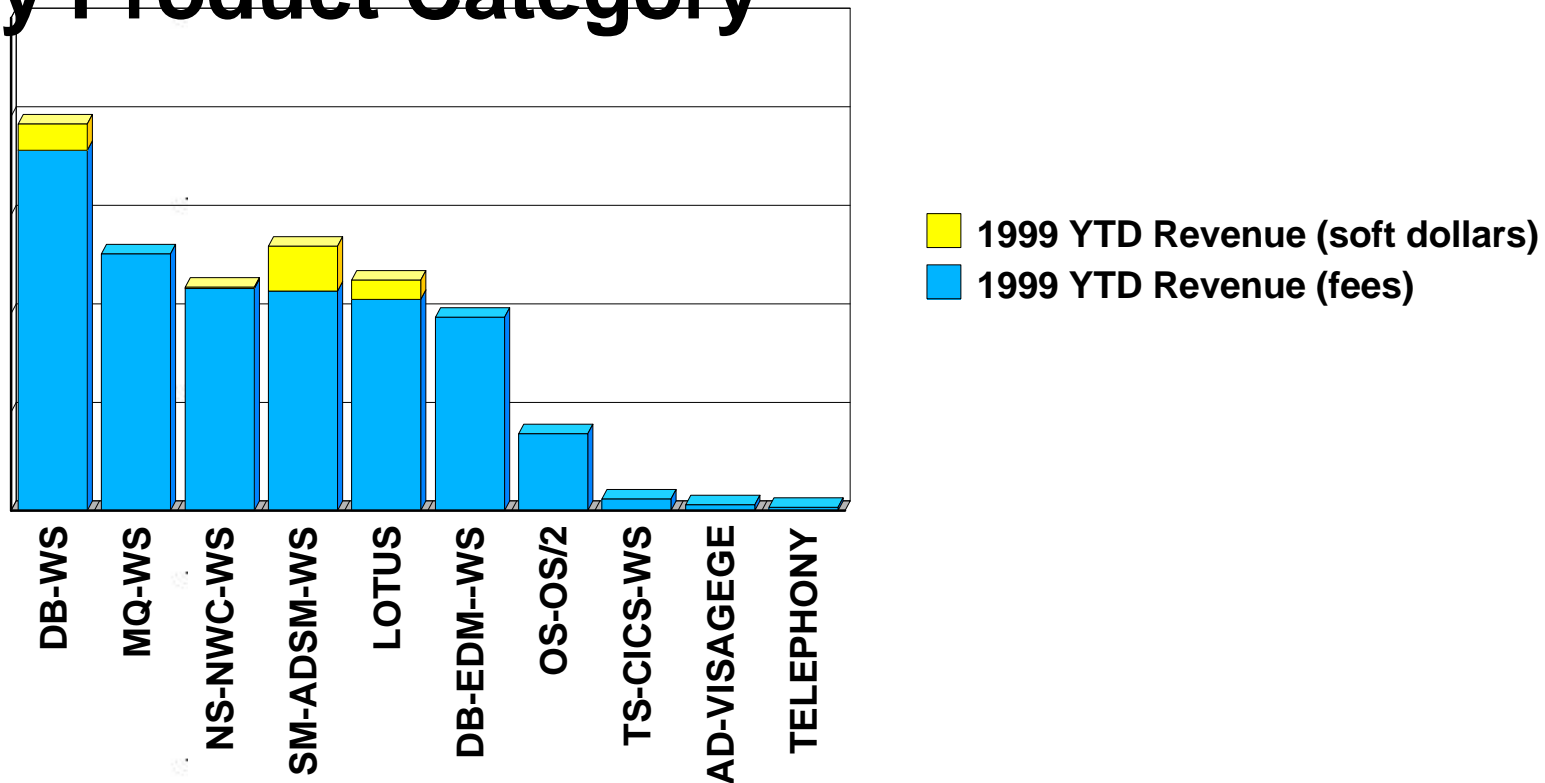
Data as of 09/01/99.



# IBM and Lotus Sales Assistance Program

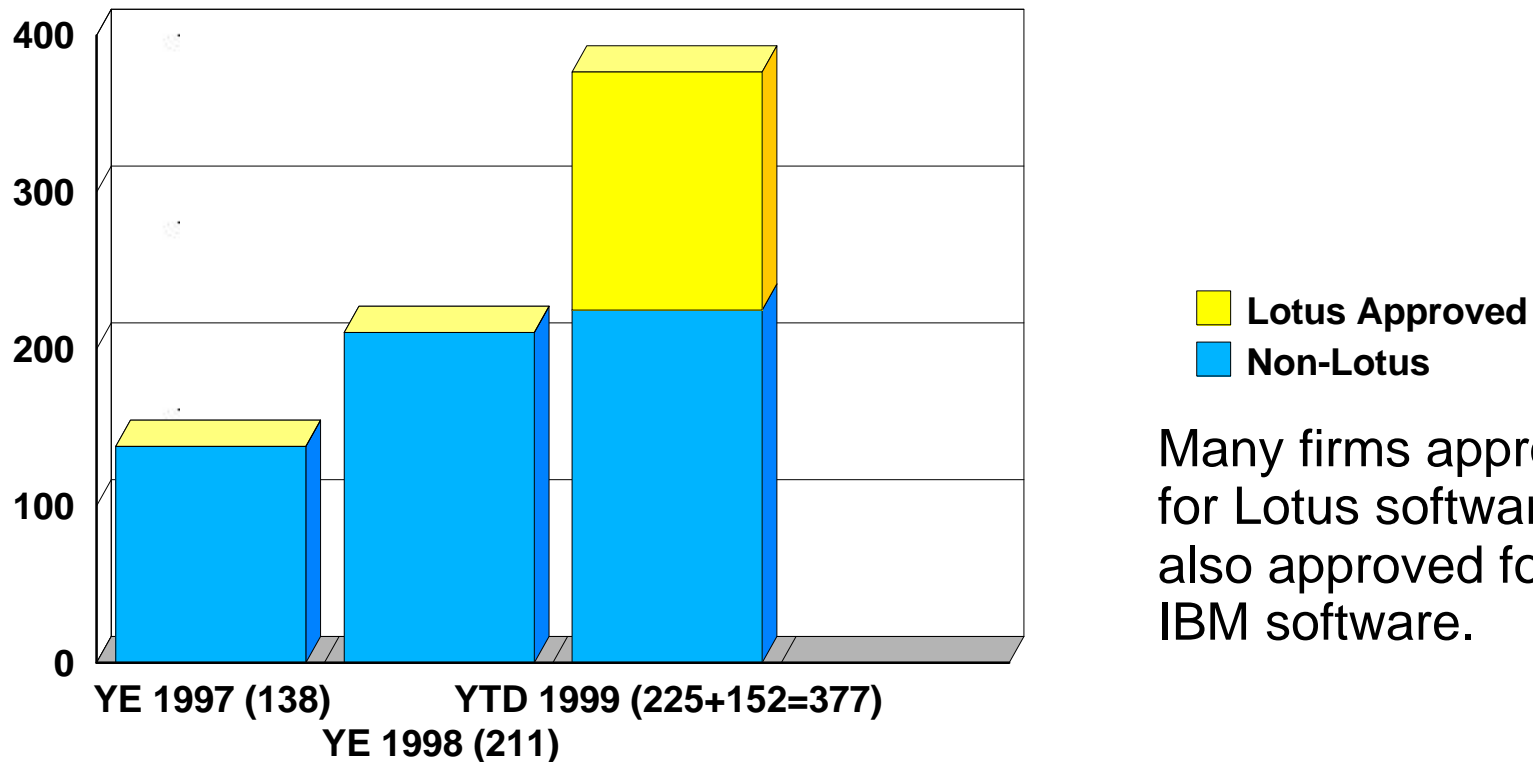
## 1999 YTD US IBM Workstation & Lotus Software "Fee-based" Influenced Revenue

### By Product Category



Data as of 10/04/99.

# IBM and Lotus Sales Assistance Program Approved North American BP Firms



Many firms approved for Lotus software are also approved for IBM software.

Data as of 09/30/99. 1997 - 1998 is US only data. 1999 data reflects the addition of Canada as well as Lotus products. To date, 476 applications have been received (377 approved, 13 rejected, 68 in process).



# IBM and Lotus Sales Assistance Program 1999 Milestones

January:

New, Enhanced Program Available  
Lotus Partners Welcomed  
Ability to Earn Soft Dollars  
Additional 10% for SMB

April:

Program Rolled Out in Canada

# IBM and Lotus Sales Assistance Program 1999 Milestones, Con't

July:

Ability to Claim Soft Dollars

August:

Field Program Managers Reassigned

September:

Operations Moved to NA Sales Organization

November:

New Initiatives Planned



# IBM and Lotus Sales Assistance Program Operations Update

Ongoing Updates

- New Look for Web Site

Improved Sales Assistance Confirmation Form

Exception Submission via. Web Site

Exhibit Changes

- Additional Categories

- Fee Changes

- Selected Products Withdrawn



# North American Communications - e-mail Blasts

The following Channel Communications letter informs IBM Business Partners - Systems, Canada, how they can earn hard- or soft-dollar rewards for performing pre-sales activities that result in the closure of IBM and Lotus software sales. Questions regarding this letter should be directed to Jeff Ford at tie line 224-5091.

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IBM Channel Communications  
Number: CC9904-33B

IBM North America  
Interest Area: Marketing

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CONTENT: North America Specific (Canada Version)

April 6, 1999

NOTICE TO: IBM Business Partners - Systems

FROM: Software Channel Marketing

**THE IBM/LOTUS SALES ASSISTANCE PROGRAM:  
How Business Partners Can Improve Their Profitability Through Software Sales Incentives**

Increasing revenues, reducing expenses and improving the bottom line are important to all of us. The **IBM/Lotus Sales Assistance Program** is designed to help you do just that! Participating in our program can help your company earn hard-dollar and soft-dollar rewards (fees and expense reimbursement) which in turn can make a significant contribution to your profitability.

The program is available in the United States and Canada and will be made available in other countries as the supporting infrastructure becomes available. Terms and conditions may vary by country and are subject to change.

For full details on program eligibility, potential rewards and how you can apply for participation in the United States and Canada, please visit the program Web site at:  
[www.ibm.com/software/partners/salesassistance](http://www.ibm.com/software/partners/salesassistance)

# To Learn More About The Program and to get an Application...

Visit the IBM and Lotus Sales Assistance  
Program Web Site:

[http://www.ibm.com/software/  
partners/salesassistance](http://www.ibm.com/software/partners/salesassistance)

Other Useful Web Sites:

IBM Business Partner - Software Program:

<http://www.ibm.com/software/partnerweb>

Lotus Business Partner Program:

<http://www.lotus.com>

Software PartnerInfo:

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

