SSG
ICS France

Tarik Mudarres

Brand Leader ICS France

Team IBM Collaborative Solution France

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Segment Leader SmartCloud / Notes	Jonathan Bénichou
Segment Leader Social & Digital Experience Solutions	Christophe Chagnot
Kenexa Team coordinator	Omar Naidji

Notre Parcours ICS France

- 2014 est un marathon
  - H1 2013 atteint, de beaux gestes, de belles références
- Distance du parcours Channel France ICS Q4: 3.4M€
- Un travail d'équipe, en relais
  - Besoin de BPs sur les axes stratégiques
  - Les autres équipes Channel internationaux avancent plus rapidement!
- Nous avons besoin de BPs athlétiques!
- Synergie des offres team SSG – ex FileNet

Plan de Course ICS Q4 2013

TOP 5 Priorités

1. **Focus CloudFirst**
2. **Developer le Leadership Social Business**
3. **Piloter les Ventes xDx aux LoB**
4. **Menons l'Agenda CHRO**
5. **Se Réinventer et Gagner en Equipe**

Patterns = Se Réinventer

Pattern	Target Audience	Value Props & ROI	Major Solutions*
Innovation	R&D, Product Dev	↑ New products ↑ Speed to market ↑ Revenue	• Emp Exp Suite • ND SE • Connections • IBM Docs
Reinventing Customer Engagement	CMO, Digital Channel, Sales, Cust Service	↑ Sales / Revenue ↑ Brand awareness ↑ Advocates	• Customer Exp Suite • Sametime Complete • Social Analytics Suite
Recruiting & Onboarding	CHRO, COO, LOB	↑ Talent aligned to needs ↑ Employee engagement	• Collaboration Accelerator • ND SE / SmartCloud • Kenexa
Mergers & Acquisitions	COO, Integration Exec	↑ M&A success rate (>50% fail) ↑ Retention of strategic skills	• Collaboration Accelerator • ND SE / SmartCloud • IBM Docs • Kenexa
Workplace & Public Safety	COO, EVP Operations, Safety Exec	↓ Incidents ↑ Workers comp savings	• Collaboration Accelerator • ND SE • IBM Docs
Finding Expertise	LOB & Functional Execs	↑ Speed ↑ Efficiency	• Collaboration Accelerator • Atlas for Connections • Expertise Locator • ND SE / SmartCloud

Patterns Enablement Assets Available to BPs on PartnerWorld

IBM

Social Business Pattern Landing Page

Six Patterns Sales Kits:
- Mergers & Acquisitions
- Recruiting & Onboarding
- Innovation
- Reinventing Customer Engagement
- Safety
- Finding Expertise

Sales Kits include:
- Proposals
- References
- Client Presentations
- Technical Assets,
- Demos
- White Paper (11 languages)
- Quick Reference Guide, & more…

Use these assets to close more deals!

Social Business Pattern Landing Page on PW: http://ibm.co/199Y7nh

Tactique de jeu: Plays

Number	Play Name	Description
4.01	Close the Social Business Gap	When an existing or a new customer of Notes, Outlook, ST, or Connections "closes the gap" entirely between their email seats and one or more of the Social Software product offerings listed herein the customer receives **up to 50%** off of Entitled price on the incremental seats.
4.04 and 4.05	Lock in Savings and spread payments	**10%** off 2 year S&S, 15% off 3 Year, **15%** off New license + 2 Years S&S
4.17	Reinstate, Reconnect, Get Social Play	**50%** off Reinstate for all of ICS reinstatements
4.32	Notes and Domino Stretch Play	**70%** off Entitled, Notes Domino, 30% off Express
4.36	Forms Experience Builder Play	**55%** discount on Forms Experience Builder product(s) for White Space customers, **55%** discount on Forms Experience Builder product(s) for Connections 4.5 customers
4.37	Bridge to SmartCloud for email + social.doc	**50%** - Customers who have Notes perpetual licenses & are considering moving to a Cloud offering
4.38	Social Business Use Cases Patterns Play	Encourage clients to buy using the Social Business Patterns or Use Cases to solve business challenges. Clients are entitled to buy two or more of the products at the discounts of up to **50%** **and GMU has 65% off**
4.39	WCM for Portal and WebSphere Commerce	To encourage the implementation of IBM Web Content Manger. To add value to a customer's infrastructure by using components of the IBM WebSphere Portal, Portal Enable, Portal Extend and WebSphere Commerce facilitate the creation and deployment of web content by LOB users in external/B2C, external/B2B or internal/B2E situations. **Up to 60% off**