

# IBM Websphere Business Partner Sales Enablement

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# Agenda

09:00 - 09:15	<b>Registration</b>
09:15 - 10:00	<b>Selling Websphere - overview</b> Get certified, get authorized for IBM Websphere Sales Mastery v5 test - tips and techniques
10:00 - 11:00	<b>How to sell IBM Business Process Manager and Websphere Operational Decision Manager - part 1</b> Break
11:15 - 12:00	<b>How to sell IBM Business Process Manager and Websphere Operational Decision Manager - part 2</b> Lunch
13:00 - 14:30	<b>Selling connectivity and integration (Datapower, WS MB and WS MQ)</b> Break
14:45 - 15:30	<b>Selling Mobile platform (IBM Worklight)</b>
15:30 - 16:15	<b>Websphere infrastructure news and selling points (WAS 8.5, Pure Application System)</b>

# IBM WebSphere Sales Mastery v5 Test - Tips and techniques for success

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# Learning Objectives

- 1 Changes to the authorized WebSphere products
- 2 Recognize the importance of maintaining a current WebSphere Sales Mastery skill
- 3 Describe the high level details of the IBM WebSphere Sales Mastery v5 test
- 4 Identify three tips that can help you be successful in learning the WebSphere Sales Mastery v5 skill



# Changes to WebSphere Authorized Products

- Overview of Software Value Plus (SVP)
- Distribution Models
- July 15, 2012 SVP Groups

# What is Software Value Plus (SVP)?

The umbrella that defines how Business Partners can participate in selling IBM software (authorized and open) and receive financial rewards such as margins and incentives for their role in software distribution.

- Worldwide Definition and Management
- All Distributed Software from IBM
- Authorized Reselling model based on skill or solutions
- Value based Incentive Programs



# Distribution Model : Authorized versus Open

## Authorized Products

- A Business Partner has met the defined criteria approved to resell; majority of IBM Software is Authorized
- Skill required for each SVP Authorization product group:
  - 1 sales mastery, 2 technical sales mastery or technical certifications

## Open Products

- No skill qualification to resell

## A Country may have Authorized Distribution or “Open” Distribution

- [https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/svp\\_authorized\\_portfolio\\_apply](https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/svp_authorized_portfolio_apply)

### Open Portfolio

- Designed to reach the broadest market possible
- High levels of acceptability
- All IBM Business Partners can resell

### Authorized Portfolio

- Designed to deliver leading capabilities
- IBM Business Partners with proven skills or solutions expertise
- Organized by Product Groups

# SVP Authorized Product Groups

**Products:** A majority of IBM Software products categorized into the following authorization Groups (see product guide for an exact list of products)

**B2B Integration**

**Enterprise Marketing Mgmt**

**Expert Integrated Systems**

**IBM Cognos**

**IBM Filenet**

**IBM InfoSphere**

**IBM Netezza**

**IBM Optim**

**IBM SPSS Enterprise**

**IBM SPSS Statistics**

**IM Data Management**

**IM Heritage CM**

**Lotus Messaging and Collaboration**

**Lotus Portal**

**Lotus Sametime Unified Telephony**

**Lotus Social Software & Unified Comm's**

**Rational Authorized**

**Tivoli Automation**

**Tivoli Enterprise Asset Management**

**Tivoli Security & Compliance Management**

**Tivoli Storage Management**

**WebSphere Commerce**

**WebSphere Core**

**WebSphere Business Process Management**

**Skill required for each SVP Authorization product group:**

- 1 sales mastery,
- 2 technical sales mastery or technical certifications



# Effective July 15, SVP Organization of the WebSphere Product Portfolio....Shifting revenue to authorized distribution.

## OPEN Distribution

- WebSphere Application Server
- WebSphere Application Server Express
- WebSphere Application Server (Developer Tooling)
- WebSphere Community Edition
- WebSphere BlueWorks Live

## Authorized Distribution

### Product Group: WebSphere Core

- WebSphere Extended Deployment (XD)
- WebSphere Extreme Scale
- WebSphere Virtual Enterprise
- WebSphere Compute Grid
- WebSphere Remote Server (WRS)
- WebSphere MQ Series
- WebSphere MQ Extended Security Edition
- WebSphere MQ Low Latency Messaging
- WebSphere MQ Workflow
- WebSphere Message Broker
- WebSphere Enterprise Service Bus (ESB)
- WebSphere Partner Gateway (and Express)
- WebSphere Transformation Extender

- WebSphere Service Registry & Repository
- TX Series (Distributed CICS)
- Cast Iron Hypervisor & Live
- **WebSphere Application Server ND**
- **WebSphere Application Server for iSeries**
- **WebSphere Application Server HV**
- **WebSphere Adapters**
- **WebSphere Translation Server**
- **WebSphere Voice Response**
- **Unified Messaging for WebSphere Voice Response**
- **WebSphere Realtime**

### Product Group: WebSphere BPM

- WebSphere Business Monitor
- **WebSphere Business Modeler**
- IBM Process Center
- IBM Process Server
- IBM Process Designer
- WebSphere Decision Center
- ILOG JRules, BRMS

### ILOG Visualization – JViews, Elixir

### Product Group: Expert Integrated Systems

- PureApplication System

## WebSphere Appliances - (not in SVP, but managed as authorized with certification requirements – impeding changes)

- WebSphere Datapower
- WebSphere CloudBurst
- WebSphere Cast Iron



# WebSphere Sales Mastery v5

- Importance of earning the most current WebSphere Sales Mastery
- Overview of the of WebSphere Sales Mastery v5 test
- 3 tips that can help you succeed

# WebSphere Sales Mastery skills expirations



- WebSphere Sales Mastery v3 Skill expired March 31, 2012\*
- WebSphere Sales Mastery v4 Skill expired September 30, 2012\*

## Expiring skills notification process



- Auto-generated email from PartnerWorld 90 days prior to skill expiration date
- Sent to:
  1. Individual who holds the skill
  2. PartnerWorld primary relationship contact (PRC) for the Business Partner organization

Examples of expiring skills communications



# Why should you care?



## An expired WebSphere Sales Mastery:

- Impedes partner's ability to resell most WebSphere products
  - ✓ Limited to the short list of "open" products
  
- Makes partner ineligible to participate in partner incentive programs
  - ✓ Software Value Plus (SVP), Software Value Incentive (SVI) and Value Advantage Plus (VAP)
  
- Possible loss of PartnerWorld status and associated benefits
  - ✓ Premier to Advanced level
  - ✓ Advanced to Member level

# Overview of WebSphere Sales Mastery v5 Test:00M-646

**This latest version of the WebSphere Sales Mastery represents several major enhancements:**

- Focuses on developing WebSphere capabilities and opportunity identification skills
- Leverages the whiteboard learning approach with detailed study guides
- Preparation time is more manageable
  - ✓ 4 - 5 hours versus the 16 hours required for the v4 test.
- The total number of questions reduced by 18% from previous version

## **Details for Test 00M-646 for WebSphere Sales Mastery v5**

- Online
- Number of questions: 45
- Total time allowed: 75 minutes
- Required passing score 77%
- Test languages: English, Japanese, Portuguese Brazilian, Spanish LA
- Cost - \$20 USD (may be offset with a Software Sales Mastery test voucher)



# Act now!



1. Become familiar with the [test details and instructions](#)
2. Thoroughly review the [preparation materials](#)
  - Commit 4-5 hours to prepare
  - May be longer for those whose native language is not English
3. Request a [Software Sales Mastery test voucher\\*](#)
4. When prepared take the [WebSphere Sales Mastery v5 test](#)
  - [Step-by-step guide to locate test on Prometrics](#)
5. Upon passing, immediately update your profile with [PartnerWorld Profiling System \(PPS\)](#) with your Candidate ID provided to you by Prometrics.

\* Business Partners who purchase the Value Package are eligible for no charge test



# 3 tips for success

1. Prior to reviewing the study materials familiarize yourself with the test objectives.
2. Download and save the whiteboard study guides (.pdf) and use them to follow along with the whiteboard videos.
  - ✓ print these guides - valuable future job aids
3. Use the search box or “Ctrl F” to locate keywords or phrases in the whiteboard study guides and WebSphere Overview presentation you want to review in more detail.



# 1. Familiarize yourself with the test objectives

Overview	Objectives	Test preparation
<b>Section 1 - Enabling the Dynamic Enterprise with IBM WebSphere Whiteboard (27%)</b>		
<ul style="list-style-type: none"><li>a. Identify WebSphere capabilities</li><li>b. Define the WebSphere value propositions</li><li>c. Identify the business challenges addressed by WebSphere solutions</li></ul>		
<b>Section 2 - Addressing Open Source Middleware Whiteboard (13%)</b>		
<ul style="list-style-type: none"><li>a. Identify the goals of engaging in an open source whiteboard discussion</li><li>b. Define the value proposition associated with addressing open source middleware</li><li>c. Identify the common business challenges encountered when using open source middleware</li><li>d. Identify the phases of the open source middleware discussion</li></ul>		
<b>Section 3 - Delivering value with Smart SOA Solutions Whiteboard (13%)</b>		
<ul style="list-style-type: none"><li>a. Identify Smart SOA solutions capabilities</li><li>b. Define the Smart SOA solutions value propositions</li><li>c. Identify the business challenges addressed by Smart SOA solutions</li></ul>		
<b>Section 4 - WebSphere Appliances Whiteboard (13%)</b>		
<ul style="list-style-type: none"><li>a. Identify WebSphere Appliances capabilities</li><li>b. Define the WebSphere Appliances value propositions</li><li>c. Identify the business challenges addressed by WebSphere Appliance solutions</li></ul>		
<b>Section 5 - Business Process Improvement with BPM Whiteboard (16%)</b>		
<ul style="list-style-type: none"><li>a. Identify BPM capabilities</li><li>b. Define the BPM value propositions</li><li>c. Identify the business challenges addressed by BPM solutions</li></ul>		
<b>Section 6 - WebSphere portfolio overview (18%)</b>		
<ul style="list-style-type: none"><li>a. Identify the products and solutions of the WebSphere portfolio</li><li>b. Identify the resources that can assist your WebSphere sales efforts</li></ul>		





## 2. Download and save the whiteboard study guides

Section	Description	Duration
01	<p><b>Enabling the Dynamic Enterprise with IBM WebSphere</b> - This whiteboard is designed as a tool for client conversations about the high level capabilities of the WebSphere portfolio. It uses a use case around which the capabilities are introduced, and illustrates the depth and breadth of WebSphere's platforms and how they can enable transformation of businesses to more dynamic entities.</p> <ul style="list-style-type: none"> <li>- <b>Video:</b> Enabling the Dynamic Enterprise with IBM WebSphere Whiteboard</li> <li>- <b>Study guide:</b> Enabling the Dynamic Enterprise with IBM WebSphere Whiteboard</li> </ul>	48 minutes
02	<p><b>Addressing Open Source Middleware</b> - This whiteboard provides a guided discovery framework for discussions with clients on enabling agile application infrastructures, the real capabilities and value delivered by our primary Open Source competitors, and how the WebSphere Foundation portfolio supports true 'fit for purpose' platform selection and a value proposition that challenges decisions to follow an Open Source approach for deploying an application infrastructure.</p> <ul style="list-style-type: none"> <li>- <b>Video:</b> Addressing Open Source Middleware Whiteboard</li> <li>- <b>Study guide:</b> Addressing Open Source Middleware Whiteboard</li> </ul>	39 minutes
03	<p><b>Delivering Value with Smart SOA Solutions</b> - This whiteboard is a sales asset to assist with opportunity identification. It is intended as a framework to discuss core capabilities delivered by WebSphere Connectivity and Integration solutions. It explains how to keep the three core value propositions of the portfolio, risk mitigation, time to value, and delivering more client value with fewer resources, in context, as you discuss the portfolio capabilities.</p> <ul style="list-style-type: none"> <li>- <b>Video:</b> Delivering Value with Smart SOA Solutions Whiteboard</li> <li>- <b>Study guide:</b> Delivering Value with Smart SOA Solutions Whiteboard</li> </ul>	51 minutes
04	<p><b>WebSphere Appliances</b> - This whiteboard provides a discussion framework focused on the core capabilities and common deployment patterns for products in the WebSphere appliances portfolio.</p> <ul style="list-style-type: none"> <li>- <b>Video:</b> WebSphere Appliances Whiteboard</li> <li>- <b>Study guide:</b> WebSphere Appliances Whiteboard</li> </ul>	34 minutes
05	<p><b>Business Process Improvement with BPM</b> - This whiteboard provides a framework for consultative discussion of the capabilities comprising Business Process Management, and how they are used collectively to enable optimized processes as well as improved business decisions and business outcomes.</p> <ul style="list-style-type: none"> <li>- <b>Video:</b> Business Process Improvement with BPM Whiteboard</li> <li>- <b>Study Guide:</b> Business Process Improvement with BPM Whiteboard</li> </ul>	72 minutes
06	<p><b>WebSphere Portfolio Overview</b> - This presentation provides an overview of the IBM WebSphere portfolio of offerings. It discusses WebSphere's key capabilities and featured products. Also included are resources that you can leverage to become a successful WebSphere seller. The presentation is located in the "Attachments" area below. It is suggested you save the file so you can view the speaker notes.</p>	45 minutes

### Attachments

**Name:** [WebSphere Portfolio Overview Section6 Sales Mastery v5\\_test\\_prep\\_103111.ppt \(\)](#)  
**Size:** 7986 KB



# 3. Use the search box or "Ctrl F" to locate keywords or phrases

Enabling the Dynamic Enterprise with WebSphere Whiteboard Study Guide-PW.pdf (SECURED) - Adobe Reader

File Edit View Document Tools Window Help

12 / 18 95.5% PaaS

## IBM Enabling the Dynamic Enterprise with IBM WebSphere

### Cloud Support

**Sales Script**

**Step Script**

- 1 Cloud computing enables reduced operating costs; we touched on that a few minutes ago. Often this means offloading appl tasks to pay-as-you-go public cloud applications; salesforce.com is a well known CRM SaaS implementation. JKE is piloting SaaS CRM to make access to customer info and orders easier for their field sales agents as they expand overseas. WebSphere cloud integration capabilities can migrate their legacy CRM data to the SaaS platform and maintain synchronization with their on-premise system going forward. The integration is defined and deployed quickly since it's built from existing template integration processes, or TIPs, which only require configuration and minor customization to be ready. So integration with public cloud is quick and simple.
- 2 WebSphere's integration platform software is hypervisor-enabled. This means our integration software can operate and elastically scale within a private cloud. It also means the collective integration capabilities we have discussed can be deployed as an "integration cloud" used to integrate on-premise services applications to those in private clouds and public clouds. This cloud topology is called a hybrid cloud, and may prove interesting for JKE in the future.
- 3 WebSphere also offers capabilities to configure and deploy middleware software platforms for private cloud environments on demand; this is termed Platform as a Service (PaaS). Hypervisor-enabled images of WebSphere portfolio software are selectable from an image library and are already performance optimized using proven configurations and production best practices from IBM engagements. They only require customization to be ready for deployment in minutes. A common use case is application development testing, since test nodes can be instantiated and decommissioned rapidly. This improves test resource utilization and reduces software licensing and hardware footprint costs. Since JKE already has server infrastructure virtualization (such as VMWare) in use, they could leverage PaaS. They could use it for production systems as well, deploying their SOA applications into a WebSphere infrastructure running in a private cloud. This provides a cost-effective, on demand approach for scaling their SOA application and process capacity, while still leveraging elastic caching to contain peak demand with sustained performance as we discussed earlier.

IBM Internal and Business Partner Use Only. Copyright WhiteboardSelling LLC 2007-2010



THANK YOU

# Examples of expiring notifications

## 1. Individual who holds the skill

Jane Doe, Please be advised that within the next 90 days your IBM certification, WebSphere Solution Sales Professional v4, will no longer count towards your company's PartnerWorld membership level. Your company may depend upon this certification for points to qualify for the Premier or Advanced PartnerWorld level, so it may be important to pursue a new certification to replace this one. You can review qualifying PartnerWorld skills and planned certification expiration dates at: [http://www.ibm.com/certify/partner/pub/zz/mem\\_skillsreq.shtml](http://www.ibm.com/certify/partner/pub/zz/mem_skillsreq.shtml). This applies only to your company's PartnerWorld membership level attainment, and has no impact on your company's Business Partner Agreement (BPA) contract compliance and authorization provided by the BPA to sell IBM products. If you have questions, contact PartnerWorld at: <https://www.ibm.com/partnerworld/contact>

## 2. PartnerWorld primary relationship contact (PRC) for the Business Partner organization

John Smith, You are receiving this e-mail as the Primary Relationship Contact (PRC) of an IBM PartnerWorld profile for ABC Business Partner, ID-XYX-PDQ. Your firm is potentially affected by a decrease in the points that are used to calculate your organization's level in PartnerWorld. The IBM Certification, WebSphere Solution Sales Professional v4, will no longer count toward membership level in PartnerWorld in 90 days. The following employee(s) profiled in your company record hold the certification: Jane Doe and Charlie Brown.

# Instructions to locate WebSphere Sales Mastery v5 00M-646 test on Prometrics

**Step 1:** Review the study materials and download the supporting study guides.  
<https://www-304.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/V966175L76724M74>  
URL requires PartnerWorld ID and password for access

**In all likelihood, if you have not spent time reviewing the recommended materials you will not be successful in a earning passing score.**

**Step 2:** Access Prometric's home page <http://ibt.prometric.com/ibm> and choose your language preference.

**Step 3:** Previous users sign in with your secure Prometric user name and password.  
For new visitors you must create and account. Once you have this established sign in.

**Step 4:** On the Welcome page Click "Continue".

**Step 5:** Review the Privacy Notice and if you are in agreement click "I AGREE" to proceed.

**Step 6:** Review your profile information, update if applicable, click "Continue".

**Step 7:** On the Main Menu page click "Take Test".

**Step 8:** On the Select a Test Sponsor page in the Public Tests category, choose "PartnerWorld for Software Sales Mastery Tests" from the drop down menu.

**Step 1: Select a Test Sponsor (or submit keycode)**  
Prometric offers both publicly available tests, as well as private tests. These private tests do not appear when navigating through the test lists, but are only available by entering the keycode to unlock that exam. This keycode assures that only authorized individuals have access to these private exams.

The screenshot shows three main sections: **Public Tests**, **Private Tests**, and **Eligibility Tests**. The **Public Tests** section has a dropdown menu with the following items: PartnerWorld for Software Sales Mastery Tests, IBM Cloud Computing Assessment, IBM ECM/Commerce/Connectivity Assessment Tests, IBM Industry Solutions Mastery Tests, IBM Information Management Assessment Tests, Information Management Customer Support Assessment, Lotus and WebSphere Portal Assessments, **PartnerWorld for Software Sales Mastery Tests** (highlighted with a red arrow), PL/I Assessments, Rational Assessment/Sample Tests, Retail Store Solutions - Mastery Tests, Systems & Storage Assessment Tests, Systems & Storage Mastery Tests, Tivoli Certification Assessments, Tivoli Customer Support Assessments, Tivoli Support Provider Assessments, and WebSphere/SOA/XML Assessment Tests. The **Private Tests** section has an input field for a keycode and a 'Submit' button. The **Eligibility Tests** section has an input field for an eligibility code and a 'Submit' button.



# Instructions to locate WebSphere Sales Mastery v5 00M-646 test on Prometrics (Con't)

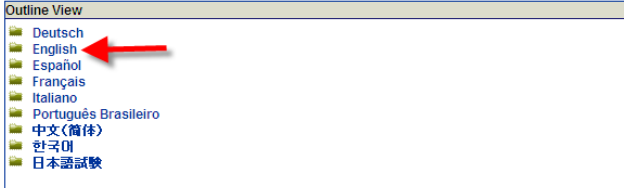
**Step 9:** On the "Select a Test" page click preferred language.

**NOTE:** Each geography is responsible for funding the translation of the test, so all language preferences may not be available.

### Step 2 : Select a Test

Listed below are the tests available from IBM / PartnerWorld for Software Sales Mastery Tests.

You may also view a complete list of tests in a [table format](#).



**Step 10:** All available Sales Mastery Tests will be listed on the right, scroll down until you find M646 IBM WebSphere Sales Mastery Test v5.

- M644 ECM Information Lifecycle Governance Sales Mastery Test v1 - English (US)  
[Serial #: 00M-644] | Cost: \$20.00 USD
- M645 IBM Cognos Business Intelligence Sales Mastery Test v2 - English (US)  
[Serial #: 00M-645] | Cost: \$20.00 USD
- M646 IBM WebSphere Sales Mastery Test v5 - English (US)
- M648 IBM Rational IT Sales Mastery Test v2 - English (US)  
[Serial #: 00M-648] | Cost: \$20.00 USD
- M649 IBM Rational Systems & Software Engineering Sales Mastery Test v2 - English (US)  
[Serial #: 00M-649] | Cost: \$20.00 USD
- M650 IBM Rational Enterprise Modernization Sales Mastery Test v1 - English (US)  
[Serial #: 00M-650] | Cost: \$20.00 USD

**Step 11:** Validate that you have the correct test, review the test details and click "Take This Test".

### Step 3: Confirm Test Selection

Please review the test details (including cost) and confirm your choice

START STEP 1 STEP 2 STEP 3 STEP 4 STEP 5 DONE

Test Information					
Test Name	Language	Cost	Time Limit	Passing Score	
M646 IBM WebSphere Sales Mastery Test v5	English (US)	\$20.00 USD	1 Hour 15 Minutes	76%	

**Description:** The WebSphere Sales Mastery test covers content from six learning activities.

**Requirements:**

- Cookies and javascript must be enabled on your web browser.
- This test does not require a proctor sign-in (test supervisor).
- This test does require payment.

If you do not start your exam within one hour of payment, the system will automatically cancel your exam and refund your payment. If you need to verify this credit, select Review Scores and click View Receipt. You will see both the payment and credit transactions.

Take This Test!



# Instructions to locate WebSphere Sales Mastery v5 00M-646 test on Prometrics (Con't)

**Step 12:** If you have a PartnerWorld Sales Mastery voucher for this test enter it. Otherwise, leave the field blank and press "Continue" to proceed to the payment screen.

## Step 5: Promotions/Vouchers

If you have a promotion code or voucher for this test and would like to use it, please enter it below. Otherwise, leave the field blank and press Continue to proceed to the payment screen.

START STEP 1 STEP 2 STEP 3 STEP 4 **STEP 5** DONE!

Enter Promotion Code or Voucher

Details for Sales Mastery vouchers can be found at:

[https://www-304.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/pw\\_ben\\_sales\\_mastery\\_test\\_benefit](https://www-304.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/pw_ben_sales_mastery_test_benefit)

**Step 13:** If you are not using a Sales Mastery voucher proceed with credit card purchase and click "Preview".



## Step 5: Pay for the Test

Your credit card will also be verified by your address. You must supply the billing address where your credit card statements are received, or the transaction may be declined. Please sup

### Payment details

First Name	Last Name
<input type="text" value="Michele"/>	<input type="text" value="Jordan"/>
Billing Address	
<input type="text"/>	
City	State/Province
<input type="text"/>	<input type="text"/>
Postal Code	
<input type="text"/>	
Country	
<input type="text" value="United States"/>	
Home Phone #	Email
<input type="text"/>	<input type="text" value="mmjordan@us.ibm.com"/>
Card type	Card number
<input type="text" value="Visa"/>	<input type="text"/>
Card Security Number	Card Expiration Date
<input type="text"/>	(month) (year)

TEST PRICE \$20.00 USD

- All fields are required.
- Your information is safe! We do not store any of your credit-card information in our systems.
- Always protect your identity and credit-card information when online.

**Step 14:** On the Launch Test page click "Take Test". **Good Luck!**

**Step 15:** Once you receive your passing score notification from Prometric, update your PartnerWorld Profile with your Prometric ID. [https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/pps\\_com\\_udp\\_faq#certifications](https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/pps_com_udp_faq#certifications)