

messages:

An IBM Software Business Partner Newsletter

CO-FUNDED MARKETING
How to Qualify

**IBM BUSINESS PARTNER
CONFERENCE 2010**
Mark Your Calendar

IBM SOFTWARE UPDATES
Learn more about
Widgets, WebSphere,
Rational & Tivoli

IBM Software Value Plus

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Premium Skills, Premium Results with IBM Software

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Sandeep has been with IBM since 1998 and held sales leadership positions in the channels and brand organizations. With over 18 years' experience in sales and sales operations, Sandeep has led teams at Worldwide, Asia Pacific and ASEAN levels. Prior to this role, Sandeep was the Business Unit Executive for Lotus Software in ASEAN. Sandeep has a Bachelor of Engineering in Computer Science from the University of Bombay and has been in Singapore since 1991.



Dear IBM Business Partner,

Welcome to our second issue of Messages, an IBM Software Business Partner newsletter, again packed with insights and news to keep you up-to-date with happenings and providing you opportunities for growth in the ASEAN region.

As you know, we keep the newsletter easy and interesting. But bursting with new releases and updates, this issue for 2010 is certainly starting the year off with a bang! FY2010 is yet another challenging year for all, with the recent economic situation. Our customers are not spared; as such, efforts are in need to take charge of the business to ensure growth and create opportunities. From our end, we offer co-funded marketing to assist eligible Business Partners for growth. Find out the details on page 4. And to take on the economic challenge by the horns, IBM is implementing Software Value Plus in January. This new premium model will surely benefit Business Partners to yield better results and achieve objectives. Flip to page 10 for an overall preview of this incentive enhancement!

As we brace ourselves for 2010, we need to build a 'Top of Mind' priority on IBM Software. We have set a marketing challenge to drive towards 54% of net new revenue for 2010. Marketing teams will be deployed to work closely with you to generate new revenues, assistance will be given in progress leads and help will be on hand for generating awareness within the ecosystem. And on top of these, we will be featuring more information on all the softwares concerned in this newsletter. See from page 19 onwards, useful information on IBM Softwares that will help you meet the challenge ahead. However, do read our feature on partnership, page 16 (by Ai-Ling See, ASEAN Software Group Marketing Manager) to understand better why we are investing so much in our business partners.

And of course, we do not just drive you to achieve the targets set. We reward you as well! See on page 18 who was recently awarded. Get the highlights of past and future events and happenings in here! The much anticipated event—the IBM Business Partners Conference 2010—the largest partner event of the year is highlighted on page 9. Check it out!

And with Channel Activities listed in a new format, products and new launches featured, this second issue is certainly starting off the year with a bang! Enjoy!

Sandeep Bakhshi
 Business Unit Executive,
 ASEAN Software Group Channels

"Business Partners are vital to IBM's business. Together, I believe, we can shape a new era of leadership and growth."

Sam Palmisano
 IBM Chairman, President and Chief Executive Officer
 2009 IBM Business Partner Charter

http://www.ibm.com/partnerworld/pwhome.nsf/weblook/pub_whyjoin_bpcharter.html

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*Business Partner is used informally and does not imply a legal partnership.



Latest in the Market

To keep you informed with what is out there and available.



Co-funded Marketing

IBM is pleased to offer co-funded marketing funds to eligible Business Partners who have contributed to the success of IBM.

We support our Business Partners to:

- Increase reach and awareness of Business Partner's offerings to the market
- Grow IBM Software business in conjunction to Business Partner's business
- Build a run rate business by driving Business Partner autonomous revenue (BPOI)

There are 4 co-funded models to support Business Partners with marketing funds on lead generation marketing campaigns.

Please see your IBM representative or PartnerWorld Contact Services for more details on your qualification.

Now available in IBM Campaign Designer! Lotus Knows marketing tools for you to use!

Check out all the Lotus Knows materials now available on IBM PartnerWorld Campaign Designer.

Think how you might want to customize and leverage these marketing materials in your local market. Use the email and/or direct mail templates to reach new companies and new contacts as part of a multi-step marketing campaign. Or if you are exhibiting at, speaking at, or hosting a conference or event, use the email templates to invite attendees. Display the posters at a conference or event. Post a web banner or graphic on your company's home page, or place a print ad in your local newspaper or local conference catalog.

We suggest you bookmark this page, the Lotus Knows page on PartnerWorld: <http://www.ibm.com/partnerworld/lotusknows> to stay up-to-date on the latest Lotus Knows materials update. This is where you will find: a table of the available materials, instructions on how to use them, the list of approved Lotus Knows headlines, additional materials and translated versions as they become available.

Please email us at lknows@us.ibm.com to join our worldwide community of Vanguard Business Partners who are working closely with us to make the Lotus Knows initiative a huge success. This will ensure you receive regular updates and access to best practices and marketing tips! If you want to learn more about Campaign Designer, please feel free to contact Tim Koepp, North America Program Manager, at tpkoepp@us.ibm.com

Check out these updates and new stuff!

Information Management

NEW: Business Intelligence and Warehousing Solution Partner Enablement kit
https://www.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/L153917J25275X01/lc=en_US

NEW: Unlock Greater Business Value from your Data at a Lower Cost-Infomix Partner Enablement Kit
<http://marketblox.com/bp/campaign/campaigndetail.aspx?CampaignId=100719>

UPDATED: Information Management Partner kits in Campaign Designer
 Seminar-in-a-Box: Break free from High Cost of Data
<http://marketblox.com/bp/Collateral/campaigndetail.aspx?CampaignId=100689>

UPDATED: Leverage Information Management Cost Buster Partner Saleskits
 Effective Information Management in Uncertain Times-Lower Cost of Data
<http://www.ibm.com/software/data/partners/secure.jsp?tab=playbooks&content=sales-kits#IM>



Lotus Notes and Domino 8.5.1 is here – Free Domino Designer



Notes and Domino 8.5.1 is more than a maintenance release. Along with bug fixes, there are new features in this release, including changes to the way Notes and Domino are marketed and licensed, and Lotus Domino Designer will now be available at no charge. We listened when you asked us to simplify the way in which the client licenses are sold. We are listening.

Announcing IBM Cognos TM1 9.5 and IBM Cognos 8 Controller 8.5

Budgeting, planning and forecasting with reliable, consolidated management data

Introducing IBM Cognos TM1 9.5

Get the right information to the right people in the form they need with highly flexible planning, budgeting and analytics for increased accuracy in resource allocation and business forecasting.

New features and benefits include:

- Contribution and workflow (TM1 Contributor user experience) to structure and automate participation in performance management (PM) process
- Unlimited personal "what if" scenarios
- Personal hierarchies for personal, organizational, and dimensional views

For more information, please check out: http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/pdfs/factsheets/fs_ibm_cognos_tm1.pdf?elq=afeefc44e3144b6ea174487f91778d9c

Introducing IBM Cognos 8 Controller 8.5

Automate your entire close process with a full suite of consolidation capabilities that deliver a complete portfolio of financial results and an integrated business intelligence platform for financial and management reporting and analysis.

New features and benefits include:

- Allocations based on fix and dynamic ratios
- Advanced Formula Calculations
- Financial Analytic Publisher leverages real time integration with IBM Cognos TM1.
- Controller data and metadata synchronized with TM1 to provide powerful OLAP style in-process and financial reporting environment.

For more information, please check out: http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/cognos/pdfs/factsheets/fs_cognos_controller.pdf?elq=afeefc44e3144b6ea174487f91778d9c

IBM Global Partner Portal: New B2B Add-in offers simplified approach to data entry

The IBM Global Partner Portal B2B Add-in, which can be installed on your desktop, offers an alternative method to enter and update your IBM opportunities in the IBM Global Partner Portal.

The IBM Global Partner Portal Opportunity Management B2B Add-in for Microsoft Excel leverages all the functionality of Excel to update, receive, send and work with all your opportunities. It's simple to use and of no cost to IBM Business Partners.

For more information on how to take advantage of the GPP B2B process visit: https://www-304.ibm.com/jct01005c/partnerworld/mem/sell/sel_b2b_overview_en.html?open&cm_mmc=6408--n--vrm_newsletter--10256_141436&cmibm_em=dm:0:16689620





Channel Activities in a Calendar View

2010 Q1 activities at a glance for easier planning!

	January 2010	February 2010	March 2010
MALAYSIA	<p>All Partners: IBM Business Partner Software University + Awards Night</p> <p>AVNET: Sub-dist with Ingram Micro bundle with Tivoli Fastback; Tivoli Fastback Geo-Expansion Workshop; DM Creation and Blasting; Advertorials for CX; CSI - FSI Golf Event; Tivoli Foundation Partner Recruitment; Customer breakfast (Avnet Sol) - Connectivity; Runrate - Fortnightly Business Partner enablement (Tivoli Foundation); Runrate - Fortnightly Business Partner enablement (CX); Runrate- LI Activity per VAD</p> <p>DANCOM: Foundation Sales Enablement; iLOG; BRMS Day; Runrate - Fortnightly Business Partner enablement (Tivoli Foundation); Runrate- LI Activity per VAD</p> <p>ECS: Lotus and Tivoli Foundation Bundled & Incentive Promo; Rational AppScan Workshop and Promo; Runrate - Fortnightly Business Partner enablement (Tivoli FB); Runrate - Fortnightly Business Partner enablement (Lotus foundation); Runrate- LI Activity per VAD</p> <p>Gadget Wearable: Tivoli FB Tele campaign</p> <p>Patimas: Runrate - Fortnightly Business Partner enablement (Lotus foundation); Runrate- LI Activity per VAD</p>	<p>AVNET: Avnet Azure: Cognos Joint Event with Sunway Business Solutions for Pharmaceutical Sector; MS SQL End User Event; End User event for Datapower; End User Event for iLOG</p> <p>DANCOM: Dancom Net Services: Tivoli Storage/Automation Customer event; Channel BP Sales Campaign; Insurance Day with iLOG</p> <p>ECS: IDS Tech Update + Bundled Promo</p> <p>Patimas: Patimas Malaysia: LotusLive target for SMB; What's New in the IBM LotusSphere; How Increase business agility, reduce IT maintenance and integration costs; Enablement for WebSphere Core</p>	<p>All Partners: Public Sector Business Partner Workshop</p> <p>B ANS GROUP: Beans Factory: SOA Event with Beans</p> <p>DANCOM: Dancom Net Services: iLOG : Optimization Day</p> <p>eACT Technologies: eAct: Customer Event/ Promo</p> <p>ECS: ISV Conference</p> <p>IT Soft: Customer Event/Promo</p> <p>Patimas: Patimas Malaysia: Enablement for Lotus portal; What is IBM Integrated Management Solution</p>
	<p>High Value Partners: SWG Business Partners Appreciation Nite</p> <p>CSS: SuperBiz Activities</p> <p>Global PTM: SuperBiz Activities</p> <p>INGRAM MICRO: Ingram: Business Partner Appreciation</p> <p>NCS: NCS Tech Day</p> <p>SVC: Security seminar</p> <p>Summit: Cognos Express follow-on</p> <p>STE: Joint marketing with STE</p> <p>Trimendus, SVC, Gryphon: Security telout - Pulley Ascent (break at CNY)</p> <p>Radient: SuperBiz Activities</p>	<p>All Partners: IBM Business Partner Software University</p> <p>Accenture: Joint marketing with STG</p> <p>AVNET: Avnet: MIS: Virtualization, IT Service Management follow-on workshop</p> <p>NCS: Joint marketing with STG</p> <p>SAGE: SuperBiz Activities</p>	<p>ACCEVAL: Acceval: SuperBiz Activities</p> <p>AVNET: Avnet: StorageAsia: Storage Strategy follow-on workshop; WebSphere Message broker</p> <p>CS Lucas: Forecasting solution SaaS</p> <p>Espore: Domino POT</p> <p>Gryphon: Tivoli System Management</p> <p>Info Lab: Web 2.0</p> <p>SSKI: Cognos Express follow-on</p>
SINGAPORE	<p>All Partners: IBM Business Partner Software University</p> <p>ANS: Plantation Business Performance Monitoring</p> <p>Astra Graphia/SAP: Banking Day</p> <p>Hanoman: WebSphere Departmental Business Process Management</p> <p>Reka Piranti: Reka Piranti: Smarter Business - SW Bundling with HW/System x; Partner Enablement (2x geo partner enablement); Cognos Express</p>	<p>All Partners: IBM Business Partner Software University</p> <p>ANS: Plantation Business Performance Monitoring</p> <p>Astra Graphia/SAP: Banking Day</p> <p>Hanoman: WebSphere Departmental Business Process Management</p> <p>Reka Piranti: Reka Piranti: Smarter Business - SW Bundling with HW/System x; Partner Enablement (2x geo partner enablement); Cognos Express</p>	<p>All Partners: Partner Enablement (2x IM partner enablement)</p> <p>Adicpta Inovasi, Anabatic, Codephile, Prisma Global: Self Service Website & Advance Collaboration</p> <p>Interna Prima: Plantation seminar</p>
	<p>MSI / QNX: Coffee On Me - RTCi</p> <p>MSI / SQL Wizard: Coffee On Me - Optim</p> <p>MSI / ABSI: Coffee On Me - Filenet</p> <p>MSI / Softweb: Coffee On Me - Lotus</p> <p>MSI / SSI: Coffee On Me - Lotus</p> <p>TPQ / QNX: Coffee On Me - WebSphere</p> <p>TPQ / RCS: Coffee On Me - Lotus</p> <p>TPQ / EAE: Coffee On Me - Tivoli</p> <p>TPQ / GS3 or Softweb: Lotus Live launch</p> <p>IBM: IBM Software Sales Certification Day</p>	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: Partner Enablement (2x IM partner enablement)</p> <p>Adicpta Inovasi, Anabatic, Codephile, Prisma Global: Self Service Website</p> <p>Kontinum: BOS.NET Performa</p> <p>Niaga Prima: Service desk management</p> <p>Reka Piranti: Reka Piranti: Partner Enablement (1x SWG BootCamp); Infosphere balance warehouse;</p> <p>Simian: Performance Cockpit for Finance Industry</p>
INDONESIA	<p>All Partners: IBM Business Partner Software University</p> <p>KTN: LotusLive Workshop</p> <p>Metro: Enterprise Modernization; Cognos TM 1 Seminar</p> <p>MITS Co.,Ltd: Tivoli Maximo</p> <p>TNIS: iLOG for Insurance</p>	<p>All Partners: IBM Business Partner Software University</p> <p>MFEF: WebSphere Seminar</p> <p>Mfocus: iLOG Seminar</p> <p>SmarterWare Co.,Ltd: Rational AppScan workshop</p> <p>Soltius: Tivoli Maximo</p>	<p>All Partners: IBM Business Partner Software University</p>
	<p>FIS, CMC, HiPT, VietSoftware, Teckey, Cinotech, FIS, Unicom, CMC: Self Service Websites</p> <p>FPT, Sunshine: Runrate for Foundations, TSM, Cognos X</p> <p>Teckey, Cinotech, FIS/HCM, CMC/HN, IES: Upgrade & Save (ND 8.5)</p> <p>IES: Collaboration 2.0 for Universities</p>	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>
PHILIPPINES	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>
	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>
THAILAND	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>
	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>
VIETNAM	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>
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All activities listed are correct at time of publication. Contact your local IBM representatives for more information.



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INDONESIA	<p>All Partners: Partner Enablement (2x IM partner enablement)</p> <p>Adicpta Inovasi, Anabatic, Codephile, Prisma Global: Self Service Website & Advance Collaboration</p> <p>Interna Prima: Plantation seminar</p>	<p>All Partners: IBM Business Partner Software University; Partner Enablement (2x IM partner enablement)</p> <p>ANS: Plantation Business Performance Monitoring</p> <p>Astra Graphia/SAP: Banking Day</p> <p>Hanoman: WebSphere Departmental Business Process Management</p> <p>Reka Piranti: Reka Piranti: Smarter Business - SW Bundling with HW/System x; Partner Enablement (2x geo partner enablement); Cognos Express</p>	<p>All Partners: Partner Enablement (2x IM partner enablement)</p> <p>Adicpta Inovasi, Anabatic, Codephile, Prisma Global: Self Service Website</p> <p>Kontinum: BOS.NET Performa</p> <p>Niaga Prima: Service desk management</p> <p>Reka Piranti: Reka Piranti: Partner Enablement (1x SWG BootCamp); Infosphere balance warehouse;</p> <p>Simian: Performance Cockpit for Finance Industry</p>
	<p>MSI / QNX: Coffee On Me - RTCi</p> <p>MSI / SQL Wizard: Coffee On Me - Optim</p> <p>MSI / ABSI: Coffee On Me - Filenet</p> <p>MSI / Softweb: Coffee On Me - Lotus</p> <p>MSI / SSI: Coffee On Me - Lotus</p> <p>TPQ / QNX: Coffee On Me - WebSphere</p> <p>TPQ / RCS: Coffee On Me - Lotus</p> <p>TPQ / EAE: Coffee On Me - Tivoli</p> <p>TPQ / GS3 or Softweb: Lotus Live launch</p> <p>IBM: IBM Software Sales Certification Day</p>	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: Partner Enablement (2x IM partner enablement)</p> <p>Adicpta Inovasi, Anabatic, Codephile, Prisma Global: Self Service Website</p> <p>Kontinum: BOS.NET Performa</p> <p>Niaga Prima: Service desk management</p> <p>Reka Piranti: Reka Piranti: Partner Enablement (1x SWG BootCamp); Infosphere balance warehouse;</p> <p>Simian: Performance Cockpit for Finance Industry</p>
PHILIPPINES	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>
	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>
THAILAND	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>
	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>
VIETNAM	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>	<p>All Partners: IBM Business Partner Software University</p>
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Focus Sales Plays for Mid Market

Three essential points to help you.

Our solutions for mid market customers potentially help our customers in 3 key areas:

- Help our customers to **optimize their people productivity and drive efficiency through better people integration.** Whether our customers are in the office, at home, or on the road, it is easy for them to access essential information, communicate effectively and promote better teaming amongst colleagues and build long term relationship with their customers and partners.
- Help companies **gain better business insight** into their key business drivers by integrating company data, business performance, customer behaviors. With these valuable insights, mid size companies are able to innovate new products, services and drive speedy go to market strategies and to compete effective in the market place, improve profitability, make smarter business decisions and retain loyal customers.
- Help customers to **deliver peace of mind by reducing IT costs & risks** through protection and security of the IT investments including data, applications, IT Infrastructure & Assets.



Mid Market Top 5 Sales Focus for Business Partners in Q1 2010

Mid Market Sales Plays	Customer Benefit
Performance Management & Reporting with Cognos Express	<ul style="list-style-type: none"> • Makes smarter business decision • Derive better insights to be able to compete effectively in the market place • Improve profitability and retain customers
Comprehensive Data Protection with Tivoli Storage Manager and TSM Fastback	<ul style="list-style-type: none"> • Deliver peace of mind by reducing IT costs & risks • Provide security to important data, applications, IT infrastructure & Assets
Cloud Advantage with Lotus Live!	<ul style="list-style-type: none"> • Replace fixed capital costs with variable expense greatly lowering upfront investment cost making it affordable to mid size business • Save cost in the long run by optimizing people productivity through team collaboration as the following features apply: <ol style="list-style-type: none"> a) capabilities for online meetings (web conferencing) b) file storing and sharing c) contact management d) live chat e) web mail
Improve Service with Tivoli Service Request Manager and Tivoli Foundation Application Management	<ul style="list-style-type: none"> • TSRM (Tivoli Service Request Manager) provides intuitive reporting for IT Help desks on service request, incident and problem management solution • TFAM (Tivoli Foundation Application Manager) helps to monitor the health of application in order to optimize application usage within the organization.
Set up your instant office with Lotus Foundations	<ul style="list-style-type: none"> • Simplify set up and implementation for mid-size business with lack of IT support • Easy to set up without high cost



Meeting of The **MINDS**

Mark your calendar today for this mind challenging event!



IBM Business Partner Conference 2010

MEETING OF THE MINDS
DRIVE GROWTH. DELIVER VALUE.

Dear Business Partner,

We are pleased to bring to you the largest IBM partner event of the year. As a valued Business Partner of IBM, you get access to a portfolio of IBM offerings designed for the midmarket, plus a toolkit full of education and enablement resources and incentives that help drive profit. We are also committed to bring your organization the leading technology, deep industry knowledge and global reach.

IBM's strategy, along with our Business Partners, is about engaging clients in higher value discussions. The Charter is our statement of commitment to this strategy, detailing how we will enable our Partners to identify the value that they can bring to a client's entire enterprise, acting as a true consultant and creating competitive advantage.

Committed to driving solutions with our Business Partners to help customers cut costs, drive efficiency & productivity, preserve capital and create competitive advantage, the Business Partner Software and STG Universities is again focusing on "Meeting of the Minds", with emphasis to "Drive Growth and Deliver Value" to jointly build a Smarter Planet.

Mark your calendar today for this mind challenging event!

Malaysia: 19 Jan | Philippines: 4 Feb | Indonesia: 9 Feb | Singapore: 10 Feb
Thailand: 4-6 Mar | Vietnam: HCMC 10 Mar* & Hanoi 12 Mar* **Subject to confirmation*

We look forward to be your leading technology partner in the new decade.

http://www.ibm.com/partnerworld/pwhome.nsf/weblook/pub_whyjoin_bpcharter.html

- IBM Business Partners are vital to IBM's business.
- Our relationship is uniquely collaborative.
- We invest in IBM Business Partners' success.
- We strive to provide the industry's best Business Partner experience, in all respects.
- We work with our Business Partners to seize the opportunities presented by a smarter planet.
- We ground our relationships in the core values of IBMers.

For IBM Business Partners, Smarter Planet and the IBM Business Partner Charter are about engaging clients in higher value discussions to help lay the foundation for tomorrow's infrastructure. Business Partners are critical to IBM's Smarter Planet strategy and have been an integral part of co-creation of solutions, applications, services and expertise required to solve today's challenging and rapidly changing customer needs.

GUIDING PRINCIPLES

IBM Software Value Plus

Premium Skills, Premium
Results with IBM Software

IBM Software will be implementing Software Value Plus, in January 2010. This new authorized distribution model expands the reseller authorization beyond products available through Software ValueNet. Designed to differentiate and reward Business Partner skills, experience, investment and commitment, this will yield results and achieve objectives. A subset of the IBM software portfolio will continue to be offered through Software ValueNet or through open distribution.

Business Partners will benefit from this strategic shift. These changes will apply to most countries but not all. Please check the PartnerWorld® Software Value Plus pages for more information. (http://www.ibm.com/partnerworld/pwhome.nsf/weblook/pat_sw_value_plus.html)



Customers demand to work with experts who understand their business and can help them achieve their objectives. IBM is committed to supporting an ecosystem of skilled partners. IBM Business Partners who invest in expertise across the IBM software portfolio are well positioned to:

- Provide value to clients with the right solutions
- Deliver solutions with lower deployment risk
- Offer clients increased return on their investment

Our customers demand a superior return on their investments.

But investing in the best software is only the beginning—delivering greater client value is about smarter implementations, efficient resource deployment and teaming with technology experts who understand their business and can help them achieve their objectives.

Business Partners who have proven IBM software portfolio skills and expertise are well positioned to deliver this critical client value.

In February 2009, IBM Software Group announced the next step in a global strategy to drive growth through investment in Business Partner expertise. Increasing mindshare and commitment can only strengthen the combined value proposition of IBM and IBM Business Partners.

IBM Software Value Plus organizes the IBM software portfolio into two categories:

- **Open** is about reaching the broadest market possible. Open products are available through all IBM Business Partners and designed to offer clients rapid time-to-value and a high degree of consumability. IBM products like the IBM Express® portfolio and WebSphere® Application Server are included in the Open portfolio to help you meet these client objectives.

- **Authorized** is designed to deliver leading software capabilities, and requires highly skilled Business Partners who have demonstrated advanced skills through certifications and approved solutions. The majority of the authorized portfolio will encompass mainstream and heritage IBM software solutions. Products in this category can only be acquired through IBM-approved Business Partners; as of January 25, 2010, Business Partners must be authorized in order to resell them. The Authorized portfolio includes offerings such as IBM Tivoli® Identity Manager, WebSphere Process Server and DB2®. Select Authorized portfolio products will continue to be offered via Software ValueNet, including IBM Cognos®, FileNet®, InfoSphere™ and Optim® software.

Software Value Incentive Enhancements

Another example of how we are making it easier to do business: Software Value Incentive Small Deal Enhancement

Team,

The Software Value Incentive (SVI) is designed to reward you for the role you play and the value your business brings throughout different stages of the sales cycle – opportunity identification and selling IBM middleware to customers. We have heard you consistently tell us about the positive impact of SVI.

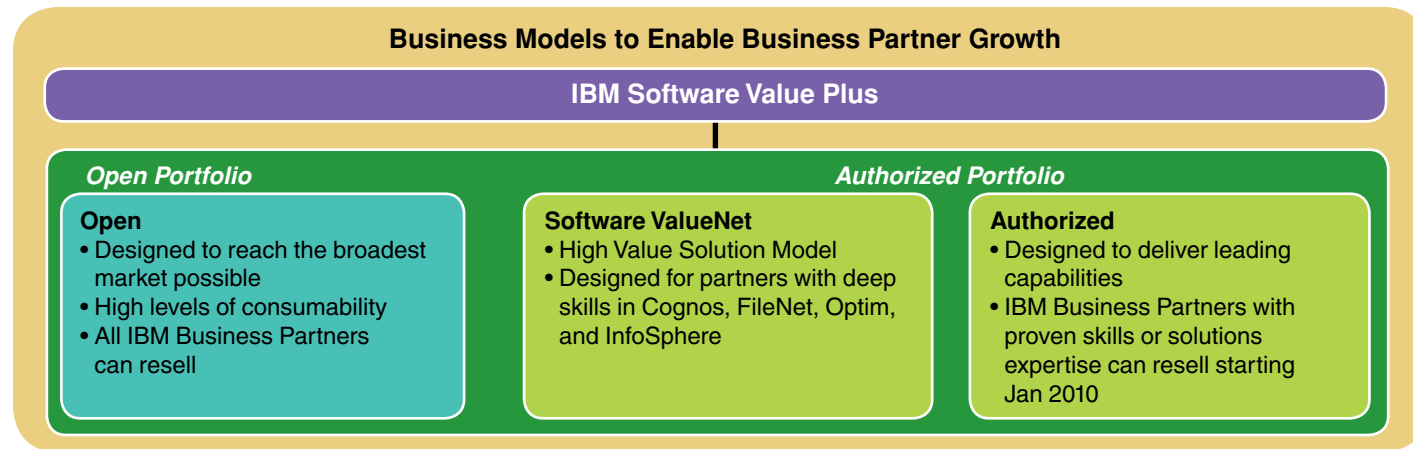
As part of our commitment to continue to make it easier to do business, we are announcing the Software Value Incentive Small Deal Enhancement.

Effective immediately, IBM is simplifying the SVI payment request process. Business Partners will no longer be required to submit sales documentation for small deal transactions of US\$50K or less when the Business Partner is reselling and the opportunity is eligible for identify and sell fees.

Learn more about the benefits, participating countries, terms and conditions. Continued success.

Sandy

Sandy Carter
Vice President, IBM Software Group Channels



Open Portfolio Benefits

- Expand your support for new market segments rapidly via ubiquitous access to solutions
- Increase your upsell opportunities during existing sales with streamlined, popular solutions

Authorized Portfolio Benefits

- Make your sales cycles more productive with increased sales skills that boost revenue
- Increase your revenue from successful implementations, increased customer satisfaction and repeat business due to increased technical skills
- Sharpen your business focus via Software Value Plus' required PartnerPlan, which helps IBM provide you with customized support

Getting Started

Determine whether the products your company intends to sell require authorization.

Authorization to resell IBM software products is achieved at the Reseller Authorization group level. For example, the Tivoli brand currently has four Reseller Authorization groups: Storage Management, Security & Compliance Management, Automation and Enterprise Asset Management. If you resell Tivoli Identity Manager, apply for authorization in the Tivoli Security and Compliance Management Reseller Authorization group. If you resell WebSphere Process Server, apply for authorization in the WebSphere Business Process Management group.

For the most current Reseller Authorization groups and a listing of the countries that participate, please visit the

Authorized portfolio Web page.

If the products you intend to resell require authorization, follow these four steps.

1. Join the IBM PartnerWorld program. If you are not already a member of IBM PartnerWorld, join today.
2. Create a PartnerPlan. Maximize the value of your relationship with IBM and document your business objectives.
3. Enroll and participate in our value programs.
 - Value Advantage Plus requires an approved solution containing a product within the Reseller Authorization group(s) you want to sell.
 - Software Value Incentive (SVI) requires one sales and two technical certifications in the Reseller Authorization group(s) you want to sell.
4. Apply for IBM Software reseller authorization. Visit the Authorized portfolio application Web page.

The new Business Partner requirements for Authorized category will take effect January 25, 2010. Enrollments will begin in November 2009. Actual dates may vary slightly by region.

Delivering Greater Client Value

IBM enables Business Partners to set themselves apart and deliver comprehensive solutions. Business Partners who invest in skills and expertise with the IBM software portfolio and team with IBM are well positioned to deliver greater client value. Working together we help clients experience these benefits

- Faster time-to-value with the right solutions
- Reduced risk in solution development
- Increased return on investment over time

Will Change Drive Your Business Or Will You?

Business Agility Now! Interactive seminars—coming soon to McLean, Omaha, Frisco, Toronto, Milan, Beijing and beyond. Register today!

→ Performance soars when business and technology converge

→ Pre-built industry assets help rein in IT costs

→ Serious games for smarter skills: The future of learning



"The Software Value Plus Program is IBM Software Group's most innovative and customer focused initiative to date. By aligning customers with its most skilled partners like Ascendant Technology, IBM is reinforcing its commitment to customer value and to building a smarter planet."

Rob Thomas, Vice President, Sales, Ascendant Technology

Events & Happenings

Highlights from past events.



When: 27 October 2009, Tuesday
Where: Hotel Equatorial Penang, Malaysia

Objective of this campaign:

- Learn, hear, find & discover LotusLive Software
- How end-users / partners can empower their employees to work together more effectively to drive innovation via collaboration software delivered to them as a cost-efficient online service.

Target Audience:

End users, resellers

For more information on Lotus Live, please email to lotuslive@siriuscom.com.my

IBM Software ISV Technical Day 2009



When: 22nd Oct 2009
Where: Colmar Tropical, Bukit Tinggi, Malaysia

Objective of this campaign:

- Technical Workshop for selected group of IBM ISV Partners
- Explore IBM Solutions, to Expand your business
- IBM believes that by enriching your knowledge is fundamental to business success, therefore, we cordially invite you to join us at this session of knowledge sharing, technical insight and overview of IBM Software Solutions. On top of that, we have organize a half day of activities that is fun and rewarding just for you.
- Hear from us directly on what we have that facilitates your day-to-day business requirement such as providing equipment and technical support, ISV porting or migration assistance, marketing support and many others

Target Audience:

Focused IBM ISV Partners

IIC Website:

<http://ibm.com/partnerworld/iic/kualalumpur.htm>

VIC Website:

www.ibm.com/partnerworld/vic

PartnerWorld Website:

<http://www.ibm.com/partnerworld/isv>

For more information, please email to iickl@my.ibm.com

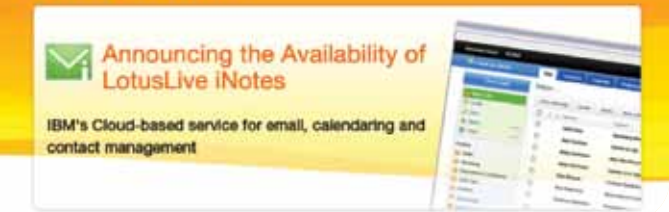
IBM Launches Secure, Reliable eMail Service for \$3 on LotusLive.com

ARMONK, NY, October 5, 2009 – IBM today announced LotusLive iNotes, a new email service that delivers the benefits of cloud computing with a focus on reliability, privacy and security, to millions of mainstream business users starting at \$3 per user, per month.

The new IBM LotusLive iNotes cloud service allows overburdened IT departments to take advantage of IBM's leadership in enterprise collaboration for a range of on- or off-premise messaging capabilities, including mail that works with Lotus Notes and Microsoft Exchange or operate as a standalone solution to reduce overall IT costs and complexity.

It is quick and simple to deploy, making it well-suited for companies of all sizes.

LotusLive News



The Lotus Awards honor winners and finalists who have dedicated their time and energy to building innovative solutions using IBM Lotus software. Please join us in celebrating the winners and finalists of the 2010 Lotus Awards.

<https://www.ibm.com/events/swgeer/swgeer06.nsf/signin?openform&seminar=kwoakan7p7mlu&lang=en>

Lotusphere 2010

Lotusphere 2010 promises to be another high energy experience. You won't want to miss it. We look forward to your participation!!!

GLOBAL BUSINESS EXCELLENCE FORUM

Inside Lotusphere 2010, we have created a special event designed specifically for your line-of-business executives. This new event is called Global Business Excellence Forum @ Lotusphere 2010. A definitive event focused on tapping into the power of collaboration within Banking, Insurance, Government and Healthcare not to be missed!

When : Sunday, January 17 - Tuesday, January 19, 2010
Where : Lotusphere 2010 at The WALT DISNEY WORLD SWAN and DOLPHIN, Orlando, Florida, USA

Lotusphere merchandising kit and direct mail tools are now available

The kit includes html email template, web banners, signature file graphics, a promotional Lotusphere slide and more. All materials were designed using the Lotus Knows campaign theme.

http://www.ibm.com/partnerworld/pwhome.nsf/weblook/pat_sw_it_lotusknows_tools.html

THE JOURNEY BEGINS AT THE
ASEAN INFORMATION ON DEMAND CONFERENCE 2010

ASEAN Information on Demand Conference 2010, the premier event on Information-Led Transformation, is coming soon to a city near you! Start down the journey of optimizing every part of your business, spotting new opportunities for growth, proactively managing risk and predicting outcomes of decisions.

At this event, we'll demonstrate how organizational transformation can be achieved via an information-led approach, turning data into strategic assets, used throughout your business. Learn about proven and cost-effective solutions that will help you boost organisational performance with shorter return-on-investment periods.

CONFERENCE HIGHLIGHTS!

- Groundbreaking insights from industry trailblazers who will be speaking at this event
- Informative and practical sessions categorised into three focus tracks (business leadership, technical skill-building or System z)
- Booths showcasing industry-leading solutions and demos
- Cocktail and networking sessions

Don't miss out on this fantastic opportunity to interact with industry movers and shakers and gain fresh perspectives on how you can tap into the power of Information on Demand. Act now by registering today!

EVENT DATES:

Singapore : January 21, 2010
 Kuala Lumpur, Malaysia : January 26, 2010
 Bangkok, Thailand : January 28, 2010

For participation & sponsorship, please contact
MY - Jane: leelpj@my.ibm.com, **SG**: josephs@sg.ibm.com,
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Partnerships – Building 1,000 Bridges

By Ai-Ling See

ASEAN Software Group Marketing Manager

Our greatest asset in business and friendship are the bridges we build in partnership. In Asia, the value of partnership goes beyond friendship, it deepens into relationship and trust. As any old ancient proverb would have said, if you betray your partner in business, it would equate to betraying your own family member.

In the modern ecosystem, at times, we forget the meaning of partnership. Many a times, the worth of a partnership is of a numeric value, unavoidable in the capitalist world today. However, our strong Asian values in people, partnership and prosperity ties us to building 1,000 bridges, and this enables us to achieve our business goals.

The significance of bridges has long been entrenched in the ecosystem. The ties that we build need to signify benefits for both parties. Building bridges benefits the ecosystem, which allows many to harness the benefits of connectivity.

We are here to build our foundation for a strong bridge of success with our partners. As a young organization in Asia, our reach cannot be compared to that of the ties in matured countries. We acknowledge the fact that we are young and will require to earn our respect with our partners. But with our portfolio growing stronger to provide comprehensive solutions to our customers, we continue to strengthen our middleware portfolio, even with the recent analytic accusation of SPSS.

It is very clear that we have reached the tipping point of technology in connectivity and mobility. As we mature every year, the increase of “generation-X” is dominating organizations and the ages of CIOs, LOB decision-makers are becoming younger and younger. Technology is evidently integrated into every, if not, most organizations’ strategy and development.

The big question now is for all of us to ponder how to take advantage of this explosion to manage technology chaos to structure. Do not underestimate the power of middleware, as it’s clearly the integrator and the blackbox to help an organization in all aspects. From managing their applications, business processes to automation. In reality, it is available to help reduce cost in operations if we manage to unlock data, reuse them in multiple applications and build the right architectural DNA for the organization.

Our business provides long term bridges for our partners. Call it ‘weird’, ‘flexible’ or ‘customizable’, our range of solutions are there to meet our customers’ demands. And our partners can be the advisor, the architect and the consultant to our customers. In short, we provide the platform, you build your solutions.

After all, we are here to build bridges together.



ITE Students Gain Globally Recognized Industry Skills with Rational

ITE – A champion of market-driven education

The Institute of Technical Education (ITE), a Singapore institution established in 1992, provides industry-related training to school leavers and continuing education to working adults.

As a non-profit education institution, ITE’s key objective is to produce graduates with market-relevant skills that could be used to help them secure employment. Its education model emphasizes a hand-on approach to learning, in which students are routinely attached to companies on internships to gain industry experience.

Addressing the needs of the marketplace

In Singapore’s technology industry, there is a strong demand for software professionals with market experience or training in commercial-level software in order to minimize post-recruitment training costs.

Since 2005, ITE’s School of Electronics and Info-Communications Technology has been partnering with IBM to incorporate IBM technology related training into its curriculum, with the aim of equipping students with technical skills that are highly sought after in the marketplace.

Partnership synergies

Through its partnership with IBM, ITE has been offering two course modules that incorporate IBM Rational software and methodologies: Software Testing and Change Management and Software Performance and Vulnerability Management.

These programs have become so successful that since 2008, the School has stepped up its game by providing students with opportunities to gain highly sought after professional Rational certifications such as IBM Certified Solution Design – Functional Tester.

Challenge: To help ITE students gain practical, market-relevant skills with commercial-level training and experience.

Solution: A partnership with IBM enables students to gain experience in commercial IBM products. Students are also given the opportunity to be professionally certified by IBM.

Key Benefits:

- Students gain globally recognized certifications that enable them to secure rapid employment with competitive starting salaries.
- Graduating students with commercial-level training immediately address the employment market’s shortage in skilled software professionals, reducing the pressure for companies to recruit internationally.

The future in co-partnership

In 2007, ITE was the winner of the prestigious IBM Innovations Award in Transforming Government. This award, commissioned by the Ash Institute for Democratic Governance and Innovation at Harvard University, recognizes ITE’s success in developing a highly sustainable and replicable education model that can be used to transform poorly performing educational institutions worldwide. In August 2009, ITE was awarded the Technology Excellence Award with IBM Rational Software for its progressive partnership with IBM in the continuous innovation of quality technical education.

The success of the partnership has prompted the development of an innovative two-year course called Higher Nitec in Information Systems Quality, which commences in April 2010. The course will enable students to develop higher level IT skills specifically focused on the development of quality information systems.

To learn more about IBM Rational, visit: <http://www.ibm.com/software/rational>





iWIN

Online marketing and loyalty program to reward you for your leads.
Join now and everybody wins!

iWin is a permission based online marketing and loyalty program; jointly brought to you by IBM and IBM's Value Added Distributors. With every sales you close on IBM Software, you accumulate points which you can redeem for exciting gifts from a wide variety of local merchants.

Who is Eligible?

All IBM Tier 1 and 2 Software Partners from Singapore, Malaysia, Thailand, Philippines, Indonesia and Vietnam. To join the program, you need to be an IBM PartnerWorld member.

Why Wait?

You sell. iWin rewards. It's that easy. Register and join now.
<http://www.iwinprogram.com>

To Find Out More

Click on www.iwinprogram.com or call Anna at +65 6293 5670 or email anna@iwinprogram.com



iWin 2010 | facebook

iWin 2010 promises to be bigger and better. There has never been a more exciting time in software sales than right now. In addition to great rewards, iWin is now in Face Book. When you partner iWin, you are a part of the exciting software sales community across ASEAN.

- ✓ All you do is sell IBM software. iWin rewards you.
- ✓ iWin's rewards has you in mind; iWin gives vouchers that you can redeem for items that you like or you may simply give the vouchers away as gifts.
- ✓ iWin is a community of software resellers – you learn from each other – what sells, what does not sell and how to make it sell.
- ✓ Check us out in Face Book – there will be games, contests, testimonials, knowledge sharing, rewards and prizes – this is your community.

At iWin, we are keenly aware of the amazing potential for sales growth and that's why we look to 2010 with a sense of excitement and purpose. We can't help but ask the question, "How can we reward you more and more? iWin wants to maximize your sales effort, make the best use of your talent and skill for a more productive, profitable and satisfying outcome".

WHAT OTHERS HAVE TO SAY

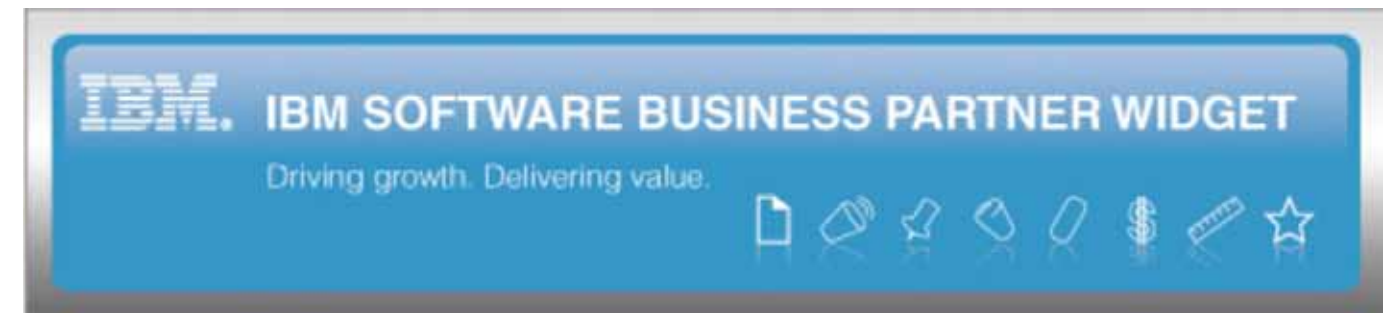
"IBM's iWIN is a fantastic incentive to sell more IBM products. So far, this year alone, I have redeemed many rewards which have made me and my family very happy. It is so easy to win. The more you sell, the bigger your rewards. In my case, I have chosen to redeem for food vouchers because we love to eat! Thank you IBM. This program is a great way to thank your partners."

Rizal
Business Manager
PT Niagaprima Paramitra



IBM Software Business Partner Widget

Providing easily accessible information on key sales, marketing and technical content to help you drive sales and growth.



Driving growth. Delivering value

IBM Software is pleased to announce the availability of the IBM Software Business Partner Widget. The widget provides you, IBM Software Business Partners, easily accessible information on key sales, marketing and technical content to help you drive sales and growth. With real-time updates, you can tailor the content to match your specific business requirements, providing you only the information you need to help deliver client value and drive growth.

Key Features

Among the key information categories, the widget includes the latest news in the following areas:

- **Give to clients:** Client-ready presentations, white papers, case studies, brochures, etc.
- **News and press:** Announcement letters, press releases and news.
- **Events:** Brand/offering events, conferences, training, etc.
- **Competitive and MI:** Key competitive and market intelligence alerts, analysis, presentations, insights.
- **Plays and promos:** Latest news on available plays and promotions.
- **Sales and marketing tools:** News on tools to assist you in optimizing sales and marketing processes.
- **Get technical:** Information on Redbooks, service offerings, technical documentation, technical FAQ's, etc.
- **Incentives:** Updates on IBM Software Value Plus, Software Value Incentive (SVI), Value Advantage Plus (VAP), and more.

Market segments

There are two versions of this widget. The first, the IBM Software Business Partner Widget, includes information that covers all market segments, including large enterprise and general business. The General Business Business Partner Sales Kit version includes information that is relevant to those partners who support the General Business market segment only. When you install the widget the first time, you will be asked which 'content package' you wish; either large enterprise and general business content or general business content only. You will need to select one. If, once you have the widget installed, you wish to change your selection, you can do so in the Preference section of the widget.

Preferences

The widget is designed to allow you to receive only the content you need. You may set filters on geography, language, industry, IBM Software brand and solution area. When you open the widget, click on "Pref" in the top right corner to access the filters.

Local language support

Many locales have the opportunity to use the widget to deliver information targeting their local markets. While the widget is currently being developed in English, it will support descriptions in French, Spanish, German, Italian, Japanese, Simplified Chinese, Portuguese and International English. If you wish to receive content provided in any of these languages, you should indicate your preference in the Preference section, under Filters. Please note that most content in the widget will be provided in English.



IBM WebSphere

Software for SOA environments that enables dynamic, interconnected business processes, and delivers highly effective application infrastructures for all business situations.

WebSphere CloudBurst Appliance

IBM is empowering clients to deploy and manage their SOA foundation in cloud computing environments to realize the economic and technological advantages. IBM WebSphere CloudBurst Appliance is a new hardware appliance that provides access to software virtual images and patterns that can be used as is or easily customized, and then securely deployed, managed and maintained in a private cloud.

WebSphere CloudBurst is targeted for private or on-premise cloud computing environments. It can also be used by service providers providing hosted public clouds and software-as-a-service environments to simplify and standardize repeated deployments.

The first hardware appliance of its kind, WebSphere CloudBurst stores and secures WebSphere Application Server Hypervisor Edition images and patterns to be published into a cloud. It incorporates more than 10 years of management best practices for cost-effective, rapid, and repeatable application deployment and fully integrates with development and service management tools from IBM Rational and Tivoli brands for a seamless end-to-end process.

Features and Benefits

- Lowers costs
- Increases agility and time to value
- Reduces risk and improves repeatability
- Optimizes administration within virtualized infrastructure
- Security through the entire infrastructure lifecycle

IBM BPM BlueWorks

Every week businesses waste 5.3 hours per employee due to inefficient processes. CIOs are continuing or increasing investment in process automation/ improvement, and improving business processes remains a top business priority.

Most business users have an idea about the processes that drive their businesses, and are often aware when their processes are hindering business performance, but do not have the skills to truly understand end-to-end processes, and how to improve them to optimize their businesses.

IBM BPM BlueWorks, a set of cloud-based BPM tools and content, can help organizations develop the critical expertise necessary to build the truly dynamic processes necessary for success today. With BPM BlueWorks Business Leaders, Business Analysts, and Business Professionals can create, share, and collaborate - leveraging pre-built BPM content and contributions from BPM experts and users around the world to move quickly from strategy mapping to process execution.

Value Proposition

BPM BlueWorks makes it easy for clients to get started with BPM. With content and tools in BPM BlueWorks, clients can:

- Learn about BPM
- Collaborate with the community
- Experience BPM
- Optimize processes

Benefits

- Understand the business value of BPM
- Access and contribute to BPM thought leadership
- Translate strategy into process improvement with cloud-based BPM tools
- Leverage pre-built BPM business designs
- Develop and share strategies and processes in a zero-cost cloud environment
- Easy on-ramp to the IBM BPM Suite for simulation, testing, and deployment

For further details, and a deep dive into IBM BPM Blueworks, visit <http://www.ibm.com/software/solutions/smartwork/bpmbblueworks/index.html>

Impact2010

The Premier Conference for Business and IT Leaders MAY 2-7 Las Vegas, NV

Discover. Interact. Optimize.

Join us at Impact 2010 and return to work ready to embrace change by creating an agile, collaborative and connected business environment. Let's learn to work smarter and build a smarter planet together. Visit the IBM Impact 2010 website at <http://www.ibm.com/impact>

For further details and sponsorship opportunities, visit <http://www.ibm.com/software/websphere/events/impact/solution-overview.html>



IBM Rational

IBM Rational Software is the platform for governing software and systems delivery throughout the application development lifecycle.

Four New Releases from Rational



Rational Requirement Composer 2.0

provides a platform for lean requirement practices involving a large set of stakeholders and team members in defining, analyzing and using requirements across the project lifecycle. This new version 2.0 includes a new Web client, review and approval workflow, customizable dashboards, collections and snapshots, embedded reporting, and collaborative ALM integrations.

Rational Project Conductor

is a project and resource management system optimized for software and systems delivery. It enables project and program managers to plan, schedule, and staff projects, with the right resources working on the right tasks. Providing management control and visibility over project status and progress, Rational Project Conductor serves as the central repository for project and program data.

Rational Quality Manager 2.0.0.1

provides a collaborative application lifecycle management (ALM) environment for test planning, construction and execution. It helps to meet the challenges of software testing with effective workflow control, tracking and traceability features. Metrics analysis and reporting functions, quantifying project decisions with business objectives are some key features. New in this release is the integration with Rational Requirements Composer, System z Linux support and IE8 & Firefox 3.5 support.

Rational Team Concert 2.0.0.1

enables developers to collaborate together using integrated planning, source control, work items, build, dashboards, reports and process support. The Express-C edition is now FREE for up to 10 developers. New in this version includes a new bridge to the Git version control system, new source control proxy content caching, enhancements to the Client for Microsoft Visual Studio, enhanced Scrum reports, and new electronic signature support.

IBM Tivoli Top 10 Updates

The content in the Tivoli Top 10 will be delivered both online and through IBM PartnerWorld publications. It will no longer be sent as a separate communication as of December 1, 2009. In special notices earlier this month and in September, you received simple instructions on how to receive the Tivoli Top 10 content through IBM PartnerWorld publications. Please take a few minutes to complete those steps. You will also be able to access the Tivoli Top 10 online: Bookmark the Tivoli Top 10, and look for all your Tivoli updates there.

1. IBM Tivoli Foundations Resources for You

Integrated application monitoring and service desk capabilities for your clients' growing businesses, in the most cost-effective and efficient way.

- If you missed the virtual launch event for IBM Tivoli Foundations on October 15th, you can still get the info you need.
- Campaign-in-a-Box: Easily customizable materials designed to give you a running start in your effort to market & sell IBM Tivoli Foundations

2. Use IBM Midmarket Cosbusters to Help Close Sales

The IBM Q4 Midmarket Costbusters are focused on small and medium sized businesses by taking IBM solutions that include cutting edge technology, financed by IBM Global Financing for ultimate affordability. Solution bundles include Tivoli Foundations Service Manager, Tivoli Foundations Application Manager, Advanced Foundations Appliance, and Tivoli Storage Manager FastBack.

3. Key Sales Tool for You: IBM Innovation Centers

Did you know that the more than 40 IBM Innovation centers located around the world are available to you? Use the centers to connect with local IBM sales teams, host lead generation and sales closure meetings and collaborate with IBM, academia, IT professionals and other Business Partners. Use our facilities at selected IBM Innovation Centers to host customer briefings that can help accelerate your sales cycle and close the deal!

4. Leverage Client References & Success Stories

If you haven't browsed the PartnerWorld Client Reference Database and/or the Library of Client Success Stories, now is a great time. These can be valuable in providing your prospects & clients proof points that may help close deals. You can also take advantage of a free marketing opportunity and highlight your own success.

5. Why attend Pulse 2010 & the IBM Tivoli Business Partner Summit?

- Excellent agenda & world-class content for you and your clients. The Pulse 2010 agenda features hundreds of sessions of deep, technical training and strategic insight. Five main Streams with many tracks to choose from.
- Enjoy unmatched opportunity to market & sell your solutions by becoming a Pulse 2010 Sponsor.
- Gain insight into best practices for marketing & selling Tivoli solutions at the exclusive IBM Tivoli Business Partner Summit preceding the start of the conference. It includes executive insights on Tivoli strategy and direction, along with many sessions designed to help you maximize performance.

6. Tivoli Certification & Education Offers

IBM is helping you get ready to become authorized for IBM's new software distribution strategy which will be effective as of January 25, 2010. Here are just a few:

- Take a FREE assessment test and if you pass, you receive a FREE certification voucher for the actual Tivoli certification exam.
- Resources to help you complete your PartnerPlan - step by step instructions, sample plans, weekly "ask the expert" web conferences.
- The Early Readiness Offer allows those IBM Business Partners who complete certain requirements by October 31, 2009 & enroll in by January 8, 2010, to be pre-validated for the July 2010 validation process.

7. Access 68 Tivoli Sales Scenarios!

The Grow Your Business (GYB) with IBM Software tool allows you to:

- quickly identify and evaluate up-sell as well as cross-software sales scenarios that would build upon current capabilities
- easily discover sales and technical source requirements associated with the scenarios
- identify links to IBM sales and marketing support materials
- evaluate important ROI information

The enhanced tool now includes new products and sales scenarios across all IBM Software brands and has expanded the Tivoli content to include 47 products across 68 sales scenarios.

8. Present the Economic Value of Tivoli Solutions

The Business Value Analyst (BVA) Tool provides support materials for creating business cases for IBM product offerings including Tivoli solutions. Use the BVA Tool in your sales engagements in order to help: shorten your sales cycle; gain access to key decision makers; elevate discussions from feature/function to business value; preserve profit by reducing need for deep discounting; and save time in creating financial justification documentation.

9. Next Generation Information Retention Solution

IBM Information Archive is a new archiving solution that is secure, scalable, and also cost-effective. It is designed to help your clients reduce cost, improve operational efficiency and manage risk. IBM Information Archive is designed as an archiving repository for all types of content (structured or unstructured) to help organizations of any size address complete information retention needs—business, legal, or regulatory.

10. Need Help With Pre-sales Questions?

The Software Answer Network (SWAN) is a question-and-answer tool for general pre-sales inquiries on IBM software products. SWAN includes a searchable question/answer repository along with the ability to submit questions to Subject Matter Experts. SWAN is available to Premier, Advanced, and VAD partners, as well as Member partners who have purchased Value Package.



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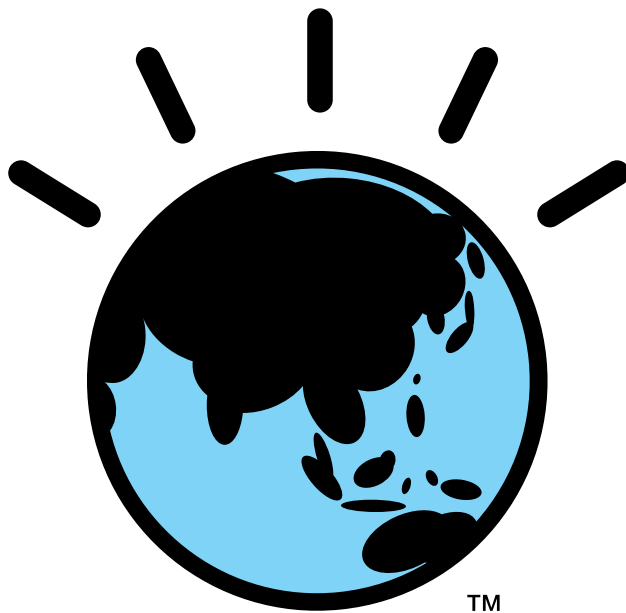
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Email : ngor_duan@venus-communication.com



A call for change is a call for smart.

The political leaders of the world are not the only ones who are being called upon to create change. Leaders of businesses and institutions everywhere are also finding themselves compelled to think deeply about changing the way the world works.

We have arrived at this moment because the crisis in our financial markets has jolted us awake. We are seriously focused now on the nature and dangers of highly complex global systems. And this isn't our first such jolt. Indeed, the first decade of the twenty-first century has been a series of wake-up calls with a single theme: the reality of global integration.

The problems of global climate change and energy, global supply chains for food and medicine, new security concerns ranging from identity theft to terrorism – all issues of a hyper-connected world – have surfaced since the start of this decade.

The world continues to get “smaller” and “flatter.” But we see now that being connected isn't enough. Fortunately, something else is happening that holds new potential: the planet is becoming smarter.

That is, intelligence is being infused into the way the world literally works – into the systems, processes and infrastructure that enable physical goods to be developed, manufactured, bought and sold. That allow services to be delivered. That facilitate the movement of everything from money and oil to water and electrons. And that help billions of people work and live.

How is this possible?

First, the world is becoming instrumented. Imagine, if you can, a billion transistors for every human being. In reality, we're almost there. Sensors are being embedded everywhere: in cars, appliances, cameras, roads, pipelines...even in medicine and livestock.

Second, our world is becoming interconnected. Soon, there will be two billion people on the Internet – but systems and objects can now “speak” to each other, as well. Think of a trillion connected and intelligent things, and the oceans of data they will produce.

Third, all of those instrumented and interconnected things are becoming intelligent. They are being linked to powerful new backend systems that can process all that data, and to advanced analytics capable of turning it into real insight, in real time.

With computational power now being put into things we wouldn't recognize as computers, any person, any object, any process or service and any organization – large or small – can become digitally aware, connected and smart.

With so much technology and networking available at such low cost, what wouldn't you enhance? What wouldn't you connect? What information wouldn't you mine for insight? What service wouldn't you provide a customer, a citizen, a student or a patient?

The answer is, you will do all these things – because you can. But there is another reason. We will do all these things, because we must. Consider:

According to published reports, up to 10% of the energy we generate on the planet never reaches a single lightbulb, even in developed countries.

The average basket of food has travelled the equivalent of two and a half times around the continent before it comes to rest on a supermarket shelf.

Our healthcare system really isn't a “system”. It fails to link diagnoses, medicine delivery, healthcare providers, insurers and patients – as waiting lists lengthen and costs continue to escalate.

One in five people living on the planet today lacks safe drinking water.

And, of course, we continue to witness the unravelling of the global financial markets, a system in which institutions could spread risk, but not track it.

Yet all of these things are solvable on a smarter planet.

Smart systems are transforming energy grids, supply chains and water management. Smart healthcare systems can dramatically lower the cost of therapy. Smart food systems are using RFID technology to trace meat and poultry from the farm through the supply chain to store shelves.

There is an overwhelming need – and demand – for positive change in the world. And together we can make this happen. In the coming weeks, you'll be hearing more from IBM® on the specific ways we can make our planet work better. Let's build a smarter planet. Join us and see what others are thinking at ibm.com/think

