messages:

An IBM Software Business Partner Newsletter

IBM® Business Partner

2010 BUSINESS PARTNER ADVISORY COUNCIL coming in August

PRINCIPLES OF ENGAGEMENT

IBM's channel route to market strategy for Software Group!

LotusphereComesToYou2010
Happening at a city near you.

INNOVATE2010 It's Time for Innovation

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Dear IBM Business Partner,

Welcome to the third issue of Messages, an IBM Software Business Partner newsletter, packed with updates and highlights of past happenings and providing you opportunities for growth in the ASEAN region.

With the festivities of Chinese New Year over, we resume with the momentum of activities and business opportunities for Q2. Maintaining the drive and energy that started off for the year, this issue proves to be another appealing issue. The focal point being the Diary, where we are pleased to share with you highlights from our recent events! From launches, kick-offs to conferences, flip to page 15 onwards to see who's who in those events!

On to a more serious read, our Cover Story (page 12) focuses on the Principles of Engagement. Find out IBM's channel route to market strategy for Software Group. And our Feature Story (page 7) on Application Specific Licensing shows you how to deliver greater value to your customers.

With the Latest in the Market listing the various new products in the IBM portfolio, as well as some new acquisitions this issue is indeed informative to the brim! And as always, while we educate and drive you to achieve targets, we also want to reward you. Flip to page 7 for details to nominate your candidate for this year's Beacon Awards, and see page 22 for iWin's whimsical equation for its program to gemstones! With Channel Activities having much to offer this quarter, as well as courses from Tivoli and Business Partner Enablement, it looks like it will be a busy time ahead!

Sandeep Bakhshi
Business Unit Executive,
ASEAN Software Group Channels

2010 Business Partner Advisory Council

IBM Principles of Engagement for Software Group (SWG) complement the IBM Business Partner Charter and provide guidance on IBM's channel route to market strategy for SWG. These Principles of Engagement provide additional detail on the SWG Sales client coverage strategy, how IBM will engage with IBM Business Partners for SWG opportunities and identify where IBM intends to lead with IBM Business Partners. With these Principles of Engagement, the 2010 Business Partner Advisory Council slated for August is IBM's intent to foster a high level of trust–which is essential to delivering client value and driving mutual growth.

IBM is committed to attaining high levels of IBM Business Partner satisfaction. To that end, IBM has an integrated, systematic approach for measuring IBM Business Partner satisfaction and driving improvement. From new announcements, key highlights on product/solution/technologies to forum for sharing, the Business Partner Advisory Council event will also recognize the High Achievers.

This is an event not to be missed! So block out August for now (final dates will be announced later), and make this event essential-to-attend to differentiate yourself from others in order to deliver and win over the competition!

Latest in the Market

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

Innovate2010
The Rational Software Conference

Let's build a smarter planet.

Mark Your Calendar!
Singapore, Malaysia, Thailand, Indonesia, Philippines, Vietnam
in August!

In 2009, ASEAN Rational Software Conference comes to you was attended by more than 1200 attendees across the region, making it the most sought after and successful event for IBM Rational Software brand. This year, we plan to build on this momentum and add another level of value to our target audiences. The key value we are bringing to our target audiences this year is around leveraging software investment to spark business and product innovation, bridging the gaps and aligning software investment with business objectives, therefore helping organizations to deliver greater value from their software investment with reduced costs and risk.

Top 5 innovative reasons to attend:
1. Create new sales opportunities and generate leads
2. Branding alongside with IBM
3. Ability to showcase your offerings at the solution booth
4. Opportunity to execute one post event co-marketing workshop with IBM Rational
5. Option to be a conference speaker (pre-approval by IBM on topic, presentation content and speaking slot availability is required).

Application to participate in this year's ASEAN Innovate 2010 will start from 4th May 2010. For more information, kindly contact the following contact point in your country for details:

Singapore – Charlotte Ong	Tel: 65 6418 2357	Email: charlott@sg.ibm.com
Malaysia – Jane Lee	Tel: 60 3 2301 8888	Email: leelpj@my.ibm.com
Thailand – Sirikul Sunthadvanich	Tel: 66 2273 4380	Email: sirikul@th.ibm.com
Philippines – Jackylyn Lim	Tel: 63 2995 2118	Email: limj@ph.ibm.com
Indonesia – Sherly Nyolanda	Tel: 62 21 2992 5256	Email: nsherly@id.ibm.com
Vietnam – Nguyen Bao Linh	Tel: 84 91217 1443	Email: linhnb@vn.ibm.com

The first Innovate2010 Conference will be launching in Orlando, Florida from June 6-10. You are also welcome to join us in Orlando and be the first to get a preview! For more information on conference fees and registration details, please visit our website:
http://www.ibm.com/software/rational/innovate/

Announcing Rational Developer for Power Family of Products

Today our customers' challenges are all about the need to consolidate, virtualize and to maximize the use of existing assets to reduce total cost of ownership (TCO).

In conjunction with the recent IBM POWER7 server launch, IBM Rational Software is also launching a new set of compilers and solution that can help to optimize the Power hardware, operating systems and middleware performance, driving the utilization of hardware to up to 90%! Compared to a distributed servers, which usually hover around 20% utilization.

The new Rational Developer for Power Systems Family tools includes Rational Developer for Power Systems Software, Rational Team Concert for Power System Software and compilers. Besides these new offerings, Power customers are now able to take advantage of the broader portfolio of Rational solutions, such as Rational Application Developer for WebSphere software, Rational Host Access Transformation Services (HATS), Rational Business Developer (EGL) to name a few. These solutions are able to help organizations in solving operational challenges to optimize their applications for greater responsiveness to business changes and needs

Current benchmark showing that IBM Rational together with POWER7 systems can outperform our competitors, allowing our solution the lowest TCO, improving programmer productivity, decrease time to market while lowering total software delivery costs.

Work with IBM today to unleash innovation, helping your customers to seize business opportunities, achieve key objectives and execute with reduced cost and risk! Contact your local IBM representative to find out more about this new and exciting selling opportunity for you!

Singapore – Joseph Suriya	Tel: 65 6418 2803	Email: josephs@sg.ibm.com
Malaysia – Eunice Poh	Tel: 60 3 23013115	Email: eunice@my.ibm.com
Thailand – Rungaroon Fungarom	Tel: 66 2 273 4790	Email: rungaroo@th.ibm.com
Philippines – Joseph Brigida	Tel: 63 2 995 2217	Email: stabj@ph.ibm.com
Indonesia – Winton Winton	Tel: 62 21 2992 5402	Email: winton@id.ibm.com
Vietnam – Adrian Lim	Tel: 65 6418 2021	Email: limbpa@sg.ibm.com

Software Value Plus Live

More than 5,000 Business Partners joined us to celebrate the IBM Software Value Plus kick-off and learn more about key 2010 announcements to help accelerate their growth.

We received enthusiastic feedback from Business Partners as well as analysts, press, customers and colleagues. Let's keep the momentum going!

1. Reinforce Three Key Takeaways for our Business Partners!
- IBM Software is the most profitable vendor for BPs! Our Global Business Partner Profitability Study
- 36% more profit on middleware deals for high value BPs than competitors
- 60% more associated revenue than our competitors' top tier BPs
- 30% lower startup and 34% lower ongoing costs than reported by Oracle BPs
- Skills are the #1 competitive element
  - Business Partners recognize that an investment in their skills increases client value
  - Today we have 5,000 Business Partners authorized as part of Software Value Plus
  - Solutions and infrastructure drive growth for Partners. IBM Software is First with industry certifications, Green ROI tool, Cloud Architecture certification and Cloud camp for Partners

2. Know and Share the Details with Business Partners!
- **IBM is the most profitable vendor for Business Partners!**
  - Software Global Business Partner Profitability Study
  - Investing to help Business Partners get aligned for growth
  - Announcements address these market drivers
  - Develop Skills - Software Value Plus
  - Expand Solutions - Solution Catalysts
  - Grow Opportunities - Infrastructure Catalysts
- **Develop Skills**
  - Software Value Plus is live
  - Enhanced benefits for Authorized Business Partners
  - More validated leads, local training with IBM sales, and more demand gen opportunities

- New BP Finder tool allows clients to easily identify Authorized Business Partners
- **Expand Solutions**
  - Software Industry Virtual Summits for BPs in March 2010
  - Solution Validation and New Green ROI tools
- **Grow Opportunities**
  - Announcing Cloud Computing Architecture Certification and Cloud Camp (Q2 2010)
  - New Appliance Offerings and Programs enable access to new customers
- **Focus on Ease of Doing Business**
  - New Software Value Plus dashboard, co-marketing expansion, Software Value Incentive (SVI) simplification, BP Success Advocates and Social Media extensions
  - New Software Principles of Engagement

- **Preview: Software Value Plus 2011**

3. Check Out Early Feedback. Tell Everyone About Our Success!
- Largest Virtual Event for IBM Business Partners - and that's just the first online session!
- 5,207 Keynote & Webcast views, and 7,271 Downloads from Resource Center in first couple hours!
- Positive Feedback from Business Partners "Good event and I appreciate the marketing information you provided!" - Kevin Baker, ICT Solution Advisor, eTech Solutions
- IDC analyst Darren Bibby on Twitter: IBM Business Partner Charter + Principles of Engagement are great steps from IBM. Pretty unique. http://bit.ly/6mEaAm #ibmpartners
- Live Events, Press, Analyst Briefings - and outreach to clients!

These incredibly positive response to today's announcements, especially the interest in the new Software Global Business Partner Profitability Study, is one more way to engage with Business Partners. Use the benefits, tools and resources to accelerate their growth, and ours, in 2010.

LotusphereComesToYou2010

Jakarta | Hanoi | Ho Chi Minh | Kuala Lumpur | Manila | Singapore | Bangkok

Happening at a city near you.

Lotus knows that no man is an island.

Lotus knows that collaboration is indispensable.

Lotus knows where you can find communities and ideas.

What else does Lotus know?
Come see for yourself.

The excitement of the biggest event on **enterprise collaboration - Lotusphere Comes to You 2010** - has been building and it's arriving soon in a city near you.

Lotus knows there's more than meets the eye and we want you to find out what it is for yourself. But first, here's a sneak preview:

Lotus knows that the best ideas come from the power of community. Today, collaboration is the organization. Without collaboration, there can be no new ideas, innovation, or progress. Working together creates synergies that are bigger than the sum of individual efforts. In an age of globalization, no man is an island.

Lotus knows a smarter way to work. A new world demands a new way of collaborating and working with one another. The future of the enterprise will be defined by social media, single-point-access collaboration, enterprise networking tools, and cloud-based technologies. You're in Dubai, and your colleagues are in Denver? It no longer matters.

Lotus knows the power of the network effect. The more ideas are shared, the stronger and more valuable they become. That's why we're bringing collaborative ideas for your enterprise right to your doorstep with **Lotusphere Comes to You 2010**. There's no time better than now to empower your organisation to build stronger relationships, unlock information and foster innovation.

Register today for a Lotusphere event at one of the cities near you:

www.ibm.com/software/sg/lotus/aseanlcty

In 2009 we gained tremendous momentum in the market. The Lotus Knows initiative was successful because we recognized the value of "crowd sourcing." By inviting our clients and partners to become active participants in shaping the campaign, we developed a message that resonates with the pacesetter community. We established a clear link between collaboration and Software for a Smarter Planet - taking advantage of cross-IBM synergy and the impact IBM's Smarter Planet Leadership Agenda is making worldwide.

Our efforts have been paying off. Clients, prospects, business partners, analysts, the media, and our competitors acknowledge our strengthened position. Lotusphere 2010 gave us the opportunity to reinforce our message and build on the momentum with new strategies. Our Collaboration Agenda will help us address industry-specific opportunities with our clients by redefining collaboration in terms of business outcomes over individual tools. Towards that end, we must strike the right balance between segment and category marketing.

We have identified three overarching priorities for 2010: **Focus on Quality Execution**, **Increase Market Impact**, and **Set the Future Agenda**.

Over the next few weeks we will define specific targets that measure the impact of these priorities in terms of our business results. Please take the time to review our priorities and consider your role in driving the success of our business in 2010.

IBM Application Specific Licensing (ASL/OEM)

Deliver greater value to your customers.

What is ASL?

Application Specific License (ASL) is a contractual relationship in which IBM Business Partners deeply embed and integrate IBM Software into their solutions and sell the integrated solution as a single solution to their end customers. With ASL, even though the IBM software is usually visible to the end client, the Business Partner's brand leads. The Business Partner acquires IBM software, integrates it with the Business Partner's own software & services, and markets the integrated solution offering to end customers. The solution gets into the marketplace faster, with the Business Partner being the single point of contact for the end client.

To qualify for participation in IBM ASL relationship, a Business Partner must:

- Have a value add that is of higher value than the IBM software that they will sell as part of their solution
- Agree to be the entire interface to their customers for support of the IBM middleware software, and provide support as specified in the ASL Agreement

ASL relationships are valid for many types of Business Partners if they add value to IBM middleware:

- Technology partners
- Independent software vendors (ISVs)
- Application, platform and infrastructure service providers
- Application developers
- Systems integrators

The value of ASL

To IBM	To Business Partners	To Clients (end customers)
• Cost effective, industry-tailored solutions for clients • Favorable discounting & global contracting for partners • Efficient expansion of license sales for IBM	• Leverage IBM's significant investment in middleware • Single contract to customer • Expanding reach- with embedded solutions • Stronger IBM partnership • Distribution: Ship worldwide from single contract • Shortened sales cycle	• Tight integration of partner's solution & IBM software • Up and running faster • Single point of contact • Lower installation & support costs • Improved customer satisfaction

How to build an OEM/ ASL contract with IBM?

Partners who are keen to explore this global contract with IBM, can reach out to their local Partner Manager and request for the contracting process document.

Advanced or Premier level Business Partners are eligible to nominate their solutions for Beacon Awards. Winning an award can result in worldwide industry recognition and promotional opportunities that can increase Business Partners' visibility. Past winners have said the awards help create competitive advantage, help drive more business, and raise their profile in the industry. Winners and finalists receive a Beacon Award mark for use in promoting their firms, as well as visibility on the IBM PartnerWorld website.

2010 Beacon Awards

Nominations are now open!

These annual awards recognize excellence and innovation across a broad range of solutions delivered by IBM Business Partners around the world. There are 9 Award Categories with a total of 22 Beacon Awards this year. Categories are: Smarter Planet, New Intelligence, Smart Work, Dynamic Infrastructure, Meeting Information Infrastructure Challenges, Midmarkets, Industry and ISV Solutions, Technical Excellence and IT Professional. So nominate your candidates now!

Completing the nomination is easy. You can start the nomination, save what you complete, and then go back and finalize it. Just make sure the nomination is completed and submitted by Thursday, April 6, 2010.

Click on: **http://www.ibm.com/partnerworld/wps/servlet/ ContentHandler/2010_beacon.html** to learn more about the Beacon Awards 2010 and encourage your Business Partners' to nomination their solutions NOW.

Channel Activities in a Calendar View

2010 Q2 activities at a glance for easier planning!

April 2010

MALAYSIA

ECS PERICOMP

IT Soft - via ECS: Workshop with INTAN

ECS: Runrate - Fortnightly BP enablement (TIVOLI FB, Lotus Foundation); Integration Solution - DayaQuest

Patimas BRIDGING YOU WITH TECHNOLOGY

Patimas: Runrate - Fortnightly BP enablement (TIVOLI FB, Lotus Foundation);

TAO.NET

Tao.net: Breakfast forum

AVNET technology solutions

Avnet Azure: Runrate - Fortnightly BP enablement (TIVOLI FB, Lotus Foundation); Cognos Joint Event with Sunway Bisuness Solutions for Pharmaceutical Sector

spectrum edge

Spectrum Edge: Spectrum Edge Security Knowledge Sharing

SINGAPORE

CSS RATIONALIZE · OPTIMIZE · INNOVATE

CSS: SuperBiz: CSS

Toppan: SuperBiz: Toppan

MARTICS We make IT simple for you.

Martics: SuperBiz: Martics

Lyv Connections: SuperBiz: Lyv Connections

eworkplace: SuperBiz : eworkplace

eWorkplace

startin point: SuperBiz: Startin Point

AVNET technology solutions

Avnet: Virtualization enablement

May 2010

MALAYSIA

ECS PERICOMP

ECS: LCTY End User event - POST; LCTY End User event - POST (North)

AVNET technology solutions

Avnet Azure: iLOG Manufacturing EU event

SINGAPORE

Lyv Connections: Lotus Live workshops

TBC: INTEROP / Briefing for Partners on Cloud, BI, Analytics

June 2010

MALAYSIA

DANCOM

Dancom: Post PULSE EU event

SINGAPORE

vintedge: Superbiz: Vintedge

ECS PERICOMP

ECS: OEM Recruitment; SVI recruitment; Incentive Program for SVI/SVP(TBC)

S&I: Cognos Business Intelligence Workshop - S&I

TBC: Cognos Finance Forum; Pulse; Impact; iLOG Visualization for GB MM; Tivoli Fastback Customer workshop

All activities listed are correct at time of publication. Contact your local IBM representatives for more information.

April 2010	May 2010	June 2010
INDONESIA *IBM:* Partner Enablement (1 x SWG BootCamp); Partner Enablement (3 x Tivoli enablement); Partner Enablement (2 x Websphere enablement); Partner Enablement (3 x Lotus enablement); Partner Enablement (2 x IM enablement)		
PHILIPPINES *TPQ:* BP Enablement - Tivoli; BP Certification; BP Enablement - Info Mgt; BP Enablement - WebSphere; Coffee On Me - iLOG *FUM:* Coffee On Me - iLOG *MSI:* Coffee On Me - InfoSphere; Coffee On Me - Lotus *Nexus:* Coffee On Me - InfoSphere *Softweb:* Coffee On Me - Lotus	*TPQ:* Coffee On Me - Maximo *EAE:* Coffee On Me - Maximo	
THAILAND *NessPro:* Tivoli Maximo for Manufacture *SmarterWare:* Application Qualiy Management & Web Application Securiy *IBSC:* BI Solution Event	*Global PTM:* Tivoli Maximo *TN:* ILOG for Leasing & Insurance *Wish Consulting:* Cognos TM 1 Seminar *ISS Consulting:* ILOG on SAP *Intellect System:* LotusLive Workshop *KTN:* LotusLive Workshop *Computer Union:* IBM Solution Day *Intellect System:* Collaboration Seminar *Data Pro :* CMOD Seminar to retail	*MITS :* Tivoli Foundation Application Manager *Metro:* Enterprise Modernization *SmarterWare:* Rational AppScan workshop *MFEC:* WebSphere Seminar *KTN:* LotusLive Workshop *Motif :* Intelligence Debt Manager Solution
VIETNAM		

All activities listed are correct at time of publication. Contact your local IBM representatives for more information.

Tivoli Certification Offer

Continue getting ready for authorized distribution under IBM Software Value Plus and take advantage of the Tivoli certification offer that happening in your country from April onwards. Take a FREE assessment test and if you pass, you can take a FREE Tivoli certification examination at Pulse Comes To You.

Singapore

Tivoli Certification Assessments

13 April 2010

Hanoi, Vietnam

Tivoli Certification Assessments

15 April 2010

Jakarta, Indonesia

Tivoli Certification Assessments

20 April 2010

Manila, Philippines

Tivoli Certification Assessments

22 April 2010

Bangkok, Thailand

Tivoli Certification Assessments

28 April 2010

Kuala Lumpur, Malaysia

Tivoli Certification Assessments

4 or 6 May 2010

2010 Business Partner Enablement

These enablement courses are specifically for business partners in Indonesia and Malaysia. Take advantage of these offerings!

INDONESIA

April 2010	May 2010	June 2010
IBM Borobudur 1	**IBM Borobudur 2**	**IBM Borobudur 1**
12-13 Tivoli ITCAM (Sales & Technical)	**6-7** Tivoli NETCOOL (Sales & Technical)	**1** Workshop Channel Program
IBM Borobudur 2	**14** WebSphere Data Power (Sales & Technical)	**IBM Borobudur 2**
16 WebSphere MQ FTE (Sales & Technical)	**IBM TEC**	**17** Tivoli Maximo EAM (Sales & Technical)
IBM TEC	**10-12** InfoSphere Quality Stage (Sales & Technical)	**18** Tivoli Maximo EAM (Technical)
22 Lotus Notes Domino 8.5 (Sales & Technical)	**18** InfoSphere Metadata Workbench (Technical)	**IBM TEC**
23 Lotus Notes Domino 8.5 (Technical)	**24** OPTIM (Sales & Technical)	**3** Lotus Connection (Sales & Technical)
Reka Piranti	**25** OPTIM (Technical)	**4** Lotus Connection (Technical)
6-9 DB2 Admin Workshop For SAP (Partner & User)	**26** Lotus: WebSphere Portal (Sales & Technical)	**8** DB2 For Experienced Oracle DB2 (Sales & Technical)
12-13 Quality Mgmt Tools (Technical)	**27** Lotus: WebSphere Portal (Technical)	**9** DB2 For Experienced Oracle DB2 (Technical)
15 DB2 For Developers (Sales & Technical)	**Reka Piranti**	**Reka Piranti**
19-21 InfoSphere Data Stage (Sales & Technical)	**4-7** IT Governance Tools Enablement (Telelogic) (Technical)	**8** WebSphere MQ (Sales & Technical)
27-29 InfoSphere Warehouse 9.7	**21** DB2 Security (Sales & Technical)	**9-11** Proj Mgmt Solution Rat Proj Conductor (Technical)
		21 InfoSphere Master Data Management (Sales & Technical)
		22-23 InfoSphere Master Data Management (Technical)

MALAYSIA

April 2010	May 2010	June 2010
6-8 WAS 7 Deep Dive Training + Technical Certification Preparation Clinic	**4-6** WebSphere Portal Application Workshop	**15-17** Rational Application Developer
20-22 Informix Deep Dive Training + Technical Certification Preparation Clinic	**10** DB2 9.7, Informix 11 & WAS 7 Sales Enablement	**22** DB2, Informix & WAS7 Technical Certification Day (Prometric)
27-28 WebSphere MQ	**11-13** DB2 9.7 Deep Dive Training + Technical Certification Preparation Clinic	**24** DB2 9.7, Informix 11 & WAS 7 Sales Enablement
	18-20 Linux Workshop	**29-30** WebSphere Message Broker
	25-27 WAS 7 Deep Dive Training + Technical Certification Preparation Clinic	
	31-3 Informix Deep Dive Training + Technical Certification Preparation Clinic	

PRINCIPLES OF ENGAGEMENT

IBM's channel route to market strategy for Software Group!

IBM Principles of Engagement for Software Group (SWG) complement the IBM Business Partner Charter and provide guidance on IBM's channel route to market strategy for SWG. These Principles of Engagement provide additional detail on the SWG Sales client coverage strategy, how IBM will engage with IBM Business Partners for SWG opportunities and identify where IBM intends to lead with IBM Business Partners. With these Principles of Engagement, it is IBM's intent to foster a high level of trust–which is essential to delivering client value and driving mutual growth. These principles represent IBM's unilateral declaration and are intended to direct IBM teams in route selection and to communicate SWG's route to market strategy to our valued Business Partners.

Client Coverage Strategy for SWG

The IBM client coverage strategy for SWG includes IBM Business Partners as a key sales resource in both the enterprise and midmarket client environments. In addition, SWG is expanding the role of IBM Business Partners through the "IBM Business Partner Led" model, where IBM Business Partners provide primary SWG sales coverage for a designated set of opportunities and receive enhanced support and benefits. In all areas, SWG intends to engage with IBM Business Partners that possess the critical demonstrated skills needed to sell and deploy SWG technology as well as the ability to develop new client opportunities and repeatable solutions. Where the IBM sales team is already engaged or is pursuing a specific client strategy, the IBM sales team may choose to include IBM Business Partners or pursue another route to market path. Appropriate communication (for example, by early registration) between IBM Business Partners and the IBM team is key to delivering the best solution for the client.

Enterprise

IBM Business Partner contribution in enterprise opportunities is recognized and highly valued. IBM wants IBM Business Partners to work with its enterprise clients to identify and close SWG opportunities. For these enterprise client opportunities, IBM intends to continue teaming with IBM Business Partners based on client requirements, role in the identification of new opportunities, relevant and necessary skills and solutions, prior client involvement with the specific client and applicable laws. IBM Business Partners should always work closely with the IBM sales team when selling to these clients and should expect the IBM sales team to work to expand opportunities for SWG revenue, either directly or with IBM Business Partners with value-added skills. The chart below reflects SWG's intent for its enterprise route to market strategy.
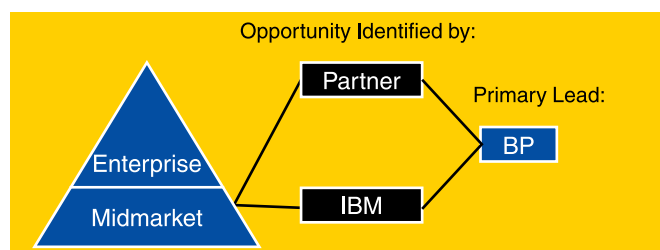

For select situations, IBM intends to support clients directly. Examples include:
• Client request and past purchasing history
• Agreements with special/unique terms–Enterprise License Agreements (ELA) and others
• License compliance

While IBM Business Partners may compete for any client business within the scope of the IBM Business Partner agreement, IBM Business Partners should work closely with local IBM sales teams to determine the status of any specific client or opportunity and should always register their opportunities to ensure IBM is aware of their activity.

Midmarket

Achieving growth in midmarket is critical to IBM's success. IBM Business Partners are the primary route to market and lead sales resource for SWG opportunities for midmarket clients. In recognition of the IBM Business Partner's role, SWG initiatives are designed to provide increased opportunities for IBM Business Partners selling to midmarket clients. The chart below reflects SWG's intended midmarket strategy in most cases.
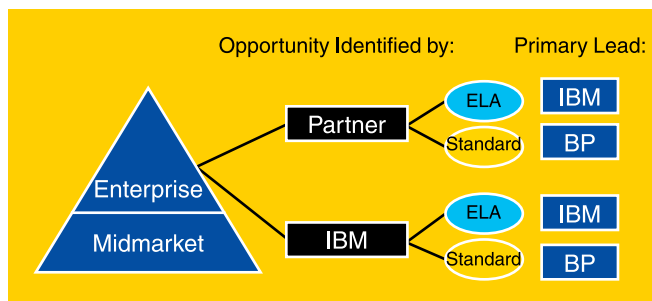
SWG Lead Sharing Guidance

SWG sales leads represent a significant opportunity for IBM Business Partners and IBM is committed to allocating leads fairly and equitably. SWG's intended strategy is to pass midmarket client and small deal-sized leads (generally less than $50KUSD) to IBM Business Partners. Using an enhanced, highly localized and formal process, IBM will allocate leads based on factors including:
• Authorization / qualification / skills
• Client requirements
• Demonstrated success
• Applicable laws

IBM Business Partners must keep their company information in their PartnerWorld profile current to receive SWG leads. This includes employee skills and certifications as well as success with past SWG opportunities.

SWG Market Focus Guidance–Industry

IBM Business Partners with strong industry focus and skills are highly valued by clients. SWG intends to increase emphasis on initiatives relating to industry enablement, industry skills development and industry based certification. SWG also intends to use industry certification as a key element of IBM Business Partner engagement in the future. IBM Business Partners can leverage IBM Industry Frameworks (SWG's industry based platforms optimized to meet the requirements of key business drivers within each industry) to gain recognition in SWG's industry model.

SWG is also placing greater emphasis on industry skills in its lead management process. IBM's intent is to prioritize IBM Business Partners based on skills, overall framework alignment, validation to key middleware components and proven industry-specific market success.

Client Satisfaction with IBM Business Partners

High levels of client satisfaction are critical to long term success for both IBM and IBM Business Partners. IBM expects IBM Business Partners to maintain high levels of client satisfaction and to take immediate and specific action to improve client satisfaction when necessary. IBM can provide support to IBM Business Partners with client satisfaction concerns as well as methods for prompt resolution of issues to help reestablish customer satisfaction.

IBM Business Partner Satisfaction with SWG

IBM is committed to attaining high levels of IBM Business Partner satisfaction. To that end, IBM has an integrated, systematic approach for measuring IBM Business Partner satisfaction and driving improvement. This process includes opportunities for IBM Business Partners to provide input on their concerns and suggested improvements. Ensuring the overall health of the IBM Business Partner community continues to be a top priority.

Channel Conflict and Resolution

Clients have a broad selection of companies from which to acquire their IT solutions and there may be occasions when IBM and IBM Business Partners independently pursue a specific opportunity. In those cases where the client selects an IBM Business Partner's solution, IBM will provide support of the IBM Business Partner's use of SWG products in that solution. The IBM sales team may work to expand SWG opportunities within a client opportunity and may implement an alternate route to market overall based on IBM client's strategy. Working together, we can maximize the overall value delivered to our mutual clients.

IBM recognizes that from time to time, channel conflict issues may arise. IBM believes most situations can be quickly resolved in a proactive manner. When local efforts do not resolve an issue, IBM Business Partners may ask for assistance from their regional SWG Sales executive. Any unresolved issues will be addressed by the senior SWG country executive. In addition, SWG senior leadership has provided guidance to its sales team on the role of IBM Business Partners and is committed to taking appropriate actions to resolve concerns fairly. In these matters, IBM will seek resolution to IBM Business Partner issues in accordance with applicable laws, these Principles of Engagement and IBM internal procedures.

Summary

IBM treats all IBM Business Partners fairly, equitably and with respect. In all cases, IBM does not restrict to whom an IBM Business Partner sells and Business Partners may compete for any client business within the scope of the IBM Business Partner Agreement. IBM will provide Special Bid pricing to IBM Business Partners in accordance with applicable laws, client requirements and IBM procedures.

IBM fully complies with all applicable laws and regulations and expects the same from IBM Business Partners. IBM Business Partners are also expected to comply with the IBM Business Partner Code of Conduct. IBM intends to follow these principles to the extent they do not conflict with applicable laws and regulations. These principles represent IBM's unilateral declaration and are intended to direct IBM teams in route selection and to communicate SWG's route strategy to our valued IBM Business Partners.

Events & Happenings

Highlights from past events.

2010 Business Partner Launch and Kick-off: Sales Plays, Priorities and Announcements

The Most Significant Business Partner Launch in 10 Years!

7x Greater Reach	Virtual Event Shattered Online Records	Extensive Press & Analyst Coverage

The biggest business partner launch yet! Celebrating the kickoff of the Software Value Plus implementation and highlighting several key announcements, all designed to improve client value while rewarding the investments of our Business Partners. The 2010 Launch and Software Business Partner Kick-off Call was January 25, 2010, with Sandy Carter, Vice President, IBM Software Group Channels and it was the largest IBM Software Business Partner launch in over a decade! Staying competitive in today's global economy is tougher than ever. IBM is focused on your success and your profitability.

And this critical kick-off was highly recommended for 2 reasons:
• If your firm is getting Authorized for IBM Software Value Plus, or your firm participates in IBM Software ValueNet.
• If you leverage the Software Value Incentive or Value Advantage Plus program.

You can view the Virtual BP Launch Webcast that took placed in January:

https://www.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/grow/D738214K26172G59

The most significant business partner launch in 10 years!

1. IBM Opens Up Mid-Market Sales Opportunities for Authorized Software Resellers

2. Channel profitability study yields actionable results

3. IBM Unveils Resources to Help Software Partners

4. IBM partners get software sales leads

5. Promoting IBM VAR partners over big-box suppliers

6. IBM partners get upgrade, renewal opportunities

7. IBM has officially launched its Software Value Plus skills initiative, switching from a largely open-source distribution model to a hybrid model, where certain products will only be available to authorized partners.

Meeting of The MINDS

IBM Business Partner Conference 2010

Date:
19 Jan 2010

Venue:
Melati 123,
Grand Dorsett
Subang Hotel,
Malaysia

The Business Partner Conference 2010 held in various cities across ASEAN was a joint collaboration between the SWG and STG, covering the Smarter Planet pillars. Key updates touched on DB2, Business Intelligence & Analytics, Integrated Service Management as well as collaboration agendas.

Many partners from the region participated. From Malaysia, there was Mesiniaga Bhd, Teliti Computers Sdn Bhd and HeiTech Padu Bhd; Indonesia, it was PT Multipolar Tbk, PT Reka Piranti and PT Anabatic Teknologi, whilst Singapore had ECS Holdings Ltd, Avnet and Ingram Micro turning up, and various from Philippines, to name but a few. While we cannot name every company who turned up, it is most appreciative that this event was a roaring success, as the overall turnout for each country was impressive!!! Let's hope Vietnam and Thailand will register impressive turnouts too.

Malaysia   : 422 participants, 210 companies

Indonesia   : 367 participants, 122 companies

Philippines : 294 participants, 89 companies

Singapore   : 175 participants, 88 companies
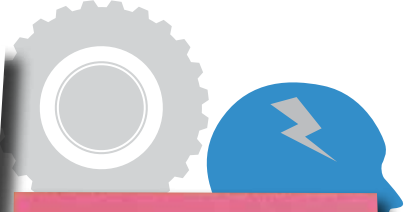
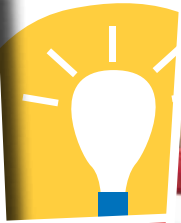With such figures, it certainly was a Meeting of the Minds!
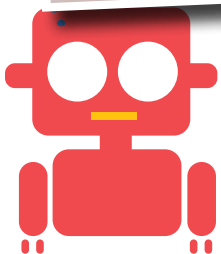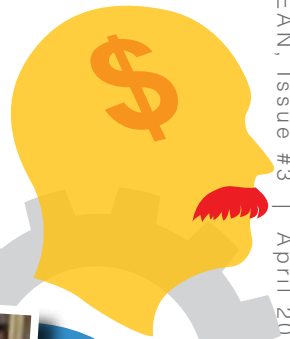
Date:
10 Feb 2010

Venue:
Singapore

$E=mc^2$

Date:
9 Feb 2010

Venue:
Shangri-la Hotel,
Jakarta,
Indonesia

Date:
4 Feb 2010

Venue:
Philippines

ASEAN IBM Partner Frameworks University

Exclusive inaugural event for ASEAN Industry Frameworks.

The business world today presents many choices, opportunities and challenges. IBM's Smarter Planet initiative is creating a tremendous new and sustainable energy in the marketplace. IBM's Industry Frameworks, a key component of the Smarter Planet, can drive the development of integrated solutions. Focusing on Industry Frameworks in ASEAN, The First Ever ASEAN Industry Frameworks University and Partner Summit was held at Bintan Lagoon Resort, Indonesia. This exclusive event covered the following topics:

- IBM Industry Frameworks: Introduction and detailed view on the Financial Services, Telecommunications, Industrial and Government Sectors.

- IBM Partnership Program: How to develop a sustainable, leveraged partnership model with IBM's best of breed benefits and offerings, and, of course,

- Networking opportunity and sessions: Golf, Go-karting and a host of other choices.

It was good quality time for all to exchange notes on how to grow our business together.

ASEAN IBM PARTNER FRAMEWORKS UNIVERSITY
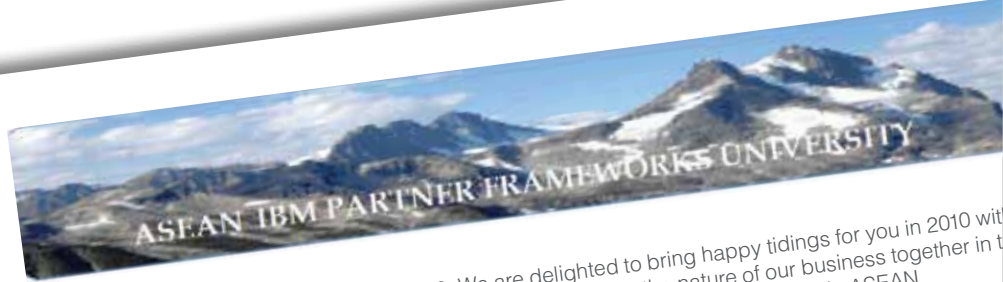
Wish you a very happy and successful 2010. We are delighted to bring happy tidings for you in 2010 with a new, exclusive and exciting program that will help us to shape the nature of our business together in the coming months and years. As an IBM Partner, you are critical to the success of IBM in ASEAN.

The business world today presents many choices, opportunities and challenges. IBM's Smarter Planet initiative is creating a tremendous new and sustainable energy in the marketplace. IBM's Industry Frameworks, a key component of the Smarter Planet, can drive the development of integrated solutions. Industry Frameworks are SOA-based and support industry specific business and technology standards. Industry Frameworks bridge the gap between general purpose middleware and industry specific business applications to address challenging business issues through specific reference architectures, suites of tools, transform engines and application adapters, reducing development time and lowers costs by minimizing time

As part of our focus on Industry Frameworks in ASEAN, we are delighted to invite you to

The First Ever ASEAN Industry Frameworks University and Partner Summit @ Bintan Lagoon Resort, Indonesia from Feb 4 – 7, 20

Join us for this exclusive, "by invitation" event to engage in a leadership level dialogue covering:
- IBM Industry Frameworks: Introduction and detailed view on the Financial Services, Telecommunications, Industrial and Government Sectors.
- IBM Partnership Program: How to develop a sustainable, leveraged partnership model with IBM's best of breed benefits and offerings, and, of course,
- Networking opportunity and sessions: Golf, Go-karting and a host of other choices.

It has been a while since we did something like this and I am really looking forward to spending time with you exchanging notes on how to grow our business together.

Please confirm your participation through return mail or by contacting your Alliance Manager via this mail.

I look forward to seeing you in Bintan.

With Regards
Charles Manuel
Program Director, ASEAN   SWG

0823 2157 / hmurali@sg.ibm.com or Kan

IBM Acquires Lombardi

Capabilities for delivering automated business processes.

IBM has acquired Lombardi Software, a company that empowers business users to make faster, more informed business decisions for improved business performance. Lombardi's software helps clients prototype cross-functional, business-driven processes and pain points in a way that can be rapidly expanded into the broader process integration and networking needs of the enterprise.

Tapping into a $3B opportunity

Technology research firm IDC estimates that business integration software will grow nearly 15 percent annually, hitting $3 billion by 2013[1].

"The fact that Lombardi's technology is the starting point for business units looking at transformational process changes is an important marker in IBM's evolution as a company."

- Judith Hurwitz, President, Hurwitz & Associates

Lombardi software will help IBM capitalize on this growing market. "Lombardi's had a long-standing technical partnership with IBM--we were one of the first vendors in the business process management (BPM) space to deliver a product running on WebSphere. We understand IBM's strengths and we know how they complement ours as well. We also know that there is a great fit for both Teamworks and Blueprint into the overall IBM BPM portfolio." said Lombardi CEO, Rod Favaron.

IBM has the largest BPM partner ecosystem with more than 2500 business partners. Lombardi also brings a solid partner ecosystem and strong cross-industry customer relationships with proven experience in the financial services, government, healthcare, insurance, life sciences, manufacturing, retail, and telecommunications industries. These existing relationships and powerful offerings will open doors to new opportunities for IBM as well as enhance our ability to serve existing customers.

Working with Aviva Group, UK

"Any discussion on business improvement inevitably leads to improving the processes that are at the heart of every company. Businesses want to improve their top line, their bottom line. Improving processes does that."

- Craig Hayman, General Manager, AIM, IBM Software

Dynamic business processes are at the heart of working smarter. Aviva Group, an insurance company, uses Lombardi to optimize certain departmental processes while addressing more integrated and enterprise-wide needs with IBM across multiple channels, brands, segments and products. Toby Redshaw, CIO at Aviva Group has experience with IBM and Lombardi. "BPM is not just a smart, collaborative and fast way to improve business process – it also solves the communications gap that has plagued business functions and IT for decades by creating a common intuitive work space. The addition of Lombardi's agile, business facing process management capabilities to IBM's comprehensive SOA & BPM portfolio will provide the best of both worlds to customers like Aviva - fast time to market with enterprise scalability."

For URL link to IBM's Lombardi acquisition story:
http://www.ibm.com/news/w3news/top_stories/2010/01/stgswg_lombardi_acquisition.html

IBM acquires Lombardi Complete Press Release
http://www.ibm.com/press/us/en/pressrelease/29238.wss#release

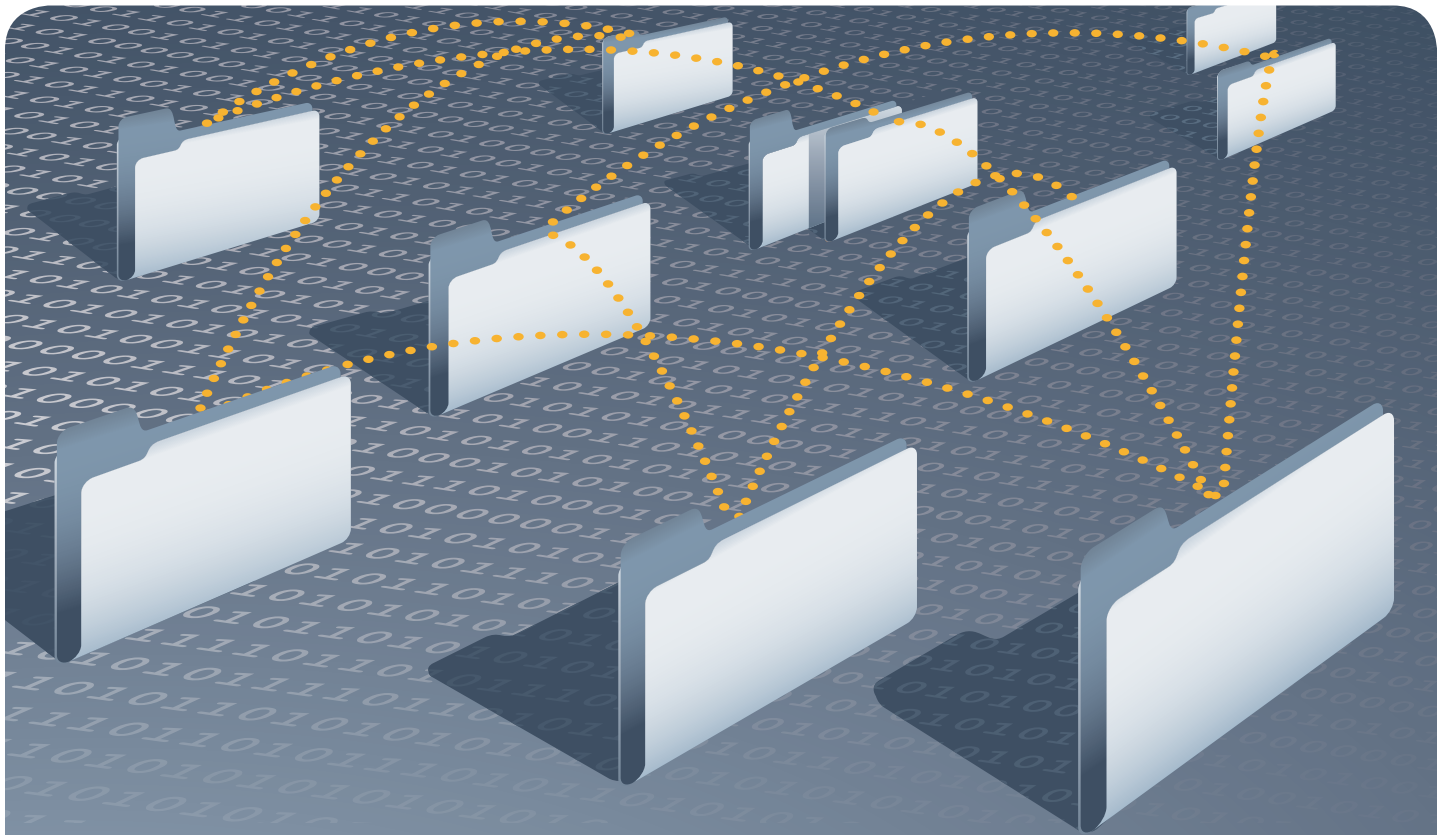messages | ASEAN, Issue #3 | April 2010

[1] *Worldwide Business Process Management Software 2009-2013 Forecast, IDC, August 2009*

IBM's Smart Archive Strategy

A new category of business value enabling organizations to take back control.

Content Collection and Archiving, part of IBM's Smart Archive Strategy, is the process of collecting, enhancing and managing virtually all types of content, regardless of the application used to create it or the technology used to store it. Content Collection and Archiving represents a new category of business value that enables organizations to take back control and unlock business value of content, while enforcing compliance and operational policies and reducing the total cost of ownership.

To fully understand the context for Content Collection and Archiving, it's helpful to look at how businesses and their content management tools got where they are today.

- As the volume of e-mail grew, so did the need for management.

- Conventional e-mail archiving solutions focus on one thing–e-mail–primarily for storage management purposes.

- Gradually, companies are realizing that they need to manage more than e-mail.

- Historical e-mail archiving solutions have limited, simplistic functionality and don't easily scale to support sufficient volumes, users or environments, and do not meet new legal eDiscovery and records management requirements.

- A new perspective on what can and should be done can creates a sea change–Content Collection and Archiving–that can make content a more effective component in an organization's efforts to achieve compliance, create and share knowledge, and enhance business processes.

- The archiving marketplace has evolved beyond limited point solutions to comprehensive Content Collection and Archiving.

- The new generation of solutions provides a unified platform, not a point solution to enable Content Collection and Archiving. Only IBM provides this platform, delivering the strategic ability to reach beyond e-mail to provide business functionality and information value.

Watch out for cool promotions coming out this quarter !

A New Acquisition

Initiate Systems is now under IBM's Software portfolio.

On 1st March 2010, IBM announced the closing of its acquisition of Initiate Systems, a privately held software company with a focus on data integrity and master data management technologies. Initiate's software helps clients in many industries -- particularly in healthcare and government -- share information across multiple systems to improve the services they provide to patients, citizens and customers.

The closing comes less than a month after IBM's announcement on February 3 that it had entered into a definitive agreement to acquire Initiate.

Organizations in both healthcare and government have invested heavily in enterprise software applications as they seek greater operational efficiency and productivity. The proliferation of these applications has yielded huge volumes of information about people, places and things. This information is fragmented across operating environments and often represented inconsistently. Initiate's technology helps gather this data no matter where it resides to establish a single, multi-purpose view of critical business information, which is also known as master data.

Initiate's software helps healthcare clients work more intelligently and efficiently with timely access to patient and clinical data. By adding Initiate's software to its software portfolio, IBM will be better equipped to help clients draw on data from hospitals, doctors' offices and payers to create a single, trusted shareable view of millions individual patient records. The acquisition will also enhance IBM's ability to enable governments to access information from multiple systems and agencies to provide better services to citizens.

"IBM's acquisition of Initiate underscores our commitment to using advanced technology to help solve problems faced by both healthcare agencies

and governments around the world," said Arvind Krishna, general manager, Information Management, IBM. "Through better access to trusted information, these clients can serve people better and more efficiently."

Initiate's healthcare clients include payers and providers as well as retailers selling prescription drugs. Among these clients are Alberta Ministry of Health and Wellness, BMI Healthcare (UK), Calgary Health Region, CVS/Caremark, Humana, Ochsner Health System, the State of North Dakota's Department of Health and Human Services and the University of Pittsburgh Medical Center.

In keeping with the company's software strategy, Initiate's technologies and operations will be integrated into IBM's Information Management business, expanding its capabilities for establishing, delivering and analyzing trusted information for clients across all industries and geographic regions. Initiate employees will join IBM.

Through its acquisition of Initiate IBM is also extending its capabilities in business analytics -- one of its primary investment areas -- by enhancing its ability to deliver a foundation of trusted information. In addition to Initiate, IBM has invested $10 billion in 14 strategic acquisitions to build its business analytics portfolio since 2005. These acquisitions delivered strong results in 2009, generating 9 percent revenue growth at constant currency. Among the company's offerings in this area is a new Business Analytics and Optimization Consulting organization which is supported by team of 4,000 consultants and a network of analytics solution centers.

For more information, visit http://www.ibm.com/press/us/en/presskit/27163.wss.

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

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

iWin Always a Winner

With iWin, you are always a Winner. Join today. iWin will reward you with 50 Bonus Points. You immediately win yourself a voucher!!

A Quick Reference to Gemstones and the iWin Program

Ruby...as vibrant as iWin's vibrant rewards
An outstanding rock that is well-distinguished by its vibrant color, shine and durable qualities.

Aquamarine...as translucent as iWin's process
A translucent precious blue gem that shines over an extraordinarily range of mainly light blue colour which enables them to create new artistic cuts again and again.

Emerald...as unique as iWin's FaceBook
A unique gem often known for its special cut, most intense and most radiant green that can possibly be imagined.
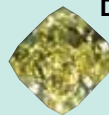
Sapphire...as reliant as iWin's news
A reliant rock upholding a certain warmth and power, sapphires really are gems of the sky, although they are found in the hard ground of our 'blue planet'.

Diamond...as durable as iWin's channel loyalty
A classic, durable rock cut in the top tier of gemstones, diamonds are well-polished and refractive; reflecting its tough yet beautiful nature.

Jade...as strong as iWin's programme
A symbolic rock of energy, toughness and royalty, the jade, although delicate on the outside, it has a strong and tough interior that is often sought after.

Moonstone...as high spirit as iWin's member care
A stone with an amazing shimmer and shine quality that glimmers accordingly to the fallen light and characterised by an enchanting play of light.

Quartz...as multifaceted as iWin's reward points
A rock that is utterly gorgeous and artistic, the quartz is known as the common chameleon of gemstones with its versatile colours.

Zircon...as brilliant as iWin's communication
A rock that is often brilliant and once termed as the ultimate gift to gods in the Hindu tradition, is one of the heaviest natural rock gemstone.

Ametrine...as blended as iWin's win-win programme
A precious gemstone that blends both colours into one; especially known for its variety and for the color contrast and blending.

Lolite...as precious as iWin members
A precious stone that is able to reflect light from the sun at a particular angle and looks a more or less violet blue, almost like sapphire, from one side, clear as water from the other, and a honey yellow from on top.

Turquoise...as amazing as iWin's benefits
A stone that is usually subjected to intense treatment which gives it an amazing durability and resistance. The end product is usually something of an amazing colour, top quality and one of a kind.

Partnering with IBM

Request a copy of the Partnering with IBM Kit Booklet and CD from your IBM Software Channel Representative or download the softcopy.

IBM.COM Business Partner Website

1. Partnering with IBM Booklet
   – *PDF format for your partners to download*

2. MESSAGES issue#1 and #2
   – *PDF format for your partners to download*

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www.ibm.com/software/my/bp
www.ibm.com/software/ph/bp
www.ibm.com/software/id/bp

Contacts
Agencies Details

INDONESIA

Quadra Integrated Communication
Indonesia Stock Exchange Building,
16th Floor, Tower 1, Jl. Jend.
Sudirman Kav. 52-3,
Jakarta, Indonesia 12190.

Andry Suryawan
Tel   : (62) 21 5140 2440
Email : andry@qimc.biz

MALAYSIA

Sirius Communications Sdn Bhd
Unit 9.01A, Level 9, Wisma Goodyear,
Block B, Kelana Centre Point,
No. 3, Jalan SS 7/19, Kelana Jaya,
47301 Petaling Jaya,
Selangor Darul Ehsan.

Vivien Ooi
Tel   : (603) 7805 1700
Email : vivien.ooi@siriuscom.com.my

PHILIPPINES

eMazing Ways Marketing
#15 Sierra Madre St.
Hacienda Height Subd,
Concepcion II, Marikina City.
Summer Santos
Tel   : (632) 0917 883 2183
Email : summer@emazingways.com

SINGAPORE

Crystal Edge Singapore Pte Ltd
243 Beach Road #02-01,
Singapore 189754.
Grace Tham
Tel   : (65) 6293 4940
Email : grace@crystaledge.net

Vietnam

Venus Communication
9Ky Con, Dist 1,
Ho Chi Minh City, Vietnam.
Pham Thi Ngor Duan
Tel   : (848) 3823 8686
Email : ngor_duan@venus-
            communication.com

THAILAND

Dzi Co., Ltd
96/65 Moo 8,
Bangkuntienchaitalay Rd,
Thakham, Bangkuntien,
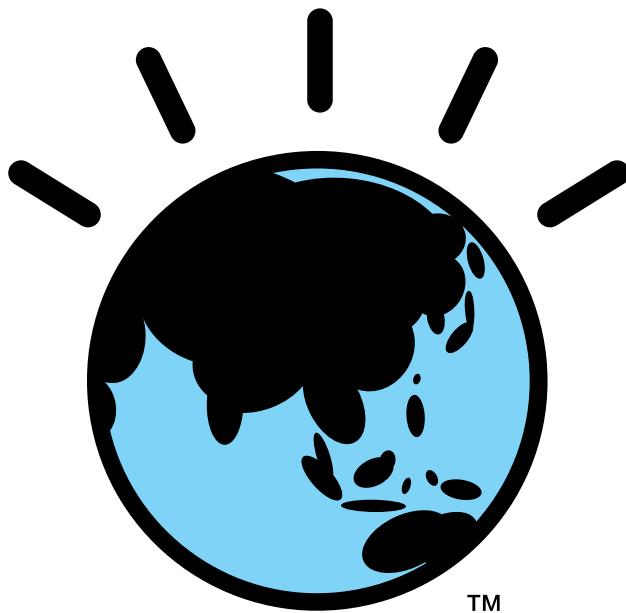10150 Bangkok.
Juraiporn C
Tel   : (66) 2212 8133–4
Email : juraiporn@dzi.co.th

Damnoen Saduak-Dee Co., Ltd
1111/67, Baan Klangmuang
(Ratchada-Ladproa),
Ladproa Rd, Chandrakasem,
Jatujak, 10900 Bangkok.
Pramuk C
Tel   : (66) 81 316 4558
Email : pramuk.ch@damnoen.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**