Business Partner **IBM**®

messages:

An IBM Software Business Partner Newsletter

Turning Opportunity *into* Profitability
with IBM Software

ESSENTIALS FOR THE CEO
Articles, Tools and Knowledge
to Grow Your Business

ESSENTIALS FOR THE CTO
Latest and Greatest Technology
That You Should Know

PLUS MORE...
Sales & Technical Updates
Diary

Inside messages:

Cover Story

Diary / Event

Announcement

Essentials for the CEO

Essentials for the CTO

Sales & Technical Updates

Co-Marketing Agencies

Dear Business Partners,

It has been a very busy quarter for us. Lots of happenings (evidenced by all the diary reviews that we have in this issue, pages 7 to 10) and lots of incentives to keep the momentum going from Q1. You, the CEO, might be interested to know the guidelines for categorizing your organization within ASEAN (see page 4); read about the five easy steps to jumpstart an effective marketing & sales plan (page 4) or even get onto the bandwagon on Social Business (page 6). As for the CTO in you (especially those based in Indonesia), PT Sinergi Wahana Gemilang now provides a one-stop facility to explore software solutions.

Last but not least, this issue has a lot of stories and updates on Sales and Technical issues. Be sure to flip to page 14 onwards and enjoy. Amazing prizes also await those who makes the effort to keep the IBM Software Group flag flying!

Sandeep Bakhshi
Business Unit Executive - ASEAN SWG GB & Channels

Sandeep Bakhshi

It has been a very busy quarter for us!

PAB BP Memo
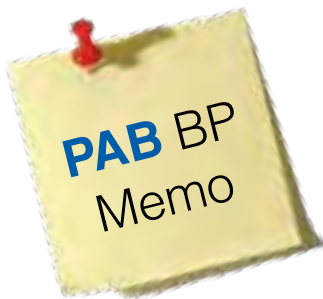
Enjoy rebates on eligible IBM Hardware Products and Software Licenses

(from 9th March to 31st December 2012)

Offer	Product Description	Rebate on eligible IBM Hardware Products	Rebate on eligible IBM Software Licenses
Hardware/Software Base Incentive	IBM Servers and/or Storage models and IBM Software licenses are sold together to a single T1 CFP or T2 Reseller	**5%**	**15%**
Solution Bonus Incentive	An additional 10% rebate on the eligible IBM Software licenses can be claimed when the software products included meet the requirements of a predefined Solution Bundle. One or two T1 or T2 CFP can be used to sell a Solution Bundle.	**5%**	**15% + 10%**

The Offer

1. Contracted IBM STG Distributors with a signed IBM Business Partner Agreement who acquire eligible STG Products from IBM directly,
2. Contracted IBM SWG Distributors (aka Value Added Distributors) with a signed IBM Business Partner Agreement who acquire eligible SWG Products from IBM directly, and
3. Contracted IBM STG Tier 1 Customer-facing Business Partners with a signed IBM Business Partner Agreement who acquire eligible IBM STG Products from IBM directly, will be eligible for the Promotion rebates during the promotion period from 9th March to 31st December 2012.

Guidelines to Government Account Determination

In recent times, there have been a lot of questions regarding government account determination for program purposes. Here is a quick review to identify these accounts to ensure clarity in each country on how to categorize accounts.

Definition

A Government-owned Entity (GOE) is defined as:

i. the government of any country, state, province, city, country, town, territory or other municipality within the geographic scope

ii. any corporation, educational institution or other entity that is owned or controlled by, or subject to the procurement regulations of, any entity in (i) above and

iii. any prime contractor who holds a contract with any entity in (i) and (ii).

Item (ii) is determined as:

a. any corporation, educational institution or other entity that is owned or controlled by (i) above

b. any corporation, educational institution or other entity that is subject to the procurement regulations of any entity in (i) above

c. any prime contractor who holds a contract with any entity in (i) and (ii).

Hence for the ASEAN region specifically, the guidelines below apply.
Non-China within AP–GOE determination guidelines

All Companies > 50% Government Ownership = GOE (No further determination needed)

All Companies 10–50% Government Ownership = subject to review by legal (Country Legal is the final authority to determine GOE). This would only come into play when all of the IBM systems (MGR, FastPass, etc) does not provide clarification.

There are 4 main checkpoints to cover (see chart below). Failing which, a legal counsel is required for assistance. AP legal should be able to tackle the situation within 3 working days, provided all the necessary information are provided. However, for more complex cases, a longer period is required.

For more information on this, kindly contact your legal department in your respective country.

AP Workflow in determining Government Owned Entitiy
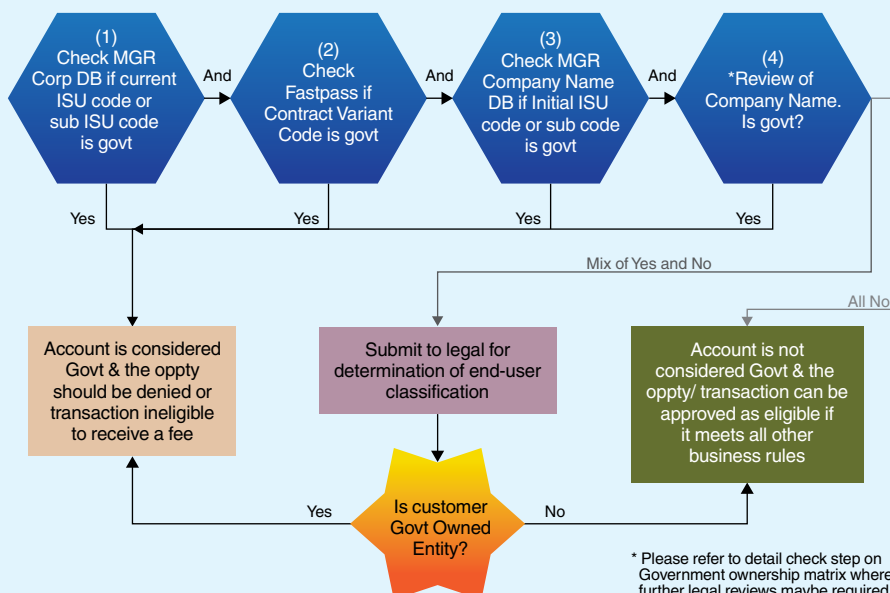
Jumpstart Software Sales in Midmarket

Five easy steps to get started.

Build an effective marketing and sales plan to reap the rewards in the midmarket.

1. Listen to the "Jumpstart your software sales in the Midmarket!" webcast replay to learn about available resources for selling in the midmarket. (below)
2. Read the latest market intelligence: where the growth is, what small and medium business (SMB) buyers really want.
3. Learn about IBM Software's award-winning capabilities, designed and validated specifically for midsized customers.
4. Use the ready-to-run midmarket sales and marketing plays with supporting materials and tools. New! 1H12 Lead Progression Kit for Small Deals in Midmarket (PPT, 1.6MB)
5. Earn best-of-breed incentives: make more money and profit selling into companies with 1000 or fewer employees!

Step 1: Listen to the Jumpstart event call
Listen to the "Jumpstart Your Software Sales in the Midmarketz Think!Thursday webcast audio replay (MP3, 8.78MB) and presentation (PDF, 1.70MB).

Step 2: Read the latest market intelligence
Midmarket Market Trends & Buyer Behavior (PDF, 2.6MB)

Step 3: Learn about IBM Software
IBM Midmarket Portfolio Briefcase for Partners
The IBM Software Midmarket portfolio is designed to drive increased consideration for IBM among businesses with 100 to 999 employees and with our Business Partners. These offerings meet midmarket readiness criteria and align to Smarter Planet themes to deliver the infrastructure and business solution capabilities midsized businesses need.

Training and Certification
If you have a goal, we can show you how to it can be reached. Start here to build your skills or earn IBM certifications.

Learn how IBM Software is fueling a Smarter Planet:
• IBM Software brochure
• IBM Software whitepaper (PDF, 490KB)
• IBM Smarter Planet for Midmarket resources

The Midmarket cloud opportunity
A whitepaper is available from consulting firm Wohl Associates – Profiting from the Cloud: A New Opportunity for IBM Business Partners (PDF, 185KB). This white paper will allow you to consider what role you might like to play in this important market and how IBM can engage with you to help meet your goals.

Cloud certification
The Cloud Computing Architecture Certification is available worldwide. By achieving the industry's first Cloud Computing Architecture certification, IBM Business Partners can showcase their advanced skills for a competitive advantage.

Step 4: Sales and marketing plays
Use the ready-to-run SMB sales and marketing plays to get a fast start in your go-to-market activities. Review the enablement resources, demand generation assets and marketing offers – all specific to the midmarket offering portfolio and designed for Business Partners.
• Midmarket sales and marketing plays
• Midmarket marketing execution blueprints
• IBM Collaboration Solutions Briefcase (ODP, 1.2MB)
• Co-funded marketing
• Internet marketing benefits
• Application Specific Licensing (ASL)

Step 5: Earn best-of-breed incentives
Sales Incentives
Selling into the high-growth SMB marketplace is more lucrative than ever. Take advantage of the rich set of sales incentives available across IBM's portfolio of hardware, software and services offerings – all designed to help you increase your earning and profit potential as you successfully sell solutions, products and services to your midmarket clients.

Software Value Plus
IBM offers distribution models for maximizing your profits by reselling IBM Software, based on your clients' needs and your investment in skills. Get learn more about Software Value Plus and the benefits of becoming a Software Value Plus Business Partner.

Contact us with questions at IBMSWBP@us.ibm.com

Business Gets Social 2012

IBM Software Roadshow.

"The new concept of social business makes [Get Social Roadshow] exciting, novel, and fresh this year. Social business well matched the latest industry developing trends of social computing and brings the best experience to IBM employee, customers, and partners." – Wu Xiaobing

People don't do business with companies. People do business with people. Find out why–and how–customers can become a social business.

The world now spends 22% of its time–more than 110 billion minutes–on social networks and blog sites per month. Are you ready to turn that time into growth, innovation, and productivity?

Organizations that successfully transform into social businesses can potentially reap great benefits.

Smartphone shipments will outpace PCs by 2012. Gartner Research predicts that social networking services will replace email as the primary communications vehicle for 20 percent of business users by 2014. Social business is more than a Facebook page or a Twitter account. It's how you deepen customer relationships, drive operational efficiencies, and optimize the workforce.

Just starting or well down the road?

Get the tools, tips, and tricks needed to exponentially improve business opportunities and outcomes – from setting a strategic direction to taking full advantage of IBM's industry-leading social, mobile, and cloud solutions.

How are your social skills?

Share real-world solutions and see real-world results from other companies well on their way on their social business journey, and get access to IBM executives, strategists, and product experts.

Who should attend

• Anyone using IBM Collaboration Solutions
• Anyone interested in learning how to become a social business
• Business executives, managers, and professionals
• IT directors, managers, and professionals
• Application developers

Join us

The journey to a social business is one we can take together. Find an event near you:
www.ibm.com/software/collaboration/events/socialbusiness/locations.html

Social Business Overview

Social business starts with people The ways individuals and communities interact, form relationships, make decisions, accomplish work, and purchase goods are changing the way business is done. A social business embraces and cultivates a spirit of collaboration and community– internally and externally–delivering unprecedented return for the time invested.

A social business recognizes that people do business with people and optimizes how people interact to accomplish organizational goals:
• Deeply connecting individuals in productive, efficient ways
• Providing line of sight across traditional boundaries and better aligning actions to needs
• Speeding up business with insight to anticipate and address evolving opportunities.

IBM Software BP Thank You Party
A memorable Charity Night in Thailand.

It was a resounding success to cap off 2011 as 234 contacts from 49 Business Partners joined IBM for the Software BP Thank You Party with a Charity Night in mind to raise the corporate social responsibility. There was much camaraderie and merry-making. Everyone went home pleased. As we prepare for 2012, we believe the event's objectives were achieved.

Event's Objectives
- To share IBM Software Group 2012's direction with our valued Business Partners
- To thank all IBM software Business Partners for support and contributions to success
- To build and celebrate the strong unity among IBM and Business Partners
- To contribute corporate social responsibility by doing charity/fund raising activities to help flood victims.

Date:
15 December 2011

Cities:
Slim, RCA,
Thailand

Rendezvous with IBM Software Value Plus Partner

An overview of IBM Indonesia Software's performance in 1Q – 3Q 2011.

IBM Indonesia also ended the year with a bang, hosting a Rendezvous with Value Plus Partners to cap off 2011. On a more serious note, the event was basically to review the performance of IBM Software and also to highlight key achievements and performances, besides strengthening the business relationship among Business Partners.

Event Objectives
- Overview of IBM Software performance in 1Q – 3Q 2011
- Announce some key achievement/best performance
- To share IBM Software Group 2012's direction, focus and market opportunity
- Strengthen relationship among Business Partners

Total Attendee
139 contacts from 45 Business Partners

Date:
15 December 2011

Cities:
IndoChine Restaurant, Senayan, Jakarta, Indonesia

Indonesia IBM Software BP University
Bringing the world of wizardry to the IT world.

IBM Indonesia brought the magical appeal of wizardzy (think Harry Potter) to the IT world when they held their Software BP University with the unique theme "Academy of Magic". A very unusual break from the norm, the attractive theme gave the event a truly unusual ambience that highlighted key issues on top industry and technology preference.

Event Objectives
- 3 Top Industry that most BPs are proactive to: 22% Banking, 16% Telco and 15% Financial Services
- 3 Top IBM Technology that have been adopted today by BPs: Tivoli 14%, IM 13% and WebSphere 13%
- 3 Top IBM Technology that are in the plans to be adopted in the near future by BPs: IM, WebSphere, Business Analytics
- 3 Top IBM Software solutions that BPs are interested to know more: Netezza, Green Hat & Cast Iron (Cloud) and Coremetric.

Date:
12 March 2012

Venue:
Pullman Hotel,
Jakarta,
Indonesia

Singapore IBM Software BP University

Singapore's IBM Software BP University got off to a rousing start to the year, with Sandeep Bakhshi, ASEAN SWG GB & Channels Leader, gracing the event. A hundred attendees had the opportunity to rub shoulder with who's who in the IT industry and the event's objectives were definitely achieved.

Event Objectives
- Feature key acquisitions which fuels IBM's growth areas, this includes: Big Data, Smarter Commerce & Security
- Recruit and enable partners to ride on this wave
- Reinforce IBM's commitment to grow BP ecosystem by passing deals <100k to partners
- Communicate and reinforce:
  - ~ partner benefits (Partners can earn up to 45% rebate per deal)
  - ~ revamp of IBM BP Co-marketing funding schemes available for existing and new partners
  - ~ tips & tricks to work through various IBM partner programs.

Date:
7 March 2012

Venue:
Swissotel,
Singapore
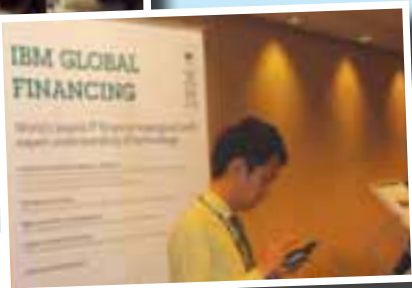
IBM Smarter Analytics 2012

The **IBM Smarter Analytics 2012** saw many attendees at the event. A host of prestigious speakers shared insights on various topics, tailored to prepare organizations to quickly adapt to the challenges and opportunities of the future.

Date:
1 March 2012

Venue:
Mahkota 2,
Hotel Istana
Kuala Lumpur
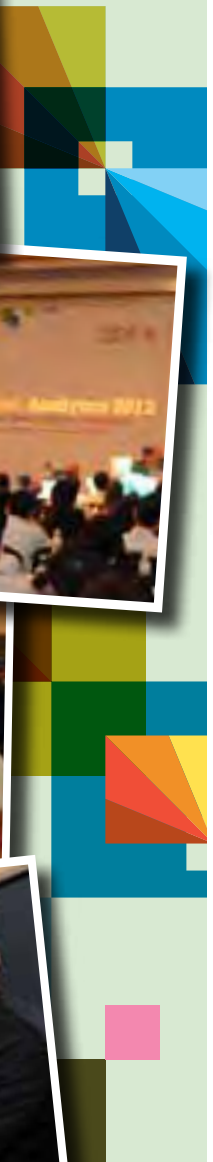
Solution Exploration Center

A one stop facility provided by PT Sinergi Wahana Gemilang
for Business Partners and Customers to explore software solutions.

Sinergi Wahana Gemilang
An IBM Software Value Added Distibutor

For IBM and Business Partners that are interested to utilize the facility, you may contact the following to check for schedule availability, one month before the planned event:

Ms. Farah Ferdiany
farah.ferdiany@swgemilang.com

Ms. Isabella
isabella@swgemilang.com

during business hours 09:00-17:00 (Monday-Friday) by contacting
+62 21 570 3438, +62 21 570 3833.

Solution Exploration Center (SEC) is the facility being provided by PT Sinergi Wahana Gemilang (SWG) as an IBM Value Added Distributor (VAD) for its Business Partners as well as Customers, to explore various software solutions in the form of Sales, Technical and Industry Enablements for a wide variety of solution-focused areas. Enablement sessions are scheduled for the current year, and periodically informed to Business Partners in SWG's monthly newsletter.

SEC serves up to 20 participants in one run, equipped with number of high-capacity servers, networked high-end workstations as well as high-speed Wifi Internet connection for participants. The SEC showcases a range of individual, as well as integrated rich and leading edge solutions like Collaboration & Social network, Data & Information Life Cycle (ie. ETL, Datawarehouse, Business Intelligence/Data Mining, Predictive Analytics, Bigdata Analytics, Streaming Analytics), Enterprise Data and Content Management, Enterprise Marketing Management, Commerce Automation, Supply Chain and Logistics Management, Application Infrastructure Automation & Management, Enterprise Architecture & Automation, Network Monitoring & End-point Management and also includes range of Security solutions (such as data, application, identity, etc).

For IBM Software, the solutions cover the whole range of seven IBM Software brands, ie Lotus, Information Management, Business Analytics & Optimization, Industry Solutions, Rational, Tivoli and Websphere; and the new exciting area of focus, IBM Security.

Turning Opportunity *into*
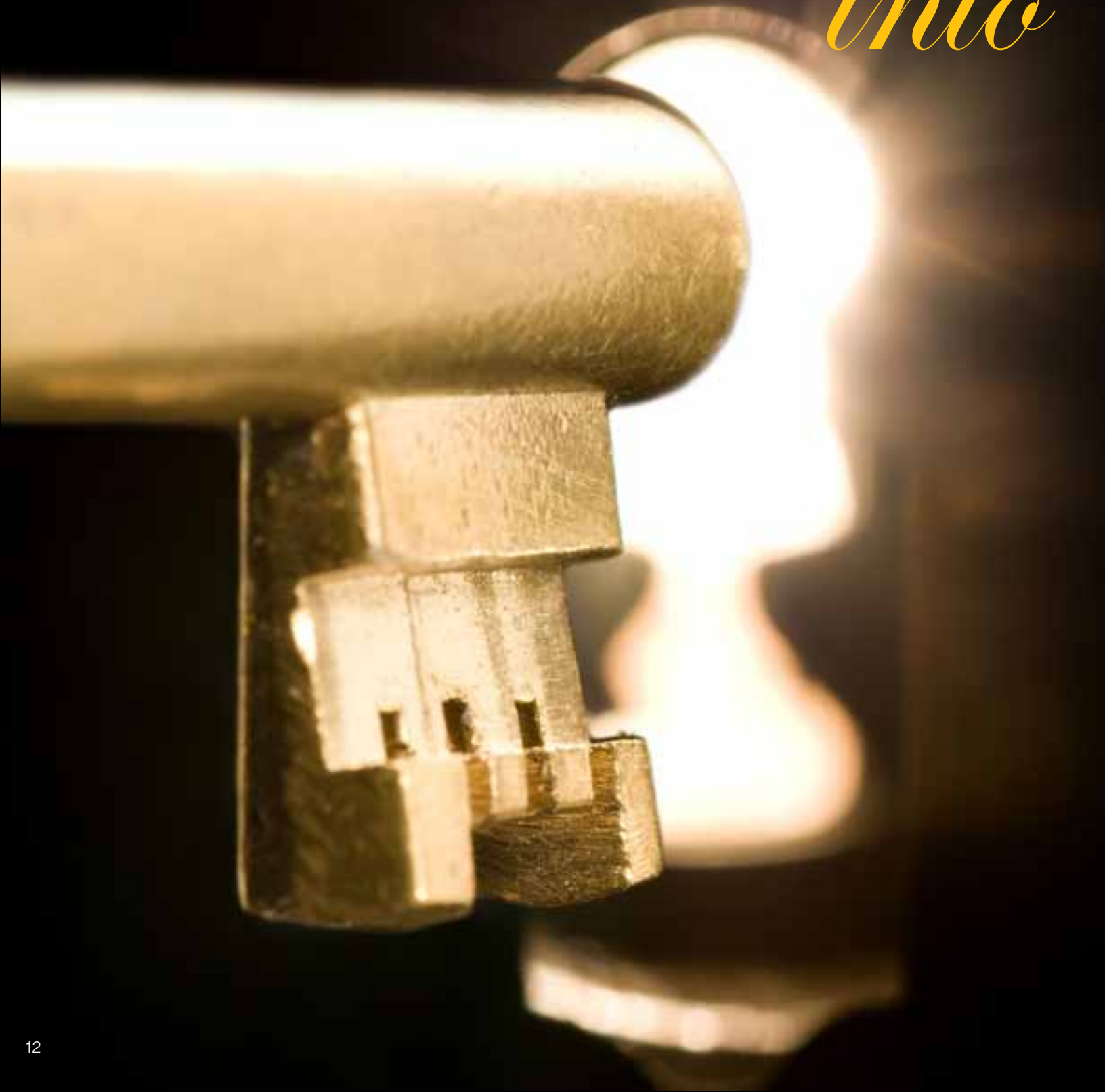
Profitability
with IBM Software

Discover how you can turn opportunity into profitability with IBM software. Participate in our general session executive keynotes, expert pavilion group chats, on-demand breakout presentations and networking lounge to hear exciting announcements and important information for enhancing your ability to deliver value to your clients. Discover new initiatives for execution, simplification of key programs and more opportunities for making money with IBM.

The IBM Virtual Summit includes:

- General session hosted by Mark Register, with top IBM software executives sharing their perspectives on key areas that provide Business Partners the opportunity for growth

- 18 "breakout" sessions covering a wide range of topics including IBM software brand strategies for 2012, the Software Value Plus (SVP) program, incentive programs, and marketing resources to help identify and progress leads

- Access additional information through the expert pavilion and the resource center.

Rational Solutions for Mobility

Solutions for mobility: Mobile Application Lifecycle Management.

The computing industry is undergoing fundamental changes that will position mobile devices (smartphones and tablets) as the primary solution for personal computing and Internet access.

As a result of this generational shift in the IT industry, we are witnessing an explosion in the number of mobile applications, the creation of which follows the common software development lifecycle.

Application lifecycle management (ALM) solutions, with collaborative capabilities, help clients align the development and delivery of mobile applications with business objectives, within budget and time constraints, while meeting customer needs.

With our industry-leading ALM solution, optionally augmented by certified Ready-for-Rational integrations of the Rational CLM offering with third-party Mobile Application Platform products, Rational is positioned to help your clients develop this new generation of mobile applications.

And with Rational code development tools for the new IBM Mobile Technology solution, clients will be able to leverage their existing business applications with a single application programming model for their mobile app that works on all the major mobile devices.

Is your client concerned about "mobile security"? If so, they need to start with their servers because the move to mobile computing has extended and increased the reach of server-based applications. In addition to supporting Web-based interfaces, applications can now interact with mobile devices using either the same HTTP interface as the browser or using custom Web-service interfaces. With this increase in reach, there is a corresponding increase in vulnerabilities to attack by hackers. It is critical to ensure that the application does not have vulnerabilities that can be exploited. To assess server-based applications today, customers should use Rational AppScan solutions.

The next frontier for mobile development is the ability to test applications that run on the device itself. This is a new testing domain, and Rational has solutions to address the new issues involved. Rational Quality Manager adaptors to a "device cloud" environment create the possibility of cost-effective functional testing on a wide variety of devices. The IBM research and development team is working hard to develop solutions to help clients assess functional correctness and determine whether or not these native or hybrid applications contain vulnerabilities.

IBM Rational software offers industry-leading solutions for lifecycle management that are augmented with mobile-specific capabilities for design, coding, security analysis, and testing. By leveraging the publicly available Jazz technology for tool integration and collaborative team development, Rational addresses the full mobile development project lifecycle with traceability from inception to completion.

Help your clients implement this new generation of mobile applications and drive innovation while reducing cost and risk.

Join the
IBM Mobile Blog

The computing industry is undergoing major evolution positioning mobile devices as the primary personal computing device for the majority of people on earth. The goal for this blog is to identify important concepts and observations related to that evolution -- missives on the journey to a mobile computing world.

Join the Rational
Mobile Community

Share your mobile application development expertise! Read and view the latest articles, blogs, videos, and discussions to learn how Rational improves business outcomes.

Rational Mobile Sales Kits
These sales kit provide you with guidance and collateral to help you successfully sell IBM Rational Mobile solutions.

- Consumer electronics
- Rational Communications
  Development Sales Kit

Selling IBM Solutions

New IBM Business Partner initiatives to drive IBM Hardware and Software sales - together!

During the Partnerworld event held recently, the "Solutions Acceleration Incentive" (SAI), initially called Blue on Blue, was announced by Steve Mills.

In a nutshell:
- This incentive is a back-end Rebate that rewards BPs that sell both eligible IBM HW and SW in the same transaction.
- The rebate needs to be split between the VADs and the BPs.
- The incentive has 2 components :
  - a) Base Reward : pays 15% for the SW and 5% for the HW. A single BP needs to sell both the HW & SW. They can order through either one SW/HW VAD or through two separate VADs, one for the HW and another for the SW.
  - b) Additional Solution Incentive: pays an additional 10% rebate on the SW when the BPs sell one of the solution bundles defined. Can be sold by a single BP, or by 2 BPs teaming.

This new solution based selling initiative reward greater cross-selling and partnering by IBM Business Partners:
- Increase leverage of breadth and depth of IBM's offerings
- Increase solution selling to our clients to meet their business needs
- Simplify sale of solutions to clients offered by business partners
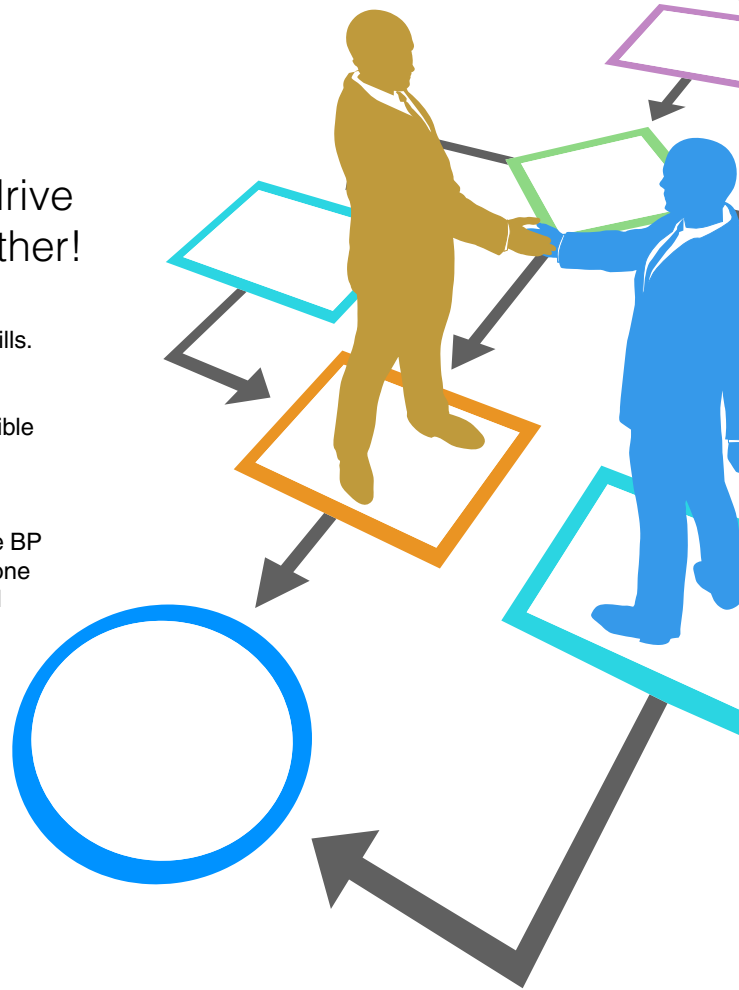
Solution Accelerator: How does it work?

Single BP/ Single Distributor	Single BP/ Two Distributors	Two BPs/ Single Distributor	Two BPs/ Two Distributors
IBM	**IBM**	**IBM**	**IBM**
VAD HW+SW	VAD HW / VAD SWG	VAD HW+SW	VAD HW / VAD SWG
BP HW+SW	BP HW+SW	BP HW / BP SW	BP HW / BP SW
Client	**Client**	**Client**	**Client**
VAD submits claim, gets rebate VAD/BP share as they agree	SWG VAD submits claim, each VAD gets rebate VADs/BP share as they agree	VAD submits claim, gets rebate VAD/BPs share as they agree	SWG VAD submits claim, each VAD gets rebate VADs/BPs share as they agree

BP teaming only for Solution Bundles Claims

Multiple models provides for more participation with less disruption to existing relationships
Single tier HW reseller treated as a HW VAD and submits claim

Solution Accelerator Incentive

Eligible Hardwares	Eligible Software	Solution Offerings
IBM Power Systems	BWL	Business Analytics
PS700 (8406-70Y)	CCMDE	
PS701/702 (8406-71Y)	DB2	Industry Solutions
PS703 (7891-73X)	Forms	
PS704 (7891-74X)	Lotus	Optimize Business Infrastructure
Power 710 (8231-E1C)	MQ FTE	
Power 720 (8202-E4C)	Netcool	Turn Information into Insight
Power 730 (8231-E2C)	Optim	
Power 740 (8205-E6C)	Rational	Accelerate Product & Service Innovation
Power 750 (8233-E8B)	SPSS	
Power 770 (9117-MMC)	Sterling	Deepen Engagement with Customers, Partners and Employees
Power 780 (9179-MHC)	TADDM	
Power 795 (9119-FHB)	Tivoli	Enable Agile Business Processes and Application
IBM Storage	TUAM	
DS3500 (1746)	Unica	Manage Risk, Security and Compliance
V7000 (2076)	WXS	
V7000 (2073)	Cognos Express	
V7000 SW (5639-VM1)	Informix DB	
V7000 SW (5639-VF1)	Information Server	
System X	InfoSphere	
HS22 (7870)	WebSphere	
HS22V (7871)	CEO Lotus Communication Bundle	
HX5 (7873)	Collaboration Accelerator	
x3630M3 (7377)	Content Manager On Demand (CMOD)	
x3550M3 (7944)	DataCap TaskMaster	
x3650M3 (7945, 7949, 5454)	DB2 Pure Scale or PureCluster	
x3850X5 (7143)	Domino Enterprise	
x3950X5 (7143)	FileNet Content Manager	
x3690X5 (7147)	IBM Service Delivery Manager (ISDM)	
BladeCenter	Information Lifecycle Governance	
S (8886)	Mobile Portal Accelerator	
E (8677)	Omnifind Discovery Edition	
H (8852)	Product Imaging Edition (PIE)	
HT DC (8840)	Smart Cloud Monitoring (SCM)	
HT AC (8850)		

For complete and detailed authorized products, please visit the **PartnerWorld** website.

Key Updates from ICS

A look at the changing culture in social collaborations and services

The Future of Mail is Social, the IDC opinion

As social collaboration tools become more available and are deployed to more employees, some companies and individuals are looking for these tools to alleviate the growing complaints and irritation of traditional enterprise communication tools, particularly email.

This IDC study takes a look at the current state of enterprise email and the perceived and real problems that surrounds its use. Rather than envisioning "a world without email", instead, a future is revealed where email converges with social tools and grows into an innovative hybrid productivity tool to help support the new collaborative enterprise.

https://www14.software.ibm.com/webapp/iwm/web/ signup.do?source=swg-US_Lotus_WebMerch&S_ PKG=web_ibm_ls_xx_o

Social Business Behavior
Changing business etiquette and culture

Extensive communications over social networks often means that entire business conversations–and even deals– may be carried out online. Learn how social business is changing the nature of culture, etiquette and personal interaction in the workplace. This IBM executive brief is for enterprise leaders who seek to understand the critical role that social business etiquette plays in workforce transformation and in adoption of social business programs.

http://ibm.co/SocBizEtiquette

WebSphere software

Now WebSphere Portal clients are entitled to IBM Connections Files and Profiles

On February 21st IBM announced that WebSphere Portal clients are now entitled to IBM Connections Files and Profiles at no additional charge. For our active WebSphere Portal Server, Enable and Extend clients, these new entitlements provide key social services and help them accelerate their path to becoming a social business.

With this new entitlement, you can access IBM Connections Profiles and IBM Connections Files capabilities directly or from within WebSphere Portal Server, WebSphere Portal Enable, or WebSphere Portal Extend. Now users can more easily share their organization's collective knowledge.

- Files makes it easy to post, share, organize, tag and comment on information that would otherwise get buried and lost in individual in-boxes.

- Profiles allows you to use Tags to search across an organization's expertise, current projects, and responsibilities to locate others based on their respective skills, interests, and organizational structure.

Introducing Social Business for the Mid-Market

Over the past year, Aberdeen has studied the business practices of 229 mid-sized companies (defined as those between 101 and 1,000 employees) surveyed for the 2011 Aberdeen Business Review and 61 mid-sized companies profiled in Aberdeen's 2011 Social Collaboration research.

Through these studies, Aberdeen sought to discover if there were specific drivers and characteristics that made these companies more or less likely to use Social Business. Interestingly, Aberdeen found that even though mid-market companies are more likely than other organizations to identify business needs that can be solved through Social Business solutions, they are less likely to have the budget and willingness to pursue these solutions.

Mid-market organizations can achieve strategic benefits from optimizing their Social Business deployments and achieving Best-in-Class status. When we compared the top 20% of our 270 respondents in 2011 to all other companies, we found:

- 59% of these top achieving companies improved sales capabilities by improving pre-sales support, understanding the needs of the customer, and involving appropriate employees at each point of customer qualification.
- 59% of Best-in-Class companies also accelerated product development from their Social Business deployments, leading to increased revenue contributions from new products.
- 43% increased lead generation through Social Business through earned media and the ability to better understand the needs of potential customers.

This report provides directional guidance for mid-market companies to appropriately use Social Business and achieve these business goals.

The updated Social Business eBook can be downloaded in the various format. Click on whichever is appropriate for you.

WEB VERSION:
http://research.aberdeen.com/1/ebooks/socialbusiness

MOBILE VERSION:
http://research.aberdeen.com/1/ebooks/socialbusiness/download/index.html

SOURCE FILE:
https://rcpt.yousendit.com/1419041182/913a0b4bd19102942f0f0df31360f512

Social Business includes the use of social media, social networking, and internal social tools used for online collaboration.

Social media and social networking communities give companies an opportunity to monitor and interact with current and potential customers.

IBM Software Value Plus Authorization

Business Analytics Capability.

What is IBM Software Value Plus Business Analytics Authorization?

Software Value Plus (SVP) Business Analytics Authorization is a new incentive program that rewards Business Partners that have invested in Business Analytics skills and leverage their knowledge and implementation experience within an industry or line of business to develop and sell solutions. Solutions are demonstrable, market identifiable offerings that contain repeatable assets, are developed with an IBM Business Analytics technology, are implemented with a consistent methodology, and which are supported by the Business Partner.

Announcement

IBM Software is making it easier to sell solutions that address specific customer issues. SVP Capability Authorizations are designed to help Business Partners expand their reach by developing solutions within specific capabilities to address these issues.

IBM (SVP) Business Analytics Authorization is designed for Business Partners who resell and implement Business Analytics technologies with a focus on solving industry or line of business challenges. This program will introduce new benefits to partners who sell solutions and increase the catalog of solutions that our customers can use to rapidly address their business analytics needs.

On this Web site, we will explain how to take advantage of the new IBM SVP Business Analytics Authorization.

Refer to the Resource page for additional information regarding this program and how to apply.

Eligibility
- Complete one sales and two technical certifications per product group included in your solution
- Register your Business Analytics solution(s). The Business Partner's contribution to a solution must exceed 20% of the total billed solution
- Have a demonstrable solution
- IBM SVP Business Analytics Board review: A comprehensive review of your solution and its business value.

Benefits
These benefits are available to the Business Partner once business analytics authorized. Select a benefit to learn more.
- Additional SVI incentives
- SVP Business Analytics Authorization mark
- Business Analytics lead passing priority
- IBM executive contact.

You may request an IBM executive be assigned to your firm to assist with senior executive thought leadership and your Business Analytics Capability strategy.

When does 10% equal 100%?

Are you selling an industry-specific solution but have not gotten your solution approved for BA Capability Authorization? Business partners who sell BA CA approved solutions earn 10-15% more than standard SVI. If your standard incentive nets 10%, then an additional 10% equals a 100% increase. For doing the same amount of work you're doing now, selling the same product, you could be earning 100% more. So contact your VAD or BA Channel Manager to discuss the program in more detail. And start earning 100% more.

Business Analytics Demand Generation

Summary of partner-ready programs.

A collection of partner-ready marketing programs that help increase demand for Business Analytics solutions. This list is continuously updated as new programs are introduced.

Business Analytics Business Partner marketing programs and resources
• NEW! 2012 Performance and Finance Forum events – NA Sponsorships
• NEW! IBM Finance Forum 2012 program
• NEW! Business Analytics – Vision 2012
• NEW! IBM Performance 2012
• IBM Cognos Analytics Quotient Quiz
• Business Partner program Q1 guidance
• Co-Marketing Center (CMC)
• Co-Marketing Center Create and Design function – demo

Business Analytics Launch 2012
• Business Analytics virtual launch 2012

Business Intelligence
IBM Cognos 10 trade-up
• IBM Cognos 10 trade-up program
• IBM Cognos 8 – 10 trade-up event-in-a-box

IBM Cognos 10
• NEW! BI for business program
• Mobile BI blitz program
• Top offers
• Persona demo program
• Customer success stories program
• Event-in-a-box
• Role email program
• Hands-on workshop program

Cognos Express
• Spreadsheets event-in-a-box
• Midmarket direct response email program
• Hosted trial email
• 9.5 Four touch direct response email program
• CFO.com On-demand web seminar program
• Cognos Express event-in-a-box
• Free trial email program
• 3-touch email program
• Launch web seminar in a box
• Hands-on workshop
• Shortcut guide direct response email program
• Midsize Business Analytics virtual summit

Industry specific programs
• IBM Cognos Express manufacturing event-in-a-box
• Customer Analytics for insurance industry

Financial Performance Management
Smart expense planning multi-touch email program
Business Analytics rolling forecast direct response email program

IBM Cognos Financial Statement Reporting (FSR)
• NEW! Disclosure Management email program
• NEW! XBRL email program
• Internal Reporting web seminar in a box
• eBook: Financial Reporting Automation for Dummies
• eBook: Close, Consolidate and Report
• eBook: iXBRL for Dummies
• eBook: SEC XBRL Mandate for Dummies
• Event-in-a-box
• Web seminar in a box
• Whitepaper in a box
• XBRL web seminar in a box
• Customer Success Story briefing in a box

IBM Cognos TM1
• Multi-touch email program

Governance, risk and compliance
• NEW! IBM OpenPages GRC email program

Predictive Analytics
• NEW! Fraud Detection & Prevention event-in-a-box program
• NEW! Fraud Detection & Prevention – multi-touch email program
• Predictive Threat & Risk Analytics top offers
• Predictive Analytics top offers
• Predictive Mintenance top offers
• Predictive Maintenance event-in-box program
• Predictive Analytics Upsell to BI email program
• Predictive Customer Analytics multi-touch email program

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In addition to the "Selling Enterprise Content Management" course, sellers are required to review the ECM Sales Playbooks based on the five major solution entry points into the ECM portfolio. The ten playbooks, as well as the fully scripted course, can be found behind the Materials tab for this course. Each playbook covers the fundamentals of the sales play, what you need to know about the customer challenges, features and benefits of the solutions, and the competitive differentiators of the products. You'll learn of customer success stories, the value propositions, and receive sales guidance related to customer pain points, who to contact within an organization, and how to handle typical objections.

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Contacts Agencies Details

INDONESIA

PT. QUANTUM INTEGRATED SERVICES (QIS)
Indonesia Stock Exchange Building 16th Floor, Tower 1
Jl. Jendral Sudirman Kav. 52-53, Jakarta 12190, Indonesia

Nurlaely (Elly)
Phone : +62 21 5140 2440   Fax : +62 21 5140 2441
Mobile : +62 818 0747 2854

PHILIPPINES

EMAZING WAYS MARKETING

Summer Santos (summer@emazingways.com)
Phone : +632 0917 883 2183

THAILAND

DZI CO., LTD.
96/65 Moo 8, Bangkuntienchaitalay Rd., Thakham,
Bangkuntien, Bangkok 10150

Juraiporn Chaichankanchan (juraiporn@dzi.co.th)
Phone : +66-22128133-4

DAMNOEN SADUAK-DEE CO., LTD.
85 Soi Sangkomsongkroa 10, Ladprao, Bangkok 10230
Phone : +662 2933 1903

Drunrut Thongchua (dsd@damnoen.com, drunrut.t@
damnoen.com)

SIAM BHUMI INTERNATIONAL

K. Ben (sb.kuntheec@gmail.com, siambhumi@yahoo.com)
Phone : +66081 559 9870

STRATEGIC EVENTS
15/93 soi Tientalay7,Bangkhuntien-Chaitalay Rd.,
Samaedum, Bangkhuntien, BKK,10150

K. Wanida (Wanida@StrategicEvents.com)
Phone : +66086 317 1805

SINGAPORE

CRYSTAL EDGE SINGAPORE PTE LTD
243 Beach Road #02-01, Singapore 189754

Grace Tham (grace@crystaledge.net)
Phone : +65 8228 8239

CIRCUS MAXIMUS INTERNATIONAL
120 Lower Delta Road, #05-02/03 Cendex Center,
Singapore 169208

Jenna (jenna@circusmax.com)
Phone : +65 9784 9038

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 (vivien.ooi@siriuscom.com.my)
Phone : +603 7805 1700   Fax   : +603 7804 6560
Mobile : +6016 422 1076

VIETNAM

LOBBY COMMUNICATIONS CORP VIETNAM
Hanoi Head Office:
Room 2203A – 22nd Floor, Ha Thanh Plaza,
102 Thai Thinh, Dong Da District, Hanoi, Vietnam
Ho Chi Minh Office:
72 Ton That Tung, District 1, HCMC, Vietnam
Danang Office:
A208 493 Tran Cao Van, Thanh Khe District,
Danang, Vietnam

Phone : +844 3 5 122 199 (ext. 302)
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