

Partner World Marketing Benefits

New ISV Benefits

- **Webcontent Syndication**

Web content syndication, a simple way to augment your Web site with complete, compelling IBM marketing assets designed to help your company generate leads and drive sales. Leveraging this content can help transform your Web site into a powerful sales tool and demonstrate your expertise.

- **Campaign Designer**

Campaign Designer is a Web-based application that allows you to customize high-quality brand and solution-specific marketing materials such as brochures, edm, flyers etc that can be customized with your firm's identity and solution message.

- **Solutions Daily**

Solutions Daily is a syndicated online news magazine that features IBM Business Partners. Establish yourself as an industry leader to help you stand out from the competition in today's crowded online marketplace. With solutions-daily.com, published by Simplex Knowledge Company, you can break through the media clutter with relevant industry news.

- **Global Solutions Directory- Publish your link on the website**

The Global Solutions Directory is the IBM repository of Business Partner offering information. Creating a thorough entry for your solution in the Global Solutions Directory represents a critical step in marketing with IBM. These entries become an integral part of IBM marketing programs, generating exposure with clients, other IBM Business Partners and the IBM sales network. You can also publish this link on your website.

- **Webinar**

Conduct a Web conference easily and cost effectively. Our professional event facilitators will help you manage and run your Web conference every step of the way from planning to rehearsal, delivery, and follow up. During your event, the event manager will help execute your event, from making introductions to fielding questions and assisting attendees with any technical issues.

- **IBM Annual Mid-market solution catalog**

IBM Annual Mid-market brochure is a catalog available to IBM internal sellers & prospective customers to review the business applications they are looking for. IBM has identified some best of breed ISV solutions that meet the needs of Small & Medium Enterprises. Each of these solutions has been enabled on trusted IBM middleware & hardware platforms.

- **Telemarketing(Co-funded)**

Telemarketing is a co-funded benefit (50:50) with which, you can build audience lists based on your specifications, send e-mail communications, and conduct telemarketing to your target demographics.

- **Publish your first win**

Publish your first win and get a Developer Kit!

Advanced ISV Benefits

Become an Advanced IBM Business Partner and get additional benefits apart from the one's listed above!!

- **IBM Business Partner Logo**

Utilize an IBM Business Partner Logo on your Website, Visiting Cards or use it at any of your customer events.

- **Publish your case study – pdf brochure.**

This benefit provides you with a brochure that will showcase your client's success, featuring your solution with IBM software and hardware. After a small investment of your time, IBM will write and design this color PDF brochure for you at no charge. IBM will post your brochure in the IBM case study database. Clients, IBM sales representatives, and other Business Partners will see your case study on ibm.com. You can also link to it from your Web site.

- **Joint Brochure**

Partner with IBM to develop a joint brochure of your solution along with IBM business partner logo. This will give you an opportunity to showcase your solution to your prospective customers with IBM backing you as a technology partner.

- **Software Executive Briefing Centers**

Software Executive Briefing Centers provide dedicated professionals who will work with you to identify your objectives and help you plan, manage, host and facilitate a briefing for your customers to learn about IBM's diverse portfolio of software solutions.

- **Market Insights**

Business Partners need quality marketplace information to help you make fact-based business decisions. IBM Market Insights provides access to critical marketplace reports on strategic business topics including customer buying behaviors, industry trends, competitive positioning and leading edge technologies and solutions. This information will allow you to effectively target areas of the market that will be most valuable to your organization. These custom reports are written by IBM analysts and only available on PartnerWorld.

- **Co-Marketing Funding**

Take advantage of co-marketing (50:50) funding to build the demand generation campaign you want to run and get IBM to contribute towards the cost of running it. You choose the solution you want to promote, the audience you want to target, the demand generation tactics you want to use.