How IBM technical experts help IBM sales teams design, architect, and integrate e-business solutions for customers and partners

IBM Blueprint for Technical Sales Support

Technical Sales Support differentiates IBM from the competition.

**"Customers tell us that…
a technology decision and
a person with technical depth
helped influence the deal
over 90 percent of the time."**

Statement by Lou D'Ambrosio,

IBM VP, worldwide sales and marketing

Technical Sales Support --
Definitions and Scope

- **This material explains the technical sales support available to assist customers and partners as they architect, develop, and propose business and technology solutions.**

- **Solution deployment, installation, and product usage support is provided on a fee basis from IBM Global Services (http://ibm.com/services)**

Goals and Factors for Success

- **Goals**

  - **Improving customer and partner satisfaction with technical support**

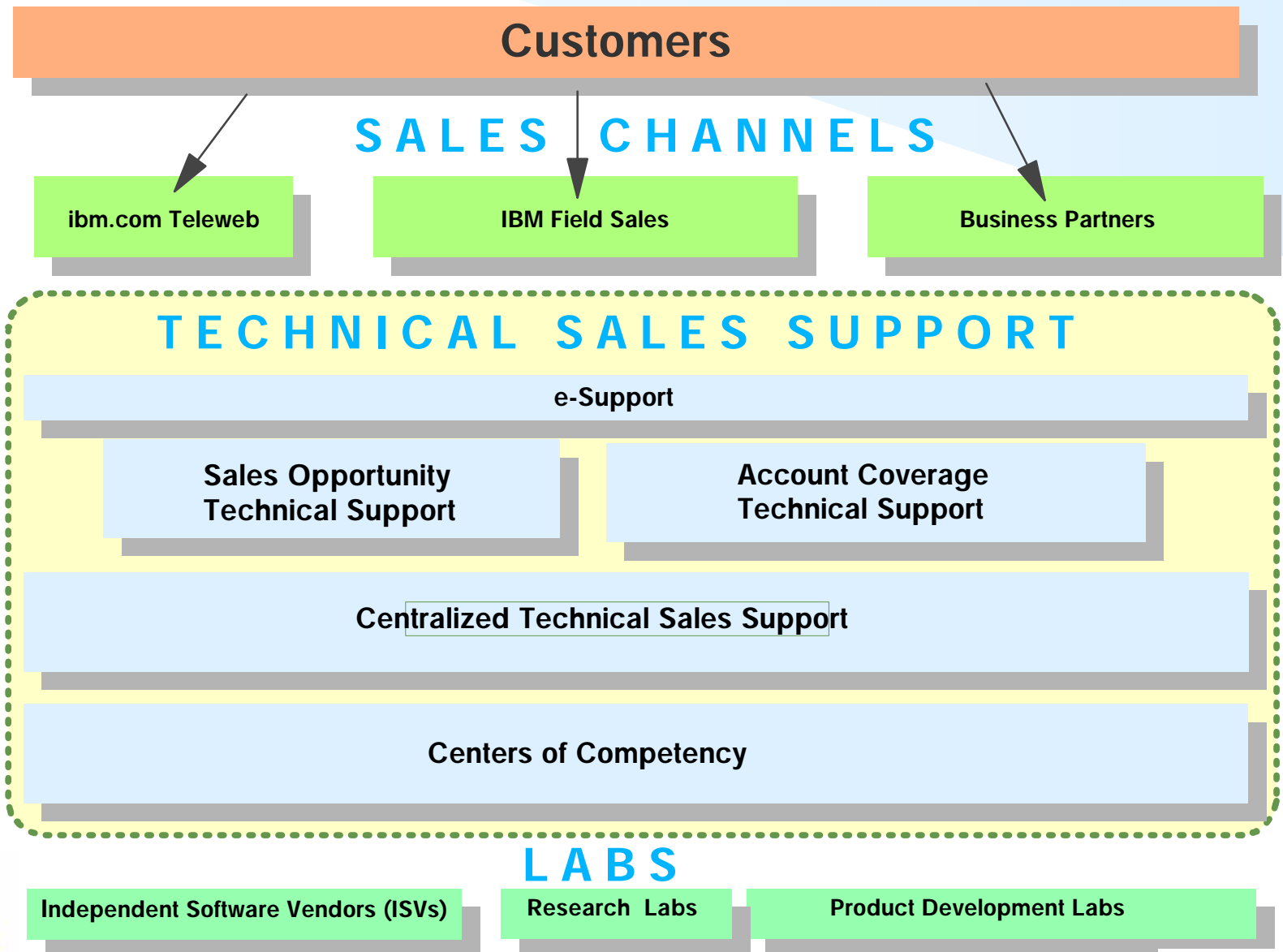 - **Being the "premier" provider of technical support to customers and partners**

- **Factors for Success**

  - **Making our end-to-end technical support structure as seamless as possible**

  - **Exploiting the web to deliver technical support information**

  - **Effectively integrating eServer, Software, Storage, and Solutions technical support teams**

Global Blueprint for Technical Sales Support

Customers

S A L E S   C H A N N E L S

| ibm.com Teleweb | IBM Field Sales | Business Partners |

T E C H N I C A L   S A L E S   S U P P O R T

e-Support

| Sales Opportunity Technical Support | Account Coverage Technical Support |

Centralized Technical Sales Support

Centers of Competency

L A B S

| Independent Software Vendors (ISVs) | Research Labs | Product Development Labs |

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Key e-Support includes:

- **http://ibm.com/support**
  - IBM Redbooks
  - Announcement letters
  - Drivers and downloads

- **http://ibm.com/ibmlink**
  - Sales manuals
  - Education offerings and enabling services

- **http://ibm.com/solutions/industries**
  - Industry reports and case studies

- **http://ibm.com/support/techdocs**
  - White papers

IBM Sales Teams access a 3-tiered technical sales support structure.

TECHNICAL SALES SUPPORT BLUEPRINT IMPLEMENTATION

1 **Field IT Specialists & Architects**
Client, Server, Storage, Software & Solutions

IBM sales teams first access skilled technical IT specialists and architects to help customers select the most effective solution.

2 **Techline / PartnerLine**

When further expertise is needed, these specialists in turn rely on our leading edge, centralized solution design teams for quick technical recommendations.

3 **Competency Centers**

If your solution is very complex, IBM Competency Centers house in-depth technical expertise and extensive test environments to deal with advanced solution architectures, technologies, and products.

IBM Sales Teams first turn to "Tier 1" technical expertise.

TIER 1 SUPPORT
- IT Specialists
- IT Architects

IT Specialists -- These technical consultants advise customers about IBM products and solutions, focusing on assuring a solution's technical feasibility in meeting customer requirements.

İT Architects -- Software IT Architects, Solution IT Architects, or other IT Architects function as design consultants to customers, offering their knowledge across multiple platforms, processes, or architectures.

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When further assistance is needed, "Tier 2" experts handle:

TIER 2 SUPPORT
- Techline
- Competeline

- **Solution design**
- **ERP, CRM, SCM, WebSphere, and Lotus Domino solution sizings**
- **Support for multi-vendor offering integration**
- **Hardware and software solutions configurations**
- **Technical recommendations to customers**
- **Guaranteeing successful customer implementations through a Solution Assurance process**
- **zSeries and iSeries capacity planning**

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For complex solutions, Tier 3 subject-matter experts handle:

TIER 3 SUPPORT

- Competency Centers

- **eServer and storage benchmarking and proof-of-concept**

- **End-to-end architecture design, integration, and scalability of complex e-business solutions; solution and architecture workshops**

- **Industry-specific solution prototyping**

- **Linux/Linux clustering -- RedHat Certified Professionals**

- **Emerging / Leading edge solutions support -- Life Sciences and Wireless/Pervasive support**

- **Customer critical situations**

- **Linkage to IBM research and product divisions**

IBM

IBM technical sales support delivers high business value.

Ask your IBM Sales Team to connect you with IT architects and specialists. They can explain proposals or architect, design, test, and prove that technologies will work together to solve the requirements of your business. Supporting our first line of technical support specialists are Tiers 2 and 3, with their deep skills and expertise.

Additionally, IBM Technical Sales Support organizations use the web -- maximizing your access to the latest technical support information.