


















Jeannette Knight
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Agenda

-   **13:35** **IBM SW Strategy - How to Engage with IBM**
Mark Balding
-   **14:05** **PartnerWorld for Software Overview**
Jeannette Knight
-   **14.45** **Techline Support - How to Engage**
Demelza Grose
-   **15.00** **Refreshments**
-   **15:20** **TCi & PA**
Cathy Taylor
-   **15.40** **Joint Marketing**
Martin Geraghty
-   **16:15** **QA & Close**
- 



PartnerWorld for Software 2003



August 2002

PartnerWorld for Software

Why Change?



■ Business Partner Feedback

You said you need:

- ✓ excellent sales, marketing and technical support
- ✓ more skills development opportunities and funding
- ✓ ease of doing business with IBM

■ PartnerWorld for Software Actions

In 2003, we'll:

- ✓ simplify membership criteria
- ✓ move to company (w/i country) membership
- ✓ entitle benefits for company within country
- ✓ enhance benefits for skilled Business Partners

PWSW 2003 Criteria

for Business Partner Company within Country

Criteria Category	Member	Advanced	Premier
<u>Commitment</u>	<ul style="list-style-type: none"> ● Current profile ● Acceptance of PartnerWorld Agreement ● E-mail address ● Annual requalification 	<ul style="list-style-type: none"> ● Current profile ● Acceptance of PartnerWorld Agreement ● E-mail address ● Annual requalification 	<ul style="list-style-type: none"> ● Current profile ● Acceptance of PartnerWorld Agreement ● E-mail address ● Annual requalification
<u>Competency</u>	<u>N/A</u>	3 Skilled Individuals <ul style="list-style-type: none"> ● 2 Technical Certifications ● 1 Sales Skill / Certification 	8 Skilled Individuals <ul style="list-style-type: none"> ● 5 Technical Certifications ● 3 Sales Skills / Certifications
<u>Customer Satisfaction</u>	<u>N/A</u>	NSI Score	Target NSI Score (TBD)
<u>Contribution (Resellers only)</u>	<u>N/A</u>	100K Total Revenue (Tracked in Passport Advantage)	150K Total Revenue (Tracked in Passport Advantage)

Valuable Benefits at All Levels ...

for Company within Country

1. Developing Skills

- ▶ Web-based Self-Help
 - Skills Planning
 - How to Sell IBM Software Guides
- ▶ Technical, Sales, & Business Education
- ▶ Distance Learning
- ▶ Up to 25% Education Discount

2. Marketing & Demand Generation

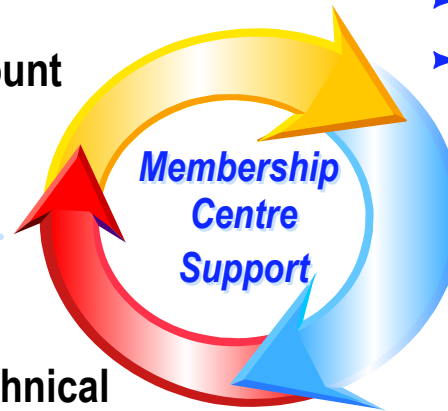
- ▶ Web-based Self-Help
 - Software Marketing & Sales Kits
 - Seminar Solutions Materials
 - Campaign Designer
- ▶ Local Events
- ▶ StartNow Solutions
 - IBM e-business Infrastructure
 - ISV Proven Applications

4. Implementation

- ▶ Web-based Self-Help Technical Support
 - FAQs
 - Software Fixes
 - Bulletin Boards
 - White Papers
 - Red Books

3. Closing the Sale

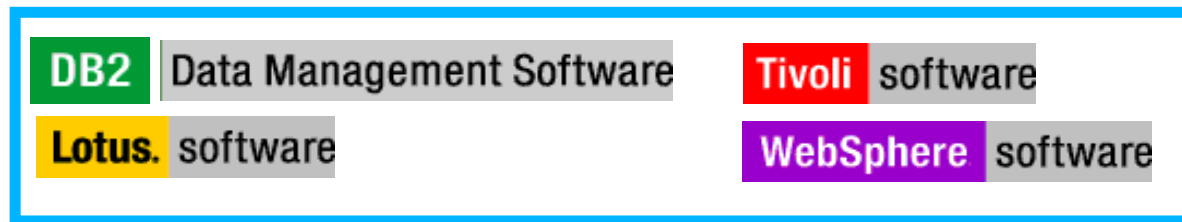
- ▶ Web-based Self-Help
 - Signature Sales Resource
 - Executive Assessment
- ▶ Technical Sales Support*
- ▶ Demo and Evaluation Software*
- ▶ IBM Global Financing



* Value Package for Software purchase required

Plus with the investment of a single **IBM** certification....

- ✓ Entry in Business Partner Directories
 - ▲ Software Directory
 - ▲ BP Connections Directory
- ✓ 6K (USD) We Pay Offering*
- ✓ Solutions Technical Support (Q&A Forum)*
- ✓ Additional **"Run Your Business"** Software Licenses*
- ✓ Marketing Support Advantage
- ✓ Travel Savings Program
- ✓ Use of IBM Software Brand Marks



* Value Package for Software purchase required

Customer Satisfaction
Survey Reimbursement

IBM Executive
Briefing Centers (P)
Access to IBM's 7
Worldwide Software
Centers



Onsite Critical
Implementation
Support*(P)
Assistance at the
customer location



New / Significant
Advanced / Premier 2003
Benefits



Education*
"We Pay" Offering
Reimbursements:
Member: 6K (USD)
Advanced :15K (USD)
Premier: 50K (USD)

Solution Assurance
Assistance* (P)
Voice technical support for
complex solutions and
product installations

Onsite Technical
Mentoring*
Assistance in
solution design and
development for a
significant sales opportunity
\$100

P - Available at the Premier Level Only
* Value Package for Software purchase required

Customer Satisfaction



"How to Measure Customer Satisfaction" -
VARBusiness July 8, 2002
by Rich Cirillo & Dana Silverstein

"... the cost of getting new business is roughly 10 times higher than selling to existing customers."

"... solution providers should set up a repeatable program where they survey clients on a regular basis."

"... solution-provider CEOs have to make sure the notion of improving customer service becomes a real, attainable goal for every single person inside their companies."



Customer Satisfaction Survey Reimbursement



▶ ***Designed and administered by external market research professionals - Results confidential to the Business Partner***

✓ Partners provided with unbiased, valuable information to help understand and respond to customer concerns

✓ You Survey, We Pay:
Estimated value = \$1,400 USD

▶ ***Qualifying Partners: Advanced and Premier Value Package Owners****

★ Net Satisfaction Index (NSI) participation required for all Advanced and Premier partners

★ Survey access is available to Member level partners but not reimbursed



▶ ***Access to IBM's 7 Worldwide Software Executive Briefing Centers***

- ✓ Use customized briefings from subject matter experts for significant opportunities
- ✓ Close the sale, accelerate the sales cycle, increase the sale

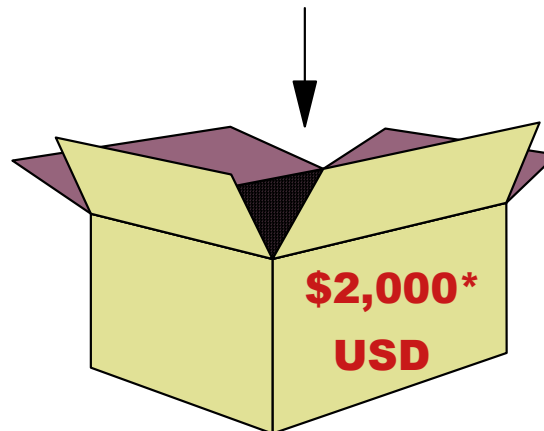


▶ ***Qualifying Partners: Premier Business Partners***

Value Package for Software *for Company within Country*



"We Pay" Education Reimbursements
Pre-announce and Early Training on New Products
"Demo & Evaluation" and "Run Your Business" Software
Technical Sales Support
On-site Technical Mentoring
Web-based Solution Support
On-site Critical Implementation Support
Solution Assurance Guidance
Customer Satisfaction Survey Reimbursement



* Price subject to change
without notice

2003 Benefits Overview

PartnerWorld
Software Software

for Business Partner Company within Country



	Member	Advanced	Premier
Software <ul style="list-style-type: none"> • Demo & Evaluation Software • Run Your Business Software 	Unlimited downloads Limited selection* (Ex: 25 Lotus Clients, 1 Lotus Domino Server)	Unlimited downloads Greater selection (Ex: 50 Lotus Clients, 2 Lotus Domino Servers)	Unlimited downloads Comprehensive selection (Ex: 100 Lotus Clients, 3 Lotus Domino Servers)
Education <ul style="list-style-type: none"> • We Pay Offerings • Pre-announce & early training 	\$6,000 Cap*	\$15,000 Cap Yes	\$50,000 Cap Yes
Technical Support <ul style="list-style-type: none"> • Pre-sales Support • Web-based Q & A - Solution Support • Onsite Technical Mentoring • Solution Assurance Assistance • Onsite Critical Implementation 	Unlimited Yes*	Unlimited Yes Yes (2 instances)	Unlimited Yes (private dialogue) Yes (4 instances) Yes Yes (2 instances)
Marketing and Sales Support <ul style="list-style-type: none"> • Signature Sales Resource • Marketing Tools and Kits • IBM Software Brand Marks** • Listings in Partner- and Customer-facing Publications • Customer Satisfaction Survey Reimbursement • Major Events • Beacon Awards Participation • TCI Participation • IBM Business Partner Logo • IBM Executive Briefing Centers • PR Support 	Yes Yes Yes Yes*	Yes Yes Yes Yes (listed second) Yes Yes Yes Yes Yes	Yes Yes Yes Yes (listed first) Yes Yes (priority) Yes Yes Yes (Premier Version) Yes Yes
Estimated Value Package ROI	\$100,000	\$300,000	\$400,000

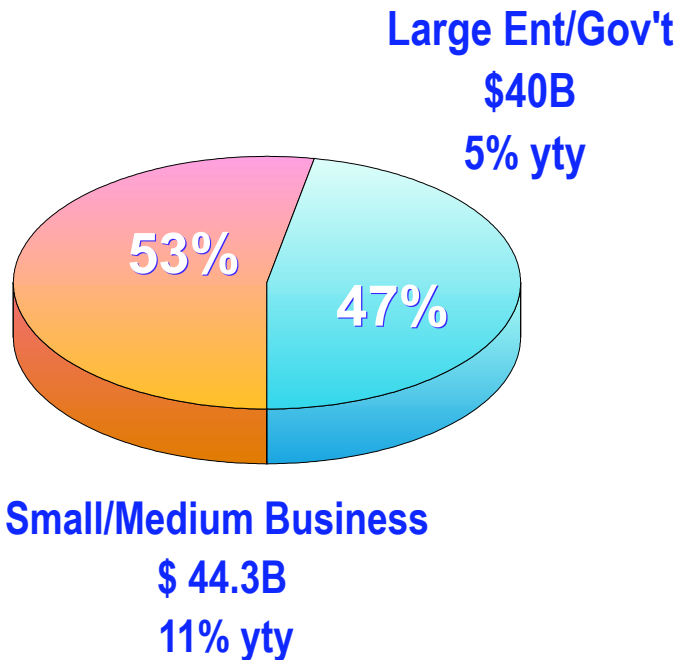
Value Package benefits denoted in green text.....\$ 2,000 Value Package for Business Partner company within country.

*Members must have an accepted technical certification to qualify for this benefit.

**Business Partners must have an accepted technical certification in a bran

e-business: Market Trends and Big Opportunity

2002 WW Oppty \$84.3B
YTY Growth 8%



Buyer Behavior Research

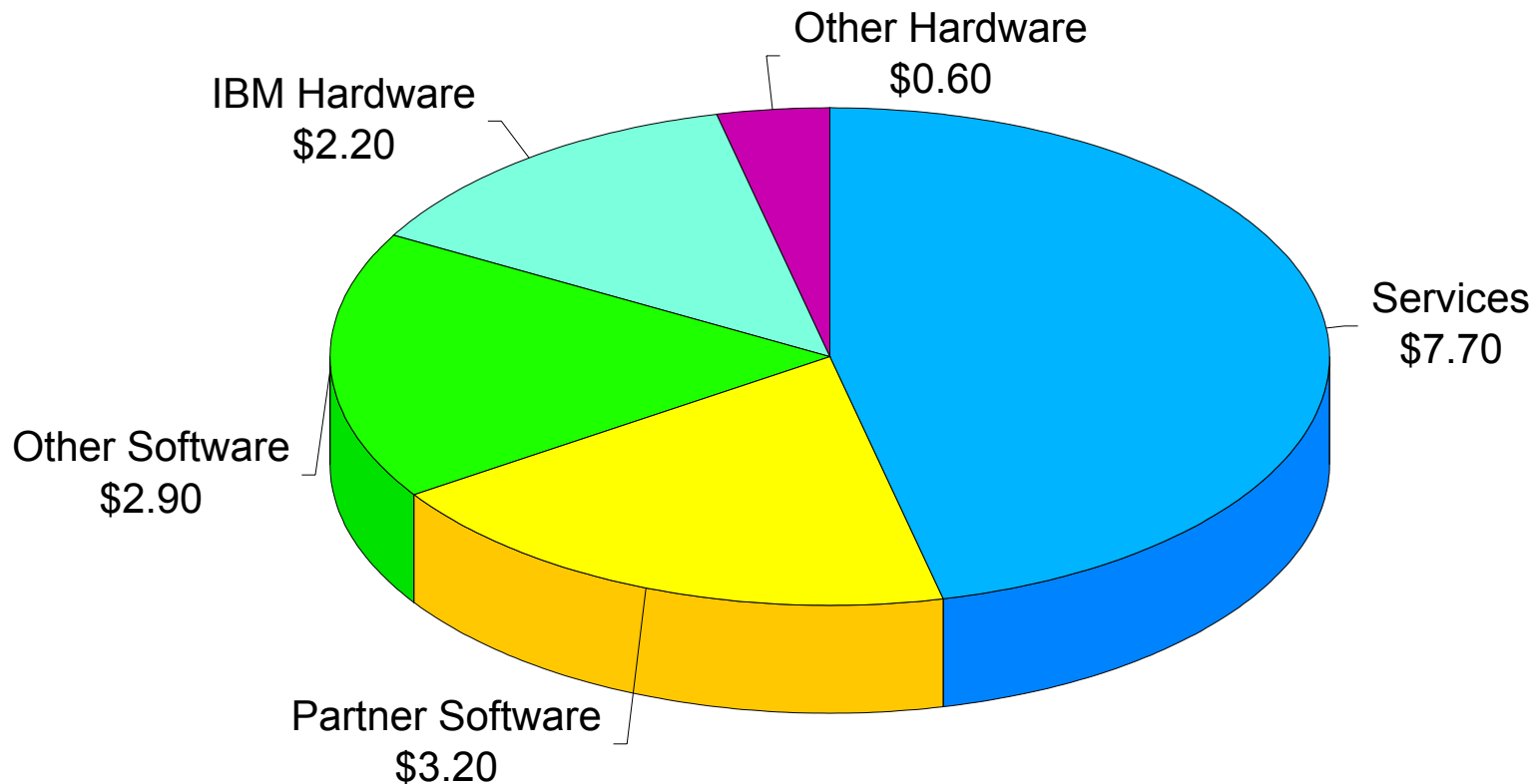
- e-business is increasingly important to small & medium business
- Worldwide, there are more than 100 Million small & medium businesses
- Businesses looking to implement e-business applications are facing acute staffing shortages
- Sol Providers are involved in 66% of middleware projects

Source: Study by CMP's Reality Research

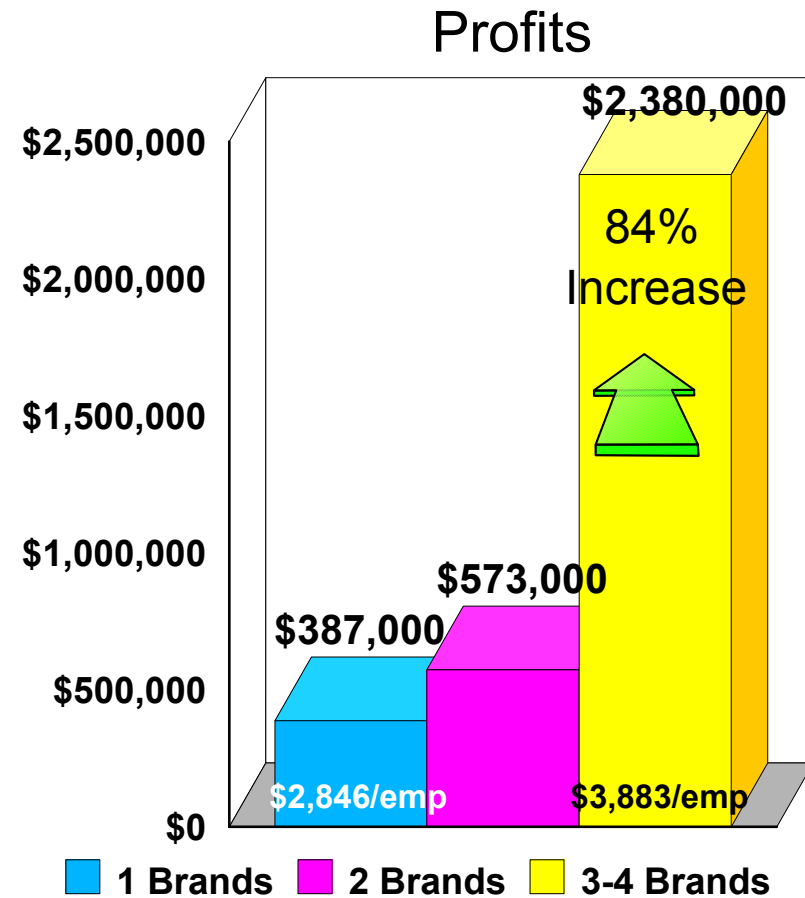
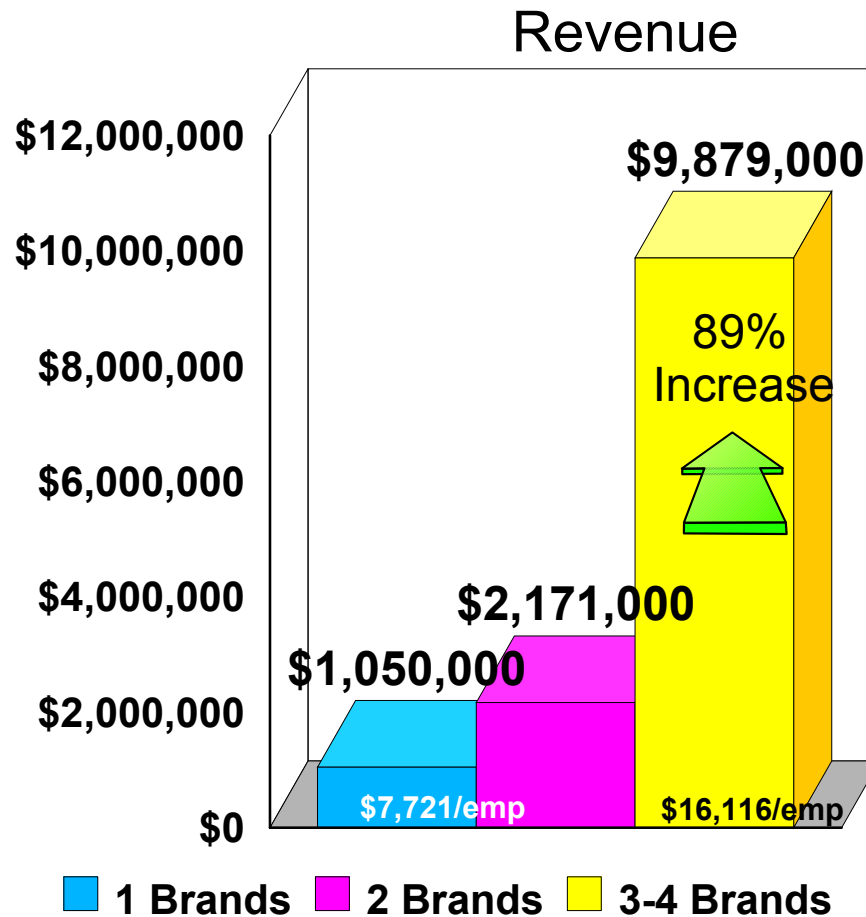
IBM Software Leads to ~\$17 Other Revenue

Every dollar spent on IBM software generated for partners an average of \$16.60 on related software, hardware, and services.

\$1 of IBM Software Leads to Other Revenue:



IBM *Related Profits & Revenue Highest for Partners Who Sell/Influence Across all 4 IBM SW Power Brands



*Partner Means Based on IBM Customer Engagements Built on IBM MW

Local Activities/Communications



- **Communications**

- ▶ **Qx At a glance - highlight key enablement for qtr**
- ▶ **Executive Communications**

- **Local events**

- ▶ **Marketing Workshops**
- ▶ **SW Universities**
- ▶ **BP Community Events**

What do I do next?

- **Partnerline 01475 557001**
 - ▶ general BP queries
 - ▶ 18+ agents answering calls
- **Your Distributor..Avnet, C200, Ingram, InTechnology**
- **Your Account Manager**
- **ibm.com/partnerworld/software**
- **To purchase Value Package**

www.ibm.com/partnerworld/software/zone
>membership centre >Value Package for Software

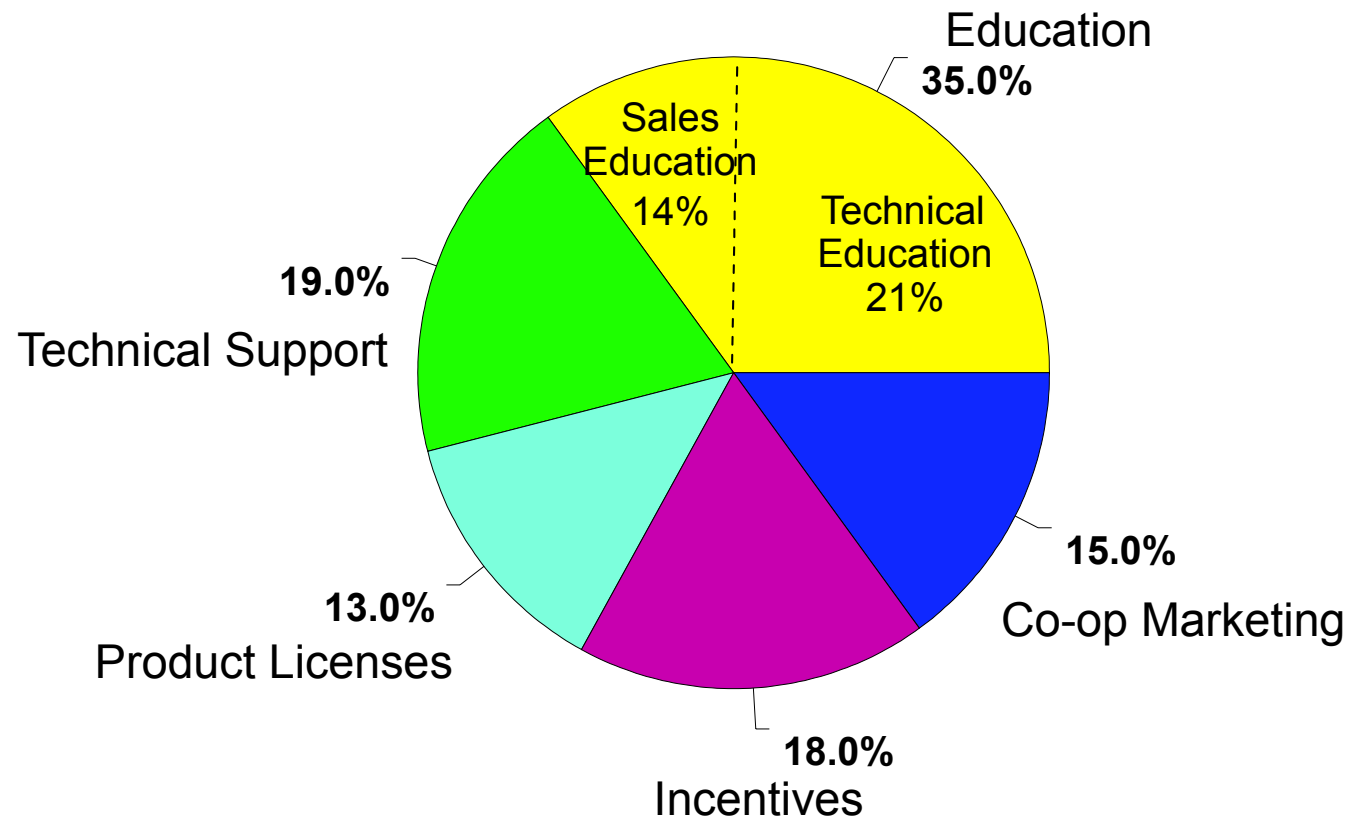


Education & YPWP

EMEA Premier Council Survey: Benefits Feedback - What Do Partners Want?

Question:

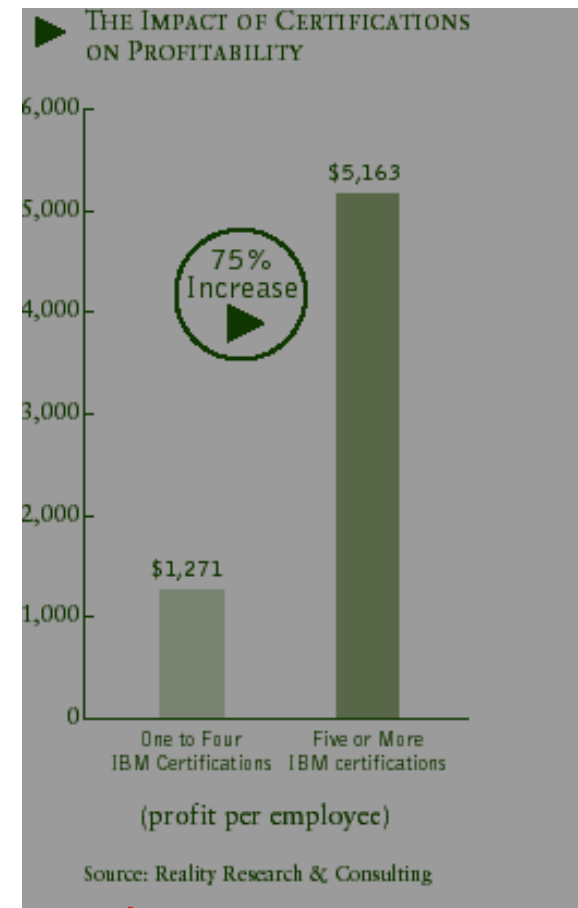
What would you purchase for your organisation with \$100 ?



Value of Certifications

- 2002 survey by Reality Research and Consulting (514 BPs - 265 in EMEA)

On an average basis, organizations with five or more IBM certifications report \$5,163 in profit per employee based on customer engagements built on IBM middleware, a 75% increase.



ROI of IBM Certs - \$1 in training yields \$345 revenue

Partner Skills

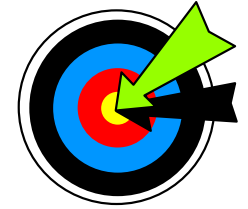


Skills

- Awareness
- Sales skills
- Selling Skills
- Executive skills
- Technical skills
 - ▶ Basic
 - ▶ Certified
 - ▶ Advanced
- e-business skills

Education

- Online/remote
 - ▶ Web
 - ▶ CD
 - ▶ Satellite
- Sales briefings
- Selling IBM e-Bus Sol'ns
- BPEI
- Technical training
 - ▶ Tech workshops
 - ▶ Classroom (~25% discount)
Education/Crammers
 - ▶ Advanced Tech Workshops



Professional Certification

- Programme to Certify Individual Professionals

- Designed to validate required skills

- Broad set of certification offerings in all of the following domain areas:

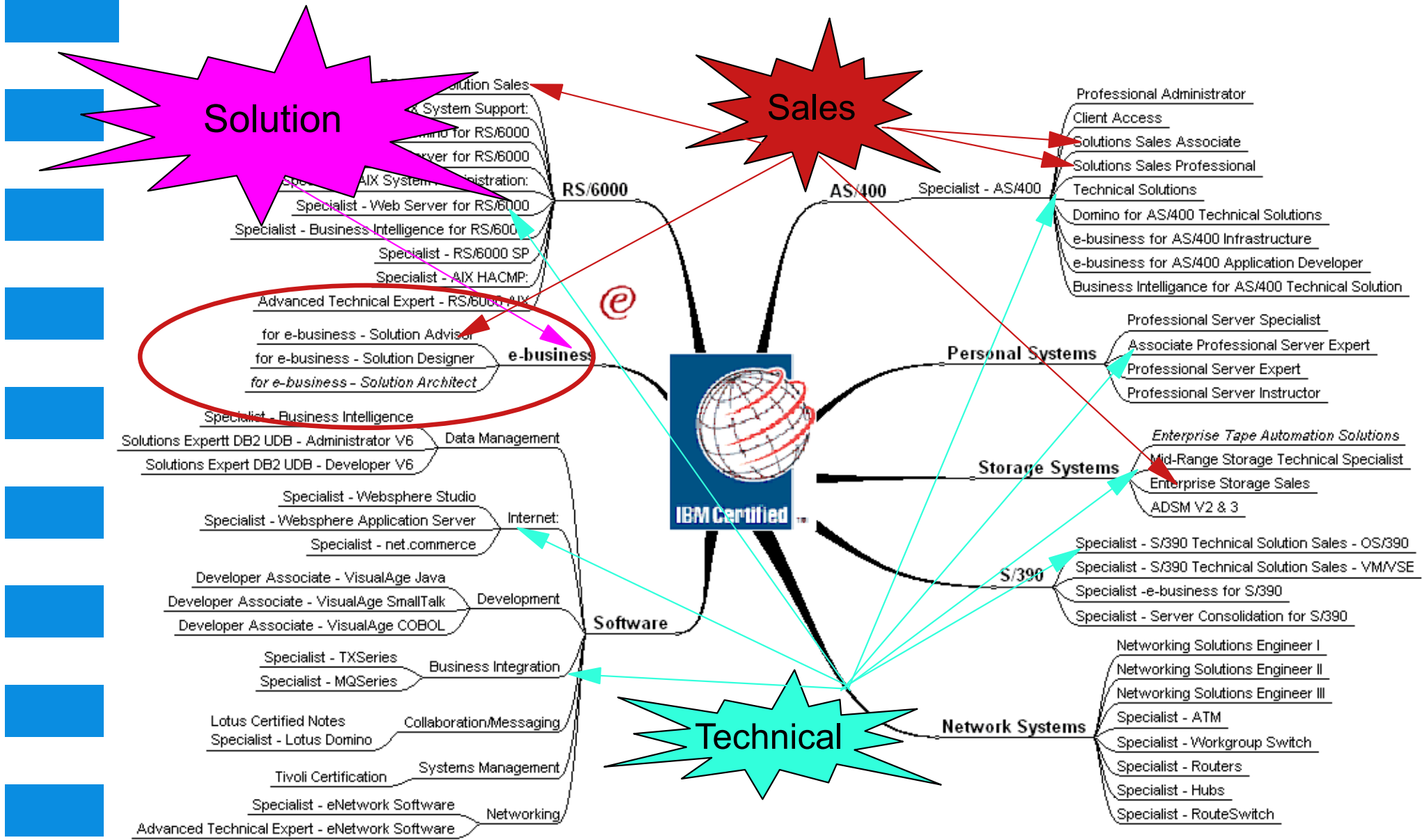
- e-business

- servers

- software

- application development

IBM Business Partner Certifications



The BP Certification Catalogue

Certified Lotus Specialist - Domino.Doc 3.0 Customization	533	Domino.Doc 3.0 Customization	DD420	Domino.Doc 3.0 Customization and the API	3 Days	1
Certified Lotus Professional - Collaborative Solutions Application	565	Developing Applications Using Lotus Workflow 3	LW400	Developing Applications Using Lotus Workflow 3	2 Days	1
	562	Developing Web Applications for Lotus Sametime	ST500	Developing Web Applications Using Lotus Workflow 3	2	1

DD420 - Domino.Doc Customization and the API
Course Code: DD420

Duration: 3.0 Days

Overview:

This course will teach experienced Notes developers, customizers, and advanced users how to develop Domino.Doc 3.0, encompassing simple, extended and advanced techniques using the API. The program will consist of lecture, demonstration, and presentation sessions, as well as extensive hands-on sessions dealing with customization techniques and methods applicable to the UI, document interchange, integration of third-party applications and ODMA compliant applications.

Audience:

Experienced Notes developers

Prerequisites:

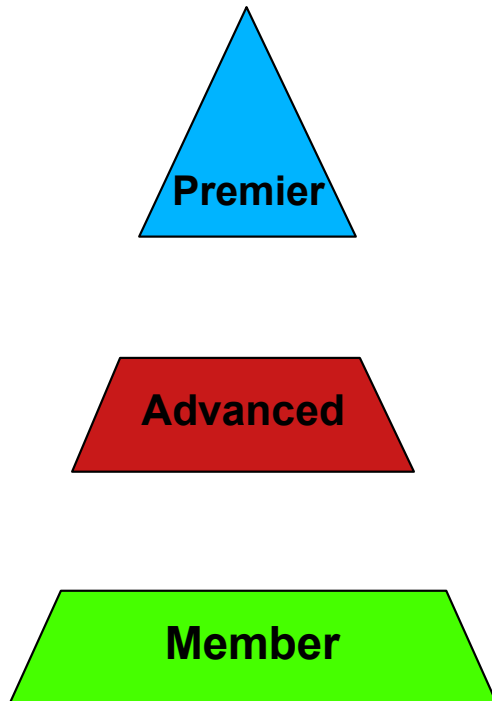
The prerequisites for this course include:
Notes System Administration 1 (R4.6) or Implementing a Domino Infrastructure (R5)
Notes Application Development 1 (R4.6) or Domino



Want to download your own copy of the catalogue?

Go to the education site in the PartnerWorld for Software Business Partner Zone

Value Package - Funded Education



Technical Education/Certification "You Pass - We Pay" ^{#*} "You Attend - We Pay" "You Test - We Pay"	Sales/Solutions Training "You Attend/We Pay" ^{#p}	Business Partner Executive Institute Offerings "You Attend/We Pay" ^{#1}
Up to \$50,000 (USD) per year for eligible certifications. (limited to \$6,000 per individual)	Subject to overall programme maximum of \$50,000 per year. (Subject to Availability of Scheduled Classes)	Subject to overall programme maximum of \$50,000 per year. (Subject to Availability of Scheduled Classes)
Up to USD \$15,000 per location when eligible certification is achieved (limited to \$6,000 per individual)	Subject to overall programme maximum, as YPWP	Subject to overall programme maximum, as YPWP
Up to US\$6,000 per location when eligible certification is achieved.	Subject to overall programme maximum as YPWP	Subject to overall programme maximum, as YPWP

We Pay Process

 Decide what skills you need

 Book education (ILS; LAEC; Tivoli)

 (Ask for BP discount 25% at ILS)

 See ILS schedule at :-

 http://www.ibm.com/partnerworld/pwhome.nsf/educert/pe_ils_emea_index.html

 Attend education and pay invoice

 Take certification test (If YPWP)

 Claim online and fax invoices

 [See PWSW BP zone - Education>>](#)

 [WePay Offerings>>Steps to Reimbursement 2002](#)

'We Pay' Offerings, 2002



YPWP - 'You Pass, We Pay'



Recommended courses



\$ cap



YAWP - 'You Attend, We Pay'



Defined courses



YTWP - 'You Test, We Pay'



List of eligible tests.



CBTs (from list)



Publications (to \$500)

Local Roadmaps for Education

- www.ibm.com/partnerworld/software/zone > education and certification > skills and certifications
 - ▶ Tivoli
 - ▶ Data
 - ▶ WebSphere
 - ▶ Lotus
- Local contact: Corinne_Giffen@uk.ibm.com