The Next Generation of Partnering:

Software Value Plus for IBM Business Partners

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21 January 2010

The Next Generation of Partnering:

Today's agenda

- **Reminder of IBM Software Value Plus**

- **Order process from January 25th**

- **Tools**

- **Application process recap**

- **Question and answer session**

Driving growth through an investment in skills:

Software Value Plus

Invest. Team. Deliver.

- Clients value skilled advisors
- IBM committed to strengthen Business Partner skills
- Strategy for driving growth through skills announced February
- IBM Software Value Plus is the implementation of that strategy

Business models to enable Business Partner growth

IBM Software Value Plus

Open Portfolio

Authorized Portfolio

Open

- Designed to reach the broadest market possible

- High levels of consumability

- All IBM Business Partners can resell

Software ValueNet

- Facilitates transition of high value Business Partners into IBM

- Includes skilled Business Partners from Filenet, Cognos, Infosphere, Optim

Authorized

- Designed to deliver leading capabilities

- IBM Business Partners with proven skills or solutions expertise can resell *starting Jan 2010*

Top 5 FAQs from your Business Partners

How do I find out what category a product is in?
– Visit the Software Value Plus page in IBM PartnerWorld for product alignment

Do the Authorized requirements apply in my country?
– The new requirements apply in 74 countries worldwide
– Visit the Software Value Plus page in IBM PartnerWorld for the complete list

Can I sell renewals for authorized products?
– You must be authorized for at least one product in the renewal to sell
– IBM encourages authorized Business Partners to sell renewals

Where do I go to enroll in authorized?
– In your PartnerWorld profile under Benefits and Relationships
– Enrollment dates vary by country. Visit the Software Value Plus PartnerWorld site

How do I obtain authorization for a new category after January 25th?
– Apply through your PartnerWorld Profile after you have met the requirements

Authorized program will commence January 25, 2010

- **Purpose:** Increase client value, partner teaming and partner revenue

- **Products:** A majority of IBM Software products categorized into the following Authorization Groups (see product guide for an exact list of products)

WEBSPHERE			Information Management	
Business Process Management	Commerce	WebSphere Core	Heritage CM	Data Management
Rational	LOTUS	TIVOLI		
All	Portal	Storage Management	Security & Compliance Management	Automation	Enterprise Asset Management

- **Process:** Business partners must meet these requirements to sell Authorized offerings *(NB: for either new license or renewal)*

  - Membership in IBM PartnerWorld
  - Approved participation in SVI or VAP
  - For SVI: technical and sales skills
  - For VAP: approved solution
  - Current PartnerPlan
  - Minimum revenue participation levels within SVI and VAP after first year

Reselling Authorized Products

Your Reseller Must be APPROVED

Software Value Plus – Authorized Key Points

- Authorized program will commence January 25, 2010
- Business Partners need to be Approved in SVP to resell Authorized Products
- For Authorized Renewals, a Business Partner must be Approved for one of the products
- If a Client has Renewals and Partner of Record is Not Authorized, Telesales will provide a listing of Authorized Partners in Alphabetical Order within the Country
- Special Bids that are approved for Authorized Products past Jan 25th will need an Authorized Partner for resell
- There are NO exceptions at the IMT level – all requests will go to EMEA/WW for review

2010 Software Channel Launch and Kick-off

- Providing information on 2010 Sales Plays, Priorities and Announcements
- Details: January 25^{th,} 16.00 GMT - 17.00 CET - 18.00 EET - 19.00 AST - 20.00 GST
- Register TODAY!

  http://www-304.ibm.com/events/wwe/grp/grp004.nsf/v16_enrollall?openform&seminar=2EDN5NES&locale=en_US&S_TACT=NA

- Speakers include:
  - Sandy Carter, Vice President, IBM Software Group Channels
  - Steve Mills, Senior Vice President and Group Executive
  - Bob Picciano, General Manager, Software Sales
  - Al Zollar, General Manager, Tivoli
  - Alan Ganek, CTO and Vice President, Strategy & Technology
- This critical Kick-off Event is a must for Business Partners:
  - Getting Authorized for IBM Software Value Plus or participating in IBM Software ValueNet.
  - Leveraging the Software Value Incentive (SVI) or Value Advantage Plus (VAP) programmes.

Life after January 25th – Practical information for:

Software Value Plus for IBM Business Partners

Joacim Hallstrand

Manager, IBM Software Sales Business Operations
EMEA

21 January 2010

Order process

- eOrdering
  - VAD enters order on web tool quoting approved Resellers ID
  - Each order line is checked against Resellers Authorisation and rejects entry if not authorised for product entered
  - If product rejected VAD can chose to stop processing order or continue without rejected product(s)

- B2B
  - VAD enters order BAU including quoting approved Resellers ID
  - VAD submits order through B2B tool
  - IBM systems check order vs Reseller Authorisation and accept or reject the full order.

Renewal orders

- eOrdering
  - VAD enters order on web tool quoting approved Resellers ID
  - First order line must contain a product that the BP is authorised for
  - Each order line is checked against Resellers Authorisation and a reduced margin is applied for non authorised products

- B2B (no difference from Licence order)
  - VAD enters order BAU including quoting approved Resellers ID
  - VAD submits order through B2B tool
  - IBM systems check order vs Reseller Authorisation and accept or reject the full order (order only rejected if no authorised products ordered)
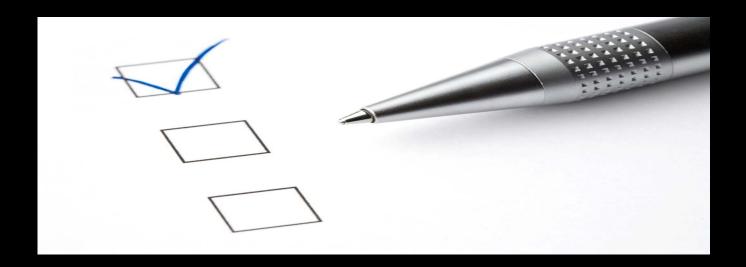
BP Quoting process

- Remember: You must only quote product to authorized resellers
  - VADs are the first line of control…
  - Metrics will be put in place to monitor and track order quality, BAU

Special Bids

- The Special Bids tools are not impacted by the rollout of controlled distribution

- A Business Partner must be authorized to be listed on a quote, and to be authorized to be approved on a special bid

- Note: Multiple Business Partners on a quote require multiple bid submission
  - IT is aware of the issues manual work effort this causes and is looking at potential fixes

Transaction teaming to meet Client needs

Audited approach for addressing specific client requirements for single contracts. Varies by Geo.

Example of order flow (other versions can exist)

1. Non-Authorized BP is designated by End User as sole provider

2. End User issues PO to Non-Authorized BP

3. Non-Authorized BP delivers copy of End User issued PO to Authorized BP listing End User for licensing purposes

4. Authorized BP orders IBM software through VAD

5. VAD delivers license (PoE) to End User designated on PO

6. Authorized BP sends Invoice to End User care of Non-Authorized BP

7. Non Authorized BP remits payment to Authorized BP on behalf of End User

Non-standard order process

1. VAD / BP contacts BP to ask IBM (VAD or BP) SBPR for an exception to process order

2. IBM SBPR completes and submit an exceptions form

3. EMEA BP Exception Board approves or rejects exception

4. If approved there are 2 possible scenarios

For **most** exceptions

- IBM raises an exception special bid on SQO

- IBM send special bid identifier to VAD

- VAD process order on eOrdering or B2B quoting special bid ID

- IBM process order as BAU

For **some** exceptions

- IBM advices VAD to send manual order

- IBM processes manual order

Tools

PQO - Part Number and Price file reminder

Part Detail for D576HLL	Price Detail for D576HLL

⚠ IBM Confidential

Part number	D576HLL
Part description	IBM Ad Hoc Reporting Module for OmniFind Discovery Edition Authorized User License + SW Subscription & Support 12 Months
Software brand	Information Management
Reseller authorization	IBM Maximo
Reseller authorization terms	Growth Through Skills GTS
Product group	IBM Content Management
Product subgroup	OmniFind
Product trade name	OmniFind
Product name	Ad Hoc Reportng Mod OmniFnd Discvry
Product platform	All OS per ESD/PA Media Pks
PID	5724N53 : IBM OmniFind Discovery Edition
Encryption level code	Not applicable
Media type	Not Applicable
Part language	All Lang per ESD/PA Media Pks
Part version	N/AP
Part type	License + SW Subscription & Support
Charge unit	Authorized User
Country/region/currency	United States / US Dollar
Price effective date	01 Jan 2009

Reminder

Reseller authorization and reseller authorization group have been added to the price files and PQO

Fields will be populated when controlled distribution goes live in January

If reseller authorization is not required, you will see this:

Software brand	Lotus Software
Reseller authorization	No authorization required
Reseller authorization terms	No authorization required
Product group	Desktop

Enhanced benefits for Authorized Partners

SVP Authorized Business Partner Finder Tool

– Broader exposure to clients

– Cross-brand highlighting authorizations

– Customers can find their local authorized reseller

– Search by Brand, Product, Country, and Partner

– Results include Partner Web Site and City
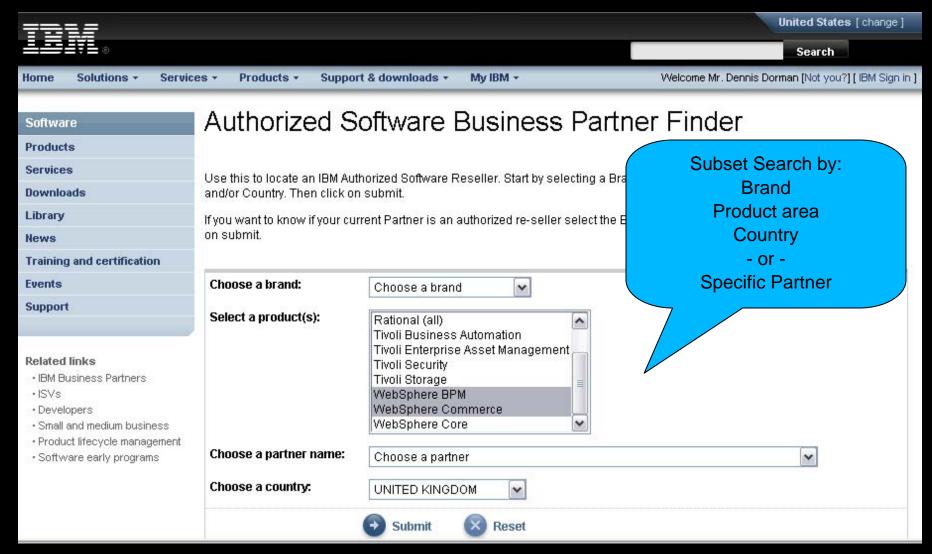
– This will be part of Jan 25th Channel Launch

New!

Value: additional visibility for authorized Business Partners

Find out more….ibm.com/software/info/abpfinder

SVP Authorized Business Partner Finder

SVP Authorized Business Partner Finder

- Product lifecycle management
- Software early programs

Choose a partner name: Choose a partner

Choose a country: UNITED KINGDOM

Submit   Reset

Results can be sorted
On any column heading

↓ WebSphere

WebSphere

Product name	Partner name	Country	City
WebSphere BPM	Maywood Software Solutions Ltd	UNITED KINGDOM	Camberley
WebSphere Commerce	Maywood Software Solutions Ltd	UNITED KINGDOM	Camberley
WebSphere BPM	Prolifics - A JYACC Company	UNITED KINGDOM	London
WebSphere Commerce	Prolifics - A JYACC Company	UNITED KINGDOM	London
WebSphere BPM	Orbital Integrated Solutions Limited	UNITED KINGDOM	Portsmouth
WebSphere Commerce	Salmon Ltd	UNITED KINGDOM	Watford, Hertfordshire

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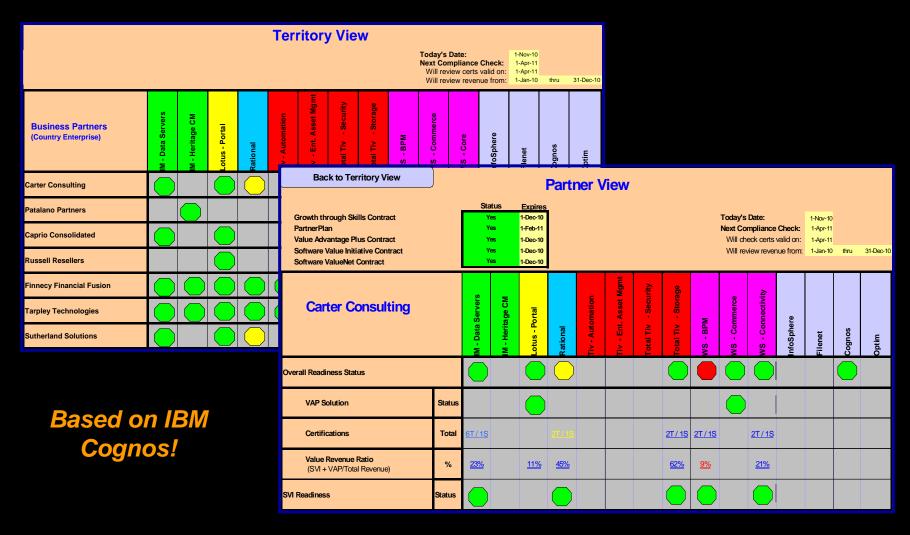Click Partner Name to reach
their Website

Download of all Authorized Resellers

- Each VAD can access and download a Reseller Report
  - Authorized Profile Administrator (APA) access needed
  - Updated daily
  - Shows only Resellers that have chosen VAD as preferred Distributor
  - Covers SVP Authorised as well as Software ValueNet

- To generate a Reseller Report
  1. Log into the PartnerWorld Profile System (PPS).
  2. Select a Country Enterprise from the main landing page.
     The Country Enterprise summary page is displayed.
  3. Click on the "Reports" link.
  4. Click on the "Reseller Reports" link.
  5. Click "Download complete report on CSV file" to view a complete list of all of the distributor's resellers for that country enterprise.

Coming in April 2010: Manage your Authorization

IBM Software Business Partner Readiness Dashboard

Territory View

	Today's Date:	1-Nov-10
	Next Compliance Check:	1-Apr-11
	Will review certs valid on:	1-Apr-11
	Will review revenue from:	1-Jan-10 thru 31-Dec-10

Business Partners (Country Enterprise): IM - Data Servers, IM - Heritage CM, Lotus - Portal, Rational, Tiv - Automation, Tiv - Ent. Asset Mgmt, Total Tiv - Security, Total Tiv - Storage, WS - BPM, WS - Commerce, WS - Core, InfoSphere, Filenet, Cognos, Optim

- Carter Consulting
- Patalano Partners
- Caprio Consolidated
- Russell Resellers
- Finnecy Financial Fusion
- Tarpley Technologies
- Sutherland Solutions

Partner View

Back to Territory View

	Status	Expires
Growth through Skills Contract	Yes	1-Dec-10
PartnerPlan	Yes	1-Feb-11
Value Advantage Plus Contract	Yes	1-Dec-10
Software Value Initiative Contract	Yes	1-Dec-10
Software ValueNet Contract	Yes	1-Dec-10

	Today's Date:	1-Nov-10
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Carter Consulting

		IM - Data Servers	IM - Heritage CM	Lotus - Portal	Rational	Tiv - Automation	Tiv - Ent. Asset Mgmt	Total Tiv - Security	Total Tiv - Storage	WS - BPM	WS - Commerce	WS - Connectivity	InfoSphere	Filenet	Cognos	Optim
Overall Readiness Status		🟢		🟢	🟡				🟢	🔴	🟢	🟢			🟢	
VAP Solution	Status			🟢								🟢				
Certifications	Total	6T / 1S		2T / 1S					2T / 1S	2T / 1S		2T / 1S				
Value Revenue Ratio (SVI + VAP/Total Revenue)	%	23%		11%	45%				62%	9%		21%				
SVI Readiness	Status	🟢		🟢					🟢	🟢		🟢				

Based on IBM Cognos!

Applications process recap

There are two paths - *use either or both paths to gain authorization*

The choice is yours

Skills

Solutions

Software Value Incentive

One Sales Certification

Two Tech Certifications

Value Advantage Plus Solution

SVI Roadmap for Countries participating in Software Reseller Authorization

A BP should:

1. Join IBM PartnerWorld if not already a member
2. Obtain the required IBM Professional Certifications per product group: 1 IBM Sales Certification and 2 IBM Technical Certifications
3. Review the IBM PartnerWorld® Agreement – International; Software Value Incentive Offering Attachment and Software Value Incentive Business Partner Operations Guide, which are accepted during the SVI enrollment process.
4. Apply to Software Value Incentive (SVI)

   URL for SVI on PartnerWorld:
   www.ibm.com/partnerworld/softwarevalueincentive

   URL to join PartnerWorld:
   www.ibm.com/partnerworld/pwhome.nsf/weblook/pub_join_allBPs_emea.html

IBM will send an email of the SVI approved product groups. Additional product groups may be requested when Business Partner has met the certification or SWVN requirements.

VAP Roadmap

A BP should:

1. Become an IBM PartnerWorld member.
2. Review and print the Value Advantage Plus Registration Guide for guidance on filling out the application.
3. Review the Value Advantage Plus Terms and Conditions which will be accepted by the BP on applying for Value Advantage Plus in their PartnerWorld profile IBM PartnerWorld® Agreement – Value Advantage Plus Attachment.
4. Complete and submit the online Value Advantage Plus Application included in Partner Profile under "Benefits and Relationships".

URL for VAP on PartnerWorld:
www.ibm.com/partnerworld/valueadvantageplus
URL to join PartnerWorld:
www.ibm.com/partnerworld/pwhome.nsf/weblook/pub_join_allBPs_emea.html
URL for the PartnerWorld Profile System:
www.ibm.com/partnerworld/partnertools/profiles.wss

If your Resellers are certified and approved in SVI or have an approved solution (VAP), make sure they take the next steps to become Authorized to Resell

- Ensure they have a current PartnerPlan

- They must complete and save the EMEA Additional information file

- They must review the Authorization Agreement

- They must Apply for Authorization

To Join SVP-Authorized for an additional Reseller Authorisation Group

Based on Certifications

1. Get necessary certifications
2. Apply to **SVI** for the Reseller Authorisation Group
3. When notified that the application has been approved in SVI for this Reseller Authorisation Group - Take the next step

Based on Solutions

1. Put a Solution in place
2. Apply to **VAP** for the Reseller Authorisation Group solution
3. When notified that the application as been approved in VAP for this Reseller Authorisation Group - Take the next step

4. Apply to join SVP-Authorized for above Reseller Authorisation Group

How to reapply when Denied to join SVP or denied for a Reseller Authorisation Group in SVP

1. Correct reason for denial

   Examples

   - Update Partner Plan

   - Get required Certifications and apply to SVI and get approved

   - Put solution in place and apply to VAP and get approved

2. Delete the denied entry for SVP-Authorized on PW

3. Apply to join SVP-Authorized

In case of problems please contact your IBM rep or call PWCS

Take the next step today!

- Ensure your Resellers get certified and enroll in SVI or have a qualifying solution and enroll in Value Advantage Plus

- Make sure their PartnerPlan is current

- Encourage them to Review the Authorization Agreement

- Urge them to Apply for Authorization without delay

*Remember: From 25th January
orders containing any product from a Reseller Authorization Group
that the Reseller is not authorized for will be denied*

Effective January 25, 2010

- Price books updated with the Reseller Authorization groups

- Fulfillment system will begin checking for Business Partner authorization rules
  – New License authorization
  – Renewal authorization

- Value Advantage Plus for authorized products moved to Reseller Authorization groups

- SVI moved to Reseller Authorization groups

Join the Launch Event !

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Questions and Answers

Thank You