

IBM Business Partner-Software Program Broadcast III 2000 Series

e-business Certifications
May 24, 2000



Remote TV Participants Only

Broadcast III - e-business Certifications

Name: _____ Location: _____ Phone: _____

We value your input!

Please circle your answers to the questions asked on the broadcast and return this form immediately by either Fax or Mail.

FAX

Ann Barnhart, IBM Business Partner Software Program at 972-280-6394

MAIL

IBM Corporation
Attention: Ann Barnhart
5th Floor
1507 LBJ Freeway
Dallas, TX 75234

Thanks for your cooperation.

- | | | | | | | | | | | | |
|-------------|---|---|---|---|---|-----------------------|---|---|---|---|---|
| Question 1 | A | B | C | D | E | Evaluation Question 1 | A | B | C | D | E |
| Question 2 | A | B | C | D | E | Evaluation Question 2 | A | B | C | D | E |
| Question 3 | A | B | C | D | E | Evaluation Question 3 | A | B | C | D | E |
| Question 4 | A | B | C | D | E | Evaluation Question 4 | A | B | C | D | E |
| Question 5 | A | B | C | D | E | Evaluation Question 5 | A | B | C | D | E |
| Question 6 | A | B | C | D | E | | | | | | |
| Question 7 | A | B | C | D | E | | | | | | |
| Question 8 | A | B | C | D | E | | | | | | |
| Question 9 | A | B | C | D | E | | | | | | |
| Question 10 | A | B | C | D | E | | | | | | |



Broadcast III - e-business Certifications

Name: _____

Company: _____

Program #: _____

Voice #: (Must be included) _____

FAX # (Must be included) _____

E-mail: _____

Please limit your questions to e-business Certifications discussed in today's broadcast.

Agenda

2:00 • Welcome

– Sheryl Ball, Manager IBM Business Partner Software Program NA

• e-business Strategy and Certification Update

– Carol Carson, Manager, Cluster Marketing

• e-business Certification - Business Partner Perspective

– Bob Arfman, Manager, PartnerWorld, e-business Marketing

• e-business Certification Special Report

• e-business Certification Success Stories

– Business Partners

• Signature Selling Method and e-business Certification Roadmaps

– Mark Rickley, Global Business Partners

• Education Delivery Options

– Jim Kenney, Global Offerings Manager - Satellite Network

• Call-to-Action

– Bob Arfman, Manager, PartnerWorld, e-business Marketing

• Q&A

@ 4:00 • Close

e-business Strategy & Certification Update

Carol Carson
Manager, Cluster Marketing



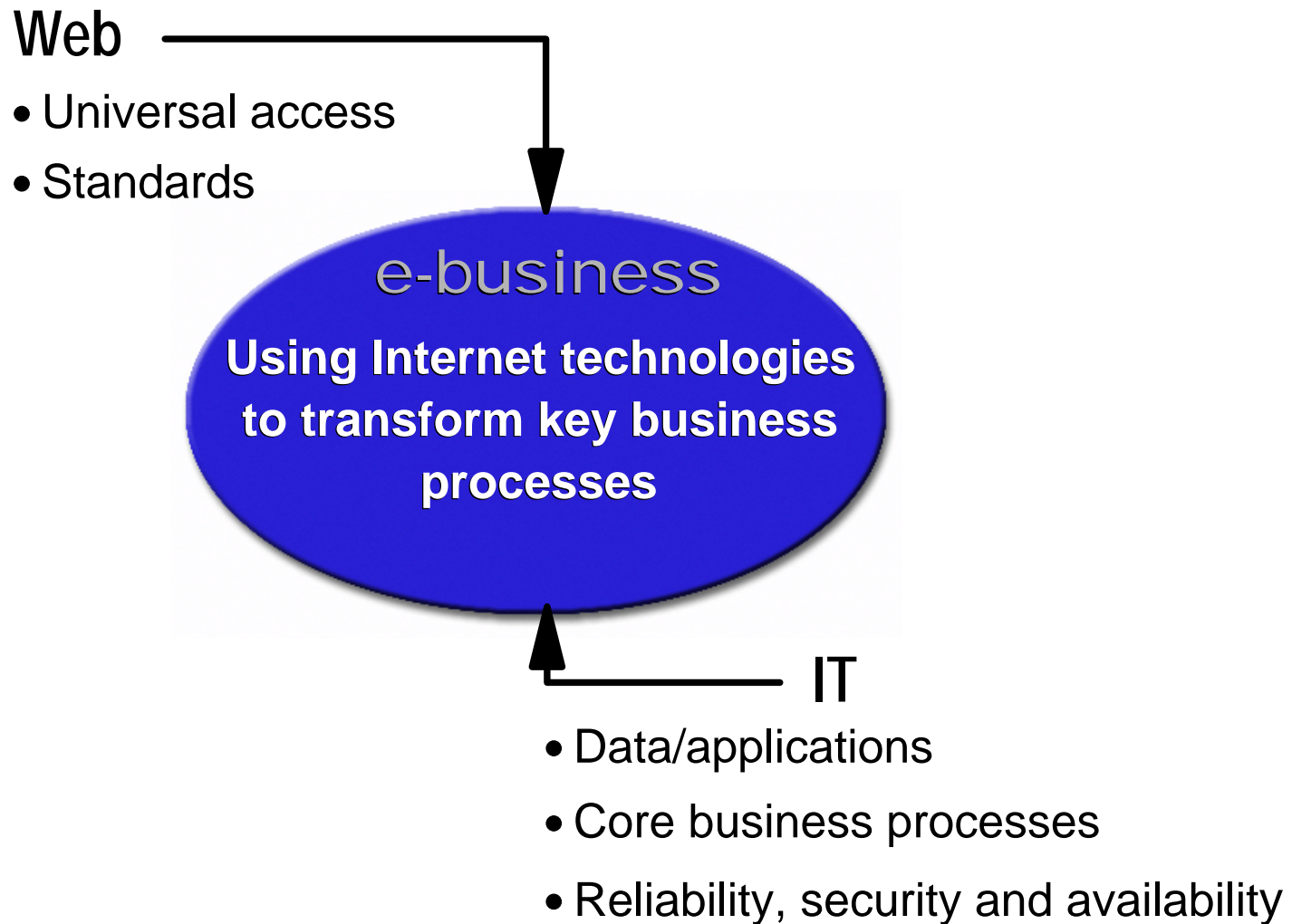
The Nature of the Threat

"Somewhere out there is a bullet with your company's name on it. Somewhere out there is a competitor, unborn and unknown, that will render your business model obsolete ... the hottest and most dangerous business models out there are on the Web."

–Fortune Magazine
12-7-98



First Generation e-business



Next Generation e-business

People

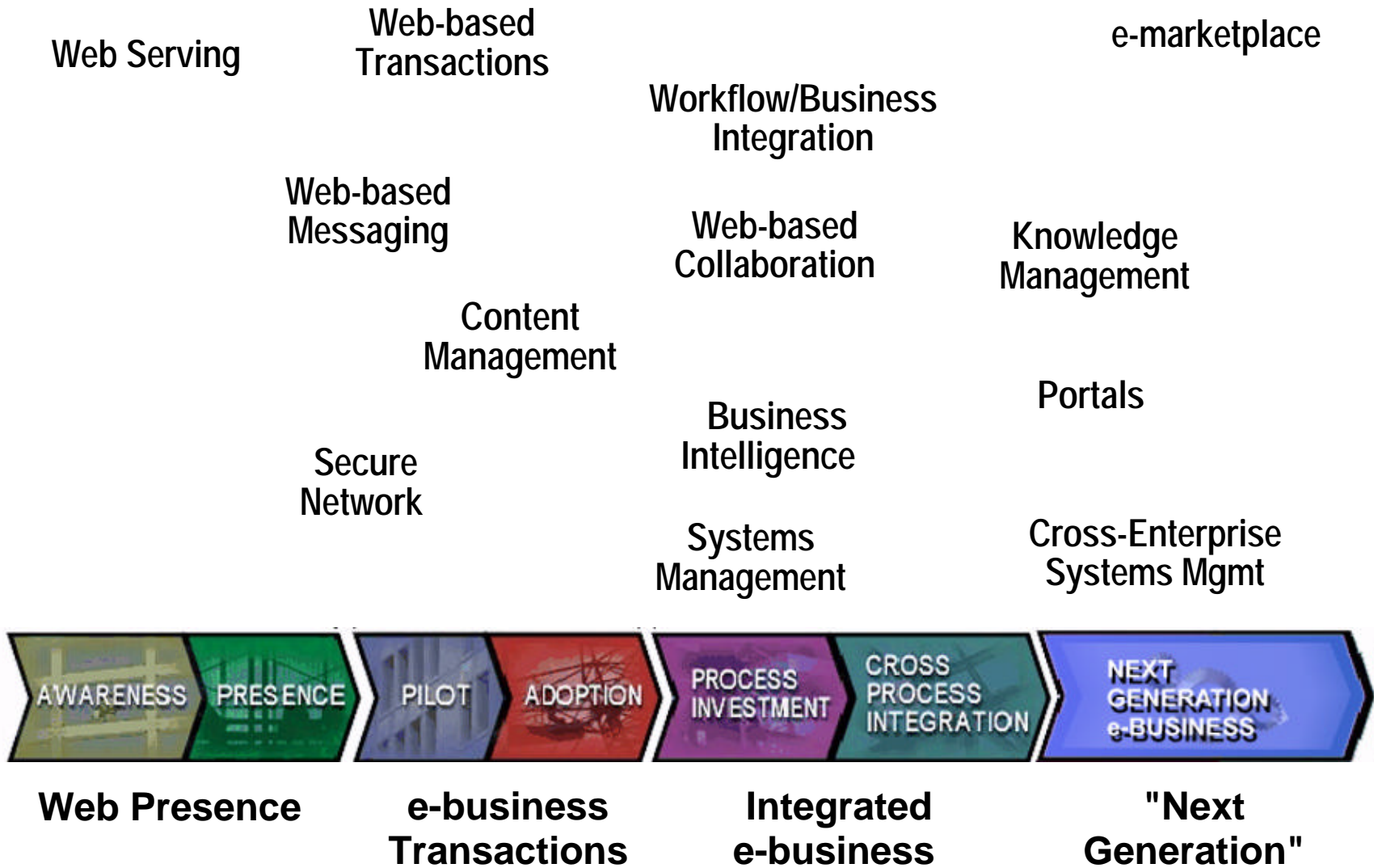
- Billions of customers
- Trillions of devices



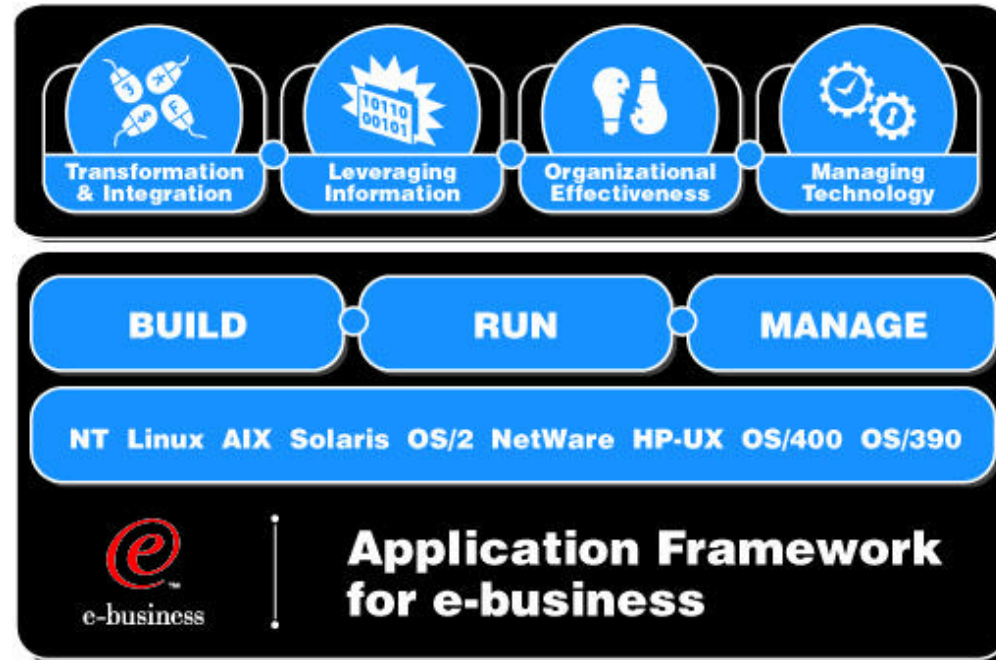
Integrated Processes

- Customer Relationship Management
- Supply Chain Management
- Enterprise Resource Planning

Evolution of e-business Application Capabilities



The Solution Requirement: Business Flexibility



The Framework enables *integrated e-business applications* with *evolving capabilities* that can *leverage multiple technology bases*.

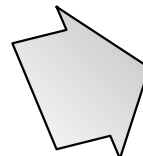
It is a Foundation that enables change.

Value Networks

Respondents across all market segments relate to the underlying themes of relationship centrality and value networks

Next Generation e-business Concepts

Relationship-Centric Organization	Dynamic Organization
Innovative Organization	
Value Network	
Community Creation	



Common Themes

“Enabling a Relationship-centric Organization”

- Businesses will increasingly move customers (and their improved understanding of customers) to the center of the value creation process – rather than at the end of the value chain

“Enabling Adaptive Value Networks”

- The Internet will allow non hierarchical and natural interconnection between businesses, allowing adaptive value networks to be common

IBM is Helping to Create the Future of e-business

- IBM is enabling relationship-centric business networks via a flexible application development model and integrated offerings to help e-businesses adapt to market dynamics and create new opportunities
 - An Enabling Foundation
 - Business Process Integration
 - Integrated Infrastructure
 - Capabilities for New Business Models
 - e.g. Portals, e-markets
 - Enhancing the Value Net by Enabling Partners
 - ASPs, Telcos, Web Integrators, Service Providers, etc

IBM is Helping to Create the Future of e-business

- Enabling Foundation - Business Process Integration
 - Open, standards-based products and proven methodologies for rapidly developing and deploying scalable, reliable e-business applications
 - ▶ Application Framework for e-business
 - ▶ Patterns for e-business
 - Integrated software portfolio to provide solutions for key e-business challenges:
 - ▶ Transformation and Integration of key business processes
 - ▶ Leveraging Information within your extended enterprise
 - ▶ Organizational Effectiveness
 - ◆ e.g. collaboration, distance learning, etc

IBM is Helping to Create the Future of e-business

- Enabling Foundation - Integrated Infrastructure
 - Integrated Infrastructure, including systems to handle data and transaction loads, web application serving, and special function capability for security, storage, etc.
 - Technology Management in a heterogeneous world
 - Strategic partnerships with key network infrastructure (Cisco) and edge-of-network providers (Akamai)
 - Empowering technologies
 - e.g. wireless, deep computing, Linux, clusters, etc.

IBM is Helping to Create the Future of e-business

- Capabilities for New Business Models
 - New offerings to expand business opportunities for full participation in the new economy
 - Portals - offerings to provide new capabilities for reaching and establishing relationships with customers (B2C), partners and other key constituents, including Enterprise Information Portals and content management from Lotus
 - e-marketplaces - open, standards-based offerings to allow participation in new B2B business opportunities, including products, services and partner applications
 - New offerings to expand business opportunities for full participation in the new economy
 - Global Commerce Backbone

IBM is Helping to Create the Future of e-business

- Enhancing the Value Net by Enabling Partners
 - Programs and offerings to provide technologies, skills, products, services and other capabilities to allow for deployment by and through ASP, ISPs, Telcos, Web & System Integrators and other channels
 - Initiatives and offerings including Start Now, ASP Prime, Hosting Advantage, e-business certification and education, pizzazz!, technical support, financing, VC funding, incubation services, etc

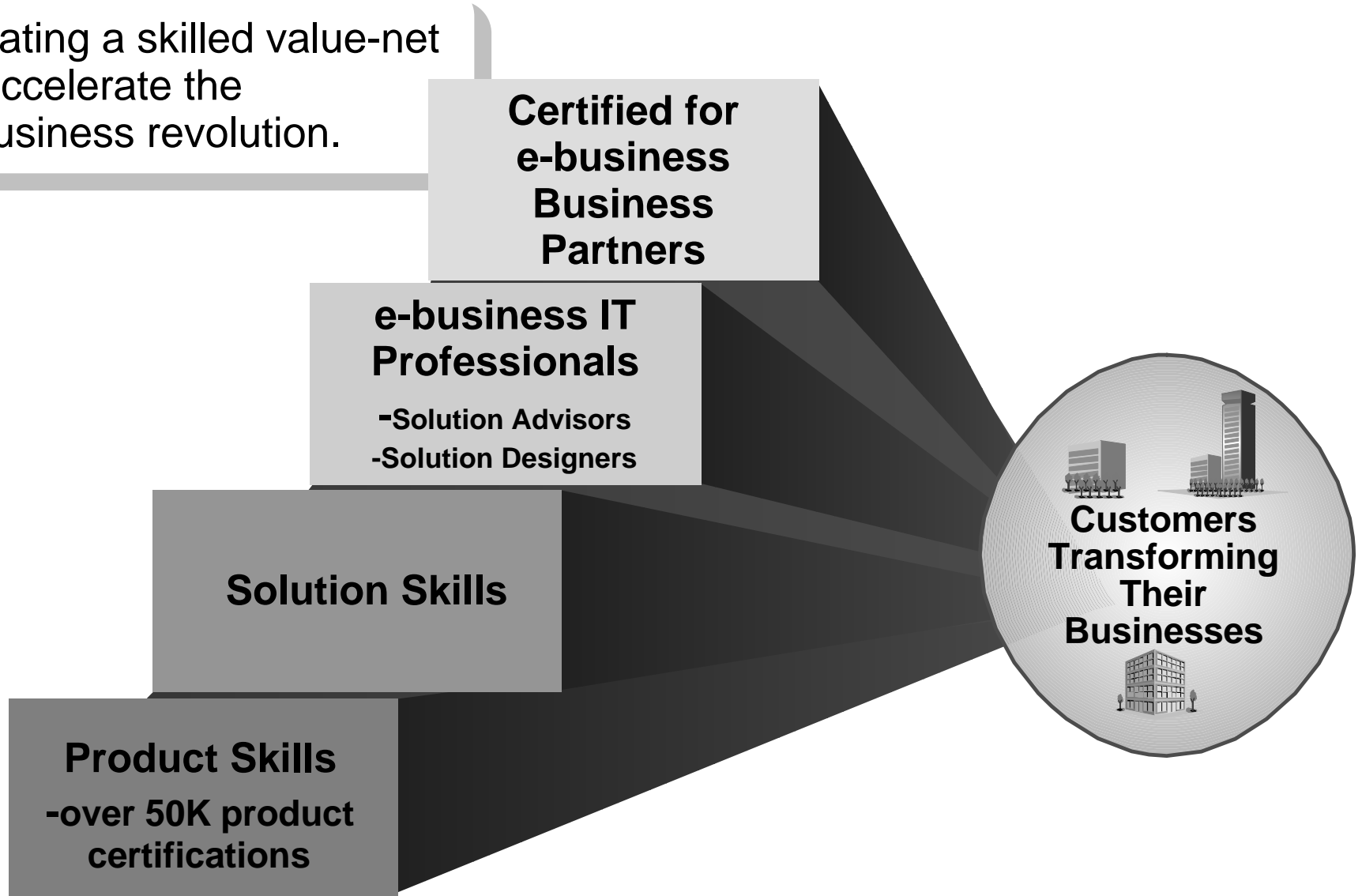
e-business Certification Objectives

- Enable Business Partners for success thru skill development & marketing
- Develop the e-business Value chain to support emerging technology trends
 - IT Professional
 - Business Partners
- Accelerate Mindshare to Marketshare transition through solution focus.
- Provide strategic structured e-business education
- Position Certified Partners as our "first string" in e-business to shape the future of e-business



e-business Certification

Creating a skilled value-net
to accelerate the
e-business revolution.



e-business Certification Directions

- Evolution of all e-business education into one cohesive curriculum
- Advanced roles for sales and technical professionals
 - Experienced based certifications
 - Leverage Patterns for e-business
- New Roles for Implementors in e-business
 - Enhance Product Certification by including e-business elements
- Evolution of Business Partner Certification to include:
 - ISP & ASP Relevant Criteria
 - Application Development Elements

Backup Charts

Announced July 20, 1999

IBM Certified for
e-business - Solution
Advisor



intended for those sales and marketing people who will work with the customer to determine how they will transform their business into an e-business

IBM Certified for
e-business -
Solution Designer



intended for those technical people who will then design the e-business solution

Under Development/Evaluation

IBM Certified for
e-business - Sr
Solution Advisor



a more advanced version of the solution advisor role

IBM Certified for
e-business - Sr.
Solution Designer



intended for those technical professionals who will architect the large and more complex e-business solution.

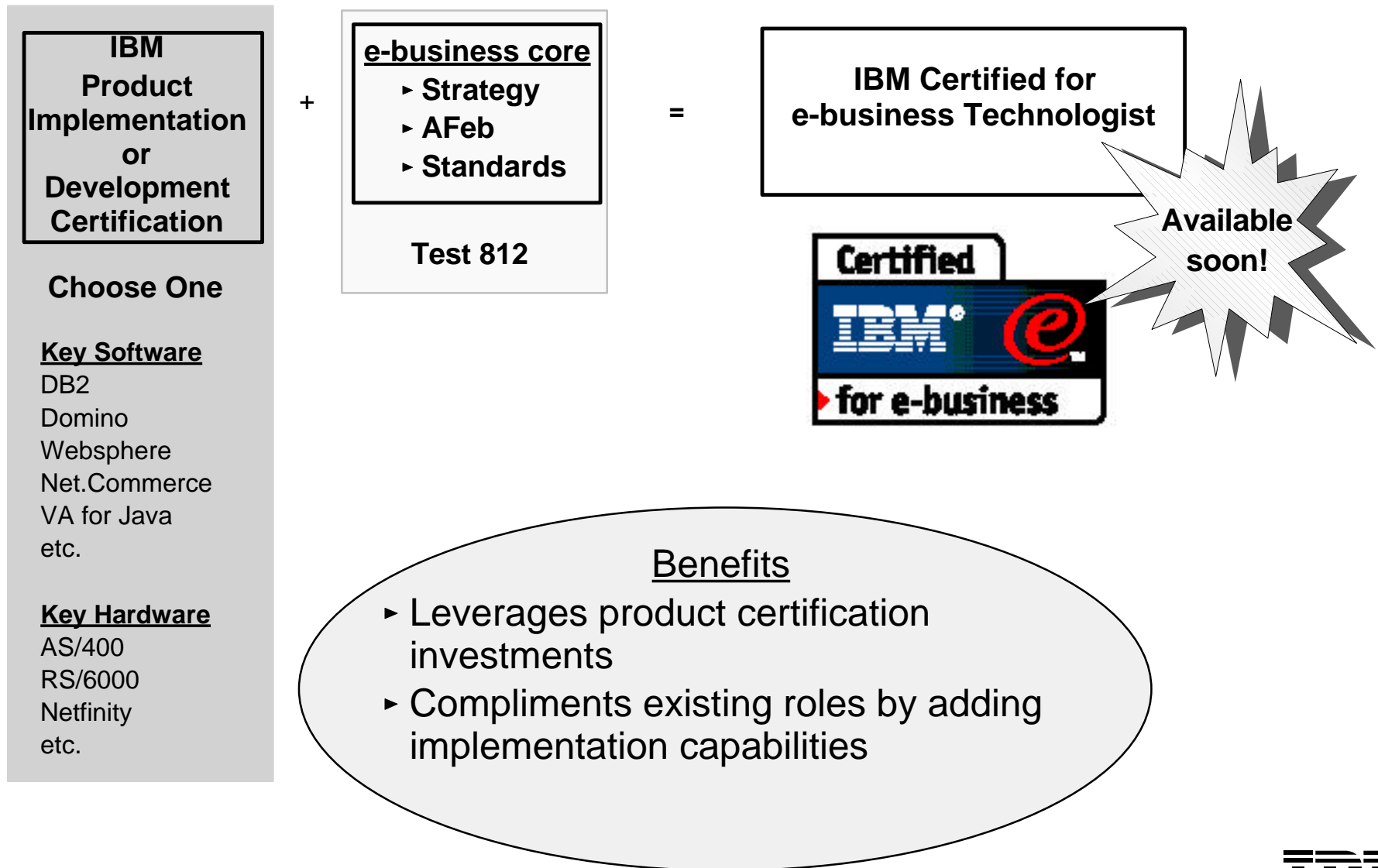
IBM Certified for
e-business -
Technologist



Implementor role, leverages the product certifications to create a technology oriented professional that understands the broader e-business issues.



IBM Certified for e-business / Technologist Recommended Education Roadmap



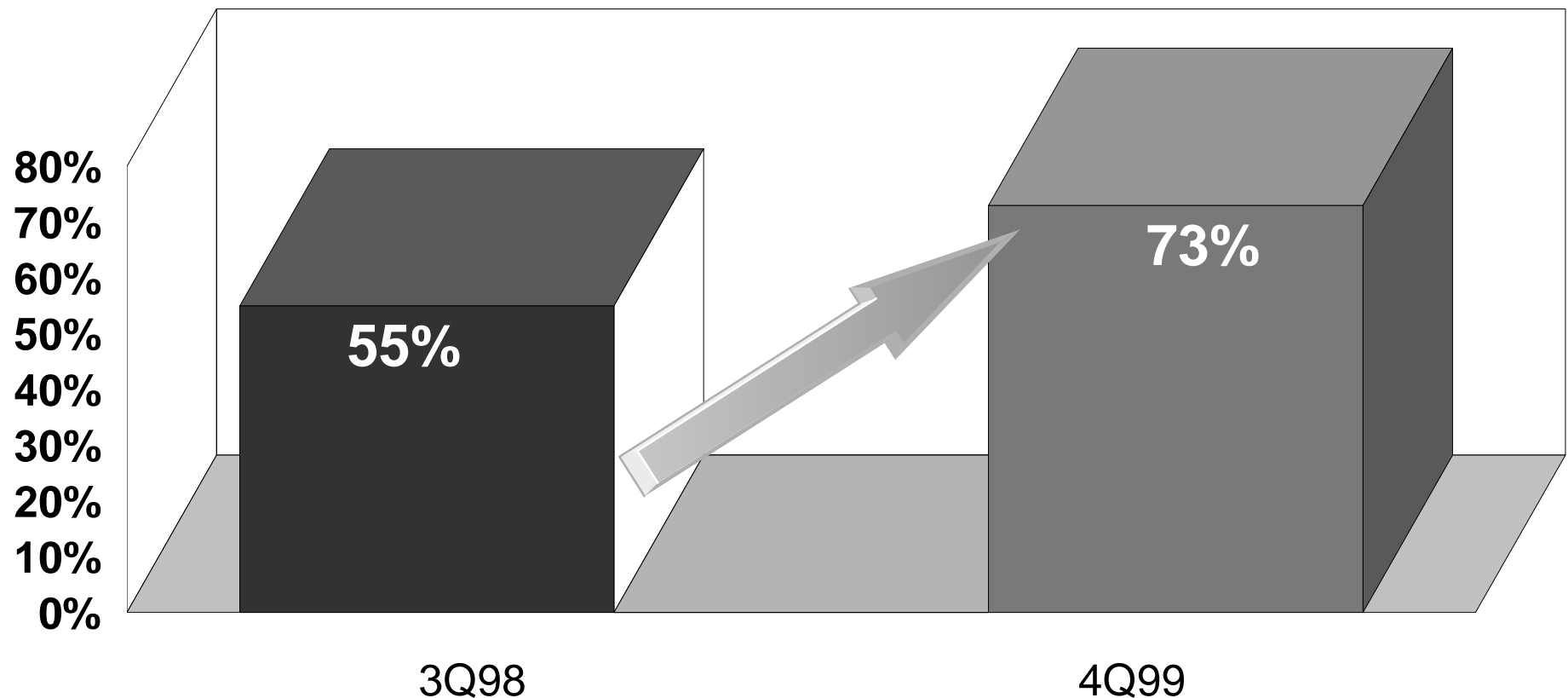
e-business Certification - Business Partner Perspective

Bob Arfman
Channel Brand Marketing Manager - e-business Products



The Opportunity ... and the Challenge !

Companies engaged in e-business that would consider IBM as a primary e-business provider

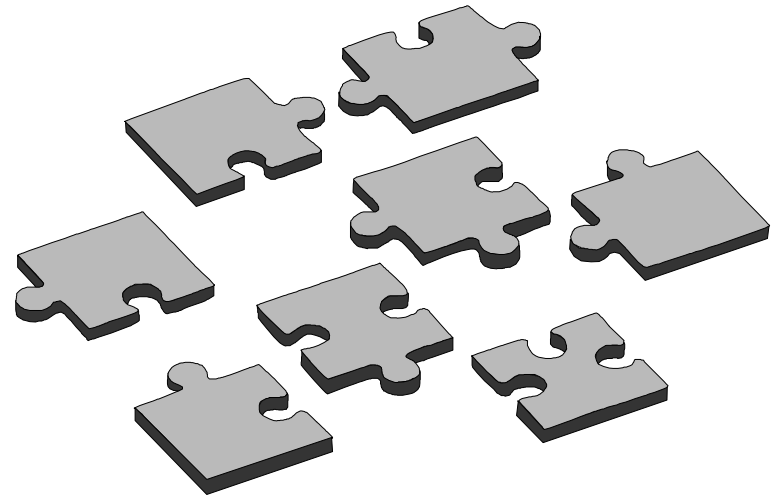


Great Opportunity for IBM and our Business Partners !



Do you want to....?

- Build on existing skills and certifications?
- Learn proven techniques in e-business selling and implementation?
- Differentiate your "e"-services with customers?
- Leverage IBM e-business branding?
- Instill customer confidence?
- Accelerate and grow your e-business sales?

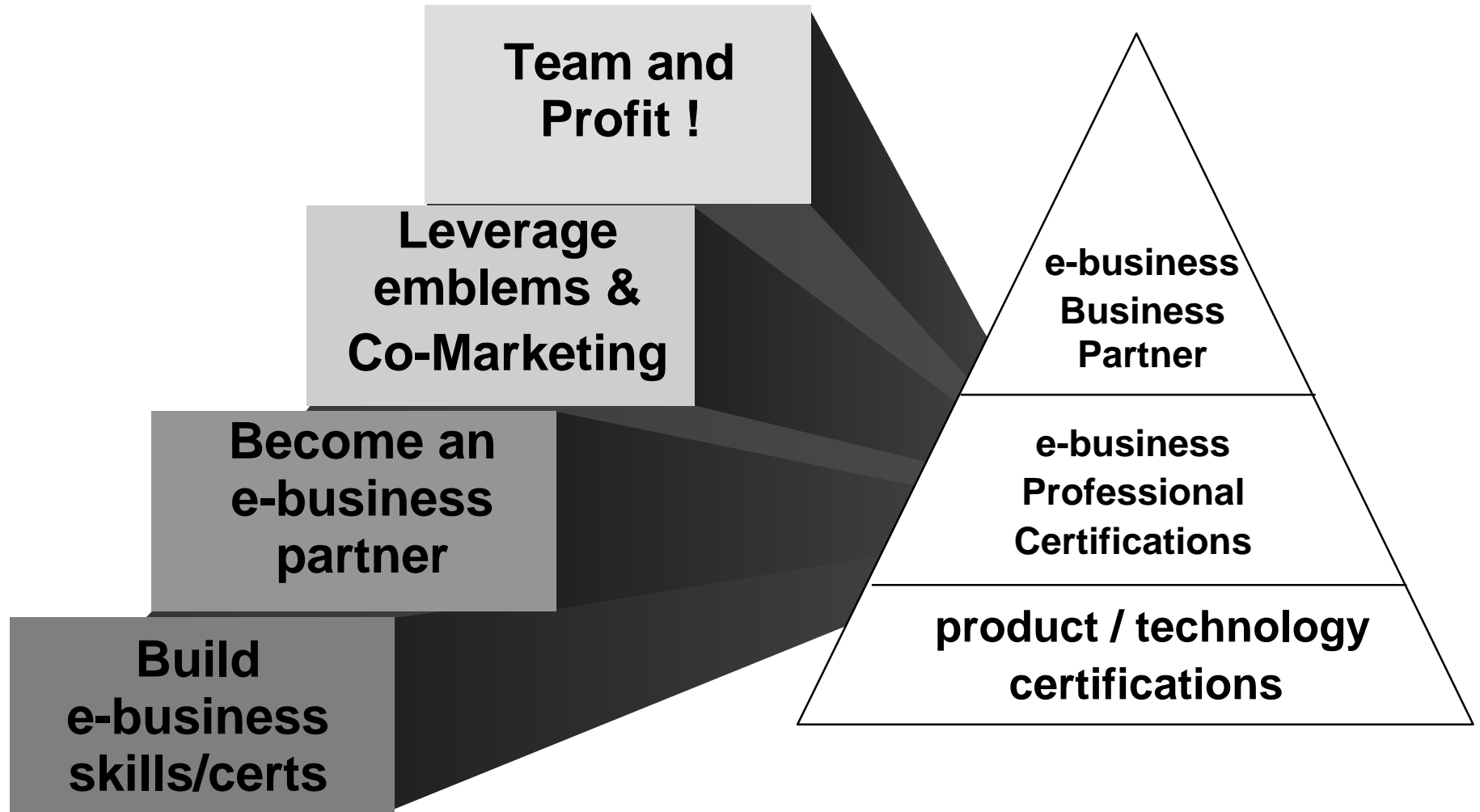


Here's how to enable your e-business SUCCESS.....

- Add: IBM Certified for e-business -
 - Solution Advisors
 - Solution Designers
- Become an IBM Certified for e-business - Business Partner
- Leverage new e-business partner emblem
- Participate in co-marketing opportunities
- Team with other certified Business Partners



e-business Selling Roadmap



IBM e-business Certifications for Technical Professionals

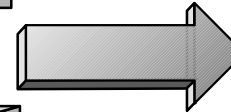
Available Today

For sales:

IBM Certified for
e-business -
Solution Advisor

For IT:

IBM Certified for
e-business - Solution
Designer



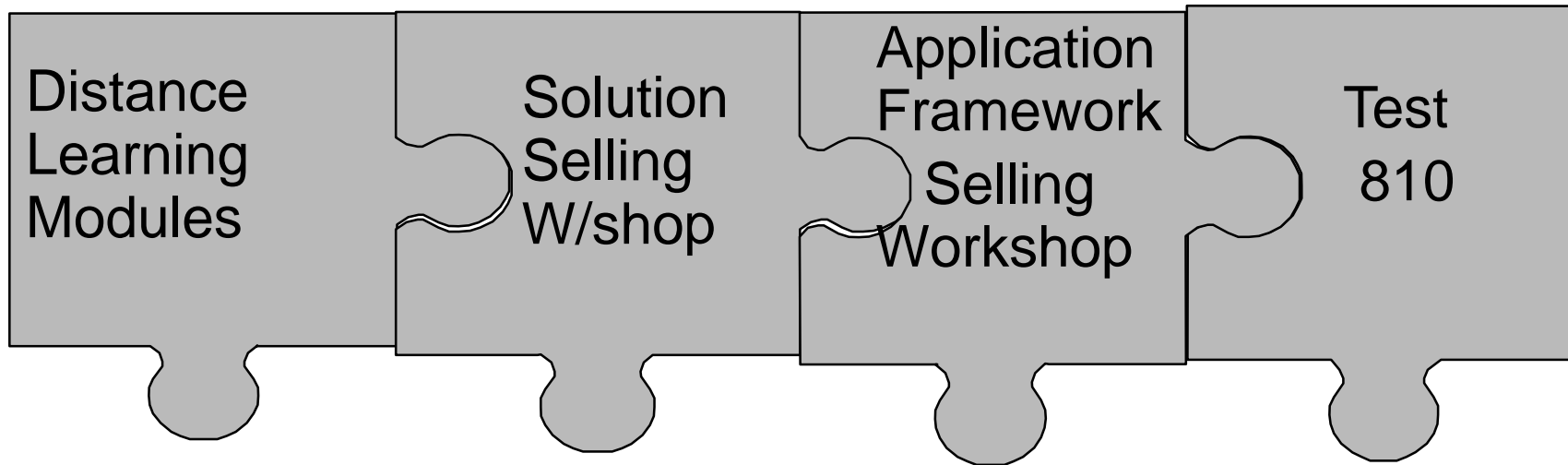
Under Development/Evaluation

IBM Certified for
e-business -
Technologist

IBM Certified for
e-business - Sr.
Solution Advisor

IBM Certified for
e-business - Sr.
Solution Designer

The Details..... Solution Advisor



1-2 Days

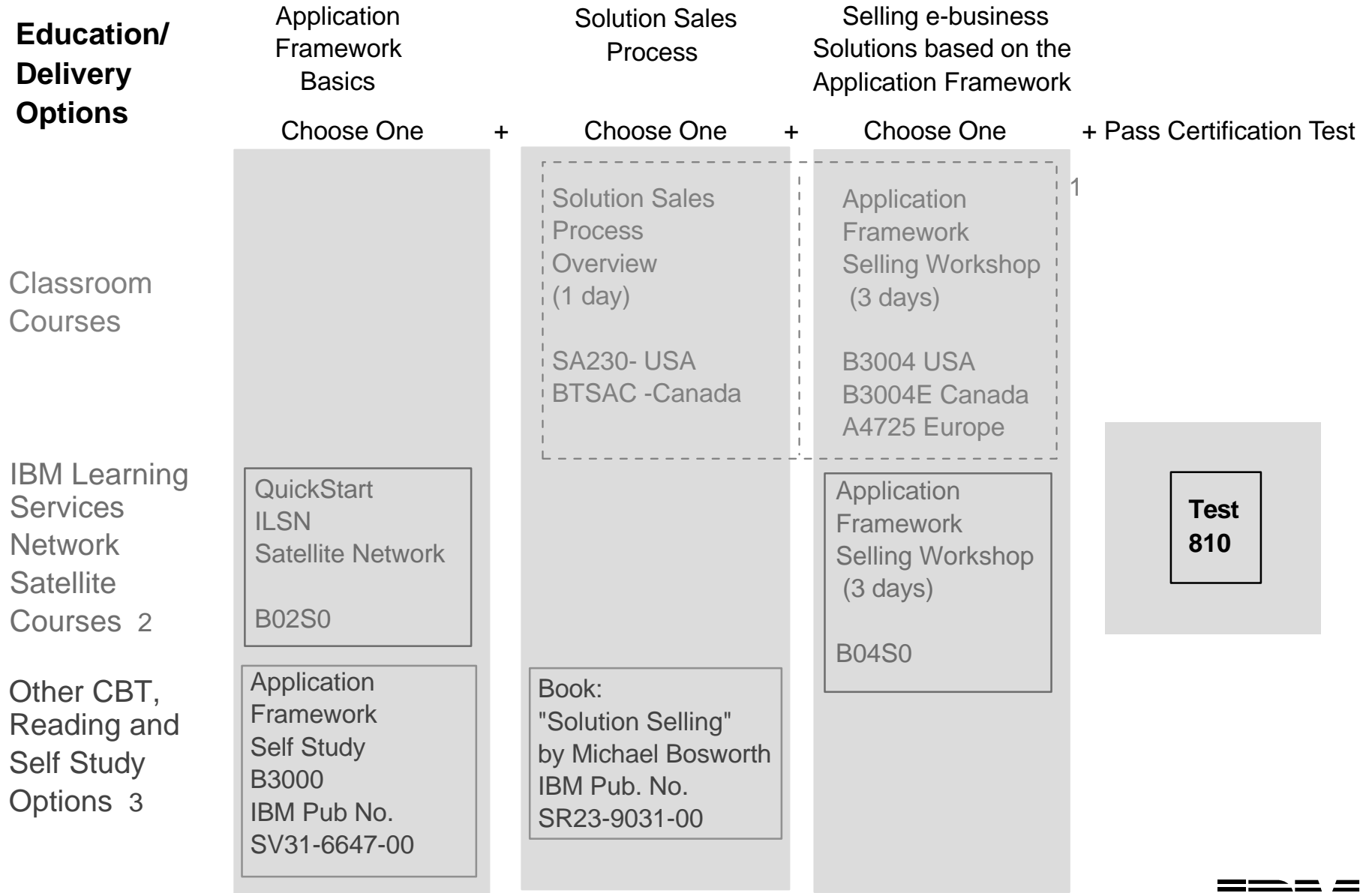
1 Day
transition to
2 Days

3 Days
transition to
2 Days

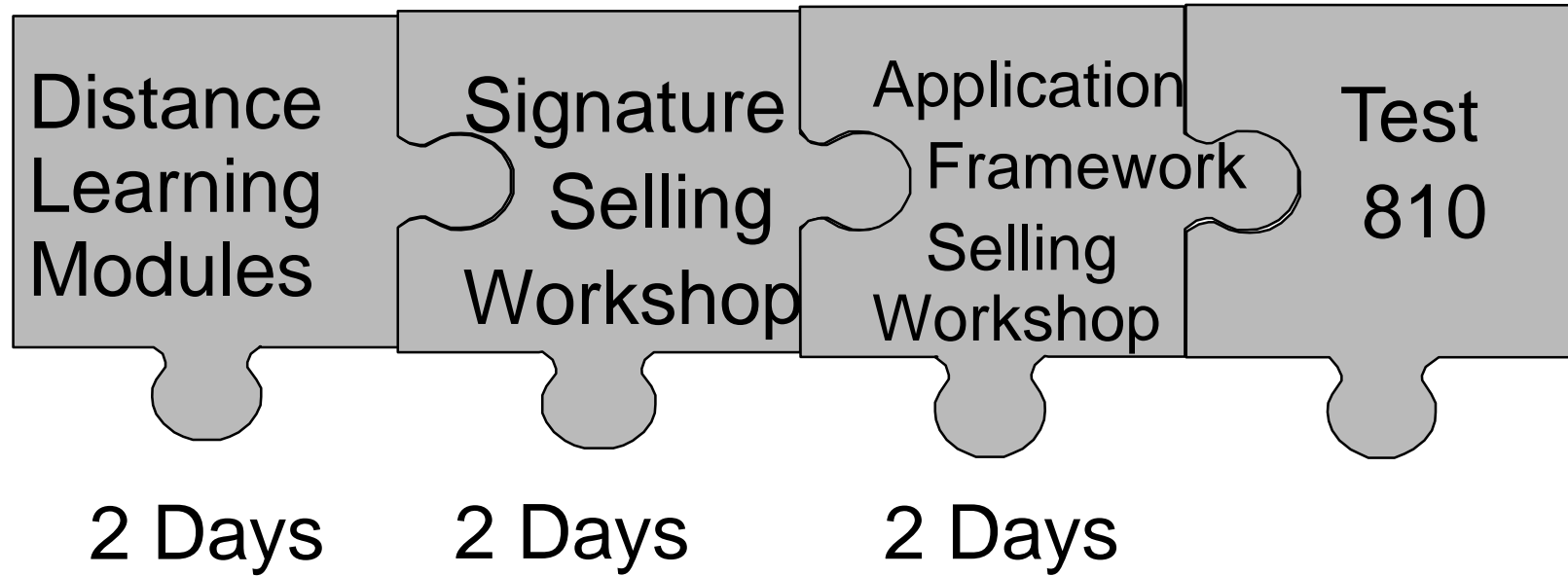


Recommended Education IBM Certified for e-business - Solution Advisor

Education/ Delivery Options



The Details..... Enhanced Solution Advisor



Solution Advisor New Roadmap effective June 15th

Education/ Delivery Options

Application Framework Basics

Choose One +

Signature Selling Basics

These +

Signature Selling Method

Choose One +

Selling e-business Solutions based on the Application Framework

Choose One

+ Pass Certification Test

Classroom Courses

Solution Sales Method Workshop (2 days)
SSM4S - US
SSM4SC-Can.
TBD - Europe

Application Framework Selling Workshop (Revised 2 days)
B3004S - US
B3004C - Can.
TBD - Europe

1

IBM Learning Services Network Satellite Courses 2

QuickStart ILSN
Satellite Network
B02S0

SSM DL1
Overview
SV31-6724-00

Satellite Network Version of SSM Workshop
Availability TBD

Application Framework Selling Workshop
B04S0

Test 810

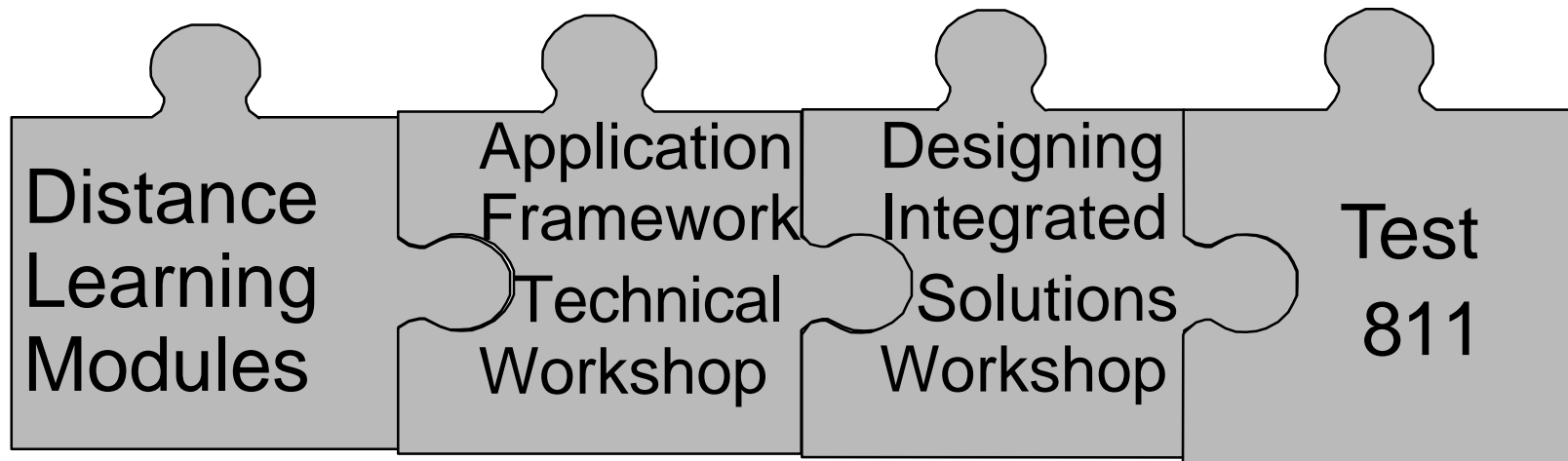
Other CBT, Reading and Self Study Options 3

Quickstart + Application Framework Self Study CD
SV31-6647-01

SSM DL2 Sales Aids
1 Day
Obtained w/SSM4S enrollment



The Details..... Solution Designer



1 Day

5 Days

5 Days



Recommended Education IBM Certified for e-business - Solution Designer

Education/ Delivery Options

Application
Framework
Basics

Choose One

+

Application
Framework
Technologies

Choose One

+

Designing
Integrated Solutions

Choose One

+ Pass Certification Test

Classroom
Courses

Application
Framework
Technology
Workshop
(5 days)
B3106 USA
B3106E Canada
A4726 EMEA

Designing
Integrated
Solutions Workshop
(5 days)
P3206 USA
P3206E Canada
A4727 EMEA

**Test
811**

IBM Learning
Services
Network
Satellite
Courses 2

QuickStart
ILSN
Satellite Network

B02S0

Application
Framework
Technology
Workshop

B06S0

Designing
Integrated
Solutions
Workshop

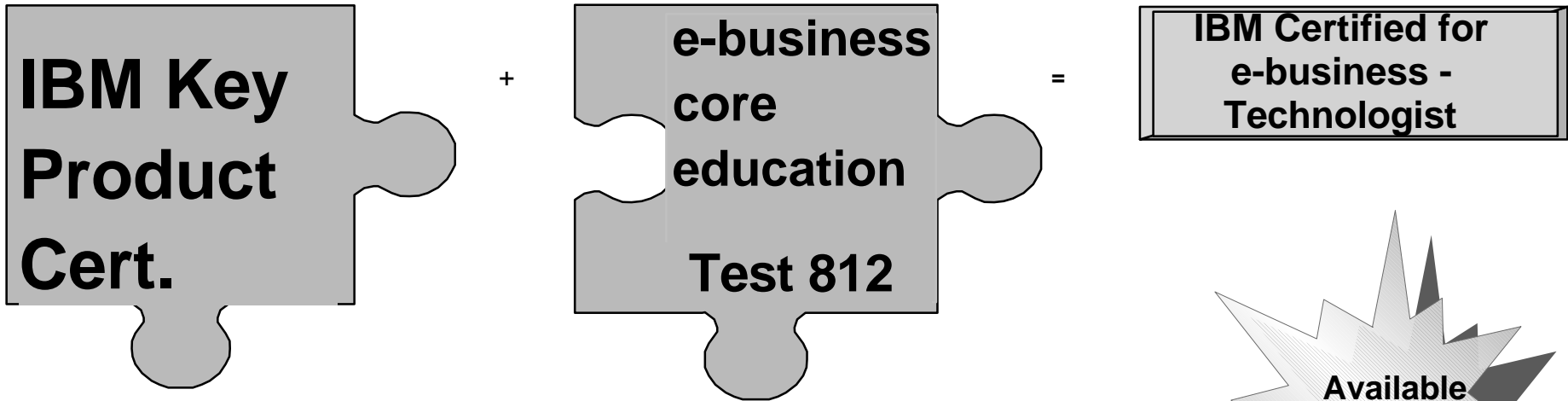
P06S0

Other CBT,
Reading and
Self Study
Options 3

Application
Framework
Self Study
B3000
IBM Pub No.
SV31-6647-00



The Details... IBM Certified for e-business - Technologist

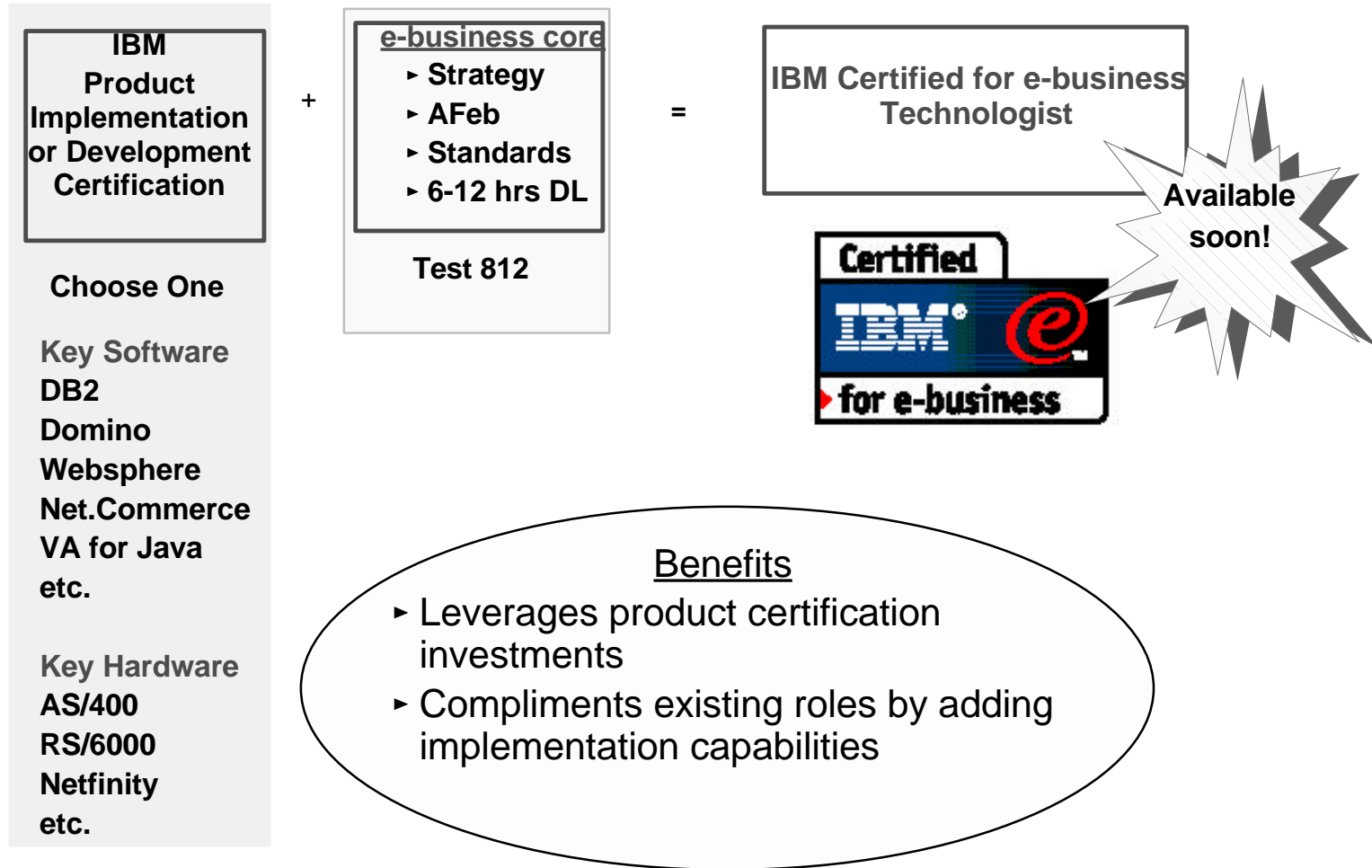


Choose ONE:
Key Software
or
Key Hardware

6-12 Hours DL
+ Pass Test



The Details... IBM Certified for e-business - Technologist



Footnotes on Roadmaps

- For convenience, classes of the SSP Overview (SA230) and the Application Framework Selling Workshop (B3004, B3004E or A4725) courses are generally scheduled back to back. In EMEA, a combined accelerated certification class consisting of SA230+A4725 is offered under a single course code as class A4680.
- The IBM Learning Services Network is available now in North America, and will be available in other geographies later in 2000. For additional information on this offering, visit:
www.ibm.com/services/learning/satellite/
- To order the IBM Publications go to:
www.elink.ibm.com/public/applications/publications/cgi-bin/ or call IBM Publications at (800) 879-2755 (US and Canada)

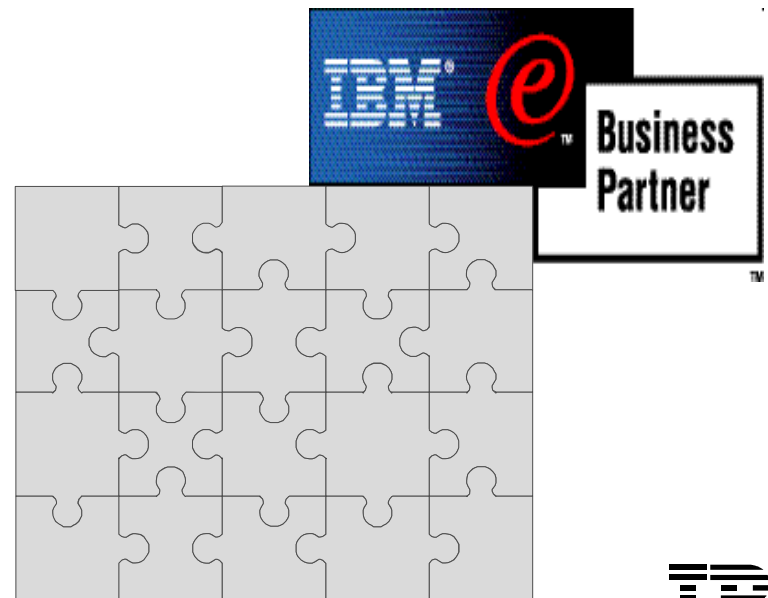
IBM Certified for e-business - Business Partner

- Committed to IBM e-business Solutions
- Competent in IBM e-business
 - Broad Skills
 - Deep Skills Specialization
- Track Record
 - customer confidence in Business Partner's overall e-business skills & capabilities
- Revenue Contribution



Putting it all together

- FIRM-level certification
- 2 Solution Advisors
- 1 Solution Designer
- 2 e-business technology certifications
- 3 customer references
- e-mark qualification
- Annual sales/influence targets



Qualifying Competencies

- Solution Specialities
 - ERP
 - CRM
 - e-commerce
 - Supply Chain
- e-business platform and sales skills*
 - RS/6000
 - Netfinity
 - AS/400
 - S/390
- e-business
 - IBM Certified for e-business - Solution Advisor
 - IBM Certified for e-business - Solution Designer
- e-business technology and sales skills*
 - net.commerce
 - websphere
 - Domino
 - Java
 - Firewall
 - Tivoli
 - DB2
 - MQ Series

*Note that if you have an e-business(cross-industry) VAE, you may already meet the requirement for 2 e-business technical product certifications.



"We Pay" Offerings for e-business Certifications

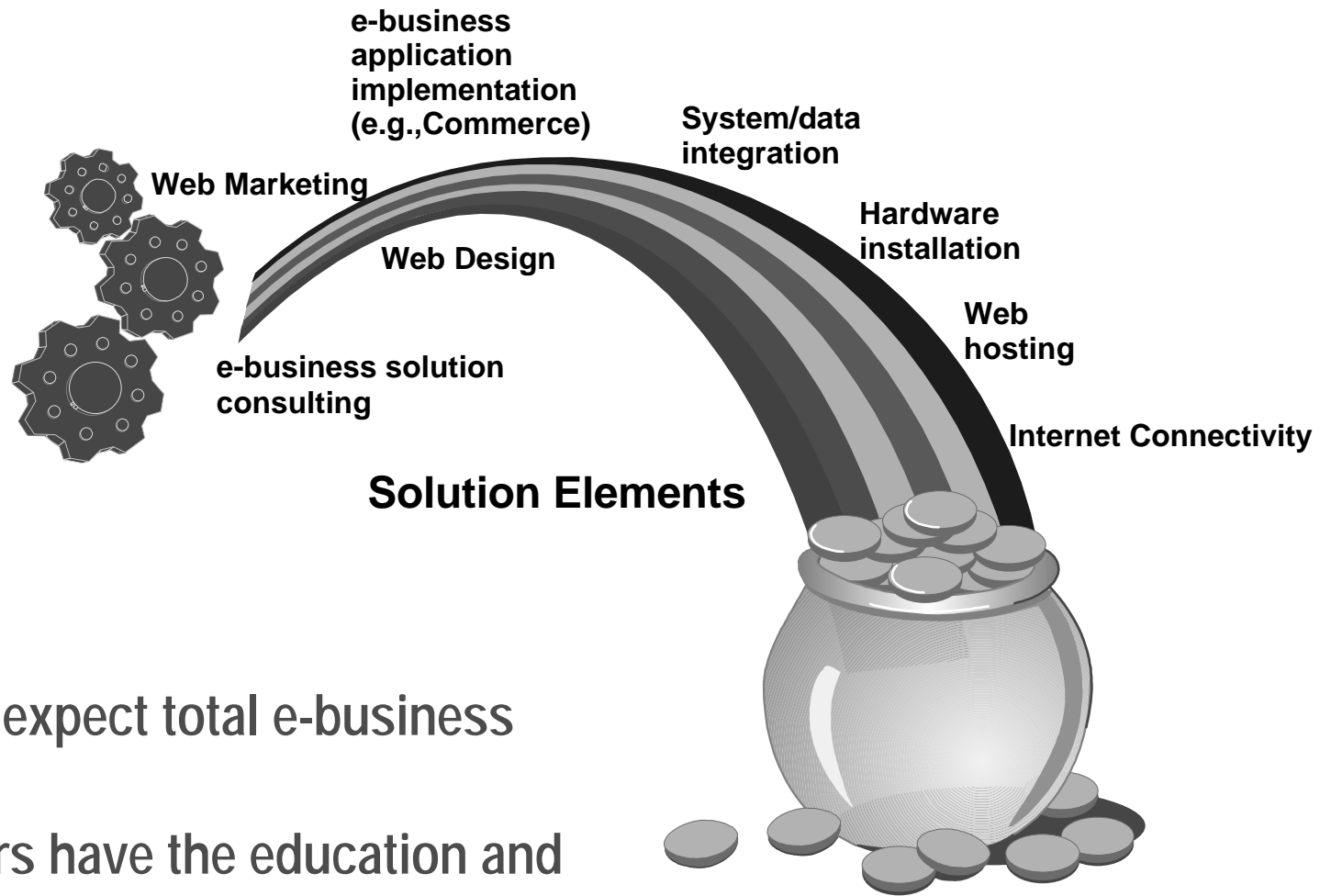
- Eligible for "You Pass / We Pay" and "You Test / We Pay":
 - Certified for e-business: Solution Advisor
 - Certified for e-business: Solution Designer
- \$1,000 reimbursement for an IBM Learning Services Network (ILSN) subscription under "You Pass / We Pay"





- How to guide
- Logos and usage guides
- Current campaigns and programs
- Leverage IBM campaigns
- Yellow pages
- Merchandise

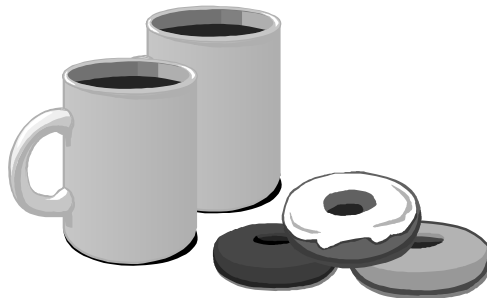
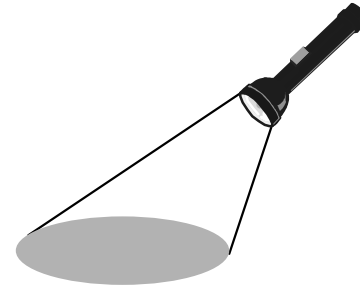
The e-business Value Net



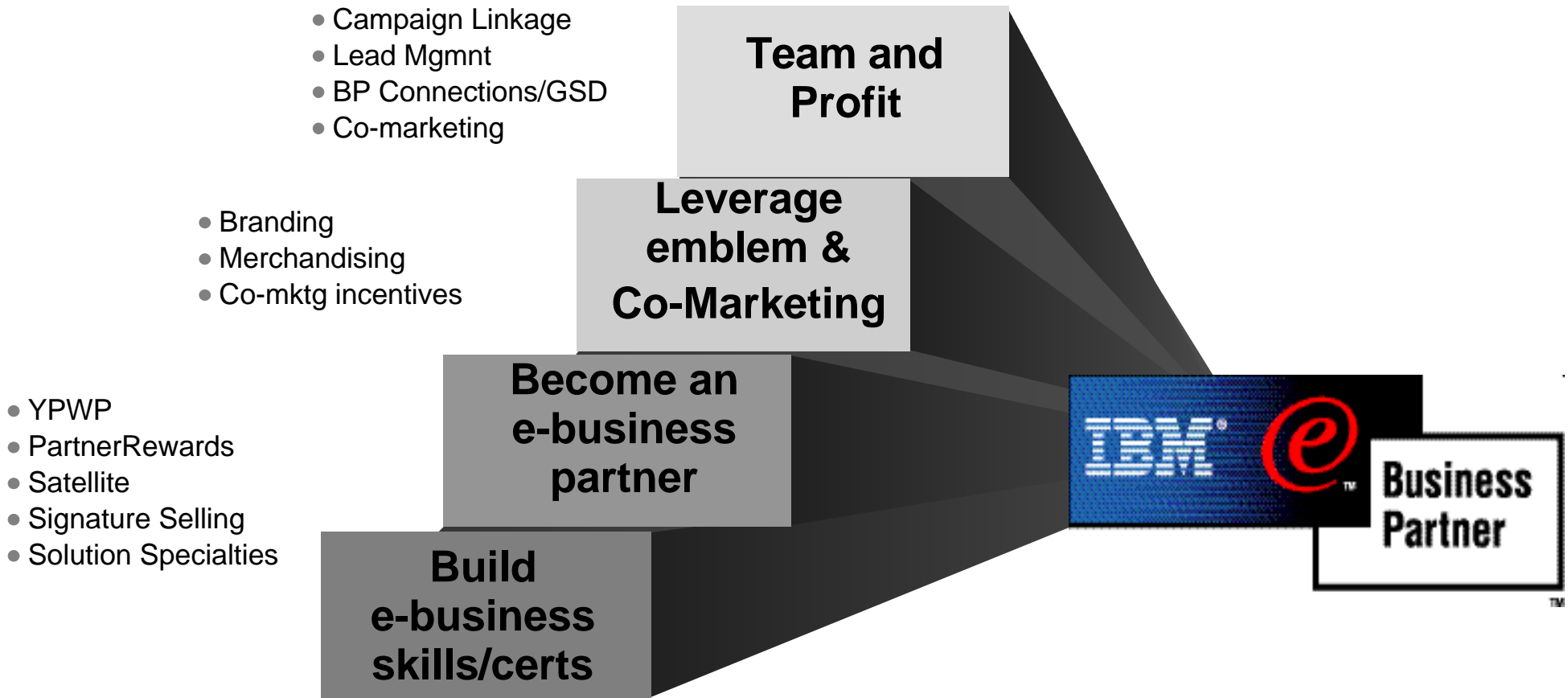
- Customers expect total e-business solutions!
- Few partners have the education and skills to do it all.
- Most must team up with other partners to deliver solutions!

IBM Business Partner Connections

- Connections Search
- Connections Education and Tools
- Connections Events



Call to Action - Step by Step



If you're serious about e-business...

- Get your staffs e-business certified
 - www.ibm.com/e-business/certification
- Order your Satellite Subscription
 - www.etnetworks.com
- Get reimbursed through YPWP
 - www.ibm.com/software/partnerweb/, select geo, click on Education, then We Pay Offerings
- Apply to be an IBM e-business partner
 - www.ibm.com/partnerworld - select e-business cert web banner
 - www.ibm.com/software/partnerweb select geo, programs, e-bus cert pgm
- Leverage e-business co-marketing programs
 - www.ibm.com/partnerworld
- Team with other IBM e-business Partners through BP Connections
- Make MONEY transforming your Customers' e-businesses



Upcoming Schedule - Solution Advisor classes in North America

6/06	Dallas
6/20	New York
6/20	Atlanta
6/21	Toronto
7/25	Chicago (1st class with SSM)
8/01	Atlanta
8/15	Toronto
8/29	Dallas
9/05	Chicago
9/12	Atlanta
9/19	New York
9/26	West Coast
10/03	Chicago
10/16	Atlanta
10/24	Toronto
10/24	New York

(4 day classes with sales process + e-business sales workshop)



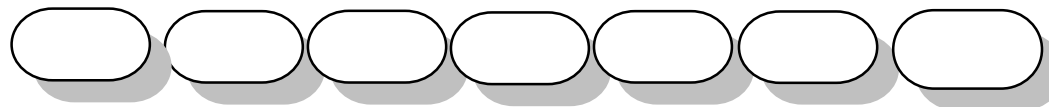
Signature Selling Method and e-business Certification Roadmaps

Mark Rickley
Global Business Partners



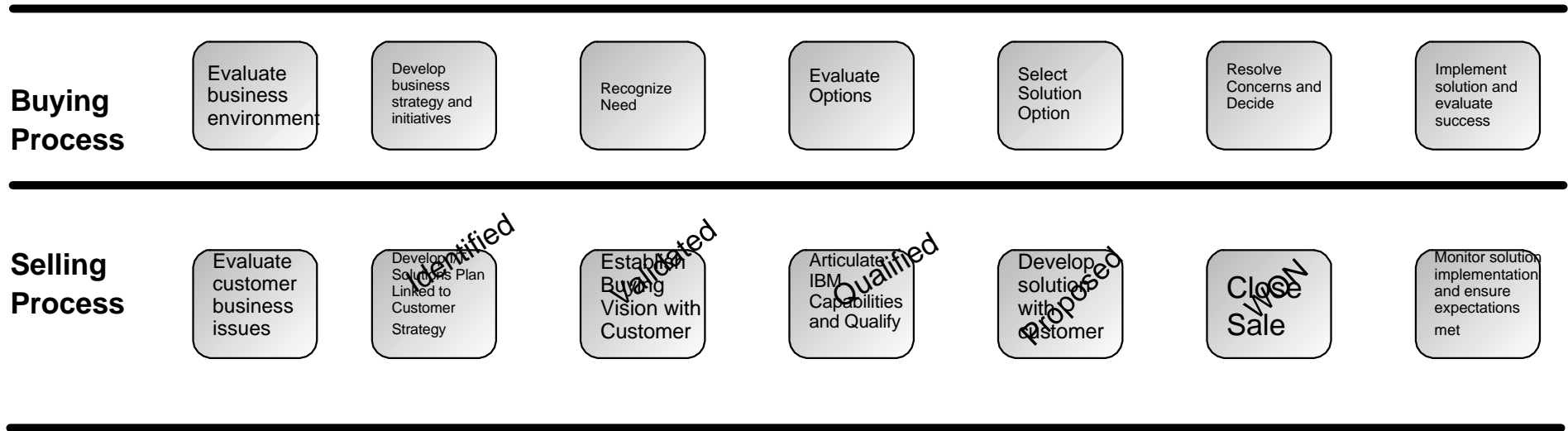
What Is Signature Selling?

- A "Proprietary" 7-Step Selling Method, aligned with a Customer Buying Process
- Based on Critical Design Principles
 - Customer-Focused
 - Supports Customer Buying Process
 - Delivers Value at Every Step, Verified by Customer Agreement
 - Yields Higher Customer Satisfaction
 - Increases Revenue and Win Rates; Decreases sell cycle
 - Tightly-integrated with Sales Management
 - Better Than The Sum of Its Parts (CTSP, SSP, TAS)
 - Drives a Disciplined, Common Approach to Selling
 - Common Language
 - Common Outcomes
 - Common Definition of Sell Cycles
 - User-Friendly



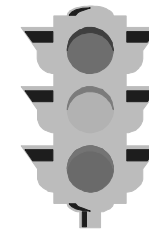
Customer-Focused

Interaction Between Buyer and Seller



Verifiable Outcomes at Each Step

- ☑ Step 1: Mutual Agreement to the value of the relationship
- ☑ Step 2: Customer Demonstrated Interest in Potential IBM Oppty
- ☑ Step 3: Customer Agreement to Support IBM access to decisionmaker (POWER)
- ☑ Step 4: Customer and IBM agree to go forward with a preliminary solution
- ☑ Step 5: Conditional approval by customer of proposed solution
- ☑ Step 6: Signed Contracts
- ☑ Step 7: Reference Story/Customer Acceptance of Solution



Proceed...Based on gaining customer agreement

What's Being Deployed?

OFFERING	Description	Audience
1. SELLING METHOD	<ul style="list-style-type: none"> ▶ 7-Step Structure ▶ Common Language ▶ Common Sales Aids ▶ Verifiable Outcomes, Sell Cycles ▶ Facilitated by Sales Mgmt Process 	<ul style="list-style-type: none"> ▶ All IBM Business Units ▶ Business Partners
2. EDUCATION	<ul style="list-style-type: none"> ▶ SSM Fundamentals DL ▶ SSM Sales Aids DL ▶ Seller Workshop 	<ul style="list-style-type: none"> ▶ All Sellers ▶ Sales Managers ▶ Sales Executives ▶ Business Partners
3. SUPPORTING SERVICES	<ul style="list-style-type: none"> ▶ Facilitated Account Planning Sessions ▶ Facilitated Opportunity Planning (Win Sessions) 	<ul style="list-style-type: none"> ▶ Extended Teams for Selected Accounts/Partners ▶ Extended Teams for Selected Opportunities

Learning Offerings

OFFERING	Description	Audience
<input type="checkbox"/> SSM Fundamentals	<ul style="list-style-type: none"> ▶ Web-Enabled OPS Presentation or CD-ROM ▶ Approx 1-Hour ▶ Focus on Why, What, How, When, Who ▶ Prerequisite to SSM Sales Aids 	<ul style="list-style-type: none"> ▶ All Sales Personnel ▶ Other IBM Personnel ▶ Business Partners
<input type="checkbox"/> SSM Sales Aids	<ul style="list-style-type: none"> ▶ HTML download, CD-ROM or Web - enabled ▶ Approximately 8-11 Hours ▶ Focus on Use of Key SSM Sales Aids ▶ Prerequisite to Seller Workshop ▶ Automatic Enrollment when workshop enrollment occurs 	<ul style="list-style-type: none"> ▶ All Sellers ▶ Sales Managers ▶ Sales Executives ▶ Business Partners
<input type="checkbox"/> Seller Workshop	<ul style="list-style-type: none"> ▶ 2-day facilitated workshop ▶ Delivery by Business Unit or Cross Matrix ▶ Focus: Application and Practice 	<ul style="list-style-type: none"> ▶ All Sellers ▶ All Sales Managers, Executives ▶ Business Partners

Global Business Partners Signature Selling

- Two Seller Threads
 - Sell-through
 - Sell-to
 - Both are contained in standard SSM content, regardless of audience
- Two Seller Constituencies
 - IBM Client Executives/Representatives and Management
 - IBM Business Partners: Distributors, SP1s, SP2s
 - Others as appropriate
- Based on "Real Life" Examples and Endorsement
- SSM Partner Deployment Available Beginning Mid-June
 - Watch PartnerInfo For Further Details

Education Delivery Options

Jim Kenney
Global Offerings Manager - Satellite Network



What Business Partners have been telling us...

- e-business requires both broad and deep skills
- It's a real challenge keeping up
 - Training time and budgets are stretched
 - Time and travel away from the office and customer projects is difficult and costly
 - Changing technology and employee turnover makes training a constant, ongoing requirement
- IBM's courses are good, but....
- We need choices of delivery method and timing that fit our needs

IBM Learning Services Network

- IBM Learning Services Network
 - 9 channels of popular IBM technical and business education
 - Delivered to your office or home via satellite - 24x7x365
 - TV format with web support for Registration / FAQ / Discussion Groups
 - One low annual subscription fee includes satellite HW
 - Reduces or eliminates costs of travel/tuition/time out of field
- PartnerWorld 1
 - Additional news / information and education channel
 - Exclusively for IBM Business Partners
 - IBM news and information programming,
 - sales and marketing education, strategy updates, success stories, etc....

Brought to you by IBM Learning Services and etNetworks



IBM Learning Services Network supports e-business certification

- Satellite versions of most e-business certification course offerings
 - QuickStart
 - AFeb sales workshop
 - AFeb technology workshop (New in May)
 - AFeb design workshop
- Satellite classes on e-business related products and technologies to help you implement e-business solutions
 - WebSphere, DB2, MQ Series, AS/400, RS/6000, etc...
 - Course offerings updated and new ones added on an ongoing basis
- PartnerWorld 1 provides news and information on new e-business trends and offerings

Examples of programs on the air and in development:

- PartnerWorld 1 News
 - 20-30 minute daily news program airs Mon - Thurs
 - Week in Review program Friday
 - News you can use: From IBM for IBM Business Partners
- PartnerWorld 1 Special Reports
 - In depth features on topics of interest
- e-business Forum
 - Multiple episodes on a range of e-business topics
- AS/400 Magazine
 - Quarterly broadcast of AS/400 topics
- Rebroadcast of LotusVision / IBM SW BP Broadcasts
- Course offerings for e-business Solution Advisor certification

Learning Services Network

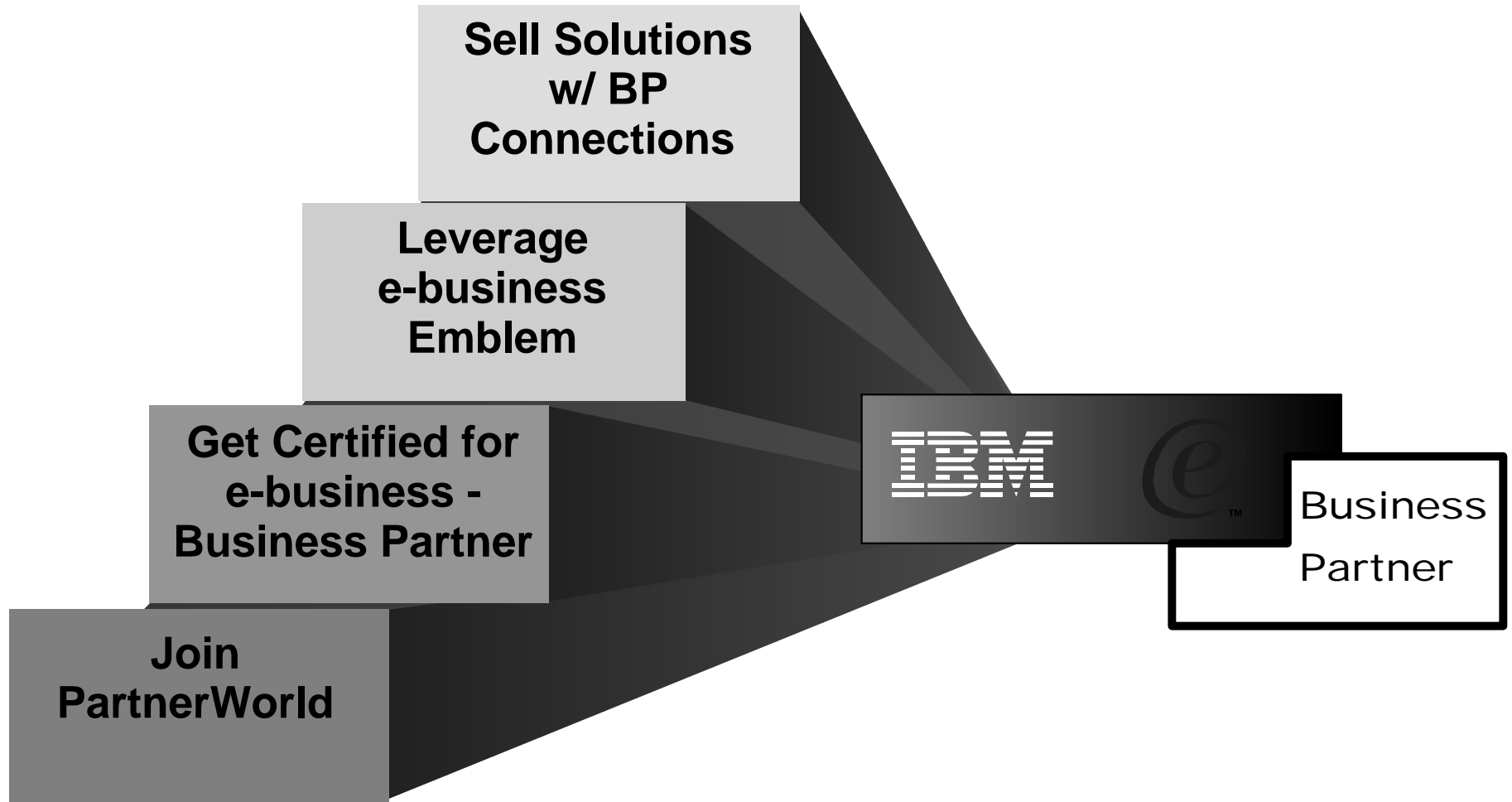
- Also a BP Remarketing Opportunity
 - Business Partners can remarket the ILSN offering to customers who have ongoing education needs
- Subscription fee Approx. \$1000 per person, per year.
 - BP and volume discounts apply
 - Eligible for re-imbusement under PartnerRewards and You Pass We Pay, when used to attain e-business certification
- For more information on ILSN and courses offered, visit
 - www.ibm.com/services/learning/satellite, or
 - www.etnetworks.com

Call-to-Action

Bob Arfman
Channel Brand Marketing Manager - e-business Products



Call to Action - Step by Step



They should have chosen an ...



Web Sites Referenced

- IBM Business Partner Software Program Information
 - <http://www.ibm.com/software/partnerweb/na>
 - Select Program Information
- now you Program
 - www.nowyou.com
- TeamPlayers Program
 - <http://www.TeamPlayersProgram.com>
- S/390 e-business Solutions Conference
 - <http://www.ibm.com/software/s390>
- IBM Business Intelligence Top Gun Training
 - <http://www.s/390.ibm.com/topgun>
- MQSeries Technical Conference
 - <http://www-3.ibm.com/services/learning/conf/mqs/>
- MQSeries Partner Days
 - <http://ibm.com/software/ts/events/conferences/technicon.html>



Web Sites Referenced cont.

- IBM Learning Services Network
 - www.ibm.com/services/learning/satellite, or
 - www.etnetworks.com
- e-business Education
 - www.ibm.com/partnerworld
 - Select Education
- Certification
 - www.ibm.com/e-business/certification
- You Pass/We Pay
 - www.ibm.com/software/partnerweb/na
 - Select Education, then We Pay Offerings
- Education Roadmaps
 - www.ibm.com/services/learning/roadmaps
- IBM Publications
 - www.elink.ibm.com/pbl/pbl

Remote TV Sites (TEN-TV, PartnerWorld I)

- Input from remote TV sites
 - Fax answer sheets to 972-280-6394

Thank You

- Thank you for your attendance and support of IBM Business Partner Software Program
- We appreciated your input today
 - Additional input
 - ▶ Partner Services at 1-800-IBM-1822
 - ▶ FAX 1-972-280-6394
 - ▶ E-mail
IBMSWNA@US.IBM.COM

