PartnerWorld for Software in 2000

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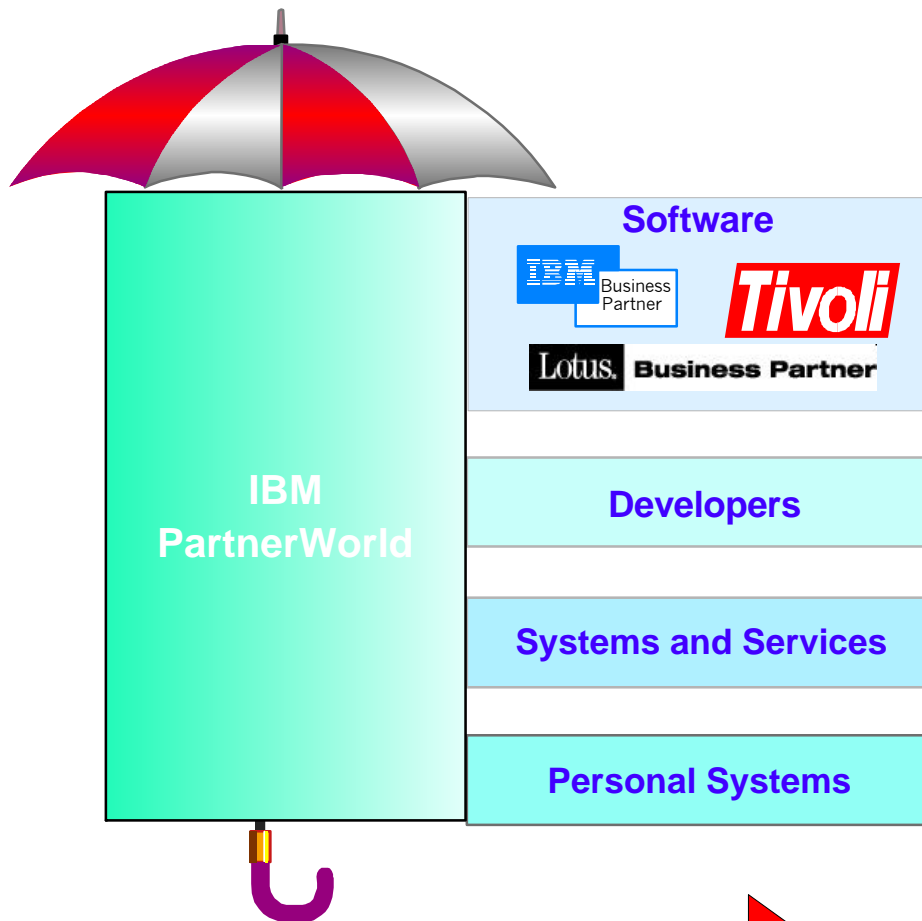# The Promise of PartnerWorld
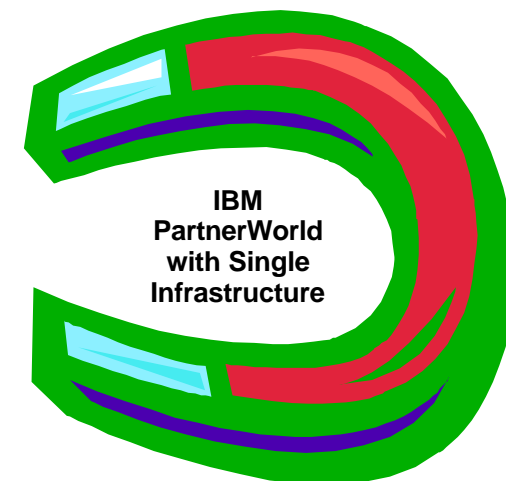
Software

IBM Business Partner

Tivoli

Lotus. Business Partner

IBM PartnerWorld

Developers

Systems and Services

Personal Systems

Increased Commonality & Infrastructure Integration

- ● **Future Direction**
  - ► **Personalized Partner Relationship Management**
  - ► **Industry & Market Segment Alignment**
  - ► **e-business Solutions**

IBM PartnerWorld with Single Infrastructure

"Best of Breed"

Program Objectives

■ **Mission**

– Grow Software and Services Opportunity for Business Partner Community

■ **Strategy**

– *Recruit:*   A team of superior Business Partners to cover Software Solutions

– *Enable:*   Train and educate Business Partners to create a critical mass of skilled providers

– *Engage:*   Link Business Partners to sales opportunities / Software Marketing Programs to generate strong business growth

– *Retain:*

... with High Business Partner & End User Satisfaction

e-business

Lotus

IBM
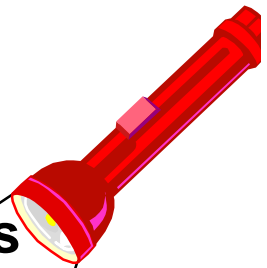
Partner Benefits of combined program

- **Helps you take advantage of IBM investment in brand marketing and e-business opportunity**

- **Offers more choices of benefits that match investment in the various brands**

- **Offers more technical support choices to better match your support needs**

- **Offers improved education and training opportunities to enhance your skills**
  - ★ **Helps you:**
    - ✓ **sell more software**
    - ✓ **reduce operating costs**
    - ✓ **improve profitability**

What's New??

What's New for 2000

- **Single Program infrastructure**
  One set of terms, requirements and benefits based on your software focus area

- **Flexibility - Partner choice in branding**
  with Brand specific requirements

- **Enterprise Relationship - one to many locations**

- **Technical Enablement**
  You Pass/We Pay

- **Simplification: Single Contract, Profile Reporting, no tracks for software program**

What's not
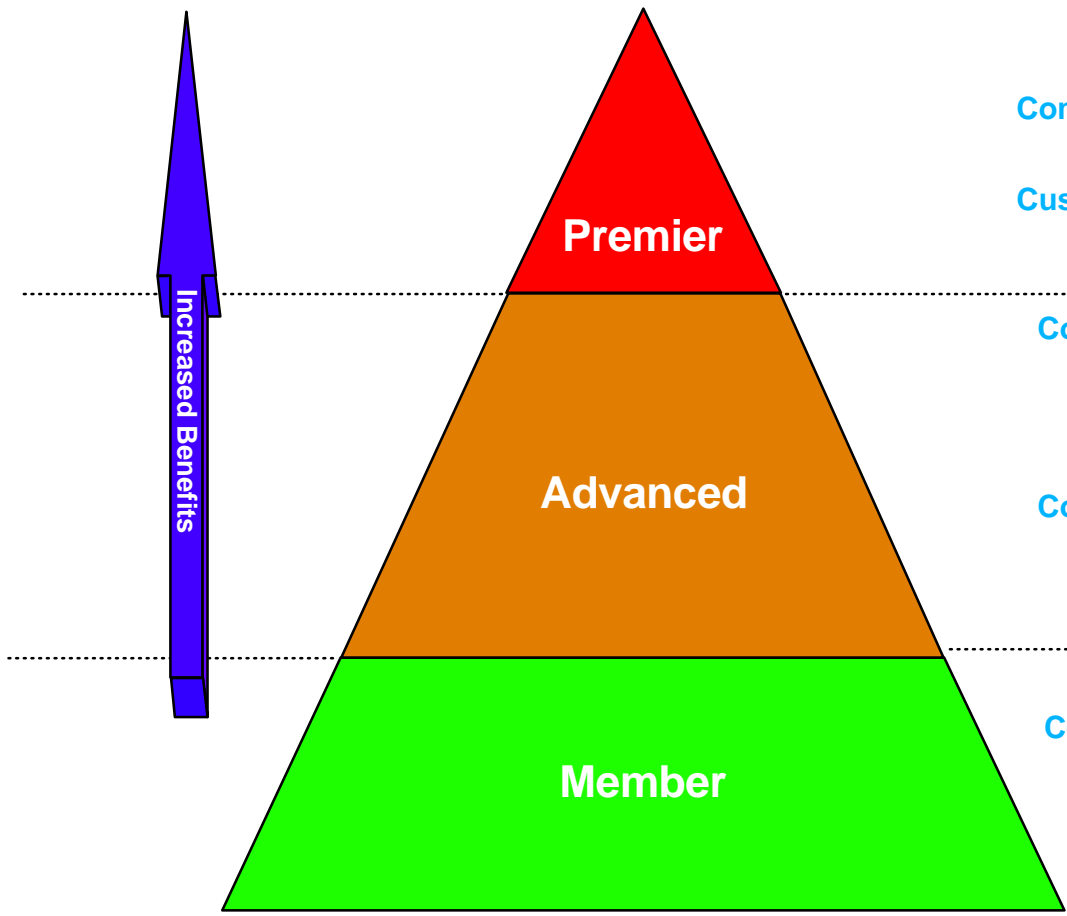
Lotus **Premier Partner**

Lotus **Business Partner**

IBM Business Partner   Premier

IBM Business Partner   Advanced

General Qualification Requirements

Increased Benefits

Premier

Advanced

Member

Contribution
- Annual Sales/Influence Target

Competency
- 2 Technical Certifications
  (or Lotus Product Certifications)
- 1 e-business Sales Certification
- 1 Complementary Certification

Commitment
- Annual Requalification

Customer Satisfaction
- 3 References - WinWires

Competency

- 1 Technical Certification
  or Product Certification
- 1 e-business Sales Certification
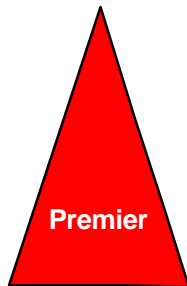
Commitment
- Annual Requalification

Commitment

- Agreement or Contract
- Current Profile Information

Competency Requirements

Partner representation
to End User Customer

Example 1	Example 2	Example 3
• Two IBM Professional Certifications • One e-business Sales Certification • One Complementary Certification (from designated list)	• Two Lotus Professional Certifications/Product Certification • Two IBM Professional Certifications • One e-business Sales Certification	• Two Lotus Professional Certifications/Product Certification • One e-business Sales Certification • One Complementary Certification (from designated list)
IBM Business Partner	IBM Business Partner Lotus Premier Partner	Lotus Premier Partner

Premier

Membership Level

New e-business Curriculum

www.ibm.com/partners/education

- **IBM Certified for e-business - Solution Advisor**
  - QuickStart '99 Application Framework Overview B3002 (1 day) *
    - or
  - Application Framework Overview Self-Study B3000 (6 hours) *
    - and
  - Selling e-business Solutions Workshop (2 days) **
    - and
  - Application Framework Core Sales Class B3004 (3 days) *
  - Test # 810

- **IBM Certified for e-business - Solution Designer ***
  - QuickStart '99 Application Framework Overview B3002 (1 day) *
    - or
  - Application Framework Overview Self-Study B3000 (6 hours) *
    - and
  - Application Framework Technology Workshop B3106 (5 days) *
    - and
  - Application Framework Design Workshop B3206 (5 days) *
  - Test # 811

  *   currently scheduled classes at no charge to Business Partners in 1999
  **   class schedules and tuition fee are under development
  *** Pre-requisite knowledge required - Security, Networking, Java

Enterprise Option

- An administrative convenience available to Premier Partners.
- Available to Partners that have at least one Premier location.
- Requirements:
  - One administrative contact for entire Enterprise
  - Premier requirements must be met in aggregate or by location
- Benefits:
  - Software, Tech Support, Education may be aggregated or may be received at each location.
  - All locations at Premier level
  - Leads process unchanged (Location or site must have a skilled resource to obtain leads)

Questions?

- Does the Enterprise Option meet your needs to manage your partner relationship with IBM/Lotus?
- What types of marketing campaigns do you need us to create to support your business needs? Are SIBs (Seminar in a box) a good vehicle for you to participate in the campaigns?
- What are your top three concerns about the combined IBM and Lotus software program (PartnerWorld for Software)?

Questions? *(continued)*

- What improvements can we make to enhance our relationship management processes with the new integrated IBM and Lotus software program?
- Are the requirements and benefits of the program competitive? How so? How not?
- Would you feel comfortable if we used your customer success stories (Winwires) in marketing campaigns? Should we validate these stories w/customer? How?
- Do you encourage your customers to use Passport Advantage? Why or Why not?

Your Questions.. Issues...

- ????