



*IBM*  
*PartnerWorld for Software*  
Track Guide for 2004

A REFERENCE GUIDE OUTLINING  
THE 2004 CRITERIA AND BENEFITS



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## **Section 1: Overview**

PartnerWorld for Software is a Business Partner program that assists you and other IBM Business Partners around the world in creating revenue and market opportunities, and supports you in delivering e-business solutions. PartnerWorld for Software along with PartnerWorld for Developers; PartnerWorld for Systems and Services; and PartnerWorld for Personal Systems are specialized communities associated with IBM PartnerWorld(TM).

### ***PartnerWorld for Software: The Value in it for you***

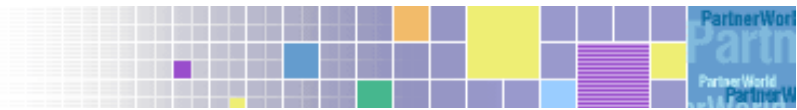
As a participant in the PartnerWorld for Software program (PWSW), you are poised to take advantage of one of the most rewarding Business Partner programs in the industry. PWSW works behind the scenes to help create market opportunities and provide support to make you more successful. We can help you shorten your sales cycle. By continuing to deliver a steady stream of IBM global advertising and co-marketing deliverables, we will help you generate demand and capitalize on the growing opportunities for your services and solutions. We will enable you to go to market faster. We will continue to ensure that you have the range and depth of skills you need, the tools you require, and the technologies to support the solutions and services that your customers demand. And, as your commitment to IBM deepens, you can ascend to higher levels of PWSW and earn more valuable benefits.

### ***Growing markets, increasing opportunities***

As we enter the next generation of e-business, the demand for e-business-related hardware, software and services is greater now than we -- both you and IBM -- can meet alone. Opportunities are richest in Small and Medium Business markets. The total IT industry opportunity for hardware, software and services in Small and Medium Business markets is projected to be \$300 billion in the next three years, according to AMI-Partners market research conducted in 2002, or about 40 percent of the total IT industry opportunity. More specifically, medium-sized business will account for approximately \$150 billion of IT spending globally in the next few years. With more than 400,000 medium businesses around the world, this market is one of the single largest segments in the IT industry.

As a valued participant in PartnerWorld for Software, we will assist you in delivering solutions to Small and Medium Businesses so that you can capitalize on this unprecedented opportunity. We will provide you with unparalleled education and training, along with technical support so you can continue to address opportunities. Indeed, you form the foundation of our go-to-market strategy in this market. The more you invest in your relationship with IBM, the more we depend on you to lead the charge in a huge, untapped universe of opportunity.

### ***IBM Software: An industry-leading portfolio***



The IBM software portfolio is second to none. No portfolio is more robust. None has greater breadth or better performance. So, participating in PartnerWorld for Software helps you achieve greater market potential and more substantial revenue gain. Risk, too, is lower because IBM is strategically positioned to lead for a long time.

Our world-class solutions embrace five key software brands that illustrate the unmatched strength behind IBM and, as a PartnerWorld for Software participant, behind you. These industry-leading brands -- WebSphere, DB2 Data Management, Lotus, Rational and Tivoli -- are among the most widely recognized software brands in the industry. IBM WebSphere has won numerous product awards, including InfoWorld's Reader's Choice for Best Portal Server of the Year. IBM Tivoli Storage Manager won InfoWorld's Reader Choice for Best Enterprise Storage Product. Lotus Sametime 9.7 received the *Smart Computing*, Smart Choice Award. IBM DB2 Database Software won VARBusiness ARC awards in Database Software and voted best overall Database Software.

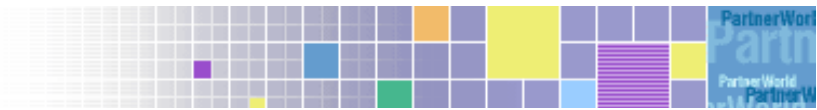
### ***Improving Your ROI and Profitability***

Recently, IBM commissioned Reality Research to identify factors that can help you build your business, increase your profits, and better position you to capitalize on opportunities. The following are the key findings of that research. For additional information, refer to [IBM Business Partner Profitability White Paper](#).

- ✦ **IBM Middleware: A 21X Sales Multiplier** - For every dollar a customer spends on IBM middleware, an additional \$21 is spent by that customer on related software, hardware, and services.
- ✦ **IBM Middleware Drives Services Revenue** - Every dollar in sales of IBM middleware generates nearly \$8 in sales of a Business Partners' services. Considering that sales of services account for 62% of a typical Business Partners' annual revenue, the role of IBM middleware as a services revenue-driver is significant.
- ✦ **More IBM Certifications Lead to Higher Revenue and Profits** - Business Partner organizations with more IBM software certifications report higher revenues and greater profits.
- ✦ **Cross-Selling IBM Middleware Increases Revenue and Profitability** - Business Partner organizations that sell/influence three or more IBM middleware brands also report more than twice the revenue per employee and 36% more in profit per employee than organizations that sell only one IBM middleware brand.
- ✦ **Business Partner ROI: 9 to 1 Investment to Profit Ratio** - Every dollar of investment by a Business Partner into their IBM practice yields \$9 of profit. An average investment of \$179,000 yields close to \$1.7 million in profit.

Together we have laid the foundation for e-business, building the infrastructure, creating confidence in the concept, and delivering technologies and solutions that have made e-business possible and profitable. Tremendous growth and success have been achieved since we joined forces through PartnerWorld for Software. We must continue to work together -- more closely than ever. Our commitment to each other must be deeper and our investment in each other must be richer.

### ***Valuable Rewards***



It's never been more rewarding to participate in PartnerWorld for Software. Support has never been better. Our market leadership is strong and the opportunities we provide access to have never been this vast. And, these aren't the only rewards.

IBM recognizes and rewards Business Partners who deliver outstanding customer solutions in countless other ways. IBM Beacon Awards, for instance, recognize Business Partners who excel in providing superior products, innovation solutions and expert services.

And these are just a few examples of rewards and recognition. Join Partnerworld for Software now and begin reaping the rewards today.

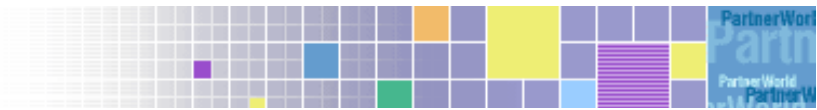
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### **Where to Go for Additional Information:**

Want to learn more about PartnerWorld for Software? All of the information you need is in one place:  
<http://www.ibm.com/partnerworld/software>

For more information on each of the software brands - DB2, Lotus, Tivoli WebSphere, and Rational, please refer to Section 2 of this track guide.

The [“Steps to Success”](#) Guide helps you understand where each of our valuable benefits fits into the sales cycle.



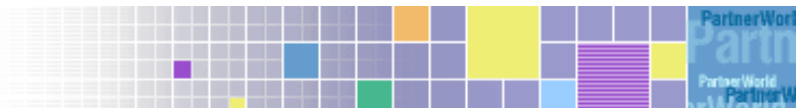
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## **Section 2: IBM Software Portfolio**

### ***Spotlight on DB2, Lotus, Rational, Tivoli, and WebSphere***

IBM's e-business software portfolio is one of the broadest and most widely recognized families in the industry. It embraces five powerful brands--DB2 Information Management, Lotus, Rational, Tivoli, and WebSphere--that assist your customers in building, executing and running e-businesses, and profiting from the solutions you provide.

Following is a brief overview of the brands that comprise IBM's software portfolio.



## **DB2 Information Management Software - Leveraging Information**

### **DB2 Data Management Software**

As the foundation for e-business, DB2 product family software is the industry's first multi-platform multimedia,

Web-ready relational database management system, strong enough to meet the demands of large corporations and flexible enough to serve medium-sized and small e-businesses. More than 60 million DB2 users from over 300,000 companies worldwide rely on DB2 Information Management Software solutions.

#### **1. The IBM DB2 Business Intelligence Solution**

IBM delivers powerful DB2 Business Intelligence software to provide a fast, scalable database built for today's complex query requirements; integrated, easy-to-use data warehousing tools to get started quickly; and industry-leading analytical tools to gain the insights that can make a difference to the bottom line.

#### **2. IBM DB2 Content Manager Solutions**

The IBM Content Manager portfolio provides the enterprise content management infrastructure to manage the full spectrum of digital information. Large collections of scanned images, facsimiles, electronic office documents, XML and HTML files, computer output, audio, and video can be stored and accessed. Integrating content with line of business, customer service, ERP, digital asset management, distance learning, Web content management or other applications can accelerate benefits across the enterprise.

#### **3. IBM Informix Solutions**

IBM Informix information management solutions are open, scalable, manageable, and fully extensible — providing the kind of flexibility that is essential for growing organizations. From data warehousing, analysis and decision support, to Web content delivery, IBM Informix products are engineered to enable today's businesses to efficiently manage any kind of information, anywhere, and at any time.

#### **4. IBM DB2 Information Integration Solutions**

DB2 Information Integrator Solutions address customer requirements for integrating structured, semistructured and unstructured information efficiently and effectively. These products provide a foundation for a strategic information integration framework to help access, manipulate, and integrate diverse, distributed and real-time data.

#### **Helpful Web sites**

IBM Data Management Channels:

[www.ibm.com/software/data/channels](http://www.ibm.com/software/data/channels)

IBM DM Education, Certification, and Technical Specialties:

[www.ibm.com/software/data/channels/education.html](http://www.ibm.com/software/data/channels/education.html)

To find data management case studies, visit the Data Management Web site:

<http://www.ibm.com/software/data/solutions>

DB2 Data Management Web site:

[Http://www-3.ibm.com/software/data/db2](http://www-3.ibm.com/software/data/db2)



## Lotus

### **Lotus** software

[Lotus](#) provides collaborative e-business offerings that bridge the gap between people and knowledge, and maximize investments in existing technology. Lotus delivers a competitive advantage by securely bringing together people and information with collaboration, learning and

knowledge-enabling software. Backed by IBM's extensive service and support network and expertise, Lotus offers a robust portfolio of modular and standards-based software that easily integrates with other applications and operates across a variety of platforms. Lotus' distinctive solutions optimize the human interactions that support an organization's business transactions and internal processes.

#### *1. Lotus Workplace product family*

Lotus Workplace is a new family of integrated collaborative applications based on open standards. Users can easily access collaborative applications such as email, calendaring, instant messaging, Web conferencing, team spaces, document and Web content management and learning in the context of the work they're doing, all through a single, simplified user interface. The results can include improved responsiveness and business productivity. The collaborative capabilities are modular and can be applied as needed to fit specific industry or business needs.

#### *2. Notes and Domino product family*

With Release 6.5.1 of the IBM Lotus Notes and Domino family of products, Lotus continues to deliver proven world-class messaging and collaboration, within a rich workplace experience. Lotus Notes and Domino 6.5 bring together key elements necessary to maximize collaboration and human interaction. This helps reduce total cost of ownership, while delivering best-of-breed reliability, productivity, reusability, flexibility, and market-leading security.

#### *3. IBM Websphere Portal*

The IBM WebSphere Portal offerings provide a single interface for integrated access to relevant content, applications, processes, experts and information so employees, partners and customers can do business more effectively with a secure, customizable, roles-based user experience. Integrated advanced collaboration features enable users to work together more efficiently via instant messaging, Web conferencing and online team workplaces using either Lotus Domino or Lotus Workplace software.

Visit the [Lotus Web site](#) for information on the exciting new releases of Notes and Domino 6.5.1 and watch for news on the upcoming launch of Workplace 2.0 products.

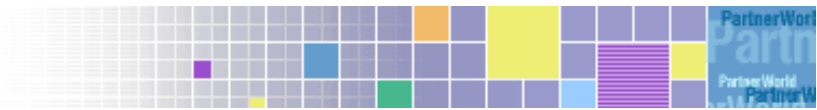
#### **Key Lotus Software Web sites:**

Lotus Education, Certification, and Technical Specialties: [www.ibm.com/lotus/home.nsf/welcome/education](http://www.ibm.com/lotus/home.nsf/welcome/education)

Sales and Marketing Kits:

<http://partnerinfo.software.ibm.com/smi13.nsf/webproductus?OpenView&count=500>





## **Rational**

Rational Software from IBM helps organizations create business value by improving their software development capability. The Rational software development platform integrates software engineering best practices, tools and services. With it, organizations thrive in an on demand world by being more responsive, resilient and focused. Rational's standards-based, cross-platform solution helps software development teams create and extend business applications, embedded systems and software products.



This software helps organizations create business value by improving their software development capability. Software development competency is essential to build and evolve the software ecosystem that powers an on demand world; applications that create strategic advantage, adapt quickly to changing business needs, and provide high levels of reliability and scalability.

To achieve this end, Rational's integrated software engineering best practices, tools, and services provide a complete foundation for successful software development. This platform fundamentally improves the way organizations build software. It encourages teams to:

- Adopt iterative development practices that reduce project risk
- Focus on architecture, to develop more resilient systems that adapt more quickly to changing business needs
- Effectively manage change and protect critical strategic assets

The result? A more proficient software development organization, and a more responsive, resilient and focused business that can thrive in an on demand world.

For more information about Rational, visit the Web site:  
[ibm.com/rational](http://ibm.com/rational)

Please note: With the recent adoption of Rational into the IBM Software portfolio, PartnerWorld for Software is working to ensure Rational content will be available in its benefits. However, Rational is not currently represented in all software brand-related benefits.



## Tivoli

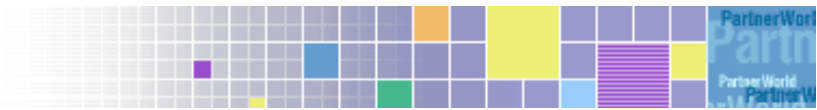
**Tivoli** software

In the time it takes to read this paragraph, [Tivoli](#) management software can distribute a software upgrade to thousands of computers on a single network, check each one for viruses and security breaches, and keep tabs on hundreds of other critical applications. All over the world, businesses use Tivoli products and services to efficiently run and operate their organizations. These businesses recognize that to make their organizations grow in today's competitive marketplace, where there are more choices and less money to be spent, solutions must be simple, seamless, and easy to install.

Tivoli products lower IT costs and provide greater productivity and flexibility across the enterprise to ensure growing, competitive companies the ability to rapidly add new applications, new systems, and new networks. Keeping these processes secure, reliable, accessible, and efficient is the challenge that Tivoli has met since 1989 when they developed the industry's first end-to-end technology management solutions. Tivoli's award-winning software makes it easy to manage hundreds of thousands of separate devices without sacrificing productivity, security, or performance. Tivoli solutions are built from the ground up to be flexible, reliable, scalable and quickly deployed to keep up with the ever-changing, unpredictable advances in technology.

Tivoli Business Partners, with the world's leading system and application vendors, are providing our customers with the ability to choose from hundreds of best-of-breed solutions which can leverage the common Tivoli management architecture. From e-mail systems to e-business initiatives, Tivoli is making technology management a more efficient, more versatile, more effective tool of business. Our powerful products, services, and programs, along with a strongly leveraged working relationship with IBM puts Tivoli in a market leadership position with the global resources to help companies all over the world reach new levels of success.

For more information about Tivoli Solutions, visit the Web site:  
[www.tivoli.com](http://www.tivoli.com)



## WebSphere

[WebSphere](#) is the infrastructure platform for the on demand world.

### **WebSphere.** software

Providing comprehensive e-business leadership, IBM WebSphere enables you to rapidly develop and deploy solutions, giving your customers the flexibility and agility needed to respond quickly to their business needs and challenges. By building and/or deploying your solutions on the WebSphere platform, you reduce development costs. With WebSphere, both you and your customers will be able to:

- ✎ increase operational efficiencies;
- ✎ adapt quickly to shifting customer and market demands;
- ✎ connect applications with processes across the entire value chain;
- ✎ strengthen customer loyalty and increase retention;
- ✎ integrate disparate systems across and beyond the enterprise; and
- ✎ drive greater ROI.

IBM WebSphere has the market and technology leadership, expertise, capabilities and solutions to help customers meet the challenges of evolving business environments and to embark on the transformation to on demand.

IBM WebSphere delivers an end-to-end, on demand e-business platform that assembles the critical components to put you in control of your business -- where your business needs drive your IT priorities! It allows you to rapidly build, deploy and integrate applications and processes to handle external threats and leverage new market opportunities. IBM WebSphere helps customers with the industry's widest range of solutions across several key focus areas: Foundation & Tools, Business Portals, Business Integration and Transaction Servers & Tools.

The WebSphere software platform closes the gap between business strategy and information technology, allowing you to create and operate a dynamic on demand e-business. Explore [WebSphere](#) to discover how each focus area can help power your business and drive your success.

For more information about WebSphere software and solutions, visit:

[www.ibm.com/software/websphere](http://www.ibm.com/software/websphere)

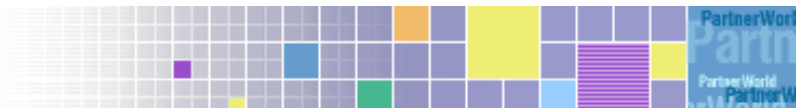


## Section 3: Membership Requirements

PartnerWorld for Software is built on an investment model--that is, the more you invest in your relationship with us, the more you can gain. With this in mind, three levels of participation are supported: Member, Advanced and Premier. Each level is distinguished by unique membership criteria. These criteria include Commitment, embracing business relationship and annual requalification and Competency, which looks at the skilled individuals in your firm. Membership level is achieved on a country enterprise basis, which means Business Partners with multiple locations within a country can aggregate their achievements towards program level across all locations within a country.

### 2004 Criteria for PartnerWorld for Software Membership

Criteria Category	Member	Advanced	Premier
<i>Commitment -- Business Relationship</i>	<ul style="list-style-type: none"> <li>✍ Current profile</li> <li>✍ Acceptance of PartnerWorld Agreement</li> <li>✍ Business Contact name and e-mail address</li> <li>✍ Annual requalification</li> </ul>	<ul style="list-style-type: none"> <li>✍ Current profile</li> <li>✍ Acceptance of PartnerWorld Agreement</li> <li>✍ Business Contact name and e-mail address</li> <li>✍ Annual requalification</li> </ul>	<ul style="list-style-type: none"> <li>✍ Current profile</li> <li>✍ Acceptance of PartnerWorld Agreement</li> <li>✍ Business Contact name and e-mail address</li> <li>✍ Annual requalification</li> </ul>
<i>Competency -- Skilled Individuals</i>	Not applicable	<p><b><u>3 Skilled Individuals</u></b></p> <ul style="list-style-type: none"> <li>✍ 2 technical certifications</li> <li>✍ 1 sales skill/certification</li> </ul>	<p><b><u>8 Skilled Individuals</u></b></p> <ul style="list-style-type: none"> <li>✍ 5 technical certifications (1 Complementary technical certification or skill is accepted)</li> <li>✍ 3 sales certifications/skills (1 Complementary sales certification or skill is accepted; see page 15)</li> </ul>



## Membership Requirements Definitions

The following defines the criteria categories and other requirements associated with joining PartnerWorld for Software. As membership in PartnerWorld for Software is based upon a company's presence within a country, Business Partners can aggregate their skills and certification across all locations within a country to meet the requirements for program level.

### ***Requirements for Member, Advanced and Premier Levels: COMMITMENT***

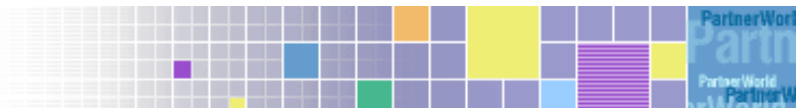
Member level participation in PartnerWorld for Software can be achieved immediately once criteria are met and your application is approved. This includes providing a current Business Partner profile along with accepting the PartnerWorld agreement.

### ***Commitment Requirements***

- ✍ **Membership Agreement:** You must sign the PartnerWorld Agreement to meet the entry requirements. Failing to meet these commitments could result in termination from PartnerWorld for Software. You are also expected to conduct your business in a professional way that does not adversely affect IBM's reputation and goodwill. To do otherwise could result in termination. A copy of the PartnerWorld Agreement is available on the PartnerWorld for Software Web site.
- ✍ **Member Profile:** It is imperative that IBM maintains current and accurate information, including skills on each software Business Partner, to facilitate proper communications, lead referrals, and other critical contacts. The Member Profile is a required part of the Membership Application process to join the program and must be updated at least annually. However, you are urged to keep your company profile information current at all times.
  - ✍ Each Business Partner may have one or more Authorized Profile Administrators (APA) for their country-based membership profile. The APA is responsible for completing their company's profile information and providing ongoing maintenance on the profile. APA responsibilities include:
    1. granting other employees access to the update the company's profile
    2. granting other employees access to the entitled Web site for PWSW
    3. authorizing employees to order or download software
    4. authorizing other employees to order the Value Package
    5. granting APA access to others at either the headquarters level or the location level.
  - ✍ For companies who have more than one location within a country: As membership within PartnerWorld for Software is based on a country (versus location) level, one profile--the headquarters profile--will be maintained for each company within a country. Multiple company locations within a country can be recognized in the headquarters profile. The required APA at the headquarters level may assign APA access to individuals at the location level. In this instance, the location-based APA, in addition to the headquarters APA, will be able to update the information associated with the location. The APA may also assign APA access to others at the headquarters level. In this instance, the additional APA will be able to update information associated with both the headquarters and additional locations.



✎ Business Contact E-mail Address: You must provide a valid e-mail address for your Business Contact to participate in PartnerWorld for Software.



## Competency Requirement for Advanced and Premier levels only:

Professional certification provides a method for you to validate your skills and demonstrates the credibility needed to sell and support IBM software solutions. PartnerWorld for Software recognizes the value of professional certification and uses certification as a requirement to participate at the Advanced and Premier levels.

Skills requirements must be met by separate individuals in your firm in order to qualify at Advanced or Premier levels. Advanced level participation requires that you have three skilled individuals on staff. This includes two individuals with technical certifications along with one person possessing a sales skill or certification. At the Premier level, you must have eight skilled individuals on staff, including three individuals with sales skills or certifications and five with eligible technical certifications. Sales skills can include the e-business Solution Advisor certification or the mastery test associated with an IBM Software 201 sales class.

Business Partner locations must maintain the certifications required for their selected membership level and will be required to requalify on an annual basis. Advancement to a higher program level is dependent upon meeting all of the requirements of those levels.

- ⌘ *Technical Certification:* Refers to certification held by individuals on designated software products. Typically, the skills validated cover installation, setup, integration, architecture and support. For a list of accepted technical certifications, refer to Web site: [ibm.com/partnerworld/software](http://ibm.com/partnerworld/software), Select Training and Certification > Skills planning > Accepted and complementary certifications.
- ⌘ *Sales Skill and Certification:* We continue to count the IBM Certified for e-business Solution Advisor certification, and we have added sales skills qualifications on WebSphere, DB2 Data Management, Lotus, and Tivoli. This certification and these sales skills satisfy the sales competency requirement for achievement of Premier and Advanced levels.
- ⌘ *Sales Skills:* Qualifying sales skills are achieved by passing a Sales Mastery test, which validates the ability to identify a qualified opportunity, gather customer information, design the solution and advance the sale of the specific brand and product solutions. Specific classes for each sales skill area--WebSphere, DB2 Data Management, Lotus, and Tivoli --are offered and strongly recommended as preparation for the Sales Mastery test. For a list of eligible sales skills, refer to: [ibm.com/partnerworld/software](http://ibm.com/partnerworld/software) Select Training and Certification > Skills planning > Accepted and complementary certifications
- ⌘ *IBM Certified Advisor for e-business - Solution Advisor:* You should invest in the IBM Certified Advisor for e-business - Solution Advisor certification. It demonstrates that you have the ability to engage customers, develop strategic e-business visions, translate customer requirements into e-business opportunities and manage your customer relationships. Knowing how to see an e-business solution requires much more than sales know-how. You also need to have a solid grasp of how e-business solutions are built and key products that comprise a successful e-business solution. The e-business -



Solution Advisor certification focuses on the framework of e-business solutions. The required e-business sales certification is the “e-business - Solutions Advisor” certification. Refer to:  
[ibm.com/software/ebusiness/certification](http://ibm.com/software/ebusiness/certification)

☞ *Complementary Technical and Sales Certifications/Skills:* PartnerWorld for Software recognizes selected complementary certifications and skills that have been found beneficial to IBM’s overall business interest. These certifications and skills may not necessarily be a core skill competency for a Software Business Partner, but are relevant in helping deliver the solutions / sales critical to the Business Partner’s business model. Complementary certifications may include industry certifications from other vendors.

The only complimentary sales skill/certification accepted is the Linux Solutions Sales Professional.

For lists of accepted complementary technical certifications and skills, refer to:

[ibm.com/partnerworld/software](http://ibm.com/partnerworld/software)

Select Training and certification > Skills planning > Accepted and complementary certifications.







## Section 4: Benefit Offerings Overview

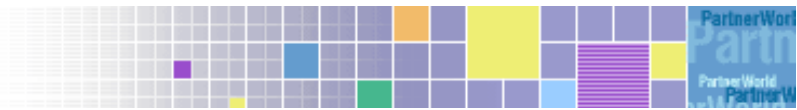
As a participant in PartnerWorld for Software, you have access to both no-cost benefits and a bundle of fee-based benefits known as the "Value Package for Software." No-cost benefits are primarily self-help information and support and are delivered electronically. Fee-based benefits are bundled into the Value Package for Software, a composite of benefits such as "demo and evaluation" software, "run your business" software, education reimbursements (i.e., We Pay Offerings), technical support, and marketing and sales support. It is highly recommended that all Business Partners purchase the Value Package for Software. Value Package benefits are differentiated by membership level.






PartnerWorld for Software benefits are provided in the following seven categories:

- ✍ **Marketing and Sales Support**
- ✍ **Software**
- ✍ **Education and Certification**
- ✍ **Technical Support**
- ✍ **Incentives**
- ✍ **Financing**
- ✍ **Relationship Support**

The following tables indicate the benefits offered inside each category. In addition, some offerings are marked as "separately priced." This includes education offerings since there is a cost associated with each class. Also, certain education offerings may be eligible for reimbursement under We Pay Offerings. Notations include:

- ✍ x denotes a free benefit
- ✍  Key Symbol denotes a benefit available within the chargeable Value Package for Software
- ✍ \*  denotes benefit for which an accepted technical certification is required at Member level



Benefit offerings: <i>Marketing and Sales Support</i>	PartnerWorld Membership		
	Member	Advanced	Premier
<b><i>Naming and Emblems</i></b>			
IBM Software Brand Marks (**)	X*	X	X
IBM Business Partner Title	X	X	X
IBM Business Partner Emblem and Plaque		X	X
IBM e-business logo		X	X
IBM e-business mark		X	X
<b><i>Sales Tools</i></b>			
Sales and Marketing Kits	X	X	X
Harmony Cross Selling Pairings	X	X	X
Executive Assessment Overview	X	X	X
Executive Assessment Tools			
IBM Profiler for e-business	X	X	X
e-business Collaboration Tool	X	X	X
Competitive Advisor Tool		X	X
IBM Executive Briefing Centers			
Software Solution Demos	X	X	X
<b><i>Marketing Tools</i></b>			
Direct Marketing how-to guide	X	X	X
Seminar and Events how-to guide	X	X	X
Telemarketing how-to guide	X	X	X
Campaign Designer (Where Available)	X	X	X
Campaign Designer Marketing Link	X	X	X
Co-Marketing Materials	X	X	X
Press Release Support (Where Available)			
<b><i>Connecting Business Partners to Business Partners</i></b>			
Business Partner Connections - Listing - Search - Tools - Networking Events	X* (for Listing)	X	X







x denotes a free benefit.

Key symbol denotes a benefit available within fee-based Value Package for Software.

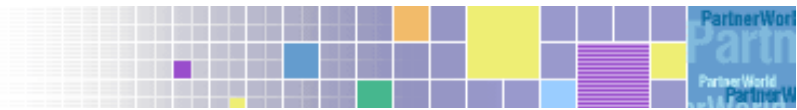
\* denotes a benefit available at Member level once one accepted technical certification is attained.




(\*\*) An accepted technical certification in a brand is required for use of that brand mark.



Benefit offerings: <u>Software</u>	PartnerWorld Membership		
	Member	Advanced	Premier
<u>Software</u>			
Demo & Evaluation Software			
Run Your Business Software	 *		

Key symbol denotes a benefit available within fee-based Value Package for Software.  
 \* denotes a benefit available at Member level once one accepted technical certification is attained.

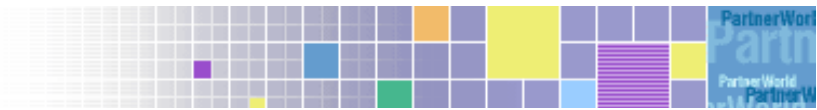


Benefit offerings: <i>Education and Certification</i>	PartnerWorld Membership		
	Member	Advanced	Premier
<b><i>Skills Planning</i></b>			
Certification/Education Roadmaps	X	X	X
Sales Education and Sales Mastery Test Information	X	X	X
Education Schedules	X	X	X
<b><i>Discounted Education</i></b>			
Business Partner Discount (up to 25%)	X	X	X
Education Discount Card (Where Available)	Separately Priced	Separately Priced	Separately Priced
Lotus Training Materials Discount (up to 30%)	X*	X	X
<b><i>Tuition/Test Reimbursement</i></b>			
We Pay Offerings	 *		
<b><i>Sales Education</i></b>			
Web-based Brand Tools and Guides to Selling IBM Software	X	X	X
e-Business Sales Education	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)
DB2, Lotus, Tivoli, and WebSphere Sales Education	X	X	X
<b><i>Technical Education</i></b>			
Product Courses	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)
<b><i>Distance Learning</i></b>			
PartnerWorld University	X	X	X
Computer Based Training (CBT)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)
<b><i>Business/Executive Education</i></b>			
Business Partner Executive Institute (BPEI)	Separately priced	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)

x denotes a free benefit.

Key symbol denotes a benefit available within fee-based Value Package for Software.

\* denotes a benefit available at Member level once one accepted technical certification is attained.

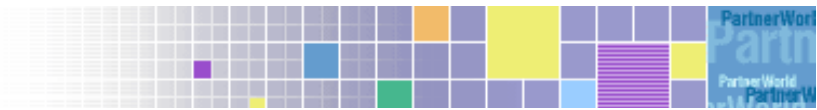


Benefit offerings: <i>Technical Support</i>	PartnerWorld Membership		
	Member	Advanced	Premier
<i>Web Support</i>			
Self-help Technical Support	X	X	X
Web-Based Solution Integration and Implementation Support			
- Question and Answer Forums (Remote forum support)	*		
- Private Question and Answers (Remote e-mail support)			
IBM Software Support - Secured Content Access			
<i>Voice Support</i>			
PartnerLine/Techline - Technical Sales			
Solution Integration and Implementation Support			
Solution Assurance Assistance			
<i>On-site Support</i>			
Technical Mentoring - Large/complex opportunity			
Critical Implementation Support - Large/complex opportunity			
<i>Technical Tools</i>			
IBM Solutions Builder Express Portfolio	X	X	X

x denotes a free benefit.

Key symbol denotes a benefit available within chargeable Value Package for Software.

\* denotes a benefit available at Member level once one accepted technical certification is obtained.



<b>Benefit offerings:</b> <b><i>Incentives</i></b>	<b>PartnerWorld Membership</b>		
	<b>Member</b>	<b>Advanced</b>	<b>Premier</b>
Passport Advantage Participation	X	X	X
Value Advantage Plus (VAP) Initiative	X	X	X
Top Contributor Initiative for Software Resellers (TCI)		X	X

<b>Benefit offerings:</b> <b><i>Financing</i></b>	<b>PartnerWorld Membership</b>		
	<b>Member</b>	<b>Advanced</b>	<b>Premier</b>
IBM Global Financing	X	X	X

<b>Benefit offerings:</b> <b><i>Relationship Support</i></b>	<b>PartnerWorld Membership</b>		
	<b>Member</b>	<b>Advanced</b>	<b>Premier</b>
<b><i>Membership Support</i></b>			
PartnerWorld Contact Services Hotline/PartnerLine	X	X	X
PartnerWorld for Software Web site	X	X	X
Welcome Kits	X	X	X
PartnerWorld for Software Track Guide	X	X	X
Business Partner Communications	X	X	X
Global Profile Management	X	X	X
<b><i>Special Events</i></b>			
IBM PartnerWorld Event		Separately Priced	Separately Priced
<b><i>Recognition</i></b>			
Eligibility for Beacon Awards and Regional Recognition Awards		X	X

x denotes a free benefit.

Key symbol denotes a benefit available within fee-based Value Package for Software.

\* denotes a benefit available at Member level once one accepted technical certification is obtained.



## **Section 5: Value Package for Software and IBM Software Access Option - Fee-based Benefits in 2004**

### **VALUE PACKAGE FOR SOFTWARE**

As a participant in IBM PartnerWorld for Software, you have an opportunity to build on an already rich set of no-charge benefits available from IBM by purchasing a Value Package for Software. This package includes education reimbursement, technical support, IBM software, and marketing and sales benefits. It is designed to supply you with access to the fundamental benefits necessary for success as an IBM Business Partner. The aim is to provide the education, technical support, software, and marketing and sales support you need to help you build your skills, bring your products and solutions to market quicker, and achieve your business profitability objectives more effectively.

The Value Package for Software reflects PartnerWorld for Software's investment-based structure. Contents are defined by the level at which you participate in PartnerWorld for Software. Higher value benefits are provided to Business Partners participating in PartnerWorld for Software at higher levels.

The Value Package for Software is available for \$2000 USD/ year to all levels of PartnerWorld for Software Business Partners. A Value Package is valid for the company that purchased the benefit package for one year from the date of purchase.

### **IBM SOFTWARE ACCESS OPTION**

The IBM Software Access Option (SAO) offers a subset of some of the software benefits that are included in the Value Package. It does not include any of the education, technical support, and marketing and sales benefits that are available in the Value Package. It is available for \$795 USD/year to all levels of PartnerWorld for Software Business Partners. Business Partners may purchase either the SAO or the Value Package for Software, but not both. Therefore, it is important to understand the differences between the two packages.

The following tables lists all benefits available within the Value Package for Software and the Software Access Option in 2004.

If any authority imposes a duty, tax, levy, or fee, excluding those based on IBM's net income, upon any transaction, then you agree to pay that amount. IBM reserves the right to alter or withdraw the Value Package and/or the IBM Software Access Option at any time. Any changes will noted be on the PartnerWorld for Software Web site.



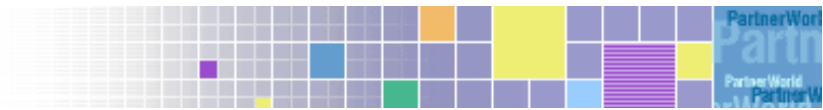
**VALUE PACKAGE FOR SOFTWARE**

PARTNERWORLD FOR SOFTWARE	BENEFITS PROVIDED THROUGH PURCHASE OF VALUE PACKAGE IN 2004 (SEE SECTION 7 FOR BENEFITS DEFINITIONS)		
	Member	Advanced	Premier
<b>SOFTWARE</b>			
<b>Software/Technology</b>			
☞ Demo & Evaluation SW (NFR) - Electronic SW download - CD Media	X <sup>(1)</sup>	X <sup>(1)</sup>	X <sup>(1)</sup>
☞ Run Your Business SW	X <sup>(2)</sup>	X	X
<b>EDUCATION</b>			
<b>Enablement/Education</b>			
☞ "We Pay" Offerings: reimbursement for selected technical, sales, business education	X <sup>(2)</sup>	X	X
<b>TECHNICAL SUPPORT</b>			
☞ Technical Sales Support (TechLine)	X	X	X
☞ Web- and Voice-based Solution Integration and Implementation Support	X <sup>(2)</sup> (Web only)	X (Voice and Web)	X (Voice and Web)
☞ IBM Software Support - Secured Content Access	X	X	X
☞ Technical Mentoring		X	X
☞ Critical Implementation Support			X
☞ Solutions Assurance Assistance			X
<b>MARKETING &amp; SALES SUPPORT</b>			
☞ Executive Assessment Tools	X	X	X
☞ Use of IBM Executive Briefing Centers			X
☞ Press Release Support (Where available)			X

(1) Distribution costs will apply to CD orders.

(2) Members must have an accepted technical certification to qualify for this benefit.





**IBM SOFTWARE ACCESS OPTION**

PARTNERWORLD FOR SOFTWARE	BENEFITS PROVIDED THROUGH PURCHASE OF IBM SOFTWARE ACCESS OPTION IN 2004		
	Member	Advanced	Premier
<b>SOFTWARE</b>			
<b>Software/Technology</b>			
⌘ Demo & Evaluation SW (NFR) - Electronic SW download - CD Media	X*	X*	X*

\* Distribution costs will apply to CD orders.



## **Section 6: Benefit Descriptions**

Benefit offerings described in this section may be delivered differently or may not be available in your country.

### **MARKETING AND SALES SUPPORT OFFERINGS**

PartnerWorld for Software marketing and sales support is designed to help you gain access to exciting new markets and profitable opportunities by:

- ✎ Creating awareness of IBM software solutions including DB2 Data Management, Lotus, Tivoli, Rational and WebSphere
- ✎ Providing a wide array of services, tools, and resources to aid you in developing strong marketing and sales plans
- ✎ Helping you team with other Business Partners
- ✎ Helping you generate opportunities

### ***Naming & Emblems***

PartnerWorld for Software enables you to derive greater value from your relationship with IBM by providing easy access to naming and emblem usage materials. You can identify yourself as an IBM Business Partner and take advantage of the value and name recognition that accompany your relationship with IBM.

#### ✎ IBM Software Brand Marks

Business Partners who have an accepted technical certification in an IBM Software brand can use that brand's mark for their marketing and sales efforts. These marks enable you to associate your company's offerings with IBM software in your communications and marketing activities.

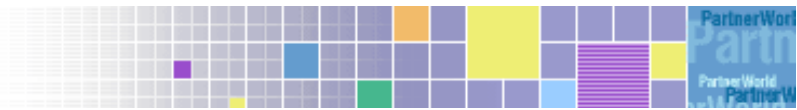
#### ✎ IBM Business Partner Title

This designation, familiar industry-wide to customers and other Business Partners, is reserved for those who meet the criteria and qualifications at the Member, Advanced and Premier levels. The naming structure is as follows:

- Premier Level: IBM Premier Business Partner
- Advanced Level: IBM Advanced Business Partner
- Member Level: IBM Business Partner

#### ✎ IBM Business Partner Emblem and Plaque

The IBM Business Partner emblem comprises two interlocking fields, "IBM" and "Business Partner," which represents our mutual dedication to the customer and IBM's commitment to you. A Business Partner qualification package is provided and includes items such as the IBM Business Partner Program Emblem Usage Guidelines, softcopy emblem, and an IBM Business Partner Emblem plaque for display in your office. The IBM Business Partner emblem artwork is also available electronically on the IBM PartnerWorld Web



site at: [www.ibm.com/partnerworld](http://www.ibm.com/partnerworld). Only Business Partners who have achieved Advanced or Premier status are authorized to represent themselves with the IBM Business Partner Emblem.

## ✍ IBM e-business Logo

In October of 1997, IBM introduced the concept of "e-business" to the world with the launch of e-business advertising and an e-business Internet site. It serves as an umbrella for positioning our breadth of offerings, and for positioning IBM, IBM companies and our Business Partners, as the leaders in providing advanced Internet solutions.

The IBM e-business logo functions as a distinctive unifying visual element that can be used in e-business communications to support this focused positioning. The color of the e-business logo is red, which was chosen for emphasis and contrast, giving this new identity a distinctive and dynamic character. The e-business logo may be included in qualified communications about e-business or on materials developed to promote e-business enabling offerings.

## ✍ IBM e-business Mark

You can nominate your qualified e-business sites to host "the IBM e-business Mark" as a symbol of e-business solutions at work. You may nominate either your own sites or customer sites. To grow the e-business industry, IBM is allowing the IBM brand and e-business trademark to be used by qualified customers in the largest branding initiative ever undertaken.

The e-business Mark is intended to mean that a site is conducting e-business, is using IBM products or services, and that these products and services can be used to help make the site more reliable, scalable or secure. The specific qualifications can be viewed at:

[http://www-1.ibm.com/partnerworld/marketing/pmrktng.nsf/weblook/emark\\_criteria.html](http://www-1.ibm.com/partnerworld/marketing/pmrktng.nsf/weblook/emark_criteria.html)

## **Sales Tools**

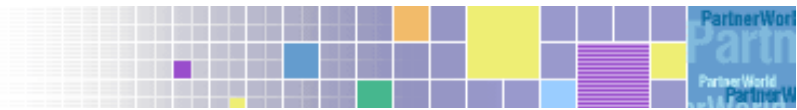
PartnerWorld for Software provides you with easy access to invaluable sales tools that can improve your productivity and help you sell or consult on the sale of e-business solutions.

## ✍ Sales and Marketing Kits

Shorten

the sales cycle, find selling and marketing materials to help generate leads, and get quick answers to customers' and prospects' questions about IBM's top software, using sales and marketing kits available on the web. You'll find everything you need for customer calls, seminars, and marketing campaigns.

Do your research using quick reference guides, white papers, and announcement letters for products, offerings, and solutions; learn about complementary products for up-selling and cross-selling; address your customers' concerns with ROI information, competitive comparisons, and technical specifications; show your customer how the software works using demos and screen captures; copy and paste descriptions, selling messages, or testimonials into your own deliverables; and find customer-ready materials such as presentations, brochures, and spec sheets. Information from all IBM software brands--all in one



place--helps you increase profits by selling solutions, not just products! Business Partners conveniently access sales and marketing kits through the PartnerWorld for Software Business Partner Zone:  
[ibm.com/partnerworld/software/zone](http://ibm.com/partnerworld/software/zone)

## ✎ Harmony Cross Selling Pairings

Harmony Pairings are likely combinations of software products that can be sold together to increase your cross-brand software revenue opportunities. You can target your customer prospects with a lead offering based on their business needs and add on additional software products based on the "harmony pairings" that together address your customers' needs. A list of Harmony Pairings can be found on the PartnerWorld for Software Business Partner Zone, under the Selling Resources category.

## ✎ Executive Assessment Overview

The Executive Assessment Overview is available to all PartnerWorld for Software participants. The Overview is a text-based document that is intended to provide you with a basic understanding of Executive Assessment. Access to the actual tools, solution modules, audio and visual training materials, and marketing materials are included in the Executive Assessment Tools Value Package benefit. For details, see below.

## ✎ Executive Assessment Tools

Executive Assessment is a tested and proven consultative selling tool that can help you identify prospects and gather the information you need to build a business case, present a proposal, and close new business. Executive Assessment enables you to earn services fees while working with your prospect.

Training tools consist of a Standard Executive Assessment and Solution Modules. Together, these tools provide what's needed to build a compelling business case. The Standard Executive Assessment provides tools and templates that teach you about performing on a consulting engagement. Solution modules supply an array of information, including materials covering IBM-related solution content, value propositions, industry trends, frequently asked questions and checklists. The Executive Assessment maps out a step-by-step sales process that is *dynamic* and that addresses the changing concerns of your client as you move them through the buying cycle. Over twenty modules are currently available for WebSphere, Lotus, DB2, Tivoli, Linux and Solutions Builder Express Portfolio midmarket solutions.

## ✎ IBM Profiler for e-business

The IBM Profiler for e-business is a consultative sales tool that helps you shorten the sales cycle by enabling you to rapidly qualify leads and drive additional e-business revenue by identifying new business opportunities. The IBM Profiler for e-business: identifies the customer's state of e-business adoption by business unit; provides industry and geographic comparisons; and creates a customizable set of recommendations, collateral, and proof points. The Profiler is designed to help you assess the prospective customer's state in the sales cycle. By contrast, the Executive Assessment Tool helps you to conduct a fee based consulting engagement and comprehensive proposal for your prospect. The Executive Assessment is a strong "next step" to an Profiler analysis. The Profiler and the Executive Assessment can be used together or singularly.



## ✎ e-business Collaboration Tool

The

e-business Collaboration (ebC) Tool assesses a customer's current state of business practices by qualifying levels of functionality available. It evaluates responses to questions and ranks their effectiveness level. It also identifies the opportunity area for ROI that can extend ERP, SCM, CRM and PLM implementations to encompass a wider breath of e-business adoption.

The ebC tool uses current business process functionality to drive end-to-end solutions and is very focused on specific solution identification. It is best used when there is an established relationship with the customer or for an extended engagement by adding additional or new functionality.

## ✎ Competitive Advisor Tool

The Competitive Advisor tool (CA) is a Web-based expert system that provides the means to generate validated leads by walking the customer through a four-step process, using industry financial benchmarks to reveal:

- ✎ competitive constraints
- ✎ potential benefits by resolving the competitive constraints
- ✎ how IBM can provide a positive impact within their business

## ✎ IBM Executive Briefing Centers Access

This benefit gives Premier Business Partners access to IBM's seven worldwide Executive Briefing Centers. These Centers, formerly available exclusively to IBM's direct sales force, offer subject matter experts in various IBM software brands. Premier Business Partners who have a minimum IBM software opportunity of \$50,000 USD or more may use the Centers for help in closing their sale, accelerating the sales cycle, or increasing the size of the sale. Representatives from the Briefing Centers will work with the Partner to develop a customized agenda for a professional, compelling experience for the customer. Executive Briefing Centers can be found in the following locations: Austin, Texas; Raleigh, North Carolina; San Jose, California; Cambridge, Massachusetts; Toronto, Canada; Hursley, England; and Rome, Italy.

## ✎ IBM Software Solution Demos

The best way to understand IBM Software is to see it in action. These narrated demos will help you to articulate e-business on demand by providing examples of solutions that today's businesses need to become more efficient, responsive and competitive. [www.ibm.com/partnerworld/software/zone](http://www.ibm.com/partnerworld/software/zone) > Selling resources > Software solution demos

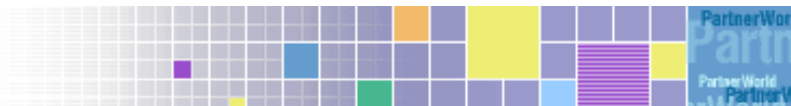
## **Marketing Tools**

An array of powerful marketing tools are provided to you when you participate in PartnerWorld for Software. These tools support your ability to market e-business solutions and ensure that you reap significant rewards from your relationship with PartnerWorld for Software.

## ✎ Direct Marketing, Seminars and Events, and Telemarketing how-to guides

Do

you know why you should avoid the word "free" in the subject line of an e-mail marketing campaign? Or



what days of the week you should avoid cold-calling a prospect?

These are just a few of the tips you'll find in a new set of how-to marketing guides launched recently by PartnerWorld for Software. The three-volume set combines hands-on suggestions with an overview of the fundamentals behind direct marketing, seminars and events, and telemarketing. Written by a leading worldwide marketing communications agency, these guides are designed to help Business Partners become even more successful at executing marketing campaigns to promote their IBM software-based solutions.

The guides can be used in conjunction with worksheets in the IBM PartnerWorld Co-Marketing Developing Skill Series, such as the *Target Audience Planner* and *How to Choose the Right Tactic*.

#### ✎ Campaign Designer (Where Available)

Marketing campaigns are developed, created and executed by IBM worldwide to enhance and support sales activities. Campaign Designer is a co-marketing offering that provides advanced new Web-based design tools to enable Business Partners to create the elements of an integrated marketing campaign online, easily, affordably and in just a matter of minutes. Direct mail, Web banners and print advertising can be created and customized to reflect Business Partner offerings, strengths or other unique messaging that can generate greater demand. Campaign materials also can be previewed online and printed on-demand so that they are accessible when and where they are needed. Thus, a Business Partner requiring specialized marketing materials to help close a sale can go to the Web and "create" exactly what's needed.

Through Campaign Designer, Business Partners can leverage their association with IBM along with IBM's renown for e-business solutions and its award-winning advertising. The offering enables Business Partners to develop new markets and strengthen their presence in existing ones by taking advantage of IBM's significant campaign investments.

#### ✎ Campaign Designer Marketing Link

IBM

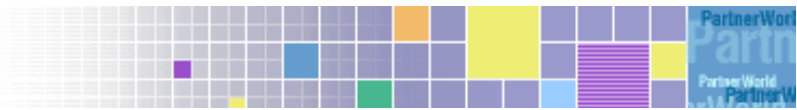
Campaign Designer Marketing Link is a new feature of Campaign Designer. It refers IBM Business Partners to third party vendors who offer marketing services that complement the multi-tactic, lead-generation activity produced through IBM co-marketing offerings. The following services are available directly from each vendor at the vendor's special prices, terms and conditions: teleservices, database access program, event services, direct mail/printing services, fulfillment, e-mail marketing, marketing analytics, and Web cast services.

#### ✎ Co-Marketing - Materials

Fully downloadable Seminar Solutions materials are available for all levels of Business Partners. These materials provide step-by-step guidance on how to run a successful seminar.

#### ✎ Press Release Support (Where Available)

This benefit provides PR support for joint announcements that are led by the Business Partner or IBM. This benefit allows Premier Business Partners to include an IBM executive quote in press releases that meet criteria for news worthiness as judged by IBM's PR and/or IBM's PR agency of record. Examples of "news



worthiness" include: proven increased customer ROI, major customer successes, win backs and/or ties to major industry trends, such as wireless and LINUX. (Note: Executive quotes will not be available for Business Partner press releases being issued as part of their participation at the PartnerWorld event unless the Business Partner is included in a major IBM announcement.) It is the responsibility of both the IBM PR team and the Business Partner PR team to approve final copy.

## ***Connecting Business Partners to Business Partners***

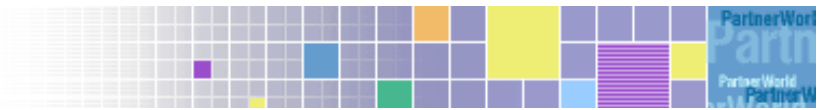
PartnerWorld for Software connects you to relationships that can help you grow your business and increase your success. As a participant in PartnerWorld for Software, consider yourself part of a worldwide network of e-business resources and skills you can tap into when you need to and where you want.

### Business Partner Connections

Whether you are determining if you need a Business Partner or are ready to find one, Business Partner Connections will provide roadside assistance for your journey. Features include:

- **Business Partner Search:** Search for a Business Partner in a variety of ways, including: certifications, Business Partner level, industry, and product group. Only PartnerWorld for Software Premier, Advanced and Member levels with a certification from the PartnerWorld for Software approved list and who have agreed to have their information are displayed to other Business Partners using BP Connections.
- **Solution Search:** Search for a solution developed by a Business Partner. You can search for a solution in a variety of ways, including: solution area, operating system, hardware platform, technology, industry, software, customer size, market segment, language, and country.
- **Connection Tools:** Take a series of self-assessments to help determine if you already have what it takes to successfully team with another Business Partner. Business Partner Connections offers tools to help you define your purpose for connecting, assess your readiness to team with another firm, know your value to and requirements of another Business Partner and determine who will do what in your new connected relationship.
- **Educational Opportunities:** Knowledge is one of the most important success factors in business today. Business Partner Connections provides you with access to education offerings and tools to help you develop an effective channels strategy.
- **Business Partner Networking Events:** These events will provide you with the opportunity to network with other Business Partners, learn what's new about Business Partner Connections and information from various IBM sponsors. You can review events in a number of ways, including: date, geography, sponsor, city, state and country. Once you find the event you are looking for, Business Partner Connections allows you to register online.

## **SOFTWARE OFFERINGS**



PartnerWorld for Software will provide access to demonstration and evaluation software along with software you can use in running your business. These offerings demonstrate the value of your participation in PartnerWorld for Software and can help you increase operational efficiencies and productivity.

✎ Demo and Evaluation Software

This software is not-for-resale and is provided to you for demonstration and evaluation purposes only.

✎ Run Your Business Software

This software is available for the following situations:

- ✎ it is for use in the day-to-day Business Partner operations
- ✎ software licenses are for internal use at the company location

The Run Your Business software choices include software from DB2, Lotus, Tivoli and WebSphere. The number of internal use licenses differs by your PartnerWorld for Software Membership level; i.e. Premier partners receive the most internal use licenses.

The software is available on CD, and most is also available by electronic software download (eSD). Multiple languages are available.

	Member	Advanced	Premier
<b>Physical (CD-ROM)</b>	1 copy per product release; Distribution costs apply	3 copies per product release Distribution costs apply	Unlimited copies per product release Distribution costs apply
<b>Electronic (eSD)</b>	Unlimited downloads	Unlimited downloads	Unlimited downloads





## **EDUCATION AND CERTIFICATION OFFERINGS**

Education and training are key factors in providing you with the necessary skills to sell and support the IBM software portfolio. This education is available to you in many formats -- from traditional classroom settings to seminars and satellite broadcasts.

### ***Skills Planning***

PartnerWorld for Software offers you education and training options through various media to help you develop the skills you need to deliver successful solutions.

#### ***☞ Certification/Education Roadmaps***

The IBM Professional Certification Web site allows a candidate to review and select a desired certification role. After clicking on the desired role, the candidate may then review the education roadmaps that will help to prepare for the test. In some cases, a candidate may select from a choice of elective tests that is best suited to their abilities and needs. Some roles also offer a shortcut by giving credit for a certification obtained in other industry certification programs. More information can be found at [www.ibm.com/certify](http://www.ibm.com/certify)

#### ***☞ Sales Education and Sales Mastery Test Information***

Are you looking for a 101 or 201 product course? A list of Sales education courses, course descriptions, schedules and Sales Mastery Test objectives can be found on the PartnerWorld for Software Business Partner Zone:

<http://www.ibm.com/partnerworld/software/zone>

Select Training and certification > Sales training. You will need your Business Partner ID and password to access the site.

#### ***☞ Education Schedules***

Education schedules are available at the following Web sites:

- Education Center for IBM Software (ECIS)

<http://www.ibm.com/software/partners/educationcenters/schedule.html>

- IBM IT Education Services (ITES; formerly known as IBM Learning Services):

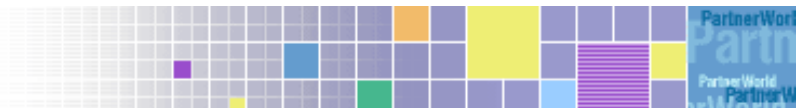
<http://www-3.ibm.com/services/learning/>

### ***Discounted Education***

#### ***☞ Business Partner Discount (up to 25 percent)***

All Business Partners are entitled to discounts of up to 25 percent off the advanced technical training offered by IBM IT Education Services (ITES).

For Lotus based education, select Education Centers for IBM Software (ECIS) offer a special opportunity



for PartnerWorld for Software Business Partners to register and attend Lotus technical courses at up to a 25-percent discount.

✎ Education Discount Card (Where Available)

IBM IT Education Services (ITES) offers Business Partners a special opportunity to purchase an education discount card for their employees. This card can be purchased for an annual fee on an individual basis only and allows the employee to attend an unlimited number of classes and conferences at no extra charge. This card is good for one year from date of purchase. To obtain specific Business Partner discounts or for more information, consult the IBM IT Education Services (ITES) Web site at: [www.training.ibm.com/ibmedu](http://www.training.ibm.com/ibmedu)

✎ Lotus Training Materials Discount (up to 30 percent)

Business Partners can order Lotus-developed, self-paced courses and materials, including reference cards and multimedia tutorials, from the IBM Software Group Education Products eOrdering System (SEPES). These materials--which cover IBM Lotus Notes and Domino, LearningSpace - Virtual Classroom, Domino.Doc, QuickPlace and Sametime--are designed to help users get maximum efficiency from their Lotus products. These courses are non-certification based and can be customized to meet specific training requirements. To learn more about Lotus Education offerings, visit the Lotus training and certification Web site at:

<http://www.lotus.com/training>

***Tuition/Test Reimbursement - We Pay Offerings***

Through tuition and test reimbursement under the We Pay Offerings, Business Partners can offset the expense of building technical, sales, and business skills. We Pay Offerings include reimbursement for selected certifications, courses, and tests. The We Pay Offerings and what is eligible for reimbursement may vary depending on specific geography considerations and focus. Brand campaign initiatives and current market skill needs play an important part in what will be available during that period. Business Partner reimbursement limits coincide with the individual Business Partner's Value Package start and end dates, and are not linked to the calendar year.

We Pay Offerings Reimbursement limits are as follows:

Member*	\$6,000 USD
Advanced	\$15,000 USD
Premier	\$50,000 USD

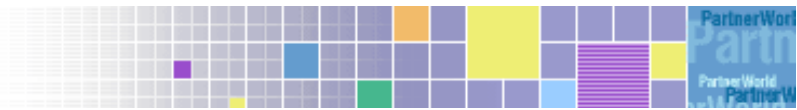
\* Requires an accepted technical certification.

We Pay Offerings include You Pass, We Pay and You Test, We Pay.

✎ You Pass, We Pay Offering

Business Partners are reimbursed for some or all of their tuition fees when certifications eligible for reimbursement are achieved.

✎ You Test, We Pay Offering



Business Partners are eligible to be reimbursed for test fees incurred for successfully passing eligible accepted certification tests. IBM PartnerWorld for Software Business Partner employees are entitled to claim reimbursement only once for each successfully passed eligible certification test.

## **Sales Education**

Through a range of sales education offerings, PartnerWorld for Software enables you to strengthen your sales skills or acquire new ones. You can choose from offerings that enhance your understanding of unique business value propositions. You can hone your product and solution selling skills or you can focus on e-business sales education. It's all possible through PartnerWorld for Software.

### ✎ Web-based Brand Tools and Guides to Sell IBM Software

All levels can take advantage of these information rich tools and guides that will give you many tips on selling IBM Software.

#### ✎ Why Sell our Software Guide

Once the Business Partner makes the decision to invest in IBM software, they can access online tools for Why Sell our Software. These online toolkits provide valuable brand information to assist with selling our software and become productive as quickly as possible. This toolkit includes a Brand-specific Steps to Success Roadmap, IBM Contacts, Offerings Overview, Sales and Marketing, Education, Technical Support, Frequently Asked Questions, and URLs/Brochures.

#### ✎ Profit from Selling our Software Guide

This online tool provides our Business Partners with information about IBM software brands for making investment decisions on expanding their selling portfolios. The Business Partner can access value propositions and other brand collateral and brochures for making decisions on growing their IBM software sales portfolios and their overall IBM software revenue.

#### ✎ Tools for Selling our Software

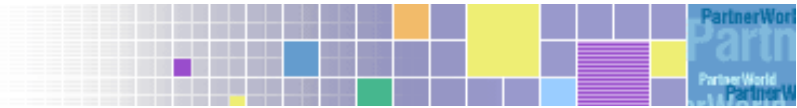
In addition to the Why Sell our Software Guide, the Business Partner can also access Tools for Selling our Software which includes all of the available tools for selling our software. This toolkit provides the Business Partner with one place to go to find all of the available tools for selling our software. These tools include Sales and Marketing Information, e-business Concepts and Solutions, Signature Sales Resource, Competitive Strategies, Executive Assessments, and links to Brand URLs and Resources.

### ✎ e-Business Sales Education

A range of courses in classroom and CBT format as well as publications are offered for e-Business Sales. This education is also designed to prepare the candidate to take the test for IBM Certified Advisor for e-business - Solution Advisor.

### ✎ DB2, Lotus, Tivoli, and WebSphere Sales Education

IBM offers you a complete complement of software product sales education to help you obtain the skills to build profitable customer relationships. In the product specific education, you learn about the product



strategy, how to sell the products, competition and where to go for support. In the follow-on classes, you work with customer scenarios where you apply your selling and product knowledge to create a solution.

This training prepares you to take the Sales Mastery test, which satisfies the sales competency requirement for PWSW Advanced and Premier levels.

## **Technical Education**

### **✎ Product Courses**

Education and training courses on IBM software products, including DB2, Lotus, Rational, Tivoli and WebSphere, are provided and focus on installation, configuration, integration and problem determination / problem source identification. Many of these courses may lead to formal skills certification via tests delivered through third-party vendors. These education courses are available through IBM IT Education Services and Education Centers for IBM Software. Courses may be classroom-based or use alternative media.

## **Distance Learning**

Learning is no longer restricted to traditional classroom settings. Distance learning technologies have opened up a world of education alternatives. To make it simpler and more affordable for you to acquire education, PartnerWorld for Software uses these technologies to deliver computer-based teaching.

### **✎ PartnerWorld University**

PartnerWorld University, a Web-based offering for all IBM Business Partners, is designed to enhance your knowledge of e-business and better leverage your participation in IBM PartnerWorld. Curriculum focuses on e-business selling skills and a variety of PartnerWorld initiatives, including Campaign Designer, Business Partner Connections (BPC), PartnerPlan and many more. Courses will be updated regularly to enable you to refine your selling skills through PartnerWorld University and remain well informed about PartnerWorld initiatives that can help you drive demand for your solutions.

### **✎ Computer Based Training Modules (CBTs)**

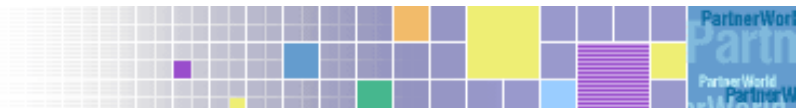
IBM IT Education Services provide more than 500 titles of computer-based training modules on IBM products and skill areas. Additional titles are available on other key industry product offerings.

## **Business / Executive Education**

A variety of executive education offerings are available through PartnerWorld for Software. You can acquire specific business skills through workshops and seminars, or you can strengthen your skills in specific areas to help you grow your business. You can also learn the fine art of teaming with other Business Partners.

### **✎ Business Partner Executive Institute**

The Business Partner Executive Institute (BPEI), located in Palisades, New York, provides an exclusive, world-class educational opportunity for Business Partner executive development in business management issues. The institute's mission is to focus on the key aspects of helping Business Partners grow and expand their businesses. IBM and university experts in the areas of organization and technology strategy, leadership, customer service, knowledge management, and e-business solutions will lead your learning experiences.



Business Partners are offered a variety of workshops such as "Becoming a Successful e-business Solution Provider", "Financial Management for Growing Companies", "IBM Business Partner Owner's/President's Program", "The Leader's Challenge", "Strategy Planning Workshop". To obtain additional information on the BPEI, visit the Web site at <http://www.ibm.com/ibm/palisades/bpei>

## **TECHNICAL SUPPORT OFFERINGS**

Recognizing the importance of world-class technical support in the sale and installation of software solutions, PartnerWorld for Software offers comprehensive technical support options to meet your needs. These services augment your own in-house capabilities and any support provided by your software distributors. By combining complimentary and purchased services, you can economically meet your customers' technical requirements.

Our strategic direction is to ensure a complementary portfolio of Web-based, telephone and on-site support options to address your needs from application integration to initial product installation and usage.

### ***Web Support***

#### ***☞ Self-help Technical Support***

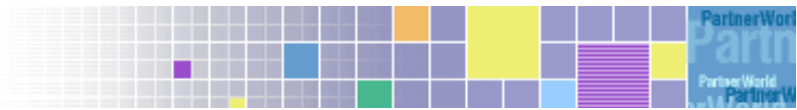
Specific 24 X 7 self-help support on IBM middleware via the Web, including access to Frequently Asked Questions (FAQs), information maps linking to sources of technical data, software fixes, access to databases of fixed problems, bulletin boards, integration starter kits for e-business, sample code, white papers, and red books. Register for an ID and password for Web-based technical support through the PartnerWorld for Software, Business Partner Zone Web portal.

#### ***☞ Web-based Solution Integration and Implementation Development Support - Application Integration, Proof-of-Concept and Pre-Production Implementation Support: PartnerWorld for Software*** provides technical assistance via an electronic question and answer format to eligible members when support is required prior to a production environment, such as:

- ☞ In-depth technical information on pre-sales engagements***
- ☞ Application integration with IBM's middleware software offerings***
- ☞ Software evaluation of solutions and proof-of-concept sessions***
- ☞ Initial implementation of a solution (pre-production phase)***

Support is provided for Demonstration and Evaluation / Not for Resale software when developing a software solution or proof-of-concept for a customer. Please note, that this support is not available for Run-Your-Business software; that code is available on an "as is" basis only.

- ☞ Questions and Answers Forums:*** This enables eligible Premier, Advanced and Member, with one accepted technical certification Business Partners, to submit public forum questions and receive responses from skilled technical resources in IBM software technologies. Look for "Remote forum support."



✎ Private Question and Answer - Voice and Web:

This enables eligible Advanced and Premier Business Partners to submit private questions and receive responses from a skilled technical resource in IBM software technologies in one-to-one e-mail exchanges. For those situations in which more personalized support is necessary, voice support is provided as a complement to the e-mail support.

✎ IBM Software Support - Secured Content Access

This Web-based support includes access both pre- and post-sales self-help technical support, including technical documents such as public redbooks, Authorized Program Analysis Reports (APARs) and associated fixes, product publications, news groups, drivers, and marketing information. It also includes entitled documents such as white papers, technotes, frequently asked questions (FAQs), hints and tips (HATs), entitled redbooks, and open APARs.

## **Voice Support**

✎ TechLine

Technical

sales support can be accessed through TechLine in most countries, to assist all eligible Business Partners when selling IBM software solutions. Assistance is provided on product information and positioning, technical marketing information, initial solution design, complex configurations and some competitive products and sales strategies. To find your TechLine number, go to the Business Partner Zone at [www.ibm.com/partnerworld/software/zone](http://www.ibm.com/partnerworld/software/zone), and choose “Contact PartnerWorld for Software.”

✎ Solution Integration and Implementation Support (where available)

Application

Integration, Proof of Concept and Pre-production Implementation Support

This support is similar to the web-based support but is provided through local or regional technical support teams via voice or e-mail. Product coverage may differ based on existing skills and resources available in the local or regional team.

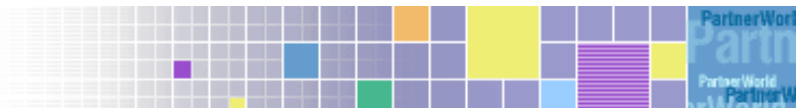
PartnerWorld for Software provides technical assistance to eligible members when support is required prior to a production environment such as:

- ✎ In-depth technical information on pre-sales engagements
- ✎ Application integration with IBM’s middleware software offerings
- ✎ Software evaluation of solutions and proof-of-concept sessions
- ✎ Initial implementation of a solution (pre-production phase)

Support is provided for Demonstration and Evaluation / Not for Resale software when developing a software solution or proof-of-concept for a customer. Please note, that this support is not available for Run-Your-Business software; that code is available on an “as is” basis only.

This support is also known as “Solution Focused” Voice Support in the Americas.

✎ Solution Assurance Assistance



With this assistance, a Business Partner can receive remote voice technical assistance reviewing software sales solutions and product installations. This benefit ensures the best IBM software solution is being proposed for software sales opportunities and proper configurations and procedures for product installation opportunities. At the same time, a Business Partner will build skills from these support engagements, eventually being able to conduct their own reviews without IBM assistance.

## **On-site Support**

You have used both Web-based and electronic Technical Support options and you still have unresolved issues. You may be eligible for IBM's on-site support benefits, which bring an IBM technical specialist to your Business Partner or customer location.

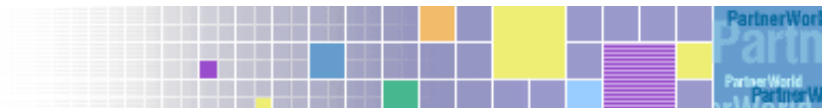
- ✍ Technical Mentoring - Technical Sales Support for Large/Complex Opportunities  
Eligible Premier and Advanced Business Partners may qualify for and receive technical mentoring for significant software sales opportunities. Specific criteria for an engagement are defined in the Business Partner Zone, under "On-site support."
- ✍ Critical Implementation Support - On-site Implementation Support for Large/Complex Opportunities In selected significant engagements, eligible Premier Business Partners may receive on-site implementation assistance when remote support is no longer effective. Specific criteria for an engagement are defined in the Business Partner Zone, under "On-site support."

## **Technical Tools**

- ✍ IBM Solutions Builder Express Portfolio  
IBM Solutions Builder Express Portfolio, the next generation of Business Partner Solutions enablement, provides IBM Business Partners with the technical tools and implementation assets to customize and deploy industry and cross-industry solutions for their small and medium-sized customers.

Building on the strength of the Express portfolio, IBM Solutions Builder Express leads with Express products to arm Business Partners with IBM's most comprehensive portfolio of software offerings for the midmarket. IBM Solutions Builder Express enables partners to build unique SMB customer solutions aligned by eight key SMB industries. Each solution area consists of pre-defined customer scenarios delivered as Solution Starting Points, the core technical asset onto which Business Partners add customization and services.

Designed and tested jointly with Business Partners, Solution Starting Points are available across six solution areas - business integration, business intelligence, content management, e-commerce, infrastructure, portal/workplace. In addition, each Solution Starting Point is designed to meet industry-specific SMB customer needs, focusing on automotive, banking, electronics, finance, insurance, retail, wholesale and consumer/packaged goods. Solution Starting Points feature detailed information on solution implementation and deployment, including solution architecture, hardware and software specifications, reusable installation and integration instructions and demo toolkits.



The materials in the Solutions Builder Express Portfolio are provided on an “as is” basis only. Product support is provided as per PartnerWorld for Software policy. For Solutions Builder Express Portfolio inquiries, please send email to [sbuilder@us.ibm.com](mailto:sbuilder@us.ibm.com).





## INCENTIVES OFFERINGS

PartnerWorld for Software wants its relationship with you to be as rewarding as possible. Consequently, you may become eligible to take advantage of numerous incentive plans and business support offerings. Incentives and offerings are flexible so that you can decide how to use the funding to streamline your business processes and increase revenue.

### Passport Advantage

Passport Advantage is the single, simple way to make the most of your customers' investment in software technology. This comprehensive volume licensing program from IBM includes software, software subscription and support for any size organization, anywhere in the world. Passport Advantage offers a breadth and depth of solutions no other program can deliver--everything from e-business and middleware to communication and collaboration.

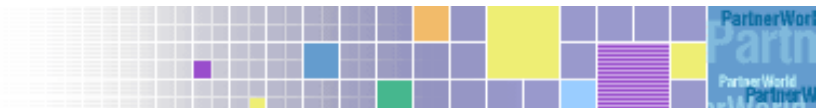
Passport Advantage is available in three cost-effective options, to match the way all organizations acquire and manage their software, saving money through greater efficiency and improved pricing. So, if an organization has as few as five PCs, they could be eligible to become a Passport Advantage customer. For more information, visit Web site [www.ibm.com](http://www.ibm.com) or [www.lotus.com/passportadvantage](http://www.lotus.com/passportadvantage)

### ✎ Value Advantage Plus (VAP) Initiative

See Section 7, Incentive Initiatives, for information on VAP.

### ✎ Top Contributor Initiative (TCI) for Software Resellers

See Section 7, Incentive Initiatives, for information on TCI.



## FINANCING OFFERINGS

### ✎ IBM Global Financing

Financing can be a critical component of any e-business solution. IBM Global Financing can finance all your IT software solutions, IBM and non-IBM. In fact, IBM Global Financing (IGF) enables you to finance all types of software, either independently or as part of a total solution. This includes a range of software solutions, such as:

- ✎ IBM Software Products
- ✎ IBM Business Partner Software Products - both packaged and custom
- ✎ Independent Software Vendors' Solutions

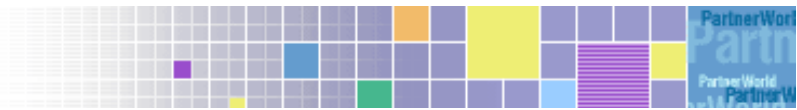
IGF provides Business Partners with a single source to satisfy many financing needs. This provides the platform to grow your business and develop more profitable, long-term relationships with your customers.

### Why IGF?

Select an IBM Global Financing solution to help you fuel greater business growth, boost profits and close sales faster. You can use IBM's commercial financing services to react more swiftly to business opportunities. Attractively priced loans and cash advances are available to finance inventory debtor book, acquisition and other business ventures.

With more and more companies preferring to finance IT purchases, IBM Global Financing can give your solutions an extra competitive advantage. As an IBM Business Partner, you can offer your customers the most popular financing solutions in the industry for their IT acquisitions, direct from the world's leading IT financier - IBM Global Financing.

IBM Global Financing is provided through IBM Credit Corporation in the United States and other IBM subsidiaries and divisions worldwide to qualified commercial and government customers. Rates are based on a customer's credit rating, financing terms offering type, equipment type and options, and may vary by country. Other restrictions may apply. Rates and offerings are subject to change, extension or withdrawal without notice.



## **RELATIONSHIP SUPPORT OFFERINGS**

PartnerWorld for Software makes it easy for you to work with IBM as a member of our team. Beyond your single electronic business relationship, you enjoy phone support through a single point of contact, relevant communications from us based on your interests, and opportunities to participate in special events and recognition programs.

### ***Membership Support***

PartnerWorld for Software provides access to a variety of communication tools through which membership support is provided. We make it simple to stay informed so that you always have easy access to the most current information you need on PartnerWorld for Software and your membership.

#### **PartnerWorld Contact Services Hotline**

Assistance and support is provided to all participants in PartnerWorld for Software through PartnerWorld Contact Services. Regions within each Geography have designated telephone numbers and e-mail addresses where you can contact the Membership Centre. These are available via the PartnerWorld for Software Web site.

#### **PartnerWorld for Software Web Site**

This is the portal for the PartnerWorld for Software Business Partner. The Web environment has two basic elements: a public Web site and a private Web site. In addition to providing access to information about PartnerWorld for Software, the public element provide access to the membership application. The private element, Business Partner Zone, is under ID/Password control. In it, under Software membership you may perform transactional functions, such as maintaining your profile, and ordering the Value Package for Software and Software Access Option. The Business Partner Zone also provides information to which you are entitled based on your profile (Geography, language, membership level, etc.). This information includes marketing and sales support, education and certification, technical support, incentives, technology access, etc. For more information, visit: [www.ibm.com/partnerworld/software](http://www.ibm.com/partnerworld/software)

#### **Welcome Kits**

PartnerWorld for Software provides a Welcome Kit for new Business Partners that includes valuable information about technical support, professional certification and other information. The contents are subject to change without notification.

#### **Business Partner Communications**

PartnerWorld for Software updates and other significant campaign and product information are communicated through regular mailings, electronic mailings, newsletters, events, satellite broadcasts, and Web sites.

#### **Global Profile Management**

This benefit provides those who have PWSW memberships in more than one country the ability to manage their multiple memberships globally. A single Authorized Profile Administrator (APA) can manage all profiles with a single ID and password.



## **Special Events**

### **✎ IBM PartnerWorld Event**

Scheduled in the first quarter of the calendar year, the PartnerWorld event is a global conference for Business Partner and IBM executives. It is attended by guests on an invitation-only basis and includes general sessions conveying key messages, strategy and programs; product, industry and program elective sessions; and a large exhibit area demonstrating Business Partner and IBM solutions, offerings, and support services. Conference attendees continue to give the event high marks as a networking forum for IBM and Business Partner executives.

## **Recognition**

### **✎ Beacon Awards**

The Beacon Awards recognize the leaders of the e-business revolution: our software Business Partners worldwide who have excelled in providing quality e-business solutions and services to customers based on DB2, Lotus, Tivoli and WebSphere technologies. Several categories for both Lotusphere and PartnerWorld are judged by a team of leading industry press and analysts along with IBM executives. Categories reflect the commitment of Business Partners worldwide to providing innovative solutions and services for burgeoning markets based on key software technologies. Nominations open in the third quarter of the calendar year, and Business Partners can nominate their solutions via the Beacon Award links on the PartnerWorld for Software Web site. The awards events are by invitation only and are held at Lotusphere and the PartnerWorld Conference.



## **Section 7: Incentive Initiatives**

### **[Top Contributor Initiative \(TCI\) for Software Resellers](#)**

(Your PWSW id and password will be required to access this hyperlink.)

The Top Contributor Initiative for Software Resellers is designed to recognize and reward our Business Partners who focus on the midmarket space. The initiative rewards Tier 2 software resellers who sell IBM software, through the Passport Advantage program, to customers designated as Midmarket Accounts.

To participate, a company must submit an enrollment; complete the initiative requirements, such as submitting a business and marketing plan; be approved by IBM; and accept the Market Growth Fee offering terms and conditions. Failure to comply with any of the initiative requirements can result in forfeiting eligibility. To submit an enrollment for the Top Contributor initiative for software resellers, your company must be a member in good standing in PartnerWorld for Software (PWSW) and have achieved Advanced or Premier level status.

### **[Value Advantage Plus Initiative](#)**

Value Advantage Plus was created for Business Partners with value-adding business models in which the majority of your revenue is derived from the sale of applications you develop or services you perform. To enroll in Value Advantage Plus and begin earning the financial rewards, you need to be a current PartnerWorld for Software member and have at least one value-adding solution built around IBM middleware software.

Apply to participate in Value Advantage Plus by completing information about your business, solution, and customer references in a special section of your PartnerWorld for Software membership profile (only the Authorized Profile Administrator will be able to do this). When you have completed the application, you will be asked to sign an attachment that acknowledges your acceptance of the initiative terms. Once approved, you will receive notification and additional details. It's that easy.



## **Section 8: Special Programs**

### **Education Center for IBM Software (ECIS)**

Eligible Business Partners can establish an Education Center for IBM Software (ECIS) and join a select community authorized to deliver end user and technical training. These education Business Partners can use courseware developed by IBM and designed to provide skills that will help customers more effectively leverage the functionality of IBM software for their business needs.

Modeled after the proven Lotus Authorized Education Centers (LAEC) initiative, the Education Centers for IBM Software (ECIS) initiative has created a new IBM software training channel. ECIS provides additional revenue opportunities for existing LAECs, Tivoli Authorized Training Partners, IBM Business Partners, training companies, and services companies that deliver training. The knowledge obtained through these courses can also serve as an additional means of preparing for IBM Professional Certification.

IBM engages with companies with proven excellence in training and services delivery capability, with access to instructor expertise for specific IBM software products, and with a presence in geographic areas requiring increased access to training. Quality and consistency is supported through the approval process required to become an ECIS Instructor.

With the ECIS initiative, IBM and its Business Partners will provide training and enablement designed to help companies grow information technology skills. IBM ECIS addresses the need for rapid employee training to sustain competitive advantage and create new revenue and market opportunities for qualified Business Partners.



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## Section 9: Glossary of Terms

### Certification Roadmap

A menu which guides you to what tests are required to obtain specific certification roles (titles) that is organized by IBM product brand. The menu includes test objectives, sample tests, recommended education and publications, and assessment tests.

### Consultant

A consultant provides comments, evaluation, consulting advice and guidance to customers or end users. A consultant also identifies offerings and solutions that satisfy business and market needs, establishes requirements to justify cost and Return On Investment (ROI), and may set criteria for test and evaluation for identified offerings and solutions. Often consultants have no stake in the customers final selection.

### Developer / Independent Software Vendor (ISV)

A developer or ISV is a company or a department within a company that develops proprietary software, and may in turn provide the software component for a total solution. An ISV sells its software through a direct sales force and/or through its network of Solution Providers. ISVs recommend hardware or software to the customer or end user.

### Distributor

A distributor's primary focus is on its distribution competency -- selling to other companies that sell to end users and providing value-added services. Value distributors provide significant value-added services, such as demand generation, technical support and value bundles to their resellers, and also maintain strong in-house technical support skills to support these services. Distributors typically carry a large volume of selected products from different vendors and provide quick availability of those products. Distributors are generally large organizations that purchase high volumes of products that carry little or no value-added or support. Due to their large economies of scale, distributors are able to generate profits by managing their business efficiently and through high inventory turnover.

### e-business

e-business is the transformation of key business processes through



the use of Internet technologies.







## e-business essentials

The knowledge, skills, tools and applications required to transform and develop key business processes through the use of Internet technologies.

## Enablement

Key skills/skills you can develop to make you work smarter by following the recommended roadmaps provided within Partner Education.

## IBM PartnerWorld

PartnerWorld is IBM's worldwide marketing and enablement program designed to support new revenue and market opportunities for IBM Business Partners. Together we can provide customers with e-business solutions encompassing the entire portfolio of IBM products, technologies, services and financing. Bookmark IBM PartnerWorld as your online resource! PartnerWorld for Software is one of the four tracks of IBM PartnerWorld.

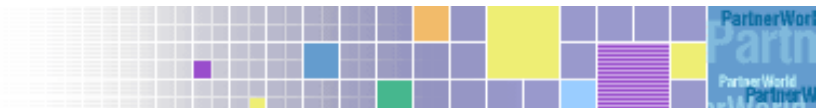
## Integrator

An integrator is a firm that builds its business around the core competencies of business transformation and re-engineering, consulting and integration implementation. Systems integrators typically take project responsibility and associated risks for designing, developing and implementing major complex customized solutions, providing project management, custom software development, multi-vendor software and hardware integration, and complex solution design and implementation. Integrators typically generate more than 75% of their revenue from services, and are known for their strong in-house technical skills and expertise in a particular solution.

Integrators' relationship with a vendor can be on a fee or remarketing basis.

## Reseller

Resellers, or Solution Providers, give complete business solutions and substantial value-added services to their customers. Solution Providers, which are typically focused in vertical or cross-industry application solutions, may work either on a remarketing basis or on a fee basis from the vendor. Solution Providers resell large volumes of standard offerings directly to their customers, and focus on quick product delivery, competitive pricing and other associated product



services, such as financing or installation support. In addition to Solution Providers, other names for Resellers are dealers, software resellers, printer resellers and retailers. Retailers focus on providing offerings to consumers and to the small office/home office (SOHO) market.

### **Service Provider**

A Service Provider offers customized business services to customers. These services take many forms, including application services, network services, Internet services, storage services or general IT management services ranging from a single function (i.e, Web hosting) to managing the entire operation (i.e., outsourcing).

### **Roadmap (Education)**

A roadmap identifies education and certification offerings ranging from self-studies and classes to events and on-the-job activities, which will enable a person to attain a specific proficiency and certification level in a certain skill. Roadmaps define the primary development activities to enable Business Partner employee skill development and encourage Business Partner firm success. Roadmap objectives are aligned with competencies and skill profiles to help Business Partners gain skills.

Access to additional definitions is available through the IBM PartnerWorld site.

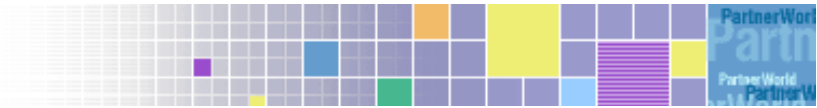
### **[Glossary of IBM terminology](#)**

Ever encounter terminology at IBM that you don't understand? IBM uses acronyms extensively. Many of the acronyms used throughout IBM PartnerWorld and [www.ibm.com](http://www.ibm.com) are spelled out in full in these additional glossaries.

For more acronyms, check out the:

[Glossary of Computing Terms](#)

[Computer Acronym and Abbreviations Index](#)



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### **Trademarks**

The following are trademarks or registered trademarks of International Business Machines Corporation in the United States and/or other countries: IBM, the IBM logo, DB2, PartnerWorld, Tivoli and WebSphere. Lotus is a registered trademark of Lotus Development Corporation and/or IBM Corporation in the United States and/or other countries.

All other company, product and service names may be trademarks or service marks of their respective owners.

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### **Track Guide Updates**

The track guide is updated as required\* and posted to the Web site. Please download the latest version as your reference guide. This version is effective in January 2004.

\*As per the terms of the PartnerWorld Agreement:

We will notify you if there are changes to the Agreement. Changes will be provided by posting them, or the Agreement with the changes incorporated, at [www.ibm.com/partnerworld/software](http://www.ibm.com/partnerworld/software). You agree to check the Web site for changes, once notified.

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