IBM

IBM Hosting Advantage promotes and supports hosting providers. Want in?

Highlights

- **Reliable, secure Internet hosting service for your customers**

- **Improved quality of your hosting environments**

- **Technical enablement, consulting and operational services in building a hosting environment**

- **Teaming opportunities for Hosting Service Providers, ISVs, ASPs and customers**

- **Benefits of the marketing reach of the IBM marketing networks**

Support for Service Providers providing Internet hosting services

IBM Hosting Advantage offers many benefits to its members, and is part of IBM Blue Velocity. There are many services within the program, enabling members to take advantage of the surging demand for critical business applications that can be delivered reliably over networks on a rental or subscription basis. Hosting Advantage members can team with application developers, significantly expanding the market opportunity for both sets of IBM Business Partners.

Hosting Advantage participant prerequisites

- *You must be Premier level within the Service Providers for e-business initiative*
- *You have been in the hosting services business for a minimum of one year (six months for Europe/Asia Pacific)*
- *You currently provide hosting using IBM platforms and key e-business products and technology*

The Hosting Advantage approval process

Eligible IBM Business Partners who 'want in' must complete a two-step process:

- *Answer an extensive self-assessment survey and provide supporting documentation focused on the particulars of their infrastructure.*
- *Pass an in-depth, on-site review of their current hosting environment, including practices in availability, capacity planning, security, backup and recovery, systems management, performance and customer support.*

An experienced, highly-focused IBM audit and technical consultant team will conduct the two-day on-site review, which will serve as a roadmap to assess and improve the hosting environment.

A fee is applied to the overall approval process, and will cover the on-site review and recommendations. Approved participants can apply IBM Market Development Funds or PartnerRewards to this fee.

Consulting and operational services for IT infrastructure

Services are available to assist the new participant in developing various hosting disciplines. In addition, IBM offers services to help the provider

IBM Blue Velocity™

A network of resources and a leading array of programs and offerings designed specifically for today's Internet-based companies.

to fortify and build best practice hosting environments. These services include testing and capacity planning services, network design and planning, security consulting, and business continuity services.

Teaming opportunities for Hosting Service Providers

Hosting Advantage members will have opportunities to team with application developers who use the ASP Prime Solution Centers. To facilitate the most advantageous business benefits, these application providers will be provided a list of qualified, technology and business compatible hosting members from which to choose.

Share in the reach of the IBM marketing networks

Hosting Advantage members will be invited to share in networking events to promote their offerings. In addition, IBM internal and external Webcasts, tradeshows, conference calls, and "Lunch and Learns" will give participants an ongoing opportunity to promote their own offerings, and to be recognized by customers and other members for their Hosting Advantage status.

Service Providers who are Hosting Advantage members can draw on resources from across IBM and its 90,000 IBM Business Partners. This enables members to take advantage of the increasing demand for critical business applications that can be delivered reliably over networks.

Priority benefits available to Hosting Advantage members

- *Joint Marketing Planning Session to create marketing tactics for Premier members*
- *Market Development Funds*
- *Coverage Representative assignment to Premier members*
- *Special Hosting Advantage Business Partner category in Online Directory*
- *25% discount on IBM Learning Services education*
- *Value Package Benefits: selected technical and sales education reimbursements, technical support on IBM software and hardware, demo and evaluation software code (extensive list of software available), actual software licenses for internal business usage (fee based benefit package)*
- *Access to a database of IBM Business Partners' products and services enabling the linkages for development of complementary solutions*
- *Leads from the ASP Prime Solution Centers*
- *Leads from the various marketing campaigns driven by IBM*

Service Providers for e-business initiative

The Service Providers for e-business initiative is part of PartnerWorld for Software. PartnerWorld is a marketing and support program that spans the breadth of an unmatched portfolio of IBM product, service, financial and technology offerings. The Service Providers for e-business initiative is an integrated portfolio of offerings and support programs created to deliver new business benefit to Service Providers and Internet companies, including ISPs, ASPs, and Hosting Providers.

For more information

Where to go if you want in

ibm.com/partnerworld/spe

ibm.com/bluevelocity

Americas: isp@us.ibm.com

Europe: emeaspe@uk.ibm.com

Asia Pacific: netgen@sg.ibm.com

Isn't it time you got in?

IBM

For Position Only

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