

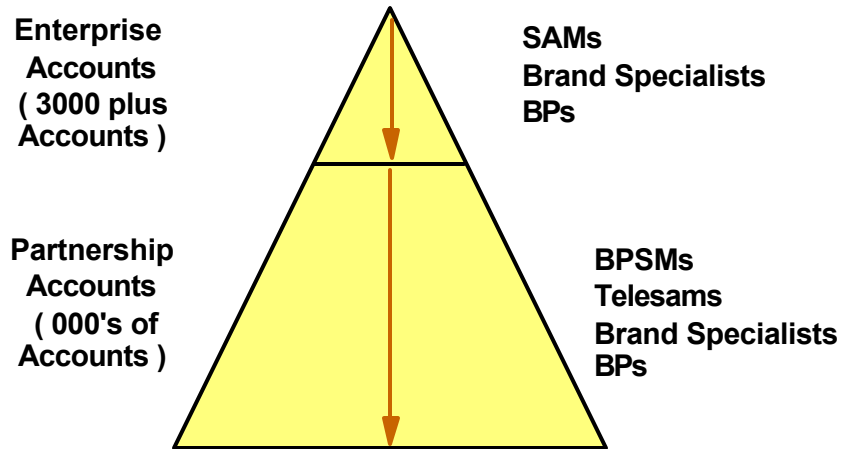


***Americas Software
Business Partner Coverage Model
Territory Accounts***



Software Coverage Model 2000 to 2001

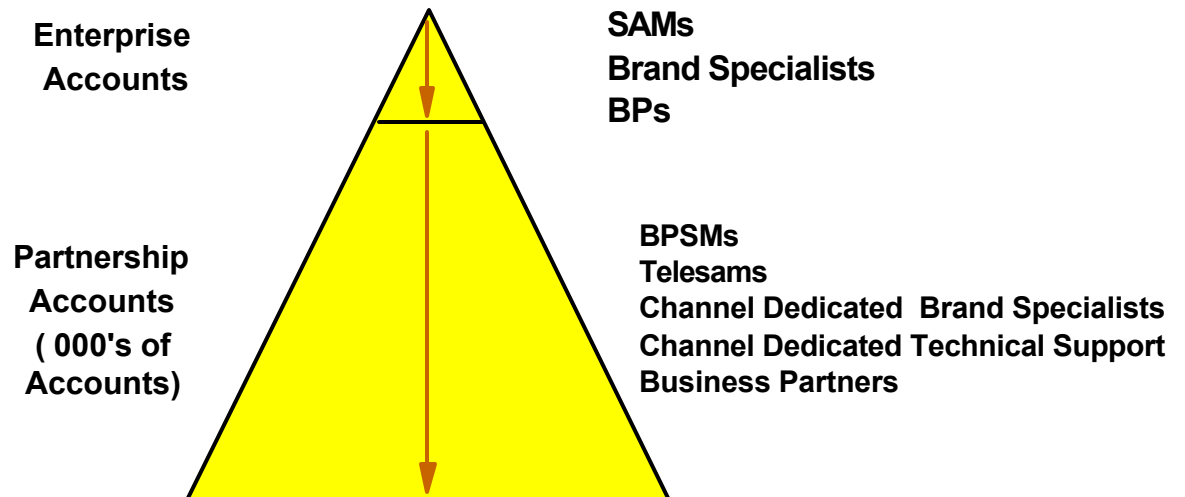
2000



Major Changes in 2001

- ✓ # of Enterprise Accts is reduced
- ✓ # of Partnership Accts increases
- ✓ More channel dedicated HC
- ✓

2001



Partner Coverage Model



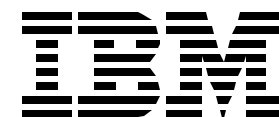
Business Partner Sales Manager

- BPSM is responsible for managing a team of partner sales representatives to drive IBM software in a geographic territory
 - **Recruit** - find the best partners to sell all the IBM SW solutions across a geographic territory. Identify coverage gaps
 - **Enable** - will work with partners to develop sales and technical education plans to build a solid IBM practice.
 - **Engage** -
 - execute marketing plans to help the partner fill their pipeline
 - Manage the partner pipeline to track the partners opportunities and to identify places where the full power of the IBM company can assist the partner in closing the deal
 - Co-sell at customer with the partners to close IBM Software



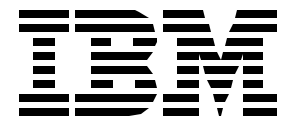
Business Partner Marketing Manager

- will work with Business Partners to build marketing plans to drive leads and close new business
- be linkage for software channel marketing and territory software marketing to leverage the tactics in a geography
- Engage partners in IBM generated road shows
- Publish marketing tactics inside IBM to increase awareness.



Brand Sales Specialist

- Missioned to create, qualify, grow, manage and close software revenue opportunities in each their territory.
- The Brand specialist uses BPSMs to engage BPs.



TeleSAM Software Sales

Mission:

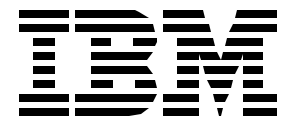
Drive demand for Distributed Software in Territory Account Set

Understand and Communicate IBM SW Strategy to customer

SW Resource coordinator for opptys within territories (BPs, Specialists, etc.)

Execution:

Partnered with Territory BPSM

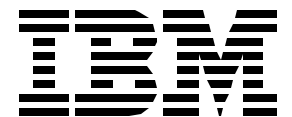


Brand Solution Specialist

Mission:

Assist in Opportunities generated by inside sales

Assist in Business Partner generated opportunities as appropriate



Brand Partner Sales Enablement Specialist

- **Recruit** - Work with the BPSM to identify the coverage gaps in their coverage model and find the necessary partners to sell all the IBM SW solutions across the geographic territory.
- **Enable** -
 - Will work with partner to develop sales and technical education plans
 - Provide sales education to partners to assist in skills development of their reps
 - Engage the Partner Technical Managers to do technical enablement and mentoring



Brand Partner Technical Enablement Specialist

- **Enable** - Provide technical education and mentoring to partners to assist in skills development of their perform resource
- **Mentor** the partner on their early engagements to make sure they are successful

