

Hosting Advantage

a Service Provider offering

Highlights

Support Hosting Service Providers in providing reliable, secure Internet hosting service

Offer -Hosting Service Providers a roadmap to assess and improve the quality of their hosting environments

Offer technical enablement, consulting and operational services in building a hosting environment

Offer appropriate teaming opportunities for Hosting Service Providers and ISVs, ASPs, customers, et al.

Share in the marketing reach of the IBM marketing networks

Support for Service Providers providing Internet hosting services

IBM Hosting Advantage, an offering within the IBM Service Providers for e-business initiative, was created to recognize and promote hosting service providers. Hosting Advantage participants can take advantage of the surging demand for critical business applications that can be delivered reliably on a rental or subscription basis over networks. Hosting Advantage members will be teamed with application developers, significantly expanding the market opportunity for both sets of IBM Business Partners.

The prerequisites to become a Hosting Advantage participant include:

- You must be a Premier level within the Service Providers for e-business initiative
- You have been in the hosting services business for a minimum of one year (6 months for Europe/Asia Pacific)
- You currently provide hosting using IBM platforms and key e-business products and technology

A roadmap to assess and improve your hosting environment

Eligible IBM Business Partners seeking Hosting Advantage approval must complete a two-step process:

- Answer an extensive self-assessment survey 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 Business Development Funds or PartnerRewards to this fee.



Making e-business a reality

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 fortify and build best practice hosting environments. These services range from testing and capacity planning services, network design and planning, and security consulting to 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 matched with a qualified, technology- and business-compatible hosting member.

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 45,000 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
- Business 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 IBM's unmatched portfolio of 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

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