

IBM

Software Investment Initiative

*IBM ISV Software
Sales and Marketing*

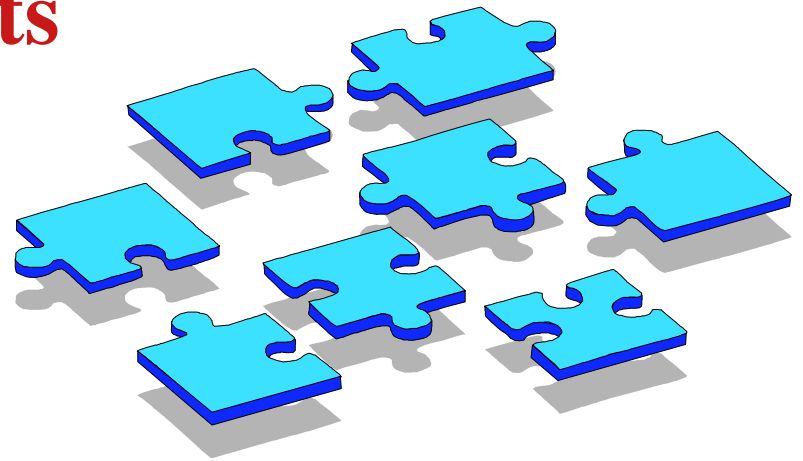


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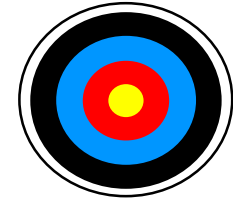
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AGENDA

- IBM sales coverage
- Our mission
- Program overview
- Program benefits
- Program requirements
- Next steps



Software Investment Initiative Mission



*With a select number of solution developers, create a **"win-win"** relationship by integrating IBM middleware software into the ISV application by conducting joint marketing activities to drive incremental sales for both the developer and IBM.*

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Software Investment Initiative Benefits

■ "GREEN"

- ▶ Eligible co-funded activities



■ "BLUE"

- ▶ Business Development Manager
- ▶ Sales Consultant
- ▶ Solution Architect
- ▶ Linkage to channel partners
- ▶ Linkage to ISU / SMB marketing opportunities



Program Overview

The Process

- Identify solution developers that match our profile
- Promote our business value proposition
- Review technologies to determine product fit
- Evaluate go-to-market strategy to determine volume commitment and develop initial marketing plan
- Sign contract
- Execute marketing plan



Program Overview

Solution Developer Profile



- Software company with commercial applications in one or more of target segments
- Majority of revenue generated from sale of software
- \$3 - 5 million or more in annual software sales (geographic variances)
- Viable business entity with a 24-month track record of SW sales
- SW sales must be \$1M+ of packaged application SW over previous 12 months (geographic variances)
- Wants to better penetrate existing markets and in future move to new markets
- Sponsored by a Brand or Industry within IBM
- Sell to Small Businesses

Program Overview

Markets



- **Industries**

- Manufacturing
- Retail Distribution
- Wholesale Distribution
- Finance

- **Applications**

- e-Commerce
- Business Intelligence
- Supply Chain
- Customer Relationship Management
- Accounting
- Human Resource
- ERP
- Store Operations

Program Overview

e-Business Capabilities

- Transformation and Integration
 - ✓ WebSphere
 - ✓ WebSphere Commerce Suite
 - ✓ Visual Age
 - ✓ MQ Series

- Leveraging Information
 - ✓ DB2
 - ✓ Content Manager

- Organizational Effectiveness
 - ✓ Lotus Notes
 - ✓ Domino



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Program Benefits

■ ISV Benefits:

- ▶ access to new markets
- ▶ co-marketing funds
- ▶ linkage to IBM ISU/SMB marketing opportunities

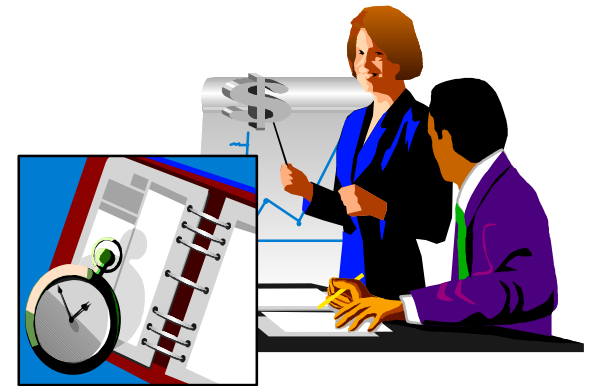


■ IBM Benefits:

- ▶ increased marketshare for our middleware
- ▶ solutions for our customers & channel partners

Software Investment Partnership Requirements

- IBM Software Revenue Commitment
- Marketing dollars match
- Co-funding on reimbursement basis
- *"Look Back"*
- Monthly reporting
 - ▶ End user customer name, address, product, part no.



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Next Steps

- ▶ **Review and sign the Agreement for Exchange for Confidential Information, the AECI supplement and the Initial Letter of Agreement**
- ▶ **Join PartnerWorld for Developer**
- ▶ **Meet with Business Development Manager and Solution Architect to determine product fit**
- ▶ **Conduct marketing planning session to create joint go-to-market strategy**
- ▶ **Review and sign contract**
- ▶ **Execute joint marketing plan!**

