

PartnerWorld for Software Track Guide

A REFERENCE GUIDE OUTLINING
THE CRITERIA AND BENEFITS
UPDATED SEPTEMBER, 2000

COMING IN FOURTH QUARTER



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Section 1: Introduction

Welcome to PartnerWorld for Software. You are about to embark on one of the most exciting and richly rewarding journeys on the e-business landscape today. To enter PartnerWorld for Software is to step inside a universe where IBM, Lotus and Tivoli Business Partners are valued as never before, where doing business with IBM, Lotus and Tivoli is more rewarding, and where providing e-business solutions becomes simpler and more profitable.

As a participant in PartnerWorld for Software, you are part of an exclusive network of IBM, Lotus and Tivoli Business Partners around the world. Each understands the limitless potential e-business solutions represent to customers and to those who equip the solutions. Indeed, PartnerWorld for Software connects you to all of this potential and expands your possibilities for growth and success.

This document will serve as your roadmap, giving you insight into every facet of PartnerWorld for Software. It includes information on membership, criteria you must meet to join at each level, benefits to which you are entitled and information on the Lotus-specific initiative.

Again, welcome to PartnerWorld for Software.



Section 2: PartnerWorld Overview

IBM PartnerWorld (TM) is a comprehensive worldwide marketing and enablement program. It was designed to assist you and thousands of other IBM Business Partners in creating new revenue and market opportunities, and to support you in delivering e-business solutions that encompass the entire portfolio of industry-leading IBM technologies, products, services and financing. PartnerWorld provides flexibility and choice within four distinct, but integrated areas - Software, Developers, Systems and Services, and Personal Systems. To deliver full flexibility in choice and value inside these areas, PartnerWorld is a no-cost program that offers valuable benefits -- some free and others chargeable.

PartnerWorld for Software

PartnerWorld for Software delivers support for e-business solutions through access to integrated resources from IBM, Lotus and Tivoli. Are you a Web Integrator? A Solution Provider? We can help you become more profitable and expand your e-business portfolio. PartnerWorld for Software has the breadth and depth of benefits to help you grow your business quickly by providing world-class marketing and sales support, education, technical support, incentives, financing, and relationship management.

PartnerWorld for Software supports IBM, Lotus and Tivoli Software.

PartnerWorld for Software: The Value in it for You

It's a fact that more customers are relying on IBM for e-business solutions. More customers, too, are relying on you, our Business Partners, for your technical and business advice. In fact, your activities are so key to our success that we have invested more than \$500 million in Business Partner demand generation activities so that together we can continue to increase revenue, grow profits, and reach new markets.

At the heart of our collective success is commitment -- we to you and you to IBM, Lotus and Tivoli. And there is no better example of that commitment than PartnerWorld for Software, which offers opportunity, support and reward that will help you succeed in a rapidly changing and expanding e-business marketplace.

PartnerWorld for Software offers you unprecedented opportunities. We have designed the industry's most comprehensive e-business marketing, enablement and support program to help build your business. The result? You have a greater opportunity to realize growth, profitability, market leadership, and receive unparalleled support and valuable rewards.

Growth

The Midmarket and small customer space that includes firms with less than 1,000 employees is leading overall e-business growth with a compound growth rate (CGR) of more than 30 percent. You, our Business Partners, will be the primary way we will deliver solutions to small and medium-size enterprises. We have a steady stream of global advertising and co-marketing programs to help you generate demand to capitalize



on this growing opportunity. The Enterprise customer space remains a huge opportunity for our Business Partners and we will continue to support your efforts in advancing these opportunities.

Profitability

Significant opportunities in add-on sales associated with selling IBM Software solutions will help make you more profitable. A Meridian Technology Marketing profitability study, for instance, shows that for every dollar spent on IBM and Lotus Software, customers spend significantly more on additional software, hardware and services.

Market Leadership

IBM is widely recognized as an e-business leader. As a Business Partner, you can capitalize on this market leadership and create a competitive advantage that sets you apart. IBM, Lotus and Tivoli offer world-class solutions in the four key market segments where customers' e-business needs arise, including:

- Transformation and Integration
- Leveraging Information
- Organization Effectiveness
- Managing Technology

We are well positioned to help you reap the benefits of increased software and services opportunities in each of these areas. And, we're not the only ones who think so. IBM leads revenue rankings in the following e-business software segments: Collaborative Server, Web Server, Web Application Development, e-commerce Web Server, and Security Management.* We were named the world's top messaging middleware vendor* and the best of the hardware/software vendors in delivering an end-to-end, integrated e-commerce solution.*

**These distinctions were awarded respectively by the Gartner Group, Aberdeen Group and Giga Group.*

Unparalleled support

PartnerWorld for Software is a unified Business Partner program for Lotus, Tivoli, and IBM Software Business Partners. The training and support we provide to you as a participant in PartnerWorld for Software will enable you to develop solutions and make it easier for you to focus on what you do best. Offerings include:

- Certifications for e-business, solution specialties, and deliverables for specific Business Partner communities will provide skills, along with recognition in the market place and enable you to sell solutions aimed at your target markets.
- Extensive benefits that include "We Pay" offerings and expanded technical support will help you acquire the skills you need and give you the support required to capture and retain new customers.
- Marketing and sales support such as the IBM e-business Start Now Web Self-Service solution will generate increased customer demand for e-business solutions and drive



more business to you and IBM.

Valuable rewards

Through PartnerWorld for Software, your relationship with IBM, Lotus and Tivoli will be highly rewarding. You can take advantage of flexible incentive plans and decide how to use incentive funding to streamline business processes and increase revenue. Rewards also include recognition for Business Partners in the marketplace through the annual Beacon Awards program and Web- published success stories. The Beacon Awards recognize Business Partners who provide quality e-business solutions and services to customers based on IBM, Lotus, and Tivoli technologies. These reward offerings will make it more valuable than ever to be a Business Partner.

Value Compensation rewards you for your value-based activities focused on Midmarket and small business customers and will assist you in building your e-business revenue. Incentive offerings include:

- The Sales Assistance Program, which rewards you for influencing and closing software sales.
- Rebates for Business Partners who have a buying relationship with IBM and sell selected products in specific markets.
- *now you* global sales incentive offers many exciting prizes based on sales attainment in the Midmarket and small customer space.

So, it's never been more rewarding to be an IBM, Lotus, and Tivoli Business Partner. The support has never been better and the opportunities never this vast. When you join PartnerWorld for Software in Fourth Quarter, you can begin reaping these rewards.

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>



Section 3: Membership Requirements

So, you want to join PartnerWorld for Software? There are three levels of participation in PartnerWorld for Software: Member, Advanced and Premier levels. Each level is distinguished by unique membership criteria in four key areas: commitment, competency, contribution and customer satisfaction. Representation in all four categories is not required at each level. Member and/or Advanced level membership can be achieved immediately once the criteria are met. Premier level membership requires the submission/review of contribution and customer satisfaction attainments.

- Member Level
 - Provides basic enabling support on software technologies.
 - Requires an entry-level **commitment**, including a current Business Partner profile to be updated annually and an accepted PartnerWorld Agreement.

- Advanced Level
 - Recognizes and rewards Business Partners that have invested resources in software technologies and solutions.
 - Requires a proven **commitment** to PartnerWorld for Software and validated **competency** on software technologies and solutions.

- Premier Level
 - Recognizes and rewards Business Partners that have invested significant resources.
 - Requires that Business Partners.....
 - Have proven their **commitment** to PartnerWorld for Software.
 - **Contribute** demonstrably to increasing market share for our software offerings.
 - Are highly **competent** in software technologies and solutions, and understand how to sell the IBM e-business strategy.
 - Have demonstrated high **customer satisfaction** standards.

The PartnerWorld for Software track is based on a location model. As such, each Business Partner location to be a part of PartnerWorld for Software must meet the membership requirements. Note that there is additional flexibility for Premier Business Partners only; please refer to the Premier Enterprise Option for more information.



Membership level is achieved for PartnerWorld for Software by satisfying the “brandless” criteria as defined in the following table:

<u>Membership Criteria</u>	<u>Member</u>	<u>Advanced</u>	<u>Premier</u>
Commitment	- Current profile - Acceptance of PartnerWorld Agreement - E-mail address - Annual requalification	- Current profile - Acceptance of PartnerWorld Agreement - E-mail address - Annual requalification	- Current profile - Acceptance of PartnerWorld Agreement - E-mail address - Annual requalification
Competency	- Not applicable	- 1 Technical Certification from the Accepted List	- 3 Technical Certifications (one of which may be from the Complementary list) - 1 e-business Sales Certification
Contribution	Not applicable	Not applicable	- Annual Sales/Influence Attainment
Customer Satisfaction	Not applicable	Not applicable	- 3 Customer References



The following is an explanation of the requirements inside each criteria for joining PartnerWorld for Software:

COMMITMENT

- **Membership Agreement** - You must sign the PartnerWorld Agreement to meet the entry requirements and maintain your skills at your company location. To fail 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 immediate termination. A copy of the PartnerWorld Agreement will be available on the PartnerWorld for Software Web site fourth quarter in 2000.
 - **Member Profile** - It is imperative that IBM maintains current and accurate information 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.
- **New!** - As an administration enhancement, each Business Partner location may have one or more Authorized Profile Administrators for their local membership profile. A Business Partner location may allow another Business Partner individual at any location to be a global administrator Company Profile Administrator and to administer and maintain their local membership profile. This allows multiple locations to have their membership profile maintained by one or more global administrators Company Profile Administrators and/or by one or more Authorized Profile Administrators. For example, a headquarters location, through the global administrator Company Profile Administrator, can be authorized to administer the profile information across designated locations. Regardless of the choices a Business Partner makes about administering profiles locally, centrally, or a mixture of both, each location must still maintain a leads administrator contact in order to receive leads. The Authorized Profile Administrator is also responsible for ordering "demo and evaluation" software (either electronic download or CD) and can do electronic software downloads.
- **Annual Requalification** - You must requalify for PartnerWorld for Software each year, confirming that you continue to meet the current requirements for your level.
- **E-mail Address** - You must provide at least one valid e-mail ID to participate in PartnerWorld for Software.



COMPETENCY

Professional certification provides a method for you to validate your skill and demonstrates the credibility needed to sell and support 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. Each level requires you to attain a number of selected certifications in the following categories:

- *Technical Certification* - Refers to certification held by individuals on designated software products and e-business solutions. Typically, the skills validated cover installation, setup, integration, architecture and support. For a list of accepted technical certifications, refer to Web site: www.ibm.com/partnerworld/software. Click on **Education** followed by **Skills Planning**.
- *Sales Certification* - Refers to certification held by individuals on software products and e-business solutions. Skills validated cover an individual's competency on software product sales skill. The required e-business sales certification is the "e-business - Solutions Advisor" certification. Refer to Web site: www.ibm.com/software/ebusiness/certification
- *Complementary Certification* - PartnerWorld for Software recognizes selected complementary certifications that have been found beneficial to IBM's overall business interest. These certifications 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 be industry certifications from other vendors. For a list of accepted complementary certifications, refer to Web site: www.ibm.com/partnerworld/software. Click on **Education** followed by **Skills Planning**.

Keep in mind, the total number of required certifications must be satisfied by the same number of Business Partner employees. Business Partner locations interested in achieving Premier level and having fewer than the required number of employees, can achieve this level through an exception process. An exception will be made for these firms to allow certified individuals to carry multiple certifications. All other Premier requirements must be achieved without exception.

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.



CONTRIBUTION

A Premier Business Partner’s contribution will be based on a minimum Sales/Influence Attainment. Incentive programs such as the Sales Assistance Program and other regionally approved programs will be used to capture this information.

- You must meet the Sales/Influence attainment based on the country in which you are located. This can be reached by combining IBM, Lotus or Tivoli influence/sell-through revenue.
 - Attainment will be calculated on the last 12 months since the prior requalification.
 - A “start-up” exception may be permitted in the first year ONLY, if there is not a verifiable contribution track record. Under these circumstances, a Business Partner must commit to the country-specific contribution target for the next 12 months to meet the contribution criteria for Premier status.

**Annual Sales/Influence Attainment
For Premier Level Only**

\$300K USD	\$200K USD	\$100K USD	\$50K USD
Applies for the following countries: France Germany Japan United Kingdom United States	Applies for the following countries: Italy Spain	Applies for the following countries: Argentina Austria Australia Belgium Belarus Brazil Canada Czech Republic Denmark Finland Hungary Kazakhstan Malaysia Mexico Netherlands New Zealand Norway Philippines Poland Puerto Rico PRC Russia Singapore South Korea Sweden Switzerland Thailand Ukraine	Applies for all other countries, such as: Bulgaria Croatia Greece Ireland Israel Macedonia Portugal Romania Slovakia Slovenia Turkey



CUSTOMER SATISFACTION

Customer references represent the primary means of demonstrating customer satisfaction, which is required to qualify as a Premier Business Partner. The objective is to promote a Business Partner to internal audiences by highlighting activities and success stories involving software technologies.

- Each location must submit three customer references per year.
- Customer references for new unique customers or new department/division installations or engagements will be accepted.
- Customer references will only be used for internal purposes and cannot be released to the public without explicit permission from the Business Partner and customer.

Required customer reference information includes:

- Customer Company Name, Contact Name and Phone Number
- Customer Department Name (references from the same company are accepted if from different departments)
- Activity Type: Sale/Influence, Consult, Install
- Activity Date (must be within last 12 months)
- IBM/Lotus/Tivoli Software product/solution involved with this reference (must be in the list of accepted certifications)

Please note:

- We will verify references on a random basis.
- We will not publish these references or use them for any purposes other than PartnerWorld for Software membership criteria requirements.



Section 4: Benefit Offerings

As a participant in PartnerWorld for Software, you have access to both no-cost benefits and bundles of chargeable benefits, called the Value Package for Software. No-cost benefits are primarily Member-level self-help information and support, and are delivered electronically. The chargeable benefits are bundled into a Value Package for Software, a composite of benefits such as “demo and evaluation” software, “run your business” software, education reimbursements (i.e., “You Pass, We Pay”) and selected marketing support. It is highly recommended that all value-add Business Partners purchase the Value Package for Software. Bundle contents are differentiated by level and only Business Partners qualified for a specific level can purchase that level’s package. They include benefits in the following six categories:

- Marketing and sales support
- Education
- Technical support
- Incentives
- Financing
- Relationship management

The following tables indicate the benefits offered inside each category. Notations include:

- x denotes a free benefit
- \$ denotes a chargeable benefit available within the Value Package for Software

Please note that the contents of the Value Package for Software differ by level. 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 and technical support offerings may be eligible for reimbursement under “We Pay” offerings.



Benefit offerings: <i>Marketing and Sales Support</i>	PartnerWorld Membership		
	Member	Advanced	Premier
<i>Naming and Emblems</i>			
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
<i>Sales Tools</i>			
Solution Sales Resource Web site	X	X	X
Solution / Product Information	X	X	X
<i>Marketing Tools</i>			
Seminar In a Box - Materials	X	X	X
Seminar in a Box - Support/Funding (Where available)		Selected	Selected
Prospect Mailing Services (Where available)			\$
Display Booth Loaners for Trade Shows (Where available)		\$	\$
Marketing Campaigns	X	X	X
Brand Deliverables	X	X	X
<i>Business Partner Promotions</i>			
"PR101" Kit		\$	\$
<i>Software Partner Directory</i>			
Business Partner Listing		X	X
<i>Connecting Business Partners to Business Partners</i>			
Business Partner Connections - Search	X	X	X
Business Partner Connections - Basic Partnering Tools	X	X	X
Invitation to Partner Networking Events	X	X	X
<i>Lead Management</i>			
Eligible for Leads (Where available)		X	X (Priority)
<i>Software</i>			
Demo & Evaluation Software	\$	\$	\$
Run Your Business Software	\$	\$	\$

Benefit offerings: <u>Education</u>	PartnerWorld Membership		
	Member	Advanced	Premier
<u>Skills Planning</u>			
Overview of Skills Offerings	X	X	X
Accepted Certifications	X	X	X
Certification/Education Roadmaps	X	X	X
Education Schedules	X	X	X
<u>Discounted Education</u>			
Business Partner Discount (up to 25%)	X	X	X
Education Discount Card (Where Available)	Separately Priced	Separately Priced	Separately Priced
<u>Tuition/Test Reimbursement</u>			
"We Pay" Offerings	\$	\$	\$
<u>Sales Education</u>			
Business Value Propositions / Sales Briefings	X	X	X
Signature Selling	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)
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)
<u>Technical Education</u>			
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)
<u>Distance Learning</u>			
Satellite Network Offerings (Where Available)	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)
CBT's	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)
<u>Business/Executive Education</u>			
Business Partner Executive Institute (BPEI)		Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)	Separately priced and may be eligible for reimbursement (See "We Pay" Offerings)
Partnering with other Business Partners	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)
Business Skills Workshops and Seminars		\$	\$



x denotes a free benefit

\$ denotes a chargeable benefit available within software value packages



Benefit offerings: <i>Technical Support</i>	PartnerWorld Membership		
	Member	Advanced	Premier
<i>Web-Based Self-Help Support</i>			
www.ibm.com/support	X	X	X
Self-Help Technical Support	X	X	X
<i>Web-Based Solution and Application Development Support</i>			
Q&A Forums		\$	\$
Private Q&A			\$
<i>Technical Sales Support via Telephone</i>			
Techline	\$	\$	\$
<i>Installation and Usage Support via Telephone</i>			
Installation and Usage Support	Separately Priced	Separately priced and may be eligible for reimbursement (See "You Call, We Pay")	Separately priced and may be eligible for reimbursement (See "You Call, We Pay")
"You Call, We Pay" Reimbursement		\$	\$

x denotes a free benefit

\$ denotes a chargeable benefit available within software value packages



Benefit offerings: <i><u>Incentives</u></i>	PartnerWorld Membership		
	Member	Advanced	Premier
<i>Sales Assistance Program</i>			
Participation (Varies by geography)	X	X	X
<i>Passport/Advantage</i>			
Participation	X	X	X
<i>PartnerRewards for Remarketers</i>			
Participation (Varies by geography)	X	X	X
<i>Sales Incentives</i>			
<i>now you</i>	X	X	X

x denotes a free benefit

\$ denotes a chargeable benefit available within software value packages



Benefit offerings: <i>Financing</i>	PartnerWorld Membership		
	Member	Advanced	Premier
IBM Global Financing Offerings (Link to IGF website)	x	x	x

Benefit offerings: <i>Relationship Management</i>	PartnerWorld Membership		
	Member	Advanced	Premier
<i>Membership Support</i>			
Membership Centre Hot line	x	x	x
PartnerLine	x	x	x
PartnerWorld for Software Website	x	x	x
Welcome Kits	x	x	x
PartnerWorld for Software Track Guide	x	x	x
Business Partner Communications	x	x	x
Online Profile Management	x	x	x
<i>Special Events</i>			
IBM PartnerWorld Event		x	x
<i>Recognition</i>			
Beacon Awards		x	x
<i>Premier Enterprise Option</i>			
Aggregated Criteria/Benefits			\$

x denotes a free benefit

\$ denotes a chargeable benefit available within software value packages



Section 4a: Benefit Descriptions

Benefit offerings described in this section may not currently be available in all countries, on all platforms or may be delivered differently. Additional terms and conditions may apply to any specific offering or geography.

MARKETING AND SALES SUPPORT OFFERINGS -- PartnerMarketing

Naming & Emblems

- **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 artwork 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. 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

Keep in mind, the Mark, however, is not a "seal of approval," endorsement, certification or warranty of the quality or performance of the customer's site or its products or any IBM or other products used in the site, including whether the site or those products are safe or reliable, or the accuracy of site information, and IBM assumes no liability and no obligations relating to anyone's use of the site or any product or for information associated with the site. IBM does not review these areas, so the customer is solely responsible for them.

Sales Tools

- Solution Sales Resource Web Site

Integrated information from the following two repositories:

Solution Sales Resource (SSR) -

The IBM Solution Sales Resource is a Web site that provides sales tools, presentations, competitive information, and marketing collateral to help sales people and marketers sell IBM software. Information is presented at each step of the solution selling process, thereby offering sales people the information they need, when they need it to close IBM sales.

Lotus Sales Tools

These tools are developed and maintained by the respective product management and product marketing organizations. Tools include: Data sheets, white papers, presentations, demos, creative tool kits and Frequently Asked Questions (FAQs). Additionally, access is provided to Executive Briefing Center presentations and enablement tools (e.g. archives for Hot Topics, HEADS UP, LotusTalk announcements, etc.)



- Solution / Product Information

Easy access to information is delivered through the following resources:

- PartnerWorld for Software Membership CDs

- *IBM Software Information Library*

- This library is a repository of marketing materials to complement the available demonstration and evaluation software. Software marketing information can be accessed using Lotus Notes or any browser to link directly to Software PartnerInfo on the Internet for real-time information updates. The IBM Software Information Library is updated quarterly.

- *Lotus Information Library*

- This library contains product, technical support, and marketing information that imparts an increased understanding of Lotus products and services. Examples of databases include: Lotus sales tools, Lotus industry solutions, Lotus competitive tools, and the Notes knowledge base. The Lotus Information Library is updated quarterly.

- *Software PartnerInfo*

- This resource is available on the Web to all Business Partners. It is the single place to go for information about software products and solutions, helping you find answers to your questions quickly and to be more profitable selling our software. There are presentations, demos, box shots, graphics, and collateral such as brochures and announcements. Software PartnerInfo links you to customer profiles, financing information, and education and technical support. Information is customized by country so you can satisfy your customers in many different locations worldwide.

- *DomiNet (Domino Network) and LNN (Lotus Notes Network)*

- DomiNet and LNN are mechanisms that Lotus uses for communication with, and providing information to Business Partners. It consists of comprehensive databases designed to provide you with all the latest information that you need on Lotus, including technical and marketing data on Lotus' products, services and forums for interactive discussion. Other Partner Information databases also available include: Geography News, Pricing Database, Knowledgebase.

Marketing Tools

- Seminar In a Box

- IBM and Lotus continue to be committed to working closely with you to deliver valuable e-business solutions needed by our customers to stay competitive in today's marketplace. The Seminar in a Box program for eligible Business Partners will help to showcase and sell their e-business capabilities, based on IBM and Lotus e-business solutions and products. Leads generated from each seminar will go to the Business Partner who conducts the seminar and will be tracked within the IBM Lead Management system to ensure effective closure.



- *Seminar in a Box - Materials*

Fully downloadable Seminar in a Box materials are available for all levels of Business Partners. These materials provide step-by-step guidance on how to run a successful seminar on your own. For more information, please refer to "SIB Central" at <http://www.partnerinfo.software.ibm.com/sibcentral>.

- *Seminar in a Box - Support/Funding (Where Available)*

Full service, turnkey seminar services and support infrastructure are provided. Services include list acquisition, Web and e-mail registration. Infrastructure supports demand generation and lead management follow up. The cost is shared jointly between PartnerWorld for Software and the selected Business Partner location. For more information, please refer to "SIB Central" at <http://www.partnerinfo.software.ibm.com/sibcentral>

- Prospect Mailing Services (Where Available)

To help Premier Business Partners sell more software and services at reduced operating costs, Premier Business Partners can order prospect profiles and mailing lists through *IRG (Information Resource Group)* at a nearly 40-percent discount.

- Display Booth Loaners for Trade Shows (Where Available)

PartnerWorld for Software trade show display booths, both tabletop and floor models, are available on a loaner basis to Advanced and Premier Business Partners to support their activities at trade shows.

- Marketing Campaigns

Marketing campaigns will be developed, created and executed worldwide to enhance and support sales activities. We will use the Web wherever possible to deliver marketing messages and proven sales tools leveraging e-business giving Business Partners focus and collateral where appropriate.

- Brand Deliverables

In support of channel brand campaigns, co-marketing deliverables are created and offered to Business Partners often in the form of e-mail blasts, promotional messages, customizable direct mail and Web banners. These deliverables make it easier to understand, position, market and sell IBM's broad range of products, services and e-business solutions. This includes the electronic delivery of selected Lotus Enablement Kits.



Business Partner Promotions

- "PR101" Kit
A downloadable "kit" of public relations information provides you with tools to enact a proactive and effective media relations program. This material will help you to effectively use public relations in promoting IBM and Lotus based e-business solutions. This service helps boost the visibility of your solutions in the press and helps extend the value of IBM and Lotus technologies and Business Partner relationships.

Software Partner Directory

- Business Partner Listing
This Web-based directory will be available from the public side of the Web where customers and Business Partners can locate qualified Business Partners who can help them select the best IBM and Lotus software solutions for their businesses. The listing will include only Premier and Advanced Business Partners that meet the selected search criteria, but will be listed by level. Premier Business Partners will be listed first followed by Advanced Business Partners. Both will be listed alphabetically.

Connecting Business Partners to Business Partners

- Business Partner Connections
An on-line service exclusively for Business Partners that makes it easy to find other Business Partners to team with, who have complementary skills. Business Partner Connections provides tools to help Business Partners build the necessary skills to successfully team with other Business Partners. Features include:
 - ◆ Partner and Solution Search - Search for a Business Partner by Business Partner attribute or solution needed. Possible criteria include: certifications, business size, location and member level.
 - ◆ Basic Partnering Tools - Learn what it takes to be a successful partner with another firm. Business Partner Connections offers four tools to help you define your purpose for partnering, assess your readiness to partner, know your value to and requirements of a partnership and divide roles and responsibilities.
 - ◆ Educational Opportunities- Please refer to the "Partnering with other Business Partners" under the Education Benefit Category.
- Invitation to Partner Networking Events
Learn about opportunities around the world to meet other Business Partners in person at IBM sponsored "Meet & Greet" events.



Lead Management

- Eligible for Leads (Where Available)

Leads are generated by marketing campaigns at trade shows or through Sales Centers. All leads are distributed to PartnerWorld for Software Business Partners by e-mail only. The distribution of leads is based on the Business Partner’s skill set. Skills captured in the database include: certifications, specialties, specific education classes attended, self-proclaimed skills, solution skills and platform skills. Some campaigns are more complex as they include more than one product. Distribution of the leads for these campaigns will be given to Business Partners who have the best collection of necessary skills as outlined in the campaign requirements. Premier Business Partners are given priority on leads.

Software

- Demo and Evaluation Software

This software is not-for-resale (NFR) and is provided to you for demonstration and evaluation purposes only. All software is available on CD and most is available by electronic software download (eSD) as well.

	Member	Advanced	Premier
Physical (CD-ROM)	1 set of each Software product version per Business Partner location	2 sets of each Software product version per Business Partner location	3 sets of each Software product version per Business Partner location
Electronic (eSD)	Unlimited downloads	Unlimited downloads	Unlimited downloads

- Run-Your-Business Software

You may choose from a selected group of software to use in your business operations. Software selections increase as you achieve higher membership levels. Software licenses are for your internal use at your company location. Choices may include software options from the following areas: IBM Suites (including Lotus Servers and Clients), IBM Solutions, IBM SecureWay, and Lotus SmartSuite.

EDUCATION OFFERINGS -- PartnerEducation

Skills Planning

- Overview of Skills Offerings

PartnerWorld for Software offers a complete set of education and training options, through various media, so that you can develop the skills needed to deliver successful solutions. Beginning with recruitment and awareness activities, education and training is available on sales briefings, a solutions approach using the Signature Selling Method and product technical training that can lead to specific skills certification. The training and education is available worldwide and courses are delivered through IBM Learning Services and selected Lotus Authorized Education Centers.



- Accepted Certifications
Certification is the benchmark which validates the knowledge and skills required of today's technical professional. PartnerWorld for Software has been structured to require selected certifications as a requirement for membership. These certifications have been chosen as ones beneficial to both the Software Business Partner and PartnerWorld for Software. A complete list of accepted certifications can be found at: www.ibm.com/partnerworld/software. Click on Education and then on Skills Planning.
- 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
- Education Schedules
Education schedules are available at the following Web sites :
 - IBM Learning Services: <http://www-3.ibm.com/services/learning/>
 - Lotus Authorized Education Centers (LAECs): <http://www.lotus.com/educationschedule>

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 Learning Services.

For Lotus based education, selected Lotus Authorized Education Centers (LAECs) offer a special opportunity for PartnerWorld for Software Business Partners to register and attend Lotus technical courses at a 25-percent discount.
- Education Discount Card (Where Available)
IBM Learning Services 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 Learning Services Web site at: www.training.ibm.com/ibmedu



Tuition/Test Reimbursement

- **“We Pay” Offerings**

The “We Pay” offerings are established on a biannual basis with a six-month offering horizon. Branch campaign initiatives and current market skill needs play an important part in what will be available during the six-month period. The “We Pay” offerings may vary in content depending on specific geography considerations and focus.

- **“You Pass, We Pay”**

“You Pass, We Pay” offering is designed to encourage you to build advanced product skills by reimbursing some or all of your tuition fees when eligible certifications are achieved. PartnerWorld for Software is firmly committed to working with you to build skills and the “You Pass, We Pay” offering is one example of that commitment.

- **“You Test, We Pay”**

The “You Test, We Pay” offering is designed to encourage you to achieve certification by reimbursing test fees for eligible certification tests. The “You Test, We Pay” offering reimburses you once for the eligible certification exam test fee(s) regardless of a pass/fail status.

- **“You Attend, We Pay”**

The “You Attend, We Pay” offering reimburses you for attending specific courses. Eligible courses are ones that may not have an associated certification role, but still offers significant skill enhancement opportunities.

Sales Education

- **Business Value Propositions / Sales Briefings**

Business value propositions that describe the opportunity for selected solutions based on IBM Software have been created to aid you in your selling efforts. These presentations, also known as Value Propositions, include information on the market opportunity, target industries, software offerings and marketing programs, and competitive differentiators.

In addition, one-day Sales Briefings have been developed to give you an overview on certain products and solutions.

- **Signature Selling**

With a continued emphasis on delivering the most up-to-date sales training, PartnerWorld for Software is offering the new Signature Selling Training (formerly Solution Selling).

- **e-Business Sales Education**

A range of courses in classroom, satellite TV 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.



Technical Education

- Product Courses

Education and training courses on IBM/Lotus products that 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 Learning Services and Lotus Authorized Education Centers. Courses may be classroom-based or use alternate media.

Distance Learning

- Satellite Network Offerings (Where Available)

*Learning Services Network and PartnerWorld 1....*This is a new offering, available through a subscription service, that delivers IBM Training curriculum directly to the office via satellite and the Internet. This represents a new paradigm in convenient, affordable education and provides all IBM sales, technical, and end-user instructional information taught by experts. This distance learning approach provides more training per educational dollar since it is delivered with no tuition, travel expenses, lost productivity and time away from home. The service is being deployed.

*Lotus Vision.....*In the hotly competitive, ever-changing world of business, success often depends on two factors: what you know and when you know it. There's no better or faster way to get up to speed and stay up to date on Lotus products, offerings and technologies than by tuning into Lotus Vision. Live, two-hour, interactive satellite broadcasts are designed to help you increase your technical knowledge and improve your business skills. Each program is designed to bring time-sensitive sales, marketing, and technical programming to Business Partners.

- CBTs

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



Business / Executive Education

- **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 that have a direct relationship to their success. Advanced and Premier level Business Partners can participate in BPEI. 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>
- **Business Skills Workshops and Seminars**
Examples of the current offerings include the following:
 - *Mergers & Acquisitions Selling Up, Selling Out Workshop*
How to value, prepare, position and negotiate a merger, sale or partnership of your software or services company.
 - *Go to Market Strategy Workshop*
A one day workshop, primarily for high tech firms. Conducted by Larry Friedman, President of the Sales and Strategy Institute. His company helps clients achieve world-class sales performance by researching and identifying new go-to-market multiple channel opportunities.
 - *Advanced Partnering Workshop*
Focuses on forming strategic partnerships to bring Unified Messaging Solutions to market in a Lotus Domino environment.
 - *Managing Growth for Profitability Workshop*
A top consultant and practitioner, Tom Siegel, President of Siegel & Dunn, specializes in assisting emerging companies in preparing themselves to effectively manage their company through the following stages--enterin growth, climbing the ladder, and sustaining growth. This is for companies who face the challenges of managing rapid growth during any one of these stages and want to improve their business performance to become "Investor Ready."
 - *e-Channel Workshop*
This workshop will help Business Partners deal with a pressing question: What can Business Partners really be doing on the Internet to generate business and support their customers.
- **Partnering with other Business Partners**
This includes education offerings on successful teaming.



TECHNICAL SUPPORT OFFERINGS -- PartnerSupport

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

The technical support benefit will provide increased levels of technical support to Advanced and Premier Business Partners who have made the commitment to invest in their skills development through IBM and Lotus certifications. PartnerWorld for Software will offer various levels of technical support to Business Partners.

Our strategic direction is Web-based technical support, which will address your solution-focused needs across application development activities, as well as provide support during the sales cycle, and ensure that you have easy access to usage and installation support. We will continue to provide technical support via telephone, which will deliver technical sales as well as usage and installation support.

Web-Based Self-Help Support

- www.ibm.com/support
You can access technical information and learn how to locate technical resources and services.
- Self-Help Technical Support
24X7 self-help via the Web on IBM and Lotus technologies, including access to Frequently Asked (and answered) 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. You can register for an ID and password for Web-based technical support through the PartnerWorld for Software Web portal.

Web-Based Solution and Application Development Support

- Q&A Forums
This enables eligible partners to submit an unlimited number of public forum questions and receive a response from skilled technical resources in IBM and Lotus technologies. Look for EQ&A (Electronic Q&A).
- Private Q&A
This enables eligible partners to submit an unlimited number of private questions and receive a response from a skilled technical resource in IBM and Lotus technologies (one to one e-mail exchanges). Look for AAQ(Ask A Question).



Technical Sales Support via Telephone

Techline

Technical sales support can be accessed through PartnerLine to assist eligible Business Partners when selling software solutions.

Installation and Usage Support via Telephone

- Usage and Installation Support

Installation, usage, (“how to” Q&A’s), defect support and problem determination/problem source identification is provided on supported software products.

- “You Call, We Pay” Reimbursement

Eligible Business Partners can purchase technical support contracts from the Lotus and IBM technical support organizations (examples: Lotus Customer Support and IBM SupportLine) and, in turn, submit invoices for reimbursement up to a capped dollar amount. Reimbursement amounts will vary by level and geography.

INCENTIVES OFFERINGS -- PartnerRewards

Incentives

- Sales Assistance Program

The Sales Assistance Program rewards participating Business Partners who “close the business.” Participants are rewarded between 1.5 percent and 15 percent of the price of selected IBM, Lotus and Tivoli software for pre-sales activities leading to closure. When closing sales to Mid-market customers, rewards are three times greater for selling selected IBM and Tivoli workstation software and all eligible Lotus Software.

The Sales Assistance Program is consistent at its core, but has slight variations in each geography.

- Passport Advantage II

Passport Advantage II is the single, simple way to make the most of your customers' investment in software technology.

This comprehensive volume licensing programme from IBM and Lotus includes software, software subscription and support for any size organisation, anywhere in the world. Passport Advantage II offers a breadth and depth of solutions no other program can deliver - everything from e-Business and middleware to communication and collaboration.

There is no easier way of putting IBM and Lotus to work at the heart of your customers' organisation worldwide, to improve speed to market and customer service, to ease migration and boost productivity, and to lower administration and acquisition costs.

Passport Advantage II is available in three cost-effective options, to match the way all organisations acquire



and manage their software, saving money through greater efficiency and improved pricing. So, if an organisation has as few as 5 PCs, they could be eligible to become a Passport Advantage customer. For more information, visit web site www.ibm.com or www.lotus.com/passportadvantage

- PartnerReward for Remarketers (Where Available)

Distributors and resellers who meet minimum sales criteria may participate in PartnerRewards, a program that rewards you with marketing funds based on your sales performance across the majority of the IBM hardware and software brands.

Sales achievements are rewarded with credits to a PartnerReward "account." Funds across all brands can be aggregated for defined marketing and sales initiatives agreed with IBM.

Contact your local Business Partner sales team to find out if you can participate.

- now you

This is a ground-breaking global incentive designed to recognise the outstanding contribution Business Partners are making to the success of our software sales, by sales and influenced sales performance focused on the small and medium-size business market. Major incentives and prizes are based on realistic, achievable sales targets. Recognition is given to Business Partners and their sales people who are contributing to the growth of our business and the increase of our market-share.

now you is virtually administration free. You can participate directly from your own secure Web site. You can log-on whenever it suits you and keep track of your progress. The Grand prize in 2000 is a trip to Rio de Janeiro with a visit to Copacabana beach, followed by a trip to the steamy Amazon jungle. This, though, is only one of the many thrilling prizes. You can register for *now you* today. You'll be awarded early enrollment bonus points to help you on your way to our Rendezvous in Rio if you enroll now. So go to the www.nowyou.com now and sign up today.

FINANCING OFFERINGS -- PartnerFinancing

- IBM Global Financing

IBM Global Financing offers one-stop shopping for all of your customers' IT financing requirements. It provides flexible terms and conditions, creative solutions to unique IT financing problems and simple contracts and easy paperwork. IBM Global Financing can help your customers implement the IT solutions they need now and to spread large purchases over time to meet budget requirements. Financing is available, subject to customer credit approval, for all IBM and non-IBM solution components. For more information, visit the IBM Global Financing website at: <http://www.ibm.com/partnerworld>.

RELATIONSHIP MANAGEMENT OFFERINGS

Membership Support



- Membership Centre Hotline
Assistance and support is provided to all participants in PartnerWorld for Software through the Membership Centre Hotline. 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.
- Partnerline
PartnerLine is your single point of contact to call. It provides call transfers to appropriate organizations and validates you for entitled benefits prior to call transfer.
- PartnerWorld for Software Web Site
This will be considered the portal for the PartnerWorld for Software Business Partner. The Web site will have four basic elements, two public and two private. In addition to providing access to information about PartnerWorld for Software, the public elements will provide access to the Software Partner Directory and to the membership application. The two private elements, under ID/Password control, will include the "Membership Centre" and the "Partner Zone." Membership Centre will allow you to perform transactional functions such maintaining your profile and ordering software. Partner Zone will provide information to which you are entitled on marketing and sales, education, technical support, incentives, financing, etc., based on your profile (Geography, language, membership level, etc.). For more information, visit:
www.ibm.com/partnerworld/software
- Welcome Kits
PartnerWorld for Software provides a Welcome Kit for new Business Partners that includes many useful resources such this official guide, membership CDs, plus 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. Business Partners must subscribe to brand-specific newsletters.
- Online Profile Management
You will be able to maintain your profile via the PartnerWorld for Software Web site. You can update information online or download the profile to your workstations for disconnected usage. If the profile is downloaded, you will then be able to upload the changes to update the master profile.

Special Events

- IBM PartnerWorld Event (Formerly known as BPEC)
Invitations to the annual PartnerWorld event (formerly the IBM Business Partner Executive Conference or



BPEC) will be extended to Premier and Advanced Business Partners. Scheduled in the first quarter of the calendar year, the PartnerWorld event is a global conference for Business Partner and IBM, Lotus and Tivoli executives. It 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, Lotus and Tivoli solutions, offerings, and support services. Conference attendees continue to give high marks to the ability to network with IBM, Lotus, Tivoli and other Business Partner executives.

Recognition

- Beacon Awards (Three events, at Lotusphere Berlin, Lotusphere Orlando, and the IBM PartnerWorld Event)
This event recognizes Business Partners who have excelled at providing quality products, innovative solutions and superior services to customers. Categories reflect the commitment of Business Partners worldwide to providing innovative solutions and services for burgeoning markets based on key software technologies.

Premier Enterprise Option.....Aggregated Criteria/Benefits

- Aggregated Criteria/Benefits
Some Business Partner firms want the choice of being able to aggregate their Premier level qualification criteria for multiple, designated locations across country boundaries, but yet, within a geography (EMEA, NA, LA, or AP). Also, they want to be able to pool their earned benefits across these designated locations within the selected geography. The Enterprise Option recognizes the choice that some Business Partners have made to centralize their skilled, certified resources.

The following rules have been defined for a Business Partner to be able to use this option. Note that the rules have been defined to ensure that the qualification criteria in aggregate are consistent with those required otherwise on a per location basis. The Business Partner designates the number of Premier locations that participate under this option within one of the four geographies (EMEA, LA, AP, NA) and the aggregated **qualification criteria** for the designated locations must be as follows: **The sum must be equal to the aggregate of the normal location-based requirements needed for each of the designated locations to be Premier.** The only exception to this rule is for customer references, where a reasonable maximum of 10 is established, regardless of # of sites.

Example: If 5 sites are chosen by the Business Partner to be aggregated towards Premier status, the aggregated criteria that must be achieved are as follows:

- Premier **competency** requirements x 5;
- Premier **contribution** sales/influence target x 5
- Premier **customer satisfaction** / 10 customer references (note that 3 references x 5 = 15, which is greater than the reasonable maximum of 10)



Note that, as a “start-up” exception in the first year ONLY, if there is not a verifiable contribution track record, a Premier Business Partner can participate in this option if they commit to the defined contribution target for the next 12 months.

Regarding **commitment**, the Business Partner must designate one administrative contact within their enterprise as the central point of contact for the relationship. The Business Partner may designate Value Package for Software purchasing privileges to that same contact or another individual.

In addition, to pool the **benefits**, multiple Value Packages for Software must be purchased, equivalent to the number of designated Premier sites. (For the above example, 5 Value Packages for Software must be purchased.)

Note that leads will continue to be distributed based on the skills of the individuals by location. Also, if other sites are not designated as part of the Premier Enterprise Option, they will be handled on a per location basis. Only one Enterprise can be established per Business Partner company per Geography (NA, LA, EMEA and AP).



Section 5: Lotus Initiative

Through PartnerWorld for Software, Lotus will provide brand marketing, technical, and sales support specifically tailored to targeted Business Partners with a vested interest in Lotus technology. Lotus-tailored benefits will be available to PartnerWorld for Software Business Partners who meet the entitlement criteria. The benefits cited in this section are limited to those that are associated with Lotus certified skills.

Entitlement Criteria

This initiative rewards Software Business Partners for investing more deeply in Lotus technology. Those Business Partners who achieve Premier level in PartnerWorld for Software and satisfy the criteria shown in the “PartnerWorld for Software Premier” column below are eligible for the additional Premier level benefits available under the Lotus initiative. Similarly, those Business Partners who achieve Advanced level in PartnerWorld for Software and satisfy the criteria shown in the “PartnerWorld for Software Advanced” column below, can enjoy the incremental Advanced level benefits available under the Lotus initiative. The same is true at the member level. Note that the entitlement criteria are not incremental to the PartnerWorld for Software brandless criteria, but can be met as part of achieving the chosen membership level for PartnerWorld for Software.

Lotus determines which applicants are Lotus Business Partners based on their responses in the PartnerWorld for Software application.

Entitlement Criteria	PartnerWorld for Software Member	PartnerWorld for Software Advanced	PartnerWorld for Software Premier
Commitment	Current Lotus information in the PartnerWorld for Software profile system	Current Lotus information in the PartnerWorld for Software profile system	Current Lotus information in the PartnerWorld for Software profile system
Competency		1 Lotus Certified Lotus Professional	3 Certified Lotus Professionals 1 e-business Sales Cert
Contribution			Annual Sales/Influence attainment is Lotus based
Customer Satisfaction			3 Lotus-Specific Customer References



Incremental Benefits

\$ denotes additional benefits received through the Value Package for Software
 x denotes free benefit

Lotus Incremental Benefit Offerings:	PartnerWorld Membership		
	PartnerWorld for Software Member	PartnerWorld for Software Advanced	PartnerWorld for Software Premier
<u>Marketing and Sales Support</u>			
<u>Naming and Emblems</u>			
Lotus Business Partner Title	x	x	x
Lotus Business Partner Logo & Certificate		x	x
Lotus Premier Business Partner Logo & Plaque			x
<u>Marketing Tools</u>			
Lotus Brand Campaign deliverables (valued content)	\$	\$	\$
Lotus Brand Campaign Deliverables (electronic)	x	x	x
<u>Software</u>			
Lotus pre-release software		\$	\$
Additional Lotus internal use "Run Your Business" software licenses	\$	\$	\$
<u>Technical Support</u>			
Lotus BP Tech Forum	x	x	x
Lotus Developer Toolkit	\$	\$	\$
<u>Relationship Management</u>			
Lotus Connects (hard copy)	\$	\$	\$
Lotus Connects LIVE	\$	\$	\$
Software Design Feedback Sessions		x	x
Lotus Beacon Awards Nomination	x	x	x



Section 5a: Benefit Descriptions

- **Lotus Business Partner Title**
A PartnerWorld for Software Business Partner who meets the Lotus member level requirements can use the Lotus Business Partner title.
- **Lotus Business Partner Logo and Certificate**
Business Partners who have met the Lotus Initiative entitlement criteria at the Advanced level are authorized to use the Lotus Business Partner Logo. The Lotus Business Partner logo is comprised of two interlocking fields, "Lotus" and "Business Partner," which represents Lotus' commitment to the Business Partner. Lotus Business Partners receive information on logo usage, soft copy logo artwork and a Lotus Business Partner certificate.
- **Lotus Premier Business Partner Logo and Plaque**
Business Partners who have met the Lotus Initiative entitlement criteria at the Premier level are authorized to use the Lotus Premier partner logo. The Lotus Premier Partner logo is comprised of two interlocking field, "Lotus" and "Premier Partner," which represents Lotus' commitment to its top partners. Lotus Premier Business Partners receive information on logo usage, soft copy logo artwork and a Lotus Premier Plaque.
- **Lotus Campaign deliverables**
At the discretion of the Lotus brand, Lotus campaign deliverables may be available to the following audiences:
 - ✓ all PartnerWorld for Software Business Partners for “free” (outside the Value Package for Software)
 - ✓ Lotus Business Partners who have purchased the Value Package for Software
 - ✓ Lotus Business Partners who have not purchased the Value Package for Software

The Lotus brand will determine whether a deliverable should be included in the Value Package for Software. This will be based on factors such as the cost to distribute material, confidentiality of information, and perceived value of content .

Lotus provides business, sales and technical enablement programs in the areas of unified communications (unified messaging, mobile and wireless), messaging and collaborative infrastructure, e-collaborative applications, distributed learning and knowledge management.



- Lotus pre-release software
Software is made available to Business Partners during the product development cycle, at the earliest logical point in the development schedule.
- Additional Lotus internal use software licenses
Generous internal use of Lotus software. The number of internal use licenses granted are incremental by level.
- Lotus BP Technical Forum
This is a Business Partner to Business Partner technical discussion database on Lotus technology. Business Partners help other Business Partners with technical questions and issues. Participants have advanced Lotus product knowledge.
- Lotus Developer Toolkit
This is a compilation of Lotus developer tools, including Software Development Kits (SDKs) and code samples.
- LotusConnects (hard copy)
This hard copy, printed newsletter is designed to communicate information on new Lotus initiatives, Business Partner news, product/enabling offerings, event information, business development trends, and other news of interest to Lotus. LotusConnects will also be available through Partnerworld for Software, as a free, electronic benefit.
- LotusConnects LIVE
A monthly 45-minute teleconference hosted by Lotus Senior Management. The agenda is forwarded to participating Business Partners via e-mail. Questions submitted will be addressed during the call using realtime communications technology.
- Software Design Feedback Sessions
This vehicle allows partners to influence development of major software product releases. These occur approximately one or two times/year.
- Lotus Beacon Awards
This event recognizes Lotus Business Partners who have excelled at providing quality products, innovative solutions and superior services to customers.



Section 6: Cross-PartnerWorld Initiatives

This section covers the following cross-PartnerWorld initiatives:

e-business Firm Certification

When it comes to e-business, no name is better known or more respected than IBM. Which is why IBM's Certified for e-business - Business Partner initiative gives you such a big lift over the competition: e-business Certification helps you generate new demand for your products and services and helps reassure your customers that you are highly qualified to provide their e-business solutions. The result: more profitable deals, faster closings and longer-lasting customer relationships .

In addition to a variety of benefits designed to make your customer engagements more profitable, IBM's open technology lets you customize solutions to meet any customer requirement. And you can broaden your reach by gaining access to other highly-qualified e-business Certified - Business Partners whose skill sets complement your own.

But most important, once you're Certified, you can display the new IBM Certified for e-business - Business Partner emblem, and gain added recognition through IBM advertising and marketing programs.

Start the next chapter of your own e-business success story — begin the process of getting e-business Certified today. Find out more by visiting <http://www.ibm.com/partnerworld/firmcert>

Solutions Specialties

IBM has aligned its resources around industry solutions to improve marketing and sales effectiveness. These solutions allow IBM and you, our Business Partners, to focus skills and solutions in areas that are important to customers. These solutions enable customers to move current applications and technologies to newer, higher function, e-business-based applications. They also enable customers to integrate legacy applications and data with the Internet or with intranets. Customers can now deliver solutions to new markets and improve service levels by implementing components of the initiatives that make sense for their company and industry.

By implementing a strategy based on these solutions, customers, IBM, and Business Partners can move together into the key areas that support growth and profitability in the new global Marketplace.



The following are examples of solution areas.

- ERP (Enterprise Resource Planning)
- CRM (Customer Relationship Management)
- e-commerce
- Supply Chain Management
- Business Intelligence

To learn more about each solution specialty, refer to the Solution Specialty Web site at <http://www.ibm.com/partnerworld/solutionspecialty>

Web Integrators

The Web Integrators initiative is designed to support new-to-IBM selected channel Business Partners in influencing the sale of e-business solutions, including IBM products and services. It is a go-to-market initiative to help profitably grow the Web Integrators' services business using IBM technologies and to promote long-term relationships with Business Partners. For more information regarding the Web Integrator Initiative, please refer to the Web Integrator Web site at <http://www.ibm.com/software/webintegrators>

Service Providers for e-business

The global Service Providers for e-business initiative is designed to help Internet Service Providers (ISPs) and Application Service Providers (ASPs) deploy advanced applications and enter new markets through access to technology, education, e-business expertise and business development tools. The initiative also extends an ISP's and an ASP's reach by teaming it with IBM's extensive network of value added resellers, independent software vendors, solution development Business Partners, consultants and systems integrators. For more information, please visit the Service Providers for e-business Web site at: <http://www.ibm.com/software/spebusiness/na>

Lotus Authorized Education Centers (LAECs)

Technical training is one of the hottest areas of growth today, and Lotus products are at the forefront of today's technology trends.



The LAEC initiative is a broad-based alliance of training organizations devoted to the continuing delivery of high-quality education to IT professionals across the world. LAECs are authorized locations that work closely with Lotus. LAECs offer training at all levels for Lotus Notes, Domino and other Lotus products. These training centers provide full-service programs for customers -- from end-users through advanced students. Customers are encouraged to use these centres to prepare for the examinations affiliated with Lotus' certification programs.

Selection is stringent and based on a number of factors including proven excellence in training, available facilities and equipment, instructor expertise, and geographic coverage. Candidates must complete a comprehensive business plan to demonstrate area of expertise.

The initiative is founded on a strong joint working relationship established between a Lotus Education regional account representative and the LAEC. The LAECs enjoy a close working relationship with Lotus and are encouraged to take an active role to grow their education business as well as provide feedback on Lotus' courseware and other education offerings.

For more information, go to the LAEC Web site,
<http://www.lotus.com/home.nsf/welcome/education> and choose Education Partners from the left-hand navigator.



Trademarks

IBM, AIX, AS/400, CICS, DB2, MQSeries, Netfinity, OS/2, OS/390, OS/400, RS/6000, and S/390, are trademarks or registered trademarks of International Business Machines in the United States and other countries.

- Lotus is a registered trademark of Lotus Development Corporation.
- Tivoli is a registered trademark of Tivoli Systems, Inc.

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

Track Guide Updates

The track guide will be updated on a monthly basis and posted to the website. Please download the latest version as your reference guide.