PartnerWorld for Software
Content Management Update

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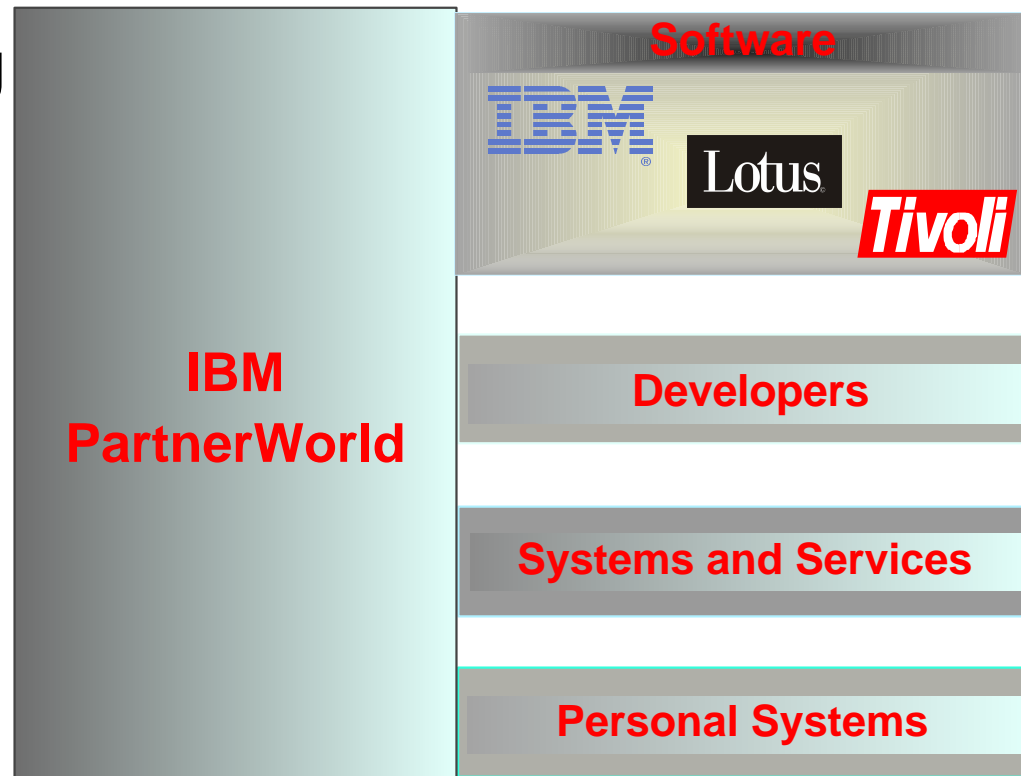
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PartnerWorld and Software

✓ **ease of doing business**

✓ **enhanced benefits**

✓ **enablement of solutions**

IBM PartnerWorld

Software

IBM

Lotus

Tivoli

Developers

Systems and Services

Personal Systems

Ease of Doing Business

- One Logon/ID for PartnerWorld for Software
- One Application/Agreement
- One Profile
- Multi-Location Profile Administration
- On-line / Off Line Profile Updating
- Single Value Package
- Single Entitlement to Cross-Brand Benefits
- Single Source for Software
- One Partner Directory
- Partner Search via BP Connections
- Premier Enterprise Option

PWSW Membership Criteria
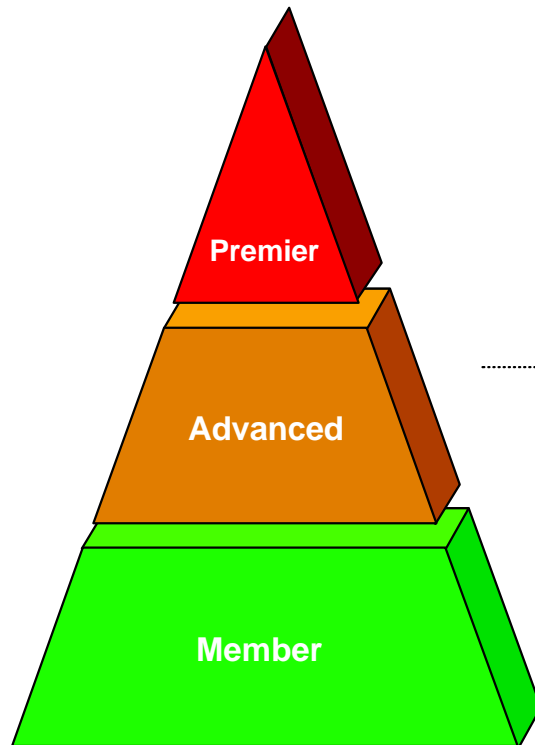
Contribution
- **Annual Sales/Influence Attainment**
  ($300K US, $100K Canada)

Competency
- **3 Technical Certifications**
- **1 e-business Solution Advisor Certification**

Commitment
- **Annual Requalification**

Customer Satisfaction
- **3 Customer References**

- -

Competency
- **1 Technical Certification**

Commitment
- **Annual Requalification**

- -

Commitment
- **PartnerWorld Agreement**
- **Current Profile Information**
- **e-mail address**
- **Annual requalification**

Premier

Advanced

Member

NOTE - Premier Level Competency

1 -One technical certification can be a Complementary Certification

Criteria for Lotus Initiative
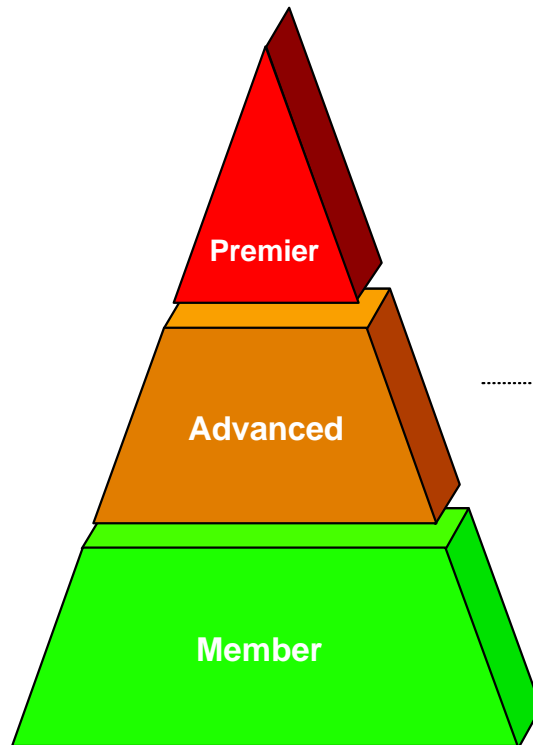
Contribution
- Annual Lotus Sales/Influence Attainment

Competency
- 3 Lotus Technical Certifications
- 1 e-business Solution Advisor Certification

Commitment
- Annual Requalification

Customer Satisfaction
- 3 Lotus Customer References

Competency
- 1 Lotus Technical Certification

Commitment
- Annual Requalification

Commitment
- PartnerWorld Agreement
- Current Lotus Profile Information
- e-mail address
- Annual requalification

Premier

Advanced

Member

e-business Certification

Certified for e-business - Solution Advisor
Certified for e-business - Solution Designer
Certified for e-business - Solution Technologist
 e-business Business Partner

Differentiates a Business Partner in the marketplace with measurable, demonstrated e-business experience

Benefits Business Partners' marketing plans as they tap into IBM marketing and education.

e-business Certification

Certified individual's emblem:

Certified IBM e for e-business

- **Certified for e-business - Solution Advisor (Sales Related)**
- **Certified for e-business - Solution Designer (IT Related)**
- **Certified for e-business - Solution Technologist (IT Related)**

Certified firm's emblem:

IBM e Business Partner

- **e-business Business Partner**

Certified for e-business
Solution Advisor

Demonstrated ability to:

- Develop strategic e-business vision, strategy and implementation plans
- Translate customer requirements into e-business opportunities
- Engage and manage customer relationships

DL + **SSM** + **AFeb** + **Test 810**

Distance Learning
AFeb self -study
SSM Overview and
SSM Sales Aids

SSM4S
Signature Selling
Method
2 day workshop

B3005
Application Framework
for e-business
2 day workshop

What Is Signature Selling?

- A "Proprietary" 7-Step Selling Method, aligned with a Customer Buying Process Based on Critical Design Principles
- Customer-Focused
- Supports Customer Buying Process
- Delivers Value at Every Step, Verified by Customer Agreement
- Yields Higher Customer Satisfaction
- Increases Revenue and Win Rates; Decreases sell cycle
- Tightly-integrated with Sales Management

What Is Signature Selling? *(continued)*

- Drives a Disciplined, Common Approach to Selling
  - Common Language
  - Common Outcomes
  - Common Definition of Sell Cycles
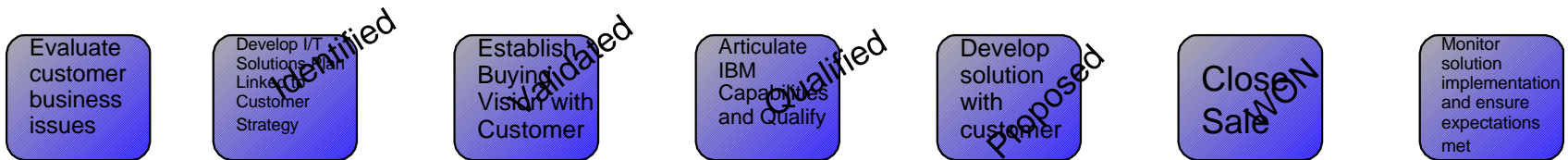- Standard Process for IBM Sales and Sales Management

Customer-Focused

Interaction Between Buyer and Seller

Buying Process	Evaluate business environment	Develop business strategy and initiatives	Recognize Need	Evaluate Options	Select Solution Option	Resolve Concerns and Decide	Implement solution and evaluate success
Selling Process	Evaluate customer business issues	Develop I/T Solutions that Linked to Customer Strategy	Establish Buying Vision with Customer	Articulate IBM Capabilities and Qualify	Develop solution with customer	Close Sale	Monitor solution implementation and ensure expectations met

Identified   Validated   Qualified   Proposed   WON

Verifiable Outcomes at Each Step

- ☑ Step 1: Mutual Agreement to the value of the relationship
- ☑ Step 2: Customer Demonstrated Interest in Potential IBM Oppty
- ☑ Step 3: Customer Agreement to Support IBM access to decisionmaker (POWER)
- ☑ Step 4: Customer and IBM agree to go forward with a preliminary solution
- ☑ Step 5: Conditional approval by customer of proposed solution
- ☑ Step 6: Signed Contracts
- ☑ Step 7: Reference Story/Customer Acceptance of Solution
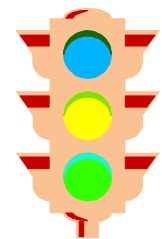
Proceed...Based on gaining customer agreement

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IBM SSM Sellers Workshop - Agenda

Day 1

- ◆ **Class Opening / Introduction**
  - SSM Overview
  - Participant Introductions
  - Business Challenges
- ◆ **Step 1 - Understand Customers Business Environment**
  - Introduce Case Study
  - Strategic Alignment Model
  - Tactical Alignment Model

Day 1

- ◆ **Continue Step 1 - Understand Customers Business Environment**
  - Review SAM & TIM
  - Role Play and Debrief
  - Business Initiatives
  - Partner Plan
- ◆ **Step 2 - Develop Plans linked to Business Initiatives**
  - Pain Chain
  - Opportunity Assessment
  - Individual Opportunity Assessment Workshop
  - Team Opportunity Selection
  - Team Workshop
  - Opportunity Types
  - Stimulating Interest
- ◆ **Step 3 - Establish Buying Vision with the Customer**
  - Rank vs Influence
  - Organization Map
  - Team Workshop
  - 9 Block Vision Processing Models
  - Pain Sheet
  - Role Play and Debrief

IBM SSM Sellers Workshop - Agenda

Day 2

- ◆ **Previous Day Debrief**
- ◆ **Continue Step 3 - Establish the Buying Vision with the Customer**
  - – Access to Power
  - – Sponsor Letter
- ◆ **Step 4 - Articulate Capabilities and Qualify the Opportunity**
  - – Power Sponsor & Letter
  - – Evaluation Plan
  - – Preliminary Solution
  - – Value Statement
  - – Team Workshop
- ◆ **Step 5 - Develop the Solution with the Customer**
  - – Solution Blueprint
  - – Value Proposition
  - – Team Exercise
- ◆ **Step 6 - Gain Agreement**
  - – Approaches to Negotiation

Day 2 (cont)

- ◆ **Step 7 - Monitor Implementation & Ensure Expectations**
  - – Measure Benefits
  - – Conditions of Satisfaction
- ◆ **Opportunity Discussions**
  - – Team Exercise
- ◆ **Individual Opportunity Debriefs**
- ◆ **Adjourn**

Summary of ey Action Items
Membership Criteria Changes

- e- business Solution Advisor certification required for Premier Status with Requalification 2 01
  - Enroll in appropriate courses now for 1 01
  - For additional information, visit www ibm com/software/ebusiness/certification or www ibm com/education/certify
- Update your firm s profile to reflect all certified skills to maximi e your program level achieved

Premier Enterprise Option

new

- **Certified employees can reside anywhere**
- **One contact for entire enterprise**
- **Customer references required (maximum 10)**
- **Leads process unchanged**
- **Must buy Value Package for each location**
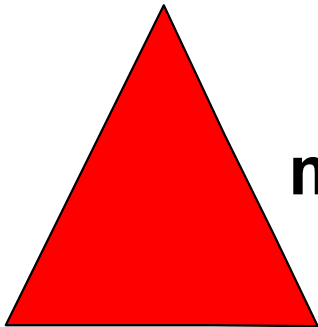
Aggregation of criteria and benefits for multiple locations across country boundaries within a geography

Program Level

Premier

Value Package

Effective 1/1/2001

We Pay Offerings

"Run Your Business" Software
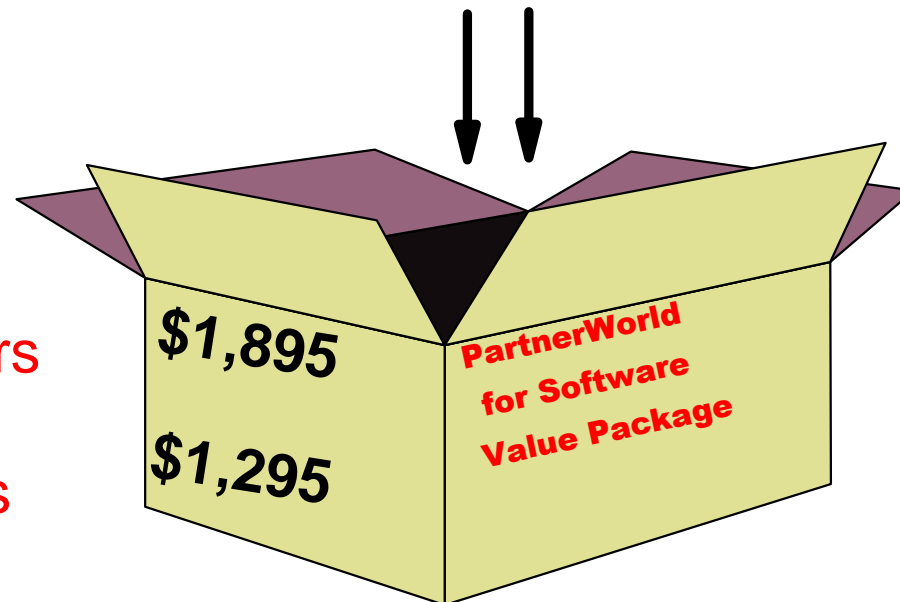
"Demo & Evaluation" Software (NFR)

Solution Focused Support

Technical Sales Support

Loaner Booth

CDN Dollars $1,895

US Dollars $1,295

PartnerWorld for Software Value Package

New PartnerWorld for Software Web Site
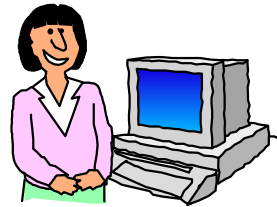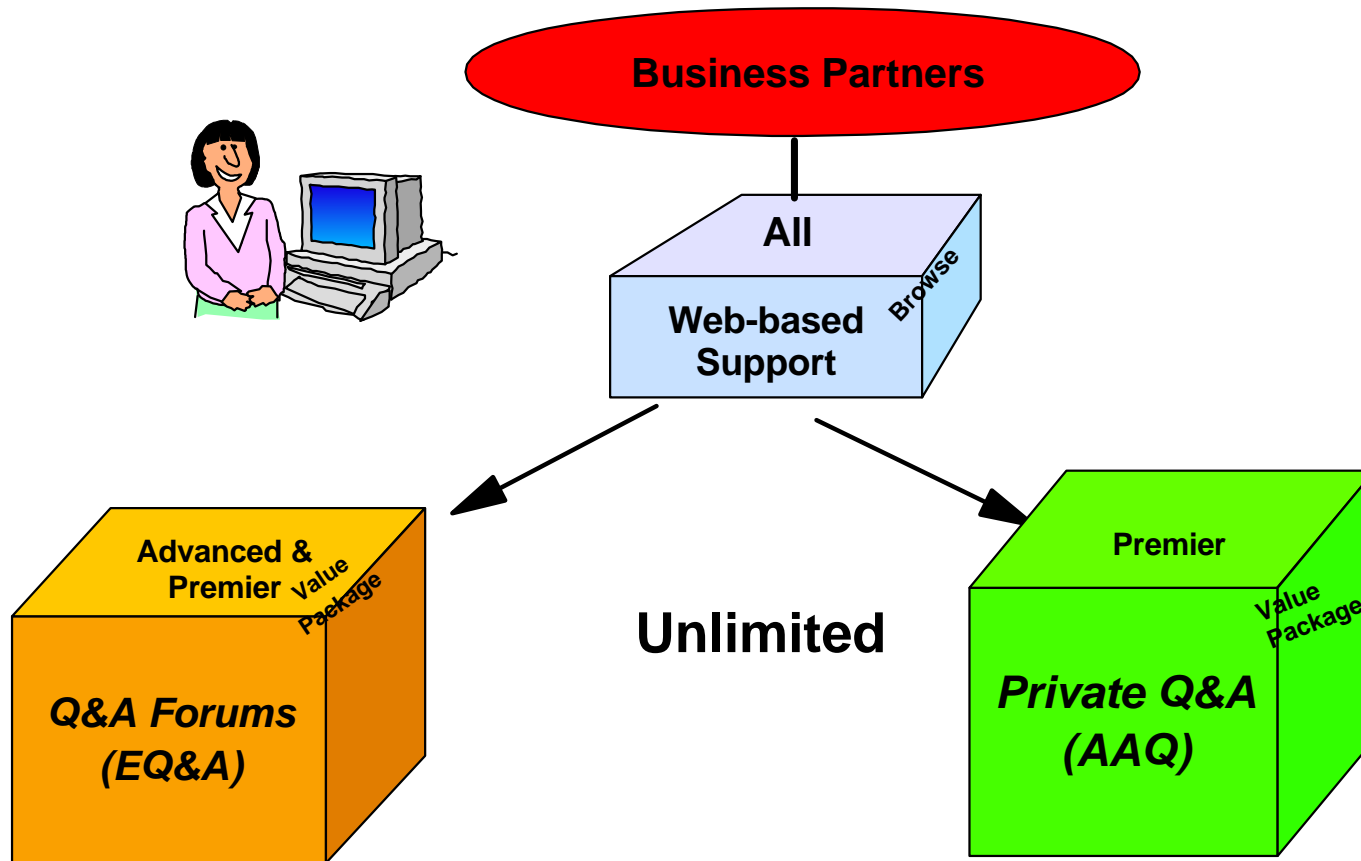
Public Pages

- Internet based
- Can be accessed by everyone
- Track Guide - info about program
- www.ibm.com/partnerworld/software

Private Pages
(for new / migrated Business Partners)

- PartnerZone
- Extranet based
- ID & password required
- Personalized
- Specific information by level
- Membership Centre information
- Value Package ordering
- Software Delivery
- Partner Profile Access
- News items, eg: Beacon Awards
- Links, eg: Reseller Directory
- Access to initiatives

Web-based Technical Support

Business Partners

All

Web-based Support

Browse

Advanced & Premier *Value Package*

Unlimited

Q&A Forums (EQ&A)

Premier *Value Package*

Private Q&A (AAQ)

➤ **Solution Focused**
➤ **Application Development**
➤ **Value Package Required 01/01/2001**

Value Package
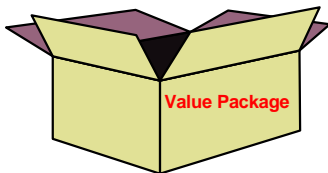
Technical Support Offering - -Beginning 01/01/2001

	Web-based		Voice	
Support:	Web Application		PartnerLine	Techline	Solution-Focused Support
Provides:	Internet access to software technical information; Q & A submission capability		In-country, native language telephone assistance for Partner inquiries (ie. Call Center)	Technical Salesl Support (Pre-Sales Marketing and Pre-sales Technical Support when selling IBM/Lotus* software solutions Live answer effective 2/1/00	Application/Software Integration Solution/System Design
Addresses:	-Self-help through access to technical knowledgebases - application development assistance - Answers to product usage and "how to" questions		- Single Point of Contact for Partners - Entitlement validation - Call transfers to appropriate support organizations	- Support needs while marketing products and solutions - Product Consulting - Configuration Assistance - New Product Information and Pre-sales Technical Q&A - Initial Solution Design Help - Selected Competitive Information (ex: Sun, HP, Dell, DEC, Compaq, Oracle) - Product Differentiation	Assistance with solutions involving multiple IBM technologies. Provides answers to questions which require the integration of multiple IBM products(e.g., WebSphere, DB2, MQ)
Audience:	Premier Advanced Member (Suppport is tiered based on the Business Partner membership level.)		Premier Advanced Member	Premier Advanced Member	Premier Advanced
Charge:	Free Self help(all) Fee Remote Q&A(Premier and Advanced) Private Q &A (Premier) Value Package required.		None	Value Package required. Entitlement validation	Value Package required. Entitlement validation

Value Package Ordering

- Value Package electronically ordered using BPMS
- Plus   electronic ordering of software
  - Demo and Evaluation formerly NFR
  - Run Your Business RYB
- Entitled Business Partners go to:
  - PartnerWorld Web Site - www ibm com/partnerworld/software
  - Partner one I D   Password Required
  - Membership Centre
  - Value Package
  - Place order

Business Partner Profile

➤ **www ibm com/partnerworld/software**

   ➤ Partner one

      ➤ I D Password Required

         ➤ Company Profile

● **Benefits:**

   ● One site / entry point

   ● One Password   I D

   ●   uicker processing

   ● Update anytime

   ● Authori ed Profile Administrator

   ● Individual specific access to Database

   ● Personali ed page

Migration Steps

- Review Migration Readiness Checklist on the Web
- Assign Authori ed Profile Administrator
- Obtain IBM Registration I D
- Enable / activate your current profile
- Merge profiles as required
- Migrate profile to PartnerWorld for Software
- Update profile as required
- Assistance available from PWSW Migration Assistance Center at 888/ 08-0   7

Recap of Changes

- One Membership Centre - Effective Sept 1, 2000
- One set of Terms and Conditions
- Premier Level   4 certifications   1 sol advisor
- New Database combining IBM   Lotus Business Partner Profiles - Effective November, 2000
- Leads will remain on BPOPS
- Technical Support Enhancements requires Value Package
- Requalification required in 2nd   tr 2001
- New e-mail id: PWSWNA   us ibm com
- New url www ibm com/partnerworld/software

PartnerWorld for Software
NA Contact Information

Membership Centre

800-426-1822

PWSWNA@us.ibm.com

Program Information:
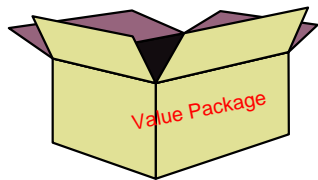www.ibm.com/partnerworld/software

BAC UP CHARTS
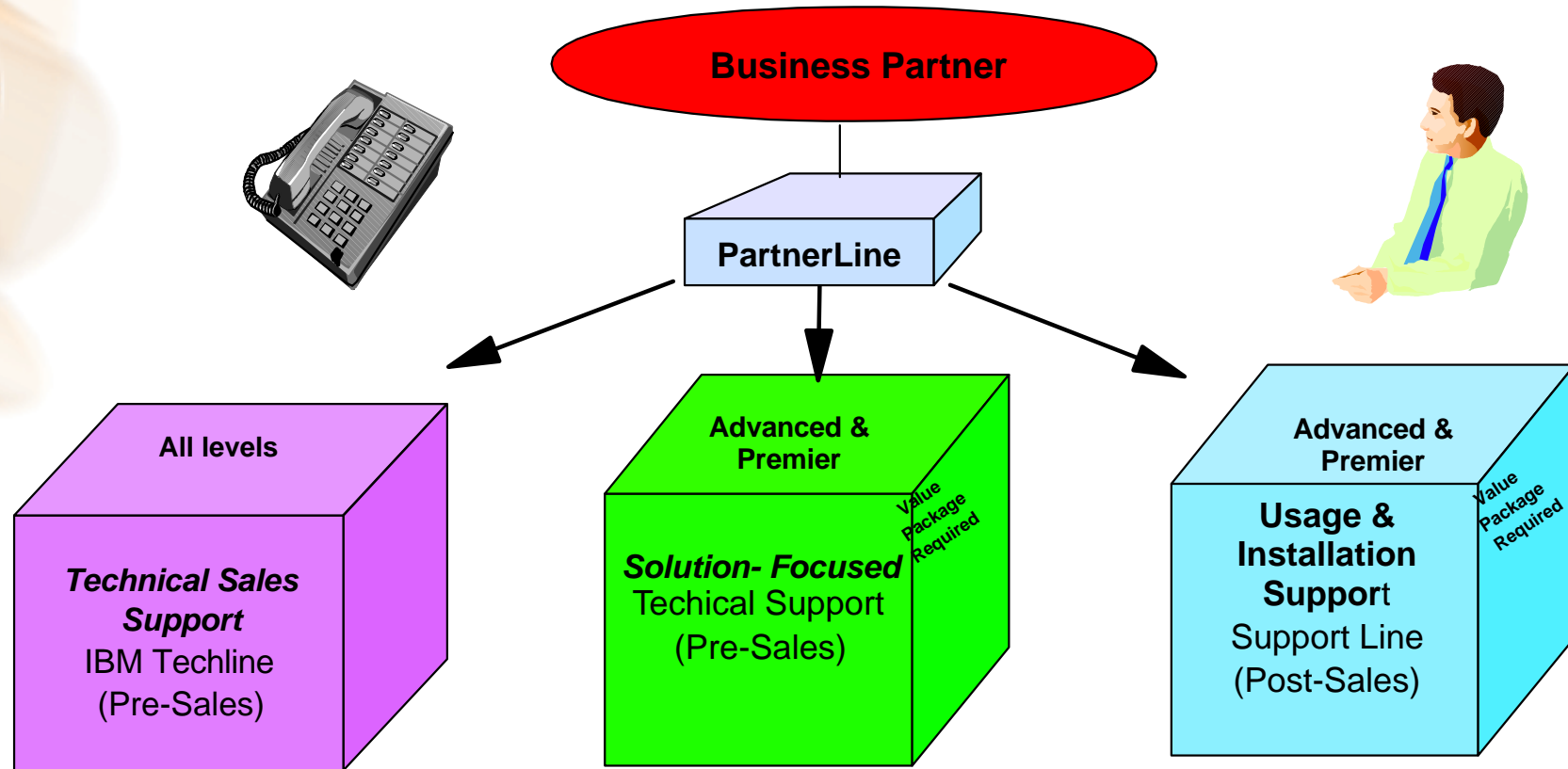
Value Package

ROI
Summary

	VPCost	Value	ROI
Premier	$1,295. USD	$ 119,250. USD	92:1
Advanced	$1,295. USD	$ 62,500. USD	48:1
Member	$1,295. USD	$ 17,400. USD	13:1

US Dollars

Voice Technical Support
11/01/2000-12/ 1/2000

Business Partner

PartnerLine

All levels	Advanced & Premier	Advanced & Premier
Technical Sales Support IBM Techline (Pre-Sales)	*Solution- Focused* Techical Support (Pre-Sales) Value Package Required	**Usage & Installation Suppor**t Support Line (Post-Sales) Value Package Required

Value Package

Usage & Installation Support Benefit in the Value Package is intended for Business Partner Use during the Sales Cycle and for their Internal Operations. This Benefit is not intended to provide on-going End-User Support.

Technical Support Offering - 11/01/2000-12/ 1/2000

| | **Web-based** | | **Voice** | | | |
Support:	Web Application		PartnerLine	Techline	AS, PS & RS Support Line	Solution-Focused Support
Provides:	Internet access to software technical information; Q & A submission capability		In-country, native language telephone assistance for Partner inquiries (ie. Call Center)	Technical Salesl Support (Pre-Sales Marketing and Pre-sales Technical Support when selling IBM/Lotus* software solutions Live answer effective 2/1/00	Basic Usage, Installation and Defect Support(post-sales)	Application/Software Integration Solution/System Design
Addresses:	-Self-help through access to technical knowledgebases - application development assistance - Answers to product usage and "how to" questions		- Single Point of Contact for Partners - Entitlement validation - Call transfers to appropriate support organizations	- Support needs while marketing products and solutions - Product Consulting - Configuration Assistance - New Product Information and Pre-sales Technical Q&A - Initial Solution Design Help - Selected Competitive Information (ex: Sun, HP, Dell, DEC, Compaq, Oracle) - Product Differentiation	- "How to" Install - "How to" Use - Problem Determination and Problem Source Identification (PD/PSI) - Defect Support	Assistance with solutions involving multiple IBM technologies. Provides answers to questions which require the integration of multiple IBM products(e.g., WebSphere, DB2, MQ)
Audience:	Premier Advanced Member (Suppport is tiered based on the Business Partner membership level.)		Premier Advanced Member	Premier Advanced Member	Customers and BPs	Premier Advanced(effective 10/01/2000)
Charge:	None BP must register for ID and Password Self help-All Remote Q&A-Premier and Advanced Private Q&A-Premier Remote Q&A-Member Level Value Package Required		None	None	Value Package Required 20 incidents - Advanced Unlimited incidents - Premier Migrated Lotus BPs use Lotus provided incidents through 06/30/01. Entitlement verification	Value Package required.