



## **Europe, Middle East and Africa Addendum to the PartnerWorld for Software Track Guide**

*Updated January, 2001*

**This document is the Europe, Middle East and Africa (EMEA) addendum to the PartnerWorld for Software Track Guide, indicating the EMEA exceptions to the worldwide program as it is documented in the PartnerWorld for Software Track Guide.**

### **Track Guide Sections**

#### **Section 1: Introduction**

Consistent with Worldwide PartnerWorld for Software Track Guide.

#### **Section 2: PartnerWorld for Software Overview**

Consistent with Worldwide PartnerWorld for Software Track Guide.

#### **Section 3: Membership Requirements**

Consistent with Worldwide PartnerWorld for Software Track Guide except for the following:

- *Contribution*

In EMEA, PartnerWorld for Software (PWSW) Premier Business Partners will be required to provide indications of business revenue during 2001 by submitting details on their profile. Meeting a contribution target will be a requirement at the Premier level in PWSW and Business Partners are encouraged to utilise the Sales Assistance Program, or other tools as available in 2001 to begin reporting contribution, so they will have a 12-month record for re-qualification in 2002.

#### **Section 4: Benefit Offerings**

Consistent with Worldwide PartnerWorld for Software Track Guide except for the following:

- Marketing and Sales Support

*Marketing Tools*

- Prospect Mailing Services are not offered

*Lead Management*

- Leads are not available in EMEA through this process

- Education

*Distance Learning*

- Satellite Network Offerings are not available



#### **Section 4a: Benefit Descriptions**

Consistent with Worldwide PartnerWorld for Software Track Guide except for the following:

- **Marketing and Sales Support**

*Naming and Emblem Usage*

- IBM e-business Logo special requirements for Sweden

Information in Track Guide is correct, but special consideration is required for Sweden. IBM Sweden has come to an agreement with the Swedish teleoperator, Europolitan, that changes the red 'e' logo used by IBM as the trademark for e-business in Sweden. All usage of the red e-business logo will accordingly stop for all material produced for the Swedish market. This agreement applies not only to IBM Sweden but also to other organisations within the IBM Corporation. The agreement also requires IBM to inform customers and Business Partners that are entitled to use the e-business logo in its present design that such authorisation no longer applies in Sweden and that they are to cease all such usage by March 1, 2001. Notifications are now being made. Continued usage of the e-business logo in Sweden in its present design after March 1, 2001 will be made without authorisation from IBM and could expose the user to legal action from Europolitan.

At the same time, IBM introduces a re-designed e-business logo for usage in Sweden. The new design will be used for all material produced in the Swedish language as well as for material in any other language explicitly aimed at the Swedish market. As of January 1, 2001, the new design will be used for all types of advertising (TV, printed publications, Internet, outdoor advertising, promotional material), as well as all types of Swedish marketing material. IBM will be forced to pay penalties to Europolitan for violations of the agreement.

The following marks available to Business Partners are included in the agreement:

IBM Certified for e-business - Business Partner Emblem

IBM Certified for e-business - individual certification identifier

IBM e-business Mark

IBM e-business logo

#### **Section 5: Lotus Initiative**

Consistent with Worldwide PartnerWorld for Software Track Guide.

#### **Section 6: Cross-PartnerWorld Initiatives**

Please check appropriate Web sites for these Initiatives, which are noted in the Worldwide Track Guide.