



**PASSPORT  
ADVANTAGE II**

# Passport Advantage II

## Customer Worldwide Volume Licensing

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**IBM**

**Lotus**

# Agenda

- What is Passport Advantage II?
- Customer Requirements
- IBM Partners and Passport Advantage II
  - Fulfillment
  - Presales
- Questions

# What is Passport Advantage II?

- Customer volume licensing offering centered around IBM, Lotus and Tivoli distributed software solutions
  - Customer leverages worldwide acquisitions
    - Software entitlement license
    - Software Subscription
    - Technical Support
  - Targets and reduces cost of software acquisition and ownership
- Global program with ability to manage relationship locally
  - Partners are an extension of IBM Sales
  - Acquired via Passport Advantage Channel Partner
    - Enabled and equipped
    - Leverages Partners core competencies
      - ◆ Presales activities
      - ◆ Fulfillment activities

## What is Passport Advantage II?

- Global volume licensing offering centered around IBM, Lotus and Tivoli Distributed Software
  - Offers worldwide program consistency
  - Single program for Customers, Partners and IBM Lotus Sales
  - Price bands based on cumulative forecast or acquisition
  - Points are the common unit of measurement
    - Everything within price list carries a pre-assigned point value
  - IBM issues exclusive customer PA customer numbers and tracks
    - Customer worldwide acquisitions
    - Manages milestones
    - Issues customer renewals

# What is Passport Advantage II?

- Passport Advantage market offerings
  - Academic
    - Academic Volume Purchase Option (AVPO)
    - Total Campus Option (TCO)
  - Commercial
    - Volume Purchase Option (VPO)
    - Contract Option (CO)
    - Complete Enterprise Option (CEO)
  - Government
    - Combined offering
      - ◆ Federal
      - ◆ State and Local



# Customer Requirements

Why volume licensing?

IBM

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## Why Volume Licensing?

- Companies investing in distributed software solutions
- Technology changes are constant and impossible to predict
- Customers need software vendors to help manage software:
  - Acquisition
  - Distribution
  - Deployment
  - Insurance and Upgrades
  - Compliance
  - Track
  - Support
- Need another way to purchase software other than "off-the-shelf" shrink-wrap boxes

## Customer Benefits

- One price list, no product pools or categories to manage
  - Everything counts, points associated with all transactions
    - Entitlements, Software Subscription and Technical Support
  - Price bands based on cumulative forecast or acquisition
- Interested in leveraging multiple customer locations
- Accommodates centralized or decentralized purchasing models
- Offers consistent terms and common anniversary dates
  - Simplifies budgeting of software and support acquisitions
- Acquires via IBM Passport Advantage Channel Partner
  - Global offering, managed locally





# IBM Business Partners

Making it easier to do business with IBM

- Fulfillment Partners
- Presales Partners

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# Passport Advantage Customer Sales Cycle...



- Historically, all Passport Advantage compensation paid to Business Partner who fulfills customer transaction.

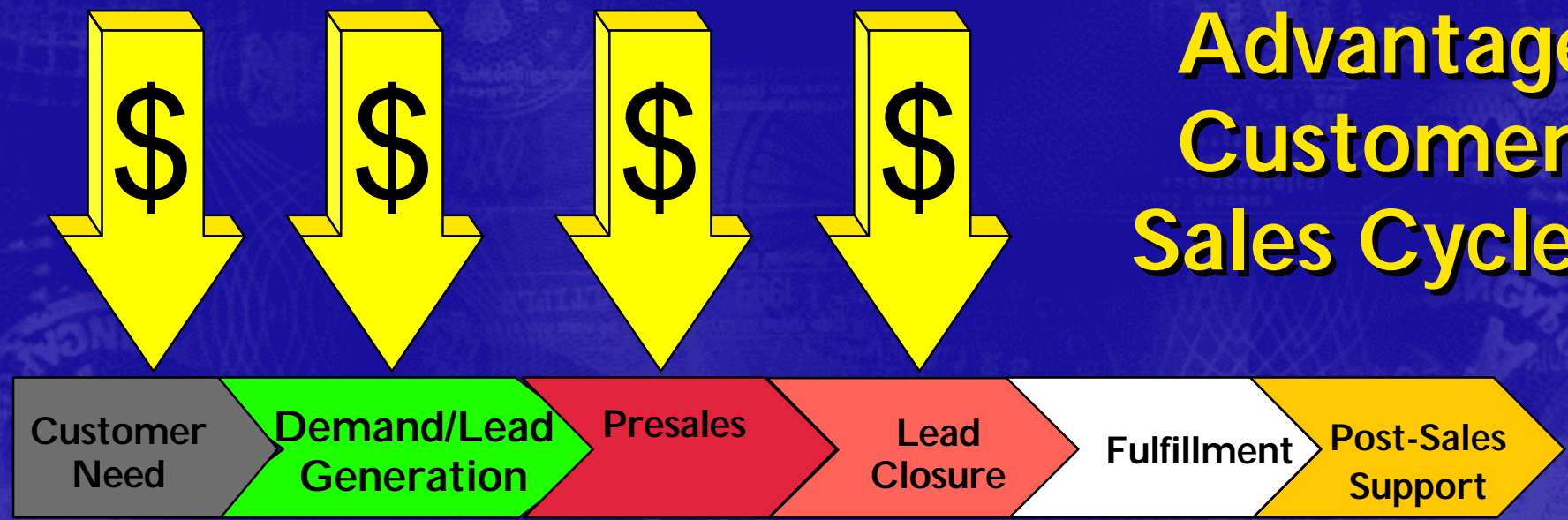
# Passport Advantage Channel Partners

- Global customer volume acquisition program, ability to select and leverage IBM Partners locally
  - Agreement between IBM and Customer
  - IBM Partner manages customer transaction
- Fulfillment expertise
  - Partner sets customer final price and manages customer sale
    - Margins on customer Passport Advantage activity
    - Value added services
  - Equipped and enabled: price lists, contracts, sales tools etc.
  - Offers access to next years business...
    - Additional entitlements
    - Software Subscription Renewals
    - Technical Support Renewals

# Become a Passport Advantage Partner

- IBM Lotus Passport Advantage Partner Hotline
  - Contact us at: 800-266-8720
- Access a Passport Advantage Reseller Contract
  - Kimberly Johnson @ 617-693-4944
    - Become authorized, email contract on-line
    - Next, select your Passport Advantage Distributor
    - Open for business
  - Access to PA Reseller web site
    - Contracts, pricing, sales tools, training etc.

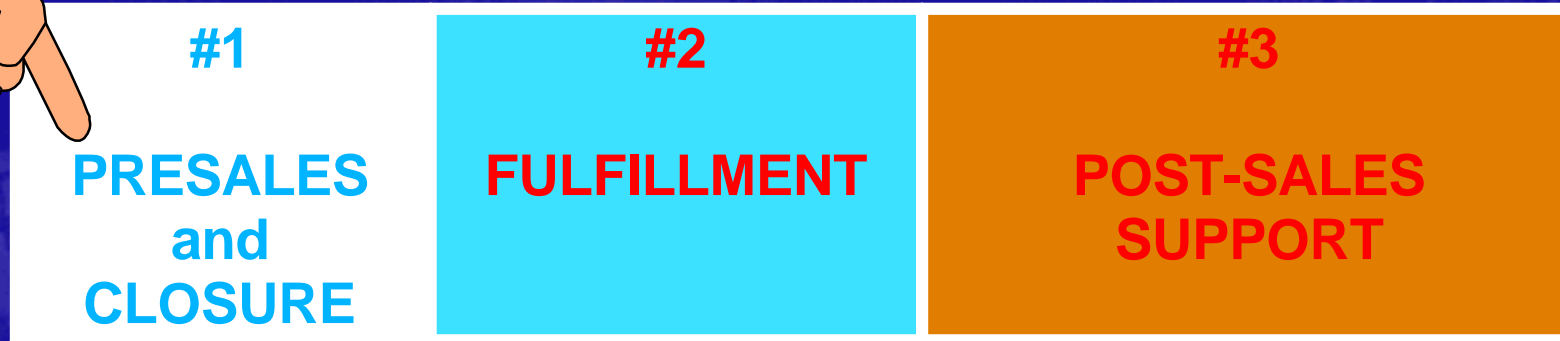
# Passport Advantage Customer Sales Cycle...



➔ What about the Partners doing the front end, heavy lifting presales work?

# IBM Lotus Sales Assistance Program

## Pre Sales Activities



1. Demand Generation: creating customer need
2. Understand Customer Need
3. Lead Generation
4. Presales Activities: proposals, demos, pilots, prototypes, financial justification, etc.
5. Lead Closure: votes with a purchase order

# IBM Lotus Sales Assistance Program

- IBM Lotus Sales Assistance Program
  - ILSAP compensates for your presales activities which lead to a Passport Advantage transaction
    - Recognizes that fulfillment may not be your core expertise and your presale expertise has impact on the customer sales
    - ILSAP creates an opportunity for partners to partner with partners
  - ILSAP makes it easier to do business with IBM
    - <http://www.ibm.com/software/partners/salesassistance>
    - <http://partners.lotus.com/zone1.nsf>



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# Passport Advantage II

Questions

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