

High Performance Partner Program



...East Region/Southeast
Implementation



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Southeast Region Channels Manager, Software

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September 1, 1999

Why we developed the initiative



- Inconsistent teaming/not leveraging our partners to drive incremental revenue
- Requirement for additional coverage
- Unreliable measurement/accountability of our partners, SAMs, and channel reps
- Unpredictable/non-coordinated passing of leads
- Difficult to measure customer satisfaction

What are we doing



- Selected Premier Partners by SMB Geography
 - ▶ Outbound sales force
 - ▶ Geographic focus
 - ▶ Forecasting/updating
 - ▶ Linkages with IBM, Lotus and Tivoli
 - ▶ Solution Selling focus
 - ▶ Sell, implement & service
 - ▶ Willingness to work with other partners
- Developed software business partner selection tool/closed loop process
 - ▶ Coordinated with TeleSales Centers, NA Software, SMB, channels, SAMs, and partners

Business Partner - Expertise

AS/400 Solution Provider

3X Corporation - Atlanta, GA
AGE - Miami Lakes, FL
Genisys Group - Franklin, TN
MCBA Network SW - Huntsville, AL
Real Applications, Inc. - Kennesaw, GA
SCB Delta Software - Memphis, TN
The Meridian Group - Franklin, TN

Data Management (DM)

Blackstone & Cullen, Inc. - Atlanta, GA
CFT Consulting - Sarasota, FL
CommerceQuest - Tampa, FL
Digital AV - Knoxville, TN; Memphis, TN
GE Capital - Jacksonville, FL
Genisys Group - Franklin, TN
InfoSystems - Chattanooga, TN
Matrix Information Systems - Merritt Island, FL
Metamor Worldwide, Inc. - Norcross, GA
Productivity Software Resources, Inc. (PSR) - Orlando, FL; Roswell, GA
Romac International - Tampa, FL
SCB Delta Software - Memphis, TN
Software Spectrum - Atlanta, GA
Syscom - Miami Lakes, FL

eBusiness / net.Commerce

Blackstone & Cullen, Inc. - Atlanta, GA
CFT Consulting - Sarasota, FL
Champion Computer Corporation - Boca Raton, FL
Computer PS, Inc. - Punta Gorda, FL
CTS Inc.net - Roswell, GA
Data Resource Group - Boca Raton, FL
INFOAdvantage - Brentwood, TN
InfoWorks - Nashville, TN
GE Capital - Jacksonville, FL
IKON Technology Services - Tampa, FL
Impact IT - Norcross, GA
International Consulting Group - Miami, FL
Keylink/Dickens - Roswell, GA
Matrix Information Systems - Merritt Island, FL
MCBA Network SW - Huntsville, AL
Metamor Worldwide, Inc. - Norcross, GA
MicroAge - Lake Mary, FL
Powervision - Delray Beach, FL
Real Applications, Inc. - Kennesaw, GA
Romac International - Tampa, FL
Solarcom - Norcross, GA
Synergistics, Inc. - Alpharetta, GA
USWEB/CKS - Atlanta, GA
Whittman-Hart, Inc. - Alpharetta, GA
Xerox Connect, Inc. - Birmingham, AL; Alpharetta, GA

Lotus / Domino

3X Corporation - Atlanta, GA
AGE - Miami Lakes, FL
Blackstone & Cullen, Inc. - Atlanta, GA
CFT Consulting, Inc. - Sarasota, FL
Cobra Technologies - Tallahassee, FL
Compupro - Atlanta, GA
Corporate Workflow Solutions - Tequesta, FL
Crescendo Technologies - Alpharetta, GA
CTS Inc.net - Roswell, GA
Data Resource Group - Boca Raton, FL
Data Solutions - Ft. Lauderdale, FL
Digital AV - Knoxville, TN; Memphis, TN
E Solutions Corporation - North Bay Village, FL
Eagle Technology Consultants - Atlanta, GA
Exploration Resources, Inc. - Athens, GA
GE Capital - Jacksonville, FL
IKON Tech Svcs - Tampa, Ft. Lauderdale & Jacksonville, FL
ImpactIT - Norcross, GA
INFOAdvantage - Brentwood, TN
InfoWorks - Nashville, TN
Interflow Systems Consulting - Atlanta, GA
International Consulting Group - Miami, FL
Keylink/Dickens - Roswell, GA
Matrix Information Systems - Merritt Island, FL
MCBA Network SW - Huntsville, AL
Metamor Worldwide, Inc. - Norcross, GA
MicroAge - Lake Mary, FL

Business Partner - Expertise

Lotus / Domino (cont.)

Productivity Software Resources, Inc. (PSR) - Roswell, GA; Orlando, FL
Real Applications, Inc. - Kennesaw, GA
Romac/Conduit - Alpharetta, GA
Romac International - Tampa, FL; Alpharetta, GA
Rodefor Moss Technologies Group (formerly IManage) - Knoxville, TN
SCB Delta Software - Memphis, TN
Software Spectrum - Atlanta, GA
Solarcom - Norcross, GA
Strategic Systems Consulting - Norcross, GA
Synergistics, Inc. - Alpharetta, GA
The Meridian Group - Franklin, TN
Total Solutions Group, Inc. (TSG) - Atlanta, GA
U.S. Technologies - Tampa, FL
USWEB/CKS - Atlanta, GA
Venture Technologies (MicroAge) - Ridgeland, MS; Memphis, TN
Whittman-Hart, Inc. - Alpharetta, GA
Workgroup Connections - Orlando, FL
Xerox Connect, Inc. - Birmingham, AL; Alpharetta, GA

Operating Systems

DataFlex - Clearwater, FL
Genisys Group - Franklin, TN
InfoSystems - Chattanooga, TN
SCB Delta Software - Memphis, TN
TechData Corporation - Clearwater, FL
The Meridian Group - Franklin, TN

RS/6000

Champion Computer Corporation - Boca Raton, FL
CTS Inc.net - Rosewell, GA
Data Resource Group - Boca Raton, FL
Genisys Group - Franklin, TN
InfoSystems - Chattanooga, TN
MCBA Network SW - Huntsville, AL
Real Applications, Inc. - Kennesaw, GA

Secureway Software / Host Integration

Champion - Boca Raton, FL
ComputerPS - Punta Gorda, FL
Data Resource Group - Boca Raton, FL
GE Capital - Jacksonville, FL
IKON Technologies - Tampa, FL
Keylink/Dickens - Roswell, GA
Metamor Worldwide, Inc. - Norcross, GA
Pomeroy Computer Resources - Nashville, TN
Romac International - Tampa, FL
Software Spectrum - Atlanta, GA
Total Solutions Group (TSG) - Atlanta, GA
Xerox Connect - Memphis, TN

Tivoli / System Management (SM)

Champion - Boca Raton, FL
Data Resource Group - Boca Raton, FL
IKON Technologies - Tampa, FL
Keylink/Dickens - Roswell, GA
RiskManagement - Tampa, FL
Romas International - Tampa, FL
Whittman Hart, Inc. - Alpharetta, GA

Websphere

Application Development (AD)

Blackstone & Cullen, Inc. - Atlanta, GA
Crescendo Technologies - Alpharetta, GA
InfoWorks - Nashville, TN
Mark1 Systems Corp. - Boca Raton, FL
Object Intelligence - Raleigh, NC
PSSI - Melbourne, FL
Romac International - Tampa, FL
Software Spectrum - Atlanta, GA
Total Solutions Group, Inc. (TSG) - Atlanta, GA

Business Partner - Expertise

Transaction Systems (TS)

Advanced Integrated Solutions - Raleigh, NC
Cobra Technologies - Tallahassee, FL
CommerceQuest - Tampa, FL
Digital AV - Knoxville, TN
e-Integrators - Boca Raton, FL
Metamor Worldwide, Inc. - Norcross, GA
Real Applications, Inc. - Kennesaw, GA
Romac International - Tampa, FL
Software Spectrum - Atlanta, GA
Syscom - Boca Raton, FL
Total Solutions Group, Inc. (TSG) - Atlanta, GA
Trifolium - Raleigh, NC (also covers TN,MD,VA,DC)
Venture Technologies (MicroAge) - Ridgeland, MS; Memphis, TN

IBM PC Reseller

Pomeroy Computer Resources - Nashville, TN
Venture Technologies - Memphis, TN



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"BPSM-Assigned Business Partners"

September 1999
IBM Internal Use Only

SMB SAMs / SW Channels Reps Linkages Activities with Local SMB Teams



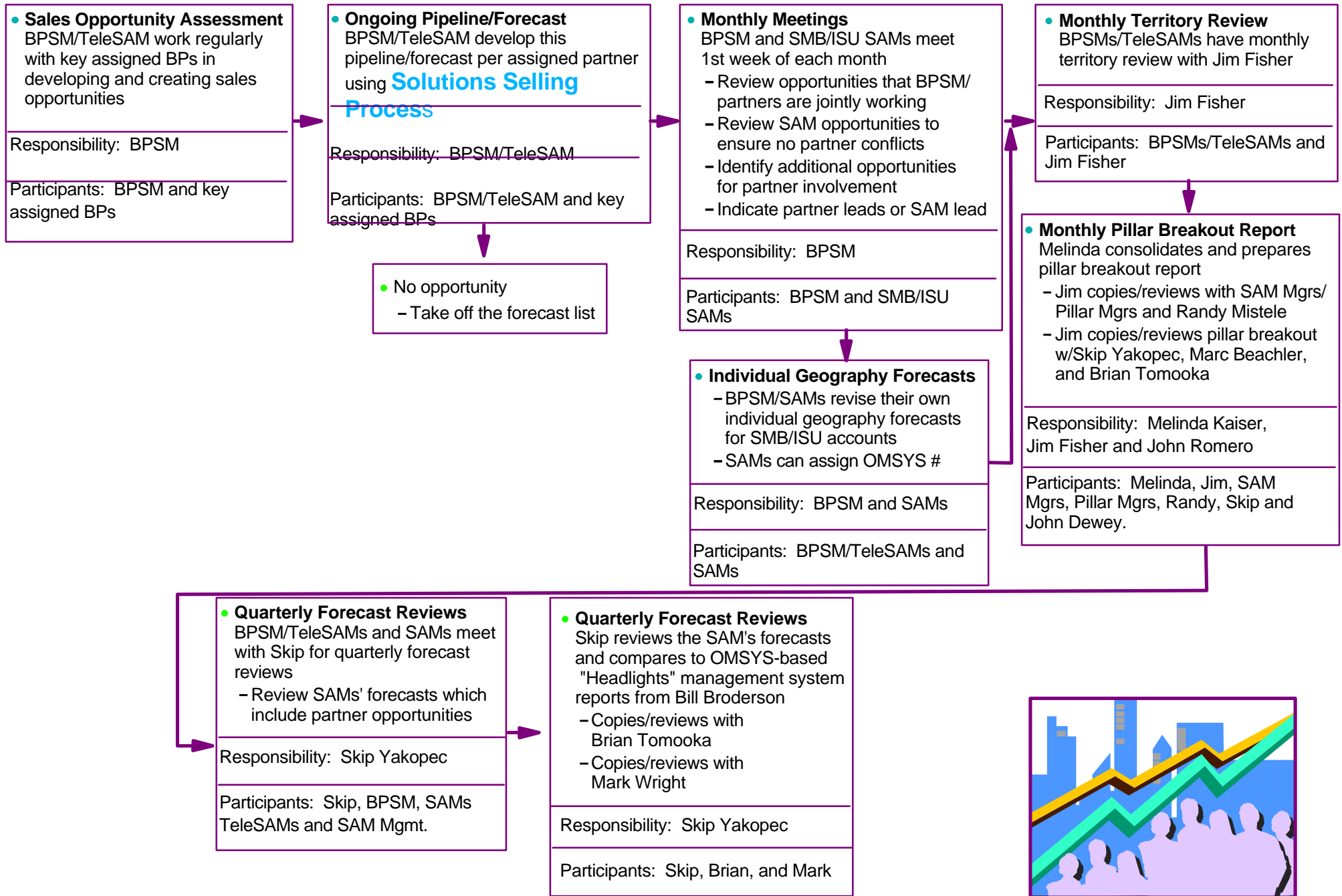
- Joint development of coverage model with SAMs
- Joint development of forecasting model
- Monthly meeting SMB Rep/SAM management
- Quarterly meeting with SMB Client BUEs
- Host ongoing partners "meet & greet" meetings with SMB Client Teams & SAMs
- Participate in SMB managers' meetings
- SMB SAMs/ BPM/TeleSAM assigning over OMSYS leads
- BPSM starting to use solution selling process in reporting SW B.P. opportunities

What are the benefits

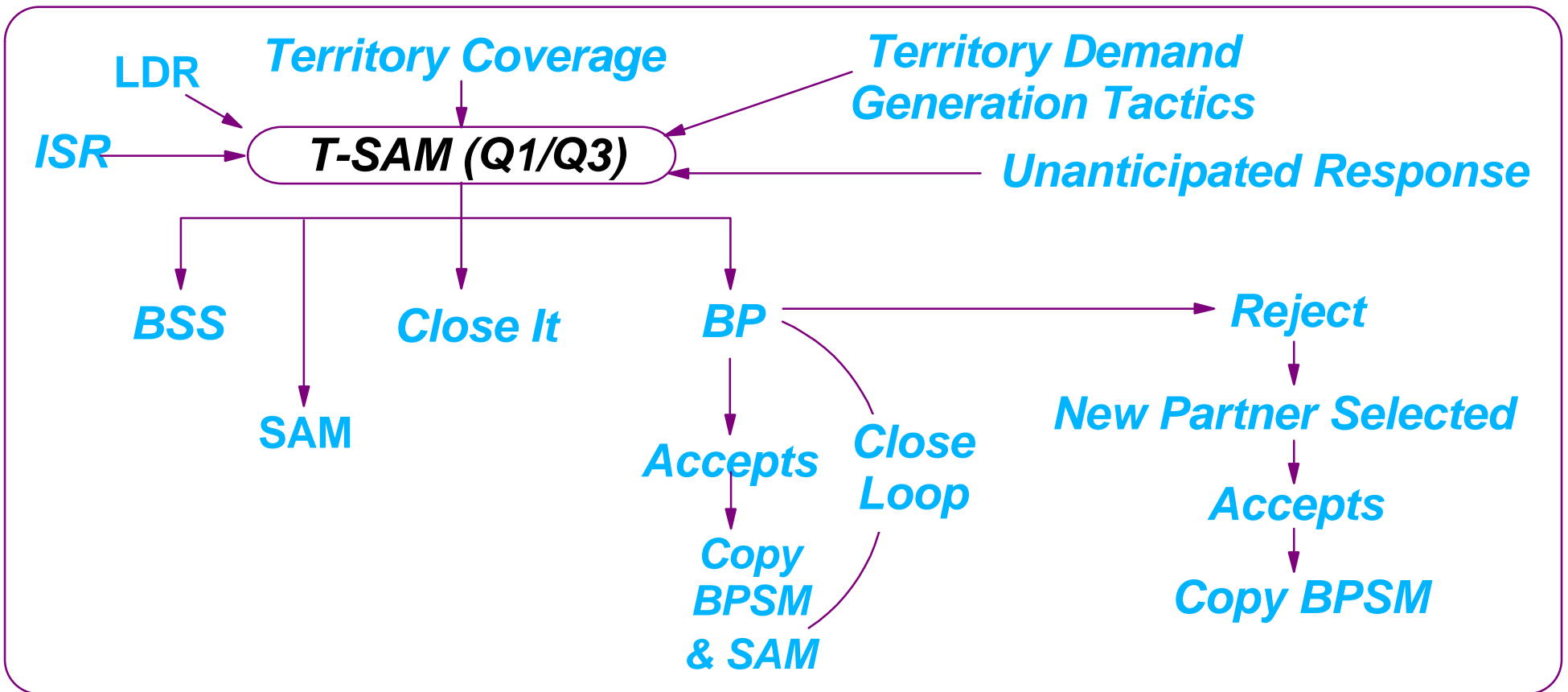


- Create incremental software revenue
 - ▶ Improved coverage of ISU/SMB
 - ▶ More effective skill optimization
- Predictable and reliable passing of leads
- Ability to measure key business metrics for partners, SAMs, BPSMs, TeleSAMS
- Increased customer satisfaction

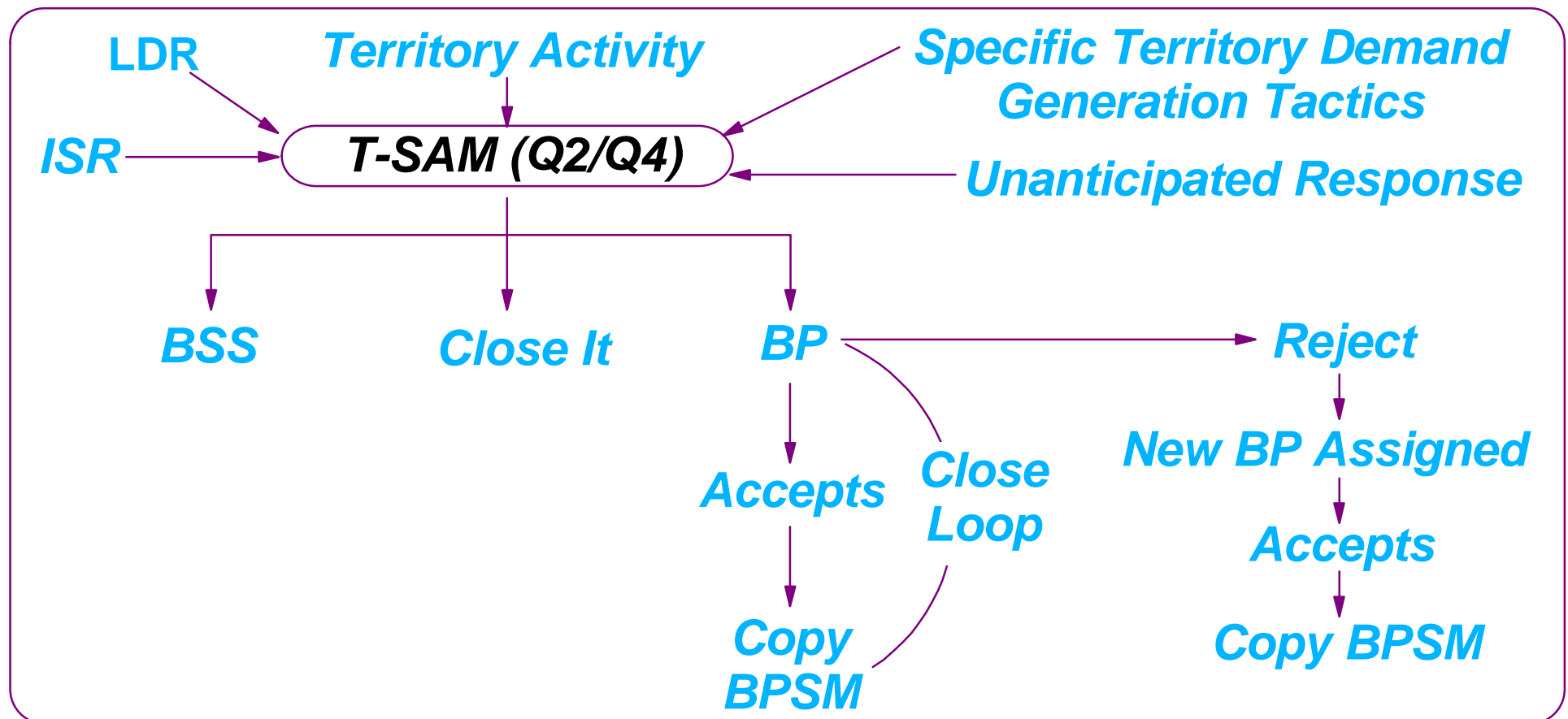
Southeastern Region BPSM/TeleSAM Forecast Process with the ISU/SMB SAMs



BPSM/TeleSAM/SMB SAMs Q1/Q3 Lead Passing Process for Southeastern Region

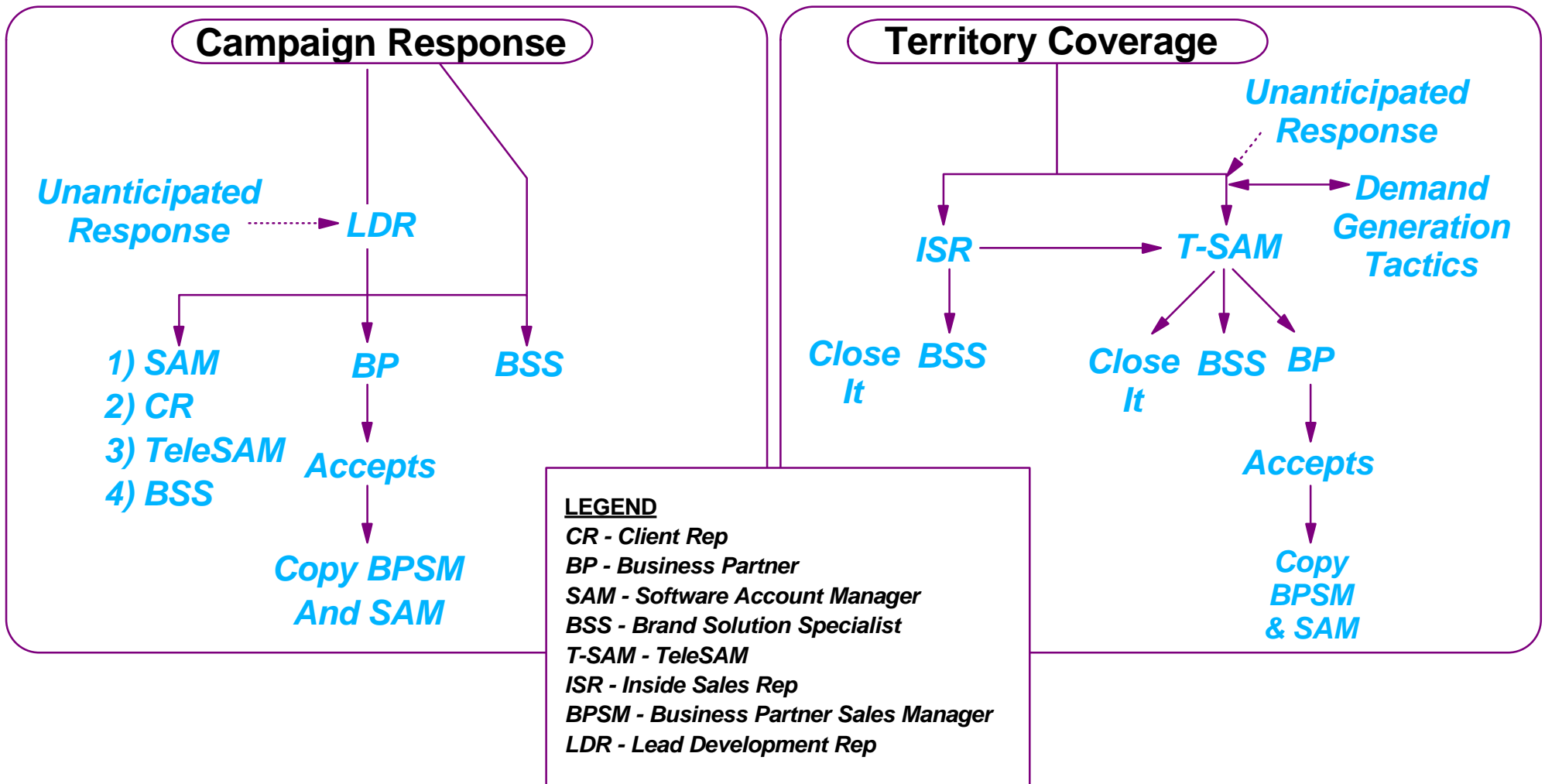


BPSM/TeleSAM/SMB SAMs Q2/Q4 Lead Passing Process for Southeastern Region



SMB General Flow Sale Center

Responses



Southeastern Region - SW Channels Top 10 SMB Opportunities

<u>Customer</u>	<u>SW Opportunity</u>	<u>Sale</u>	<u>Cycle</u>	<u>Revenue</u>	<u>Business Partner</u>	<u>OMSYS #</u>
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Action items to close opportunity by End-of-Quarter: _____

<u>Customer</u>	<u>SW Opportunity</u>	<u>Sale</u>	<u>Cycle</u>	<u>Revenue</u>	<u>Business Partner</u>	<u>OMSYS #</u>
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Action items to close opportunity by End-of-Quarter: _____

2Q Total Revenue

Stretch Opportunities:

SMB SAMs Ownership Model

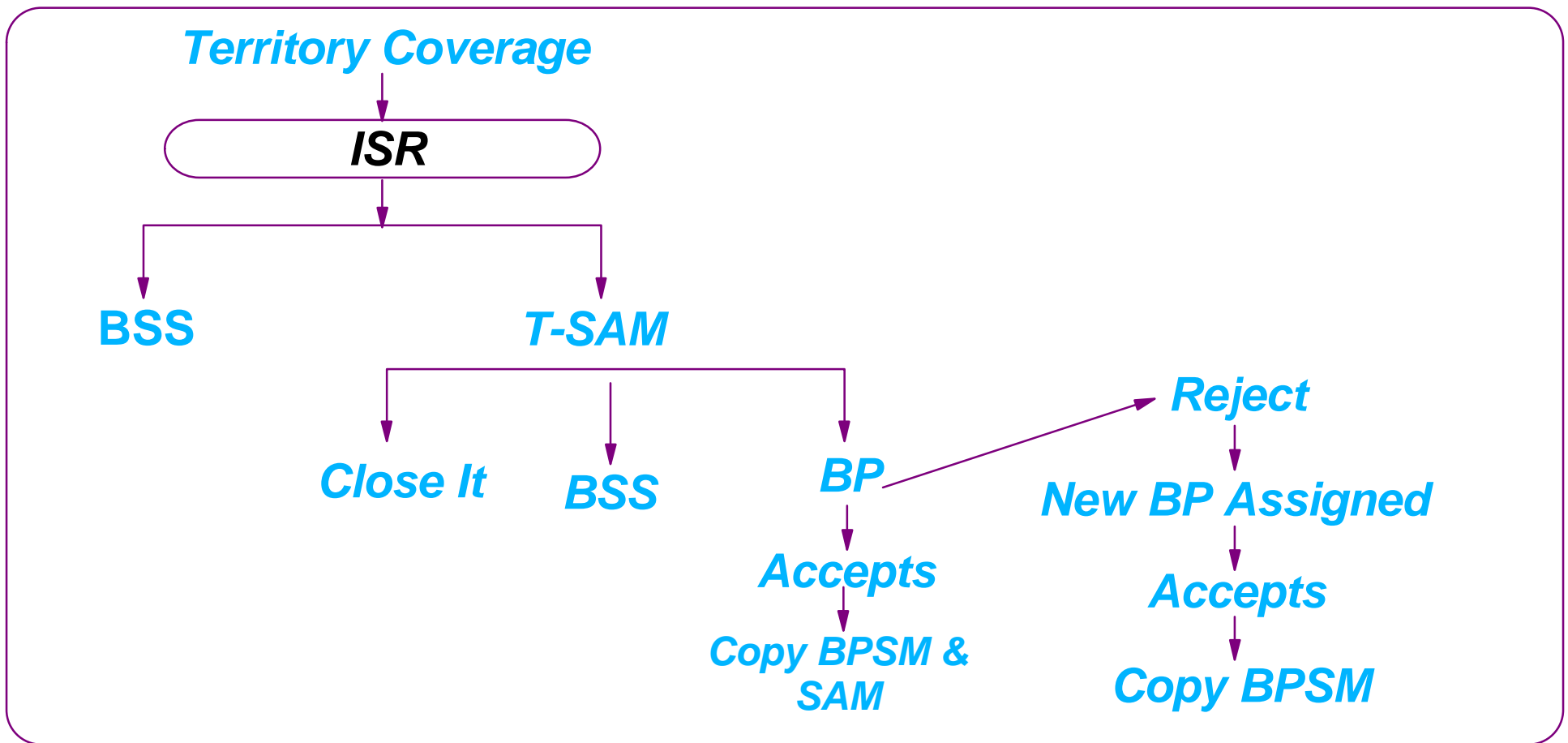


SAMs	SE Specialists		BPSM	TeleSAM	Summary			
E	A		B	C	D	E	F	G
1	1999 FL SMB Software Opportunity Pipeline							
2	David Wylie, Sales Manager				IBM Confidential			
3								
4	SUMMARY REPORT				DETAILS			
5	SAM Pipeline:		\$12,698,000	CMF:	\$12,351,000	JHZ:	\$348,000	
6	SW Sales Specialists Pipeline:		\$10,111,000	CMF:	\$10,031,000	JHZ:	\$1,080,000	
7	Channels Pipeline:		\$1,025,000	CMF:	\$947,000	JHZ:	\$78,000	
8	TeleSAM Pipeline:		\$1,715,000					
9	Total:		\$25,549,000					
10								
11								
12								
13								
14								
15								

Additional Charts

Inside Sales Rep

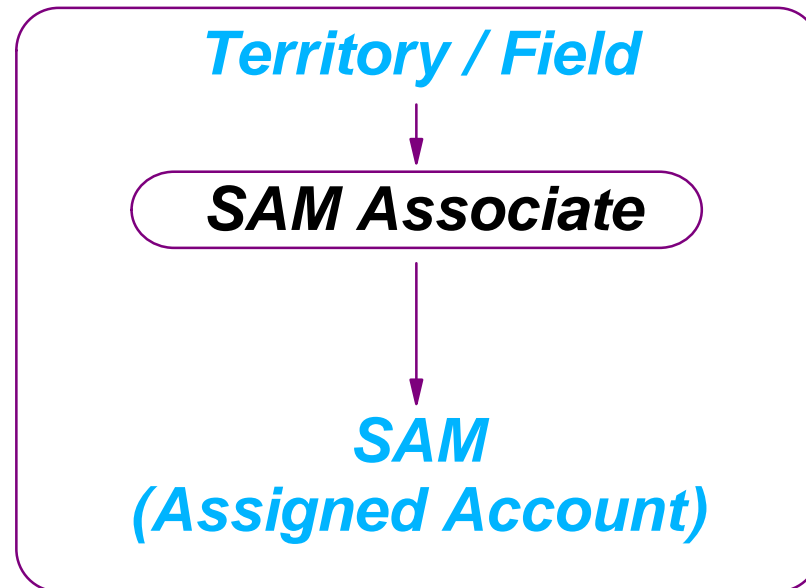
Description: *The Inside Sales Representative (ISR) is Industry aligned and is responsible for developing an ongoing relationship with assigned clients via the phone. Their responsibilities include contacting the client in a consultative role to understand their clients' requirements and to sell those clients' solutions, hardware, software, services, and maintenance to meet their requirements. ISRs are responsible for sales quotas/client satisfaction goals and for revenue generation .*



SAM Associate

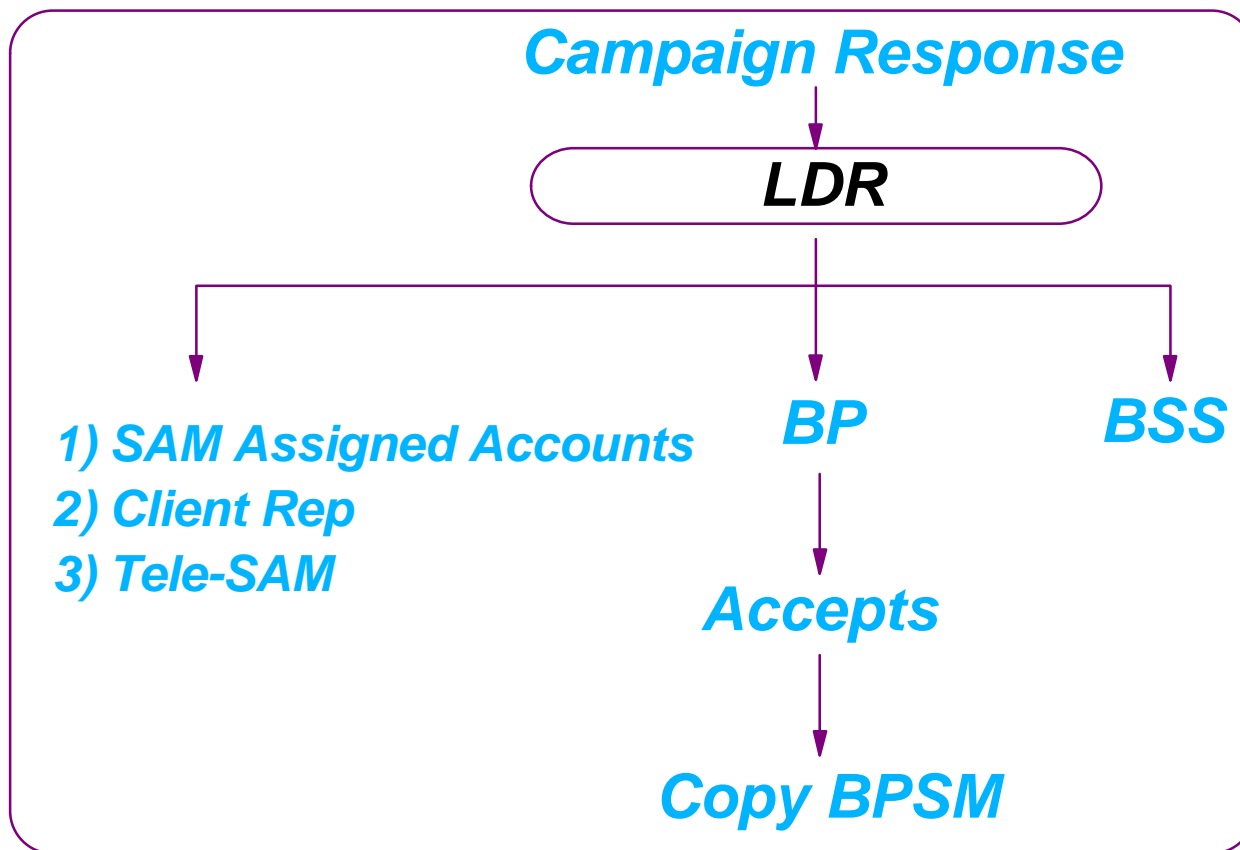


Description: *SW Sales Associates will be responsible for assisting the SAMs in the various steps of the sales process. The SAM Associates will spend the majority of their time (75%) teaming with the SAMs on complex opportunities and will spend the remaining 25% of their time working independently on less complex opportunities. This role is intended to increase sales productivity of the SAMs and generate incremental revenue within a specific territory. The SAM Associates will carry quota linked to the SAMs and will be on a sales plan.*



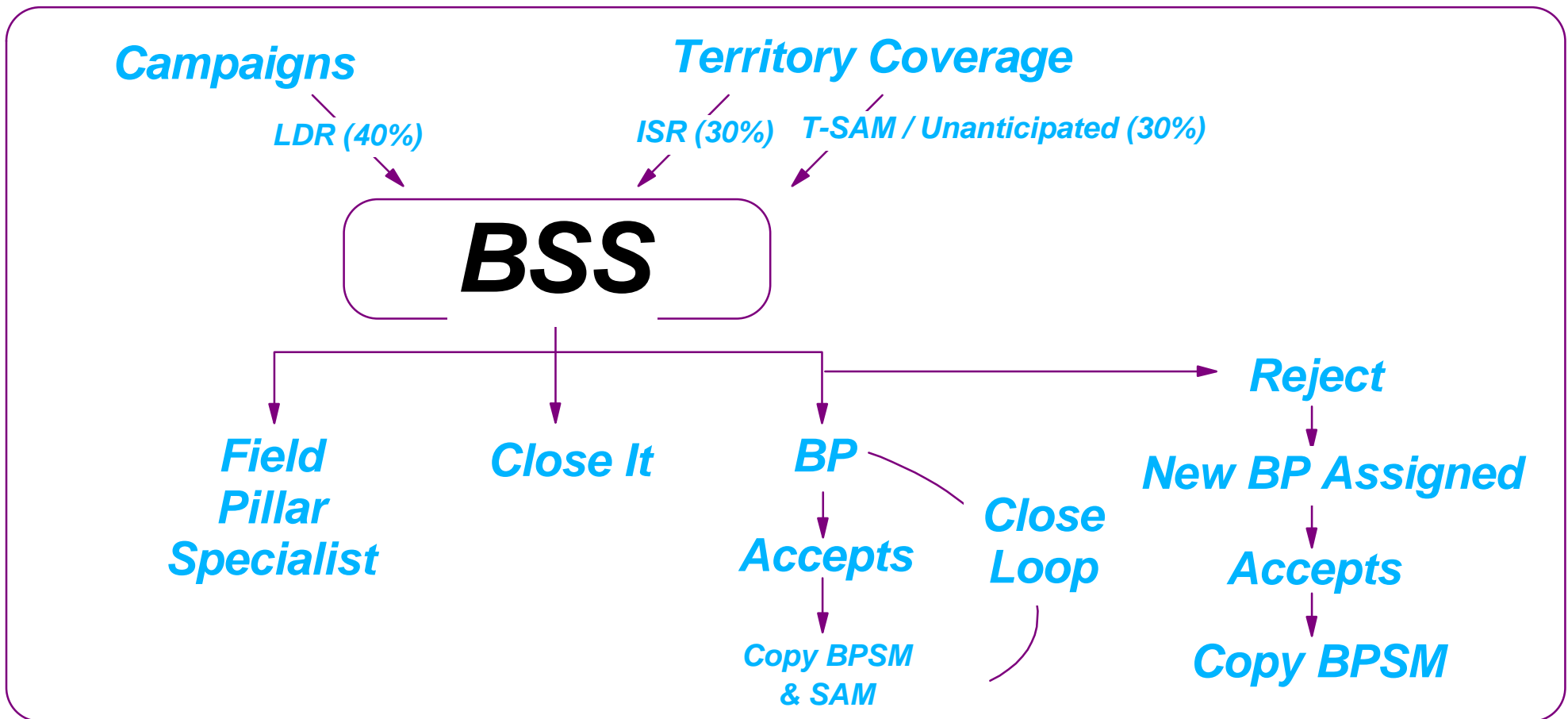
Opportunity Identifier (Lead Development Rep)

Description: *The LDR will be responsible for working with respondents from software campaigns to capture and understand their requirements. They will establish customer/prospect solution areas, buying capabilities (BANT) and Sponsor / Opportunity Owner (OO) determined validation criteria. The LDR will also have the responsibility to nurture and develop the opportunity until it is validated and qualified. Once validated they will deploy the opportunity to the appropriate sales channel. (Field/Business Partner)*



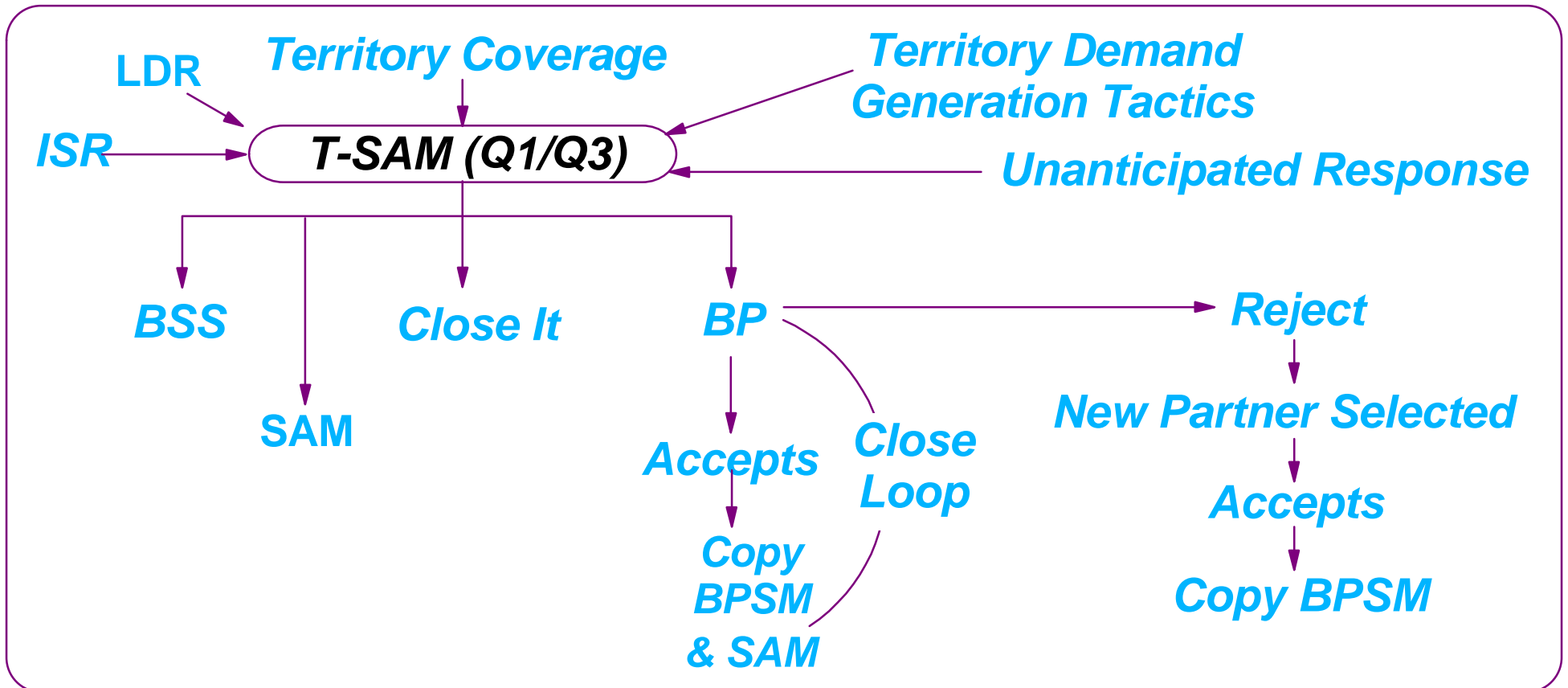
Brand/Solution Specialist

Description: This role is in place to close campaign and ISR generated opportunities and assist TeleSAMs in closing software leads. Initially skilled in specific brand with the expectation of growing solution selling skills across all software brands within one year. Their leads will be generated in the following way: Campaign 40%, ISR 30%, and TeleSAM/Other 30%. The Brand Solution Specialist will share a territory with one or more field specialists and expected to close what he/she can and pass appropriate leads over to the field.



TeleSAM Q1/Q3

Description: The Q1/Q3 TeleSAM Rep will be responsible for selling cross-brand software solutions into a specific territory of accounts. Size of territory will average 350 Q1/Q3 accounts and be grouped by geography (and industry where possible). This territory will be distinct and separate from the Field SAM set of accounts. The TeleSAM Rep will be responsible for increasing IBM software revenue and market-share within their territory. This role will be responsible for communicating IBM's Software Strategy and developing qualified opportunities for IBM Software Solutions.



TeleSAM Q2/Q4

Description: The Q2/Q4 TeleSAM Rep will be responsible for selling cross-brand software solutions into a specific territory of accounts. Size of territory will average 500 Q2/Q4 accounts and be grouped by target industry (and ISR where possible). This territory will be distinct and separate from the Field SAM set of accounts. The TeleSAM Rep will be responsible for increasing IBM software revenue and market-share within their territory. This role will be responsible for communicating IBM's Software Strategy and developing qualified opportunities for IBM Software Solutions.

