

IBM Service Providers

for e-business Initiative

Increasing revenues, providing complete e-business solutions, and improving the bottom line are important to all of us. The IBM Service Providers for e-business initiative is designed to help you do just that!

The maturing e-business life cycle is creating new opportunities and challenges for Service Providers for e-business - let IBM hardware, software and services extend your customer offerings.

The Initiative

The IBM Service Providers for e-business initiative is an IBM PartnerWorld three-tiered program for Internet Service Providers (ISPs), Application Service Providers (ASPs) that provide subscription or rental-based applications, Hosting Providers, independent software vendors (ISVs), and integrators.

Partners are offered an integrated portfolio of offerings and support programs created to deliver new business benefits to service providers, including demand generation, IBM brand quality offerings in hardware, software, and services, as well as comprehensive financing options.

Service Providers for e-business draws on resources from within IBM and its 45,000 Business Partners to help Service Providers take advantage of the surging demand for critical business applications that can be reliably delivered on a rental or subscription basis over networks.

The Business Proposition

The Service Providers for e-business initiative offers a solid business proposition for Business Partners:

- QuickLaunch for e-business - a comprehensive offering of tested and proven e-business hardware and software, services and financing; a fast method for startup Net Generation businesses to get to market quickly and to differentiate themselves from the competition.
- Hosting Advantage - a marketing offering that recognizes and promotes hosting service providers. The qualifying process (available at a fee) includes a consulting services review for building state-of-the-art hosting environments. Successful hosting providers will receive ISV leads that require hosting services.
- ASP Prime Support for Developers - an innovative support initiative to give solution developers, including independent software vendors (ISVs), a head start in the race to the emerging Web-hosted service provider market in which applications are leased over the Web.
 - Incubator Series - IBM's Global Net Generation Business is committed to helping startup companies get to market quickly, achieve consistent growth and realize sustainable profits.
- Business Partner Connections - Web based database provides links to IBM's resellers and distributors around the world.
- The initiative complements both the IBM Business Partner-Software Program and the Lotus Business Partner Program; benefits from both programs are available to initiative partners.
- Netfinity Web Server - slim, 1U size and large memory capacity make the Netfinity models a superb front-end Web server for Service Providers.
- RS/6000 - setup an application hosting business quickly: e-business applications combine software solutions from IBM, MercanTec and Software.com with the rack-mountable RS/6000 server running AIX (IBM's UNIX operating system).
- Lotus ASP Solution Pack - a hosted applications offering that provides a Lotus Domino and IBM WebSphere powered platform, and a ready-to-rent solution set directly targeted at the needs of ASPs and their Small and Medium Business (SMB) customers. ASPs can easily host, manage and deliver three categories of business applications: collaborative, transactive and real-time.
- IBM Global Financing - addresses unique financing needs of service providers with a 30-month rent-to-own program and other financing options.
- Web Connections for Service Providers - features new revenue-sharing programs: deployment of thin servers, Whistle Interjet and associated back end services.
- WebSphere Commerce Suites, Service Provider Edition - provides key, integrated features to support ISP e-commerce solutions.



Service Provider Benefits

As the leader in e-business, IBM can provide you with end-to-end assistance in providing complete e-business solutions through benefits that are available to each initiative level, growing as you move upward to Premier level.

Qualified *Advanced* and *Premier* Business Partners can use the IBM or Lotus Business Partner emblem and the e-business Mark to demonstrate to customers their expertise and competency. These world recognized emblems demonstrate proven symbols of quality on the Web.

Education discounts are available (25-100%), pre- and post-sales technical support, marketing and technical satellite broadcasts and Webcasts, Not-for-Resale software, access to IBM hardware and software marketing and technical data, entry in the online Business Partner Directory, and much much more.

Take advantage of the information in the Differentiated Services White Paper for Members, Differentiated Services Workbook for Advanced, and the Differentiated Services Workshop (as well as a comprehensive Joint Marketing Planning Session) for Premier Business Partners.

Value Package Benefits

This special package of incremental benefits is available for a fee for all Service Provider partners.

EDUCATION

- Build advanced IBM product skills through selected education and certifications; tuition is partially or entirely reimbursed.
- Attend selected technical classes and receive full reimbursement.
- Help your sales staff focus on customers' key business issues by attending informative workshops. Attend courses at the Business Partner Executive Institute to further develop your executive and leadership skills.

TECHNICAL SUPPORT

Obtain post-sales technical support via Support Line and get software license support through a Web-based support tool.

SOFTWARE LICENSES

Receive all of the above benefits, plus choose from a variety of robust IBM and Lotus software applications to help efficiently manage your business, including productivity and Internet access tools: IBM Suites for Windows, WebSphere Commerce Suite; and award-winning software such as IBM WebSphere Family, IBM SecureWay, Mobile Computing products, Lotus Notes and Lotus SmartSuite.

The Initiative Requirements

PREMIER

- 3 Professional Certifications or 2 certifications and the e-business Mark
- 3 Customer References: 1 with 2 of 3 attributes - IBM hardware, IBM software and/or services
- Commercially Available Service via Net
- Business Plan Commitment

ADVANCED

- 1 Professional Certification
- 1 Customer Reference with 1 of 3 attributes - IBM hardware, IBM or Lotus software or services
- Commercially Available Service via Net

MEMBER

- Commercially Available Service via Net

Certifications include IBM WebSphere, Netfinity, Lotus Notes and Domino, RS/6000, VisualAge, Storage Manager, AIX, e-business Solution Advisor and Solution Developer, DB2 UDB, Firewall, MQSeries, TXSeries, etc. Complementary certification (1 of 3 at Premier) examples include AS/400, Sun Java, DB2 for SAP, and Linux.

How Do I Join?

It's easy. Just visit the Web site at: **'www.ibm.com/software/spebusiness'** and select the appropriate geography for complete details on joining the IBM Service Providers for e-business initiative.

If you have questions about the initiative, contact the Membership Centre at 800-426-1822. They will be happy to help!

www.ibm.com/software/spebusiness
www.ibm.com/solutions/isp
(Net Generation Web site)

The Service Provider for e-business initiative is part of **IBM PartnerWorld**. PartnerWorld is a marketing and support program that spans the breadth of IBM's unmatched portfolio of product, service, financial, and technology offerings for Business Partners. In addition to Service Providers, developers, hardware value-added resellers, and software resellers and influencers are all supported by IBM PartnerWorld.
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