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 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 integrated portfolio of offerings and support programs created to deliver new business benefit to service providers, including Internet Service Providers (ISPs) that provide hosting and access, Application Service Providers (ASPs) that provide subscription or rental-based applications, independent software vendors (ISVs), and integrators.

Service Providers for e-business draws on resources from across IBM and its 45,000 Business Partners to help Service Providers take advantage of the surging demand for critical business applications that can be delivered reliably 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:

- 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.
- 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.
- Hosting Advantage - a marketing offering that recognizes and promotes hosting service providers. The qualifying process includes a consulting services review for building state-of-the-art hosting environments. Successful hosting providers will receive ISV leads that require hosting services.
- 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 SMB customers. ASPs can easily host, manage and deliver 3 categories of business applications: collaborative, transactive and real-time.

- Packaged Service offerings - "Sell-through" services provide a lead fee to business partners by IBM. Offerings include e-business Accelerator, Tutorials.com, IBM HomePage Creator, IBM Continuity Services for e-business, IBM Performance Management and Capacity Planning Services, and IBM Linux Support Services.
- Netfinity Web Server - slim, 1U size and large memory capacity make the Netfinity 4000R a superb front-end Web server for Service Providers.
- RS/6000 Model B50 - setup an application hosting business quickly: e-business applications combine software solutions from IBM, MercanTec and Software.com with the new rack-mountable RS/6000 Model B50 server running AIX (IBM's UNIX operating system).
- 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 Provider - 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.

The Benefits

As the leader in e-business, IBM can provide you with end-to-end assistance with benefits which are available to each level, growing as you move upward to Premier level.

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.

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

Take advantage of the information in the Differentiated Services White Paper for Members, Workbook for Advanced, and a Workshop for Premier business partners.

Lotus
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ASPs that resell software can participate in the IBM and Lotus Sales Assistance Program and reward your bottom line for sales of selected products from across the broad, award-winning IBM and Lotus software portfolio. Your pre-sales activities can be rewarded with hard-dollar fee payments or soft-dollar expense reimbursements ranging from 1.5% to 15% across workstation, AS/400 and S/390 operating systems environments.

Value Package Benefits

EDUCATION

- Build advanced IBM product skills through 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.

Note that IBM will reimburse you for selected certification education and testing expenses. Details at:

"You Pass/We Pay" offering, 'Education and Events' at
www.ibm.com/software/partnerweb/na

TECHNICAL SUPPORT

Obtain post-sales technical support via Support Line and get software licenses 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 mange your business, including productivity and Internet access tools: IBM Suites for Windows NT; and award-winning software such as Net.Commerce, IBM WebSphere Application Server and Mobile Computing, Lotus Notes and Lotus SmartSuite.

The Initiative Requirements

PREMIER

- 3 Professional Certifications
- 3 Customer References: 1 with 2 of 3 attributes- IBM hardware, IBM or Lotus software and/or services
- Commercially Available Service via Net

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

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 Partner Services support center 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.