



IBM Passport Advantage and Passport Advantage Express

*Software acquisition and Software Subscription and Support offerings
for organizations of all sizes*

Passport Advantage and Passport Advantage Express

IBM Passport Advantage® and Passport Advantage Express are simple, comprehensive offerings that provide software licenses and Software Subscription and Support (Product Upgrades and Technical Support) that can be obtained using a common set of processes and tools.

Passport Advantage and Passport Advantage Express are solutions that help our customers get the most from their IBM software.

Common features of Passport Advantage and Passport Advantage Express

- *They share the same product list, including most commercially available IBM-distributed software for workstations and servers—IBM WebSphere®, Lotus®, Rational®, Tivoli® and DB2® Information Management.*
- *They can both be leveraged across multiple operating systems—IBM, Microsoft®, the Sun Solaris operating environment, HP-UX, Linux® and more.*
- *They include the same product options.*
- *Software Subscription and Support features are identical—including a support Web site at ibm.com/software/support*
- *They both provide secure access to Passport Advantage Online, a Web tool that helps our customers manage their installed base of IBM software. They can manage their account information, leverage various reporting features, renew Software Subscription and Support, download software and learn about new versions available for their installed software.*
- *Both offerings are available through the same channels—IBM Business Partners or directly from IBM.*

Passport Advantage—how our customers benefit

They get volume licensing—with more opportunities for better prices. Passport Advantage addresses the needs of large enterprises that may have multiple sites. The offering

provides better prices for their volume purchases over time and is based on their Relationship Suggested Volume Price (RSVP) Level. Pricing improves based on the size of individual transactions. Passport Advantage also provides a Software Subscription and Support benefit, which includes both Product Upgrades and Technical Support.

Passport Advantage—how it works

- *New enrollments require a significant initial purchase.*
- *Customers receive their RSVP Level based on their initial acquisition of licenses and Software Subscription and Support.*
- *Future transactions will be based on their RSVP or size of each transaction—whichever results in the better price for the customer.*
- *Their RSVP is recalculated after every transaction, and may yield better pricing for subsequent transactions.*
- *Additional locations or sites within their enterprise—anywhere in the world—can enroll under the same agreement so businesses can leverage their combined acquisition power across all sites.*
- *Customers get Software Subscription and Support with each Passport Advantage license they purchase. And, prorated renewal pricing is available to synchronize Software Subscription and Support coverage to a single anniversary date for ease of renewal.*

Passport Advantage Express—how our customers benefit

They get most of the Passport Advantage features with the simplicity of transaction-based acquisition. Passport Advantage Express features a single price level—there are no points and no aggregating. Renewals take place on a per-transaction basis, spreading the cost throughout the budget year. The Software Subscription and Support benefit is identical to that of Passport Advantage.

Passport Advantage Express—how it works

Passport Advantage Express is designed for single-site, medium-business enterprises. This new offering combines the full Passport Advantage product list with the simplicity of transaction-based acquisition. Passport Advantage Express does not require a relationship agreement—each transaction is subject to the terms and conditions in place at the time. Also, license acquisitions will include renewable Software Subscription and Support coverage. That's all there is to it—simple, straightforward, easy.

Software Subscription and Support

Whether customers acquire software through Passport Advantage or Passport Advantage Express, they will get Software Subscription and Support, which includes both Product Upgrades and Technical Support with each new license.

How it works

- *Coverage starts on the day of acquisition*
- *Passport Advantage licenses have prorated renewals available for synchronization purposes (see explanation under Passport Advantage)*

Product Upgrades mean our customers are always up to date

In challenging economic times, our customers can leverage their investments in IBM software with Software Subscription and Support—and lower their cost of ownership for IBM software products by:

- *Lowering the cost of acquiring new versions and releases*
- *Providing access to the latest IBM software innovations*
- *Providing complete upgrade and cross-platform migration coverage*
- *Making upgrading optional—never a requirement*
- *Protecting their on demand business investments*

Product Upgrades are easy on the budget. As new versions of IBM software are released, they come under the umbrella of existing Software Subscription and Support. Customers don't

have to budget for new software releases because they're included in the agreement. This makes it simple for businesses to purchase and administer in one planning and budgeting cycle as part of an overall software acquisition strategy.

Technical Support means customers are always up and running

With Technical Support, our customers get:

- *24x7 access to a variety of IBM technical resources in “Severity 1” situations. Our customers determine whether or not the problem is critical to their business and if they want it to be classified as a “Severity 1.”*
- *Access to usage- and code-related voice support.*
- *No limits on the number of designated IT technical staff that can contact technical support for help.*
- *Access to the IBM Software Support Web site at ibm.com/software/support.*
- *Enhanced self-help, navigation and advanced search capabilities for technical support (24x7).*
- *Worldwide electronic problem submission for IBM distributed software (Service Request tool).*
- *IBM Software Support Guide, which provides detailed information on all IBM software support including technical support processes and a worldwide list of support center phone numbers.*

Helping customers manage their installed base of IBM software

Each Passport Advantage and Passport Advantage Express customer gets two secure Web tools:

- *Passport Advantage Online*
- *Service Request tool*

These tools put account information, Software Subscription and Support renewals and instant access to software downloads at our customers' fingertips—as well as access to submit and track electronic incidents.

Services available on Passport Advantage Online

ibm.com/software/passportadvantage (choose **Passport Advantage Online** tab and then **For customers**)

To assist customers in managing their account and installed base of IBM software, each Passport Advantage and Passport Advantage Express customer with active Software Subscription and Support can access Passport Advantage Online putting their account information and Software Subscription and Support renewals at their fingertips, as well as providing instant access to software downloads.

- *Software Download*—lets customers download and install new releases or upgrades on products with active Software Subscription and Support upon commercial availability.
- *Software Subscription and Support Renewal*—details coverage that is due for renewal and allows the customer to purchase through an IBM Business Partner or directly through IBM.
- *Popular Offerings catalog*—allows the selection of top-selling IBM software products from a broad catalog and then to purchase through an IBM Business Partner or directly through IBM.
- *E-notifications*—e-mails sent by IBM to inform customers with active Software Subscription and Support that product upgrades are available for download or to request CDs from Passport Advantage Online.
- *Contact update*—lets customers maintain current contact information so they can receive the most up-to-date information from IBM as soon as possible.
- *Proof of Entitlement (POE)*—confirms the products, quantities and services that customers have ordered and are eligible to install.
- *Reporting*—provides quick and easy access to Passport Advantage reports about downloaded software, media order history, entitled software and purchase history.

To access Passport Advantage Online, customers must:

- *Have an IBM registration user ID and password. If they do not have one, they can register from Passport Advantage Online.*
- *The Primary Contact for their organization must be the first to register and is required to grant access to other users. This allows an unlimited number of users to use their own user ID and password to access Passport Advantage Online.*

Services available on the Support Web site

ibm.com/software/support

To assist customers in managing their installed base of IBM software, each Passport Advantage and Passport Advantage Express customer with active Software Subscription and Support can access the Support Web site to obtain product and technical information and to electronically report problems on the products being installed or used.

Services available on the Support Web site:

- *Fixes and fix packs*—download interim fixes and fix packs
- *Documentation*—search for technotes, authorized program analysis reports (APARs) and other product and technical information to help answer technical questions
- *E-mail updates*—receive weekly e-mail updates for flashes and fixes that can be enabled through the My Support function
- *Service Request tool*—submit and track Problem Management Records (PMRs) electronically. This tool allows customers to:
 - Open and update PMRs
 - Run, view and download PMR reports in a spreadsheet format

- Receive e-mail notifications when the customer's PMR is updated
- Manage Authorized Caller lists for Service Request tool if they are a Site Technical Contact (STC)

To access the Service Request tool and entitled content on the Support Web site, customers must:

- Have an IBM registration user ID and password. If they do not have one, they can register from the Support Web site.
- Be listed as an Authorized Caller under their contract number. Contact their STC to add them. (Service Request tool only)

Note: There are two distinct access lists relative to Passport Advantage Online and the Service Request tool. To access the Service Request tool from this site or from any specific product support site, click **Submit and track problem** links.

How to help customers gain access to Passport Advantage Online

1. The customer's Primary Contact needs to provide users with access. The customer's salesperson can use Fast Pass or Distributed Software Online to see who the Primary Contact is.
2. Customers can go to Passport Advantage Online to create an IBM ID and password. Primary Contacts no longer need both a Temporary ID and a Temporary passcode to authorize themselves to access Passport Advantage Online. The system will automatically search for their details and determine if they are listed as the Primary Contact.
3. They will then be prompted for their Passport Advantage temporary passcode to fully authorize their IBM ID. In the event they have lost or misplaced the Passport Advantage temporary passcode, they may request a new one be sent

to them online. While they await the Passport Advantage temporary passcode, they may continue to explore the download function within Passport Advantage Online.

4. The Passport Advantage temporary passcode will be sent through fax (for security purposes). In the event the fax fails, the information will be sent through hard-copy mailing.
5. Primary Contacts will be prompted for their Passport Advantage temporary passcode every time they attempt to access Passport Advantage Online, until they fully authorize their IBM ID.
6. Additional users requesting access to Passport Advantage Online will be prompted to submit a self-nomination request, which will be routed to the Primary Contact for approval. Once the Primary Contact has either approved or denied the self-nomination request, the user will be notified through e-mail on the status of the self-nomination request. User-specific instructions will be displayed during the authorization process to guide the user through the authorization or self-nomination steps.
7. Primary Contacts will be enabled to self-nominate themselves as the new Primary Contact of a Passport Advantage or Passport Advantage Express site.

Please note: Customers can use their IBM ID and password to access Passport Advantage Online, or other IBM Web sites such as the Support Web site.

How you can gain access to the Distributed Software (DSW) Online tool

The DSW Online tool allows IBM internals to mirror their customer's Passport Advantage Web experience. With edit access, this tool enables approved IBMers to submit contact updates on behalf of a customer, and to create and save a shopping cart for a customer. The DSW Online tool is available at w3.**ibm.com**/software/xl/portal/viewcontent?type=doc&srcID=XT&docID=I376982K26348G13

Issue	Passport Advantage and Passport Advantage Express	Other vendors' offerings
Customer needs an offering that's flexible with a lot of options.	Customers get a lot of options with Passport Advantage and Passport Advantage Express. They can choose application solutions from most commercially available IBM-distributed software for workstations and servers—Lotus, WebSphere, Rational, Tivoli and DB2 Information Management. Their software will run on most operating systems. Plus, they can choose from whom to purchase software—IBM Business Partners or directly from IBM.	Customers get fewer options. They're limited in their selection of products from among the vendor's total catalog of software solutions.
Is the offering designed so that customers purchase both product upgrades and technical support?	Yes. Passport Advantage and Passport Advantage Express offer these together as Software Subscription and Support, which includes both Technical Support and Product Upgrades. It's a complete solution. Customers are always covered with Technical Support for critical situations—even when they're upgrading to new versions covered by Product Upgrades.	Not necessarily. Some vendors' maintenance offerings include either technical support or product upgrades—but not both. Or, the purchase of a license might not include maintenance at all.
What is the bottom-line value of the offering?	With Passport Advantage and Passport Advantage Express, our customers get an increased return on their IBM investment, world-class solutions designed to lower their cost of doing business, their own personal Web tool, and free access to the latest IBM software innovations and technical support through Software Subscription and Support—a complete solution.	It depends. Some vendors' offerings include expensive add-ons—such as support—that are included as a package with IBM Passport Advantage and Passport Advantage Express.



eCustomer Care

ibm.com/software/howtobuy/passportadvantage/
paocustomer/docs/en_US/ecare.html

For registration questions, navigation assistance and general questions on Passport Advantage Online, click the link above to contact the eCustomer Care Team.

Service Request Help Desk

ibm.com/software/support/help-contactus.html

For registration, access and general questions on the Service Request tool, click the link above to contact the Service Request Help Desk.

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