

# IBM Impact 2009 Business Partner Awards Judging Materials & Guidelines



The IBM Impact 2009 event will recognize **Business Partners** through three established awards, the IBM Impact 2009 Solution Award, the Impact 2009 Innovation Award IBM Impact 2009 SOA Process Solution Award and a *new award this year*: The IBM Impact 2009 Distributor Award.

**Following are descriptions of each award and associated criteria:**

## **IBM IMPACT Solution Award**

### **Description:**

- Solution Award illustrates the strength of working with WebSphere software to solve customer challenges, while delivering proven IMPACT in the marketplace.
  - ✓ This solution should exemplify strong collaboration across a range of constituents and programs, and demonstrate the unique power of using IBM Service Oriented Architecture (SOA) and WebSphere components in its delivery to customers.
  - ✓ Demonstrate productivity improvements and return on investment (ROI)
  - ✓ Deliver repeatable solutions
  - ✓ Particular consideration will be given to those solutions that utilize several IBM WebSphere/IBM SOA software products
  - ✓ The solution must already have been deployed to at least two customer locations
  - ✓ Candidates must be an exhibitor at the IBM IMPACT 2009 event
- Candidates must submit their nomination forms by **April 1, 2009**.
- **Business Partners that meet the criteria and wish to participate should nominate themselves** for this award category.
- The judges will select **three entries**, of which there will be **one winner** and **two finalists**.

## **IBM IMPACT Innovation Award**

### **Description:**

- Innovation Award recognizes visionary Business Partners who are leading the charge in exploiting IBM SOA and WebSphere software capabilities in innovative, leading-edge, exciting ways.
  - ✓ These solutions solve traditional problems in **non-traditional ways** and will be drivers in tomorrow's new markets, foster new innovation, cutting-edge solution areas and push the realm of possibility through their solution.
  - ✓ The solution must already have been deployed to at least one customer location.
  - ✓ Candidates must be an exhibitor at the IBM IMPACT 2009 event.
- Candidates must submit their nomination forms by **April 1, 2009**.
- **Business Partners that meet the criteria and wish to participate should nominate themselves** for this award category.
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## IBM IMPACT SOA Process Solution Award

### Description:

- SOA Process Solution Award recognizes the Business Partner that has positioned themselves as leaders in providing their customers and business partners with an effective and efficient way to get started with SOA through the 'Process' IBM SOA Entry Point.
- The Business Partner must show how their solution, working with WebSphere applications, provide specific tools and services to help streamline and improve processes across the enterprise, which has helped customer(s) improve their efficiency, flexibility, and control of their key business processes.
- The solution must fit into one of the following IBM SOA Entry Points, and leverage one of the following products:
  - ✓ Process: WebSphere Process Server, WebSphere Integration Developer, WebSphere Business Modeler, WebSphere Business Monitor
- The solution must already have been deployed to at least one customer location.
- Candidates must be an exhibitor at the IBM IMPACT 2009 event.
- Candidates must submit their nomination forms by **April 1, 2009**.
- **Business Partners that meet the criteria and wish to participate should nominate themselves** for this award category.
- The judges will select **three entries**, of which there will be **one winner** and **two finalists**.

## IBM IMPACT Comes To You Award

### Description:

- The Impact Comes to You Award recognizes Business Partners who are leading the charge extending the value and benefits of Impact Comes to You to their customers and prospects in innovative, exciting ways.
  - Business Partner must have been involved or led 1 or more ICTY event
  - Business Partner must be actively engaged in ICTY activities with their local IBM Counterpart to generate demand and customer interest around BP-IBM solutions
  - Business Partner completed the ICTY process, including updated pipeline reporting, sharing of event and sales success, and possible customer references
  - **Business Partners that meet the criteria and wish to participate should nominate themselves** for this award category.
  - Candidates must submit their nomination forms by **April 1, 2009**.
  - The judges will select **two entries by GEO**, of which there will be **one winner** and **one finalists for each GEO**

# IBM Impact 2009 Business Partner Awards Judging Materials & Guidelines



## IBM IMPACT Smart SOA Award

### Description:

- The Smart SOA Award recognizes Business Partners that help lead the Smart SOA charge in the past year, by extending the value and benefits of IBM Smart SOA to their customers and prospects in innovative, exciting ways.
  - Business Partner must have been involved or led 1 or more Smart SOA event
  - Business Partner must be actively engaged in Smart SOA activities with their local IBM Counterpart to generate demand and customer interest around BP-IBM solutions
  - Business Partner completed the Smart SOA process, including updated pipeline reporting, sharing of event and sales success, and possible customer references
  - **Business Partners that meet the criteria and wish to participate should nominate themselves** for this award category.
  - Candidates must submit their nomination forms by **April 1, 2009.**
  - The judges will select **two entries by GEO**, of which there will be **one winner** and **one finalists for each GEO**

## IBM IMPACT Green Partner Award

### Description:

- The Green Partner Award recognizes Business Partners that provide solutions that help address issues and opportunities around energy, the environment, and sustainability impact every business, worldwide.
  - Multiple factors are driving businesses to explore alternative ways to address challenges including rising energy costs, regulatory mandates, and customer demand for eco-friendly products, to name a few -- while sustaining new growth.
  - IBM SOA and Business Process Management software and expertise can play a critical role in driving a smarter, greener business. This Award recognizes an outstanding IBM SOA and/or WebSphere software solution designed to enable customers to increase operational efficiency, employee productivity, and business profitability while reducing the customers' carbon foot prints.
  - Special consideration will be given to those solutions that demonstrate measurable results with before and after scenarios.
  - The judges will select **three entries**, of which there will be **one winner** and **two finalists**

## IBM IMPACT Distributor Innovation Award

### Description:

- Innovation Award recognizes High Value Add Distributors who are leading the charge in building their Business Partners' ability to leverage IBM SOA and WebSphere software capabilities in innovative, leading-edge, exciting ways.
  - ✓ Distributor must be actively recruiting Business Partners for SOA Solutions and WebSphere
  - ✓ Distributor must be actively engaged in Go to Market activities with their Business Partners to generate demand and sell SOA Solutions and WebSphere
  - ✓ Distributor must be actively recruiting and enabling their Business Partners to participate in SVI for WebSphere
- Candidates must submit their nomination forms by **April 1, 2009.**
- **Distributors that meet the criteria and wish to participate should nominate themselves** for this award category.

The judges will select **three entries**, of which there will be **one winner** and **two finalists**.

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2009  
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SMART SOA CONFERENCE  
MAY 3 - 8 LAS VEGAS

## The following Rules govern these awards:

1. Business Partners must be exhibitors at IBM IMPACT 2009. This is not a requirement for the IBM IMPACT Distributor Innovation Award.
2. Nominations must be submitted in English language format only.
3. Nomination deadline is **April 1<sup>st</sup>, 2009** – please send completed forms to [dmfree@us.ibm.com](mailto:dmfree@us.ibm.com). Any nomination form received on April 2<sup>nd</sup> or any day thereafter will not be considered for an award. IBM is not responsible for incomplete, late, lost or misdirected nomination forms.
4. Please complete all questions on the nomination form. If an asterisk (\*) appears next to a field, the information is required and must be completed in order to submit the nomination.
5. All nominations must be submitted by the IBM Business Partner and received by IBM prior to the deadline for judging consideration.
6. A customer reference is required for the Solution Award and SOA Process Solution Award and is optional for the Innovation Award nomination. Please note, those nominations for the Innovation Award that do include customer references will be given additional consideration. The Business Partner must receive the customer's permission for any use as a reference and IBM must be able to contact the referenced customer. A customer reference is not required for the IBM IMPACT Distributor Innovation Award.
7. IBM Business Partners must indicate their company's consent to submit the nomination by providing the name and title of an authorized representative from their company. IBM will consider submission of a completed nomination form by an IBM Business Partner as its consent to participation in these awards in accordance with all rules, guidelines and criteria established by IBM.
8. Shrink wrapped products must have commercially shipped as of March 1<sup>st</sup>, 2009 in order to qualify.
9. Please **do not send any information which is considered confidential to you or any third party. All submitted information will be deemed nonconfidential.** All completed nomination forms become the property of IBM and IBM may use and reproduce the information contained therein without restriction.
10. IBM's decisions are final. IBM reserves the right to modify or eliminate categories and the stated procedures and/or criteria in whole or in part at any time without notice.

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Outlined below is an overview of some key information the judges look for:

- Demo's - Please provide/attach a demo of your solution, if available. If a demo is not available, screenshots and presentations are an alternative. Not required.
- The elegance of the solution, not just a compilation of every product feature, but how those features were utilized to provide a valuable, easy-to-use solution for the end-user.
- The creativity of the solution -- utilizing our software in innovative ways and cutting-edge solution areas.
- Return On Investment statements backed up with figures (amount of money saved or percent improved).
- Productivity statements.
- Repeatable solutions.
- Concise nominations, no specification sheets or product feature lists.
- Solutions that utilize the most current releases of our products.
- Customer references.
- Creative ways to Recruit, Enable and Go To Market with Business Partners

We are delighted to have five judges representing both IBM SWG sales and marketing for the IBM IMPACT 2009 Business Partner Awards. The judges are:

- John Gordon
- Beth Smith
- John R. Thomson
- Karen Parrish or Ed Bottini
- Sandy Carter

Please direct any questions to: [dmfree@us.ibm.com](mailto:dmfree@us.ibm.com).

**Please send your completed nomination form to David Freeman:  
[dmfree@us.ibm.com](mailto:dmfree@us.ibm.com)**

*Requests for details to submit form via Fax or Mail should also be sent to the above address*