

# **Doing Business with IBM**

## **A Guide for ILOG System Integrator Partners in Asia Pacific**



Welcome to IBM!

We are very pleased to be doing business with you! Whether you are new to IBM, or have an established partner relationship, we look forward to working with you to meet your customers' needs.

On December 29, 2008, IBM completed the acquisition of ILOG, a leading provider of powerful easy-to-use tools for business rules, optimization, visualization and supply chain management.

Since your organization has licensed software solutions, contracted services or has a partner agreement with ILOG, we would like to welcome you to the IBM family and provide key information that will help you transact business with IBM in the near future. As stated in the Transfer of Business letter, although many of the processes are changing, most contacts in sales, service delivery, support and education delivery will remain the same.

It is important to note that the existing ILOG SI model is moving to the IBM SI model. While your current contract will be honored, until expiration or termination, under the IBM model the end customer acquires the IBM products directly. Consultants and Systems Integrators may "influence" a sale but do not take ownership of the IBM Products. You may decide that the Passport Advantage reseller program or an IBM OEM agreement gives you additional value beyond any influence incentives. We will work with you to help you determine the best programs for your needs.

### **What Transitioning to IBM Means for You**

Now that ILOG's integration into IBM has begun, there are some important items that are either for your information or require your action. Please use this information as it applies to your business.

As an IBM business partner, you'll continue to have access to an extensive portfolio of software solutions and services offerings, while enjoying the high-quality, responsive service you've come to expect.

We anticipate you and your organization will experience a smooth transition to IBM during the next several months. During this process, the IBM team and your IBM/ILOG representative are available to answer any questions you may have, and to handle your ongoing software and service needs.

## **This document includes important information for:**

- I. Accounts Payable and Purchasing
- II. Software Support
- III. Certification, Professional Services and Education
- IV. PartnerWorld Program
- V. Passport Advantage

### **I. Accounts Payable and Purchasing**

Effective July 1, 2009, you will begin to notice changes as ILOG processes begin to integrate with IBM. This document will explain many of the important changes about transacting business with IBM.

IBM is pleased to offer ILOG products and services through the IBM infrastructure. Our goal is to give our customers and partners flexible, integrated solutions that link departments, customers, partners, and manufacturing and delivery centers, both locally and globally. IBM offers a variety of strategic services to assist you with the ordering, invoicing and payment for IBM solutions.

The benefit you receive is a common process for your acquisition of software products and services from IBM. Please let us bring to your attention a few of the changes that may directly impact you.

**These items are for your information**  **These items require your action**

#### **Changes you may encounter with your vendor records:**

The quotes and invoices you receive will change in format after July 1, 2009 and they will be issued from an IBM location as appropriate. This may affect the remit to address, and in certain countries, the transaction currency that you are using today. Please check the following items on your internal vendor records:

- Vendor **name will change** from ILOG to the applicable local/regional IBM operation covering your location (we will use the term “Vendor” below to represent the IBM operation).
- Vendor **remit to addresses** for checks, wire transfers, and overnight payments will change for all new business after July 1, 2009. The new details will appear on your invoices issued from IBM after that date. Vendor remit to addresses for royalty reports are detailed under Royalty reports below.
- Vendor **standard payment terms** - the payment terms in your existing ILOG contract will apply until such time as that contract expires, is terminated or replaced. Any new agreements entered into with IBM in the future will be subject to the IBM standard payment terms applicable at the time of the new agreement. You can find this information on either your invoice or quote.

- In some countries, the currencies used by ILOG are different than those used by IBM, thus you may be **transacting in a different currency** with IBM.
- In some countries, the correspondence you will receive from IBM may be in the local language.

### **Changes you may encounter with the processing of your order:**

- Effective July 1, 2009, ILOG customer numbers will be replaced with an IBM customer number (ICN). You will receive your ICN in a separate communication. Please note that your ICN will be used with all order related communication, except when accessing ILOG Support. For accessing ILOG Support, you will continue to use your current ILOG customer number until further notice (see Software Support section below).
- All purchase documentation such as invoices will be sent to the contacts listed in your IBM profile associated with your IBM customer number unless specified otherwise in your order.
- As we complete the migration to IBM systems, you will be provided with an IBM web site to **download software for updates/refreshes**. Access to the download site is available through your entitlement coverage period. Until then, ILOG products will continue to be available through the existing ILOG download location. Additionally, you will have the opportunity to sign up for electronic notification of new releases.
- New part numbers and product descriptions** for the ILOG portfolio will replace the pre-existing ILOG product description for the most current ILOG offerings. These part numbers and product descriptions will appear on any quotes and invoices you may receive from IBM. Product descriptions will be similar to the original ILOG product descriptions.
- The **format of documents** (quotes, proof of entitlement, services statements of work, invoices, etc.) you receive will change based on the local/regional IBM operation covering your location.
- The shipping point, delivery options and freight charges will be aligned with IBM software manufacturing and delivery standards.
- If your company requires a purchase order to facilitate payment for any goods or services, IBM may require a new purchase order be provided. Feel free to contact your ILOG representative with any questions.

## **II. Software Support**

The ILOG Support Team will continue to focus on delivering customer satisfaction without compromise. The existing ILOG Support offerings and systems will continue to be offered and used after July 1, 2009. As we work to integrate ILOG and IBM Support, we will offer ILOG customers

expanded capabilities through the existing IBM Support infrastructure. For the most current information on IBM ILOG Support visit the [Software Support Handbook - Acquisitions](http://www14.software.ibm.com/webapp/set2/sas/f/handbook/acquisitions.html) site, <http://www14.software.ibm.com/webapp/set2/sas/f/handbook/acquisitions.html> and refer to the section for ILOG.

## **What will not change on July 1, 2009**

- Support will be provided as per your existing ILOG Support Agreements.
- ILOG Support will be accessed through the existing channels (continue to use your ILOG customer number and ILOG Support id for access).
- ILOG Support Service Requests will continue to be logged on-line via <https://support.ilog.com/> or by phone.
- ILOG hot sites and service packs will continue to be available through the existing ILOG download location, <https://support.ilog.com/cse/download/view>.

**Note:** As we complete the migration to IBM systems, the above items will be changing and you will be notified of the changes through future communications.

## **What will change on July 1, 2009**

- As we complete the migration to IBM systems you will be provided with an IBM website for Knowledge assets, including proven practices, tips & techniques, Supportlink and documentation. You will be notified of the IBM website through future communications.

Please ensure the primary support contact within your organization is aware that they should continue to access ILOG Support in the same way they always have via email, telephone or on-line. Contact ILOG Support Integration online at <https://support.ilog.com/> for more information. The support contacts within your organization will receive additional communications regarding other upcoming system and process changes.

For the most current information and resources to assist you and your support contacts on the transition and integration of ILOG Support into IBM, please visit the [Software Support Handbook - Acquisitions](http://www14.software.ibm.com/webapp/set2/sas/f/handbook/acquisitions.html) site, <http://www14.software.ibm.com/webapp/set2/sas/f/handbook/acquisitions.html> and refer to the section for ILOG.

## **III. Certification, Professional Services and Education**

Certification on the ILOG products will continue to be an important element of your education program. By mid-year, the ILOG JRules Certification program will be transferred under the IBM Professional Certification Program, with testing through the global Authorized Prometric Testing Centers. There will be no change to the ILOG Certified Professional criteria and certifications already attained; and your JRules certifications will be recognized as IBM certified.

For more information on the IBM Professional Certification Program go to [www.ibm.com/certify](http://www.ibm.com/certify).

## **Professional Services:**

ILOG Professional Services and Education will continue to operate within the WebSphere brand of the IBM Software Group. ILOG Professional Services and Education is also working to enable additional resources across IBM to grow the ILOG team of experts worldwide.

IBM Professional Services can be found at <http://www.ibm.com/developerworks/websphere/services/>.

## **Education:**

ILOG instructors will continue to provide training on the IBM ILOG products through the IBM worldwide network of education centers. The IBM WebSphere Education team delivers a comprehensive portfolio of education services to help customers and IBM Business Partners successfully deploy Service Oriented Architecture (SOA) and integrate IBM's WebSphere middleware products to achieve the maximum benefit.

Education is a key component to ensuring software success. A study by the IBM WebSphere Support Team has showed lack of training as the third most common cause of deployment issues for three years running. Our curriculum provides a unique training value built on exclusive product knowledge direct from IBM Developers cemented with expert instructors and flexible time and cost-saving training options. The IBM WebSphere Education team works closely with product developers and services organizations to ensure that the courses we offer provide the most up-to-the-minute technical and product information. Our courses place an emphasis on the advanced knowledge and insight that only these sources can provide. We draw from a deep pool of IBM technical experience in the development of our courses, and pass that knowledge on to our students.

With over 200 courses across eight curriculums, WebSphere Education provides training that spans the spectrum of skills needs from introductory product overviews to advanced programming and administration. Hands-on labs let you work with fully functional versions of the software you are studying to round out your training experience. Several training options are available, including classroom, private customized courses or instructor-led or self-paced online learning letting you train from your office without traveling.

ILOG courses are now part of the WebSphere Education Business Process Management curriculum. Course descriptions and training roadmaps are available at <http://www.ibm.com/websphere/education>.

### **What will remain the same until July 1, 2009**

- Continue to search and register for IBM ILOG courses using ILOG' global online registration system and phone numbers at [www.ilog.com/corporate/education](http://www.ilog.com/corporate/education).

### **What will change as of July 1, 2009**

- New search and register for IBM ILOG courses using IBM's global on-line registration system and contacts available at [www.ibm.com/training](http://www.ibm.com/training).

- To register for an IBM ILOG course in the IBM on-line registration system you will need your new IBM Customer Number (ICN). You will receive your ICN in a separate communication. Until you receive your ICN, IBM training representatives will be available to provide you with your ICN number.
- IBM ILOG training catalog, curricula, training paths, certification program now available at <http://www.ibm.com/software/websphere/education/>.
- ILOG Certification exam registration will move to the [IBM Prometric Web Site \(http://www.prometric.com/IBM/\)](http://www.prometric.com/IBM/). ILOG certification names have been changed to meet IBM standards.
- Public Classrooms – ILOG courses will be delivered in ILOG classrooms and some in new IBM classrooms; and will continue to be delivered by ILOG-authorized instructors and business partners.
- Prepaid training accounts and coupons will be honored by IBM up to their expiry dates. ILOG discount programs will be migrated to IBM discount programs.
- Students enrolling in 2009 for courses taking place prior to 7/1/09 will receive a course enrollment confirmation from ILOG systems. IBM will generate a similar course enrollment confirmation from IBM systems for courses offered after 7/1/09. No action is required from the student.

Please continue to contact your ILOG Area Services Director at <http://www.ibm.com/developerworks/websphere/services/contacts.html> or your ILOG Education Director at <http://www.ibm.com/software/websphere/education/> for any services or education requirements.

#### IV. PartnerWorld Program

If you are not a member of the [IBM PartnerWorld](#) program you could be missing out on some key channel support tools. Below is information on how to join the PartnerWorld program and some of the key resources you can leverage.

*Join Now- And leverage the benefits and resources IBM offers Business Partners!*

IBM is pleased to introduce you to [IBM PartnerWorld](#) - a world wide comprehensive marketing, sales enablement program for IBM's extensive network of business partners. As a member of the PartnerWorld program, you will have the ability to access a wide variety of tools, technology and resources for you to grow your business and market share. There are specific benefits targeted to the needs of:

- [Independent Software Vendors \(ISVs\)](#)
- [Consultants & Integrators](#)
- [Resellers](#)

Choose a link and learn how to take advantage of the numerous benefits and resources, such as:

- **Sales Resources** - Assessment tools, proposal templates, leads and sales incentives programs.
- **Marketing** - Co-marketing tools, events, access to the marketing center, success stories, market research, customizable campaign materials and more.

- **Sales Enablement** - Education and certification, technical resources, pre-sale tools, implementation, integration and post/sales support.

[www.ibm.com/partnerworld](http://www.ibm.com/partnerworld)

We welcome you to IBM and expect a strong relationship to continue between our companies for our mutual success, and the success of our customers.

## **V. Passport Advantage**

As a partner of IBM, you will begin to see references to [Passport Advantage](#) and [Passport Advantage Express](#). Passport Advantage and Passport Advantage Express are simple, comprehensive IBM offerings for customers to purchase new software licenses, including Fixed Term Licenses and Software Subscription and Support (product upgrades and technical support) under a single, common set of agreements, processes and tools.

As part of IBM's efforts to simplify the purchase and deployment of software, IBM will be making some of the IBM ILOG products and support available under IBM's [Passport Advantage](#) and [Passport Advantage Express](#) at Transfer of Business. These products will become available to IBM Customers and PartnerWorld Business Partners. You will become an IBM Business Partner by joining IBM PartnerWorld.

With Passport Advantage and Passport Advantage Express, your customers can get the most from their IBM software while you increase the profit potential of your sales. IBM Business Partners who are Passport Advantage Online Resellers have secure access to Passport Advantage Online which provides them with the latest program information plus access to a wide array of tools to help manage their Passport Advantage accounts.