

Welcome to PartnerWorld Contact Services

How can we help you?

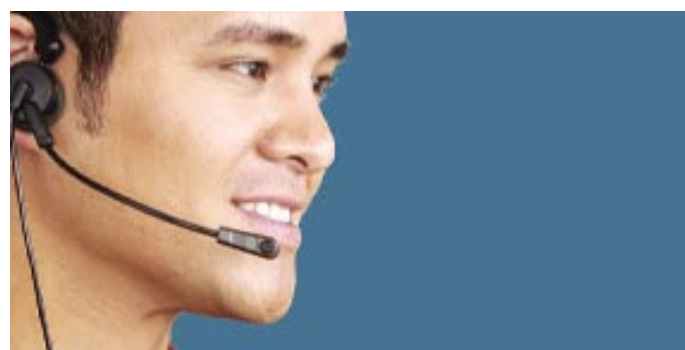


PartnerWorld Contact Services provide a single point of access to the many and varied services offered to our Business Partners. With one single phone number per country, one e-mail address and instant live help available on key web pages, **PWCS has the expertise you need.** Business Partners no longer have to make multiple calls to access the information and assistance they need. We can handle requests live on the line, saving you time and money.

We are here to deal with any queries you may have regarding the benefits or the practicalities of teaming with IBM. With both first and second level support within one team, and excellent links to all parts of the business, we are well placed to deal swiftly and effectively with your query, leaving you to do what you do best: satisfy your own clients.

Our staff have a wide range of experience across **all business areas** and are able to handle requests from all type of Business Partners. We have internal escalation points within the team to deal with more complex issues. We also have excellent links to our support colleagues to eliminate the complexity of doing business with various IBM departments, **freeing up valuable time for your company to invest in growing revenue.**

PWCS offers unrivalled Business Partner service and best of breed support to take ownership of your business needs. Through this innovative centre, IBM gives you what you need to succeed.



Marketing and selling

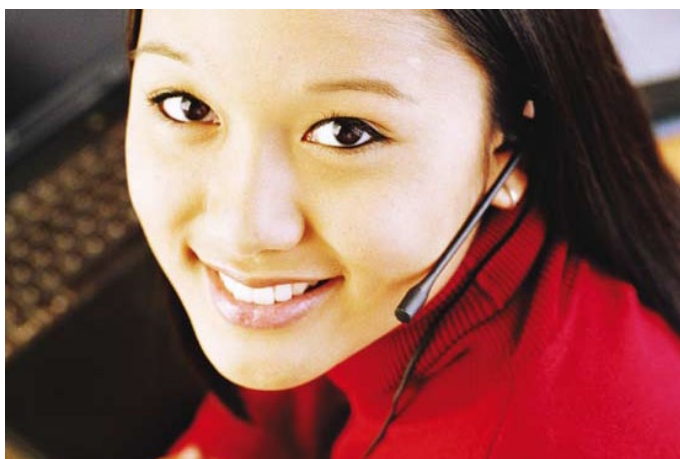
We understand that your business depends on sales. PWCS supports this by providing information on and access to a wealth of marketing and selling tools and resources:

Marketing:

- **IBM Co-Marketing Center** - leverage co-marketing funds to generate and close deals
- **IBM Web content syndication** - transform your Web site into a powerful sales tool at no cost to you
- **Global Solutions Directory** - market your solutions to a worldwide audience
- **Marketing training** - build marketing skills
- **IBM emblems and logos** - authenticate your relationship with IBM

Selling:

- **IBM Announcement letters and Business Partner exhibits** - stay up to speed with the latest changes to IBM products, services, offerings, initiatives, and any associated terms and conditions
- **IBM promotional offerings and incentives** for Business Partners
- **Competitive Marketing Intelligence** - win against competitors with competitive comparisons and detailed intelligence reports
- **IBM Global Financing** - financing solutions for you and your clients
- **Product resource finder** - access Business Partner product resources and sales assets



Training and certification

IBM rewards partners who make a significant commitment to training employees in our products and services. Those partners are able to take full advantages of the opportunities of the market, and we are here to help you understand the requirements, and the advantages. Let us tell you about:

- Which certifications will help grow your business and become a Advanced/Premier Business Partner
- Appropriate courses to help you reach your training goals
- Which certifications are eligible for reimbursement and how to claim
- Education discounts available to you as a registered Business Partner
- How to deliver IBM training to your clients

Technical resources and support

In order to sell best of breed solutions and services, you need access to technical resources and support. Let us help by:

- Assisting in your access to highly skilled, technically certified IT specialists for a comprehensive pre-sales technical support
- Providing you with links to evaluate software, acquire downloads for products or browse support resources
- Explaining to you how to lease or purchase IBM equipment at very attractive terms for developing, testing or evaluation purposes
- Telling you how to get assistance in training and one-to-one guidance from building to selling your solution
- Guiding you through the extensive Web support available

Collaboration

Only few companies have the collective or specialised resources, skills and talent to deliver complete solutions to clients. We can help you create value net teaming relationships with complementary Business Partners to grow your business. Let us assist you to:

- Search for other Business Partners to team with
- Showcase IBM solutions and technologies using demonstration centers



PartnerWorld membership

Let us guide you through the registration process for PartnerWorld.

From initial enquiries about how your business could benefit from teaming with IBM, to a check on the status of your application, we are here to make sure you are welcomed into the profitable Business Partner community as quickly and as easily as possible.

You are also kindly invited to attend our monthly PartnerWorld Education calls run in several languages for a clear overview about the IBM PartnerWorld programme.

Get further details at:

www.ibm.com/partnerworld/page/pw_com_jnw_education

Once you are a member of the family, there are a whole host of ways we can make doing business easier and more profitable.

We can help you:

- Maintain an up-to-date profile, to ensure you receive electronic newsletters and e-mails customized to your interests
- Understand the key benefits, tools and resources and how to access them
- Gain further advantage by purchasing one of our extra sets of benefits, the Value Package/Value Options
- Search for information on the PartnerWorld Web site and ensure you have the correct access to secure sites
- Determine who is the contact in IBM best placed to deal with any particular enquiry
- Get in contact with an experienced distributor in your area to help you win business

How to reach us

- By phone – search for local numbers at: www.ibm.com/partnerworld/contact
- Via e-mail to emeapw@uk.ibm.com
- Through Live Help support available on key web pages
- On twitter at: http://twitter.com/IBM_PWCS_EMEA

Give us a call today. You'll be surprised what we can do for you.



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