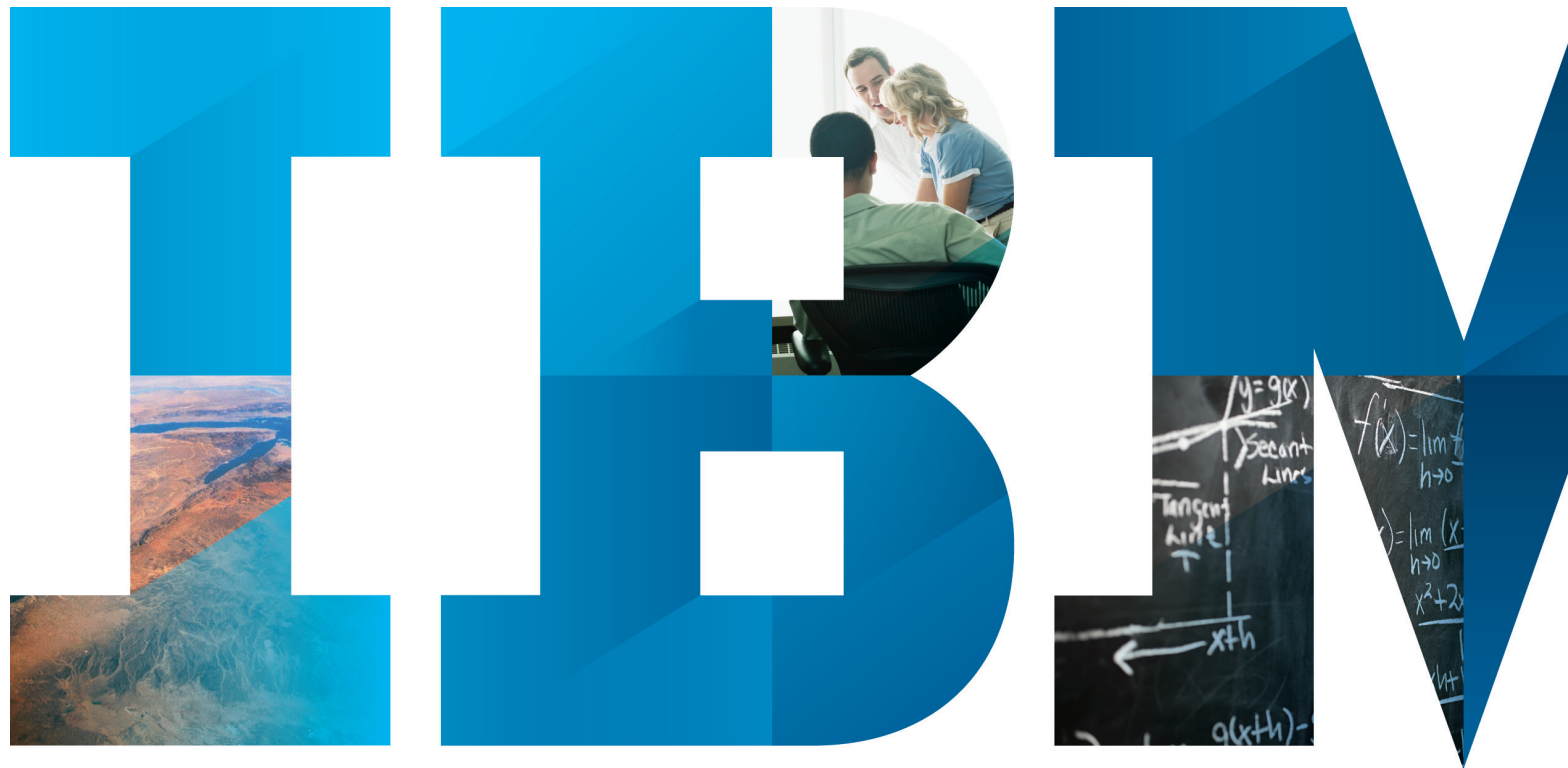


IBM PartnerWorld

Quick Reference Guide





Click to view


Overview

Overview

IBM PartnerWorld Quick Reference Guide

This Quick Reference Guide is designed to help you start making the most of the [PartnerWorld program](#). The guide includes benefits and features that are proven to be of great value to the IBM partner community.

To learn about all of the benefits and features of the program in more detail, please refer to the comprehensive [PartnerWorld Program Guide](#). The two guides are designed as companion pieces to help you navigate through all the offers that the PartnerWorld program has in place to help you grow your business.

Also, make sure to look for the Information icon, which appears in various places throughout the guide. Click on this icon  to learn more about how you can get the most out of some of the popular benefits!

Getting Started

Getting Started

How to get started- The PartnerWorld Profiling System (PPS)

PartnerWorld is designed to provide a Business Partner experience that is specifically tailored to your organization's needs. The key to this unique experience is the [PartnerWorld Profiling System \(PPS\)](#). Your PPS profile maintains information on your company's PartnerWorld level, eligibility for benefits, access to web resources and communication preferences. Make sure your profile contains the most current information in order to get access to the exact resources you need.

If you are a first-time user, you will need to register your company in [PartnerWorld](#) before you can begin using PPS. Existing users can enter PPS using their IBM PartnerWorld credentials.

Benefits Overview

Benefits Overview

Benefits Overview

Once you've updated your PPS profile and decided on the path you would like to take, you can start exploring the various benefits available through the program. These benefits fall into five categories: Marketing, Selling, Technical, Training and Collaboration.



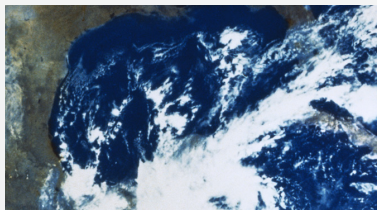
Marketing

- IBM co-marketing
- Market intelligence
- Demand generation



Selling

- Financing
- Promotion and events
- Competitive resources and sales tools



Technical

- Technical sales support
- Technical support
- Develop and Migrate
- Software, Systems & Storage access



Training and Collaboration

- IBM Education
- Discounts, reimbursements and rewards
- Awards and memberships
- Collaboration resources

Marketing

Marketing

IBM Co-Marketing Benefits

- [Campaign Support funding](#)
- [Client Events Package](#)
- [Co-marketing Funding](#)
- [Event Support Funding](#)
- [Partner Rewards](#)

Market Intelligence

- [IBM Market Insights](#)

Demand Generation Resources

- [Prospect List](#)
- [E-mail List and Telemarketing Services](#)
- [Internet Marketing Lead Generation Process](#)
- [Marketing Resource Manager](#)
- [Online Sales Lead and Marketing Research](#)
- [Tool – Hoover’s](#)
- [Sales Prospecting Tools – OneSource](#)
- [Solutions-Daily.com](#)
- [Success Story in a box](#)
- [Web Conferencing](#)
- [Web Content Syndication Tools](#)



Selling

Selling

Financing

[IBM Global Financing](#)

Promotions and Incentives

[System and Storage Incentives and Promotions](#)

[Value Advantage Plus](#)

Competitive Resources and Sales Tools

[Competitive Marketing Intelligence](#)



Technical

Technical

Technical Sales Support

- [Configurators](#)
- [Software Technical Sales Consultancy](#)
- [Techdocs — the Technical Sales Library](#)
- [Techline](#)

Technical Support

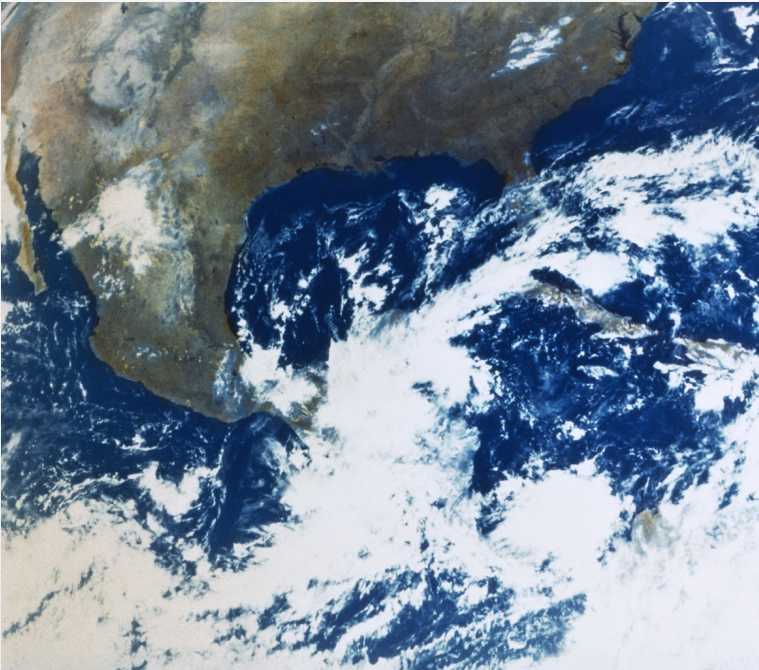
- [Entitled E-mail and Voice Technical Support](#)
- [IBM Systems and Middleware Technical Support Options for Software Development](#)

Develop and Migrate

- [IBM Industry Frameworks](#)
- [IBM Innovation Centers: Porting and Testing](#)
- [IBM Technical Validations](#)

Software, Systems and Storage Access

- [IBM Evaluation Software Center for ISVs](#)
- [Run Your Business Software](#)
- [Software Access Catalog](#)
- [IBM Hardware Mall](#)



Training and Collaboration

Training and Collaboration

IBM Education

[IBM Innovation Centers: Training](#)

[Know Your IBM \(KYI\)](#)

[Virtual Innovation Center—Online Training](#)

Discounts, Reimbursements and Rewards

[Discounted IBM Training](#)

[Partner Rewards program for education](#)

[Software sales mastery test vouchers](#)

Awards and Membership

[PartnerWorld Contact Services \(PWCS\) Expanded Services](#)

Collaboration Resources

[LotusLive: Online Collaboration and business social networking services](#)

[LotusLive: Trial accounts for clients of IBM Business Partners](#)

[IBM Business Partner Locator](#)



Start Your Journey

Start Your Journey

Whether you're a reseller, a consultant, an integrator, an independent software vendor or all of these, the benefits and support available from PartnerWorld are designed to help you across the sales cycle.

Here are several ways you can get started today:

- Tell us about your organization by updating your [PartnerWorld profile](#), so that we can deliver customized support based on your unique needs.
- Take advantage of education available through the PartnerWorld program, so that you know what support is available. Access introductory online education modules through [PartnerWorld University](#) and [Know Your IBM](#) to get acquainted with the full measure of support PartnerWorld provides.
- Learn about the IBM [Smarter Planet](#) initiative, so you can start engaging clients in higher value conversations.
- Find [IBM sales plays](#) that are relevant to your business.
- Strengthen your network with other IBM Business Partners and IBM subject matter experts by participating in the online [IBM Partner World Community](#).

Don't wait. Start taking advantage of PartnerWorld today to put the power of IBM behind your business.

If you can't find what you're looking for in this guide, contact the PartnerWorld Contact Services team at 1-800-426-9990.



Appendix i

Appendix

Marketing – What’s in it for me?

IBM Co-Marketing Benefits

Co-marketing Funding

Co-marketing funds and offers are made available to partners based on revenue in the previous year. In many cases, we will offer a third-party agency to assist you with building a co-marketing plan.

Demand Generation Resources

Web Content Syndication Tools

Build your web presence with content from IBM, that is automatically updated, so it’s always current. With our new tool, you can even customize the syndicated content.

Appendix ii

Appendix

Selling – What’s in it for me?

Financing

IBM Global Financing

IBM provides loans, working capital and cash advances to help you finance inventory, accounts payable/receivable and other business ventures.

Competitive Resources and Sales Tools

Competitive Marketing Intelligence

This market intelligence section, which is updated daily, includes documents from a number of external suppliers as well as reports from IBM competitive specialists and links to competitive tools from third parties.

Appendix iii

Appendix

Technical – What’s in it for me?

Develop and Migrate

IBM Innovation Centers: Porting and Testing

With more than 40 locations around the globe, the IBM Innovation Centers give you access to experts that can help you build solutions, solve real problems in real time, and grow cutting-edge skills.

Software, Systems and Storage Access

IBM Hardware Mall

You will get access to the latest technologies for product development, testing, support or maintenance, and product demonstrations.

Appendix iv

Appendix

Training & Collaboration – What’s in it for me?

IBM Education

Know Your IBM (KYI)

This benefit allows you to earn points by successfully completing online training modules designed to increase your knowledge of IBM offerings, or by recording sales of qualifying products or services.

Collaboration Resources

IBM Business Partner Locator

This application is designed to increase your visibility with prospective clients and locate other Business Partners for potential collaboration opportunities.