

# Let's Build A Smarter Planet Together

*Greater innovation. Sustained strength.  
Access to a world of opportunity.*



*IBM PartnerWorld is an award-winning, global program designed to help our Business Partners increase demand, grow their business, improve profitability and enable their clients to participate in the revolution that is fueling a smarter planet.*

*When you team with IBM, you are not only better equipped to uncover opportunity and find new avenues of growth, but also to better satisfy client requirements for innovative, end-to-end solutions and serve as their trusted, strategic partner.*

### **Shared vision, shared values**

Though we live in a world where change is complex and constant, IBM's relationship with Business Partners is governed by unchanging values and a consistent vision. These values and our commitment to our Business Partners are articulated in the IBM Business Partner Charter.

Guided by these six principles, we can shape a new era of leadership and growth with our Business Partners.

1. IBM Business Partners are vital to IBM's business.
2. Our relationship is a collaboration of equals.
3. We invest in IBM Business Partners' success.
4. We strive to provide the industry's best Business Partner experience, in all respects.
5. We work with our Business Partners to seize the opportunities presented by a smarter planet.
6. We ground our relationships in the core values of IBMers, which include dedication to every client's success; innovation that matters – for our company and for the world; and trust and personal responsibility in all relationships.

### **Building a Smarter Planet. Together.**

The world continues to grow smarter and more complex – and at a faster pace than ever. Markets move at a blistering pace. Intelligence is being infused into the systems and processes that make the world work. Economies are more interconnected. Enterprises must reach farther and integrate more – more people, more systems, more software, more processes.

In this fast-moving environment, opportunity has grown for information technology firms that meet the increasing demand for solutions – innovative hardware, software, services and financing that inspire growth, create value for clients and solve the complex challenges that organizations face today.

Today, it's all about building a smarter planet together – leveraging cloud computing, analytics or IBM services and software, for instance, to deliver meaningful value. This is why tens of thousands of IT firms around the world put the power of IBM behind their business. Collaboration is crucial. Innovation is essential. Strength and specialized skills are necessary to build and sustain leadership.

And all you have to do to collaborate with one of the most trusted, innovative technology companies in the world today is join IBM PartnerWorld.<sup>®</sup>

### The universe of IBM PartnerWorld

IBM PartnerWorld is an award-winning global program designed to help our Business Partners increase demand, grow their business, improve profitability and enable their clients to build a smarter planet. Benefits delivered through PartnerWorld are tailored to our Business Partners' precise requirements. If you are going to market with IBM software, for instance, you may want to purchase the IBM Value Package. Comprehensive access to IBM software, support and education reimbursement is delivered through this bundled offering. Valuable support when and where it's needed – that's what PartnerWorld is designed to deliver.

When you team with IBM, you are not only better equipped to uncover opportunity and find new avenues of growth, but also to better satisfy client requirements for innovative, end-to-end solutions and serve as their trusted, strategic partner.

Support available through PartnerWorld plays to our collective strengths and to key market trends influencing IT purchasing today. It's no secret that clients are looking for solutions and services rather than just products. Similarly, they want sustained relationships with vendors instead of product-centric transactions.

These trends and huge growth are reshaping your business and our collaboration. Deeper, more consultative selling and solution skills are required. By engaging clients in higher value conversations and focusing on business needs that transcend IT, a more meaningful, lasting dialogue can be started – and the momentum of IBM's smarter planet initiative can be harnessed.

### Why join?

When you join PartnerWorld you are teaming with one of the most respected and innovative companies in technology today. Aligning your business with IBM means you can deliver solutions that enable clients to work smarter and leverage technology that addresses – and solves – the business challenges that matter most to them.

Joining PartnerWorld gives you access to the resources you need to begin building and selling IBM-based solutions, products and services. We deliver an array of valuable benefits in five key categories:

- Marketing
- Selling
- Technical
- Training
- Collaboration

### Leading the way to mutual growth

Our joint opportunity to deliver solutions is vast – particularly in areas like small and medium business. By identifying the richest opportunity areas and pursuing these priorities together, we can ensure that we are delivering solutions where clients need us most. With this in mind, we've identified these growth areas where together we can make the most impact:

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|---|---|
| <ul style="list-style-type: none"> <li>• Business Analytics</li> <li>• Cloud computing</li> <li>• Industries</li> </ul> | <ul style="list-style-type: none"> <li>• Services</li> <li>• Smarter Computing</li> <li>• Software</li> </ul> |
|---|---|

We've developed roadmaps to help you pursue opportunities in these areas. Identify the priorities that make the most sense for your business and, through the PartnerWorld portal, access a wealth of resources that can help put you on the path to growth and opportunity.

Through PartnerWorld, we help you promote your offerings and increase your visibility to drive demand for your IBM-based solutions. We deliver training and education to help you deepen your skills and consultative capabilities, and we help you develop specialized new skills and capabilities that are critical in today's market. We help prepare you for new opportunities arising from emerging technologies and trends, and engage you in these opportunities. There is no charge to join. Just accept the PartnerWorld Agreement and you will have easy access to valuable benefits, tools and support that can transform your business, today and tomorrow.

The support you receive through PartnerWorld can enable you to create unique value for your clients. Easy access to innovation is offered across the IT continuum, including financing solutions. Working with IBM, flexible financing options may be available that not only help your clients mitigate risk, but that provide them with affordable access to the technology they need today – the solutions that you are delivering.

### **Trust, reliability and respect**

We strive in everything we do to offer the industry's best Business Partner experience, building on a relationship infused with trust, reliability, respect and value. At the same time, we are committed to ongoing improvements to PartnerWorld that

*"We're on a journey of continuous innovation and investment. And because of that journey, you can differentiate yourselves by working with us. And if you differentiate yourselves on this kind of model, you can improve your profitability, your margins, and your cash flows."*

*Sam Palmisano, IBM Chairman and Chief Executive Officer at the PartnerWorld Leadership Conference*

lower the cost and complexity of doing business together, and sustain a culture of meaningful collaboration. When you team with IBM, you are collaborating with an award-winning company – a winner in consecutive years of many leading industry honors, including:

- Channel Champs
- ARC Awards
- 5 Star Partner Program
- Tech innovator Awards, and many more

## What's so special about specializing? The answer is opportunity.

Today, IT firms with specialized skills and solutions are better equipped to address accelerating opportunity in emerging areas where demand is high.

That's why we created specialties that reward you for building skills and solutions targeted to opportunity-rich customer segments and markets. Once you've demonstrated your technical excellence in a particular

specialty area, we'll help fund marketing and business development activities to help you uncover opportunity.

We'll offer you greater visibility among IBM clients and sales teams looking for the skills and solutions you've cultivated. We'll provide technical training and support, as well as collaboration resources. Specialties can help make you just that – special.

## Rewarding your investment in IBM

PartnerWorld is a tiered program with three distinct levels of participation that reward your investment in IBM – Member, Advanced and Premier. Business Partners who invest more in their IBM relationship receive higher-value benefits and resources. The more you align your business with IBM – increasing sales, developing specialized skills, demonstrating valuable expertise and client satisfaction – the more we can connect you to opportunity.

Participating in PartnerWorld at the Member level requires minimal effort and investment – just complete the online registration form and accept the PartnerWorld Agreement. When you ascend to Advanced or Premier levels you'll gain access to higher-value benefits. All you have to do is attain points across four key areas:

- Skills
- Revenue
- Client references
- Customer satisfaction

These criteria also determine eligibility for Specialties – proven skills and success that align with IBM's smarter planet initiatives. Achieving Speciality recognition can lead to unique

## The PartnerWorld portal: The entrance to opportunity

The PartnerWorld Website is designed to provide easy, fast access to resources our Business Partners need to grow their business and increase profitability.

When you join PartnerWorld, you can customize your experience based on your interests – and chose benefits that align with your precise requirements. Through your profile, tell us who you are and what you are interested in and we deliver the support you want. Moreover, it's through your profile that we are better able to connect you with opportunity aligned with your solutions and skills.

incremental benefits, including enhanced technical support, co-marketing support, business development funds and use of a mark that signifies the achievement.

Business Partners who want to resell IBM's authorized portfolio must demonstrate skills in the defined product area. The skills required for authorization also count toward the level you attain in PartnerWorld along with the revenue you drive as you sell IBM products.

## Moving up

Ascending to Advanced and Premier levels of PartnerWorld not only enables you to access higher-value benefits, but also helps increase the value you can deliver to clients. Ultimately, it equates to greater revenue potential and the possibility of longer-term, more strategic relationships with your customers. In transitioning to higher levels of participation, you demonstrate the skills and experience to go after and win more complex opportunities. You can, for instance, more fully leverage the momentum of IBM's smarter planet initiative.

Moving up is straightforward, too. Point values are assigned to Advanced and Premier levels, charting a clear, but flexible pathway to more robust support and more opportunity. You can qualify at Advanced and Premier levels by earning points across the four categories – skills, revenue, client references and customer satisfaction.

Whatever path you choose, PartnerWorld provides access to increasingly valuable support as you deepen your investment in our collaboration.

## In good company

At any level of participation in PartnerWorld, teaming with IBM puts you in very good company. You are connected to IBM Business Partners across continents, countries, and communities.

IBM relies on Business Partners to deliver the systems, software and services critical to clients, especially those in small and medium businesses. In fact, Business Partners are our primary route to market in this opportunity-rich space. Collectively, they contribute essential applications and skills, enhancing the

IBM portfolio and enabling more innovative, robust solutions that you can deliver as our Business Partner.

IBM works alongside our Business Partners to create and deliver unique client value through our combined capabilities, expertise and offerings. More than 100,000 solution providers, independent software vendors, consultants and integrators have aligned their businesses with IBM and reap the rewards, including greater profitability, reach, access to new and emerging technologies, more satisfied and successful clients.

## Seeing a Smarter Planet

IBM's vision is to bring a new level of intelligence to how the world works – how every person, business, organization, government, natural system, and man-made system interacts. Each interaction represents a chance to do something better, more efficiently and productively. And as systems become smarter, meaningful new possibilities for progress exist.

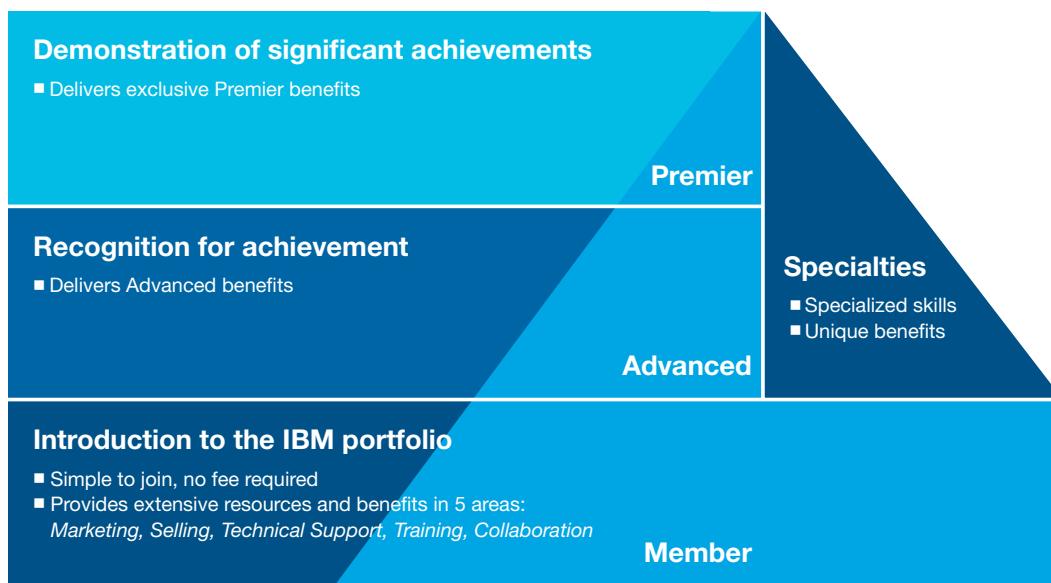
Today, the world is infused with more intelligence than ever with systems and processes that enable:

- Physical goods to be developed, manufactured, bought and sold;
- Services to be delivered;

- The movement of everything from people and money to oil, water and electrons;
- Billions of people to work and live.

Thanks to a profound shift in technology – pervasive instrumentation, an Internet that has come of age, high-performance systems and advanced analytics – our clients can turn vast data streams into insight, improving their decision-making and competitiveness. Cloud and stream computing, sensor capabilities, virtualization, visualization and algorithmic models are just some of the examples of technology inspiring this transformation today.

IBM Business Partners are uniquely positioned to take advantage of this historic opportunity. We are making significant investments in enabling this far-reaching, global community to deliver entirely new kinds of client value. After all, local markets and interconnected communities – the universe that our Business Partners serve – are at the very heart of a smarter planet. Together, we can provide immediate answers to clients' most urgent questions and advance a sustained conversation that results in exciting, long-term opportunities for our Business Partners and clients.



## **End-to-end support across the sales cycle**

End-to-end support is available to you through PartnerWorld. You can pick and choose the support you want from a rich array of benefits designed to help you understand the market; educate and enable your team to go after and win new business; develop products or solutions; generate demand; and team with other firms to deliver more complete solutions.

## **Understand the market**

Success hinges on understanding your market, the industries you serve and the clients you are targeting. PartnerWorld provides a variety of resources to help you with this. Market, industry and competitive insights and intelligence are accessible along with thought leadership that can help create competitive advantage for you and your clients.

We deliver the insights you need to assess a market, understand its different dimensions and the trends that make it unique, and how IBM stacks up against competition.

## **Educate and enable**

As our Business Partner, you will have access to extensive training and education resources. E-learning, seminars, workshops, and hands-on classes can help you acquire specialized skills that can make you more successful and demonstrate your expertise and value to clients.

A wide assortment of sales and technical training is available from PartnerWorld. Through resources like PartnerWorld University and our award-winning Know Your IBM e-learning initiative, for instance, you can access comprehensive online training that expand your knowledge and strengthen your solution selling skills.

## **Develop products, solutions**

PartnerWorld provides extensive design, development and deployment resources to help you build and deliver solutions with IBM.

## **Generate demand**

An array of sales and marketing resources are designed to help you promote your offerings and generate demand. Co-marketing funding, telemarketing services, search engine optimization tools and event support are just some of the marketing resources available to help you create awareness and drive demand. You also can access technical sales support materials, customer-level presentations, case studies, sales plays, and much more.

## **Team and win deals**

PartnerWorld can help you build and maintain relationships with other IBM Business Partners that can extend your reach into new markets, broaden your capabilities, and grow your revenue in new and more profitable directions.

We invest in resources to help connect you with firms that have complementary skills or expertise. Jointly, you can develop and deliver IBM-based solutions. PartnerWorld Communities provide a variety of the latest social networking and collaboration capabilities designed to help you connect with other IBM Business Partners, share insights and expertise, and develop innovative solutions.

## Get in the “middle”

Nowhere is the combination of IBM and its Business Partners more potent than in the small and medium business market where clients want local expertise and access to smart solutions that can help them do more with less.

Special offerings, tools, education and incentives are available to help you sell products, solutions and services to mid-sized clients – faster and more profitably.

When you collaborate with IBM in the small and medium business market, PartnerWorld puts you right in the middle of opportunity.

# We'll put the whole world in your hands

PartnerWorld Communities, powered by Lotus Connections, provide social networking tools that can help you connect with other IBM Business Partners to help you collaborate more effectively and go to market together more successfully.

Forums, blogs, bookmarks, feeds, personal profiling and shared workspaces for collaboration activities are all available.

These tools can help you:

- Leverage the skills and capabilities of other Business Partners in the ecosystem;
- Grow expertise through conversations with Business Partners and IBMers with mutual interests;
- Create innovative solutions, reach new markets, and broaden business.

## *Join PartnerWorld.*

To enroll in PartnerWorld, just go to [ibm.com/partnerworld/join](http://ibm.com/partnerworld/join). PartnerWorld provides you with easy access to assistance by e-mail or telephone in your local language. To find the PartnerWorld contact e-mail addresses and telephone numbers most convenient for you, just enter your location in the search box at [ibm.com/partnerworld/contact](http://ibm.com/partnerworld/contact).

*Don't wait. Join PartnerWorld today.  
And, if you're already a participant, consider  
deepening your connection to IBM and to  
opportunity by participating as an Advanced  
or Premier level Business Partner.*



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