



## 2012 Co-Marketing Guide for IBM Business Partners

This guide for IBM Business Partners consists of links to programs, assets, resources and solutions designed to help you successfully market to the Mid-Market, as well as optimize your Business Partner relationship with IBM.

To access a specific area, simply click on the appropriate tab to the right.

*Helping IBM Business Partners  
capture the growing Mid-Market  
opportunity with programs designed  
to make it easier to sell products,  
solutions and services to solve client  
business challenges.*

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Co-Marketing  
Programs

CMC, Leads,  
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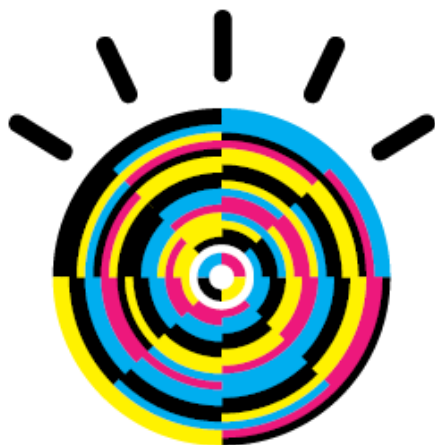
Assets and  
Enablement

Incentives /  
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**Midsized businesses  
are the engines of a Smarter Planet.**

*Mid-Market growth continues to be forecast to be the fastest in North America in 2012. Total solutions spending in 2012 is anticipated to be approximately \$150B, with strong spending on cross-industry solutions. IBM wants to help you grow your business in this important market through our Co-Marketing programs, our Business Partner enablement strategy, and marketing support around our strategic solution areas and Mid-Market-ready offerings.*

***Leverage the engines of the Smarter Planet assets to align your marketing efforts around this exciting IBM advertising strategy.***

Through the Smarter Planet campaign strategy, IBM offers a view of how enterprises across all industries can be more successful. This initiative – a higher level value proposition that focuses on business outcomes – requires a high level of skills, and the gains are exponential.

IBM has identified key capabilities driven by shifts in business, technology and society that are impacting companies and governments worldwide. Learn how to drive this opportunity with key resources and enablement targeted at the Mid-Market.

[Capitalize on Smarter Planet Opportunities](#)

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## 2012 Mid-Market Co-Marketing Offering

The 2012 IBM Mid-Market Offering is a Co-Marketing offering designed to drive demand generation and revenue for IBM with eligible solution providers and resellers serving the Mid-Market segment (companies with less than 1000 employees – government and education excluded, regardless of number of employees).

The offering provides solution providers and resellers with reimbursement up to 75 percent of the total cost against approved marketing activities across any IBM products or services. The objective of the 2012 program is to reward Business Partners who are in market early with campaigns and are generating wins as a result of the program.

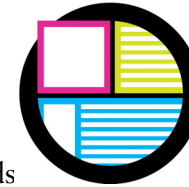
Member level participants need to work through our Marketing Services vendor, TSL. Premier and Advanced level participants may work with an agency of their choice or their own in-house marketing or production department, if qualified.

[CC1112-317](#) Access the IBM Channel Communications letter, which includes [Terms & Conditions](#) (T&C)s for reimbursement.

[Co-Marketing Center](#)



## 2012 IBM Partner Rewards Program



The 2012 IBM Partner Rewards Program for Remarketers includes benefits that provide education and marketing assistance, plus discounted Systems and Technology Group (STG) Education and Prometric test vouchers, to support increased General Business (GB) and Mid-Market sales.

IBM's Business Partner investment in 2012 is focused on education, demand generation and technical support. IBM Business Partners who achieve increased revenue will receive greater rewards, based on their IBM PartnerWorld Level.

2012 Partner Rewards benefits are intended to assist eligible IBM Business Partners in increasing their revenue growth and opportunity identification in GB and Mid-Market with a focus on Power Systems, System x, System z and System Storage brands.

[CC1112-315](#) Access the IBM Channel Communications letter, which includes [Terms & Conditions](#) (T&C)s for reimbursement.

[Co-Marketing Center](#)

[Education vouchers](#)



## Software Co-Marketing

The 2012 IBM Software Co-marketing offering provides funds to eligible high value Resellers to generate demand in the total General Business (GB) segment and drive net new leads and win revenue for IBM Software Solutions. The offering provides reimbursement up to 50 percent of the total cost of eligible campaign expenses.

[Software Group \(SWG\) Co-Marketing replay center:](#)  
Access the Terms & Conditions for SWG at the replay center.

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## Suggested Tactics for Marketing Stages

### Traditional Tactics

Advertisements  
BP press kits  
Brochures  
Direct mail

Industry guides  
Success stories  
White papers  
Solution briefs  
Buyer guides

Demonstrations  
Executive meetings  
Technical briefs  
Case studies  
ROI tools  
Proof of concept

Proposals  
Welcome kits

Newsletters  
User groups  
Demand generation  
add-on

### Internet Tactics

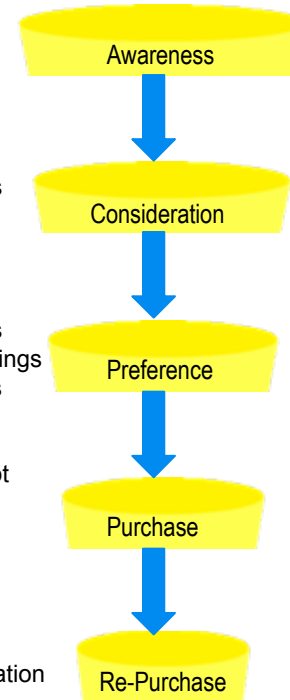
Search engine  
optimization  
Syndicated e- mags  
Link bait  
E-mail

Syndication of IBM  
content  
Custom landing page  
Webcasts  
E-mail

Live chat  
Web offers linked to  
key sales plays

Customer rating

E-newsletters  
Online user groups  
Blogs



*Consult the Terms & Conditions for specifics on eligible activities and required proof of performance.*

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## Co-Marketing Center Tool

Log on to the [Co-Marketing Center](#) using your PartnerWorld ID and password. Access the Process and Education section to find [directions](#) to help you apply for and claim your reimbursement.

[Setting up a bank profile](#)

### 5 steps to apply for and claim your co-funding

1. Accept Incentive Offering (IO)
2. Complete Marketing Activity Request (MAR) in Co-Marketing Center
3. Execute your approved marketing tactic
4. Submit claim in Co-Marketing Center
5. Provide minimum of two Stage 4 leads to complete claim process

### New in 2012

IO must be accepted by the primary relationship contact in PartnerWorld Profiling System (PPS).

#### Do:

- Ensure all invoices are properly dated
- Notify an IBM Program Manager if you are going to make any changes to your approved tactic

#### Do not:

- Begin execution before approval
- Submit your claim if your MAR requires edits



### [Education on Co-Marketing Center](#)

Information to guide you through the use of the new IBM Co-Marketing Center

### Submitting Leads from Your Campaign

Note that submitting leads to complete your claim process is **mandatory**.

[Data Entry Templates](#) (DET) can be used to provide lead information aligned to your Co-Marketing tactics.

Send [DET](#) for Mid-Market and PartnerRewards to [NACOLEAD@uk.ibm.com](mailto:NACOLEAD@uk.ibm.com).

Send [DET](#) for Software Co-Marketing Program to [SWGLEAD@ca.ibm.com](mailto:SWGLEAD@ca.ibm.com).

Manage your opportunities through the [Global Partner Portal](#) (GPP) Opportunity Management (OM) tool.

### Progression

Nominate your clients to an appropriate event to help you progress open, validated opportunities by reinforcing IBM's commitment to mid-sized businesses.

[Mid-Market Progression Events](#)

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## IBM PartnerWorld

The IBM PartnerWorld program is the way IBM delivers important support and resources to assist you as you develop and sell IBM-based solutions and services to your clients.

[Sign up for PartnerWorld](#) The PartnerWorld portal provides a glimpse into the value of being an IBM Business Partner.

[Global Partner Portal](#) (GPP) access: Either get access or call the GPP help desk to find out who in your firm is the GPP Administrator: **Help desk 800-426-9990**

[PartnerWorld Program Guide](#) Your comprehensive guide to PartnerWorld, its programs and benefits – includes links to valuable resources.

[PartnerWorld Brochure](#) A higher level look at the value PartnerWorld membership offers our Business Partners.

[Business Partner Logos](#) Joining PartnerWorld gives you exclusive access to the IBM Business Partner marks, which visually represent your relationship with IBM.

[Content Syndication](#) Leverage IBM's web content on your own web site.

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## Assets and Enablement Resources

### General Enablement and Resources

[PartnerWorld Small and Medium Business](#) portal  
[Resources for the Mid-Market](#) PartnerWorld index  
[Marketing Resources](#) The portal to PartnerWorld marketing programs

[Execution Blueprints](#) Fast-track blueprints provide information to help build and execute a campaign on a specific Mid-Market product or solution area

### Market Insights

[IBM Self-Assessment Tool for Midsize Businesses](#)  
 Pinpoint your client's business challenges and IT needs  
[Territory Industry Potential Spend Data](#) Tools to help you identify where revenue opportunity lies by industry, within each IBM Mid-Market sales territory in the USA and Canada

### Social Spaces

[Facebook](#) IBM for Midsize Businesses  
[Twitter](#) IBM Midsize Business@Mid-MarketIBM  
[LinkedIn](#) IBM for Midsize Businesses



### Submit Client References

IBM builds a portfolio of client success stories that showcase how

IBM and our IBM Business Partners are working with clients to create smarter solutions. You can leverage this portfolio to highlight your successful solution implementations to generate more demand and opportunities. By submitting a client reference, you receive many benefits:

- ▶ Earn points to achieve higher levels in PartnerWorld
- ▶ Generate demand and new sales opportunities by demonstrating value

### [Client References](#)

### Marketing Support

[Mid-Market Asset Gallery](#) Provides streamlined access to the most recent IBM Mid-Market marketing materials

[Social Media Marketing Boot Camp](#): This special curriculum is designed for you to become more comfortable and more effective in your marketing and sales efforts, through the use of social networking tools and techniques.

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## 2012 Mid-Market Campaign Focus Areas

These are the prioritized Mid-Market (MM) campaign focus areas for 2012. Consider these areas for execution as you plan your 2012 strategy. See execution blueprints in each of these areas to aid you in campaign planning.

### MM Client Challenges

Cost reduction /  
improved efficiencies

Improved service

Increased employee  
productivity

New ways to reach  
customers

Optimizing key business  
processes

Increased insight for  
better decision-making

Increased flexibility /  
nimble enterprise

Collaboration

### Campaign Focus Areas

MM – Workload Optimized  
Infrastructure

MM – Business Analytics

MM – Cloud

MM – Security and Resiliency

MM – ERP and CRM

MM – Smarter Commerce



## Incentives and Sales Plays

[Business Partner Sales Incentives](#) Take advantage of the rich set of incentives now available across IBM's portfolio of hardware, software and services offerings.

[IBM Quarterly Sales Plays](#) This playbook provides a quarterly overview of key plays, promotions, programs and announcements.

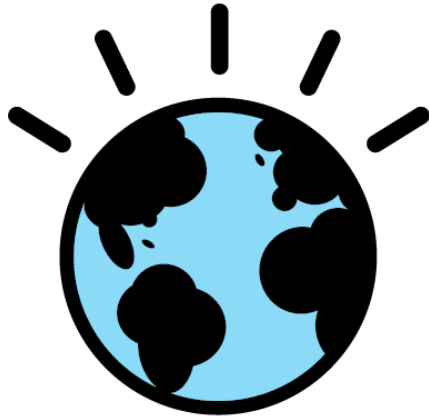
[Speed Sheets](#) The speed sheets provide concise, easy-to-read updates by brand of the latest announcements and sales plays, making them the perfect accompaniment to the quarterly sales playbook.

[Smarter Planet Engines](#) Capitalize on Smarter Planet opportunities and assets.

[Sales Play Quick Reference Guides](#) Use these guides to sell targeted IBM offerings.

[North America Business Partner and Mid-Market Marketing Events](#) Listen to replays of events of specific interest to Mid-Market opportunities.





## Midsize businesses are the engines of a Smarter Planet.

*Midsize businesses are looking to invest in some key solutions, citing top security challenges and business analytics opportunities, that can give them competitive advantage at low cost. IBM has designed these solutions to suit midsize business environments and priced accordingly. You can drive your revenues with these emerging opportunities for your Mid-Market clients.*

[Smarter Planet Mid-Market Client Capabilities](#)



## Smarter Planet Capabilities and Solutions for the Mid-Market

[Cloud Computing](#): Help midsize businesses increase their competitiveness with secure, reliable and cost-effective cloud solutions.

[CRM](#): Help clients make decisions differently with a 360-degree view to supercharge your CRM solutions. With integrated CRM enhancements from IBM and IBM Business Partners, get more from your data and add more to your bottom line.

[Business Analytics](#): Help your midsize business save time, grow systems without breaking your budget and provide a new level of insight so that you can make better decisions.

[Security and Resiliency](#): Help midsize clients improve security and resiliency while reducing costs and complexity.

### Market Insights and Trend Studies

[2011 Mid-Market Trends Study](#): IBM surveyed 2,112 business and technology leaders across more than 22 nations to understand the purchasing patterns, business issues and technology challenges that affect midsize organizations.

[Mid-Market Insights](#): These insights were taken from IBM's 2011 Global CIO study.

[Mid-Market Insights](#): These insights were taken from IBM's 2011 Global CMO study.



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## IBM Contacts

For additional information about Mid-Market opportunities, please contact one of the following IBM representatives:

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## Vendors

*Member level participants in our 2012 Mid-Market Co-marketing program will work with our approved Marketing Services vendor, TSL. For PartnerRewards, Business Partners may select our broker APC or use TSL.*

## TSL Marketing

TSL Marketing helps companies increase sales, acquire new customers and improve sales performance. TSL is a close partner of IBM with a proven track record of implementing successful campaigns. TSL's reputation is based on being a trusted advisor, so you know they strive hard for success. TSL delivers on value and promises. Trust TSL Marketing to help make your campaigns a success. Contact: [Web](#) or [Email](#)

## APC

APC is an approved broker vendor agency that offers the advantage of allowing you to use the marketing vendor of your choice to develop and execute a custom marketing campaign with IBM.

APC's comprehensive assistance allows you to focus on your marketing strategy while APC focuses on program guidelines, timelines and compliance. Contact: [Web](#)



## Additional Marketing Resources

[Internet Marketing Lead Generation](#) A cost-effective method to generate opportunities over the internet; marketing vendors place white papers, webcasts, podcasts, etc. on e-publication websites to generate new opportunities (average, \$6K).

[Frontline Selling](#) Identify new sales opportunities by gaining appointments with high level executives; also receive verbatim telescript of first call with prospect.

[Harte-Hanks/Mason Zimble](#) Take advantage of generous discounts offered to all PartnerWorld members on marketing data, e-mail lists and telemarketing services (cost varies).

[Hoover's](#) Get a significant discount on this service and access to more than 32 million companies worldwide to research leads and identify decision-makers (\$990).

[OneSource](#) Access tools for research and list development through your web browser or through integration with salesforce.com (\$1,049).