



Accelerate-to-Value (A₂V) Benefits Package

In Brief

Demonstrate your Enterprise Content Management (ECM) expertise and solutions to gain recognition and rewards from IBM ECM, including:

Development

- Lab development support
- Lab Advocacy Program membership

Enablement

- Early & ongoing access to product training
- Product development feedback exchange

Sales

- ECM strategy session at the Briefing Center in Costa Mesa, CA

Marketing

- Elevated lead generation support, conference visibility & social media awareness

A₂V Benefits Package

IBM has made a commitment to offer customers a growing set of industry specific and horizontally focused solutions that help companies realize the full value of content for better insight and outcomes. To support this commitment, IBM ECM has introduced the A₂V Benefits Package for Business Partners.

Executing on the Strategy

The IBM ECM A₂V Benefits Package for Business Partners is designed to reward those who focus on the creation, sale and delivery of their own industry specific or horizontally focused repeatable solution or on the delivery of a client specific project based offering with the potential to become a repeatable solution. The intent of this benefits package is to leverage the principles of "Content in Motion" and is focused on one or more of the ECM leading edge capabilities, such as: Capture, Activate, Analyze, Govern and Socialize. Business Partners who build and go to market with reviewed, repeatable solutions or project based offerings "Accelerate to Value" by leveraging best practice experience that progresses a customer's implementation timeline and improves overall return on investment.

Gain Recognition and Rewards

The IBM ECM A₂V Benefits Package for Business Partners is a new initiative that rewards those who have invested in developing specific ECM product skills, are identified as subject matter experts within an industry and have a reviewed line-of-business solution or project based offering. These Business Partners are committed to being associated with IBM ECM's latest thought leadership capabilities and to helping to evangelize the Content in Motion strategy.

Define and Demonstrate

- Allow ECM experts to functionally and architecturally review your solution to ensure that it adheres to a predefined set of guidelines.
- Share your subject matter expertise within the discipline of the solution being presented.
- Review how the solution is branded and/or market identifiable.
- Identify the solution's competitive advantage over "like" offerings in the marketplace.
- Target the demographic of the intended audience or buyer.
- Demonstrate your solution and document your deployment methodology and support strategy.

Eligibility and Criteria

Depending on the makeup of the solution:

- **Skillset:** All technical and sales certifications for one or more of the ECM strategic capabilities, such as: Capture, (IBM Datacap Capture), Activate (IBM Case Manager), Analyze (IBM Content Analytics), Govern and Socialize.
- **Solution:** Reviewed line-of-business solution or project based offering that leverages the key principles of the Content in Motion strategy.
- **Sales:** Ability to resell and/or claim SVI credit.
- **Marketing:** Commitment to jointly market the vetted solution with IBM ECM in a repeatable way.



A₂V Benefits Package

Lab Advocacy Program Participant

- Engage on technical planning to review topology and solution plans, future goals and direction
- Participate in roadmap briefings and other technical information exchanges

Lab Development Support*

- Provide guidance in key technical areas
- Review and provide guidance on installation, upgrade and configuration of client environments
- Architecture and solution design reviews
- Consult and advise with plans for future solutions growth and scale

First to Learn Enablement

- Early & ongoing access to product training

Access to Product Management

- Collaborate on product and solution requirements and use cases
- Opportunity to provide feedback on pre-release products including APIs and user interfaces

Briefing Center in Costa Mesa, CA

- Customized agenda to meet your specific business interests
- Access to the ECM sales and technical sales leadership teams
- Product roadmap and strategy briefing
- Technical roundtable and deep dive discussions

Marketing Efforts

- Content in Motion UserNet series speaking slot (2013)
- Information On Demand conference priority submission for speaking slot (2013)
- Press opportunity showcasing vetted solution with a customer
- Social media exposure via IBM marketing

About IBM ECM

Enterprise Content Management solutions from IBM help companies realize the value of content for better insight and outcomes. IBM ECM can help companies transform the way they do business by enabling them to put content in motion—capturing, activating, socializing, analyzing and governing it throughout the entire lifecycle. IBM can help organizations identify critical content within large data volumes, and prioritize it to gain insight to inform business decisions. We help businesses put the right content in the hands of the right people, at the right time, while effectively managing the cost and risk of enterprise content from capture to disposal.

IBM has provided ECM solutions to more than 13,000 companies, organizations and governments around the world, helping them remain competitive through new intelligent innovation.

For More Details

For more details about the IBM ECM A₂V Benefits Package for Business Partners, please contact Barbara Donahue (bdonahue@us.ibm.com) or Kristen Meyer (kristenmeyer@us.ibm.com).

IBM ECM reserves the right to decline participation without cause. Eligibility is based on a per calendar year basis. Benefits may not be available to all countries in which IBM operates.

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*For Business Partner Engagements where the technical needs exceed that being offered by the Business Partner Technical Enablement Team (BPTE).