

IBM Software Quick Start for Business Partners

A step-by-step guide for Business Partners



Highlights:

Quick Start for Business Partners

- Engage with PartnerWorld
- Receive training, certification and support
- Expand your portfolio with Software Value Plus reseller authorization
- Leverage top sales and marketing resources
- Manage your opportunities
- Connect with clients and other Business

Learn more at ibm.com/partnerworld/software/gettingstarted

The IBM Software Quick Start for Business Partners is designed to help you navigate the IBM PartnerWorld program—step-by-step—and optimize your use of the most important software focused tools and resources that optimize your business' growth.

1. Engage with PartnerWorld

Join PartnerWorld, then personalize and optimize your experience.

PartnerWorld registration

If you're not already a member of IBM PartnerWorld, you can join in three easy steps.

1. Register for your IBM ID.
2. Register your company.
3. Add employees to your company's membership.

Personalize your PartnerWorld experience

By sharing some information about you, we are able to provide content tailored to meet your goals, interests, industry, account, and country. It's very important to regularly update your profile, which insures you receive information relevant to your business.

Membership levels

Move up the PartnerWorld levels by demonstrating skills, generating revenue and more. Participation levels include Member, Advanced and Premier.

Independent Software Vendor (ISV) benefits

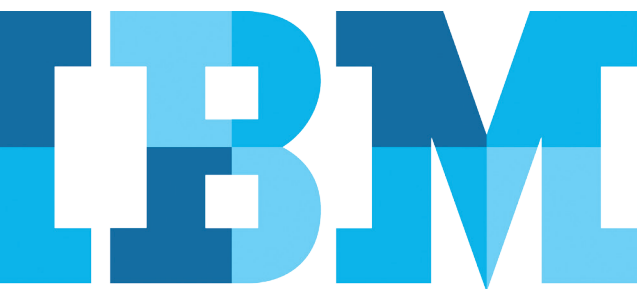
Learn about the benefits and resources for ISV Business

PartnersPartnerWorld News

Receive personalized news by e-mail.

PartnerWorld Program Guide

Whether you are a new IBM Business Partner or just want more information on the benefits of your PartnerWorld membership, assets outlined in this document may be just what you need.



2. Receive training, certification and support

Gain skills and certifications to achieve authorization.

Virtual Innovation Center (VIC)

Get personalized access to award winning product support and education to help build sales skills.

IBM Learner Portal for Information Management

A comprehensive educational resource for Business Partners focused on Information Management software

Training and certification

Identify appropriate courses that can help you reach your training goals.

Professional certification

IBM Professional Certifications validate that IBM Business Partners have developed the sales, installation and support skills needed to cope within an increasingly complex market.

IBM Innovation Centers

Worldwide IBM Innovation Centers help Business Partners (especially ISVs) succeed by building technical skills, developing innovative solutions, and delivering client presentations.

PartnerWorld University

Build skills quickly with more than 1,000 web lectures covering a full range of IBM products and services.

Value Package

12 month subscription includes software access, technical support plus “You Pass We Pay” reimbursement for select certifications.

3. Expand your portfolio with Software Value Plus reseller authorization

Achieving authorization is a clear indicator of your investment in skills and certifications.

Software Value Plus (SVP): IBM offers distribution models for maximizing your profits by reselling IBM Software, based on your clients’ needs and your investment in skills.

- **IBM Software Value Plus**

SVP organizes our portfolio into two major categories—Open products (which all IBM Business Partner can resell) and Authorized products (which rewards IBM Business Partners for their investment in skills and high value solutions).

- **IBM Software Open products**
- **Authorized portfolio: Authorized products**

Follow these steps in order to become an authorized IBM Business Partner.

1. Create a PartnerPlan: A joint-business plan that drives demand. Your PartnerWorld Authorized Profile Administrator (APA) maintains your company’s PartnerPlan.

- **PartnerPlan**

* Note: Requires Internet Explorer V6 or greater.

2. Enroll and participate: in either Value Advantage Plus (VAP), which requires an approved solution containing a product within the Product Group(s) you want to sell, or Software Value Incentive (SVI), which requires one sales and two technical certifications in the Product Group(s) you want to sell.

- **Value Advantage Plus (VAP)**
- **Software Value Incentive (SVI)**

3. Apply: for IBM Software reseller authorization and select a Value Added Distributor.

- **IBM PartnerWorld - Authorized portfolio: Authorized products - Get started and apply**
- **Value added distributors**

4. Check your authorization readiness status: via the Authorization Readiness Dashboard.

- **Authorization Readiness Dashboard**

4. Leverage top sales and marketing resources

Take advantage of top resources that contribute to your business’ growth.

PartnerWorld program benefits: Includes an outline of the many sales, marketing, technical and collaborative benefits. Highlights include sales incentives, financing, co-marketing funding, web syndication, demand generation and technical support. Internet marketing benefits can be found as well.

- **Program benefits**
- **Internet marketing benefits**

Quarterly Software sales plays: Include messaging and value propositions that are designed for maximum relevance to today’s customers, thus helping you to identify new opportunities, progress and close deals faster.

- **Software sales plays**

IBM Software Lead-With Midmarket Portfolio: The IBM

Software Midmarket portfolio consists of offerings that are appropriate for midsize customers - offerings that have the right pricing, value proposition, technical attributes, and supporting materials for Business Partners who are IBM's key channel in this space.

[IBM Software: Midmarket Offerings and Strategy \(XKB\)](#)

Acquisition resources: Complement your existing portfolio and expand into new markets with our newest solutions.

- [IBM PartnerWorld - IBM Software Group acquisitions](#)

Competitive resources: IBM is committed to support you in helping increase sales into competitive accounts. The Up to Double SVI Competitive Incentive is a great way to find success.

- [IBM Software competitive resources for Business Partners](#)

Self Assessment Tool for Midsize Business: Help clients quickly self-assess their integrated service management procedures, pinpoint business and IT performance needs and specific IT recommendations.

- [IBM Self-Assessment Tool for Midsize Business](#)

Volume Offerings: Help IBM Business Partners who focus on selling a high volume of smaller transactions.

- [IBM Software Volume Offerings](#)

Business Partner Profitability Tool: Empowers Business Partners to evaluate IBM Software product offerings and how those offerings can increase return on investment / business growth.

- [IBM Business Partner Profitability tool](#)

Grow Your Business: Designed to help users quickly identify and evaluate cross-software sell/upsell scenarios with the goal of expanding the install base and reaching new prospects.

- [Grow Your Business with IBM Software](#)

5. Manage your opportunities

Engage IBM in opportunity management and incentive claiming.

Global Partner Portal-OM: This tool is designed for IBM Business Partners to engage IBM in opportunity management (OM) and incentive claiming for specific IBM-supported programs. It is available to all types of IBM Business Partners (Tier 1, Tier 2 and Distributors) who manage opportunities for IBM software, hardware, and services and who participate in progressing them to closure. The Opportunity Management capability within the Global Partner Portal application allows Business Partners to easily create and manage all opportunities.

- [Global Partner Portal - Opportunity management](#)

B2B Add-In: This is an alternative method to manage your IBM opportunities. There is no cost to implement. Using a Microsoft Excel spreadsheet, you can view and manage your opportunities from your own desktop, and in a single transaction, synchronize your work directly to and from the Global Partner Portal database.

- [Global Partner Portal - Opportunity Management B2B Add-In for Microsoft Excel](#)

Response Lead Management (RLM): IBM uses this performance-based lead passing process to determine the distribution of software opportunities to qualified Business Partners. Actions partners can take to improve their lead allocation are:

- Achieve reseller authorization
 - Get enabled on Global Partner Portal-OM
 - Log and progress all opportunities via Global Partner Portal-OM
 - Keep your PartnerWorld profile and IBM certifications up to date
- [IBM Lead Management](#)

6. Connect with clients and other Business Partners

Create and enhance relationships using available tools.

Value Added Distributor (VAD) Directory: Locate IBM Software VADs in each country. The directory facilitates your selection process by providing links to VAD web sites and key contact information.

- [Value added distributors](#)

Business Partner Locator: This tool uses your PartnerWorld profile information so clients can find you, and you can use the locator to find other Business Partners.

- [IBM Business Partner Locator](#)

Getting Started with Social Media: This key collection of resources explains what social media is, and how to use it for a business advantage.

- [Getting Started with Social Media](#)

PartnerWorld Community: This includes blogs, forums, wikis and other social tools intended to help you connect and collaborate with all PartnerWorld members including IBM sales and marketing leads, IBM Business Partners, and subject matter experts.

- [IBM PartnerWorld Communities](#)



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