

Tivoli Storage Business Partner Newsletter

3Q 2013



The goal of the Quarterly Tivoli Storage Business Partner Newsletter is to help you identify and close more business by delivering more targeted and strategic content about Tivoli Storage and keep you updated with product announcements, upcoming events and educational initiatives.

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Tell us what you think! If you have any suggestions or comments, please feel free to contact maria_huntalas@us.ibm.com. If you would like to be added to or removed from the distribution list of this newsletter, drop a mail to hamsrini@in.ibm.com. For more information, visit [PartnerWorld –Tivoli Resources](#).

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Latest News

Tivoli Storage Manager Operations Center is Here:

While the IBM Edge 2013 conference in June was a huge success with over 4700 attendees coming together to discuss Cloud, Data and Results, it served an even bigger purpose for Tivoli Storage. The Edge conference created the platform to launch the much anticipated [Tivoli Storage Manager Operations Center](#).

The new and revolutionary Operations Center was unveiled by Steve Wojtowecz, VP, Storage & Network Management, SW Development, Cloud & Smarter Infrastructure in his session on ["Key Insights for Modernizing Your Data Protection Infrastructure"](#) at Edge 2013.

[TSM Operations Center](#) is the next generation of simplified backup administration that improves scalability and efficiency. It is a new interface that helps customers with greater visibility into their back-up infrastructure to simplify administration. It provides advanced visualization, built-in analytics and integrated workflow automation, features that leapfrog traditional backup user interfaces.

Every existing Tivoli Storage Manager install needs to be aware of this game-changing enhancement and the simplicity of the TSM Operations Center provides a great opportunity for competitive installs to also take a look at TSM. Utilize the assets featured below to familiarize yourself with TSM Operations Center and as conversation starters with your clients.

TSM Hot Summer Upgrade Resources Available Now

The assets in this TSM Ops Center Hot Summer Upgrade Resource Guide will enable you with all the latest and greatest info on how to: upgrade Tivoli Storage Manager, install TSM Operations Center, and cost justify your backup modernization project. Content includes videos, publications, and links to guide you through the upgrade process. There is also a directory of experienced Service Providers for assistance in performing upgrades. The Upgrade resources are available [here](#).

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Key Assets for You and Your Customers

- TSM Operations Center Assets:
 - Video: [A First Look at TSM Operations Center](#)
 - Edison Analyst Paper: [Streamline Data Protection with IBM Tivoli Storage Manager Operations Center](#)
 - Solution Brief: [Simplify and consolidate data protection for better business results](#)
- TSM for Virtual Environments:
 - Solution Brief: [Protect Data in VMware-based Environments with IBM Tivoli solutions](#)
 - Analyst Paper: [ESG Lab Validation Report - IBM Tivoli Storage Manager for Virtual Environments](#)
 - Video Whitepaper: [Integrated Storage Management for Physical & Virtual Environments](#)
- Butterfly:
 - White Paper: [The Business Value of Improved Backup & Recovery](#)
 - Video: [Proven Approaches to Lower Storage Costs and Improve Efficiency](#)
- Cloud Storage:
 - Video: [LPL Financial Enables High Availability Cloud Storage with IBM](#)
 - Webcast: [Why Storage Matters for Cloud](#)

And don't forget to bookmark the [IBM Storage Management Youtube](#) playlist where new videos featuring client success stories, IBM executives, analysts and your fellow Business Partners are constantly being added

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Enablement Resources

Get enabled via the [Tivoli Virtual Sales Academy](#) and the [Tivoli Sales Enablement Calendar](#).

Visit and bookmark the [New One-Stop Shop for Business Partners](#) to quickly access sales kits, plays, education and other critical links for selling Storage software.

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Campaign Resources

IBM understands that Business Partners are critical to achieving our growth objectives and wants to help you:

- Reach new customers
- Exceed your targets
- Beat the competition in the marketplace

Business Partners extend the reach of IBM Marketing in two ways:

- I. **Co-Marketing** – Software co-marketing funding is available to many of our Business Partners to use for events, campaigns, digital marketing, etc. Please know that funds are available to eligible Business Partners on a first-come, first-served basis. Also, Ready to Execute campaigns are an easy way for Business Partners to get started.
- II. **Other Marketing** - Business Partners can participate in IBM's local marketing events such as PCTY, Business without Limits Days, and industry events. Work with your local IBM teams to participate and invite your customers too!

Ready to Execute (RTE) Campaigns

- Go to the [IBM Co-Marketing Center](#):
- Logon with your PartnerWorld userid and password
- Use the following search terms to leverage the storage campaign assets and offers:
 - “IBM Tivoli Storage Manager”
 - “Storage Infrastructure Optimization
 - “Preparing for Cloud”
 - “Storage Infrastructure Optimization”

Co-Marketing

- [Home page on PartnerWorld](#)
- [Tools and Funding](#)

Web

- [Web Content Syndication for Business Partners](#)

Competitive

- [Storage competitive initiative for Business Partners](#)

For more guidance on using these and other resources to help you identify, progress, and close your storage deals, go to: [Storage Software Sales & Marketing Guidance for Business Partners!](#)

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Events

Date - Event- Location

- **September 16 & 17, [Storage Decisions](#) – New York City:** As a Platinum Sponsor of Storage Decisions Enterprise Storage Management Conference, IBM will deliver a Tech In Action talk at this event and will meet with clients and prospects at our booth in the expo hall.
 - **October 9-11, [IBM InterConnect 2013](#) – Marina Bay Sands, Singapore:** At this year's event, we're excited to announce one of our many keynote speakers will be **Ginni Rometty, Chairman, President and CEO of IBM**, sharing her vision on the New Era of Smart. Join 2,500 of your industry peers from around the world to see how they are ushering in a New Era of Smart where the most successful enterprises will be those that act now to transform their business models.
- October 30, [Storage Decisions](#) – San Francisco:** As a Platinum Sponsor of Storage Decisions Enterprise Storage Management Conference, IBM will deliver a Tech in Action talk at this event and will meet with clients and prospects at our booth in the expo hall

- **November 3-7, IBM Information On Demand – Mandalay Bay, Las Vegas:** Join us in Las Vegas for an unrivalled blend of business, technical and leadership training, along with the deep insights into Business Analytics, Enterprise Content Management and Information Management.

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What Analysts are Saying

- 1) **Streamline Data Protection with IBM Tivoli Storage Manager Operations Center** – Edison group performed extensive research on the new version of IBM Tivoli Storage Manager (TSM) Operations Center, including the product's new Graphical User Interface (GUI). The resulting white paper announces the research results and details Edison's perspective on IBM's development approach with this product and its new data protection capabilities. The report also found that the new version of the software has significantly improved the efficiency of administrative tasks associated with data protection, capabilities that are key as organizations struggle with growing volumes of data. Read the full report [here](#).
- 2) Forrester's 61-criteria evaluation of enterprise backup and recovery software vendors, has rated TSM a Leader! Forrester notes that IBM excels in extremely large and complex environments, has successfully integrated the FastBack and Tivoli Storage Manager (TSM) capabilities into a unified offering and has strong strengths in deduplication, manageability (due to significant improvements in TSM Operations Center), continuity, and restore features.

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Social Media

The drumbeat on social properties leading up to the TSM Operations Center announcements was impressive, now that the product is available let's continue the momentum by promoting our newly released Operations Center assets:

- Video: [A First Look at TSM Operations Center](#)
- Edison Analyst Paper: [Streamline Data Protection with IBM Tivoli Storage Manager Operations Center](#)
- Solution Brief: [Simplify and consolidate data protection for better business results](#)
- Share them on [Facebook](#)
- [Tweet](#) it using hashtag #IBMStorage
- Join the conversation in the [Storage Community](#)

Being active in social media is proven to open up new opportunities. If you have not started yet here are few steps that can get you going.

- Register on the Blogging platforms relevant to your role/content and write a blog here ([Tivoli Storage Blog](#))
- Dive in and join the conversation, now!

Please reach out with questions - we are happy to help you get engaged in Social Media Activities.

[IBM Storage Facebook page](#)

[Tivoli Storage Blog](#)

[Twitter™](#)

[IBM Storage LinkedIn Group](#)

[Storage Management on YouTube™](#)

New PartnerWorld Resources lets you learn about Social Media Best Practices from your peers

Learn about social media marketing best practices from your peers with [IBM Business Partner Social Media Success Stories](#). These success stories feature case study examples from other IBM Business Partners, who share details about the social media use cases that have helped them achieve business results.

To learn more about social media marketing best practices, visit the [Getting Started with Social Media](#) pages on PartnerWorld.

Other ways to take advantage of Social Networking

- [IBM PartnerWorld SMB on LinkedIn](#)
- [IBM MidmarketBP on Twitter](#)
- [IBM PartnerWorld SMB on Facebook](#)

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Call to Action

1. Learn all about the new [Tivoli Storage Manager Operations Center](#) and share the information with your customers, colleagues and prospects.
2. With the [TSM Hot Summer Upgrade resources guide](#), be equipped to upgrade more of your customers to the new TSM
3. Bring your clients and join us at the featured 2H events above – Interconnect, Storage Decisions and IOD.
4. Highlight your Q2 Wins! We want to broadcast that success and there's no better way than with case studies! Don't miss an opportunity to nominate your existing customers! For more information, [click here](#). Leverage campaign content and SWG Co-Marketing investment (for eligible Business Partners) to drive your own marketing campaigns.
5. Join the Tivoli Storage Social Media conversation now, by taking these steps:
 - Join the [Storage LinkedIn Group](#) for news postings and forum discussions

- Join the [IBM Storage Community](#) and get connected with storage experts
 - Check out the [Tivoli Storage Blog](#) – log in and recommend your favorite blog and volunteer to be a guest blogger by sending an email to: maria_huntalas@us.ibm.com
 - Follow [#ibmstorage](#) on Twitter for all the real-time buzz on IBM Tivoli storage
6. Forward this newsletter to your colleagues!

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Contacts

Meet the WW Tivoli Storage Product Marketing Team

- **Maria Huntalas**, Manager, Tivoli Storage Marketing
- **Kalyan Pola**, Product Marketing Manager, Tivoli Storage Manager product family
- **Sudipta Datta**, Product Marketing Manager, Tivoli Storage
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