

IBM Software Value Plus



Premium Skills, Premium Results with IBM Software

Customers demand to work with experts who understand their business and can help them achieve their objectives. IBM is committed to supporting an ecosystem of skilled partners. IBM Business Partners who invest in expertise across the IBM software portfolio are well positioned to:

- *Provide value to clients with the right solutions*
- *Deliver solutions with lower deployment risk*
- *Offer clients increased return on their investment*

*IBM Software Value Plus
rewards Business Partners who
invest in skills and expertise,
and are focused on delivering
greater client value.*

Our customers demand a superior return on their investments.

But investing in the best software is only the beginning—delivering greater client value is about smarter implementations, efficient resource deployment and teaming with technology experts who understand their business and can help them achieve their objectives.

Business Partners who have proven IBM software portfolio skills and expertise are well positioned to deliver this critical client value.

In February 2009, IBM Software Group announced the next step in a global strategy to drive growth through investment in Business Partner expertise. Increasing mindshare and commitment can only strengthen the combined value proposition of IBM and IBM Business Partners. This strategy—**IBM Software Value Plus**—will be implemented in 2010.

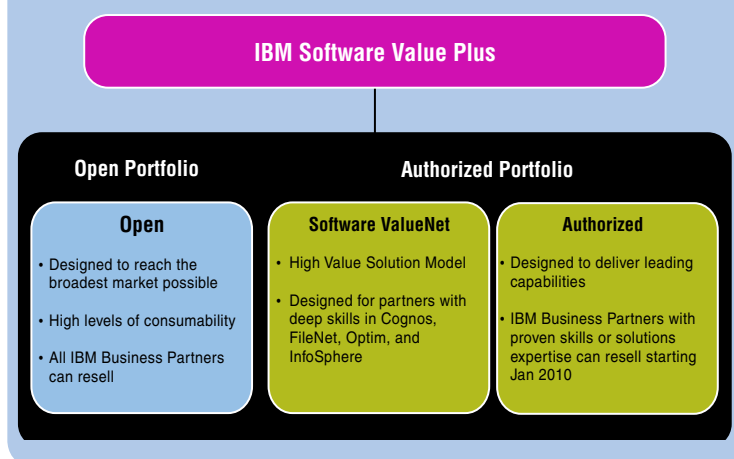
IBM Software Value Plus organizes the IBM software portfolio into two categories:

- **Open** is about reaching the broadest market possible. Open products are available through all IBM Business Partners and designed to offer clients rapid time-to-value and a high degree of consumability. IBM products like the IBM Express® portfolio and WebSphere® Application Server are included in the Open portfolio to help you meet these client objectives.
- **Authorized** is designed to deliver leading software capabilities, and requires highly skilled Business Partners who have demonstrated advanced skills through certifications and approved solutions. The majority of the authorized portfolio will encompass mainstream and heritage IBM software solutions. Products in this category can only be acquired through IBM-approved Business Partners; as of January 25, 2010, Business Partners must be authorized in order to resell them. The Authorized portfolio includes offerings such as IBM Tivoli® Identity Manager, WebSphere Process Server and DB2®. Select Authorized portfolio products will continue to be offered via Software ValueNet, including IBM Cognos®, FileNet®, InfoSphere™ and Optim® software.

“This announcement underscores IBM’s recognition that IBM Business Partners with deep IBM product knowledge coupled with an equally deep understanding of business needs provide real value to both IBM as well as the IBM user community. This initiative establishes more rigorous thresholds for IBM Business Partners that will help ensure that these Partners will be identified and promoted to the user community for everyone’s mutual benefit.”

Jerry Sforza
President, Encode, Inc.

Business models to enable Business Partner growth



Open Portfolio Benefits

- **Expand your support for new market segments** rapidly via ubiquitous access to solutions
- **Increase your upsell opportunities** during existing sales with streamlined, popular solutions

Authorized Portfolio Benefits

- **Make your sales cycles more productive** with increased sales skills that boost revenue
- **Increase your revenue** from successful implementations, increased customer satisfaction and repeat business due to increased technical skills
- **Sharpen your business focus** via Software Value Plus' required PartnerPlan, which helps IBM provide you with customized support

Getting Started

Determine whether the products your company intends to sell require authorization.

Authorization to resell IBM software products is achieved at the Reseller Authorization group level. For example, the Tivoli brand currently has four Reseller Authorization groups: Storage Management, Security & Compliance Management, Automation and Enterprise Asset Management. If you resell Tivoli Identity Manager, apply for authorization in the Tivoli Security and Compliance

Management Reseller Authorization group. If you resell WebSphere Process Server, apply for authorization in the WebSphere Business Process Management group.

For the most current Reseller Authorization groups and a listing of the countries that participate, please visit the Authorized portfolio Web page.

If the products you intend to resell require authorization, follow these four steps.

1. **Join the IBM PartnerWorld program.** If you are not already a member of IBM PartnerWorld, join today.
2. **Create a PartnerPlan.** Maximize the value of your relationship with IBM and document your business objectives.
3. **Enroll and participate in our value programs.**
 - **Value Advantage Plus** requires an approved solution containing a product within the Reseller Authorization group(s) you want to sell.
 - **Software Value Incentive (SVI)** requires one sales and two technical certifications in the Reseller Authorization group(s) you want to sell.
4. **Apply for IBM Software reseller authorization.** Visit the Authorized portfolio application Web page.

The new Business Partner requirements for Authorized category will take effect January 25, 2010. Enrollments will begin in November 2009. Actual dates may vary slightly by region.

Delivering Greater Client Value

IBM enables Business Partners to set themselves apart and deliver comprehensive solutions. Business Partners who invest in skills and expertise with the IBM software portfolio and team with IBM are well positioned to deliver greater client value. Working together we help clients experience these benefits

- **Faster time-to-value with the right solutions**
- **Reduced risk in solution development**
- **Increased return on investment over time**

"The Software Value Plus Program is IBM Software Group's most innovative and customer focused initiative to date. By aligning customers with its most skilled partners like Ascendant Technology, IBM is reinforcing its commitment to customer value and to building a smarter planet."

Rob Thomas
Vice President, Sales
Ascendant Technology

For More Information

For more information about IBM Software Value Plus visit ibm.com/partnerworld/softwarevalueplus

If you have questions about growing your business with IBM Software, send an e-mail to IBM Software Value Plus at ibmswbp@us.ibm.com.



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