

IBM Systems and Technology Group University 2005

IBM Systems and Technology Group University 2005

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IBM Systems and Technology Group University 2005

How to Increase Your Earnings by Selling Services

Course #: CB76

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Agenda

- Overview of new 2005 ITS bonus plans for STG personnel
- Making money



Learning Objectives

At the conclusion of this material, you should be able to:

- Explain the 2005 bonuses for selling ITS services
- Name the qualifying services
- Find additional information on the qualifying services



Overview

- Selling product and services together is not a program, but a way of doing business
- Brand sellers need to see the value proposition of improving attach rates
- ITS should view brand sellers as a new sales channel that requires support and investment
- ITS is striving to be easier to do business with
- Teaming is occurring in programs, but the culture shift has not yet happened at the seller level
- Sales channels have been very clear that teaming requires compensation

IGS and STG marketing have been working on joint plans to support our growth initiatives



And when we work together, we can





The general 2005 approach

Face to Face

Business Partners

Sales
Incentive
(Execute the sale)

\$

Remarketing discounts*

Lead Pass (Opportunity Identification)



Lead Pass, Closed Contract fees*

^{*} as defined by Business Partner Agreement and exhibits



The 2005 incentives

2005 ITS Sales Incentive

2005 ITS Lead Pass Incentive

Note: These bonuses do not change your STG routes to market!!



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2005 ITS Sales Incentive





2005 ITS Sales Incentive for STG Brand Sales Specialists

You sell

- Maintenance and/or key product support services
- As part of your product sale

You earn

- 1.5% of value of ITS services
- Limit of 10% TI per transaction*

^{*} Maximum total bonuses of 41% of TI per individual for ITS Lead Pass Incentive and ITS Sales Incentive



Services that qualify for the 1.5% Sales Incentive

xSeries	iSeries	pSeries	zSeries	TotalStorage
Hardware maintenance (GS/SM) (GS/MANET in US only)	Hardware maintenance (GS/SM) (GS/MANET in US only)			
Software maintenance (GS/RTSW) (GS/RDS in US only)	Software maintenance (GS/RTSW) (GS/RDS in US only)			
			Remote Technical Support/ Support Line (GS/SRSE) (GS/RDS in US only)	
Education Pack (GSPT/UNK) (GS/BCRS2 in US only)	Education Pack (GSPT/UNK) (GS/BCRS2 in US only)			
Implementation Services (GSPT/UNK) (GS/EXWS2 in US only)	Implementation Services (GSPT/UNK) (GS/EXWS2 in US only)			
Enhanced Technical Support (ETS) – EMEA only (GS/SRT)	Enhanced Technical Support (ETS) – EMEA only (GS/SRT)			
			SystemPac Software Migration Offering (GS/MIGOT)	



How it works (your part)....

- When selling a product, include qualifying services in your proposals (you perform the sales activities)
- Enter services into parent/child opportunity record
 - Use same customer number as hardware opportunity
 - You are the opportunity owner or a team member
 - No ITS sales personnel can be opportunity owner or team member
 - Keep the data accurate
 - Use the correct product codes
- Close the product and services together
 - You create contracts using ITS tools
 - You obtain signatures (if needed)
- Provide opportunity number to CSO for contract processing



How it works (our part) ...

- Systems will check for matching contract and opportunity records
- When there is a match, then quarterly reporting will indicate transaction qualifies
- Send quarterly report to manager of qualifying individuals
- Your manager will process the payment based on reports pulled from the contract and opportunity management systems (one payment for all qualifying transactions)
- Payment made for quarter when contract entered in IBM system



Example

- pSeries hardware sale of \$1,000,000
- Services included:
 - 3-year prepaid maintenance/ETS
 - Education Pack

Bonus (1.5% of \$219,000)

- \$210,000
- \$ 9,000
- \$ 3,285*
- If contract date is January 1 March 31, payment made in April
- If contract date is April 1, payment made in July

* Bonus limited to 10% of TI





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2005 ITS Lead Pass Incentive





2005 ITS Lead Pass Incentive for STG Brand Sales Specialists and eSMs

You

 Identify an ITS opportunity and pass to ITS using Siebel

ITS

Closes opportunity within 90 days



- 1% of value of ITS services
- Limit of 7.5% TI per transaction*

^{*} Maximum total bonuses of 41% of TI per individual for ITS Lead Pass Incentive and ITS Sales Incentive



Services that qualify for the 1% Lead Pass Incentive

xSeries	iSeries	pSeries	zSeries	TotalStorage
JumpStart Services (GS/EXWS2)	Microsoft Exchange services (GS/MIGMI)	Jump Start Services (GS/EXWS2)	GDPS (GS/IMPGD)	GDPS (GS/IMPGD)
		Resilient Business and Infrastructure Analysis (GS/BRCO)	GDPS HyperSwap (GS/IMPGD)	GDPS HyperSwap (GS/IMPGD)
Linux Support Line/Subscription (GS/SRSE)	Linux Support Line/Subscription (GS/SRSE)	Linux Support Line/Subscription (GS/SRSE)	Linux Support Line/Subscription (GS/SRSE)	RCMF for open systems (GS/SYSM)
Linux Installation Services (GS/ITO)	Implementation Services for i5 and LPAR (GS/EXWS2)	Implementation Services for p5 and LPAR (GS/EXWS2)	Server and Storage consolidation (GS/EXWS3) (GS/ASSC – EMEA only) (GS/ASSMB – EMEA only)	Server and Storage consolidation (GS/EXWS3) (GS/ASSC – EMEA only) (GS/ASSMB – EMEA only)
		Customer Set Up Services (GS/EXWS2)	IT optimization (GS/ITCON)	Systems Management (GS/SYSM)
	Migration services (GS/EXWS4)	Migration services (GS/EXWS4)	Migration services (GS/EXWS4)	



How it works (your part)....

- When calling on a customer, you identify a services opportunity with your hardware opportunity
- Enter opportunity record in Siebel using parent/child
 - Same customer number as corresponding product opportunity
 - Use correct product codes
 - Ensure you're listed as opportunity identifier
 - Must be new opportunity to ITS
- Send to ITS integrated lead management "desk"



How it works (our part) ...

- ITS examines lead and sends to appropriate channel to
 - Perform sales activities
 - Scope, price, and quality assurance
- When opportunity closes, normal ITS processing occurs
 - ITS creates contracts and obtains signature
 - Opportunity ID in contract records



How it works (part 2) ...

- At the beginning of each quarter, ITS operations creates report of closed contracts that had an STG category leader or sales specialist as the opportunity identifier
- If contract date is within 90 days of opportunity identification date, transaction qualifies
- Your manager will process the payment based on reports pulled from the contract and opportunity management systems (one payment for all qualifying transactions)
- Payment made for quarter when contract entered in IBM system



Example

- Siebel opportunity entered on 1 February 2005
- Closes 1 April 2005
- Services opportunity identified:

 ITS resilience consulting services 	\$100,000
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IT Optimization \$100,000

Bonus (1% of \$200,000)
\$ 2,000*

Payment made July 2005

* Bonus limited to 7.5% of TI



Simple to Remember!!

PASS A LEAD

- OI a Service Opportunity (eSMs and BSS)
 - Pass it on to ITS to close
 - Earn 1% (up to 7.5% TI) of Total Services Value

CLOSE A DEAL

- OO a Hardware PLUS Service Opportunity (BSS)
 - Earn 1.5% (up to 10% TI) of Total Services Value



Maximum total bonuses of 41% of TI per individual.

Select service products apply. Check the fine print!



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Additional Details for Qualifying Services





Hardware maintenance

- IBM Maintenance Services provides worldwide warranty and maintenance support services on IBM and selected OEM hardware products.
- Maintenance programs include Remote Support, Predictive, Preventative, Depot and Onsite support.
- Can cover IBM and selected non-IBM equipment
- Recommended focus: 3-year prepaid, 24x7 offerings
- Web resources
 - http://www-1.ibm.com/services/us/index.wss/it/its/a1000418
 - http://w3-3.ibm.com/services/cwi/portal/do?action=viewcat&cat=RootCategor y%23offeringsandsolutions%23ibmglobalservicesofferingsandsoluti ons%23integratedtechnologyservicesscl3%23ibmmaintenanceservi ces&industry=all§or=crosssector&organization=integratedtechn ologyservices&location=AGR§orIndustry=crosssector%7Call



- Software maintenance, Remote Technical Support/Support Line
 - Offers clients a consistent source of remote technical support for IBM and select multivendor software
 - Covers most popular multivendor platforms and middleware, including Microsoft Windows and Linux
 - Web resources
 - http://w3 3.ibm.com/services/salesone/S1_US/downloadable/pdf/s_to_
 z/SupportLine_swtspot.pdf
 - http://www-1.ibm.com/services/us/index.wss/so/its/a1000030



SystemPac Software Migration Offering

- Highlights
 - Includes installation of IBM and independent software vendor products in a single package
 - Comes customized according to your specific needs
 - Provides fast and easy exploitation of new z/OS and z/OS.e functions
 - Helps stabilize systems over time using customized packages
- https://www.ibm.com/ca/custompac



Education Pack

- Provides convenient way for clients to purchase IBM IT Education Services offerings and manage their training budgets.
- Prepaid discount program that gives your clients' employees access to the top-notch classroom training, technical conferences and e-learning offerings

Web resources

- http://www-306.ibm.com/services/learning/ites.wss/tp/en?pageType=page&c=a0002174
- http://w3 3.ibm.com/services/cwi/portal/do?action=viewdoc&doc=S1USdownloadablefilekcaPnoit acudEsecivreSsnoitacudETIMBlehtgnilleSitssalesstoz&organization=ibmglobalservices &location=AGR§or=crosssector&industry=all&includeMultiIndustry=false&includeTopOrganization=true&includeTopLocation=true



Implementation services

- Perform the implementation activities (planning and design, installation, configuration, set up) to help customers ready their IT environments for operation
- Can include an operating system, network operating system, database, middleware, software packages, or basic installation of IBM hardware or software products and selected non-IBM products
- Web resources
 - http://w3-3.ibm.com/services/cwi/portal/do?action=viewcat&cat=RootCategory%23off eringsandsolutions%23ibmglobalservicesofferingsandsolutions%23integrate dtechnologyservicesscl3%23ibmtechnicalsupportservices%23ibmimplement ationservices%23implementationservices&organization=ibmglobalservices&l ocation=AGR§or=crosssector&industry=all&includeMultiIndustry=false&i ncludeTopOrganization=true&includeTopLocation=true
 - http://www-1.ibm.com/services/us/index.wss/az#l



IT Optimization

- Help your customers identify significant opportunities to help optimize their IT environment, review their current IT architecture and assess the full range of IT and business assets
- Web resources
- http://w3.ibm.com/services/salesone/S1_US/downloadable/e/word/word_new/itosf-swtspot.dochttp://www-1.ibm.com/services/us/index.wss/so/its/a1000204



Migration Services

- Make it easy for customers to migrate to an IBM platform
- Complete set of migration services and tools that can help your customers achieve a seamless, efficient and comprehensive migration that that can help decrease downtime and data loss
- Web resources
 - http://www-1.ibm.com/services/us/index.wss/az#m
 - http://www-1.ibm.com/services/us/index.wss/so/its/a1000119
 - http://w3-3.ibm.com/services/cwi/portal/do?action=viewcat&cat=RootCategory%23off eringsandsolutions%23ibmglobalservicesofferingsandsolutions%23integrate dtechnologyservicesscl3%23storageservicesits&organization=integratedtech nologyservices&location=4U§or=crosssector&industry=all&includeMultil ndustry=false&includeTopOrganization=true&includeTopLocation=true
 - http://w3-3.ibm.com/services/cwi/portal/do?action=viewdoc&doc=S1USflexiblescvSdorPtgMrotSPEitssalesatoh&organization=integratedtechnologyservices&location=4U§or=crosssector&industry=all&includeMultiIndustry=false&includeTopOrganization=true&includeTopLocation=true



Linux Support Line/Subscription

- Provides comprehensive, around-the-clock remote technical support to help you manage distributions of the Linux operating system, and all IBM and most non-IBM applications that operate in a Linux environment.
- Web resources
 - http://www-1.ibm.com/services/us/index.wss/so/its/a1000030
 - http://w3 3.ibm.com/services/salesone/S1_US/downloadable/pdf/g_to_
 l/linuxsupline.pdf



Server and Storage Consolidation

- enabling methodology designed to optimize the IT infrastructure by leveraging existing skills and resources and simplifying existing architectures across applications and data
- Web resources
 - http://www-1.ibm.com/services/us/index.wss/so/its/a1000016
 - http://w3.ibm.com/services/salesone/S1_US/downloadable/w ord/word_new/storcon-lifecycle_swtspot.doc



Microsoft Exchange Services

- Offers end-to-end solutions for those clients who have chosen Microsoft technologies for all or part of their IT solution
- Web resources
 - http://www-1.ibm.com/services/us/index.wss/of/its/a1000430
 - http://w3 3.ibm.com/services/cwi/portal/do?action=viewdoc&doc=S1U SflexibleseigolonhceTtfosorciMrofsecivreSesirpretnEitssales atoh&organization=integratedtechnologyservices&location=A GR§or=crosssector&industry=all&includeMultiIndustry=f alse&includeTopOrganization=true&includeTopLocation=true



Implementation Services for i5 or p5 and LPAR

- Plan and install logical partitioning on your new or existing IBM iSeries servers
- Web resources
 - http://www-1.ibm.com/services/us/index.wss/so/its/a1000077
 - http://www-1.ibm.com/services/us/index.wss/so/its/a1000124
 - http://w3 3.ibm.com/services/salesone/S1_US/downloadable/word/word_new/pseries-SS-IMPServ-111804.doc



- Installation Services (Jump Start and Customer set up services)
 - Comprehensive set of capabilities to assist customers with changes to their physical IT infrastructure
 - Web resources
 - http://www-1.ibm.com/services/us/index.wss/az#l
 - http://w3 3.ibm.com/services/salesone/S1_US/downloadable/pdf/s_to_ z/tssataglance.pdf



Resilient Business and Infrastructure Analysis

- Helps client evaluate the ability of the infrastructure to:
 - Provide a data and application environment that consists of systematic methods, processes and technologies and that is designed to be security-rich, agile, available and recoverable
 - Enable changing business models and strategies and link business strategy to risk tolerance and IT readiness levels
- Web resources
 - http://www-1.ibm.com/services/us/index.wss/so/its/a1000230
 - http://w33.ibm.com/services/cwi/portal/do?action=viewdoc&doc=S1USflexibl
 esisylanAerutcurtsarfnIdnassenisuBtneiliseRoiloftroPtnemegagnEits
 salesatoh&organization=integratedtechnologyservices&location=AG
 R§or=crosssector&industry=all&includeMultiIndustry=false&incl
 udeTopOrganization=true&includeTopLocation=true



Linux Installation Services

- Helps companies in the analysis, design and implementation of installing or migrating to Linux.
- Web resources
 - http://www-1.ibm.com/services/us/index.wss/so/its/a1000192
 - http://w3 3.ibm.com/services/cwi/portal/do?action=viewdoc&doc=S1U SflexiblergiMtsnlvreSxuniLPEitssalesatoh&organization=inte gratedtechnologyservices&location=AGR§or=crosssecto r&industry=all&includeMultiIndustry=false&includeTopOrgani zation=true&includeTopLocation=true



GDPS and GDPS HyperSwap

- Plan and install an availability and recovery solution designed to meet disaster recovery business requirements quickly and effectively
- Gain more control over availability and recovery testing and parameters
- Ensure data consistency and integrity with little or no data loss after a disaster
- Simplify resource management giving automated single point of control
- Web resources
 - http://www-1.ibm.com/services/us/index.wss/so/its/a1000189/dt002
 - http://w3 3.ibm.com/services/cwi/portal/do?action=viewdoc&doc=S1USflexibleSPDGx elpsySlellaraPdesrepsiDyllacihpargoeGoiloftroPtnemegagnEitssalesatoh



eRCMF for open systems

- Plan and install RCMF solution.
- Web resources
 - http://w3-3.ibm.com/services/cwi/portal/do?action=viewdoc&doc=S1USdownloadablefilethsofniselasytilicaFtgMypoCetomeResirpretnErofsecivre Snoitatnemelpmlitssalesitol&organization=integratedtechnologyservices&location=4U§or=crosssector&industry=all&includeMultiIndustry=false&includeTopOrganization=true&includeTopLocation=true
 - http://w33.ibm.com/services/cwi/portal/do?action=viewcat&cat=RootCategor
 y%23offeringsandsolutions%23ibmglobalservicesofferingsandsoluti
 ons%23integratedtechnologyservicesscl3%23storageservicesits%2
 3ibmimplementationservicesforenterpriseremotecopymanagementfa
 cilityduplicate1&organization=integratedtechnologyservices&locatio
 n=4U§or=crosssector&industry=all&includeMultiIndustry=false&
 includeTopOrganization=true&includeTopLocation=true
 - http://www-1.ibm.com/services/us/index.wss/so/its/a1000110



Systems Management

- Helps to
 - Optimize the management of IT infrastructure and systems
 - Align IT infrastructure and systems management strategy with business goals
 - Improve infrastructure reliability, availability and security through scalable, integrated solutions
 - Enhance systems support through skills transfer
 - Apply proven methods, tools and leading-edge systems management software
- Web resources
 - http://www-1.ibm.com/services/us/index.wss/so/its/a1000023
 - http://w3 3.ibm.com/services/cwi/portal/do?action=viewcat&cat=RootCategory%23off eringsandsolutions%23ibmglobalservicesofferingsandsolutions%23integrate dtechnologyservicesscl3%23infrastructureandsystemsmanagement%23syst emsmanagementservices%23ibmsystemsmanagementservicesforinfrastruct ureavailability&organization=ibmglobalservices&location=AGR§or=cross sector&industry=all&includeMultiIndustry=false&includeTopOrganization=tru e&includeTopLocation=true



Entering A Services Opportunity Into Siebel

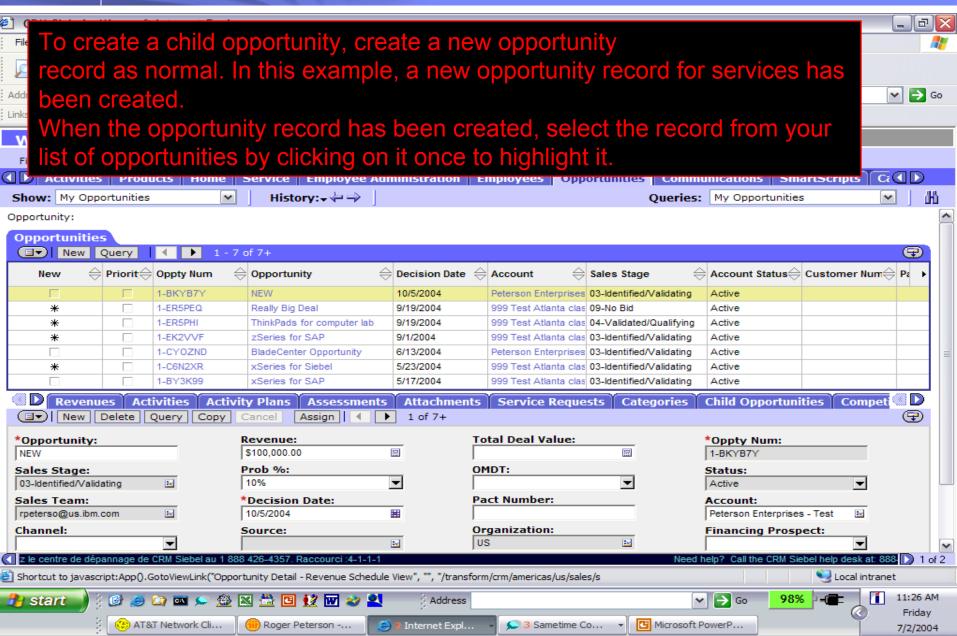




How to Create an "Attached" Opportunity for These Bonuses Using Parent/Child in Siebel

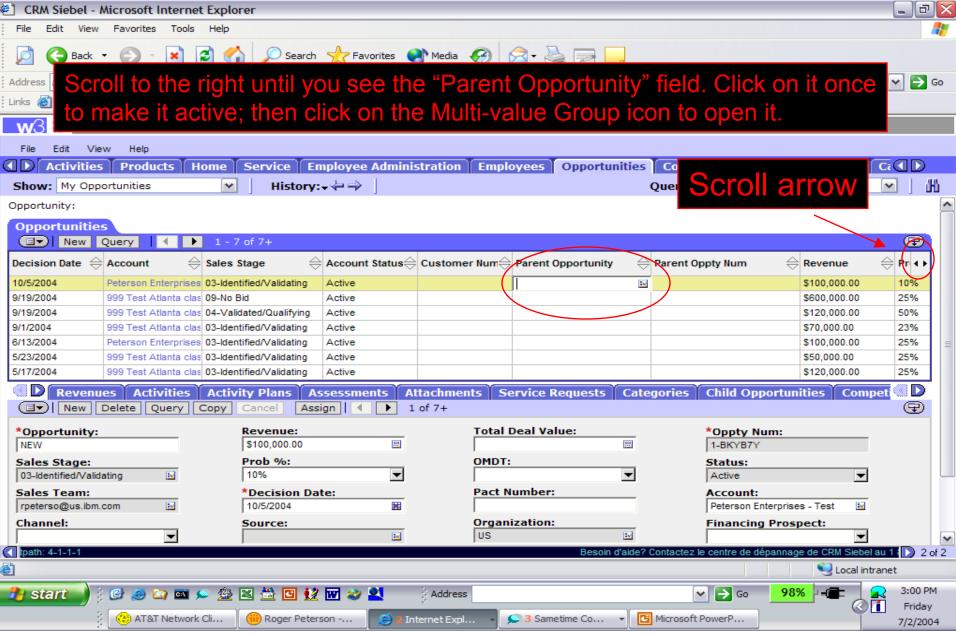
- Reference the existing opportunity for hardware
- Create a new opportunity record for services using the same Customer Number as the opportunity record for the Server / Storage product
- Link this new services opportunity record as a "child" to the "parent" STG opportunity record.



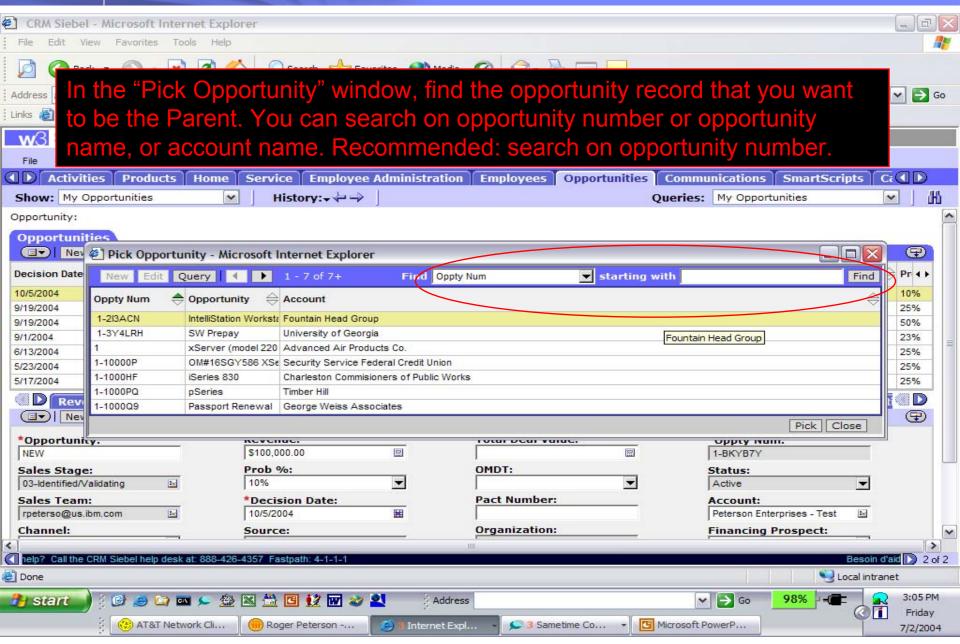




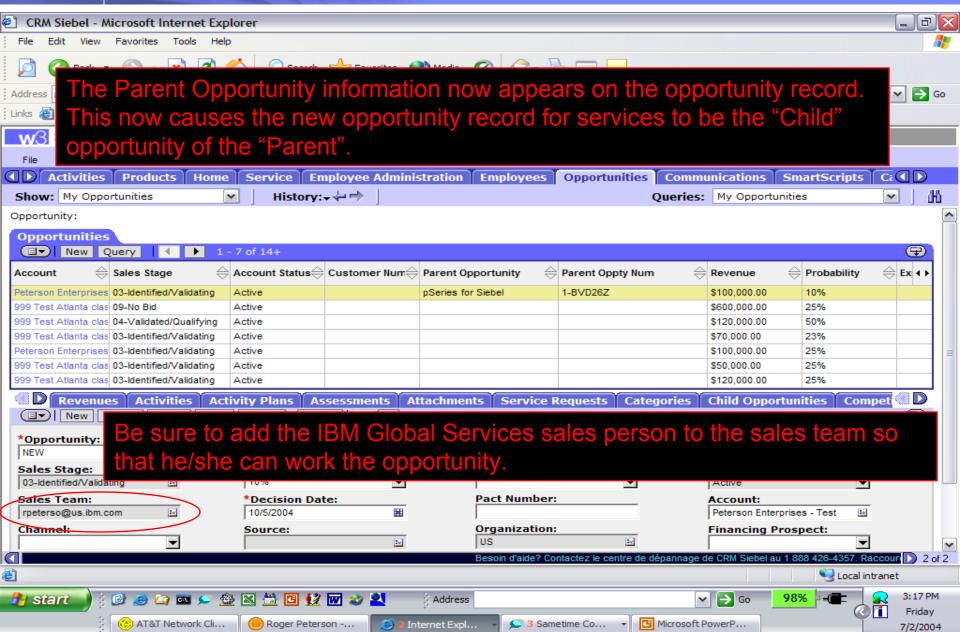




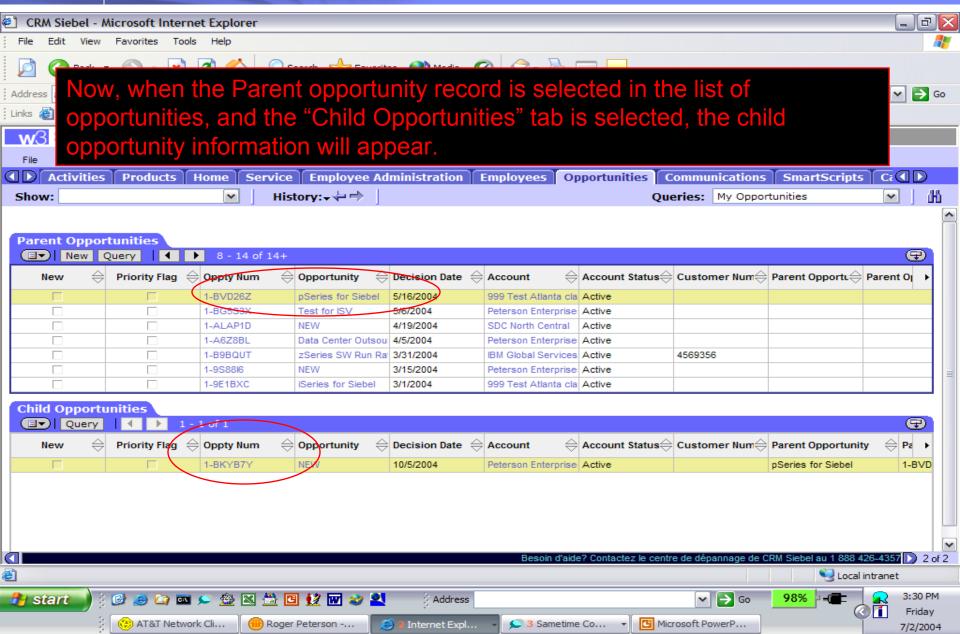














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