IBM Systems and Technology Group University 2005

Barcelona, Spain
January 24 - 27, 2005

ON **DEMAND BUSINESS**™

How PartnerWorld Education, Training & Tools Help

Accelerate Your Sales Skills for On Demand Business
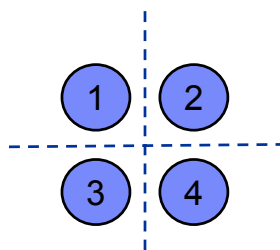
**Patrizia Scherzer**
On Demand Channel Enablement

Session objectives for Team IBM sellers

- Describe and use **resources from IBM and PartnerWorld** that enable sales and solution design teams **to build skills for on demand business**

- Describe **key marketing and sales enablement offerings** for Business Partner sales professionals and management

- Create an **action plan for accelerating your sales skills** to identify and close On Demand Business opportunities

Our Agenda today

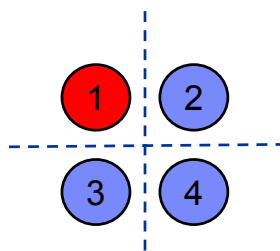**Describe On Demand Business knowledge and skills**

Highlight PartnerWorld & IBM Resources for selling solutions for on demand business

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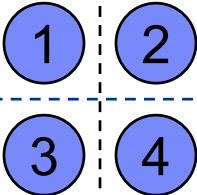
Focus on PartnerWorld training, certification & sales enablement offerings for on demand skills

Define steps for getting started selling on demand solutions

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On Demand Business Knowledge & Skills

Five things you need to know for 2005

Knowledge & Skills for On Demand Business

- **Strategy and Business Partner Roles**

- **Characteristics of on demand businesses**

- **Entry Points →**
  - Operating Environment
    - Infrastructure
  - Flexible financial and delivery model
    - How to acquire & finance
  - Business Transformation
    - Business Models

- **Industry points of view, marketplace opportunity**

- **Opportunity Identification**
  - on demand assessment tools for sales
- **Client infrastructure readiness**

  - on demand assessment tools for IT Efficiency

- **Why IBM?**
  - competitive differentiation

- **Available resources: where they are, how to access**

Five Things You Need to Know for 2005:

1. **Why IBM?**

2. **Innovation is what breaks new ground**

3. **Where clients are investing time, energy and resources**

4. **On Demand Business: It's not what you buy, it's what you build**

5. **IBM [and Business Partners]: One-of-a-kind problem solver for business leaders**

How Do I get Started?

ibm.com/partnerworld

White Papers and Case Studies

White Papers

IBM

Case Study

IBM: Business transformation through end-to-end integration

Challenge

Overwhelmed by its own complexity and faced with possible demise, IBM struggled to learn the lessons it needed to survive. Forced to examine and redraw virtually every aspect of its business model, the company realized, through both its successes and failures, that transformation held the key to its future.

Living in an On Demand World
October 2002

ewspaper Articles

wspaper Insert - Manifesto

Once upon a time, there was a company in desperate danger of getting left behind. Their customers were demanding more personal service, more customization, more value. More, more, more. Instantly. *On demand*. But the company was inflexible. *Stuck.* They couldn't respond quickly. Things were dire.

SO THEY BOUGHT A TIME MACHINE. *THAT'S RIGHT, A TIME MACHINE.*

Flick a button, they could go forward in time – and understand what their customers were going to need before they actually needed it. Touch a button, they could go back and undo investments in proprietary technology – stuff that slowed them down. Then, they could respond quickly. They could catch up. It was exciting. *They were jazzed.* There was only one problem: the time machine was a dud. It didn't work.

And that's when they called IBM.

Industry Points of View (POVs)

a business on demand for the midsized business
Automotive Industry

Racing to compete, the automotive industry goes on demand

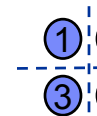the financial services marketplace for credit unions by becoming on demand
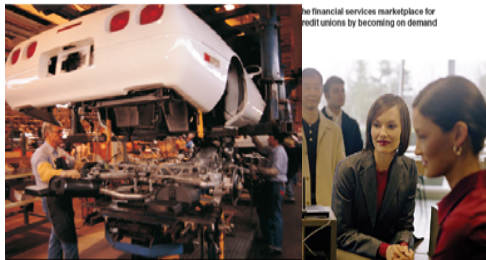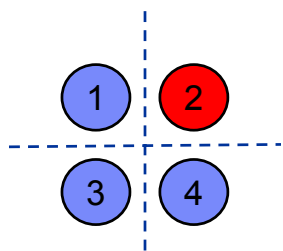
ON DEMAND BUSINESS e-newsletter

Get ON every month

Get the innovative strategies, expert opinions and breakthrough solutions that are turning businesses large and small into winning organizations. IBM's on demand business e-newsletter delivers the insights you need to stay competitive. Sign up now and watch for:

- **The latest advances** in strategy and technology—laid out in clear graphics and jargon-free descriptions.
- Audio and video **success stories** from the companies that are building real business value.
- **Exclusive interviews** with top IBM executives and other visionaries who are transforming the business world.

Sign up now to get the best of the on demand world e-mailed right to your desktop each month.

ON DEMAND BUSINESS
JUNE 2004

TURNING IT ON

On Demand Business gives companies new ways to win

SEE WHO'S ON → View Flash version → Non-Flash
→ Get the Flash plug-in
→ Learn more
→ How to get on

How it works:

UNITE AND CONQUER
The eDiamond grid pits computers against cancer.
→ Here's how

CHIEF FOCUS OFFICER
A new breed of CFO looks beyond the numbers.
→ Learn more

The quick read: Will WiFi kill telecom? / The mainframe turns 40 / SOAs connect
WHY IBM? → Our industry experts can put you on the path to on demand business today.

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PartnerWorld
Key Resources for On Demand Business

The Big Picture

Business Partner Resources for On Demand Business

On Demand Section @ ibm.com/partnerworld

- **<u>On Demand Business web pages include:</u>**
  - One stop for On Demand Business enablement information for Business Partners

  - Content organized by industry

  - Presentations, references, white papers, and tools

  - On Demand Business Usage Guidelines for Business Partners

bm.com/partnerworld → IBM Strategies → On Demand Business

IBM Small and Medium Business Advantage

Incentives for Growth

- Help **Improve Business Partner margin** in SMB & **enable further investment:**
- IBM eServer & Total Storage
- IBM Software – TCI and VAP
- IBM Global Services – new contracts
- IBM PCD SMB-specific PCD incentives

Marketing & Demand Generation

- **Campaign Designer**: "Marketing Made Easy" education tool, updated brand campaigns & SMB Toolkit
- **COMP Market Intelligence**: New marketplace assessment data on SMB trends & directions for Business Partners

Sales Enablement

- Tools & education to enable Business Partners to **sell solutions in SMB**
- New **SMB Industry content**
- New & updated **PWU SMB college** modules including Executive Selling
- **On Demand and IBM Express Offerings**
- **Sales kits** on Wireless, Digital Media, Linux, Business Process Integration for SMB

Teaming for Opportunities

- Helping Business Partners to team, in order to sell solutions
- New **Fast Path Teaming Methodologies**
- **Business Partner Connections** to locate potential teaming firms
- Campaign Designer **co-marketing funds** to encourage joint marketing campaigns

ADVANTAGE IN ACTION | Small and Medium Business Insight and Solutions for IBM Business Partners | IBM.

Hit the Mark With SMBs

ibm.com/partnerworld/smb

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Industry Focus

- **Business Partners need industry resources:**
  - On Demand Business value propositions
  - Key IBM products & services
  - Information on trends, opportunities and competitive weaknesses
  - Increased marketing & advertising in industry-specific media

- **PartnerWorld Industry offerings:**
  - Industry business process maps
  - PartnerWorld Industry Networks for ISVs
  - On Demand sales kits for SMB
  - PartnerWorld University:
    - SMB and Healthcare and Life Sciences Colleges
    - Industry Overviews (SMB college)
    - Industry On Demand Points of View (SMB college)

PartnerWorld
Training and Certification
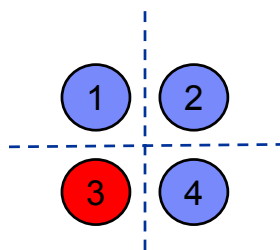
Everything You Need to Build Sales Skills for On Demand Business

ON DEMAND BUSINESS™

PartnerWorld
Training, Certification & Sales Enablement

"There is a 100% correlation between skilled partners and success of the channel." *2001 ChannelCorp Study*

- **Deliver best-in-class skills offerings and tools.**

- **Build and maintain strategic skills in core competencies**

- **Deliver certification programs that:**
  - Demonstrate business value
  - Industry leadership to customers
  - Differentiation from competition

- **Deliver proven solution selling tools:**
  - Engage earlier in the sales cycle
  - Improve win ratio to drive On Demand Business

EV108-062   www.imagesource.com

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PartnerWorld Training and Certification Sites

- **Single point of entry** for training & certification offerings
- Decision-based, step-by-step guided **training paths**
- **Skills Enablement Guide**
- Categorized list of **training resources**
- **Discounts & reimbursements** for strategic education & certifications
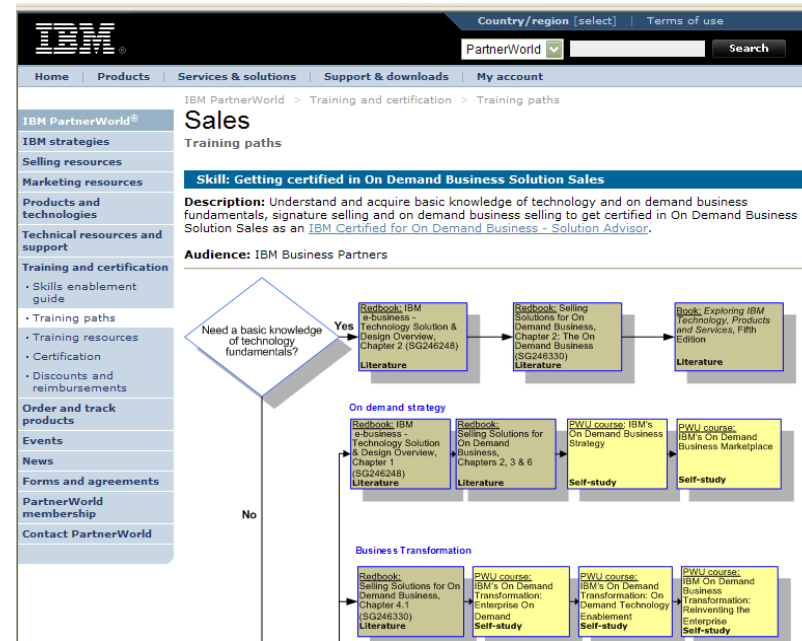
www.ibm.com/partnerworld → Training and certification

- *New* **on demand education from PartnerWorld University**

- *New* **interactive on demand sales training**

- *New* & updated **training paths for on demand & SMB**

- *New* **Customer Business Value education for SMB**

- *New* **"Opportunity Accelerator" education for SSM**

- **Seller Action Play Books & Offerings Guide**

- On Demand Business Modules in **KYI**

New

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- **Interactive Sales Training for On Demand Business**
  -- e-Learning Course
  – Scenario-based learning experience
  – Practice & apply knowledge in real life client settings
  – Recognize On Demand Business Opportunities
  – Select the right Solutions
  – *Planned availability – 1Q 2005*

- **New and updated training paths**

- **Sales support offerings**
  – Seller Action Play Books
  – Offerings Guide

Availability dates for new course offerings are subject to change without notice.

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Know Your IBM (KYI)

for partner individuals
Incented Online education

3 On Demand Business modules
- Introduction to On Demand
- Uncovering new opportunities with On Demand Business
- Win with Financing & IBM On Demand

German, French, Italian, English

Incentives: Earn points per successful finalized education module and exchange them for rewards from the catalogue

Know Your IBM portal

IBM. Introduction to On Demand

ON DEMAND BUSINESS™

Module 1:
Introduction to On D
Release Date:

Pg. 1 of 20

Know your IBM >

KYI eServer and TotalStorage - UK

Know Your IBM and join us in South Africa

Welcome

News

Fly High with KYI (Know Your IBM)

Join us at the Zimbali Lodge in Durban - Africa's seaside playground with golden sands, lush tropical scenery and seawater warmed by warm Indian Ocean currents.

Click here to view the latest KYI success story with TCD SpA

TotalStorage High Availability Solutions for Medium Enterprises

www.ibm.com/partnerworld/knowyouribm

PartnerWorld University
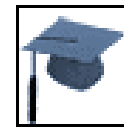
Builds **sales, marketing, technical, business management, product & solutions** knowledge

No charge, Web-based education

Here's what's new!

More SMB

More on demand business (30 new modules) & industry education

New Colleges:

–Professional Certification

–Accessibility

Increased functionality, user friendliness & easier access

–IBM Systems & Technology Group Colleges integrated for seamless access

–Integration of Life Sciences University

www.ibmweblectureservices.ihost.com/pwu

IBM Top Gun Training for On Demand Business

2 Different classes for On Demand Business:

e-business Hosting Sales Mastery Top Gun

– IBM's mid-market e-business Hosting strategy & offerings

On demand Operating Environment Top gun

– Position your server, SW & services sales skills within the context of on demand to increase sales

- Find SSM **under Sales Skills**

- **3 levels of learning**:
- SSM Base
- Opportunity Acceleration
- Mastery Exam

- **Course Descriptions**

- Opportunity to **provide Feedback** to IBM

And what do our Partner say? SSM Testimonials

- **SSM Works**!

- Business Partners believe in it!

- Passing the Mastery Exam counts as 1 sales skill towards Advanced or Premier Partner status

2,142 individuals registered for the SSM e-Learning module in 2004

Opportunity Accelerators e-Learning Course

Offers refresher of SSM

Explores **why opportunities stall**

Learn how to use the sales aids to **get your opportunity "back on track"**

Master the "**Difference Makers**"

Available **on-line** or as a **download**

English only - today

PartnerWorld Selling Resources

- **Single point of access for sales information & tools**

- **Positions sales resources within context of selling**

- Features **Assessment Tools** for On Demand Business

- Enables access to **SMB-specific sales tools**

- **Quick Link to sales training offerings**

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Selling Resources - Sales Enablement Guide

- **Aligns sales tools & offerings to SSM steps**

- Description of **activities by SSM stage**

  - From a customer's perspective

  - From a seller's perspective

- Serves as **roadmap to guide you through the sales cycle**

Assessment Tools for On Demand Business

Suite of on-line sales tools:
- Identify & increase opportunities
- Assist customers to be successful in their industry

Benefits:
- Accelerate sales cycle
- Engage clients earlier
- Improve win ratio

Assessment Tools education available in PartnerWorld University "Tools College"

Assessment Tools for On Demand Business

Opportunity Identification & Growth
- Create a **plan to increase opportunity pipeline** by an average of 30%
- Use **client financial data to map to key business initiatives** & industry business drivers, uncover new opportunities
- **SSM steps 1- 4**; align opportunity plans with customer business initiatives
- Advanced & Premier IBM Business Partners

IBM Profiler for On Demand Business
- **Assesses states of e-business adoption**
- Use with line of business & **C-level executives**
- **SSM step 1-3**; identify current stage of e-business adoption & benefits of moving to advanced stages
- All IBM Business Partners

Competitive Advisor
- **Assesses business competitiveness based on financial benchmarks**
- Use with line of business and **C-level executives**
- **SSM step 1**; **build relationship & identify pains and areas for solution opportunities**
- Advanced & Premier IBM Business Partners

e-business Collaboration
- Assesses **state of business practices & supporting applications**
- With line of business and **C-level executives**
- **SSM steps 2-4;** for established relationships or to extend the engagement adding additional or new functionality
- Using current Business Process functionality to drive End-to-End Solutions
- All IBM Business Partners

Automation Assessment Tool
- **Assesses autonomic computing capabilities** & business value of an autonomic computing strategy for the customer
- With customer **C level executives**
- **SSM steps 2-7**; to **influence technology decisions** that sa on operational costs and establish a foundation for on deman computing
- All IBM Business Partners

Integration Assessment Tool *(coming in 2005!)*
- **Integration of business processes, people & information**
- **Defines the business value of an integration strategy** & helps to establish an integration roadmap
- Assess current level of integration
- With customer **C-level Executive, SSM 2-7**
- All IBM Business Partners

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IBM's On Demand Business Assessment Tools.

… help accelerate sales !

Building the relationship	Exploring opportunities	Describe capabilities	Articulate IBM Value	Develop Solution	Close the Sale	Meet customer expectations

Creating Opportunities   **Winning   Opportunities!!!**

Competitive Advisor

e-business Profiler

Opportunity Mining

Automation Assessment Tool

e-business collaboration

Sales Cycle Stages of Signature Selling Method (SSM)

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- **Deep-dive sales tools webinar**
  - Understand the positioning and functionality of each of the tools

- **Automation Assessment Tool workshop**
  - understand how to use "AAT" to drive revenue with your clients

- **Opportunity Identification and Growth Workshop**
  - uncover and build opportunity plans for key clients or territories

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Country/region [select] | Terms of use

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IBM PartnerWorld > Selling resources > Identify opportunities

IBM PartnerWorld®

IBM strategies

Selling resources
· Sales enablement guide
· Identify opportunities
· Industries and solutions
· Configure, price and propose
· Financing
· Sales incentives and promotions
· Customer references and presentations
· Sales skills

Marketing resources

Products and technologies

Technical resources and support

Training and certification

Order and track products

Events

News

Forms and agreements

PartnerWorld membership

Contact PartnerWorld

Identify opportunities

On Demand Business workshops for Business Partner sales teams

On Demand Assessment Tools are a suite of tools designed to help sales teams engage earlier in the sales cycle, increase opportunities, shorten the sales cycle, and improve their win ratio. Find out how you can register for any of these personalized workshops:

Deep-dive Webinar - Take a deep dive into the On Demand assessment tools to understand the functionality of each of the tools, how they work and provide value to you towards helping you drive revenue.

Contact Robin Walters at rwalters@us.ibm.com

One-day Opportunity Identification and Growth workshop - Uncover opportunities and build an opportunity plan with your top clients. An IBM specialist will work with you to uncover and build an opportunity plan with a Business Partner's sales team and their clients. The IBM specialist will help you identify the opportunities, determine the calls, actions, activities and general next steps to drive those opportunities to closure.

Contact Wayne Johnson at wayneaj@us.ibm.com

One-day Automation Assessment tool workshop - An IBM specialist will work with you to help you understand how to drive revenue with your clients. With the use of the **Automation Assessment tool**, we will explore various areas of your client's IT infrastructure and provide recommendations on the hardware, software, and services that can be sold to help transform the IT infrastructure into being more autonomic — self-predicting, self-configuring, and self-healing. This workshop also provides recommendations and guidance on the value of autonomic computing to your client.

Contact Ylonne Swails at ylonne@us.ibm.com

Welcome
→ Update your profile
→ Frequently asked questions

Work with Busine Partners
→ Find an IBM Busine Partner
→ Find a solution
→ Team with other Business Partners

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On Demand Business Executive Workshops

- **1 day workshops, BP C-level executives & their IBM Relationship Manager**
- **1:many format (up to 10 Business Partners) or 1:1**
- **No-cost for BPs**
- **Agenda includes:**
  - Understand the On Demand strategy & it's benefits for partners & clients
  - Tools & materials to be used to make On Demand real for clients.
  - Enable you to build an action plan for you to get started with ODB opportunities
- **On invitation only**

Check with your local Relationship Manager for workshops in your Country & the possibility to attend

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IBM Certified for On Demand Business
Professional Certification

Certified for
IBM | **ON DEMAND BUSINESS**

:

Prepares sales and marketing people to help the customer determine how they will transform their business

Prepares and validates the IT architect who will design the implementable e-business solution
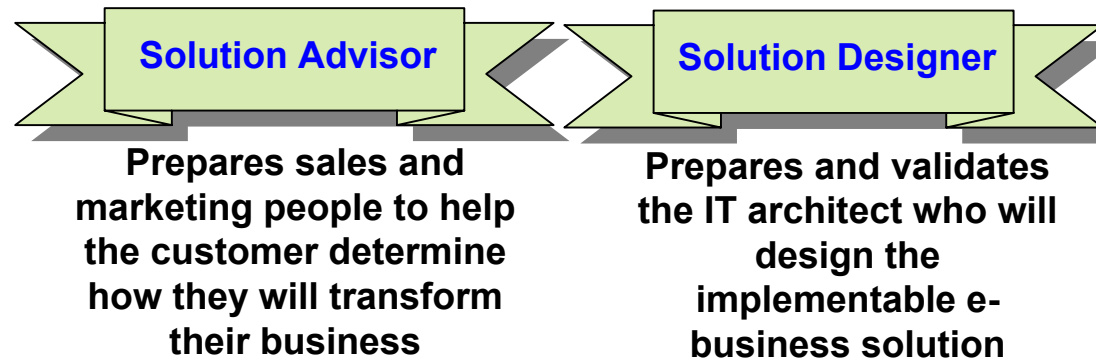
Solution Advisor Certification

- Announced September 2004
- Sales Study Guide -*SG246330*
- Training Roadmap
- Learn more –

www.ibm.com/certify

Solution Designer Certification
– Update 1Q'05

Audience:

IBM PW Business Partners
- Resellers / Solution Providers
- Consultant & Integrators
- ISV's

IT Professionals
- Customers, Consultants, IBMer
- Educators (Scholars program, Schools of Business)
- Anyone who wants added credibility in the workplace!

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IBM On Demand Business
Accredited Business Partner

Benefits

Qualification Criteria

- Advanced or Premier IBM Business Partner

- Must have **certified individuals** OR a **verified customer solution** on IBM technology

- **Two customer references** for internal or external promotion

- Agree to be **publicized**

- Documented On Demand **marketing plan** in PartnerPlan

Marketing Communication	Included in promotional communications to IBM teams.
IBM ON DEMAND BUSINESS Accredited-Business Partner	Use of the On Demand Business logo.
Sales Enablement	On Demand Business sales enablement resources
Generate Demand with Campaign Designer — Constant Contact	Campaign Designer incentive and Constant Contact email service
Membership in online community	On Demand Accredited Business Partner community: - Entitled information - Collaboration opportunities - Sales and marketing guidance

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Some Business Partners already made it with On Demand Business…

Beacon Awards
EMEA Finalists
On Demand Business Category

On Demand Business Innovative solution: **Digital Union** (UK)

Best pSeries On demand Solution : **Faritec** (South Africa)

Best IBM Totalstorage On Demand solution : **Overlap** (France)

Best IBM xSeries On Demand solution : **Qurius** (France)

Best IBM zSeries On Demand solution : **Overlap** (France)
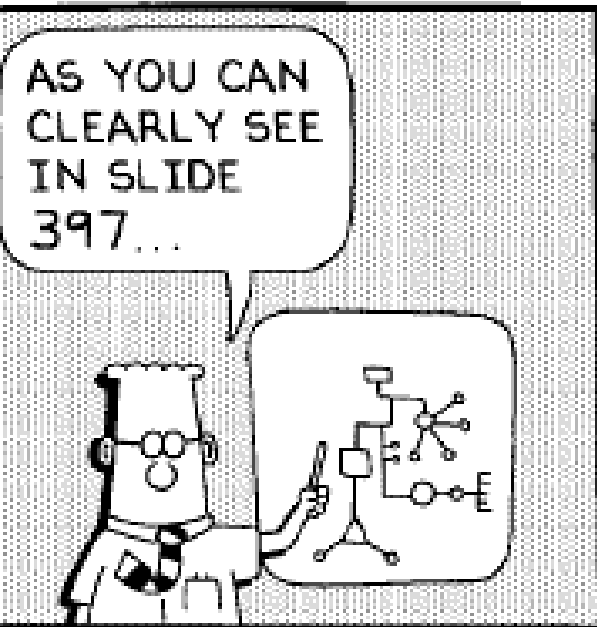
Create Your Plan
to Accelerate Your Sales Skills

1	2
3	4
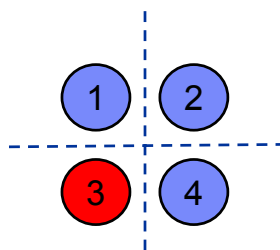
Putting It All Together

ON DEMAND BUSINESS™

Steps to Accelerate Your Sales Skills for On Demand Business

Familiarize yourself with IBM's On Demand Business Strategy; understand your company's strategy & key partnerships
www.ibm.com/partnerworld → IBM Strategies → On Demand Business

Explore Training & Certification section of the PartnerWorld Web site; follow training paths & leverage sales education, training & tools
www.ibm.com/partnerworld → Training & Certification

Explore Selling Resources & the Sales Enablement Guide; watch flash overviews & learn which sales tool for on demand business suits your needs
www.ibm.com/partnerworld → Selling Resources

Discover the wealth of On Demand Business education modules in **PartnerWorld University**
www.ibmweblectureservices.ihost.com/pwu → Sign in → On Demand Business College

Create your personal skill development plan

Validate your skills: Achieve SSM Mastery level, become a Certified for On Demand Business-Solution Advisor
www.ibm.com/certify

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You can start immediately !

- Visit the **PartnerWorld Pedestal** in the Solution Center

- Consider how you will take advantage of **IBM's suite of SSM Offerings**

- Follow the **recommended steps to accelerating sales skills**

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Other STGU Business Partner Sessions

Session Title	Session	Day	Time	Room
Technical Support & Enablement	CB 94	Tuesday, January 25	12:00-13:15	CCIB 112
EMEA BP Programs, Tools & Directions	CB 90	Tuesday, January 25	14:30 to 15:45	Sagrada Familia
Mastering BP Relationships (IBMers)	CB 93	Tuesday, January 25	16:00 – 17:15	CCIB 114
Small & Medium Business Marketing	CB 95	Tuesday, January 25	16:00 – 17:15	Princess 1 & 2
Professional Certifications	CB 92	Wednesday, January 26	09:00 -10:15	Sagrada Familia
PartnerWorld Program	CB 91	Wednesday, January 26	17:45 – 19:00	Princess Forum

Unable to attend all?
Be sure to visit "Systems Sales" via the PW Web site to download!

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Thank you !

pat.scherzer@fr.ibm.com

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