



IBM's Small and Medium Business  
Advantage Initiative

# IBM's Small & Medium Business Advantage

January 2005




*How can SMBA help you ...?*

- 1. Quickly Assess the Market Opportunity**
- 2. Fill the Pipeline**
- 3. Effectively Engage the Client**
- 4. Add Value to the Deal**
- 5. Close the Deal**



***In General or Industry-Specific Context!***

## How can SMBA help you ...?

- 
1. Assess the Market Opportunity
  2. Fill the Pipeline
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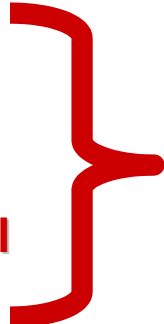
# Squeeze the sales cycle!

- Increase revenue and deliver faster ROI
- Reduce expense and financial risk
- Better manage sales assets
- Limit liabilities

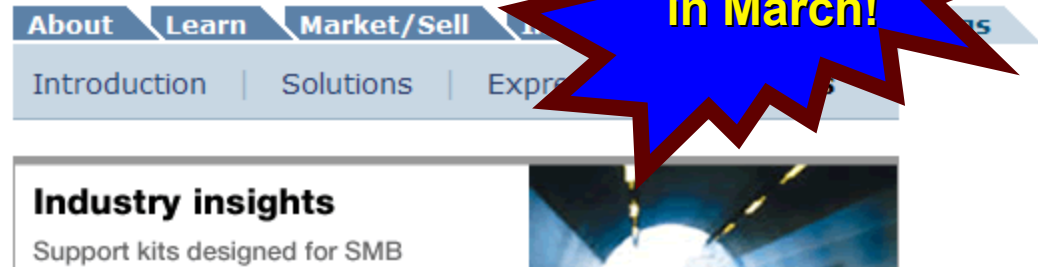
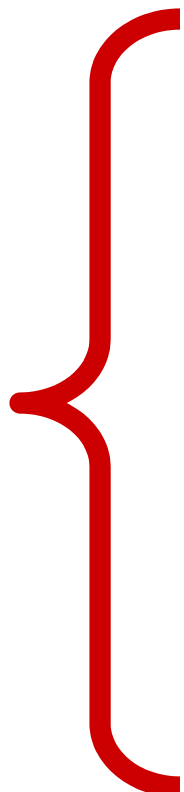
How can SMBA help you ...?

# 1. Quickly Assess the Market Opportunity

**Marketplace info**  
**Competitive info**  
**Revenue potential**



Banking  
Wholesale  
Retail  
Automotive  
Healthcare  
Fabrication & Assembly  
Life Sciences  
...and more to come

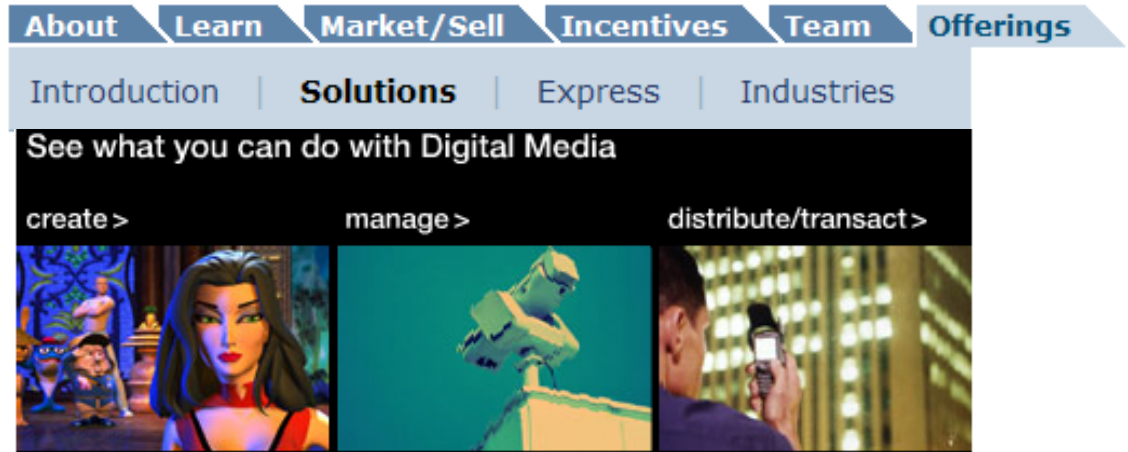
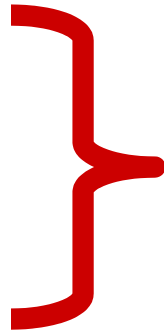


- **Industry Market Analysis**
- **Marketplace opportunity**
- **Market segments**
- **Industry IT budget levels**
- **Key issues facing the industry**
- **Factors that affect profitability**
- **Environmental trends**
- **Key business imperatives**
- **IT investment areas**
- **Concerns by executive level**

*How can SMBA help you ...?*

# 1. Quickly Assess the Market Opportunity

**Marketplace info**  
**Competitive info**  
**Revenue potential**



## Emerging Business Opportunities

Digital Media  
 Wireless  
 Business Process Integration  
 Linux  
 ...and more to come



**Incentives**  
**Solutions**  
**Resources**  
**Case Studies**

*How can SMBA help you ...?*

## 2. Fill the Pipeline

**Leverage IBM marketing materials**

**Leverage IBM campaigns**

**Leverage IBM sales and marketing infrastructure**

**Leverage other IBM Business Partners**

- **Marketing Campaign support**
- **Event support**
- **Success Stories and References**
- **Presentations, webcasts, collateral etc**
- **Field sales support**
- **Opportunity Accelerators**

About Learn Market/Sell Incentives Team

**IBM** gives Business Partners the tools to market, sell and succeed.



**Campaign Designer**  
**Encore Event Solutions**  
**PartnerPlan**  
**Customer-facing Materials**  
**Territory Partner Contacts**



*How can SMBA help you ...?*

## 2. Fill the Pipeline

- Leverage IBM marketing materials
- Leverage IBM campaigns
- Leverage IBM sales infrastructure
- Leverage other IBM Business Partners**



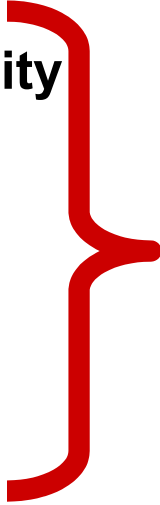
- Comprehensive teaming tools for creating teaming relationships.
- Interactive tutorial providing a fast path teaming methodology.
- what else??

- Business Partner Connections**
- Fast Path Teaming Methodology**
- Case Studies**
- References**

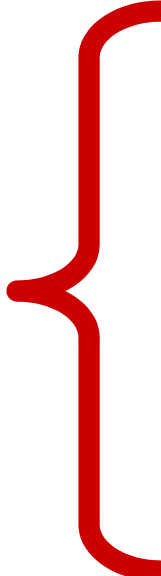
*How can SMBA help you ...?*

### 3. Engage the Sales Opportunity

- Understand the business pain
- Identify and articulate the solution
- Map the offerings to pains
- Articulate offering capabilities
- Assess the financial situation



- Virtual Innovation Center
- PartnerWorld University
- IBM Competitive Selling classes
- Small and Medium Business College
- PC Institute
- IGF Business Partner University
- IBM Campus
- Small Business School
- Professional Certifications



- SMB general education:**
- Marketing
  - Sales
  - Technical
    - product
    - solution



## How can SMBA help you ...?

### 3. Engage the Sales Opportunity

Understand the business pain

Identify and articulate the solution

Map the offerings to pains

Articulate offering capabilities

Assess the financial situation

- Signature Selling Method
- Solutions Builder Express
- On Demand Assessment Tools
- Know Your IBM
- ThinkVantage ISV Initiative
- IBM eServer Solution Connection
- FinListics ValueMANAGER ONLINE

About

Learn

Market/Sell

Incentives

Team

**IBM** gives Business Partners  
the tools to market, sell and succeed.



**Focused  
marketing and  
sales education**

## How can SMBA help you ...?

### 3. Engage the Sales Opportunity

Understand the business pain

Identify and articulate the solution

Map the offerings to pains

Articulate offering capabilities

Assess the financial situation

- Industry process maps
- Industry qualification questions
- Industry sales briefings
- Industry on demand sales kits
- Express Portfolio of Offerings mapped to industry-specific business pain

About

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IBM gives Business Partners the tools to market, sell and succeed.



**Industry-specific sales, marketing and technical education**

*How can SMBA help you ...?*

## 4. Add Value to the Deal

- **Identify value-add opportunities**
- **Articulate the value proposition**
- **Build value-added solutions**



### Offerings

- Express Portfolio of offerings
- Emerging business opportunities
- Industry solutions for SMB



ServiceSuite

Hardware Maintenance

Warranty Upgrade, 24X7

SmoothStart

Learning Services

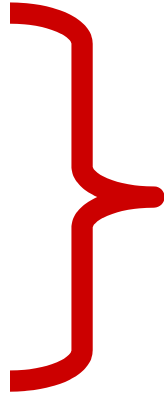
IBM Education Pack - online account

Add Express software to the deal

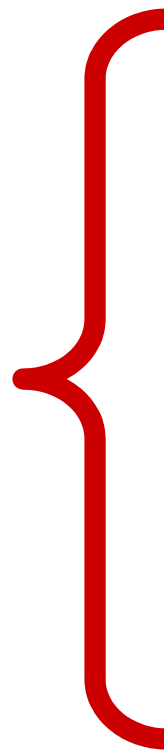
*How can SMBA help you ...?*

## 5. Close the Deal

- **overcome budget objections**
- **make proposed IT solutions more affordable**
- **Working capital benefits for YOU due to faster settlement**



### IBM Global Financing offerings



- Many Competitive financing solutions
- Easy to use tools and sales support
- Hardware, software and services, both IBM and non-IBM can all be included in the financing agreement
- Provide IBM Certified Used Equipment™

#### IBM Financing Advantage

Streamlined process for under \$100K transactions, easy to administer

Competitive rate structure

1 hour contract delivery for US eServer BPs (92% of deals since Sept. turned around in under 1 hour)

New offline proposal tool

For more information: [http://www-  
.ibm.com/financing/partner/tools/smbtool.html](http://www.ibm.com/financing/partner/tools/smbtool.html)

*How can SMBA help you ...?*

## Make more money with special incentives:

[About](#)[Learn](#)[Market/Sell](#)[Incentives](#)[Team](#)[Offerings](#)

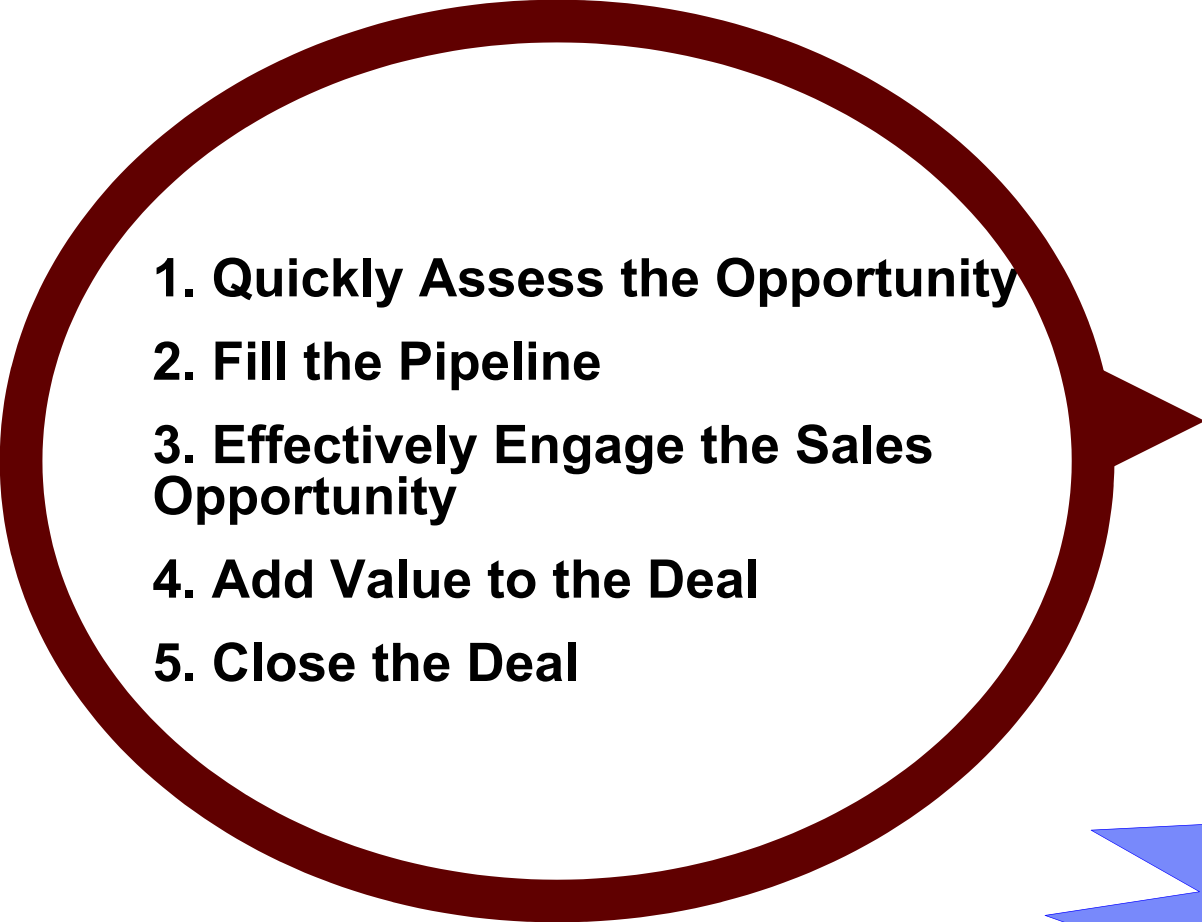
### Speed up profits

Apply for incentives today!



- **IBM iSeries and pSeries ServiceSuite hardware maintenance 2004 Business Partner incentive**
- **IBM xSeries Express models 2004 Business Partner incentive**
- **xSeries 2004 Business Partner Small and Medium Business incentive modification**
- **IBM xSeries 2004 Business Partner new customer incentive modification**
- **IBM Small and Medium Business growth incentives**
- **IBM TotalStorage Business Partner incentive**

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Squeeze the Sales Cycle

Get Faster ROI

Make more money!



**Thank You!**