



IBM Software Group

Working with the In-Laws / 2008 AG Business Partner Channel Program

zSeries Software

July 2008



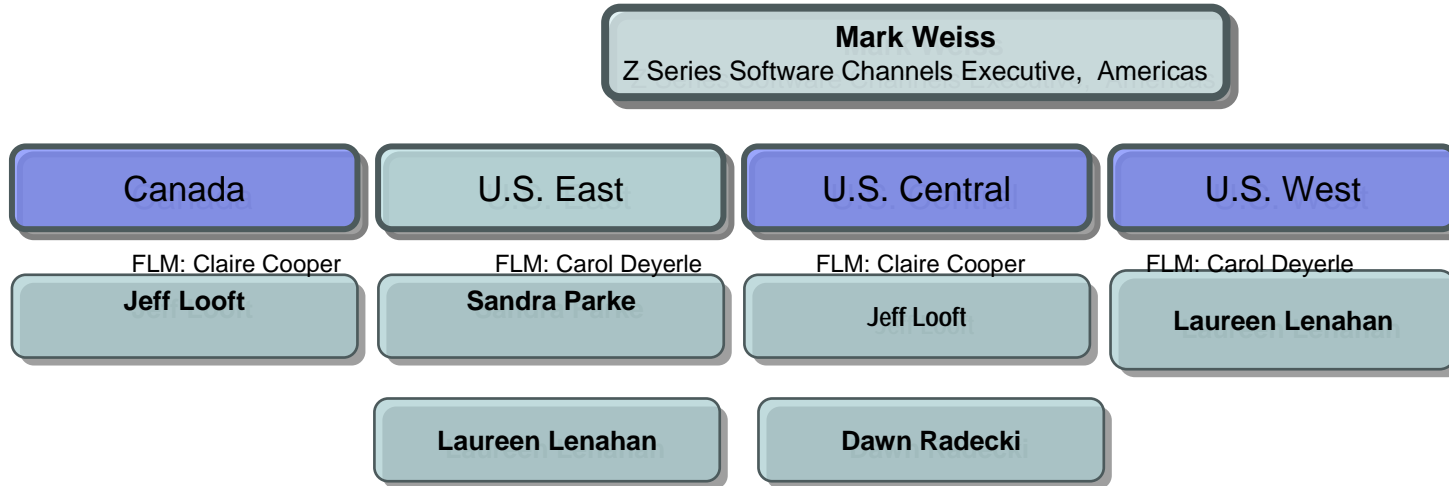
ON DEMAND BUSINESS™

Role responsibility

- ▶ Drive incremental Systems z revenue/profit through the BP channel.
- ▶ Keep all of us out of jail.



Z Series Software Channels Organization Chart



Team Structure

▶ **AG zSSR-BP Team:**

- ▶ MAINLINE
- ▶ LOGICALLIS, CANADA(GH/NP)
- ▶ CORNERSTONE, SIRIUS, VICOM
- ▶ MSI, LRS, FIDELITY, ARROW

Sandra Parke

Jeff Looft

Laureen Lenahan

Dawn Radecki



zBP Quiz



zBP Quiz

- 1) It is perfectly acceptable and desirable to inform a business partner that they should not be engaging at a customer if there is enough coverage from IBM at the account.



zBP Quiz(cont)

- 2) The account team should feel comfortable informing the BP what to sell the Systems z products at as to maximize both IBM and the BPs profitability.

zBP Quiz(cont)

- 3) BPs are not allowed to participate in ELAs(SROs and ESSOs).

zBP Quiz(cont)

- 4) The IBM team should be reviewing the BP special bids to insure the System z bids are appropriately reflecting the correct products and agreed to discounts.

zBP Quiz(cont)

- 5) If a BP is working a deal but it ends up going through IBM(direct), there are still ways we can compensate the BP.



zBP Quiz(cont)

- 6) The IBM team's compensation is not negatively affected by any sale made by a BP within GB(SMB).



zBP Quiz(cont)

- 7) The average margin a BP receives is usually 15% or greater.

zBP Quiz(cont)

- 8) BPs cannot compete against IBM for the same Systems z products at an account.



zBP Quiz(cont)

- 9) When the customer requests a higher end user discount(or requests a bottom line price) and the BP is working closely with IBM, it is acceptable (for the IBM team) to ask the BP to reduce their margin in a “share the pain, share the gain” philosophy.



zBP Quiz(cont)

- 10) If and when you have a question and a BP is engaged, who are you going to contact?



BP Summary

- When in doubt, PLEASE call!!!
- So much easier to present guidance then to post bail.
- Make sure you know the focal points for the BP team.
- There are almost always ways to help you accomplish what your objective is. Talk to your mgr, to my team or to me.

