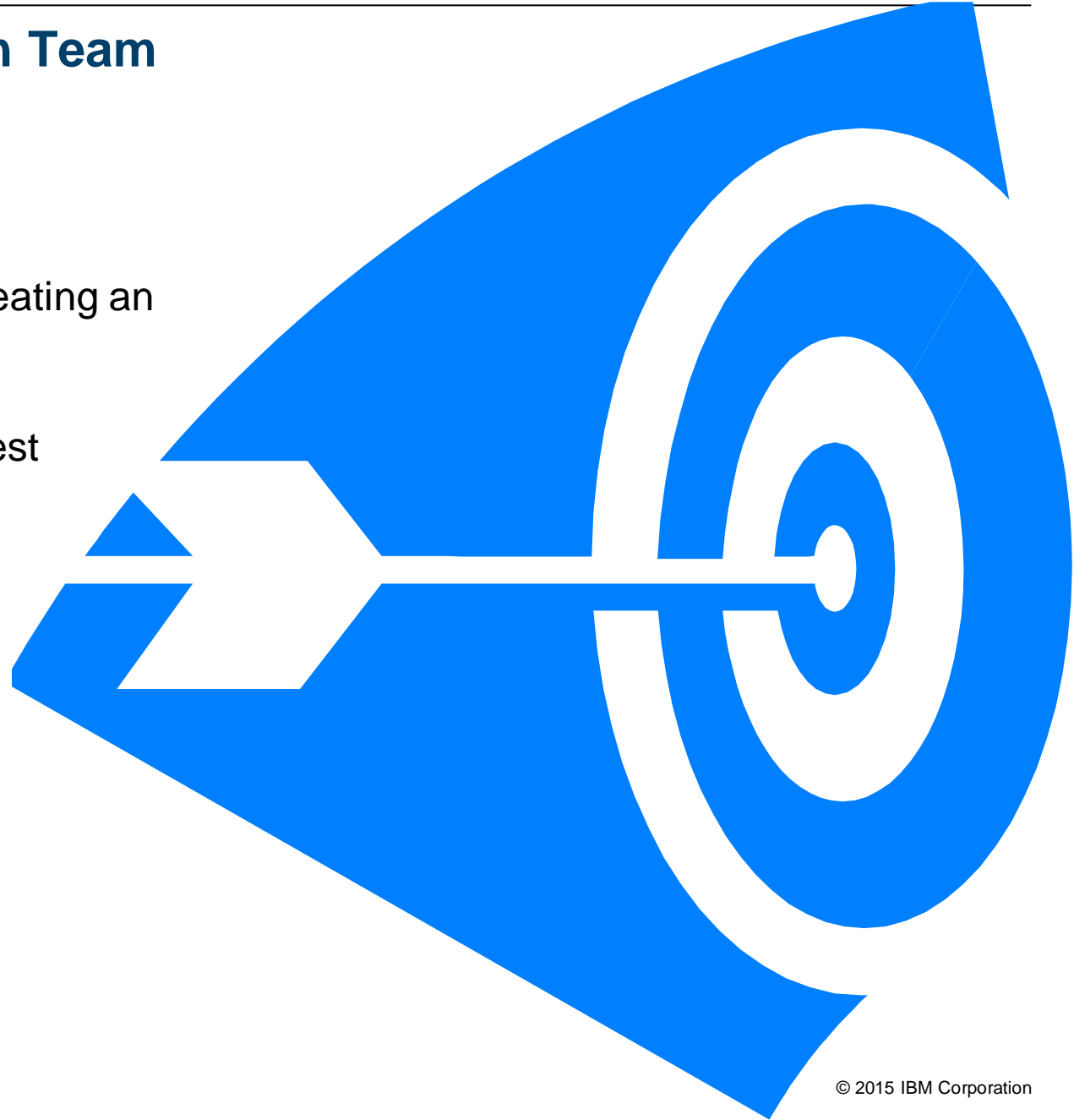# Building the Solution Team
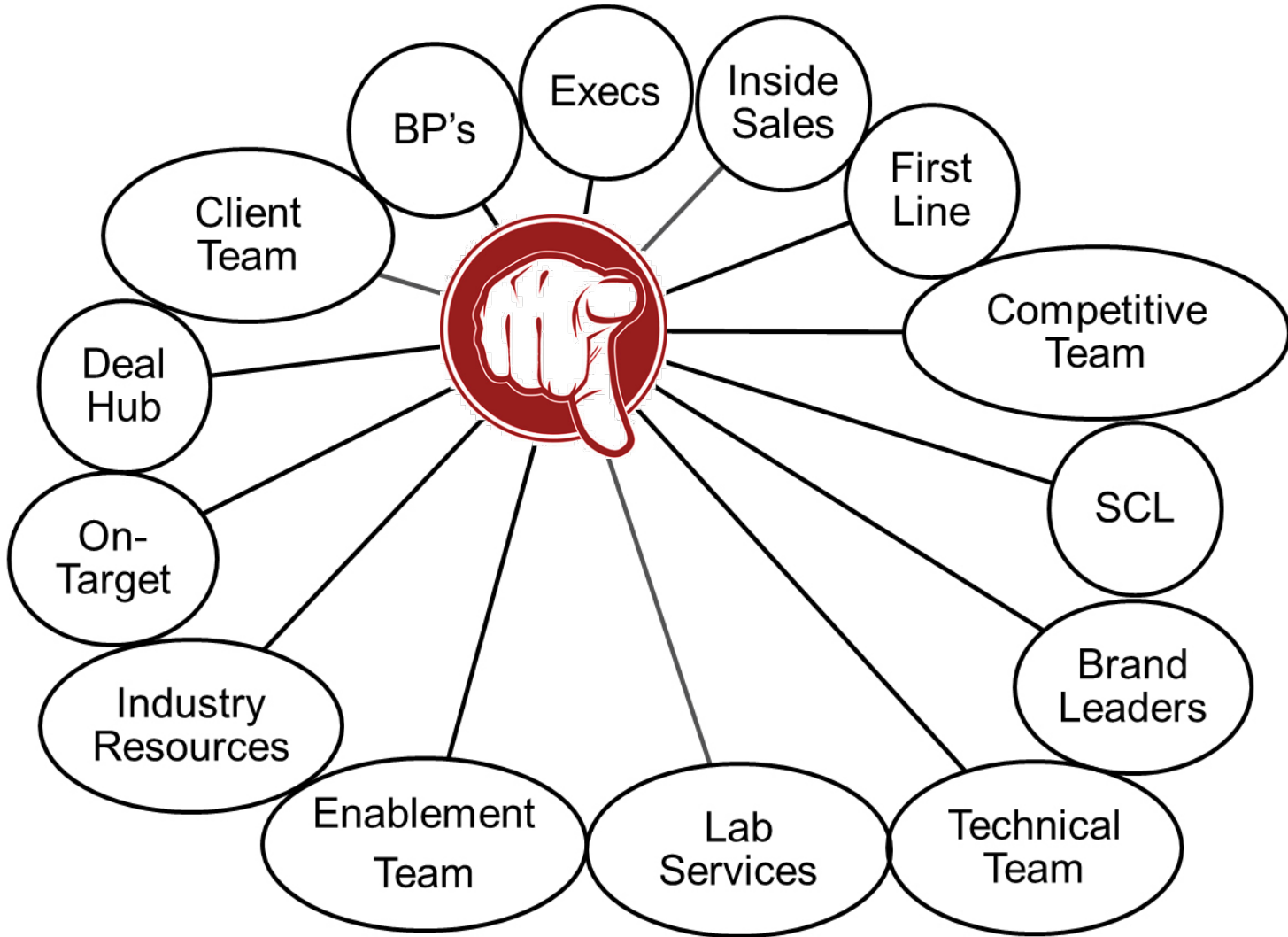
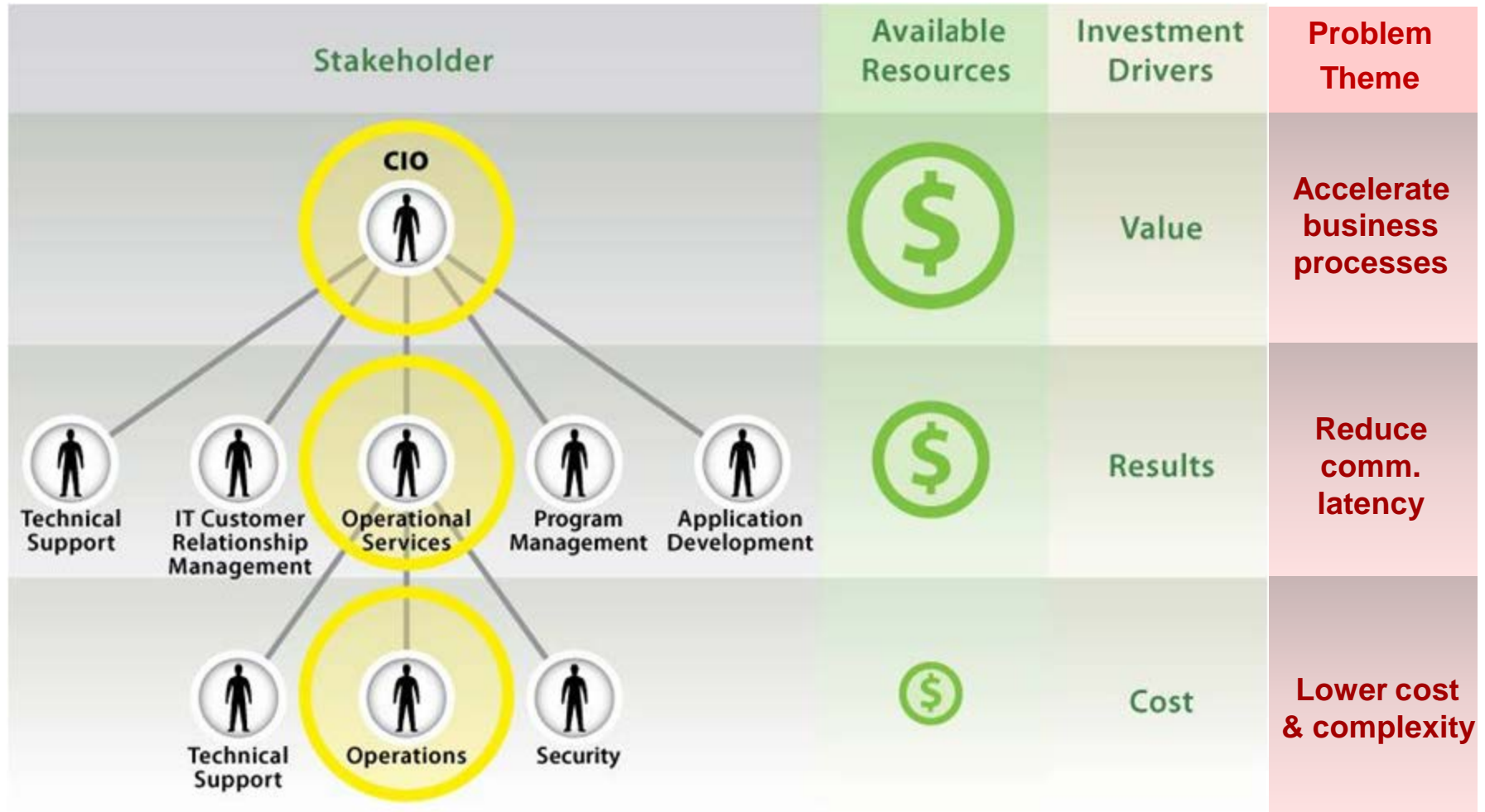# Building the Solution Team

Objectives

- Identify the steps for creating an industry solution team

- Identify the tools and best practices for finding teammates

You are the CEO of your own business

IBM®

Different goals, different buyers

Who are you going to call?

Contact your Business Unit Specialist

- For single brand or point product sales rep

Contact your zArchitect

- Will be able to quickly identify the different components of the solution and determine if it is a viable solution

- Can coordinate SMEs from different areas to work together on a complex solution

- Might have recommendations for resources that he or she has worked with in the past

then

Contact your SCL

- Once you have determined the solution is viable, you should discuss it with the SCL to ensure your solution is in alignment with the client team's strategy for the account.

There are several online tools available to help you find resources…

ResourceMapper

How can you quickly find the right resource in IBM?

- If you need to know who is on the IBM sales team covering a particular customer, use **ResourceMapper**

- You can find resources based on account name, country, coverage ID, client ID, INAC, or coverage type, plus some optional filters.

- ResourceMapper is a **global tool** that helps identify all IBM sellers and sales leaders on a commission plan who are assigned to cover a particular client.

- ResourceMapper is a self-serve tool that uses up-to-date territory information from the WW Field Management System (FMS) Territory Analysis database as the trusted source.

ResourceMapper tool demonstration

Resources assigned to the account – note that there are 253 resources assigned to Walmart Stores.

SmallBlue

Do you sometimes find yourself in a situation in which you need specialist advice or information but do not know who to ask? SmallBlue can help.

SmallBlue is a collaboration toolset that enables you to find colleagues from among your existing network of contacts and from the wider IBM organization who are likely to be knowledgeable in subject areas that interest you. SmallBlue can also suggest social paths to help you reach out to those colleagues quickly.

Search results in SmallBlue

z Systems Growth Solutions Teams

The z Systems Growth Initiatives & Solutions team is responsible for driving upside revenue ("lift" and "shift") in the areas of analytics, cloud computing, security, and mobile among both existing z Systems customers and new z Systems customers. **We are interlocked with teams across IBM** to bring offerings to market in these areas that leverage the **differentiating characteristics of z Systems**.

# Engaging resources from GTS and GBS

- To locate GTS or GBS resources, first contact your Client Executive. He or she will know who the GTS/GBS contacts are for the account.

- If you encounter a problem with this approach, contact the Smarter Planet industry solutions team, but contact your Client Executive first.

IBM Global Business Services

The right consulting partner to thrive in a complex world
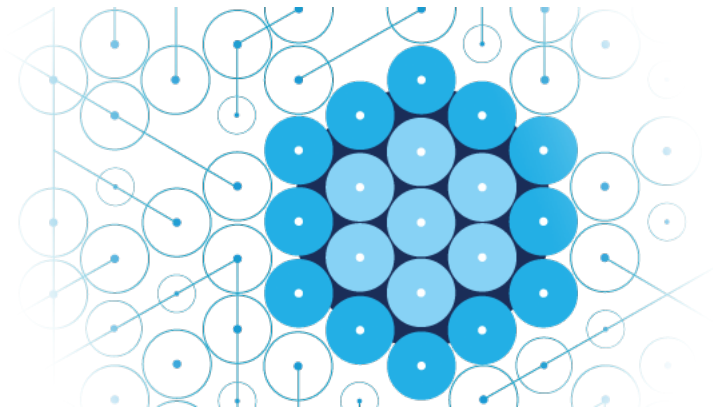
IBM z Success Wire

▪ Another resource is found in your IBM Notes® inbox, z Systems Software Success Wire. It provides you with the latest success stories led by other z Systems sellers.

SUCCESS WIRE
Anatomy of the win: IBM z

March 2015

Gruppo Bancario Iccrea

Consolidating on z Systems for Growth

In a banking market with escalating competition, Iccrea Banking Group required a new approach to providing IT services to its cooperative of credit banks. High quality IT services with more agility, reliability, security and velocity were key.

Client: Iccrea Banking Group
Period Rev.: 138k€
IBM Contact: Claudio Rembhi

▪ Besides providing the details of the deal, it includes the team members who made it possible. For example, this analytics opportunity involved a large team to make it happen.

▼ **Winning Team**

IBM Sales Team:

Giuliana Ciavaliere: Client Executive
Carlo Ciolfi: zSSR
Daniela Duca: SCL
Vittorio Rinaldi: WebSphere System z Sales Tiger Team Europe IOT
Giancarlo Rochester: CICS tools Technical Sales and Solutions
Giovanni Creato: CICS tools Technical Sales and Solutions
Giuseppe Oliveri: Software Client Architect
Fabrizio Geranzani: Z SW Architect
Amintore De Nardis: PD Tools Technical Sales

Business Partner
Cosmic Blue Team

Client Stories (Mobile)

Conversations by 01Click

Know on the Go is a tablet and web app that helps IBM sellers learn about and present the right solutions to clients.
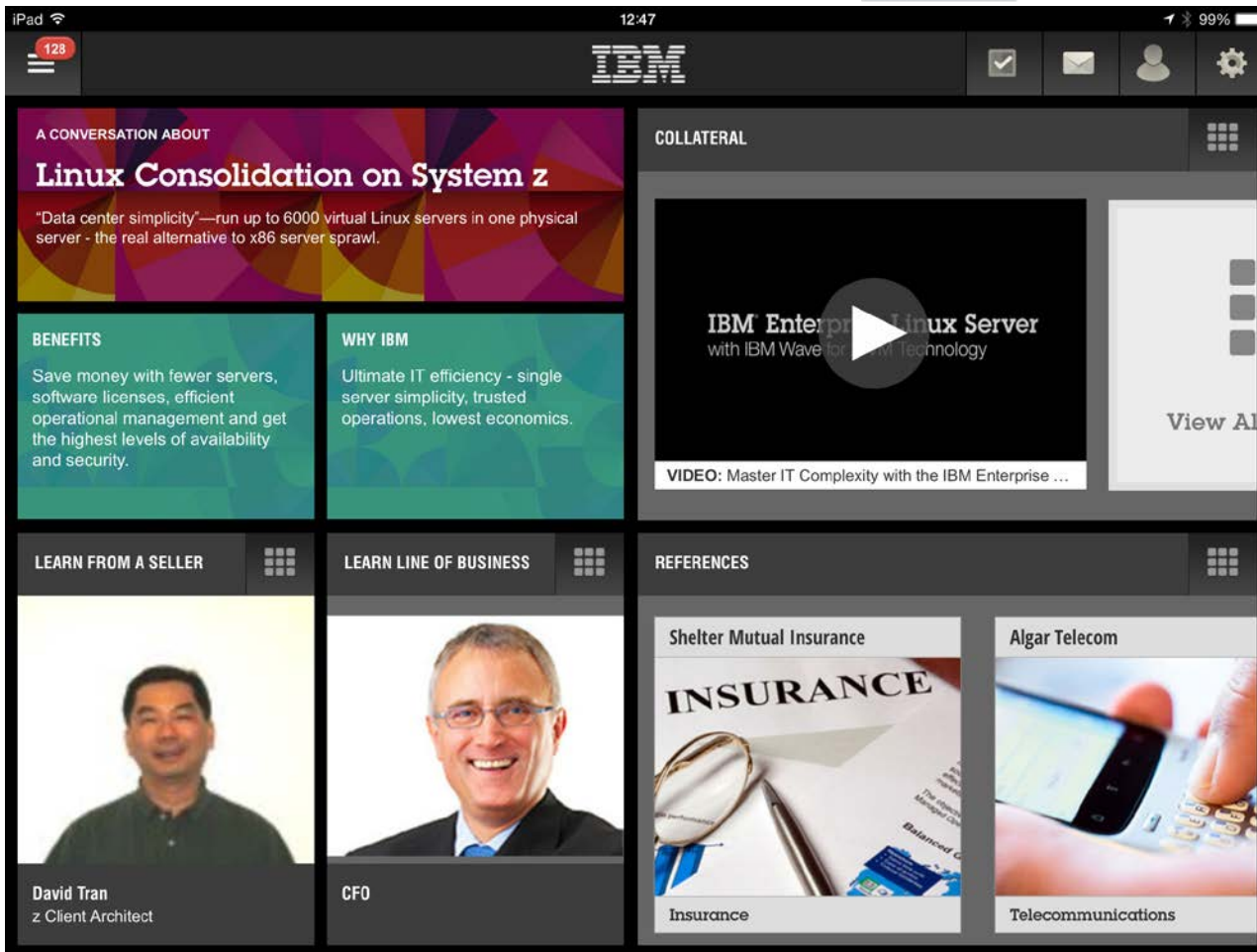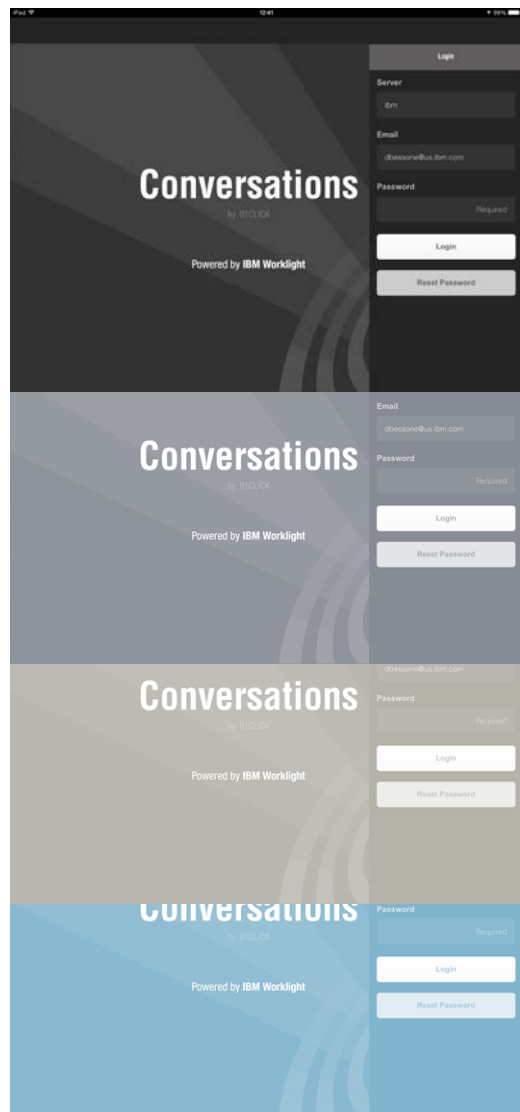
Faces

IBM Expertise

Find other IBMers based on their clients, industry experience, name, skills, and much more.

And there's an app for that!
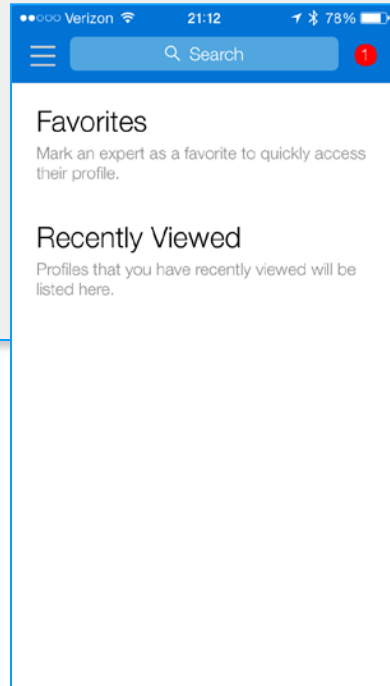
Toolbox

ResourceMapper

SmallBlue

z Systems Growth Solutions Teams

GTS/GBS

IBM z Success Wires

Client Stories

Conversations by 01Click

Faces

IBM Expertise

Challenges of building a solution team

- As a rule, teams should not have more than 10 people.

- Are resources available?

- Is there budget for travel? (Who must travel, and when?)

- Justify why you need this particular resource on your team. You will need to convince the resource and his or her manager.

- You will need to follow up with your team regularly with status updates and progress.

- You are accountable to all the members of the solution team and their management. They are expecting to win the deal.

Remember, you are paying for these resources... maybe not in money, but in time and energy.

IBM.

Key learning points

- The first step in creating an industry solution team is to discuss it with your zArchitect or brand specialist. Both can help you identify the components of the solution.

- Discuss your solution with the software client lead before creating a team to ensure your solution is in alignment with the client team's account strategy.

- There are several ways to find teammates on the account team, through networking with other sellers and architects.

- You can also use available online resource tools such as
  - ResourceMapper
  - SmallBlue
  - IBM z Success Wire
  - z Systems Growth Solutions Teams
  - Client stories
  - Conversations by 01Click
  - Faces
  - IBM Expertise

- Contact your Client Executive to identify the GTS and GBS contacts for the account.

Thank You!

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