

#### IBM Software Partner Academy

# WebSphere – Sales Plays & aktuelle Angebote

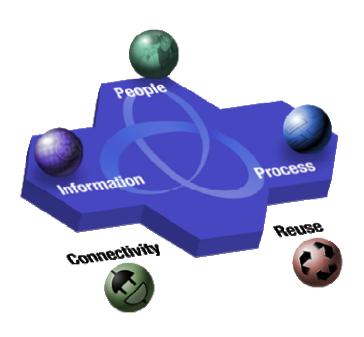
2. Tag, Donnerstag den 08.10.2008

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## BPM Seminar-in-a-Box

- Materialien um ein BPM Seminar zu veranstalten
- Themen:
  - Business ProcessManagement for SOA
  - Connectivity for SOA Application
  - Infrastructure for SOA
- Enthalten sind: Präsentation mit Speaker Notes, Beispieleinladungen, Agenda etc.
- Link: <u>BPM Seminar-in-a-Box</u>





### Quick Start - Verkaufsressourcen für bestimmte Produkte

 Websiten enthalten: Überblicke, Editionsvergleiche, Vertriebswissen, Preise, Demos, Case Studies

WebSphere Business Modeler Quick-start

WebSphere Extended Deployment Quickstart

WebSphere MQ, Version 7 Quick-start

WebSphere Commerce Quick-start

WebSphere Enterprise Service Bus Quickstart



## **Special Bids**

Similar to promotions, special bids are designed to help incent your customers to purchase IBM software sooner than later by offering discounts for our latest offerings. The difference here is that you must team directly with an IBM Business Partner rep to move forward with any of customer offers.



## IBM Software Group | WebSphere software



WebSphere Commerce General Business Play

Offering:	IBM Confidential WebSphere Commerce SMB Play						
Offering.	Trosophiolo commi						
Description:	Quarter Play First Released: 1Q 2008						
	Target: Entry-level WebSphere Commerce opportunities in the SMB mid-market (both whitespace and customers using competitor/home-grown solutions) companies wifewer than 1000 employees						
	Objective  To increase WebSphere Commerce penetration in the SMB mid-market (companies with fewer than 1,000 employees)  Test the market for potential future WebSphere Commerce offerings targeted to this space  Assist in achieving 2008 revenue goals						
	Offer  Offer 50% discount off entitled for up to 200 value units of either WebSphere Commerce Professional or WebSphere Commerce Enterprise edition						
	Pricing:						
	Product Description	Part #	Discount (Off Ent.)				
	WebSphere Commerce Professional	D55W0LL	100 VUs (50%) 200 VUs (50%)				
	WebSphere Commerce Enterprise	D55WVLL	100 VUs (50%) 200 VUs (50%)				

### IBM Software Group | WebSphere software



WebSphere Integration General Business Play

Offering:	IBM Websphere Integration SMB Play					
Description:	Quarter Play First Release	ed: 3Q 200	16			
	Target SMB Customers for the					
	Objective     Fill a gap in the Business Integration Portfolio for the SMB market     Drive sales in the 'White Space' SMB market     Achieve 2008 SMB and product Business Plans					
	Projects Eligible for Play  WPS Bundle as referenced under Pricing Section below					
	Pricing: WPS Bundle					
	Product	Part #	Uni Processor (Total Discount Allowed off Ent.)	Dual Processor (Total Discount Allowed off Ent.)		
	WPS	D572ZLL	100 VU's - (50%)	200 VU's - (50%)		
	WID	D5571LL	1 User license (50%)	1 User license (50%)		
	Websphere Modeler	D53V1LL	1 User license (50%)	1 User license (50%)		
	Advanced					
	2 <sup>nd</sup> Year Maintenance		For Products listed above (50%)	For Products listed above (50%)		
	* Please note: Customer purchase is limited to up to 2 processor licenses of WPS for the above discounted bundle.					
	Terms and Conditions					
	<ul> <li>Play must be offered through a Software Sales Representative and can be fulfilled by a Business Partner Representative.</li> <li>The 'Play' applies to the first purchase of Websphere Process Server software by a Corporation OR a subsidiary. The SSR will be responsible for the determination of this condition in order for the deal to qualify</li> <li>The 'Play' is limited to deals for up to two processor licenses of WPS in the bundle.</li> <li>The Bundle is available exactly as described above; no changes or substitutions allowed</li> <li>Offer cannot be combined with any other play, promotion or special offer.</li> <li>There are no changes to the base license agreements of the products.</li> <li>IBM reserves the right to audit compliance with these terms.</li> <li>All purchase must be made by June 30, 2008</li> </ul>					

IBM Confidential



## Weitere Special Bids

Special Bid	Description	Expiration Date
WebSphere Business Services Fabric Play	Focus on WebSphere Business Services Fabric Foundation Pack, and WBSF Tool Pack, at 50% discount, with WSRR to accelerate the sales with customer prospects that have interest but view price as an obstacle.	9/30/08
WebSphere Process Server (WPS) Adoption Play	WebSphere Process Server Adoption Play for WBI heritage install base (WICS, WMQWF, WBI Server Foundation, WBI Server) to drive skills shift to adopt WPS/WID. First non-migration project. Stimulate growth with WBI heritage install base customers, and to become a catalyst for future migration by offering Services and Education in conjunction with the discounted SW to increase the success rate and speed skill building.	9/30/08



### IBM Software Partner Academy

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Vielen Dank für Ihre Aufmerksamkeit!

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