



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 Process Management for SOA](#)
  - [Connectivity for SOA Application](#)
  - [Infrastructure for SOA](#)
- Enthalten sind: Präsentation mit Speaker Notes, Beispieleinladungen, Agenda etc.
- Link: [BPM Seminar-in-a-Box](#)



## Quick Start - Verkaufsressourcen für bestimmte Produkte

- Webseiten enthalten:  
Überblicke,  
Editionsvergleiche,  
Vertriebswissen,  
Preise, Demos,  
Case Studies

[WebSphere Application Server Quick-start](#)

[WebSphere Business Modeler Quick-start](#)

[WebSphere Extended Deployment Quick-start](#)

[WebSphere MQ, Version 7 Quick-start](#)

[WebSphere Commerce Quick-start](#)

[WebSphere Enterprise Service Bus Quick-start](#)

## 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.



**WebSphere  
Commerce  
General  
Business  
Play**

<b>Offering:</b>	IBM Confidential WebSphere Commerce SMB Play										
<b>Description:</b>	<p><b>Quarter Play First Released: 1Q 2008</b></p> <p><b>Target:</b>                      Entry-level WebSphere Commerce opportunities in the SMB mid-market (both whitespace and customers using competitor/home-grown solutions) companies with fewer than 1000 employees</p> <p><b>Objective</b></p> <ul style="list-style-type: none"> <li>▪ To increase WebSphere Commerce penetration in the SMB mid-market (companies with fewer than 1,000 employees)</li> <li>▪ Test the market for potential future WebSphere Commerce offerings targeted to this space</li> <li>▪ Assist in achieving 2008 revenue goals</li> </ul> <p><b>Offer</b></p> <ul style="list-style-type: none"> <li>▪ Offer 50% discount off entitled for up to 200 value units of either WebSphere Commerce Professional or WebSphere Commerce Enterprise edition</li> </ul> <p><b>Pricing:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;"><u>Product Description</u></th> <th style="text-align: left;"><u>Part #</u></th> <th style="text-align: left;"><u>Discount (Off Ent.)</u></th> </tr> </thead> <tbody> <tr> <td>WebSphere Commerce Professional</td> <td>D55W0LL</td> <td>100 VUs (50%) 200 VUs (50%)</td> </tr> <tr> <td>WebSphere Commerce Enterprise</td> <td>D55WVLL</td> <td>100 VUs (50%) 200 VUs (50%)</td> </tr> </tbody> </table>		<u>Product Description</u>	<u>Part #</u>	<u>Discount (Off Ent.)</u>	WebSphere Commerce Professional	D55W0LL	100 VUs (50%) 200 VUs (50%)	WebSphere Commerce Enterprise	D55WVLL	100 VUs (50%) 200 VUs (50%)
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# WebSphere Integration General Business Play

IBM Confidential																					
<b>Offering:</b>	<b>IBM Websphere Integration SMB Play</b>																				
<b>Description:</b>	<p><b>Quarter Play First Released:</b> 3Q 2006</p> <p><b>Target</b> SMB Customers for the future purchase of Websphere Process Server (WPS)</p> <p><b>Objective</b></p> <ul style="list-style-type: none"> <li>▪ Fill a gap in the Business Integration Portfolio for the SMB market</li> <li>▪ Drive sales in the 'White Space' SMB market</li> <li>▪ Achieve 2008 SMB and product Business Plans</li> </ul> <p><b>Projects Eligible for Play</b></p> <ul style="list-style-type: none"> <li>▪ WPS Bundle as referenced under Pricing Section below</li> </ul> <p><b>Pricing: WPS Bundle</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Product</th> <th style="width: 10%;">Part #</th> <th style="width: 25%;">Uni Processor (Total Discount Allowed off Ent.)</th> <th style="width: 25%;">Dual Processor (Total Discount Allowed off Ent.)</th> </tr> </thead> <tbody> <tr> <td>WPS</td> <td>D572ZLL</td> <td>100 VU's - (50%)</td> <td>200 VU's - (50%)</td> </tr> <tr> <td>WID</td> <td>D5571LL</td> <td>1 User license (50%)</td> <td>1 User license (50%)</td> </tr> <tr> <td>WebSphere Modeler Advanced</td> <td>D53V1LL</td> <td>1 User license (50%)</td> <td>1 User license (50%)</td> </tr> <tr> <td>2<sup>nd</sup> Year Maintenance</td> <td></td> <td>For Products listed above (50%)</td> <td>For Products listed above (50%)</td> </tr> </tbody> </table> <p style="color: blue; font-weight: bold;">* Please note : Customer purchase is limited to up to 2 processor licenses of WPS for the above discounted bundle.</p> <p><b>Terms and Conditions</b></p> <ul style="list-style-type: none"> <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>	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 Advanced	D53V1LL	1 User license (50%)	1 User license (50%)	2 <sup>nd</sup> Year Maintenance		For Products listed above (50%)	For Products listed above (50%)
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## 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



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**Vielen Dank für Ihre Aufmerksamkeit!**