




IBM Software Partner Academy

IBM Business Value Analyst

– Welchen ROI bieten unsere Lösungen den Kunden?

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Channel Brand Sales Tivoli

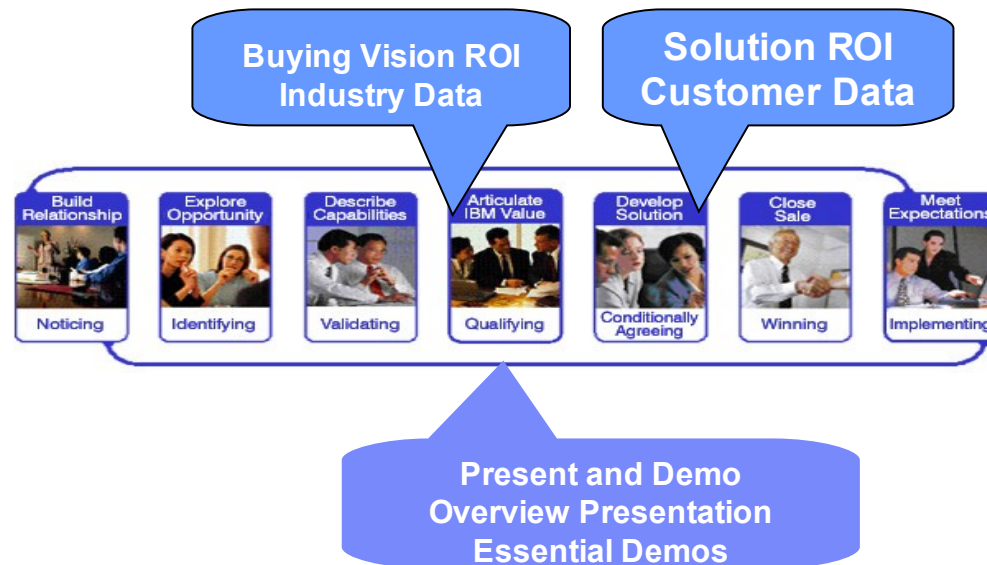
The IBM Business Value Analyst Tool is Unique

- The tool was developed by  **A L I N E A N™** a well established vendor who has been doing ROI modeling for nearly a decade. Two former Gartner ROI/TCO experts founded Alinean.
- The Business Value Analyst Tool is **customized**
- The tool empowers the sales force to **sell effectively to the executive level**
- The **business case reduces the time to build effective cost justifications** from weeks to days
- The **process gains commitment** from the customer
- The tool identifies **measurable ROI metrics**
- The IBM Business Value Analyst Tool **differentiates you** from the competitors



Leveraging ROI in the Sales Process

- Identify pain and assess the impact on the business
- Establish business value, determined by identified pain
- Use the ROI as a negotiation tool
- Gain sponsorship
- Coach your sponsor on presenting the ROI



Business Value Selling for IBM Solutions

It is a new world out there...Don't get left behind!

- IT buying decisions are made **based on business and technical value**
- Our customers **must develop business cases for their IT investments**
- Our customers are **becoming business case experts!** Do you want them developing their own business case for our solution?
- Our **competition is closing the gap**, they can and do produce business cases for their solutions. Do you want our customer focusing on our competitors solution business value?
- Your **potential for success is enhanced when you engage** in business value discussions

Business Value Selling – When?

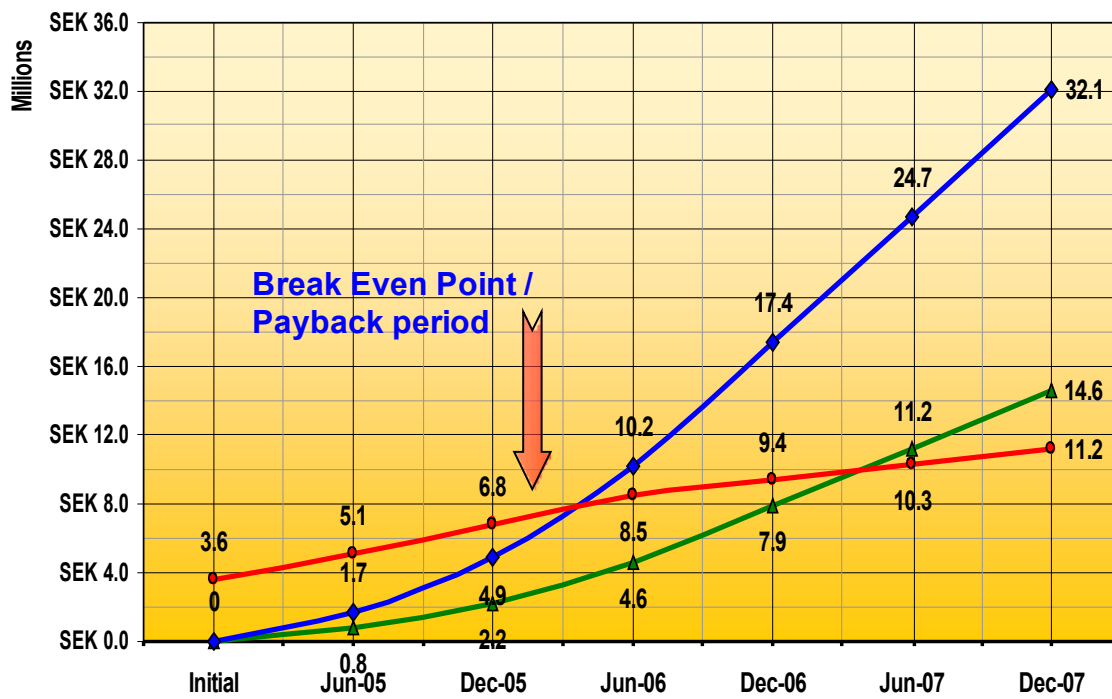
- When you need access to customer executives (Buying Vision ROI)
- When you need executive sponsorship (Solution ROI)
- To support and/or enhance a POC or Pilot
- To differentiate IBM Solution from the competition
- To change the playing field from feature/function to business value
- To provide business justification and close business with your customers

Business Value Selling – How?

- ROI Business Value Analyst Tool and Methodology
 - Comprehensive ROI/business case development tool
 - Available to all IBM Sales & Technical Sales and BPs
 - Continually enhanced and updated
 - Licensed from Alinean and validated by IDC
- IBM Tivoli ROI Program Office (roi@us.ibm.com)
 - Works with Alinean to develop, enhance and maintain tools and resources
 - Provides access to information, education and assistance for Tivoli sales force
 - Coordinates activities of ROI consultants and tracks successes

Sample Financial Analysis using *IBM Business Value Analyst Tool*

ROI Analysis	Initial	Year 1	Year 2	Year 3	Total
Total Adjusted Costs	\$3,563,194	\$3,273,550	\$2,526,079	\$1,790,702	\$11,153,525
Total Adjusted Benefits	\$0	\$4,913,146	\$12,511,336	\$14,647,169	\$32,071,651
Cumulative Net Benefit	(\$3,563,194)	(\$1,923,598)	\$8,061,659	\$20,918,126	



- ▲ IT Operations Staff Savings - Cumulative
- ◆ Adjusted Financial Benefits - Cumulative
- Solution Investment Expenditures - Cumulative

Download from XL or at: <http://ausgsa.ibm.com/~mmmm/public/roimaterials.html>

Contact us at: ROI@us.ibm.com

We Make It Easy!

- **ROI Starter Guides (20+ Solutions)**
- **Questionnaires (Automation, Security, Storage and COST)**
- **Product Savings Source document, based on Industry Defaults from Alinean and IDC**
- **IDC Validation Letter and White Paper**
- **Assistance from ROI Program Office**
- **Assistance from the ROI Business Value Consultants**

Key Steps in Producing an ROI Business Case

- Develop customer baseline information
 - - Use questionnaire in IBM Business Value Analyst Tool
- Develop solution components and costs
 - - Use questionnaire in IBM Business Value Analyst Tool
- Input customer baseline and solution cost information into IBM Business Value Analyst Tool
 - - Review result internally
 - - Obtain assistance from ROI Program Office, if needed
- Generate customer ready Business Case Report and present to customer for validation and acceptance

How do I get started?

Registration

- Partners can register for the tool on the Tivoli Knowledge Center:
- <http://www-01.ibm.com/software/tivoli/partners/secure.jsp?tab=sales-tools&cont>

Training

- An ROI Demo is on the ROI Page on XL:
- <http://w3-103.ibm.com/software/xl/portal/viewcontent?type=doc&srcID=XW&doc>

ROI Program Office

- For live assistance, contact:
- roi@us.ibm.com



IBM Software Partner Academy

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Happy Selling!