

AGENDA / Tivoli

- **09:00 - 09:30 Uhr** **Begrüßung**
Janet Maiwirth, SWG Partner Academy Program Leader
Dieter Schmelzle, Manager Channel Sales
- **09:30 – 09:50 Uhr** **“How to play IBM” - Wie können Sie als Partner erfolgreich mit IBM zusammenarbeiten?**
Alexander Besemer, Channel Brand Specialist – Tivoli
- **09:50 – 10:30 Uhr** **Whiteboarding – Positionierung des Tivoli Produkt Portfolios**
Alexander Besemer, Channel Brand Specialist - Tivoli
Hans-Joachim Lorenz, SWG Tivoli Business Development Manager
- **10:30 - 11:00 Uhr** **Pause**
- **11:00 – 11:40 Uhr** **Whiteboarding – Positionierung der Tivoli Security Produkte**
Hans-Joachim Lorenz, SWG Tivoli Business Development Manager
- **11:40 – 12:00 Uhr** **Tivoli FastBack – Innovative Lösungen für Bestands- & Neukunden**
Hans-Joachim Lorenz, SWG Tivoli Business Development Manager
- **12:00 – 12:20 Uhr** **Tivoli Monitoring – Innovative Vorstellung unserer neuen Bundles**
Hans-Joachim Lorenz, SWG Tivoli Business Development Manager
- **12:20 – 12:35 Uhr** **ITUP – Ein wertvolles Sales-Tool für Service Management**
Hans-Joachim Lorenz, SWG Tivoli Business Development Manager
- **12:35 – 13:00 Uhr** **IBM Business Value Analyst – Welchen ROI bieten unsere Lösungen den Kunden?**
Alexander Besemer, Channel Brand Specialist – Tivoli
- **13:00 – 13:15 Uhr** **Diskussion**
- **13:15 – 14:15 Uhr** **Mittagspause**





IBM Software Group

“How to play IBM”

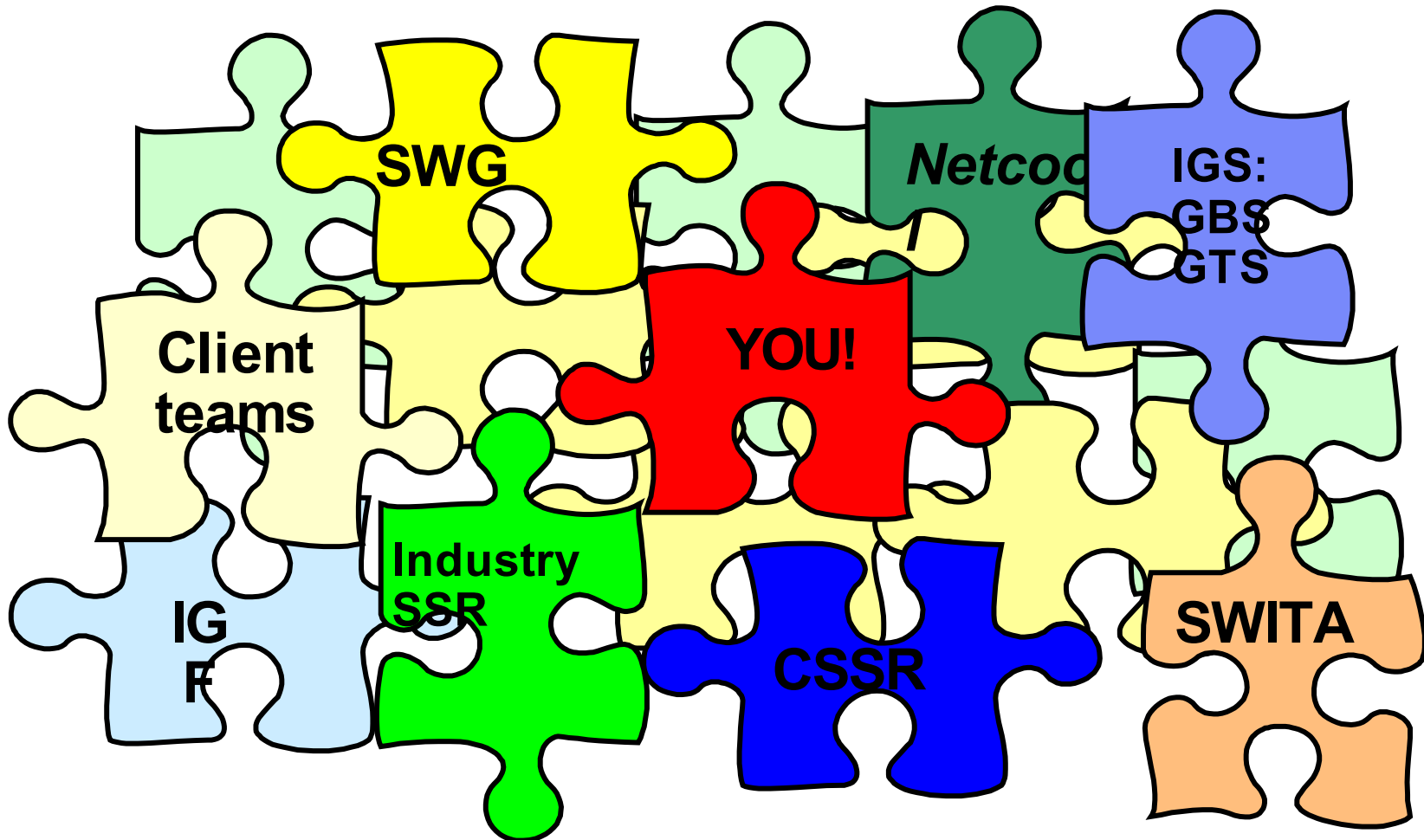
Alexander Besemer
Channel Brand Sales Tivoli



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Does IBM Sales Look Like This?

Successful sellers leverage the Matrix!



Agenda

- Why a Matrix?
- What is your IBM Matrix/Coverage Model?
- Immediate Opportunities to build your Matrix
- How to Effectively Managing your Matrix

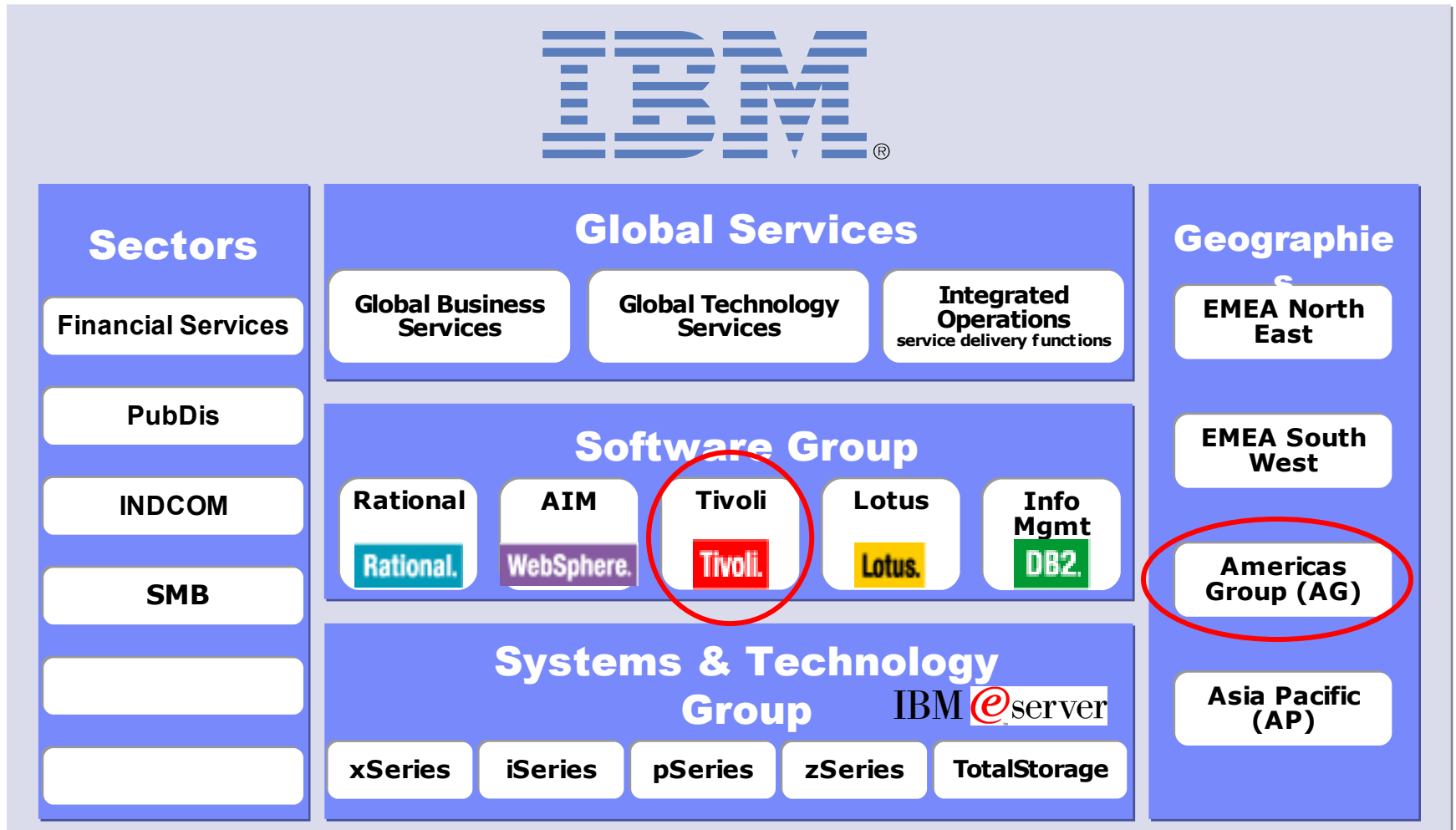


Why a Matrix

- Allows IBM to have the most effective coverage model by:
 - ▶ Supporting **Industry Focus** via our S&D Sector teams
 - ▶ Providing **Cross SW** Brand support through coverage reps
 - ▶ Ensure **product expertise** via the Specialty SW reps
 - ▶ Compliment the SW sales with **SW Industry Solution** reps
 - ▶ IBM Global Services (GBS/GTS/ITD) also have **Industry Specific skills** when & where they are needed
 - ▶ Channel Partner reps provide another source of **product expertise, industry skills and national, regional & local support**

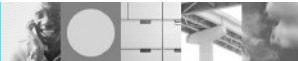


Managing the Matrix



Jobrollen im Direktvertrieb

- **Tivoli Specialty Software Sales Representative (SSSR)**
 - ▶ Fokus auf bandspezifische Lösungen
 - ▶ Beispiel: Storage, Business Automaton, Security etc.
- **Coverage Software Sales Representative (CSSR)**
 - ▶ Brandübergreifende Softwarelösungen
 - ▶ Beispiel: Service Oriented Architecture (SOA)
- **Industry Software Sales Representative (I-SSR)**
 - ▶ Fokus auf industriespezifische Themen und Lösungen
 - ▶ Beispiel: Handelssysteme für Banken
- **Client Representative**
 - ▶ Gesamtverantwortung (Hardware, Software, Service) für den Kunden
 - ▶ Beispiel: Strategie und Umsetzung für Green IT



Client Reps

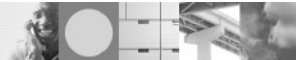
- Aligned by Sectors
- Own overall IBM relationship with the customer
 - ▶ ...and the revenue plan!
- Responsible for:
 - ▶ Managing relationships with LOB and IT executives
 - ▶ Ensuring customer satisfaction
 - ▶ Developing and implementing an IBM Strategy for the client that adds value to client's business while ensuring IBM's revenue and profit objectives
 - ▶ Identifying and validating IBM opportunities
- Knowledgeable about all IBM products, services and solutions
 - ▶ Engages appropriate expert

Sales Coverage Site

http://w3-1.ibm.com/sales/americas/content/sales_coverage.html



http://w3-1.ibm.com/sales/emea/sp_emea_salescoverage.html



Industry SSR (I-SSR)

- Support Structure
 - ▶ ~50 Industry-SSRs (Industry Solution SSRs) across the Americas.
 - ▶ Across 17 industries, targeting ~500 top accounts

- Profile of I-SSR
 - ▶ Typically 15-20 years experience in industry, sales and consulting
 - ▶ Formerly part of either WW industry team, BCS/GBS, S&D, AG software

- Objective / How can I-SSR help you ?
 - ▶ Work closely with coverage and specialty SSR teams to generate and support incremental sales opportunities (OI)
 - ▶ Engage with BCS, S&D client execs and solution teams
 - ▶ Support proposals/RFP response
 - ▶ Share best practices



Coverage SSR

- The CSSR has a horizontal view of IBM Software Portfolio
- Responsible for:
 - ▶ Growing the total IBM software revenue in their account set
 - ▶ Identification/Validation of opportunities
 - ▶ Upsell/cross sell of software in all IBM opportunities
 - ▶ Provide thought leadership for IBM software business to the client teams
 - ▶ Present “single face” to clients for IBM Software

How to find your CSSR?

Contact Martha Vernon

mwvernon@us.ibm.com



Global Business Services

- Part of IBM Global Services
- Acquisition of PriceWaterhouse Cooper
- The consulting arm of IBM
 - ▶ Objective, leads with IBM if possible
- Helps businesses take action in implementing and fully utilizing information technology. Offerings range from strategic consulting to business transformation outsourcing.
- Structure aligns capabilities with client core business processes
 - ▶ industry knowledge, application software and additional services, hardware and software, to deliver a total solution to the client (SBS)
- Can own THE relationship with the client

<http://w3-03.ibm.com/services/bcs/>



Business Partners

- S.I.s – Many customers rely on S.I.s and consulting firms to help them CHOOSE their solution
 - ▶ IBM has strategic partnerships with many S.I.s

- VADs/VARs – Resell IBM software solutions through Passport
 - ▶ Availability through more channels drives more revenue

- ISVs – Total solutions drag IBM products
 - ▶ Strategic partnerships can strengthen our total offering to customers





IBM Software Group

Tivoli Software Organisation Germany

July 2008

Oliver Grell

Business Unit Executive Tivoli Software



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Tivoli Software



Oliver Grell
Business Unit Executive
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Tivoli Sales Manager



Jose Manuel Garay
Tivoli Sales Manager
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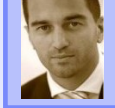
Tivoli Sales Leader




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Branch FSS + IndCom



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Branch NR: 13, 91



Katharina Scheible

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Branch NR: 61, 62, 64

Security



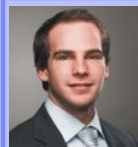
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Business Automation, Enterprise Asset Management & Service Management Sales



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Tivoli Sales Manager

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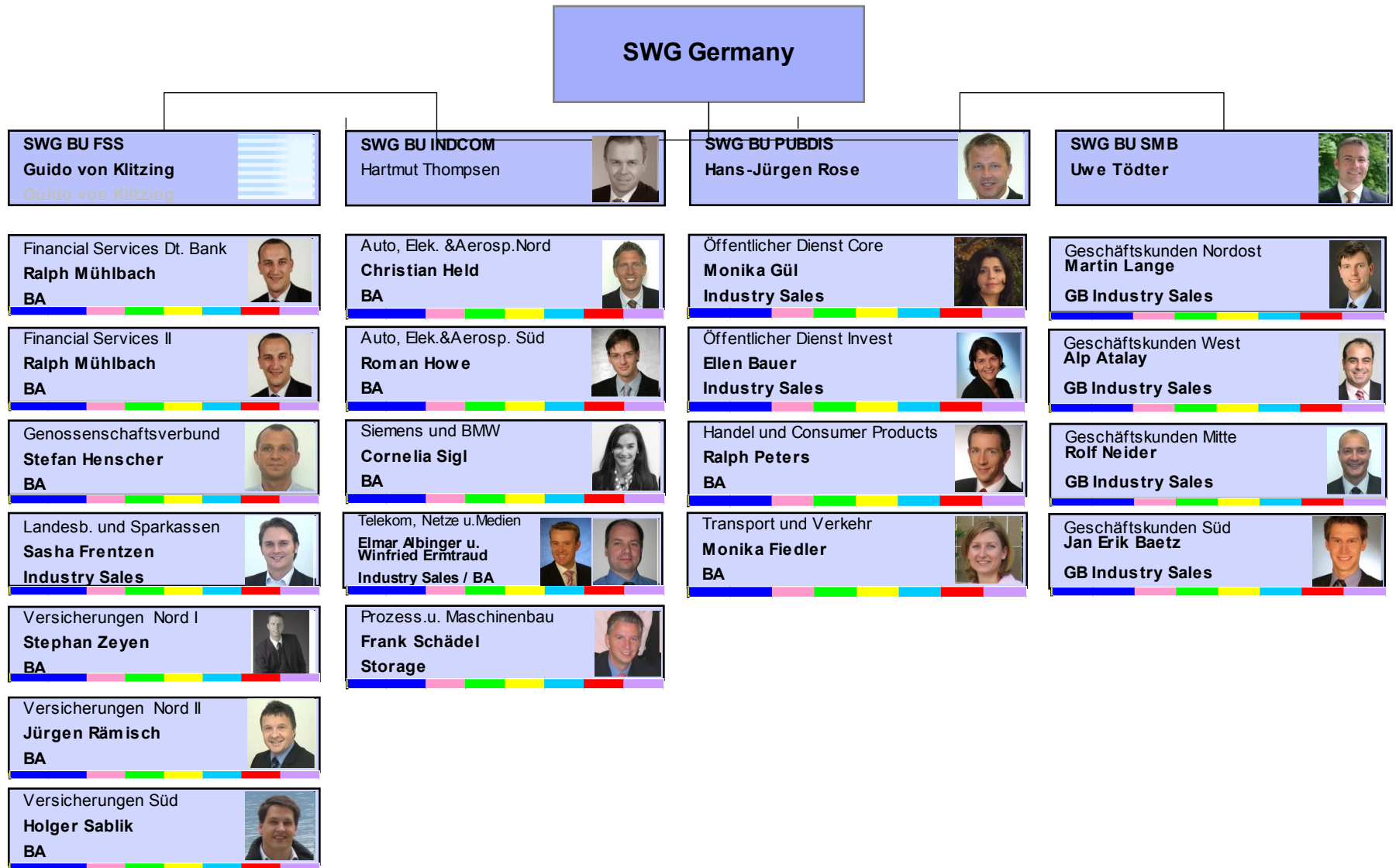


Hagen Neulen

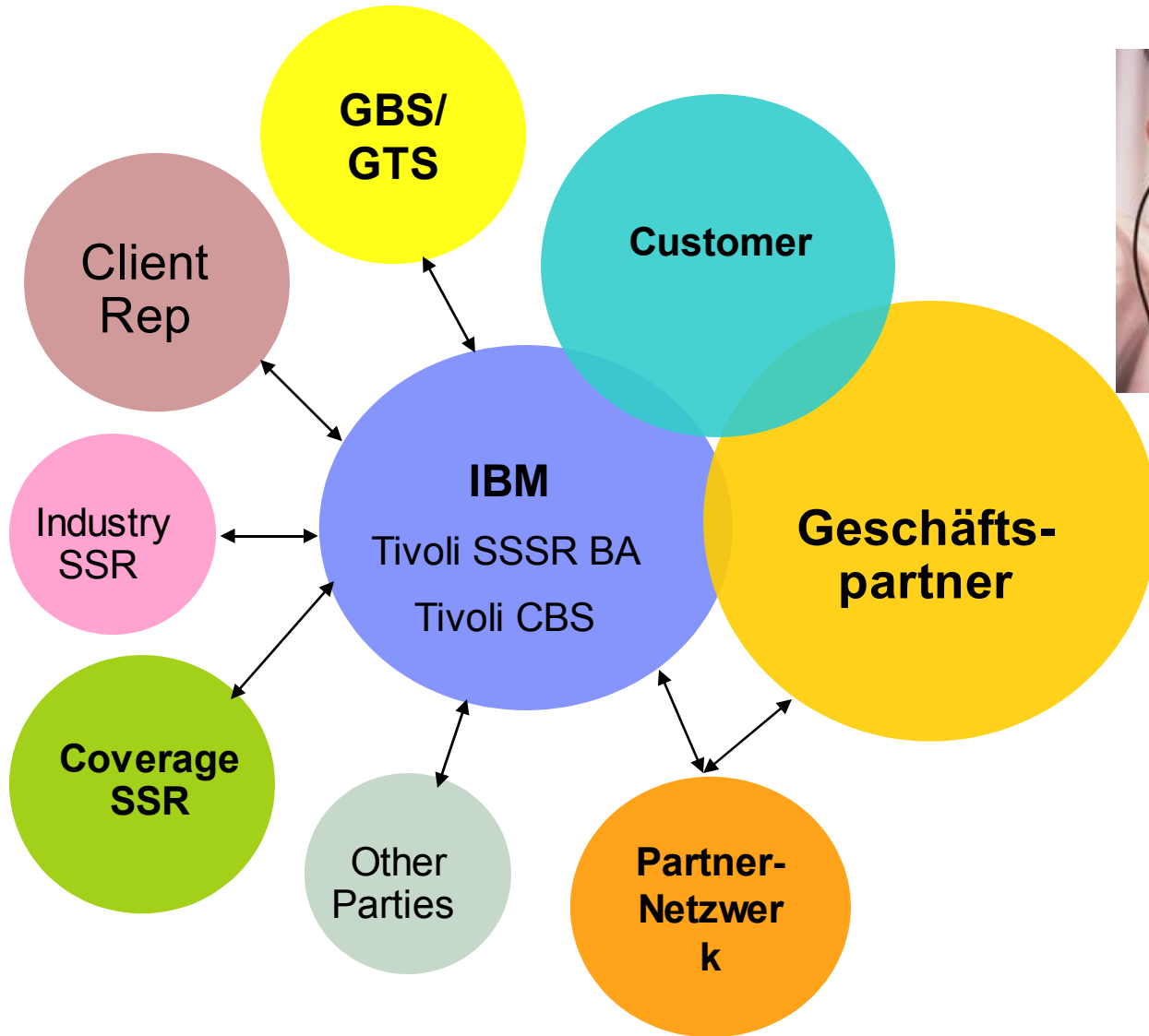
Tivoli BSM Enterprise Asset Management
Branch NR: 11, 13, 23, 41, 51, 55, 56, 57, 58, 59, 61, 62, 63, 64, 71, 72, 81, 91



Tivoli Industry Sales Representative – Branch Overview



Szenario





IBM Software Group

Software Value Incentive

Warum Mehrwert auch mehr wert ist!

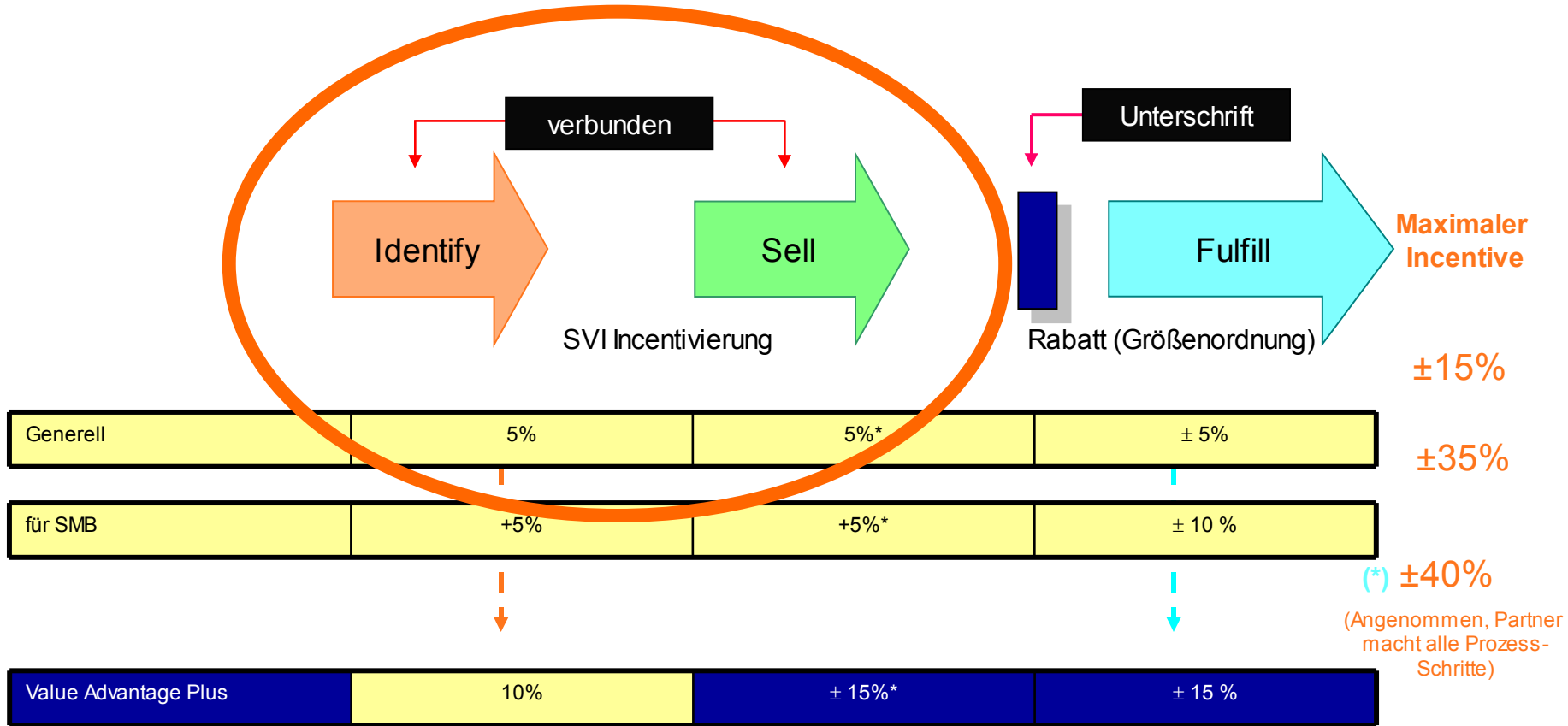
Geld verdienen heißt Geld verdienen ...

Eine Erfolgs-Story!



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Der SVI Incentive



- ▶ Incentivierung für "Identify" ist abhängig von der Qualifizierung für den "Sell" Prozess
- ▶ Incentivierung für "Identify & Sell" ist unabhängig von "Fulfill"
- ▶ Value Advantage Plus "Sell" Bonus **anstatt** SVI "Sell" Incentive

± nn% =Rebate (*)

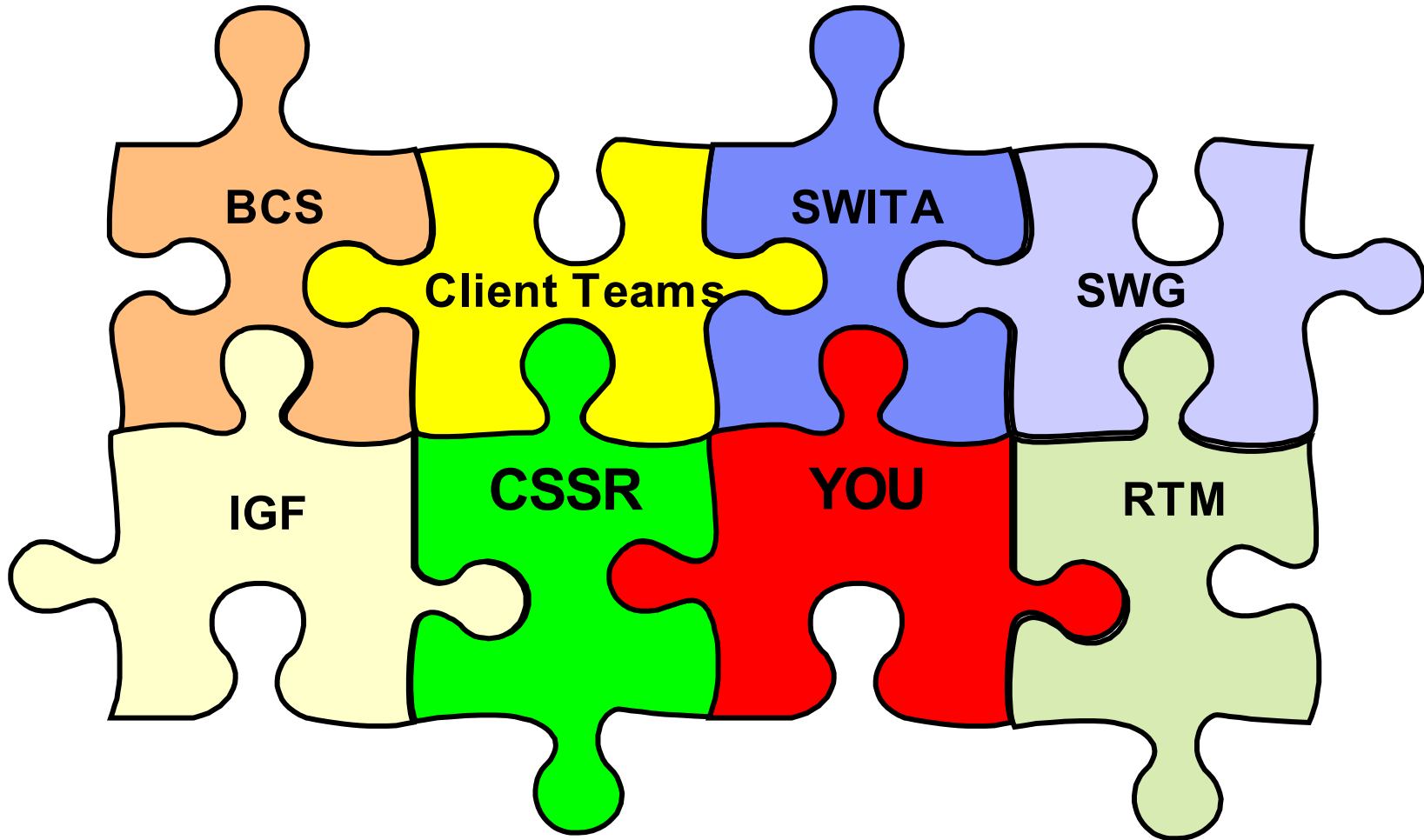
Weitere Informationen

- **Das PartnerWorld Contact Services Team hilft Ihnen bei all Ihren Fragen rund um IBM PartnerWorld**
 - ▶ **Deutschland: 01803-246256**
 - ▶ **Österreich: 01-245925910**
 - ▶ **Schweiz: 0844-803030**
 - ▶ **emeapw@uk.ibm.com**



Von links nach rechts: Liesel Jabin, Alexander Ulbricht, Stephan Wenzl, Jeannine Balmiger, Maja Stärke-Rarity, Marco Müller

Pulling the pieces together



Our entry point at IBM



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