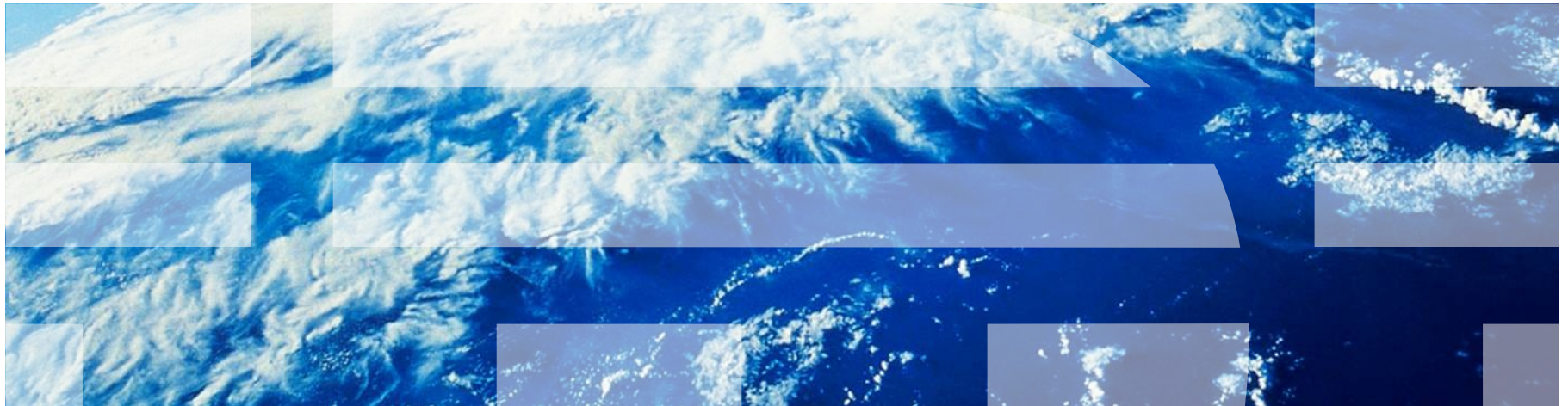


# ISV Partnering im Fokus der IBM

Borislav Stöckermann

Manager ISV Solution Sales Germany

IBM Sales & Distribution, Global Business Partners & Mid Market



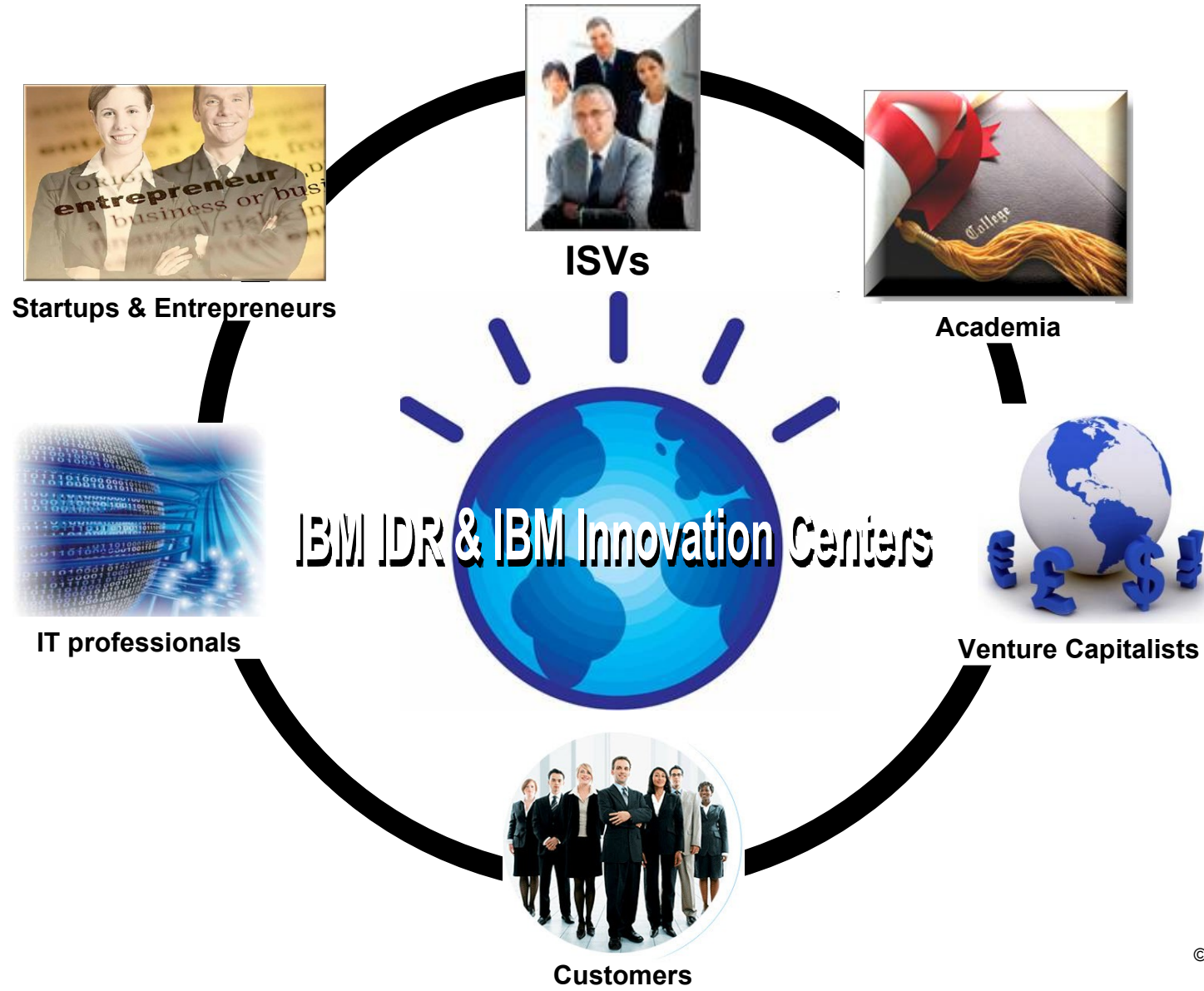
## The Mission of ISV & Developer Relations

We aspire to drive market leadership for IBM by building a community of skilled IT students, professionals, and **partners who use, recommend, and add value to our products and solutions.**

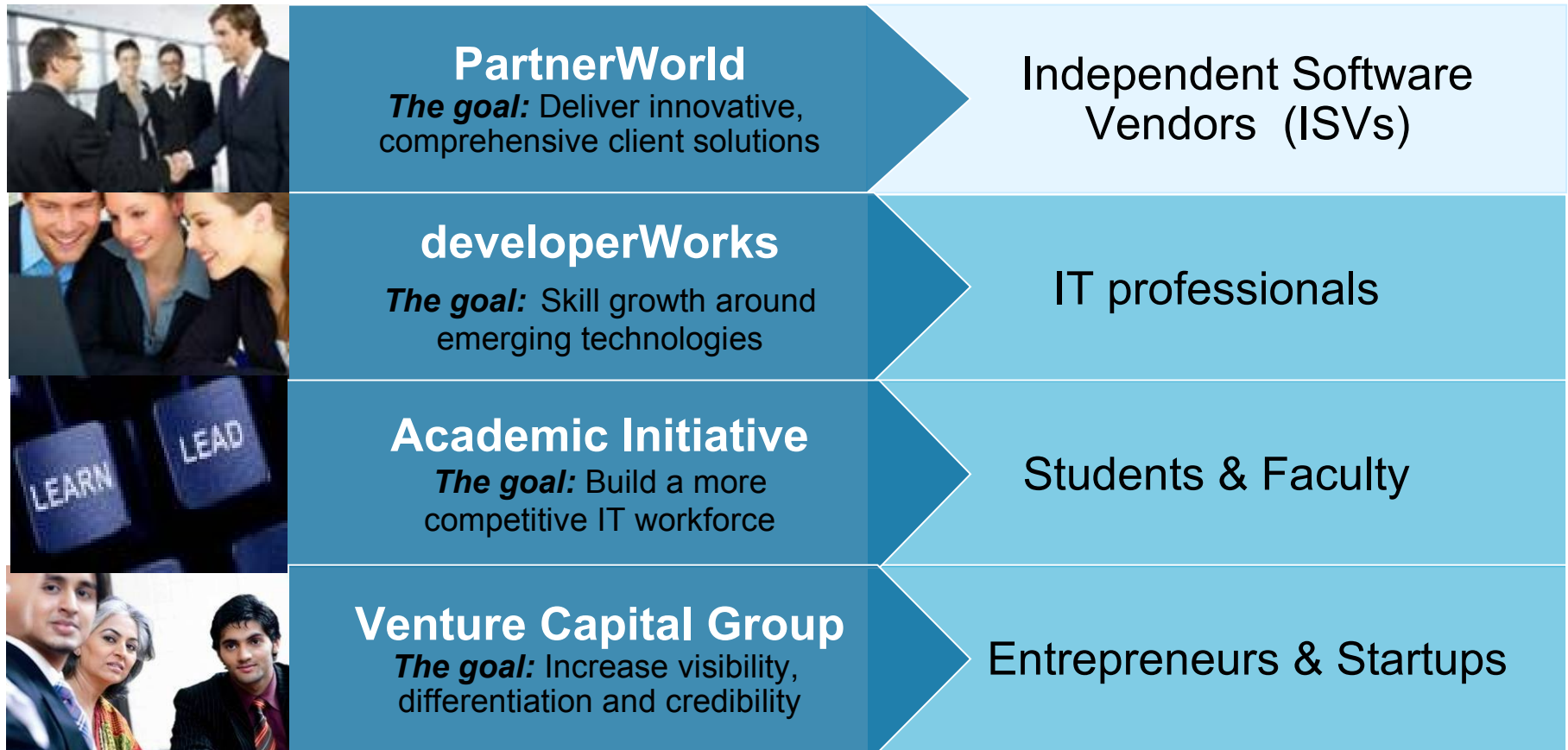
Jim Corgel GM ISV & Developer Relations, SW-Group



# IBMs ISV & Developer Relations ecosystem to build a smarter planet



## IDR drives business through a smart ecosystem











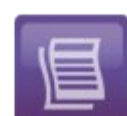

## ISV Industriefocus



„Goal is to grow with Industry solution providers in growth industries – regionally and nationwide“

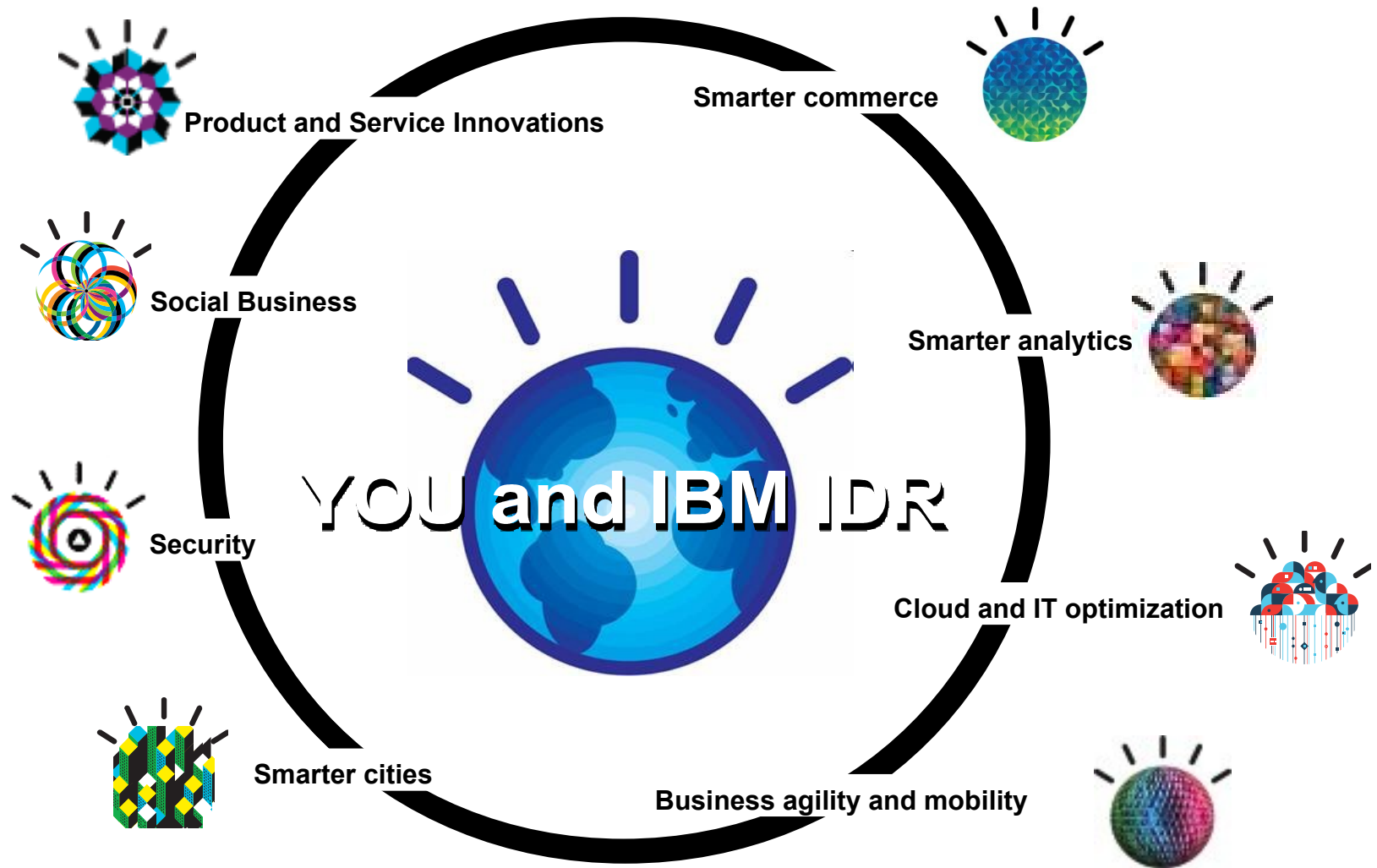
# 10 Industry Frameworks covering over 50 solution areas

 <b><u>FRAMEWORK</u></b>	<b><u>INDUSTRY</u></b>
Product Development Integration Framework	<b>Automotive,</b> Aerospace, Electronics, Chem & Petro
 Banking Industry Framework	<b>Banking</b>
 Integrated Information Framework	Chemicals & Petroleum
 Solution Architecture for Energy & Utilities	<b>Energy &amp; Utilities</b>
 Service Provider Delivery Environment	<b>Telco</b>

<b><u>FRAMEWORK</u></b>	<b><u>INDUSTRY</u></b>
 Network Centric Operations Framework	Government (Military / Defense)
 Government Industry Framework	<b>Government</b> (Civilian)
 Health Integration Framework	<b>Healthcare</b>
 Insurance Process Acceleration Framework	<b>Insurance</b>
 Retail Industry Framework	<b>Retail</b>



## IBMs ISV & Developer Relations ecosystem to build a smarter planet



Traffic

## Das bietet IBM ISVs

- **Ganzheitliche ISV Betreuung** für ausgewählte Industrie oder auch Cross Industrie Lösungspartner **durch ISV Partner Executives und Technical Executives** aus dem IIC.
- Unterstützung bei **strategischen Geschäftsentwicklungsplanung** z.B. Cloudstrategie, Business Analytics Strategie Workshops, Plattform
- Unterstützung bei der **technologischen Evaluierung** geeigneter IBM SW Produkte zur Portfolio Erweiterung bzw. Lösungsintegration
- **Technische Beratung & Enablement** Ihrer Lösung bzgl IBM HW Plattform, IBM SW Produktportfolio, IBM Serviceportfolio, IBM Finanzierung, IBM Mobility Solutions, Cloud, ... PCOs
- Beratung bzgl. der unterschiedlichen IBM **Partnerschaftsprogramme** (ISV; MSP; IBM SW oder HW Reselling Partnerschaft)
- Unterstützung bei der **Bildung von Value Netzwerken** mit anderen Lösungs- und oder HW-/ SW-Resales Partnern der IBM
- **Frühzeitige Einbeziehung** in Produkt- und Lösungsankündigungen, Enablementtrainings, Salesenablements. = > Pure Systems, System Z Ankündigung.
- **Marktzugang und IBM Zusammenarbeit auch in anderen Ländern**
- **Zugang zu den IBM Primär Sales & Distribution Vertriebskollegen** der Industrie und General Business sowie zu den Produkt VBs HW als auch SW
- **Sale und Marketing Integration:**
- **ISV@IBMCebit**
- **Labor Integration zu Z;** ISV mit IBM STG und/oder S&D Teams
- **SBP: Smart Business Proposal** => Gemeinsame strategische Planung zum HW influenced Growth Aktionen & Sales Initiatives
- **Gemeinsame Kundenplanung, Akquise- und Vertriebsaktivitäten, Veranstaltungsintegration.**
- **Spezifische ISV Veranstaltungen ! ISV** Branchenspezifische ISV Veranstaltungen mit den S&D Teams.
- **ISV Technical Executive Forum & ISV Exec Forum** Einladungen und Informationen zu lokale und **Internationale Veranstaltungen für ISV.** Channel Kick off, IBM Business Partner Camps, Softwareuniversities, HW Roadshows, Breakfastbriefings
- Positionierung ISV Lösung beim Vertriebs- und Consulting Team, **Visibilität in der IBM und auch am Markt**
- **Logos: IBM Business Partner Logo, Ready for IBM Systems, City Cloud Partner...**



## Das machen IBM ISVs

- **Unterstützen mit Ihrer Lösung IBM HW Plattform**  
Portfolio: zSeries; Power I /P; System X, Pure Systems
- **Enablen oder erweitern Ihre Lösung um IBM Middlewareprodukte**
- **Cloud Enablement Ihrer Lösung**, Bieten Ihre Lösungen auf IBM Cloud an SCE/SCE+, oder aus dem eigenen RZ, oder IBM City Cloud
- **BAO Integration**
- SW Integration **ASL Vertrag / OEM Vertrag**
- **Accountplanning, gemeinsame Vertriebstätigkeit und Marketingtätigkeit.**
- **Dedizierte Vertriebsaktionen unter Einbeziehung von IBM Produkten**
- **Generieren Geschäftschancen** für die IBM, beeinflussen durch Ihre Lösungen IBM Umsatz,
- **Klares Wachstumscommitment** gemeinsam mit IBM => e.g SBP für HW
- **Industrie Lösung** oder Cross Solution
- **ISV influenced IBM Revenue !**
- **Salesenablement** der eigenen Mitarbeiter, technisch als auch kaufmännisch
- Nutzung und Aufbau von **ValueNet Partnerschaften mit MSP & Resellern**
- **Generieren IBM KundenReferenzen** mit Ihrer Lösung
- Nutzen **IBM Demo Equipment** um Ihrer Lösung auf IBM HW Plattform & SW oder Cloud Plattform zu zeigen
- Aktive Nutzung der **PartnerWorld, developerworks**,
- Pflegt seine **Global Solution Directories Record = Visitenkarte des ISVs**
- Teilnahme an **IBM ISV und Partnerveranstaltung**
- Verkaufen IBM HW, SW & Services
- **Arbeiten eng mit IDR, LAB und GBS zusammen**
- **Vermarkten Ihre Lösung eigenständig**, oder via Netzwerk
- Spricht für IBM, e.g. Verwendet sein **IBM Partnerlogo** proaktiv

## Our 40 worldwide IBM Innovation Centers helping Business Partners, IT professionals, and academia expand their network and expertise

*Where innovation happens:  
Dedicated Technical Executive Coverage for ISVs*



*IIC in Ehningen, Germany*

### Education & Enablement

- Cloud Workshops
- IBM product certifications and
- Technical Enablement

### Collaboration

- Connect to Win events
- Project managers for testing & development

### Go to Market

- Product launch events
- Joint IBM / partner seminars

### Sales

- Close the Deal briefings
- Joint sales and demand generation initiatives

## IBM PartnerWorld

*Business Partners can put the power of IBM behind their business*

- Education and expertise to help Business Partners build and test solutions
- Resources to help Business Partners expand their reach, engage new opportunities, and increase sales revenue through collaboration
- A virtual marketing department personalized to help Business Partners create and implement campaigns and close deals quickly
- Business Partners can leverage IBM leadership in new markets—like Smarter Planet, Software as a Service, BAO, Cloud and more




**Find out more on => [ibm.com/partnerworld](http://ibm.com/partnerworld)**

## Global Solutions Directory

- You can search the Global Solutions Directory for offerings from IBM Business Partners
- In the Global Solutions Directory, you can find thousands of providers
- You can tailor your searches to specific criteria, such as System z, with specific operating systems:
  - At all PartnerWorld levels
  - From all industries
  - Worldwide
- *But wait, there's more!*

### Global Solutions Directory



Worldwide solutions from  
IBM Business Partners

#### Customers: Find solutions for your business

Search the Global Solutions Directory for solutions from IBM Business Partners worldwide. Access detailed information about products from thousands of providers.

→ [Search the Global Solutions Directory](#)

Alternatively, you can access the IBM Business Partner Application Showcase featuring solutions from companies with proven success in industries, specialties, and product areas.

→ [Business Partner Application Showcase](#)

<http://www.ibm.com/partnerworld/gsd>



## IBM Academic Initiative

*'Building a pipeline of skilled students for the IT jobs of tomorrow'*

- Academic leaders receive no charge access to IBM software and hardware to help them create a powerful and dynamic classroom experience
- Provides, courseware, curriculums, skills, certifications, contests and more to help students get real world experience and accreditation in IBM's leading-edge technologies
- Students develop marketable skills and gain the competitive advantage they need to succeed
- German ISVs already engaging with academia to skill and enable the future IT Experts ! e.g Academic Z Initiative



Find out more on => [ibm.com/university/academicinitiative](http://ibm.com/university/academicinitiative)

## IBM sponsors a range of university programs worldwide

### ***Academic Initiative***

Understand the emerging  
innovation landscape  
Enabling university and industry research



*Provide professors and students  
access to a wide range of IBM  
Software and curricula*

### ***PhD Fellowships***



*Honor and recruit exceptional  
Ph.D. students in disciplines  
fundamental to innovation*

### ***Shared University Research (SUR)***

*Strengthen IBM's technical  
presence at leading  
research universities*



### ***IBM Cloud Academy***

*An ecosystem of leaders in designing and  
building cloud computing capabilities*

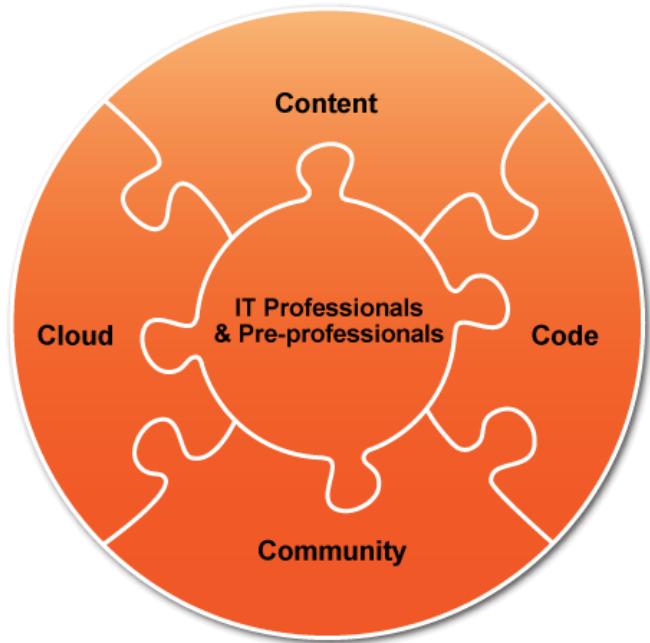
### ***Faculty Awards***

- *Foster collaboration between researchers at leading universities and IBM*
- *Promote curriculum development to stimulate growth in strategic disciplines and geographies*





# IBM developerWorks drives skills and collaboration



## WORLD'S "GEEKIEST" SOCIAL NETWORK

- 976,000 active members
- 4M unique visitors per month

## FRONT DOOR TO IBM CLOUD

- 22 IBM products available



75,000 visits since launch

## WORLD CLASS CONTENT

- Over 30K technical resources
- Over 100 new articles monthly



## FIND ANSWERS

- 3,000 new forum threads each month
- 130,000 responses from forum experts

Over 2,000 new user profiles per day – approaching one million profiled users!

- 90,000 Bloggers, 2,900 Groups

Find out more on => [ibm.com/developerworks/aboutdw](http://ibm.com/developerworks/aboutdw)



# IBM developerWorksContent, Code und Community für Software-Entwickler: ibm.com/developerworks

## Technische Trends

### developerWorks

IBM's resource for developers and IT professionals

**Cloud computing with Amazon Web Services**  
Learn basic Amazon SimpleDB (SDB) concepts and explore some of the functions provided by boto, an open source Python library for interacting with SDB. Discover how Amazon SDB's fast, scalable real-time dataset indexing and querying framework makes it easy to store and retrieve structured data for your Amazon Web Services-based applications. [More >](#)

#### Breaking news!



➔ Try IBM software on the AWS cloud

#### Editor's picks

- Top 10: Readers' favorite open source content
- Five good programming habits in PHP

#### Hot topics:

- Web 2.0
- AJAX
- Eclipse
- UML
- Java
- XML

## Downloads & Code zum Ausprobieren

developerWorks >

### Downloads

Product trial downloads | Online trials | Cloud | Betas | Technology downloads | Updates and fixes

Featured trials | All trials

- IBM Lotus Notes/Domino
- IBM Rational Application Developer for WebSphere Software
- IBM DB2 Express-C (no-charge product)
- IBM WebSphere Application Server
- IBM WebSphere Application Server Community Edition (no-charge product)
- IBM WebSphere MQ
- IBM Data Server
- IBM Lotus Sametime
- IBM Rational Software Architect
- IBM Rational RequisitePro



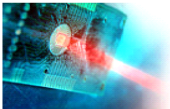
**Lotus Notes, Domino Designer, and Domino Administrator clients 8.5** is this month's featured download. Learn about the IBM vision of the desktop of the future, a simplified, security-rich, and real-time work environment designed to foster an increase in knowledge sharing, business insight, and productivity.

## Weiterbildung

### Tutorials and training

Hands-on resources for real-world results

Tutorials | Training | Skill kits | Certification | Get started



**Building an Arduino-based I tag**  
Learn how to create an interactive I tag, where players can play tag using from scratch. In Part 1 of this series, experiments that prepare you for any tag. [More](#)

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#### Technologies

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Linux®  
Multicore acceleration  
Open source

SOA®  
Web d.  
XML

#### Technical events

**Rational Talks to You Teleconference:** In their own words: Sogeti migration to Rational Quality Manager  
26 Feb 2009

➔ View all webcasts

**Project Zero and WebSphere sMash**  
Explore IBM WebSphere sMash, hear discussions on REST, PHP, and Groovy. (19 Feb 2009, Dallas, Texas)

**Jazz and Rational Team Concert**  
Learn about IBM Rational Team Concert, the first set of offerings built on Jazz, a new open source technology platform. (18 Feb 2009, New York, New York)

➔ View all developerWorks Live! briefings

## Personalisieren, vernetzen, austauschen

### Overview

### Connect

### Spaces

### Forums

### Blogs

### Wiki

Welcome to My developerWorks, a new way to connect with industry experts and developers! As always, you can join one of our community spaces--mix a specific technical subject--or apply for your own; participate in a forum, out the latest musings from our popular bloggers; and share knowledge. (The tabs above to dig deeper into these offerings.) But now you can take it with a truly personalized My developerWorks experience. Start by signing building your profile (via the Connect tab or the link below).

➔ Build your My developerWorks profile



Click here to view profile



Find people...

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## Key point to remember

- Gemeinsam mehr Wachstum ! Mehr Geschäft !
- IBM Innovation Centers => technische Unterstützung !
- developerWorks, PartnerWorld, Global Solution Directory => ALLE Infos
- Ganzheitliche Betreuung sowohl technisch als strategisch kaufmännisch der Entry Point in die IBM. => PE & TE
- IDR ist der LINKING PIN ZUM Vertrieb und Technik ! Primär Vertrieb als auch Brand und Value Netzen und zum Labor !

Bei Fragen oder Interesse einer Zusammenarbeit >>>>>>>>  
gerne heute oder auch später !

- Borislav Stöckermann
- Manager ISV Solution Sales Germany  
IBM Sales & Distribution, Global Business Partners & Mid Market
- [stoecker@de.ibm.com](mailto:stoecker@de.ibm.com)
- 0172 – 7322464

## Keeping ISVs informed with Social Media



- Social media sites allow us to do more than just broadcast
  - they give us a place where we can tell stories, engage in two-way conversations, and share our thoughts & opinions in our areas of expertise
- Check out some key sites for System z and find out the latest buzz:
  - ❖ **Facebook:** <http://www.facebook.com/IBMsystemz>
  - ❖ **Twitter:** <https://twitter.com/#!/systemzevents>
  - ❖ **LinkedIn:** <http://www.linkedin.com/groups/IBM-System-z-Events-3053018>
  - ❖ **IBM Events Page:** <http://www.ibm.com/software/sw-events/type/systemz/events.html>