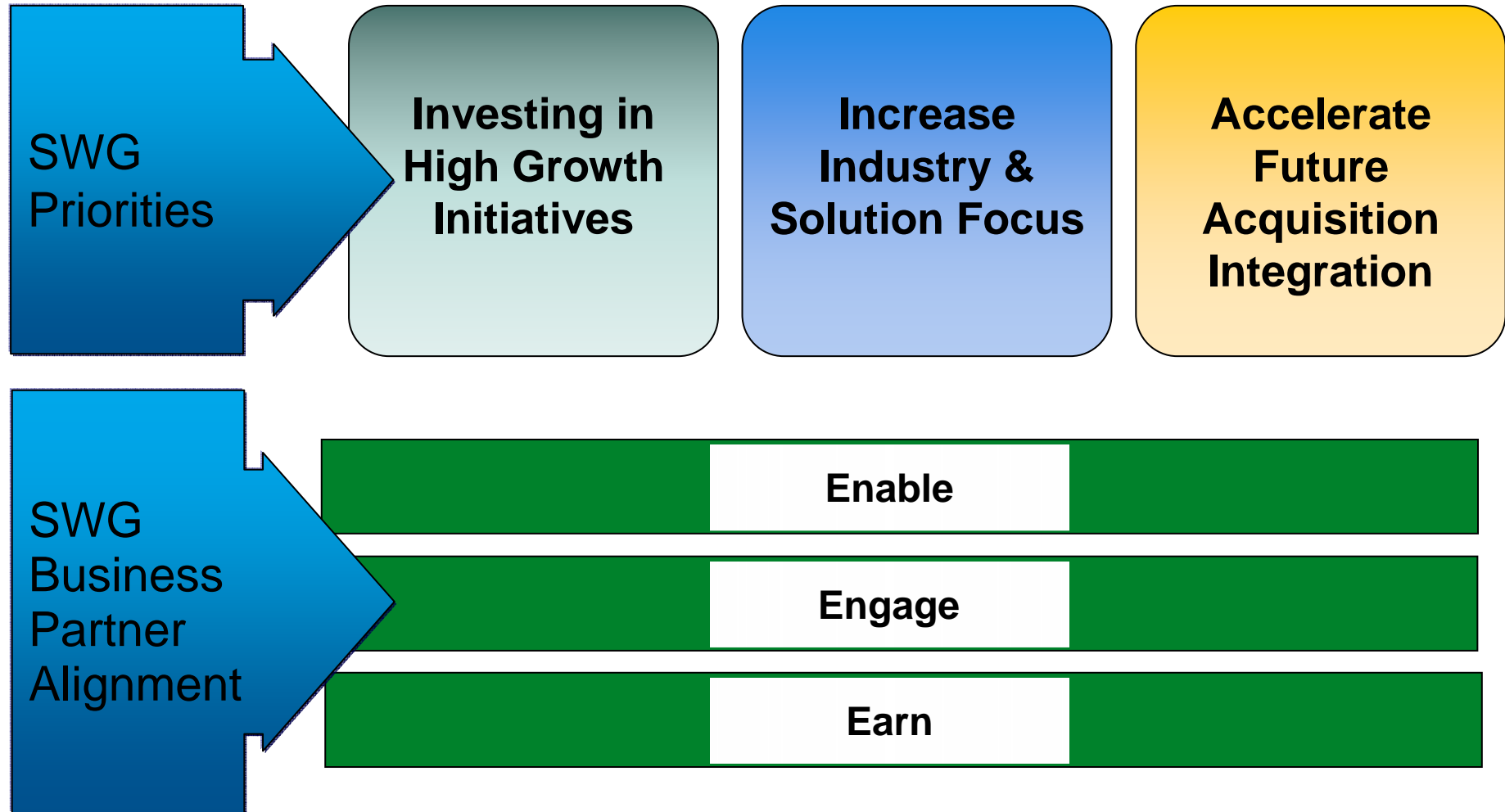
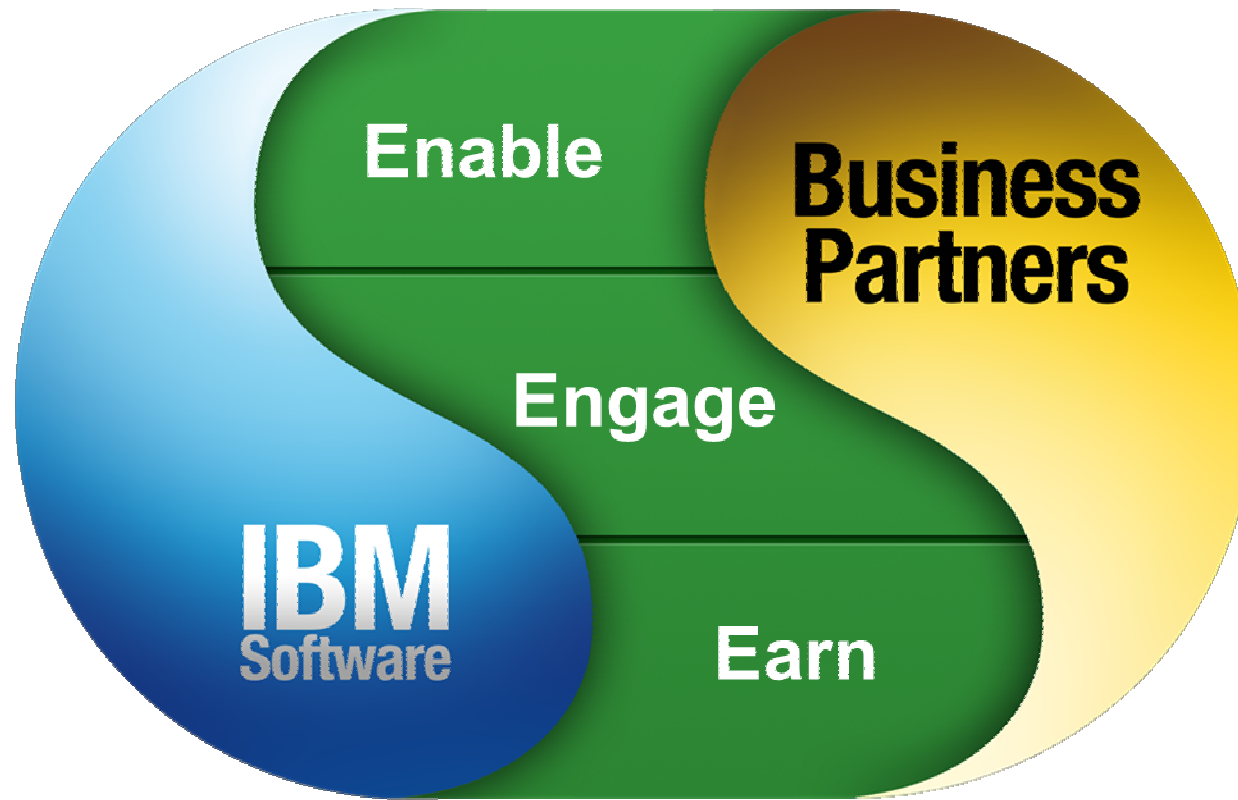




IBM Software Partner Academy Program 2011  
*Software Value Plus (SVP) - 2011*









## ***Überblick***

***Neue Product Groups in 2011***

***SVP 10% Regel***

***SVP Compliance Check***

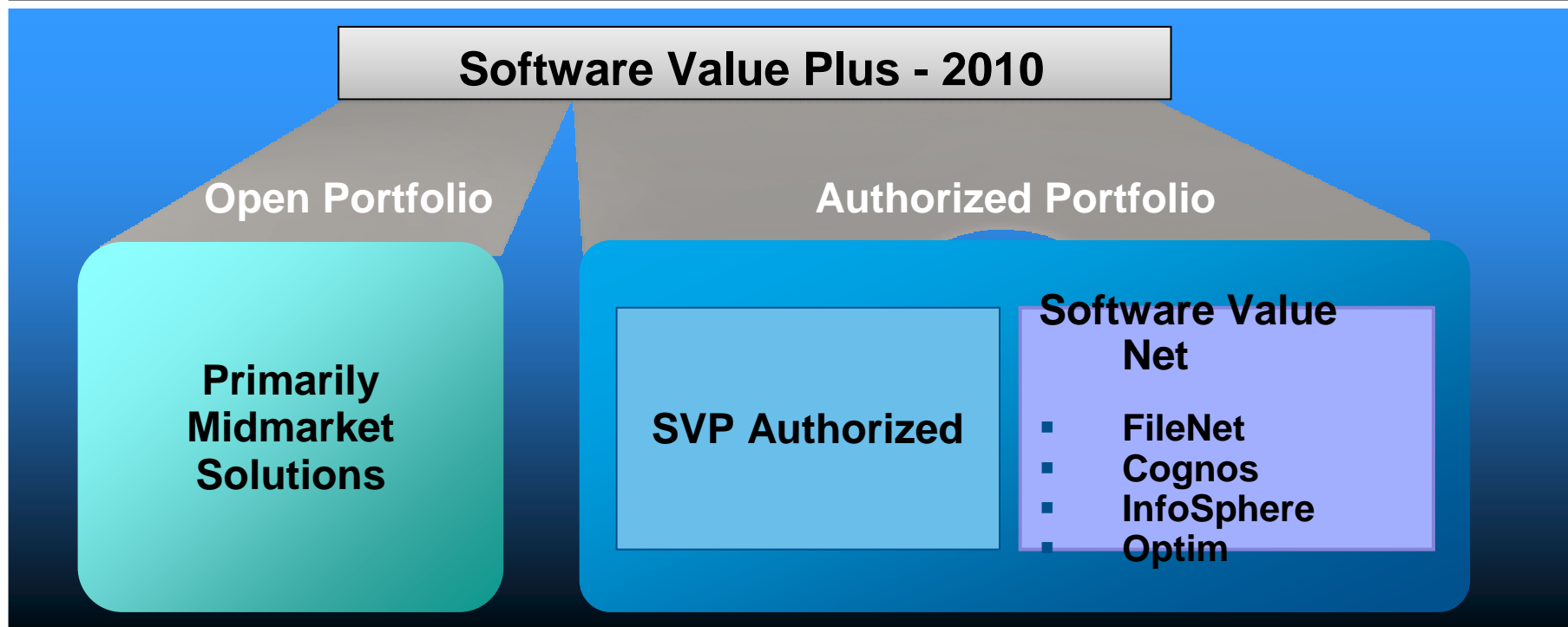
***Industry Autorisierung***

***Erste Capability-Autorisierung ,Security‘***

***Ausblick SVP 2.0***



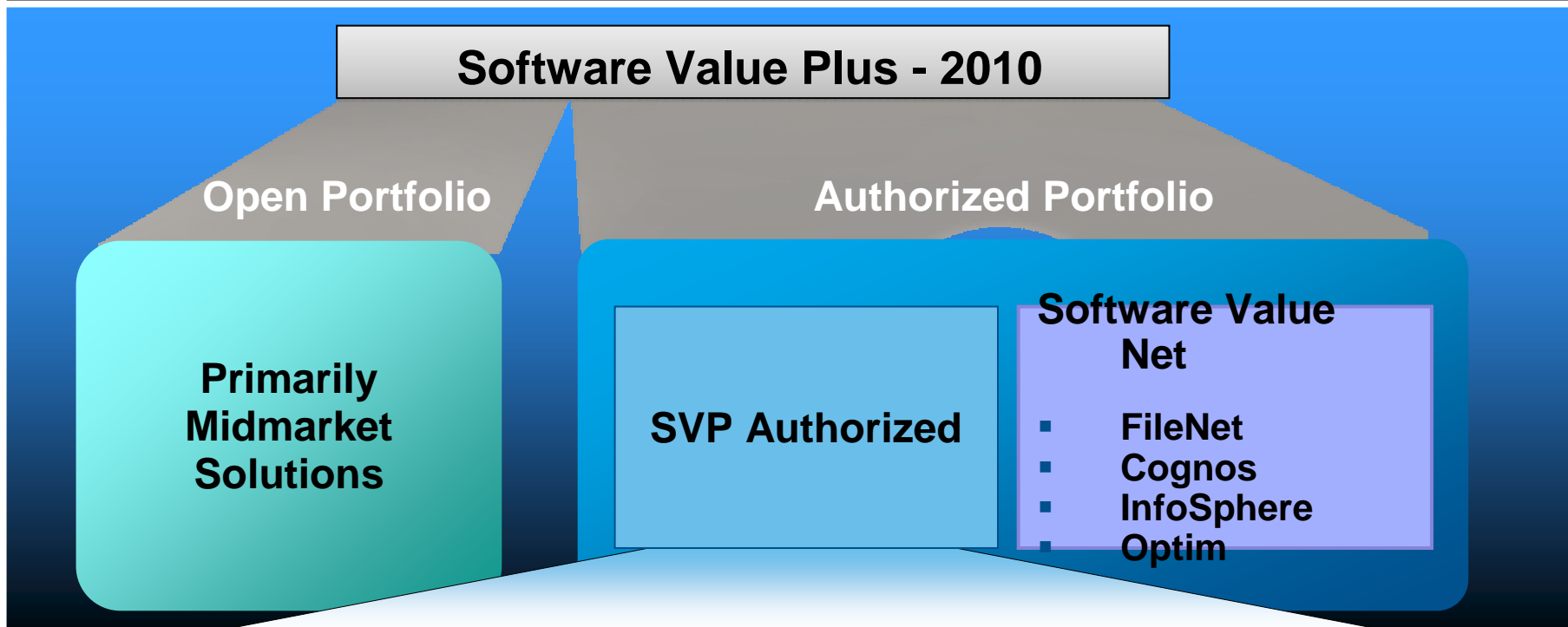
*Das **„IBM Reselling-Modell“**, das es Ihnen ermöglicht,  
durch Weiterverkauf von IBM Software und Lösungen  
die Wertschöpfung weiter zu erhöhen,  
die Anforderungen Ihrer Kunden noch besser zu erfüllen und  
Investitionen in Skill und Erfahrung zu schützen.*



- Hohe Marktdurchdringung
- Schneller Weg, in expandierenden Marktsegmenten zu agieren
- Zusatzverkäufe für Lösungen in bestehende Segmente
- IBM Express Portfolio, WebSphere Application Server (ausgewählte Editionen), Tivoli Storage Manager
- Steht allen Business Partnern zur Verfügung
- Aktuelle Liste in ‚IBM Partnerworld‘

- Autorisierte Produkte wurden ausgewählt, Business Partner zu honorieren, die in Skills und Lösungen investieren
- Business Partner stellen ihren Skills und Fachkenntnisse durch Zertifizierungen unter Beweis
- Investitionen in Skills werden geschützt
- Kunden sprechen mit Fachleuten
- Reduzierung des Implementierungsrisikos wird honoriert (Kunde und IBM)

- Ähnliche Zielrichtung wie ‚SVP Authorized‘
- Noch stärkerer Fokus auf Lösungen
- Vorwiegend Akquisitionen
- Historische Strukturen
- Übergang zu IBM Modellen ‚Blue wash‘



<b>WebSphere</b>			<b>Information Management</b>		<b>Rational</b>	
Business Process Management	Commerce	WebSphere Core	Heritage Content Management	Data Management	All	
<b>Lotus</b>			<b>Tivoli</b>			
Portal			Storage Management	Security & Compliance Management	Automation	Enterprise Asset Management



**Überblick**



**Neue Product Groups in 2011**

**SVP 10% Regel**

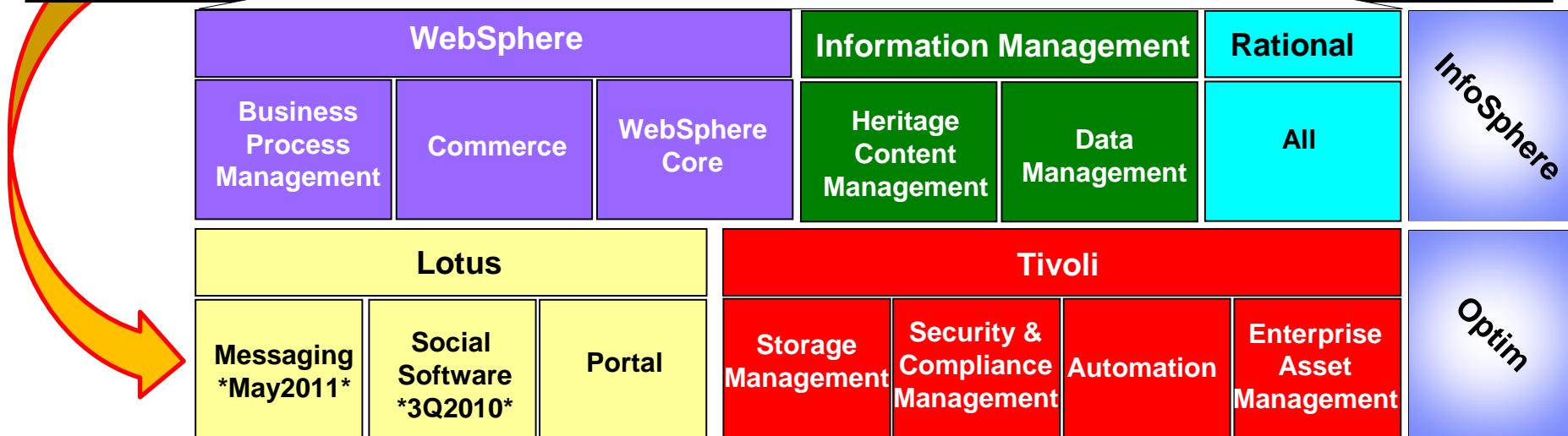
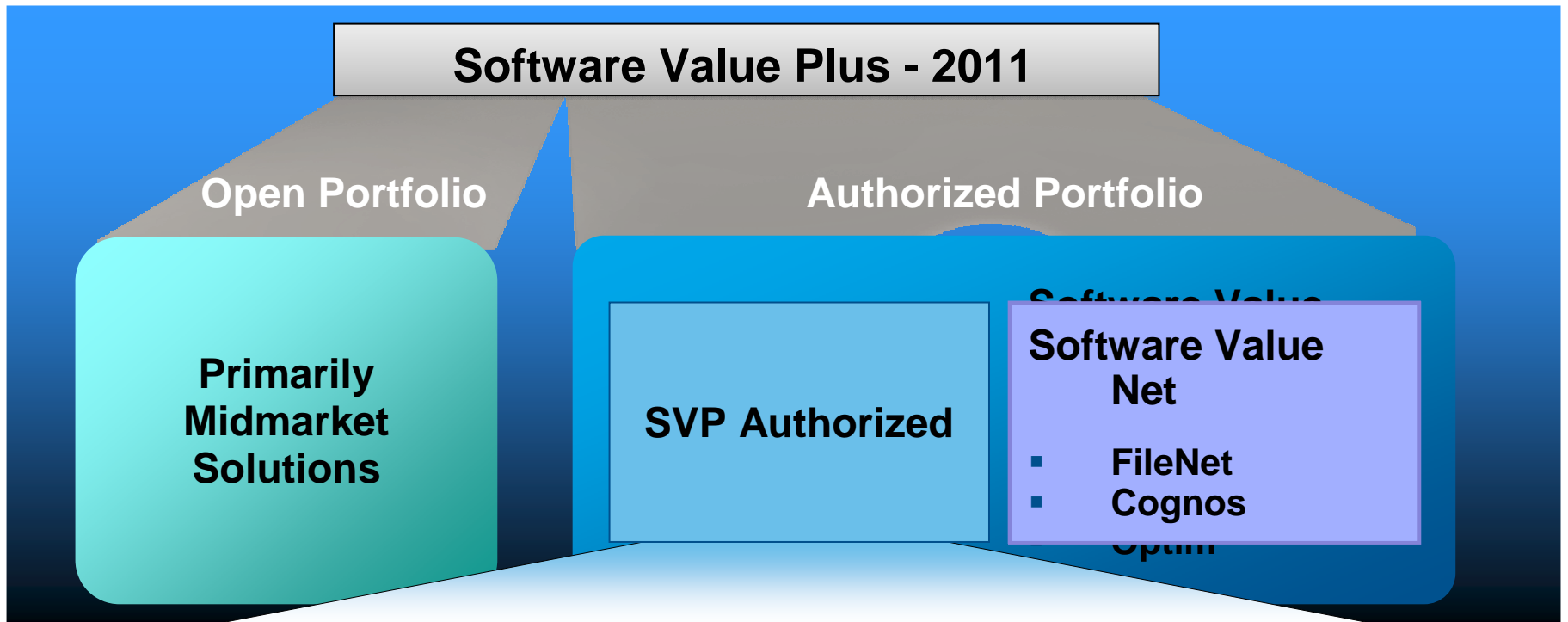
**SVP Compliance Check**

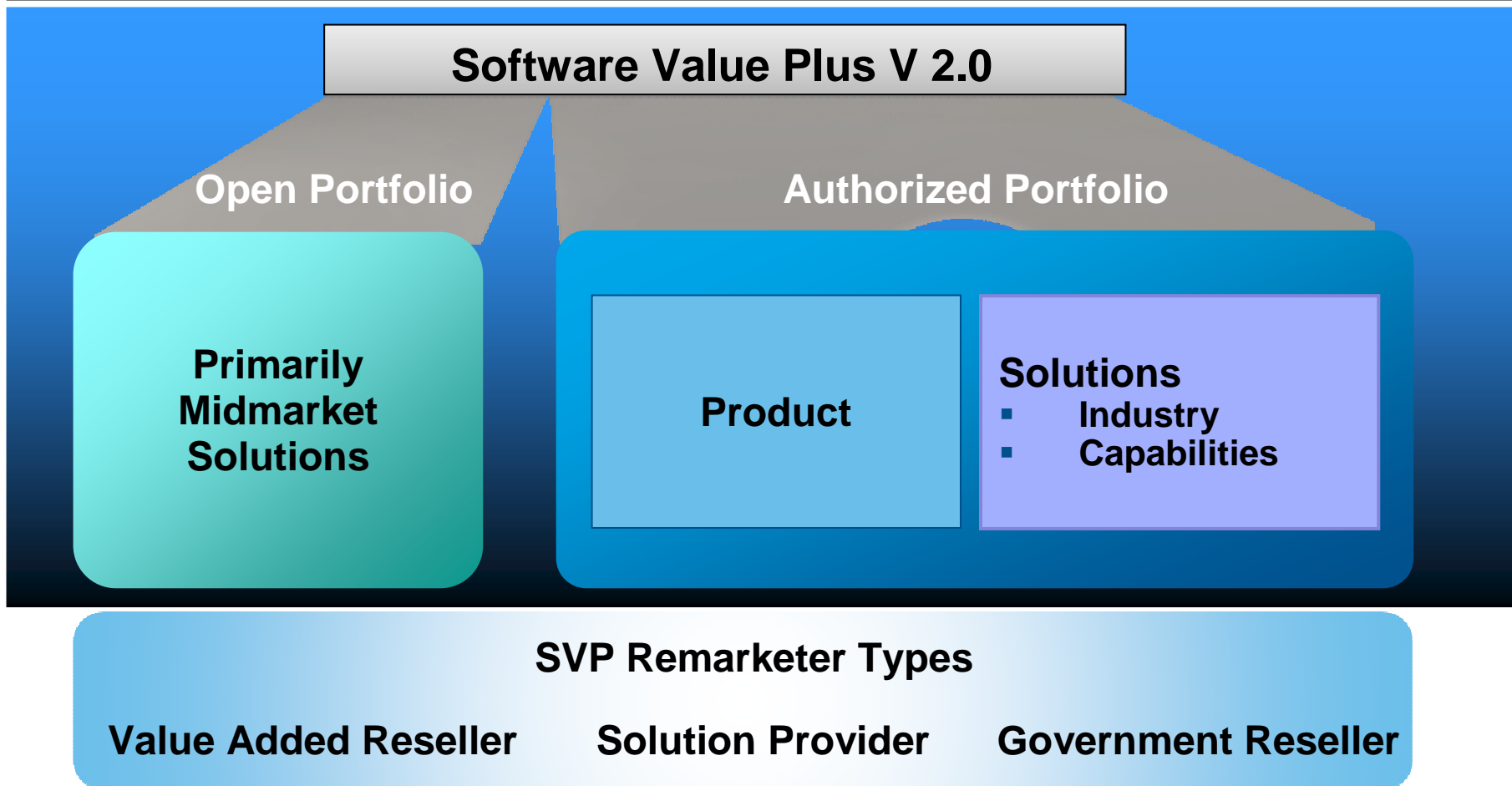
**Industry Autorisierung**

**Erste Capability-Autorisierung ,Security‘**

**Ausblick SVP 2.0**







**Software ValueNet and SVP-Authorized come together  
May 1, 2011**

*(Final date maybe subject to change)*



**Überblick**



**Neue Product Groups in 2011**



**SVP 10% Regel**

**SVP Compliance Check**

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**Ausblick SVP 2.0**

# Die 10% - Regel

➤ **Definition ‚SVI eligible Revenue‘**

**Kompletter Umsatz außer**

- **Government Umsatz**
- **VAP for Government**
- **Small Deal Revenue (4.500 Euro)**
- **Renewals**
- **Open Portfolio Umsatz**

➤ **Die 10% - Regel**

**Es wird das Verhältnis des SVI eligible Umsatzes zu dem Gesamt-Umsatz über alle Product-Groups ermittelt. Dies muss mindestens 10% ergeben.**

$$\frac{\sum_{\text{Alle a.PG}} \text{SVI eligible Umsatz}}{\sum_{\text{Alle a.PG}} \text{Gesamtumsatz}} \geq 10\%$$

a.PG = autorisierte Product Group

- **Wenn ein Business Partner die 10% - Regel verfehlt, so wird die 10% - Regel auf jede einzelne Product Group angewendet.**
- **Falls die Summe des Gesamt-Umsatzes über alle Product-Groups weniger als 180K Euro ist, so wird die 10% - Regel ausgesetzt.**
- **Ist eine Product Group jünger als 6 Monate oder ist ein BP weniger als 6 Monate in einer Product Group registriert oder ist er weniger als 6 Monate in SVP, so wird die 10% - Regel ausgesetzt.**

## Authorization Readiness Dashboard

- *Cognos basiertes On-line Werkzeug*
- *Überblick über den Status aller SVP Komponenten*
  - *SVP Gesamtstatus*
  - *Zertifizierungen*
  - *Umsatz-Erreichung*
  - *VAP Lösungen*
  - *PartnerPlan*
  - *10% - Regel*

## Zugang

*IBM Business Partner access - PartnerWorld portal access*

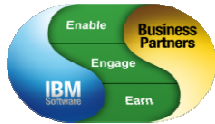
[https://www-304.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/pw\\_com\\_authorization\\_readiness\\_dashboard](https://www-304.ibm.com/partnerworld/wps/servlet/mem/ContentHandler/pw_com_authorization_readiness_dashboard)  
(derzeit IEv7 oder IEv8, kein IE6 oder Mozilla )



**Überblick**



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# Der SVP Compliance Kalender 2010



**SVP Compliance Review für 2010 beginnt in der ersten Woche im März.**

**Wenn ein BP den Check nicht besteht, wird eine erneute Prüfung nach 90 Tagen durchgeführt.**



**Erneute Prüfung nach 90 Tagen**



**Prüfzeitraum: 25. Januar 2010 bis 31. Dezember 2010**

**Bei Notwendigkeit eines erneuten Check nach 90 Tagen ist der Prüfzeitraum: 25. Januar 2010 bis 31. März 2011**

**Bei erneutem Nicht-Erreichen setzt eine 6 Monats-Sperre ein, bevor ein Neubewerbung erfolgen kann.**

**1. When is the next compliance review for 2010 revenue?**

The next compliance review is the first week of March, 2011

**2. What time period will be covered in the next compliance review?**

SVP total eligible revenue and value revenue will be checked for  
January 25 – December 31, 2010.

**3. How will sales from Jan 1 - Jan 25, 2010 be treated? Will they be counted in SVP qualification even though the launch date was Jan 25?**

Compliance checking will be done on revenue from Jan. 25 through December 31, 2010.

**4. Are open distribution products to be included in the 10% value check?**

SVP compliance is done on authorized eligible revenue only. Revenue from open products is not included in the 10% compliance check.



### **5. Do registered SVI transactions booked between 12/31/10 and 01/25/11 count towards a Reseller's 2010 10% value add revenue?**

No. Only revenue from 1/25/10 through 12/31/10 is checked for compliance. However, if a Business Partner fails the value revenue compliance check for all their approved Product Groups, each approved Product Group will be checked individually. Any Product Group that then fails compliance will have 90 days additional time to meet the 10% value revenue requirement. That means after 90 days, a total of 15 months revenue will be checked, including revenue from January through March, 2011 in addition to the 2010 revenue. This allows sufficient time for any SVI approvals for the first 3 months of 2011 to be processed. At that time, Business Partners with Product Groups that still fail compliance are notified and they must wait 6 months before they can re-apply for authorization for the failed Product Group(s).

### **6. Can Business Partners still resell during the 90-days period referenced in item 5 above? If so, can they resell renewals then, too?**

Yes, Business Partners are still considered to be authorized during that time.

### **7. With 2010 validation taking place starting 1/25/2010 and completing by 3/31/11, will Resellers be able to register and claim transactions between 01/25/11 and 03/31/11? If so, will that revenue count for both 2010 and 2011?**

See the answer to number 5. Compliance checking is done the first week of March for 2010 revenue. If a Business Partner fails compliance and 15 months of revenue are used for the next 90-day check, the revenue from 1Q2011 will still count toward 2011 compliance; compliance checking is done twice a year for a rolling 12 month period.

### **8. How is revenue treated for products which were in open distribution at the beginning of 2010, but transitioned to authorized distribution (Lotus Collaboration) mid year?**

Any Product Groups that were authorized Product Groups for less than 6 months will not be included in the compliance check. (Also, BPs who were authorized in a Product Group(s) for less than 6 months will not have that Product Group(s) checked. BPs who have been in the SVP program for less than 6 months are exempt from compliance checking, as well.)

### **9. When will IBM have Revenue information included in the Dashboard reports?**

The SVP Readiness Dashboard was updated in December, 2010.

### **10. If a Business Partner is over the \$200k threshold for eligible revenue in commercial accounts, and doesn't meet the 10% value revenue ratio, will they still remain authorized under SVP for Government, and continue to be able to resell to Government accounts?**

SVP commercial reselling authorization does not affect government reselling. If a Business Partner loses Product Group authorizations for commercial accounts, that will not impact their authorization to resell government accounts, as long as the Business Partner continues to meet the requirements of government.

### **Related Questions:**

**If a Business Partner meets the 10% goal for 1 (or more) SVP Product Groups, but not the 10% overall target, what happens? Answer # 5**

**Does 2010 overall revenue attainment include ONLY transactions dated 01/25/10 and later? Answer # 5**

**Do approved SVI opportunities with Open products count towards a Reseller's 10% value revenue attainment (in the numerator for the calculation of 10% rule)? Answer # 4**

**If a Business Partner gets removed from the program after 1/25/2010, what is the process and timeline that is acceptable for "re-applying"? Can they reapply after 60 days? Then what happens? What data is reviewed to see if they can stay in? Answer # 5**

**How will products that are in open distribution in 2010 but will be in authorized distribution be treated in 2010 SVP measurements?  
Answer # 8**



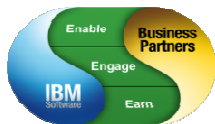
**Überblick**



**Neue Product Groups in 2011**



**SVP 10% Regel**



**SVP Compliance Check**



**Industry Autorisierung**

**Erste Capability-Autorisierung ,Security‘**

**Ausblick SVP 2.0**

# SVI Beispiele



		I & A Customer		GB LE Customer		GB MM Customer	
		Product	Solution	Product	Solution	Product	Solution
<b>SVI</b>	<b>Identification</b>	5%	5%	10%	10%	10%	10%
	<b>Sell</b>	5%		10%		10%	
<b>SVI Solution</b>	<b>Technology (VAP)</b>		15%		15%		20%
	<b>Industry or Capability</b>		or 20%		or 25%		or 30%
<b>Total</b>		10%	20%	20%	25%	20%	30%
	<b>Industry or Capability</b>		or 25%		or 35%		or 40%

*plus der regulären Channel Rabatte*

	Product	Capability / Industry
<b>Example</b>	DB2, Cognos	Capability, e.g. Security Industry, e.g. Heathcare, Retail, etc.
<b>Authorization Criteria</b>	Certifications	Approved Certs, Solution & References + additional requirements for Industry
<b>Authorization Scope</b>	Product Group(s)	Product Group(s) in Approved Solution(s)
<b>Authorized For</b>	Resell, SVI Incentives	Resell, SVI & Solutions Incentives

## *Für Business Partners die ...*

- ... die Industrie ihrer Kunden kennen.
- ... die Sprache der Industrie ihrer Kunden kennen.
- ... in der Lage sind, industrie-spezifische Probleme zu adressieren.
- ... über den 'Produkt-Tellerrand' hinaus schauen können.

**65%** der Kunden sind bereit, einen Aufpreis für einen Anbieter mit *Industrie-Expertise in ihrer Industrie zu bezahlen*

**= Business Opportunity !**

## Industry Authorization



### Benefits

SVI Financial Incentive

Marketing

Industry Framework Assets & Training

### *Details unter*

[http://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/swg\\_com\\_sfw\\_svp\\_ia](http://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/swg_com_sfw_svp_ia)



## Industry Authorization



### Requirements

**SVP Authorized**

**Skills**

**Industry Solutions & References**

**Board Review**

- **SVP Authorized**
  - *Must have signed SVP BP Agreement*
  - *Must be SVP Authorized in product groups included in the solution*
- **If not fulfilling the deal ...**  
*... must have signed SVI supplement*

<http://www.ibm.com/partnerworld/wps/servlet/ContentHandler/svp>

- **Industry Skills**
  - *2 Industry Solution Mastery Tests*
  - *Know relevant IBM Industry Framework & how your solution fits (discuss in Board Review)*

[http://www.ibm.com/partnerworld/wps/servlet/ContentHandler/isv\\_com\\_ind\\_index](http://www.ibm.com/partnerworld/wps/servlet/ContentHandler/isv_com_ind_index)

## Industry Authorization



### Requirements

SVP Authorized

Skills

Industry Solutions & References

Board Review

- **Industry Solution**
  - Can be a Services Practice or Application
  - Aligned to IBM Framework / Strategy
  - Entered in IBM Global Solutions Directory
  
- **Industry References**
  - Entered in IBM Global Solutions Directory
  - Must be verified (not necessarily public)
  - Number of References required:
    - 3 in North America & the European Union
    - 2 elsewhere

Frameworks: <http://www.ibm.com/isv/tech/validation/framework/index.html>  
GSD: <http://www-304.ibm.com/partnerworld/gsd/homepage.do>

- **Solution must be Industry-specific**
- **Solution must be Aligned to Industry Framework / Strategy**
  - For Applications: must be validated by the Industry Framework Validation process,
  - For Service Practices: must implement part of Ind. Framework or extend it
  
- **Industry Leadership documented by Industry Papers, Journals, Industry Conference Presentations, Industry Awards, Industry Organization memberships, Industry Blogs, Industry Conference booths, External Industry Certifications, Recognition by Industry Analysts, etc.**

## Industry Authorization



### Requirements

SVP Authorized

Skills

Industry Solutions & References

Board Review



**Überblick**



**Neue Product Groups in 2011**



**SVP 10% Regel**



**SVP Compliance Check**



**Industry Autorisierung**



**Erste Capability-Autorisierung ,Security‘**

**Ausblick SVP 2.0**

# Vom Spezialwissen zur Capability

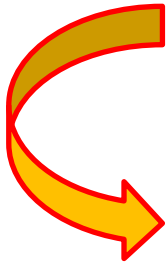


## Heute

*'Security-Lösung'*

*1 Sales Zertifizierung und*

*2 technische Zertifizierungen für jede  
einzelne betroffene Product Group*

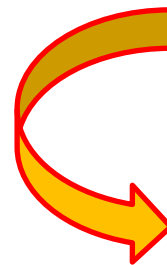


## Zukünftig

*'Capability 'Security'*

*1 Sales Zertifizierung und*

*1 technische Zertifizierung und  
1 anerkannte Lösung*



## Potential Business Capability

*Security*

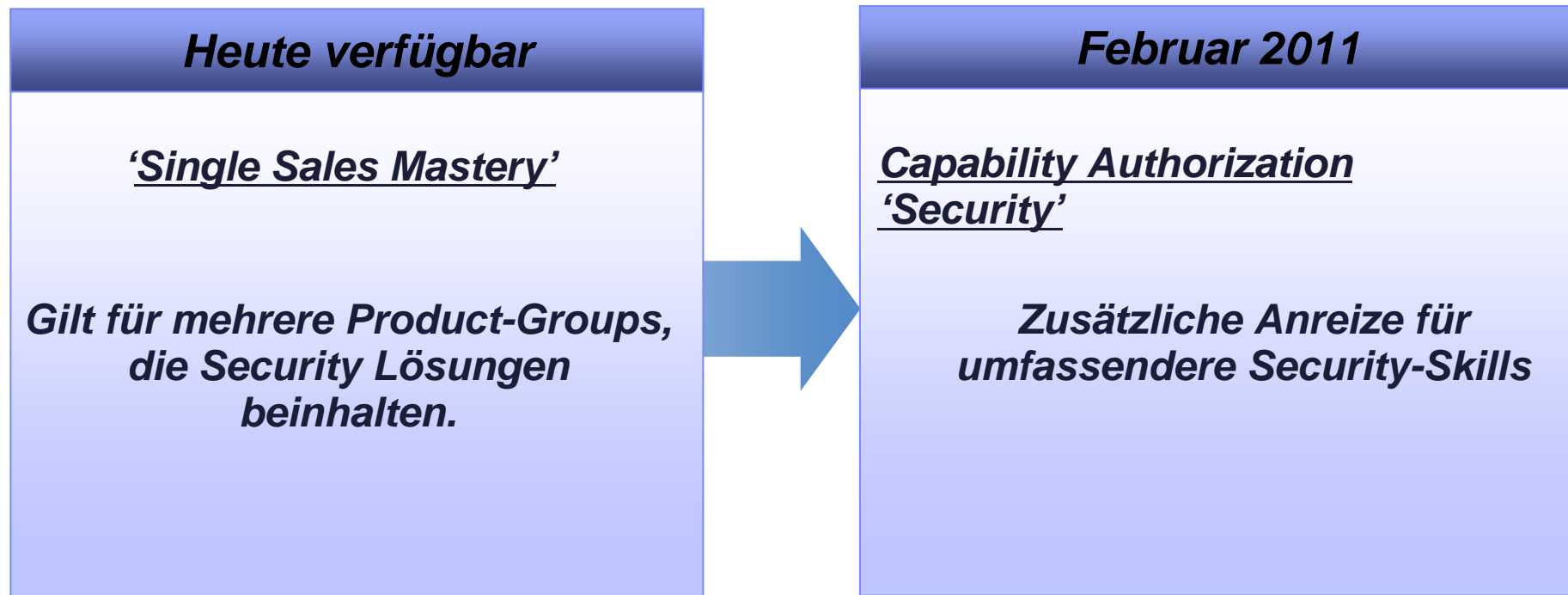
*Cloud*

*Data Governance*

*Business Analytics & Optimization*

*Developer Optimization*

*"Super" BPM*



## Was ist zu tun ...



1. Erfolgreicher Abschluss Security Solution Sales Mastery



2. Erfolgreiche Security Certification (neue 'Super' Zertifizierung)  
oder die geforderten Einzel-Zertifizierungen  
(alle Product Groups — eine Person oder mehrere)



3. Die Security Lösung muss Produkte aus mindestens zwei Product Groups  
beinhalten. Business Partner Service-Anteil muss mindestens 20% des  
Gesamtpreises sein.



4. Kunden-Referenzen:  
3 in NA and European Union  
2 elsewhere



5. 'Durchziehen und Spaß haben'

### **IBM Security Solutions**

IBM Internet Security Solutions,  
Infosphere, Rational,  
Tivoli Security, WS DataPower



*Möglichkeit, mit einem weiten Spektrum von IBM Security Lösungen Mehrwerte zu schaffen und aus einer großen Anzahl von Product Groups 'resellen' zu können.  
(evtl. zusätzliche technische Zertifizierung für Non-Security-Solution nötig).*



*Zusätzliche SVI Rabatte*



Abgestimmte Planung mit den IBM Security Sales Teams



*SVP Security Authorization mark*



Security Lead Passing Priority

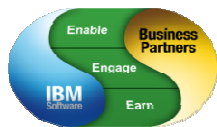




**Überblick**



**Neue Product Groups in 2011**



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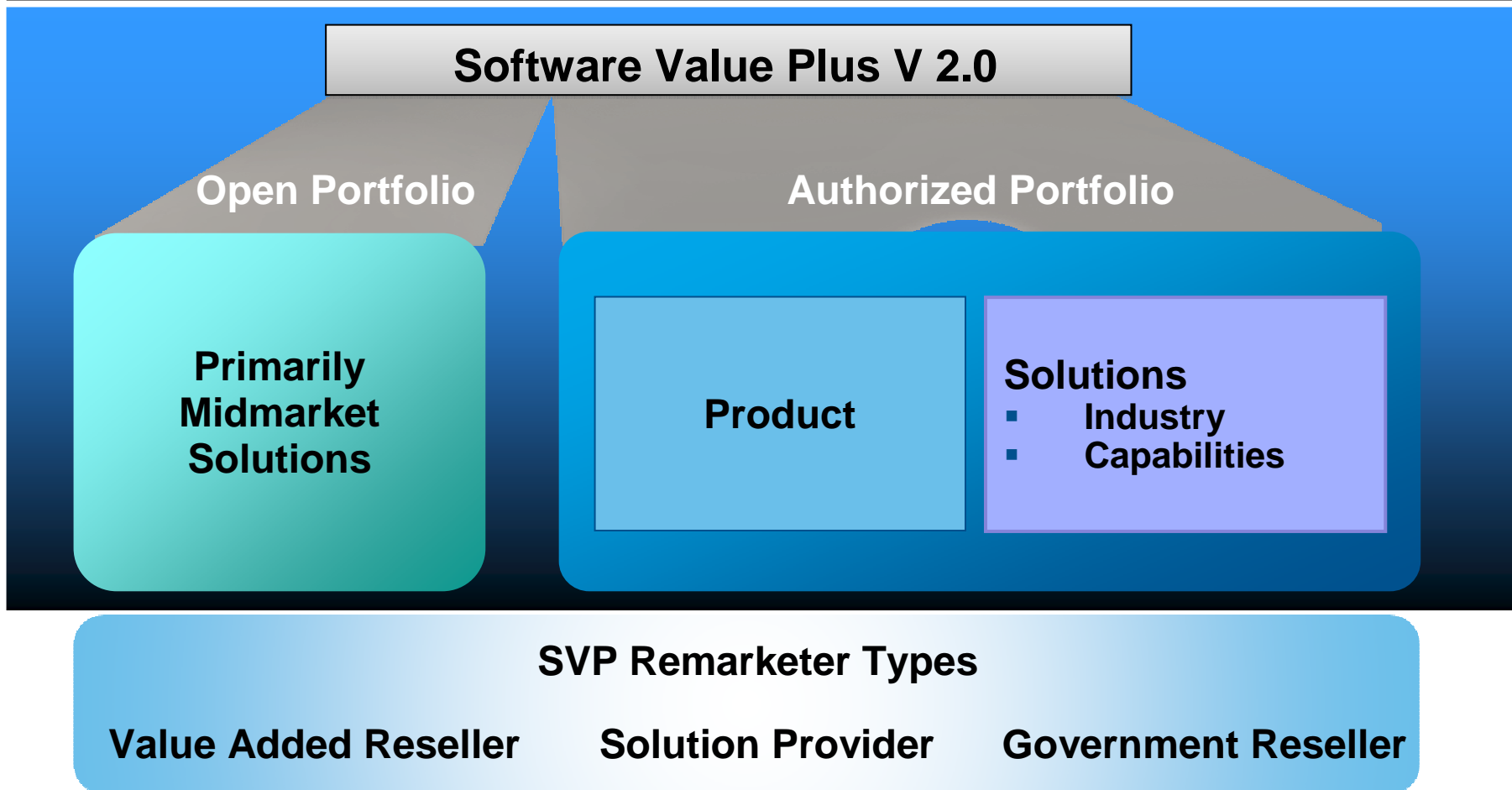
**Industry Autorisierung**



**Erste Capability-Autorisierung ,Security‘**



**Ausblick SVP 2.0**



**Software ValueNet and SVP-Authorized come together  
May 1, 2011**

*(Final date maybe subject to change)*

***Software ValueNet and Software Value Plus Authorization come together***

***Software Value Incentive (SVI) - New Solution rewards:***

***1. Technology***

***2. Industry***

***3. Capability***

***Value Advantage Plus (VAP) moves to SVI Solution reward***  
***Value Advantage Plus for Government moves under SVI process***

**Software ValueNet and Software Value Plus Authorization come together**

## **SVP 2.0 Model:**

### **Enrollment:**

*Consistent process and consistent criteria*

### **Three Remarketer Types:**

*Value Added Reseller  
Solution Provider  
Government Reseller*

### **Incentive:**

*SVI: All Product Groups*

### **Pricing:**

*Passport Advantage End User (banded)*

### **Discount:**

*Based on SVP Authorization model*

**Software ValueNet and Software Value Plus Authorization come together**

## **SVP 2.0 Model:**

### **Distribution Model:**

*Authorized Product Groups follows the distribution model of the country  
Authorized or Open*

### **Renewals:**

*Renewal orders are allowed if Business Partner is authorized for at least one  
Product Group on the order in Authorized Distribution countries*

### **Incentives:**

- *SVI: All Product Groups eligible, same payments/rules as now*
- *Value Advantage Plus moves to SVI Solution Incentive:  
Payment method: Fee in Commercial accounts, extra discount in Gov't accounts*
- *Includes: Industry and Capability Solutions*
- *Enhanced SVI Solution rewards*
- *Requires SVP Industry or Capability Authorization*

## Software Value Incentive (SVI) - New Solution rewards:

1. Technology

2. Industry

3. Capability

### Rewards “value added” repeatable solution sales

#### Same transaction rules as Value Advantage Plus today:

Approved offering – evaluated and approved before use

Transaction “value add” ratio – 20%

Business Partner must contribute at least 20% of the total value of transaction  
(IBM SW + BP Solution)

Reward: 15% in IA and GB LE, 20% in MM

same as today

Mutually exclusive with SVI Sell Fee

same as today and if government account, mutually exclusive with ID/Sell

#### Rewards:

Technology: IA - 15% GB LE - 15% GB MM - 20%

Industry / Capability: IA - 20% GB LE - 25% GB MM - 30%

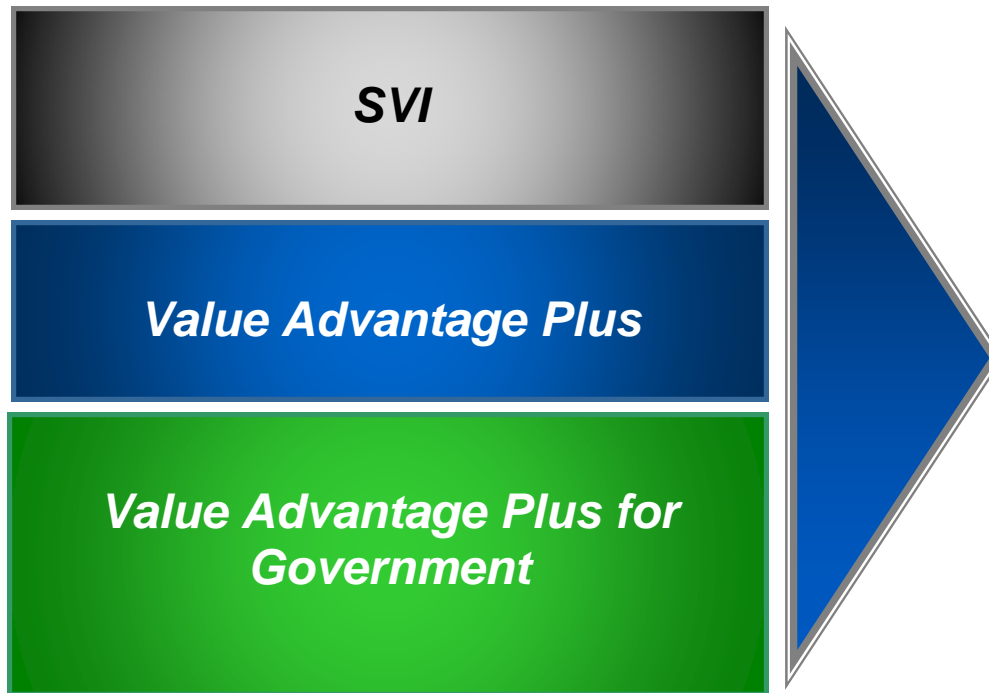
# Die Reise zu SVP 2.0



## New Incentive Structure

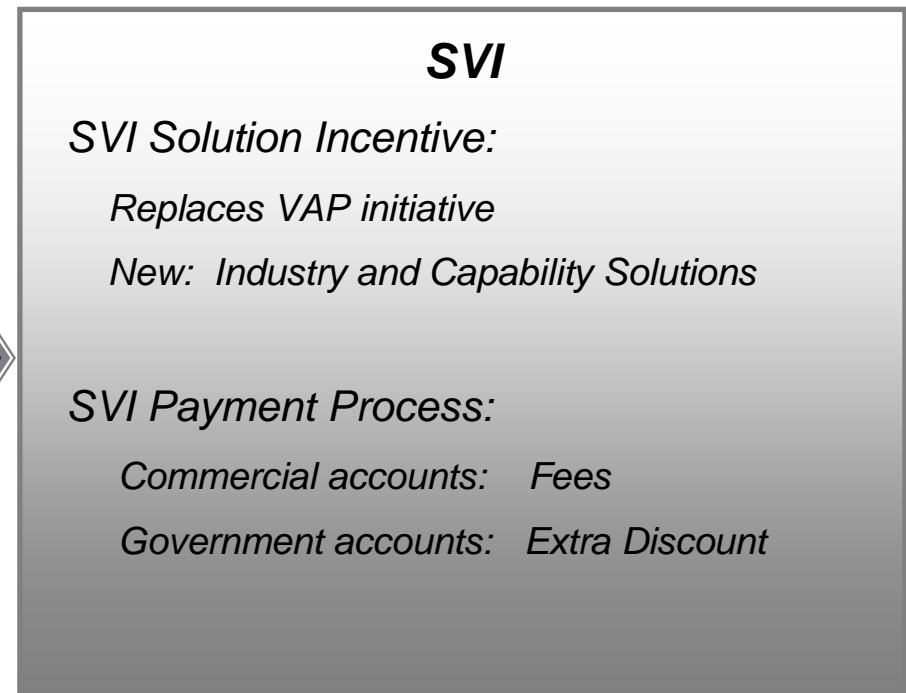
2010

*Multiple programs and processes*



2011

*One offering across SWG*



***Value Advantage Plus (VAP) moves to SVI Solution reward***  
***Value Advantage Plus for Government moves under SVI process***

### ***VAP to SVI:***

*Provides one overall process for Sell & ID and Solution incentives*  
*Provides Solution reward for influencers*

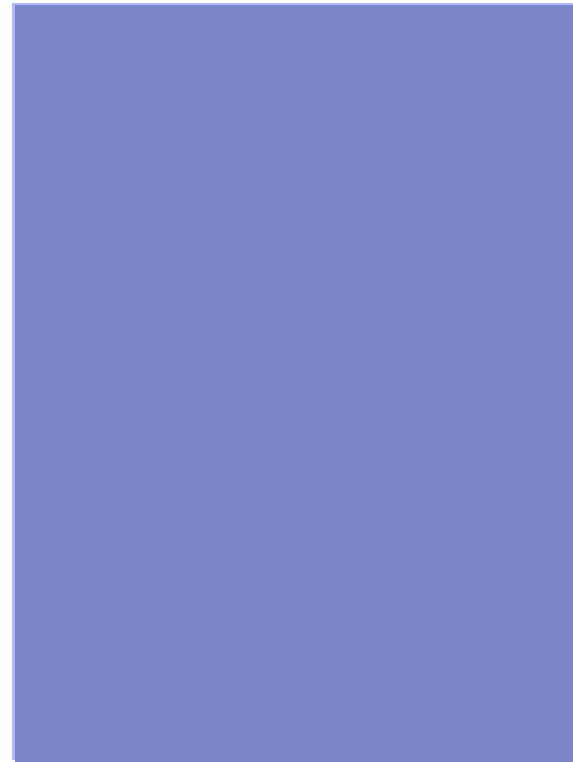
### ***VAP for Government moves to SVI process:***

*Consolidates agreements/processes – simplifies agreements*  
*Requires specific government experience – same as today*

### ***Reminder:***

*Commercial accounts – Fee payment, resell & influence*  
*Government accounts – Extra discount, resell only*





[http://www-05.ibm.com/fr/events/KO\\_BP\\_SWG2010/BP\\_QuickLinks\\_v5.pdf](http://www-05.ibm.com/fr/events/KO_BP_SWG2010/BP_QuickLinks_v5.pdf)

