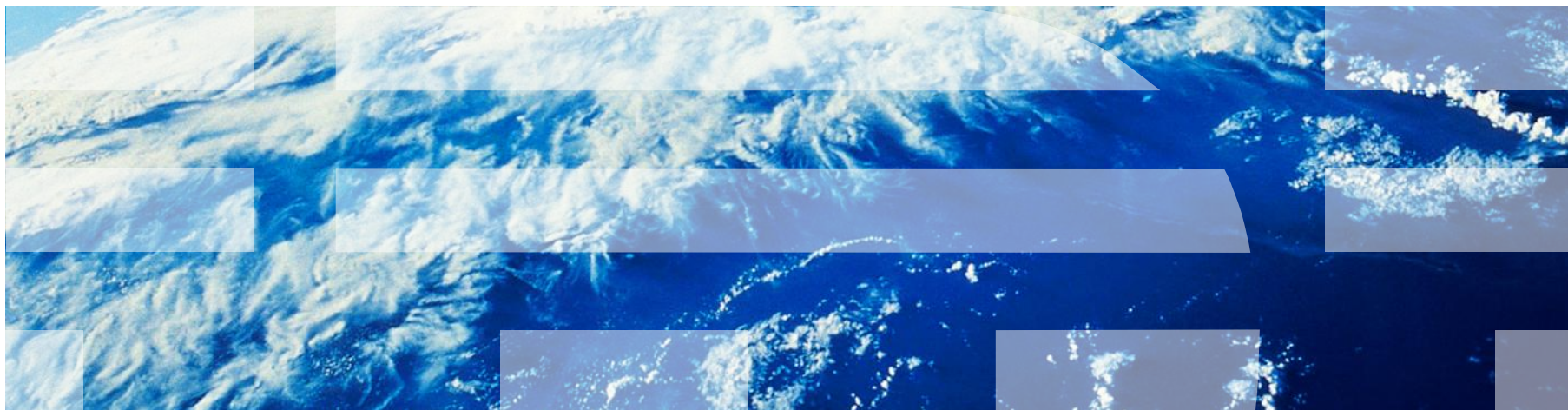


Überblick über das SVP Industry und Capability Autorisierungsprogramm

Michael Sigmund
IBM SWG IT Architect

Susanne Kurz
IBM SWG IT Architect



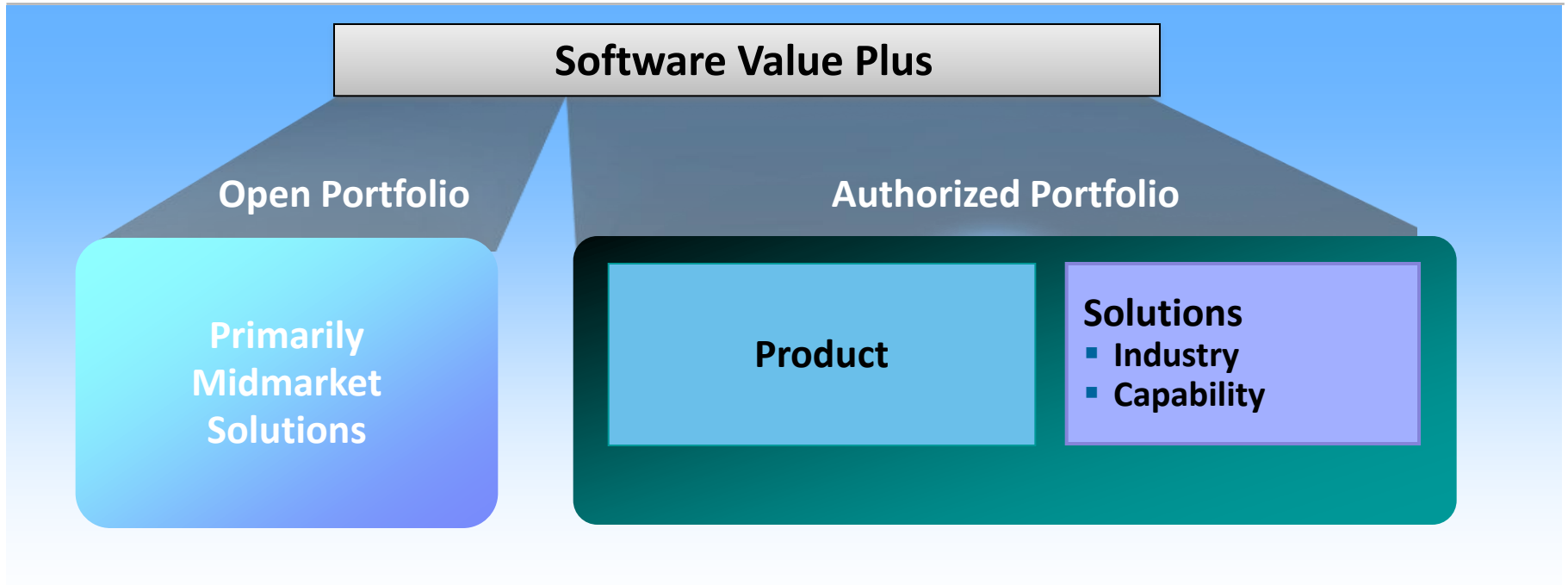
Disclaimer Notice

Although efforts were made to verify the completeness and accuracy of the information contained in this presentation, it is provided “as is” as of the date of this document.

Program information is always subject to change.

Die Informationen im Teil SVP Capability Authorization beziehen sich auf die Version 2.3 des [BP Operations Guide for SVI – Solutions](#). Bitte überprüfen Sie die Inhalte in der jeweils aktuellsten Version.

Software Value Plus



SVP Authorization: Two Paths

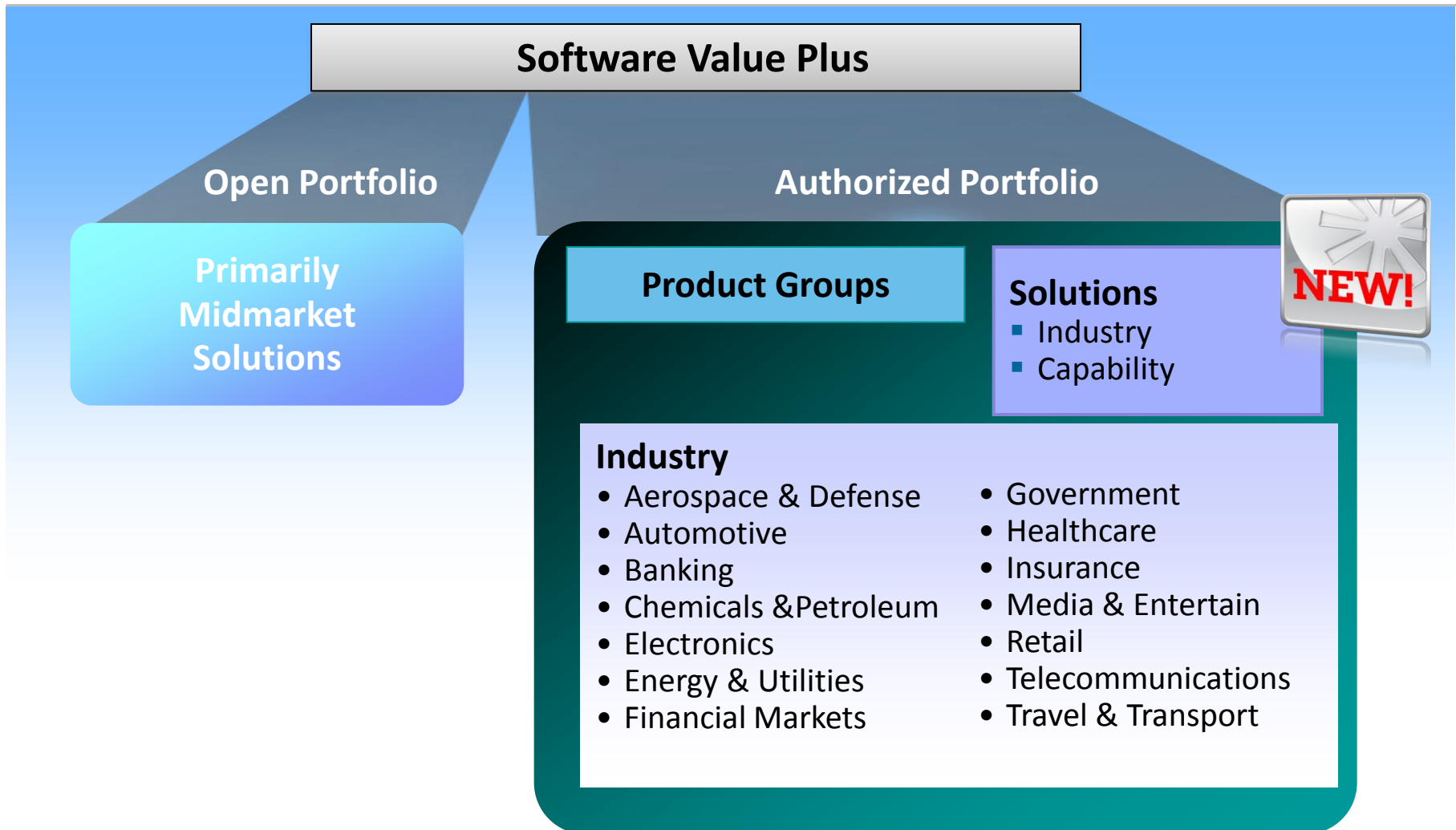
	Product	Capability / Industry
Example	DB2, Cognos	Capability, eg. Security Industry, eg. Heathcare, Retail, etc.
Authorization Criteria	Certifications	Approved Offering + additional requirements for Industry
Authorization Scope	Product Group(s)	Product Group(s) in Approved Solution(s)
Authorized For	Resell, SVI Incentives	Resell, SVI & Solutions Incentives

Solution Incentive Fees – Commercial Customers

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

Plus normal channel discounts

SVP Industry Authorization



Customers want Industry Skills & Solutions !

Business Partners that:

- ✓ Know their industry
- ✓ Understand their language
- ✓ Can solve industry-specific business problems
- ✓ Have expertise beyond just product, customer size

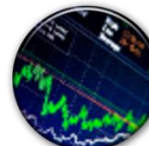


Source: IBM Market Insights

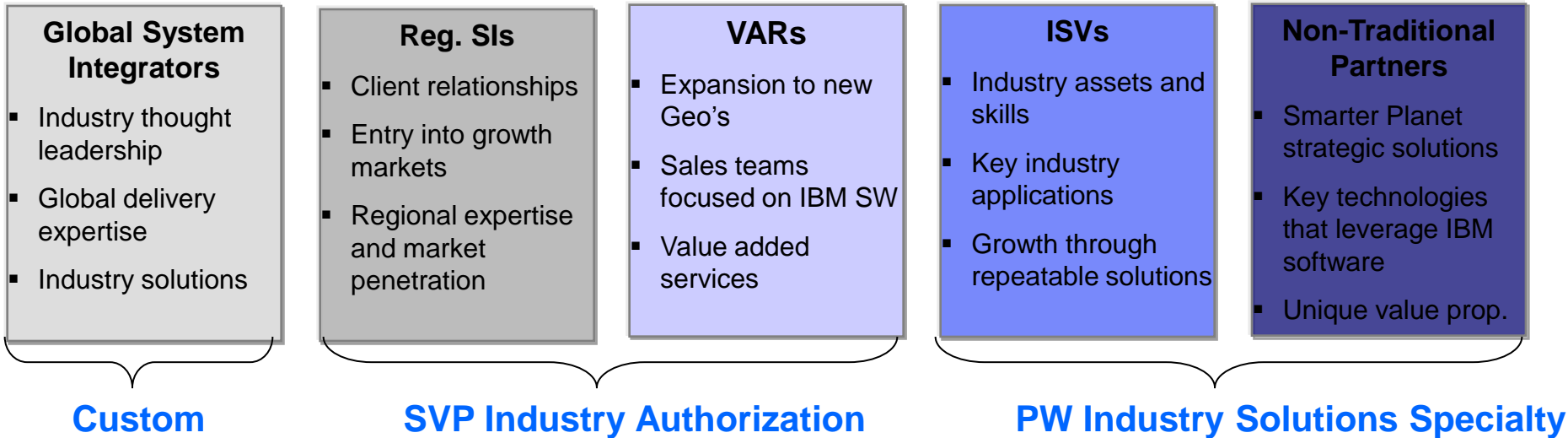
Note: This report is based on internal IBM analysis and is not meant to be a statement of direction by IBM nor is IBM committing to any particular technology or solution.

65% of customers are willing to pay a premium for a vendor with industry-specific expertise = **Business Opportunity !**

Source: IDC, "2009 Vendor Report Card: Customers Grade Vendors on Industry-Specific Expertise" 02/10, Doc # 219783



Business Partners Play a Key Role in IBM's Industry Framework Go to Market Approach



IBM Partner Industry Initiatives

Industry Initiatives optimized for ISVs and for Reseller/SIs

ISVs

- Industry Framework Validation
 - ISV demonstrates their application uses IBM SW & extends IBM Industry Framework
 - Major benefits: Plaque, Solution promotion on website & communications, IDR support
- **PW Industry Solution Specialty**
 - Requires Framework validation, IBM SW & HW components, References
 - Major Benefits: Validation benefits + Marketing benefits
 - Available worldwide

Resellers & Systems Integrators

- **SVP Industry Authorization**
 - Requires partner to demonstrate skills, solutions, and references
 - Benefits: Marketing, sales incentive, and technical
 - Fewer marketing \$\$ than PW Industry Specialty but rich sales incentive
 - Available where SVP is deployed. Not available to 4 GSIs and 4 India SIs

Software Value Plus Industry Authorization

An initiative for highly industry skilled software resellers & integrators



SVP Industry Authorization *

Requirements

Skills
Industry Solutions
Board Review

Benefits

Financial Incentive: 15% to 20% more**
Marketing
Industry Framework Assets & Training

www.ibm.com/partnerworld/svp/ia

* Note : Available in countries where SVP Authorization has been implemented

** Additional incentive: Comparison of fees between SVI only and SVI with Industry Authorization

SVP Industry Authorization - Requirements

The graphic is a vertical rectangle with a black background. At the top, the text "Industry Authorization" is written in white. Below this is a horizontal strip of four images: a flag, a wind turbine, a hand holding a credit card, and a classical building. Underneath the images, the word "Requirements" is written in yellow. Below "Requirements" are four blue horizontal bars, each containing white text: "SVP Authorized", "Skills", "Industry Solutions & References", and "Board Review".

Industry Authorization

Requirements

- SVP Authorized
- Skills
- Industry Solutions & References
- Board Review

www.ibm.com/partnerworld/svp/ia

SVP Authorization Requirement

SVP Authorized

- Must have signed SVP BP Agreement
- Must be SVP Authorized in product groups included in the solution

Industry Authorization



Requirements

SVP Authorized

Skills

Industry Solutions & References

Board Review

Software Value Plus

www.ibm.com/partnerworld/svp

Industry Skills Requirement

Industry Skills

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

Industry Authorization



Requirements

SVP Authorized

Skills

Industry Solutions & References

Board Review

Industry Training & Tests:

www.ibm.com/partnerworld/wps/servlet/ContentHandler/isv_com_ind_index

Get Industry Enabled Today

■ Industry Sales Education

- Industry virtual summit – Training and Certifications
- Midmarket resources - Discover opportunities & sell midmarket industry solutions
- Industry Sales Plays – Coming soon

www.ibm.com/partnerworld/wps/servlet/ContentHandler/isv_com_idu_industry_smtests

■ Industry Frameworks

- Leverage IBM Industry Frameworks & Assets to accelerate creation of industry-specific solutions
- developerWorks: Industry-specific technical information
- IBM Innovation Centers - training and 1-1 guidance from building to selling your solution

www.ibm.com/isv/tech/validation/framework/index.html

Momentum – Over 1,000 industry mastery tests passed in 9 months

Industry Solution Requirement

Industry Solution

- Can be a Services Practice or Application
- Aligned to IBM Framework / Strategy :
 - For Applications: must be validated by the Industry Framework Validation process,
 - For Service Practices: must implement part of Industry Framework or extend it
- BP must contribute significant value add to the solution
- IBM software must constitute most of the middleware
- Entered in IBM Global Solutions Directory

Industry Authorization



Requirements

SVP Authorized

Skills

Industry Solutions & References

Board Review

Global Solutions Directory

www.ibm.com/isv/tech/validation/framework/index.html

IBM Industry Frameworks

www.ibm.com/isv/tech/validation/framework/index.html

References Requirement

Industry References

- Entered in IBM Global Solutions Directory or Customer Reference Database
- Must be verified (not necessarily public)
- Number of References required:
 - 3 in North America & the European Union
 - 2 elsewhere
- Can be different solutions for the same industry
- Different implementations at 1 customer are separate references
- Up to 3 years old

Industry Authorization

Requirements

- SVP Authorized
- Skills
- Industry Solutions & References
- Board Review

Global Solutions Directory

www.ibm.com/isv/tech/validation/framework/index.html

Customer Reference Database


www.ibm.com/partnerworld/mem/sell/sel_refs.html

Board Review Requirement

Criteria Evaluated by the Board:

1. **Solution must be Industry-specific**
2. **Solution Alignment to Industry Framework / Strategy**
3. **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, Conference Booths

Industry Authorization



Requirements

- SVP Authorized
- Skills
- Industry Solutions & References
- Board Review

Participants:

- Worldwide Software Business Partners Industry Sales Executive
- Worldwide Software Industry Executive
- Geography Software Industry Solution Sales Leader
- Geography Software Partners Sales Executive
- Geography Software Partners Technical Leader

SVP Industry Authorization - Benefits

An initiative for highly industry skilled software resellers & integrators



SVP Industry Authorization

Benefits

- SVI Solution Incentive
- Marketing
- Industry Framework Assets & Training

The graphic features a collage of images including a globe, a hand holding a credit card, wind turbines, and classical architecture. Below the collage, the word 'Benefits' is written in yellow, followed by three blue boxes containing the listed benefits.

www.ibm.com/partnerworld/svp/ia

Financial Incentives

Earn more on Industry Solution Sales!

Industry Authorization

Benefits

- SVI Solution Incentive
- Marketing
- Industry Framework Assets & Training

The graphic features a collage of images including the IBM logo, wind turbines, a hand holding a credit card, and classical architecture columns.

- **Rich Transaction incentive**
 - More than VAP!
 - Can combine with SVI “ID” fee*
- **Earn when you sell your solution**
 - No requirement to fulfill IBM software (applicable only to Commercial Accounts, not Gov’t)
 - Simple claiming process
 - Commercial & Government customers

www.ibm.com/partnerworld/svp/ia

* To earn SVI “identification” fee, a partner must meet terms and conditions of IBM Software Value Incentive

Marketing Benefits

Generate New Opportunities!

Industry Authorization



Benefits

SVI Solution Incentive

Marketing

Industry Framework Assets & Training

- **Authorized SVP Industry mark***
 - Distinguishes you from competition
- **Incremental co-marketing funds**
 - Generate new leads
- **Joint Go-to Market planning with Industry Sales**
 - Improved teaming, execution
- **Higher Lead Passing Priority**
 - Business Partner Locator
 - Lead Passing Decision Engine

* Requires additional license agreement

www.ibm.com/partnerworld/svp/ia

Solution Development Benefits

Accelerate Solution Development & Implementation

Industry Authorization



Benefits

SVI Solution Incentive

Marketing

Industry Framework Assets & Training

- Access to IBM Industry Frameworks & Assets*
- Leverage previous successful implementations & reuse assets*
- Start small – grow / enrich your solutions

* Require a License Agreement

Asset Types

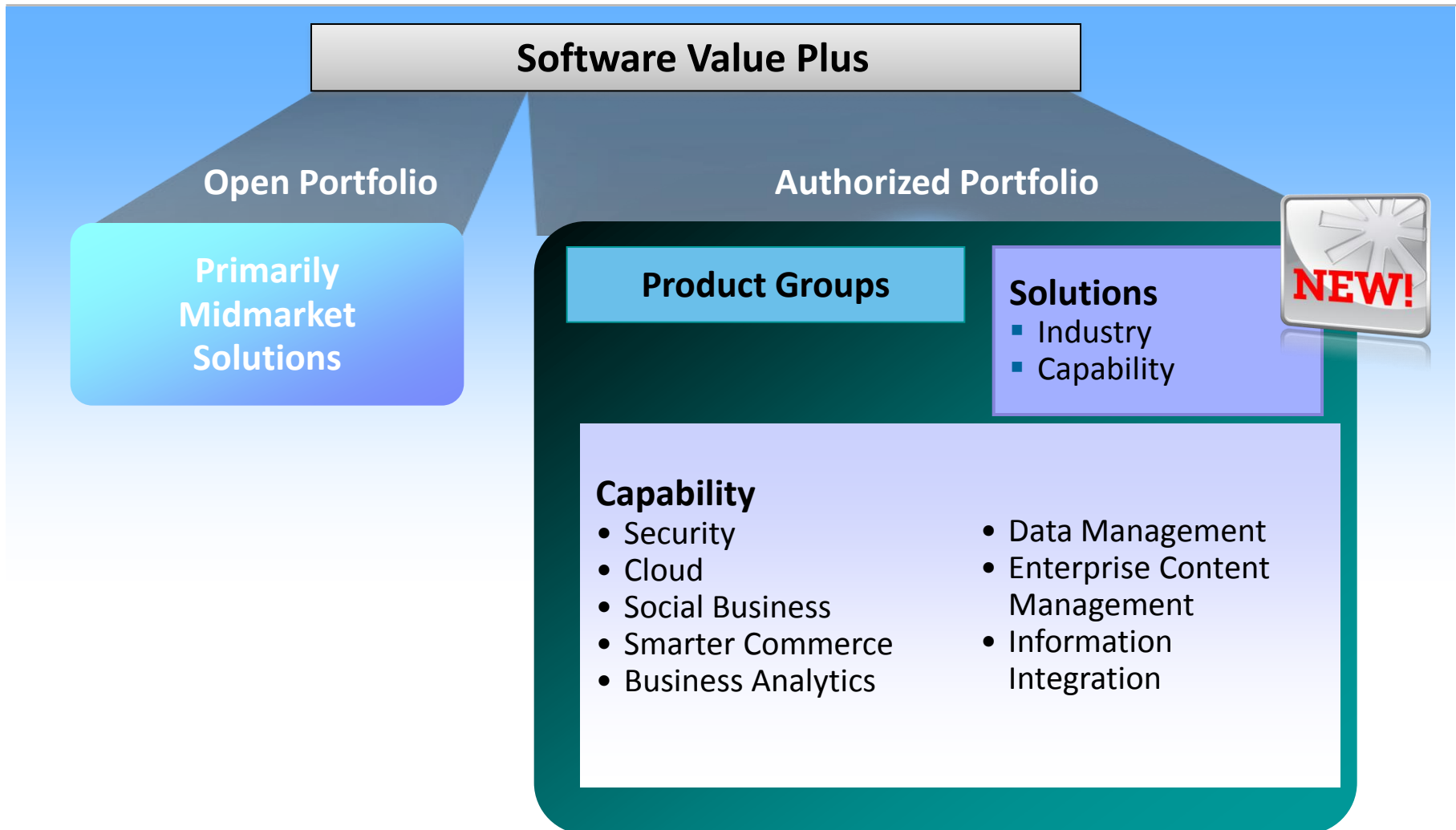
- Data models
- Process models
- Requirements models
- Technical Accelerators
- Cognos Blueprints
- Research Assets
- Sales Enablement Assets
- Technical Enablement Assets

www.ibm.com/partnerworld/svp/ia

Comparison: Industry Frameworks, SVP Industry Authorization & Industry Solution Specialty

	Industry Framework	Industry Solution Specialty	SVP Industry Authorization
Audience	ISVs & Non-traditional partners	ISVs & Non-traditional partners	Resellers & Systems Integrators
Criteria	<ul style="list-style-type: none"> ▪ Partner must have defined IBM Software Components ▪ Partner must have Industry Application ▪ No Customer reference requirements ▪ No revenue requirements 	<ul style="list-style-type: none"> ▪ Must have defined IBM Software <u>and</u> IBM System components. ▪ Partner Solution must be aligned with 9 focus industries of Industry Frameworks ▪ Validated Customer References aligned with industry ▪ Must have IBM software and hardware revenue 	<ul style="list-style-type: none"> ▪ SVP Authorized ▪ Partner solution aligned to SWG Industry Frameworks / strategy ▪ Validated customer references aligned with industry ▪ Business Partner needs two Industry Solutions Mastery skills ▪ Actions to be visible to Industry business users
Benefits	<ul style="list-style-type: none"> ▪ Industry Frameworks validation plaque ▪ Business alignment consultation via Business Talk ▪ Architectural Consultation and guidance via Industry Framework TechTalk ▪ Priority Access to IBM Innovation Centers ▪ Opportunity for IDR Coverage (if not covered) 	<ul style="list-style-type: none"> ▪ All benefits listed under Industry Frameworks with the exception of Validation Plaque in addition to: ▪ Specialty mark ▪ Business development funding ▪ Analyst package support ▪ Opportunity to participate in IBM sponsored events ▪ IBM executive advocate ▪ IDR coverage team 	<ul style="list-style-type: none"> ▪ Incremental financial incentives through Software Value Incentive ▪ Incremental funding for co-marketing activities ▪ "Authorized SVP - Industry" mark ▪ Assigned executive ▪ Joint go-to-market planning session ▪ Higher preference for passing of leads when Industry is specified ▪ Access to Industry Framework Assets

SVP Capability Authorization



Begriffsklärung

■ IBM SW Brand

Middleware:

- WebSphere
- Rational
- Tivoli
- Information Management

Solutions:

- IBM Collaboration Solutions
- Business Analytics
- Industry Solutions

■ Product Group

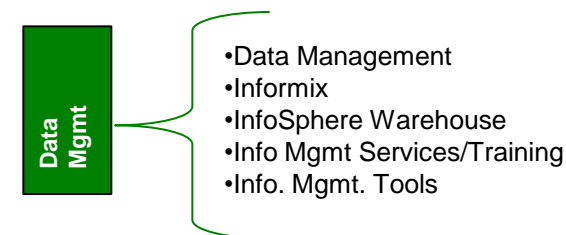
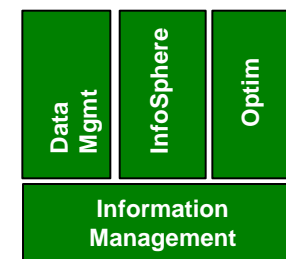
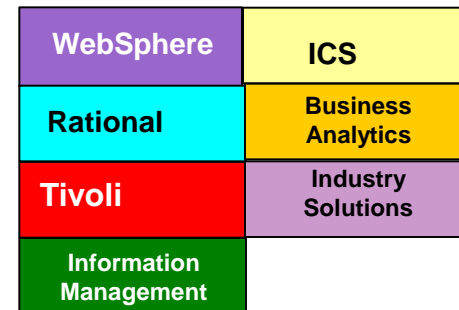
Beispiel IM:

- Data Management
- InfoSphere
- Optim

■ Brand Family

Beispiel IM Data Management:

- Data Management
- Informix
- InfoSphere Warehouse
- Info Mgmt Services/Training
- Info. Mgmt. Tools (non-IIS) - OTC S/390 (Systemz)



SVP Security Authorization

Lösung



▪ Referenz

Security specific client references that include description of the security issue being addressed and the IBM software included with the solution

- The **Verified** Business Partner Solution **must** include Minimum of **one** Brand Family **security product** from **at least 2** of the following Brand **Product Groups**:

- **IBM Optim**

- Information Management InfoSphere Guardium

- **Tivoli Security & Compliance Mgt, or Tivoli**

- Tivoli Security
- Tivoli Security (Open)

- **Rational Authorized or Rational**

- Rational Automated Software Quality
- Rational Automated Software Quality - Open

- **Other**

- WebSphere Datapower

- An approved SVP Security solution **may contain Lotus Protector** if included in the Verified Business Partner Solution, and the BP is **approved for SVP Lotus Messaging and Collab**

SVP Security Authorization

Zertifizierungen



- **Sales:**

Minimum of 1 **IBM Security Solutions Sales Mastery** tests passed

- **Technical:**

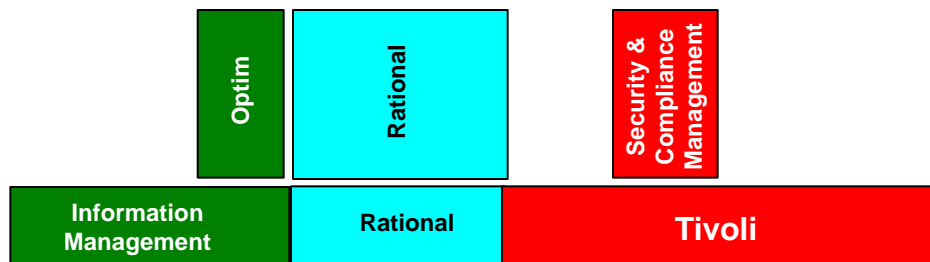
One **Certified Advanced Solutions Expert – Security Software Solutions and Services**

Or of 1 eligible technical skills in **each** of the following areas:

- Information Management Optim
- Tivoli Security and Compliance Management
- Rational AppScan
- WebSphere DataPower SOA Appliances

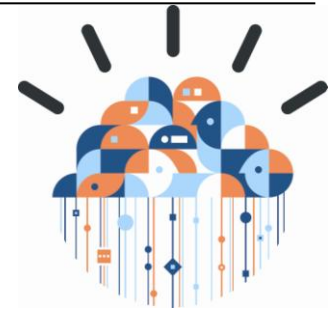
- **Approved SVP Product Groups**

- IBM InfoSphere
- Rational Authorized
- Tivoli Sec & Compliance Management



SVP Cloud Computing Authorization

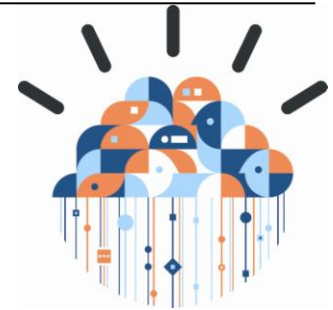
Lösung



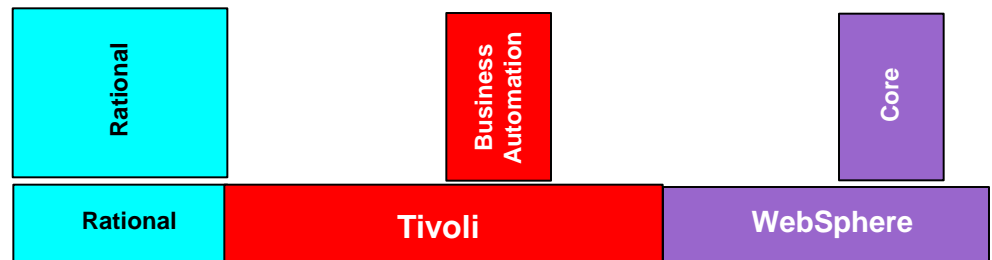
- **Referenz:** **Cloud Computing** specific client references
- The **Verified** Business Partner Solution must contain Minimum of **one** Brand Family products from **at least 2** of the following Brand **Product Groups**:
 - **Lotus Open**
 - LotusLive
 - **Rational Authorized**
 - Rational Services / Training
 - Rational Software Configuration Mgmt
 - **Tivoli Automation**
 - Tivoli Automation
 - Tivoli Automation - Open
 - **WebSphere Core**
 - WebSphere-App Servers
 - WebSphere-Open App Servers
 - WebSphere Cast Iron

SVP Cloud Computing Authorization

Zertifizierungen



- **Sales:**
Minimum of 1 **IBM Cloud Computing Architecture Sales** certifications passed
- **Technical:**
Minimum of 1 eligible technical skill in **each** of following Product Groups:
 - Lotus Open
 - Rational Authorized
 - Tivoli Automation
 - WebSphere Core
- **Approved SVP Product Groups**
 - Rational Authorized
 - Tivoli Automation
 - WebSphere Core



SVP Social Business Authorization

Lösung



- **Referenz:** **Social Business** specific client references
- The **Verified** Business Partner Solution must contain Minimum of **one** Brand Family products from **at least 2** of the following Brand **Product Groups**:
 - **Lotus Social Software and Unified Communications**
 - Lotus Connections*
 - **IBM Cognos, or IBM FileNet or Portal***
 - Business Analytics
 - ECM – FileNet
 - Lotus Portal*

* Stand 26.8.11: unterschiedliche Informationen auf WebSite und im Operations Guide. Die Informationen auf der WebSite sind korrekt und werden in der nächsten Version des Operations Guide nachgezogen.

SVP Social Business Authorization

Zertifizierungen



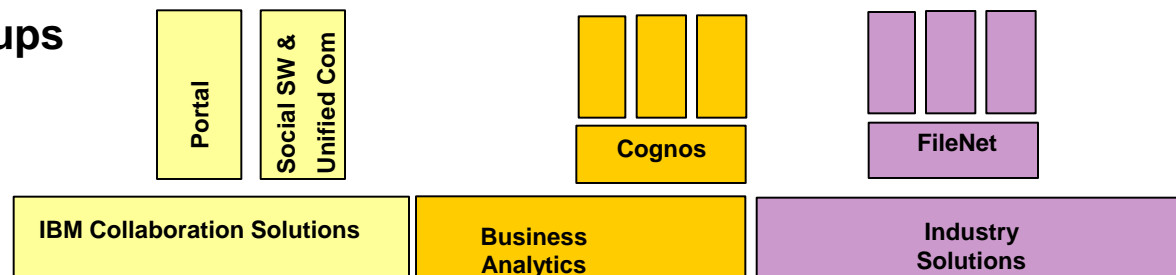
- **Sales:**
Minimum of 1 **Social Business Mastery Sales** skills
- **Technical:**
One **IBM Certified Advanced Solutions Expert – Social Business v1**,

Or of 1 eligible technical skills in **each** of the following areas:

- Lotus Connections
- Lotus Sametime or Lotus Quickr*
- Cognos
- FileNet
- WebSphere Portal

- **Approved SVP Product Groups**

- IBM Cognos
- IBM FileNet
- Lotus Portal
- Lotus Social SW & UC



*Stand 26.8.11: Diese Anforderung wird voraussichtlich entfallen – siehe nächste Version des Operations Guides

SVP Smarter Commerce Capability Authorization

Lösung



- **Referenz:** **Three (3) commerce solution references** in the European Economic Area **One (1)** reference must be the **Smarter Commerce** solution
- **Verified** Business Partner Smarter Commerce Solution **must** contain **1 distinct product** from at least **2 Smarter Commerce Core Business Phases**: Buy, Market, Sell and Service. Refer to the [SVP Smarter Commerce Criteria](#) website for the current list of Core Business Phase associated products.
- An approved SVP Smarter Commerce solution **may contain** select products from the following list, that correspond to the Smarter Commerce Business Phases if identified and **the BP is SVP approved in its Product Group**.
 - IBM Cognos,
 - IBM FileNet,
 - Lotus Portal, and
 - WebSphere Business Process Mgt*

Verified solution			
Your verified commerce solution must contain distinct products from at least two of the Smarter Commerce Core Business Phases: Buy, Market, Sell, and Service.			
Buy	Market	Sell	Service
All Sterling B2B Integration	All Unica	All Sterling B2B Integration	FileNet Content Manager
Sterling Total Payments	All Coremetrics	Sterling Order Capture SW	IBM Case Manager
Sterling Supply Chain Visibility		Sterling Dist Order Mgmt SW	Sterling Dist Order Mgmt SW
Sterling Transportation		Sterling Total Payments	

* (in V2.3 des Op Guides enthalten. Bitte nächste Version prüfen)

Solution Content

Buy	Market	Sell	Service
Sterling B2B Integration Sterling Total Payments Sterling Supply Chain Visibility Sterling Transportation Mgmt Sterling Warehouse Mgmt SW Sterling Managed File Transfer Sterling Collaboration Network Sterling Integrator Sterling Managed Services Sterling Connect Enterprise ILOG ODM Enterprise ILOG Optimization ILOG Supply Chain	All Unica All Coremetrics	All Sterling B2B Integration Sterling Order Capture SW Sterling Dist Order Mgmt SW Sterling Total Payments Sterling Transportation Mgmt Sterling Warehouse Management SW Sterling Managed File Transfer Sterling Collaboration Network Sterling Integrator Sterling Managed Services Sterling Connect Enterprise WS Commerce Express WS Commerce for B2B Direct WS Commerce for B2C Direct WS Commerce Express for B2C WS Commerce B2B Channel Mngmt WS Commerce B2C Multi-Channel WS Commerce Enterprise For Linux On Z ILOG ODM Enterprise ILOG Optimization ILOG Supply Chain	FileNet Content Manager IBM Case Manager Sterling Dist Order Mgmt SW Unica eMessage

Mandatory: Solution must contain products from at least 2 columns

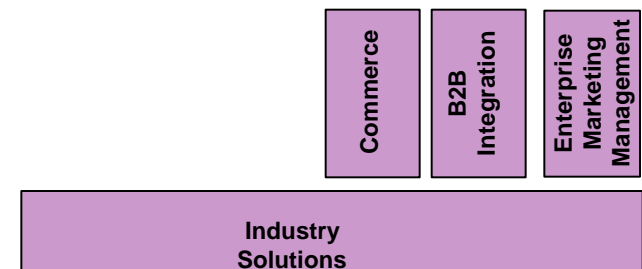
Optional: Solution may also contain Portal, Cognos, SPSS, or FileNet software *

SVP Smarter Commerce Capability Authorization

Zertifizierungen



- **Sales:** Minimum of 1 **Smarter Commerce Solutions Sales masteries** passed
- **Technical:** Minimum of 1 technical skill in **each** of the following Product Groups:
 - B2B Integration
 - Commerce
 - Enterprise Mktg Mgmt
- **Approved SVP Product Groups**
 - B2B Integration
 - Commerce
 - Enterprise Mktg Mgmt

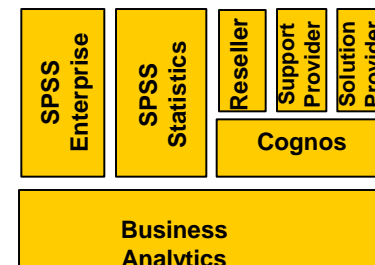


SVP Business Analytics Authorization

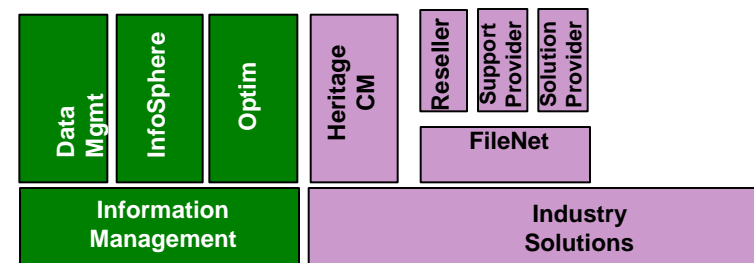
Lösung



- **Referenz:** Business Analytics solution client references published
- Business Analytics solution **must** contain **at least 1 product** from **any** of following required Product Groups, and the Business Partner **must be SVP approved** to resell its Product Group:
 - IBM Cognos
 - IBM SPSS Enterprise
 - IBM SPSS Statistics



- A Business Analytics solution **may** contain additional products from the following eligible Product Groups if the Business Partner is **also SVP approved** in its Product Group:
 - Information Mgmt Data Mgmt
 - IBM InfoSphere
 - IBM Optim
 - Information Mgmt Heritage CM
 - IBM FileNet



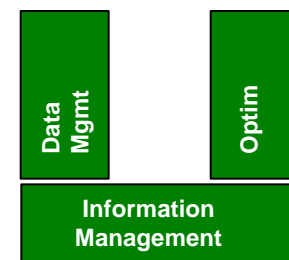
- **Approval** from the Business Analytics **Board**

SVP Data Management Authorization Lösung



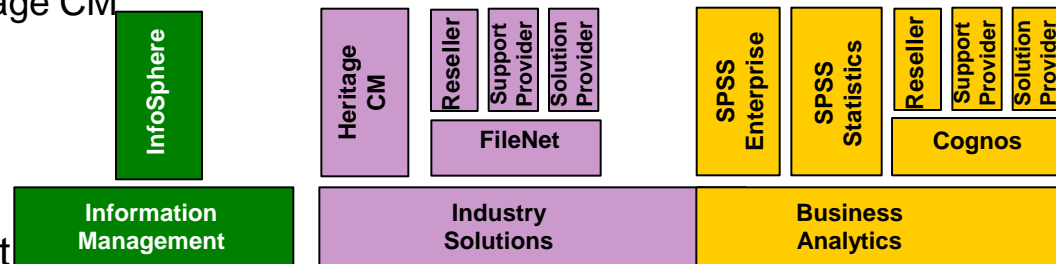
- **Referenz:** Data Management solution client references published
- Data Management solution **must** contain **at least 1 product** from **any** of the following required Product Groups, and the Business Partner **must be SVP approved** to resell its Product Group:

- Information Mgmt Data Mgmt
- IBM Optim



- A Data Management solution **may** contain additional products from the following eligible Product Groups if the Business Partner is **also SVP approved** in its Product Group:

- IBM InfoSphere
- IBM Cognos
- IBM SPSS Enterprise
- IBM SPSS Statistics
- IBM FileNet
- IM Heritage CM



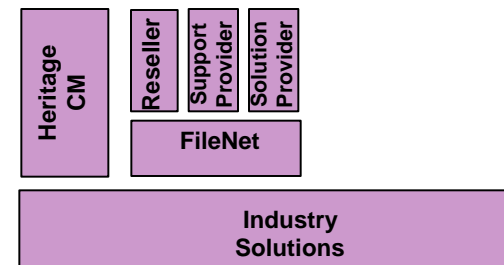
- **Approval** from the Data Management Product Group **Board**

SVP Enterprise Content Management Authorization Lösung



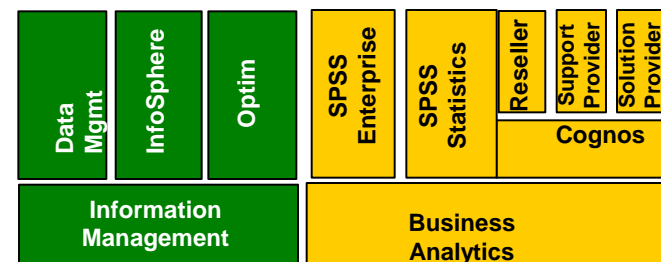
- **Referenz:** Enterprise Content Management solution client references published
- Enterprise Content Management solution **must** contain **at least 1 product** from **any** of following required Product Groups, and the Business Partner **must be SVP approved** to resell its Product Group:

- IBM FileNet
- Information Management Heritage CM



- A Enterprise Content Management solution **may** contain additional products from the following eligible Product Groups if the Business Partner is **also SVP approved** in its Product Group:

- Information Mgmt Data Mgmt
- IBM InfoSphere
- IBM Optim
- IBM Cognos
- IBM SPSS Enterprise
- IBM SPSS Statistics



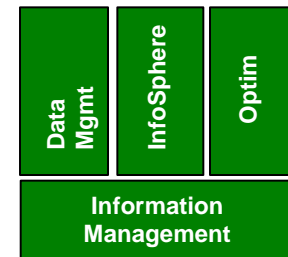
- **Approval** from the Enterprise Content Management **Board**

SVP Information Integration & Governance Authorization



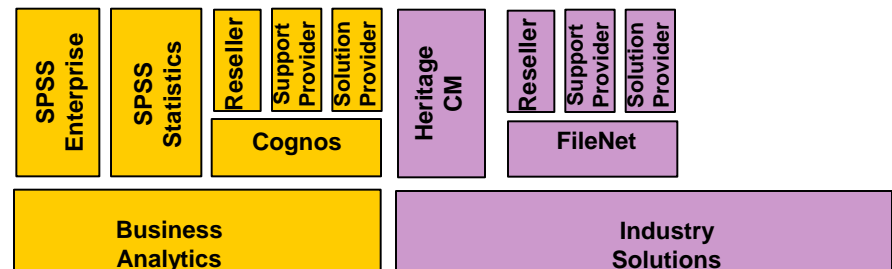
- **Referenz:** Information Integration & Governance solution client references published
- Information Integration & Governance solution **must** contain **at least 1 product** from **any** of following required Product Groups, and the Business Partner **must be SVP approved** to resell its Product Group:

- Information Mgmt Data Mgmt
- IBM InfoSphere
- IBM Optim



- A Information Integration & Governance solution **may** contain additional products from the following eligible Product Groups if the Business Partner is **also SVP approved** in its Product Group:

- IBM Cognos
- IBM SPSS Enterprise
- IBM SPSS Statistics
- Information Mgmt Heritage CM
- IBM FileNet



- **Approval** from the Information Integration & Governance **Board**

Eligibility Requirements	Industry	Cloud	Security	Social Bus.	Smarter Comm.	Business Analytic	Data Mgmt	ECM	Inf. Integr. & Govern.
#References	3	3	3	3	3	3	3	3	3
Solution in GSD	✓	✓	✓	✓	✓	✓	✓	✓	✓
Are all Product Groups SVP Solution eligible?	✓	✗	✗	✗	✗	✗	✗	✗	✗
What is the minimum SVP Solution Product Group(s) approved requirements?	approved in all PG identified in solution	1, any Product Group	1, any Product Group	1, any Product Group	1, any Product Group	Yes, 1 from either Cognos, SPSS Stat, or SPSS Enterprise	Yes, 1 from either Data Mgmt or InfoSphere	Yes, 1 from either FileNet or Heritage CM	Yes, 1 from either Data Mgmt, InfoSphere or Optim
Does solution allow optional Product Group(s) to be eligible?		✗	Messaging & Collab.	✗	Cognos, Filenet, Portal	DataMgmt, Heritage CM, FileNet, InfoSphere, Optim	Her. CM, Cognos, FileNet, Optim, SPSS Stat, SPSS Ent	DataMgmt, Cognos, InfoSphere, Optim, SPSS Stat, SPSS Ent	Heritage CM, Cognos. FileNet, SPSS Stat, SPSS Ent
Min.SVP Product Group approved Tech Skills?	1	1	1	1	1	2	2	2	2
Mini.SVP Product Group approved Sales Skills?	1	1	1	1	1	1	1	1	1

Eligibility Requirements	Industry	Cloud	Security	Social Bus.	Smarter Comm.	Business Analytic	Data Mgmt	ECM	Inf. Integr. & Govern.
Specific technical skills required to meet SVP solution req.?	✗	✓	✓	✓	✓	✗	✗	✗	✗
Specific sales skills required to meet SVP solution req.?	✓	✓	✓	✓	✓	✗	✗	✗	✗
Brand Family specific products required from 2 eligible Product Groups in the verified business partner solution?		✓	✓	✓	✓ 2 Smarter Commerce Element products				
GSD Verified Business Partner Solution req.?	✗	✓	✓	✓	✓	✗	✗	✗	✗
Board Review approval required	✓	✗	✗	✗	✗	✓	✓	✓	✓
Benefits									
SVI-Solution incentive eligibility level	Product Group	Brand Family	Brand Family	Brand Family	Brand Family	Product Group	Product Group	Product Group	Product Group
SVP Solution Authorization mark designation availability	Now	Now	Now	Now	Planned availability 7/29/11	TBD	TBD	TBD	TBD

Benefits	Cloud	Security	Social Business	Smarter Commerce
<p>SVP Product Group approved in specific groups</p>	<ul style="list-style-type: none"> ▪ Rational Authorized ▪ Tivoli Automation ▪ WebSphere Core 	<ul style="list-style-type: none"> ▪ IBM InfoSphere ▪ Rational Authorized ▪ Tivoli Sec & Compliance Management 	<ul style="list-style-type: none"> ▪ IBM Cognos ▪ IBM FileNet ▪ Lotus Portal ▪ Lotus Social SW & Unified Comm 	<ul style="list-style-type: none"> ▪ B2B Integration ▪ Enterprise Mktg Mgmt ▪ WebSphere Commerce
<p>SVI-Solution eligible Brand Families</p>	<ul style="list-style-type: none"> ▪ Tivoli Automation ▪ Tivoli Automation (Open) ▪ Rational Services / Training ▪ Rational Software Configuration Mgmt ▪ LotusLive ▪ WebSphere - App Servers ▪ WebSphere - Open App Servers ▪ WebSphere Cast Iron 	<ul style="list-style-type: none"> ▪ Information Management InfoSphere Guardium ▪ Tivoli Security ▪ Tivoli Security (Open) ▪ Rational Automated Software Quality ▪ Rational Automated Software Quality – Open ▪ WebSphere Datapower ▪ Lotus Messaging and Collab* <p>Note: Requires Lotus Protector be included in the approved SVP Security Solution</p>	<ul style="list-style-type: none"> - Business Analytics - ECM – FileNet - Lotus Connections - Lotus Quickr/Doc - Lotus Sametime - Portal Segment 	<ul style="list-style-type: none"> - Sterling B2B Integration - WebSphere Industry Solutions – eCommerce - ECM PSS Systems - <p><i>Optional:</i> Business Analytics, OpenPages Governance Risk and Compliance, Datacap, ECM - FileNet, Portal Segment</p>

Weitere Informationen

- [Business Partner Operations Guide for Software Value Incentive – Solution – Version 2.3](#)
- [SVP Industry and Capability Authorization frequently asked questions](#)
- [SVI Eligible New License part numbers and their associated brand families](#)



Fragen ?

Thank You

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