# Innovate2014

<Innovate@**SPEED**> June 1 – 5 | Orlando, FL

## IBM Business Partner Summit Guide

Design, deliver, engineer and innovate @ speed

Sunday, June 1, 2014

**IBM**

# Rational Sales Academy

Start your Innovate 2014 experience with the IBM Rational Sales Academy. Hosted at the Walt Disney World Swan and Dolphin in Orlando, Florida, this event includes seven unique tracks : two sales and five technical tracks.

The objective of this event is to provide IBM sales professionals and IBM Rational Business Partners with the enablement needed to sharpen skills and take the competitive lead in your territory.

The curriculum is offered using an interactive delivery approach utilizing case studies, table discussions, and active learning in the sales sessions, and hands-on labs in the technical sessions. The sessions will be focused on DevOps, Smarter Product Development, Cloud and SaaS delivery models.

The IBM Rational Sales Academy starts on Saturday, May 31st at 9:00 a.m., and concludes on Sunday, June 1st at 11:30 a.m. — just in time for the Keynote Session and lunch at the Innovate Business Partner Summit. It's a great way to kick off Innovate 2014.

Take advantage of many opportunities to engage and share your ideas, perspectives, and experiences with your peers from around the globe. There is no additional cost for the Sales Academy, but you must be registered for Innovate 2014.

Registration for the Rational Sales Academy is limited, so apply now.

**ibm.com**/events/swgeer/swgeer06.nsf/signin?openform&seminar=kwotlan9fzmnh&lang=en

# Table of Contents

# Welcome to the IBM Business Partner Summit at Innovate 2014
## Design, deliver and innovate @ speed

The Innovate 2014 Business Partner Summit is filled with opportunities to understand the key role Rational plays in the IBM DevOps and continuous engineering solutions. Kristof Kloeckner, General Manager, Rational Software, and Marcy Pearson, Worldwide Vice President, Rational Sales, will offer many insights into the changing IT landscape and how to identify new opportunities.

The Business Partner Summit keynote and breakout sessions will help you understand how to best position, market, and sell solutions based on the IBM Rational strategy. Through an information-packed series of sessions, you'll get access to practical content on marketing programs and best practices selling strategies and techniques, tools and tips for facing off against the competition, and how to leverage growth engines.

Prepare to connect and collaborate. This Summit is just for you!

# Keynote session

**Welcome**

**Chris Mowry**
Worldwide Channel Sales Executive
for IBM Rational

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**Brand Strategy**
The excitement of DevOps and continuous
engineering; the right solutions at the right time

**Kristof Kloeckner**
General Manager,
IBM Rational

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**Rational Sales**
Capitalizing on opportunities and value propositions

**Marcy Pearson**
Vice President, Worldwide
IBM Rational Sales

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**Rational Marketing**
Our plans for capturing the market opportunity
with IBM Rational and how you can participate.

**Gina Poole**
Vice President, IBM Software Group,
IBM Rational Marketing & Practitioner
Outreach

**Business Partner Marketing**
Helping you take your marketing to the next level

**Shaun Jones**
Vice President, Worldwide Business
Partner and Midmarket Marketing

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**Ecosystem Development**
Innovate @ Speed for ISVs and startups,
and what it means for you

**Sandy Carter**
General Manager, Ecosystem
Development and Social Business
Evangelist

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**Teaming with IBM**
Reinforce opportunities and how to expand
relationships with IBM

**Mark Register**
Vice President, Software Business
Partners & Midmarket

# IBM Business Partner Summit — Agenda at a glance

| Code | Session Title | | Location |
|------|---------------|---|----------|
| **11:30 a.m.–1:30 p.m.** | | | |
| BPS-2527A | Design, Deliver, Innovate @ Speed, Keynote session and awards ceremony over lunch | | Swan 5-6 |
| **1:40 p.m.–2:30 p.m.** | | | |
| BPS-2526A | Jump on the ecosystem development express to success | | Mockingbird |
| BPS-2522A | Token licensing best practices for accelerating sales | | Swan 10 |
| BPS-2516A | A go-to guide for your cloud makeover: Helping Business Partners transform their business model | | Macaw 1-2 |
| BPS-2520A | Why subscription and support is vital to your customers and your business | | Swan 7 |
| BPS-2521A | Continuous engineering: By engineers for engineers — are you ready? | | Swan 8 |
| **2:40 p.m.–3:30 p.m.** | | | |
| BPS-2523A | Today's clients live in the digital world. Will they find you there? | | Mockingbird |
| BPS-2519B | A go-to guide for your cloud makeover: Helping Business Partners transform their business model | | Macaw 1-2 |
| BPS-2524A | Faster to build, faster to market: New solutions for DevOps and Smarter Product Development | | Swan 7 |
| BPS-2521B | Continuous engineering: By engineers for engineers — are you ready? | | Swan 8 |
| BPS-2525A | The quick and easy way to find customers | | Swan 10 |
| **3:40 p.m.–4:30 p.m.** | | | |
| BPS-2524B | Faster to build, faster to market: New solutions for DevOps and Smarter Product Development | | Swan 7 |
| BPS-2530 | Integrating your solutions into Rational products for DevOps and continuous engineering | | Swan 8 |
| **6:00 p.m.–8:30 p.m.** | | | |
| | IBM Business Partner Café opens | | Solution EXPO |
| | Opening reception | | Solution EXPO |

# Breakout sessions

**1:40 p.m. – 2:30 p.m.**

### Jump on the ecosystem development express to success
**Speaker:** *Jonathan Libby, Manager, Austin Innovation Center, Ecosystem Development*
**Mockingbird, BPS-2526A**

Learn how IBM Business Partners and IT professionals team with IBM's Ecosystem Development experts to address monumental opportunities presented by the convergence of three major IT shifts — emergence of data as a new natural resource, cloud computing, and new systems of engagement. See how growth initiatives such as Cloud, Mobile, Cognitive Computing and more can fit into your business plan. In this session, discover the breadth and depth of IBM Ecosystem Development resources capable of maximizing the impact on your business. Engage in dialogue, and share best practices directly with IBM and IBM Business Partners. Learn how to establish priorities and develop plans that reinforce your alignment with IBM solutions, and take advantage of today's opportunities. Come with questions and get answers!

### A go-to guide for your cloud makeover: Helping Business Partners transform their business model
**Speaker:** *Warren Turner, Cardinal Points Group, LLP*
**Macaw 1-2, BPS-2519A**

Come learn how IBM is helping its Business Partners to transform their business models and evolve to a more cloud-centric delivery model. IBM has engaged Cardinal Points Group, an independent channels advisement firm, to create a unique workshop experience for Business Partners that want to change their business model. To date, IBM and Cardinal Points Group have delivered more than 100 workshops globally. If you want to learn firsthand the essential elements necessary for successful transformation, this briefing is for you.

### Why subscription and support is vital to your customers and your business
**Speaker:** *Lisa Harris Tong, Worldwide Stream Sales Executive — Rational software*
**Swan 7, BPS-2520A**

Learn how subscription and support directly benefits your customers with the latest software enhancements and support, while also providing you with a stronger and continual relationship with your customers, offering further opportunities to help them adopt additional offerings from IBM.

### Continuous engineering: By engineers for engineers — are you ready?
**Speaker:** *Nicole Katrana, Worldwide Program Director, Product Service Innovation and Rational Systems Marketing*
**Swan 8, BPS-2521A**

Today's products and systems — from medical devices to cars to smart power grids — are becoming more intelligent, instrumented and interconnected. Companies know that to compete they must be able to rethink, redesign, reintegrate, and reinnovate to improve their products and solutions. Continuous engineering is an enterprise capability that helps manufacturers speed delivery of increasingly complex and connected products while managing cost, quality and risk within this challenging environment. In this session you will learn:

- What continuous engineering is, and the assets available to start a conversation
- Why DOORS Next Generation and RELM are key to your success — and the new sales and pricing plays
- New marketing assets and initiatives to accelerate demand generation

## 1:40 p.m. – 2:30 p.m. (Continued)

### Token licensing best practices for accelerating sales
**Speakers:** *Sue Ward, Worldwide Sales and Business Development — Rational Software; Martin Stenkilde, Worldwide Channel sales leader, EM*
**Swan 10, BPS-2522A**

Tokens are an IBM-only licensing offering that enables you to go head-to-head with competitive technologies, move your customers to new Rational technologies and share products across users and geographies — all to optimize use of the Rational portfolio. Join the IBM channel team and "Token Tigers" for a discussion on how tokens can raise your revenue opportunities, establish long engagements and provide customers with what they really need. This session will build your confidence and expertise to sell the value propositions and the unique token offerings to white space and existing customers. Case studies and execution of Channel Tokens deals will be addressed.

## 2:40 p.m. – 3:30 p.m.

### Today's clients live in the digital world. Will they find you there?
**Speaker:** *Shaun Jones, Vice President, Worldwide Business Partner and Midmarket Marketing*
**Mockingbird, BPS-2523A**

By recent estimates, 93 percent of business-to-business purchases start with an online search. Most buyers do their own research before ever contacting a vendor or Business Partner. When your target audience goes looking for information on the web, can they find you? An effective inbound marketing plan, paired with a top-notch web presence, is essential to attract new buyers and clients. Learn about the power of digital and social media marketing, and identify key actions to ensure prospective clients will find you in today's digital marketplace.

### A go-to guide for your cloud makeover: Helping Business Partners transform their business model
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### Faster to build, faster to market: New solutions for DevOps and Smarter Product Development
**Speaker:** *Randy Newell, Director, DevOps Category & Rational Capabilities Marketing (GTM)*
**Swan 7, BPS-2524A**

The IBM DevOps solution uses an open-standards-based platform and a continuous feedback loop across the delivery process. It is designed to integrate into existing heterogeneous lifecycle environments to deliver value quickly. IBM Business Partners and the open standards community are an essential part of the IBM DevOps solution and help our clients achieve successful business outcomes.

### Continuous engineering: By engineers for engineers — are you ready?
**Speaker:** *Nicole Katrana, Worldwide Program Director, Product Service Innovation and Rational Systems Marketing*
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Today's products and systems—from medical devices to cars to smart power grids—are becoming more intelligent, instrumented and interconnected. Companies know that to compete they must be able to rethink, redesign, reintegrate, and reinnovate to improve their products and solutions. Continuous engineering is an enterprise capability that helps manufacturers speed delivery of increasingly complex and connected products while managing cost, quality and risk within this challenging environment. In this session you will learn:

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- New marketing assets and initiatives to accelerate demand generation

### The quick and easy way to find customers
**Speaker:** *Imran Hashmi, Rational Sales for Midmarket Canada and Caribbean*
Swan 10, BPS-2525A

Learn how a multi-pronged approach to territory development and prospecting can put you in the driver's seat on the road to success with Rational Software. Understand why your best asset is your existing customer base and how to leverage that base for more opportunities. Learn how to make the best use of today's social networking software to attack white space and how to zone in on key problem areas for a given industry and then have prospects knocking on your door for help. So you got a lead, now what? Learn what to do and what not to do before you make that first phone call or send an email to a hot prospect. Finally, learn how to wrap it all within a well-oiled and disciplined plan to help you exceed your sales objectives.

## 3:40 p.m.–4:30 p.m.

### Faster to build, faster to market: New solutions for DevOps and Smarter Product Development
**Speaker:** *Randy Newell, Director, DevOps Category & Rational Capabilities Marketing (GTM)*
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### Integrating Your solutions into Rational products for DevOps and continuous engineering
**Speaker:** *Samit Mehta, Lead Architect — ISV Partner Enablement, Business Development; Ready for IBM Rational Software Validation*
Swan 8, BPS-2530

If you've already integrated your solution to Rational products, do you need to do more to integrate into Rational's solution for DevOps and continuous engineering? Or, can you reposition existing integrations as part of the overall lifecycle solution for DevOps and/or continuous engineering? What would it take to integrate your solution into the new UrbanCode products in the Rational portfolio? What products can be validated as Ready for Rational in the IBM PartnerWorld program?

Come to this session to get more information about the above topics. We will also provide more details on building plug-ins for UrbanCode Deploy.

# IBM Business Partner Café

**Atlantic Hall A—Solution Center, WDW Dolphin**

BluePrints—the IBM Business Partner Cafe at Innovate 2014 is THE place to design and innovate with peers, customers and subject matter experts to move your business forward!

Connect, collaborate and commune with a refreshment and your customers. Open to all Business Partners, the Business Partner Café is the ideal place to visit in the Solution EXPO. Conference rooms are available for formal meetings with IBM sales teams, fellow Business Partners or with IBM Rational Channel Marketing staff. The Café also offers capacity to host ad hoc meetings. With IBM staff available to assist you at the Information Desk, we can help you secure meeting rooms and answer general questions to help you navigate the conference successfully. The Café is the place to get business done!

## When to visit:

| Sunday, June 1 | Monday, June 2 | Tuesday, June 3 | Wednesday, June 4 |
|---|---|---|---|
| 6:00 p.m. – 8:30 p.m. | 9:00 a.m. – 7:00 p.m. | 9:00 a.m. – 7:00 p.m. | 9:00 a.m. – 4:00 p.m. |

## Visit the IBM Business Partner Cafe to:
- Hold meetings with clients and close deals
- Engage with your IBM teams and executives
- Build your network by connecting with other Business Partners
- Explore and instantly download valuable information from our interactive and self-service Business Partner Resource Tool
- Update your PartnerWorld profile to ensure you get the latest news tailored to your needs,the greatest number of leads, and IBM information that is critical to your success
- Power up your electronic devices using available charging stations
- Recharge yourself—enjoy a cup of coffee or cappuccino in the afternoon and check email

## Interactive Business Partner Resource Tool
Access more than 100 documents, presentations and videos to accelerate your learning. Located in the Business Partner Café, this interactive touch-screen tool allows you to self-navigate through a selection of important IBM Business Partner topics, as well as download files for later reference.

Topics include:

- Build your skills
- Understand incentive programs
- Leverage PartnerWorld business tools
- Drive demand with marketing
- Review recent announcements
- Apply strategic capabilities
- Access Business Partner Summit presentations

## Have some fun this year in the IBM Business Partner Cafe!

Enter the BluePrints art contest! Draw an example of design, deliver or innovate @ SPEED on the special table paper and enter to win a Raspberry Pi! Submit your drawing at the Business Partner Café Information Desk, along with your business card. Only IBM Business Partners are eligible.

## We want your feedback!

We value your input! Return a completed Business Partner Café and Solution EXPO Evaluation Form and receive a thank you gift.

## Proud Sponsor of the IBM Business Partner Café

Ingram Micro, a leader in technology distribution and a leading technology sales, marketing, and logistics company, has a dedicated team of 30 Ingram Micro members to support IBM Software. We are industry experts who partner, manage, and serve as an extended arm to the reseller community. Our dedicated team offers full circle support from enablement, technical sales, transactional support, marketing assistance, and sales support within our Market Development division. We also help to create strategic business plans that are focused on revenue growth and profitability, sales training, end-user marketing and technical certifications.

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**Partner Smart**™

# 2014 Rational Business Partner Awards

Congratulations to all of the IBM Rational Business Partners who are award winners and finalists of the 2014 IBM Innovate Business Partner Awards. These awards provide an opportunity for IBM Business Partners to showcase their innovation and excellence in delivering business value to clients through their solutions based on integrations with IBM Rational software. Each of the four awards will be presented during an awards ceremony in the Business Partner Summit general session.

**Awards categories include:**

- Innovation in IT Development
- Innovation in Systems Development
- Innovation in Enterprise Modernization Development
- Rational Value-Added Distributor of the year

**IBM** Business
Partner Award
**2014**
Rational Software

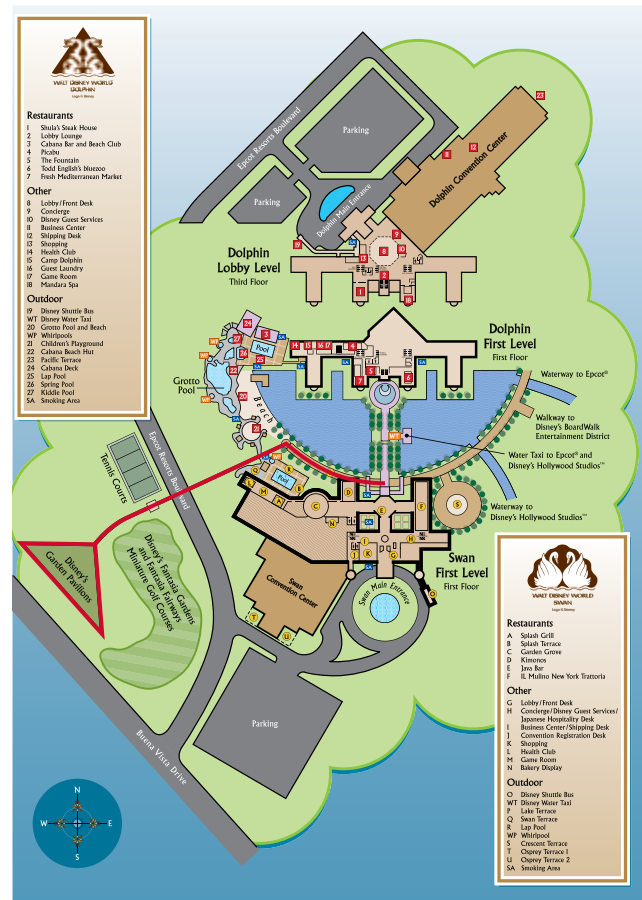# IBM Business Partner Reception
## Meet and celebrate!

**When:** Tuesday, June 3, 7:30 p.m. – 10:00 p.m.
**Location:** Fantasia Garden
(follow path behind Swan Hotel)

You've spent a busy week collaborating, networking and meeting! Now it's time to step into the opening of the "big top" to chill and relax. We are hosting a circus theme with a juggler, caricature artist, appetizers, a Brazilian caipirinha bar and lively music. Be sure to join us and let us say, "Thanks!"

# After Innovate

## Let's talk Business Partner: Breaking new ground with IBM

Don't miss the Let's Talk Business Partner series, on-demand webcasts covering a wide range of topics to help you maximize your opportunity. Topics include 2014 sales plays and resources, incentive programs, and marketing tools to help you identify and progress leads. The Let's Talk Business Partner webcast registration and replay center lets you register for upcoming webcasts and access replays of past events. Get started here: **ibm.com**/partnerworld/software/2014

## Go Digital! IBM Digital Content Marketing

IBM Digital Content Marketing is an integrated marketing platform that includes web content syndication, email marketing and social automation designed to help you generate leads, while saving you time and money. We understand that building a pipeline of opportunities is critical to your success. Having up-to-date content on IBM offerings readily available on your website provides an excellent marketing tool for you to drive client interest.

Using web content syndication, content will be automatically updated without having to use your resources. Access email marketing tools, including IBM ready-to-execute customizable campaigns. The tool will assist you in narrowing a broad spectrum of contacts into a targeted group of sales prospects and leads, making it easy to create, target and execute email campaigns. In addition, the new social automation capability can augment your existing social efforts with ready-to-post content, leverage IBM best practices for social media generation, and provide one-stop shopping for curating, scheduling and posting social content.

Digital Content Marketing is available to all IBM PartnerWorld members at no cost.

To learn more, go to **ibm.com**/partnerworld/syndication.

## Get informed. Take action. Stay ahead.

IBM wants to keep you up to date on important IBM Business Partner news and information related to programs and solutions. Here are the key communications tools IBM Rational uses to help make that happen:

- PartnerWorld: **ibm.com**/partnerworld/software/rational
- Twitter: @ibmpartners
- Conference: **ibm.com**/software/rational/innovate/

If your company is an IBM PartnerWorld member, register for an individual PartnerWorld ID and set up your profile. It is very important you keep your PartnerWorld profile up to date. Select the areas of interest important to your company's business strategy and your role: sales, marketing, technical. For IBM Rational, there are three areas of

interest to select from to help us target the information that is right for your business.

## IBM Co-Marketing Center

The IBM Co-Marketing Center is your one stop to maximize your co-marketing investment with IBM. Now you can use ready-to-execute campaign materials that can be customized easily for your unique requirements. You can also apply for IBM co-marketing funds to help fund your campaign execution. Access online education materials: Quick Reference Guide, Create and Design Step-by-Step Instructions, and FAQs.

## IBM PartnerWorld Value Package

Reduce costs! Purchase the IBM Value Package, an optional fee-based set of benefits that will help you attain the skills necessary for the IBM Software Value Plus initiative.
The benefits include:

- Access to IBM software
- Education reimbursement through the You Pass, We Pay and You Test, We Pay offers
- Technical support for presales and predeployment situations

## IBM Software Practice Accelerator

The IBM Software Practice Accelerator is a comprehensive learning path that builds upon the foundation of rich product training and certification programs currently offered by IBM. Through series of development opportunities, you can accelerate your delivery of integrated IBM solutions and expand your services practice in order to deliver a top-notch client experience.

## Ready for IBM Rational program

Ready for IBM Rational software validation enables you to demonstrate and validate the integration between your tools and the IBM Rational Software Delivery Platform. As a validated provider, you can gain valuable exposure to clients, other IBM Business Partners, and the IBM sales network.

# Thank you to our IBM Business Partner sponsors and exhibitors

| Company name | Booth# |
|---|---|
| 321gang | E448 |
| Applause | T-05 |
| ARCAD Software Inc | E434 |
| Arcisphere Technologies | E440 |
| Arista Networks | E121 |
| Array Networks | T-10 |
| AT&T Mobility | T-02 |
| Avnet Services | E106 |
| BigLever Software | E110 |
| Blue Agility | S205 |
| CloudOne | D208 |
| CM-Logic | T-09 |
| Corso | E432 |
| Coverity | S207 |
| Datical | E108 |
| Electric Cloud | E215 |
| GLOBAL KNOWLEDGE | T-08 |
| IntelliCorp | T-07 |
| Ironside Group | E404 |
| Island Training | E430 |
| ITI GmbH | E438 |
| Keynote | T-04 |

| Company name | Booth# |
|---|---|
| Kovair Software | E410 |
| LDRA | E436 |
| LearnQuest | E412 |
| Mentor Graphics Corporation | E114 |
| Method Park America Inc. | E116 |
| Mobile Labs | E109 |
| National Instruments | G314 |
| Optimyth Solutions | T-12 |
| PacGenesis | T-11 |
| PointSource | T-06 |
| pure-systems GmbH | T-01 |
| QualiSystems | E213 |
| ReleaseTEAM Inc | E406 |
| River North | E408 |
| SCM Solutions inc | E123 |
| Scott Ambler & Associates | E119 |
| Skytap | G214 |
| Tasktop Technologies | E402 |
| TestPlant | T-03 |
| The Innovation Network | E115 |
| USER Rendszerhaz | E117 |

## Reference links

| | |
|---|---|
| Register for a PartnerWorld ID | **ibm.com**/partnerworld/pwhome.nsf/weblook/pub_join_allBPs.html |
| IBM Co-Marketing Center | **ibm.com**/partnerworld/page/pw_com_cfm_index |
| IBM Co-Marketing education materials | **ibm.com**/partnerworld/page/pw_com_cfm_comarketing_education |
| Let's Talk Business Partner | **ibm.com**//partnerworld/software/2014 |
| IBM PartnerWorld Value Package | **ibm.com**/partnerworld/mem/valuepack/mem_ben_value_resellers.html |
| IBM Rational enablement replays | **ibm.com**/partnerworld/page/swg_com_sfw_rational_enablement_chats |
| Ready for IBM Rational Business program | **ibm.com**/partnerworld/page/isv_com_dvm_techval_rational |
| Software Practice Accelerator | **ibm.com**/partnerworld/page/swg_com_sfw_software_practice_accelerator |
| IBM Web Content Syndication | **ibm.com**/partnerworld/syndication |